

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.27
ANSWERED ON 19.07.2021**

**ENCOURAGEMENT TO RURAL TOURISM UNDER ATMA NIRBHAR
BHARAT**

**27. SHRI TALARI RANGAIAH:
SHRI SANJAY KAKA PATIL:
SHRI MAGUNTA SREENIVASULU REDDY:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is planning to adopt a comprehensive strategy to encourage rural tourism in India under the Atma Nirbhar Bharat to revive the economy;**
- (b) if so, the details thereof;**
- (c) whether the Government has taken any steps under the Vocal for Local initiative in the tourism sector; and**
- (d) if so, the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): The Ministry of Tourism has recognized the immense potential of Rural Tourism and has been actively working on promotion and development of this niche area of tourism.

The Ministry of Tourism has accordingly formulated a Draft National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. Driven by the spirit of "Vocal for Local", rural tourism can contribute significantly to the mission of Aatmanirbhar Bharat.

In order to develop rural tourism in the country, the strategy focuses on the following key pillars:

- (i). Model policies and best practices for rural tourism**

- (ii). Digital technologies and platforms for rural tourism**
- (iii). Developing clusters for rural tourism**
- (iv). Marketing support for rural tourism**
- (v). Capacity building of stakeholders**
- (vi). Governance and Institutional Framework**

In order to make the document more comprehensive, Ministry of Tourism has invited feedback/ comments/ suggestions on the draft National Strategy and Roadmap from all the State Governments/UT Administrations.

Further, recognizing the potential of rural tourism in the country, the Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under Swadesh Darshan Scheme for development aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourist glimpse of the rural aspects of the country.
