

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.316
ANSWERED ON 20.07.2021

SHORTAGE OF CAPITAL IN RURAL TOURISM

316. SHRI AKHILESH PRASAD SINGH:

Will the Minister of **TOURISM** be pleased to state:

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

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(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.

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.

Recognising the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of the thematic circuits 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 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 of Tourism has sanctioned following projects for development of Rural Circuits under the Swadesh Darshan Scheme in the country, including Bihar:

(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
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In view of huge potential of rural tourism, it has emerged as one of the priority sectors. Accordingly, Ministry of Tourism has formulated a *Draft National Strategy and Roadmap for Development of Rural Tourism in India* - An initiative towards Atmanirbhar Bharat. In order to make the document more comprehensive, Ministry of Tourism has invited feedback/ comments/ suggestions on the draft National Strategy and Roadmap from identified Central Ministries, all the State Governments/UT Administrations and industry stakeholders.

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.
