

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.3430  
ANSWERED ON 09.08.2021**

**PROMOTION OF RURAL TOURISM TO ENHANCE INCOME OF RURAL  
PEOPLE**

**3430. SHRIMATI QUEEN OJA:**

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

- (a) whether the Government has any proposal to promote rural tourism considering the immense potential in rural life to enhance the income of rural people;**
- (b) if so, the details thereof and if not, the reasons therefor;**
- (c) whether any study has been conducted by the Government to identify the reasons as to why rural tourism is not getting the attention it deserves and if so, the details and outcome thereof;**
- (d) whether the Government has invested sufficient funds for the development of rural tourism; and**
- (e) if so, the details thereof during each of the last three years?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (e): Rural Tourism has been identified as one of the Niche Tourism areas for development in the country by the Ministry of Tourism.**

**Ministry of Tourism has launched the Swadesh Darshan scheme for integrated development of theme based tourist circuits for development of tourism in the country. Recognising the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of the fifteen thematic circuits for development under the Scheme and is aimed at leveraging tourism as a force multiple 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 project/ proposal 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, Ministry of Tourism has sanctioned the following projects under the Rural Circuit theme of Swadesh Darshan Scheme in the country:-**

<b>State/Year of Sanction</b>	<b>Details</b>	<b>Amount Sanctioned (in Rs. Crores)</b>
<b>Bihar 2017-18</b>	<b>Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia</b>	<b>44.65</b>
<b>Kerala 2018-19</b>	<b>Development of Malanad Malabar Cruise Tourism Project</b>	<b>80.37</b>

**Apart from above, Ministry of Tourism has formulated a Draft 'National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat', which, inter alia, focuses on generating income and jobs in rural areas and empower local communities, youth and women, fulfilling the vision of Aatmanirbhar 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 concerned Central Ministries, all the State Governments/UT Administrations and industry stakeholders.**

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