

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†4168
ANSWERED ON 22.03.2021**

SHORTAGE OF CAPITAL IN RURAL TOURISM

**†4168. SHRI DEVJI M. PATEL:
SHRI DHARAMBIR SINGH:**

Will the Minister of TOURISM be pleased to state:

- (a) whether tourism is essential for the rural economy of the country whereas its contribution is only 0.38 per cent at present and the hotels in rural areas is only 10 per cent as compared to China and rural tourism market is also not developed and not being promoted effectively;**
- (b) if so, the schemes formulated by the Government to improve infrastructural facilities like road transportation, airport management and electricity so as to promote rural tourism along with the details thereof;**
- (c) whether there is a huge shortage of capital in rural tourism; and**
- (d) whether the Government has formulated any effective scheme to address the capital shortage along with the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (d): The Ministry of Tourism has launched the Swadesh Darshan Scheme for integrated development of theme based tourist circuits for development of tourism infrastructure including last mile connectivity in the Country. Recognising the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of the thematic circuits identified for development under this scheme and is aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourists a glimpse of the rural aspect of the country.

The projects for development of Tourism related infrastructure, including rural tourism projects/proposals are identified for development under the circuit in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

Based on the above criteria, the Ministry has sanctioned following projects for development of Rural Circuits under the Swadesh Darshan Scheme which are under different stages of implementation:

(Rs. in Crore)

S. No.	State/Year of Sanction	Name of Project	Amount Sanctioned
1	Bihar 2017-18	Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia	44.65
2.	Kerala 2018-19	Development of Malanad Malabar Cruise Tourism Project	80.37

The objective of the Swadesh Darshan scheme include creating employment through active involvement of local communities and promoting community-based development and pro-poor tourism approach.

There is no dedicated budget for promotion and development of rural tourism. However, in view of its huge potential, rural tourism has emerged as one of the priority sectors.

The Ministry of Tourism, Govt of India promotes India as a holistic tourism destination including ancient heritage & culture as part of its ongoing activities, releases print, electronic, online and outdoor media campaigns in the domestic and International markets, under the Incredible India brand-line, to promote tourism products and destinations in the country including Rural Tourism. The Ministry also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.
