

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2215
ANSWERED ON 04.08.2022

SUPPORT TO RURAL TOURISM ENTREPRENEURS

2215 SHRI SANDOSH KUMAR P:

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

- (a) whether Government has realised the importance of rural tourism in the country;
- (b) whether Government has a list of rural tourism projects that have got visibility in the international tourism map since the year 2021; and
- (c) whether Government has any plan to encourage and support rural tourism entrepreneurs in the country in order to make it a sustainable practice?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Yes, Sir. Realising the potential of Rural Tourism, Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. The strategy document 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.

With the objective to develop Rural Homestays as an experiential tourism product, which can give boost to rural tourism, provide entrepreneurial opportunities to rural people and lead to community development, Ministry of Tourism has formulated a National Strategy for Promotion of Rural Homestays.

The Ministry of Tourism under its Swadesh Darshan scheme guidelines provides financial assistance to State Governments/Union Territory Administrations for development of rural tourism related infrastructure in the country. The projects undertaken for development by the Ministry are identified in consultation with State Governments/ Union Territory Administrations / Central Agencies and are sanctioned subject to submission of project proposals by them, their adherence to relevant scheme guidelines, submission of suitable Detailed Project Reports, availability of funds and utilization of funds released for projects sanctioned earlier.

Details of funds sanctioned for Rural tourism projects are at Annexure.

Ministry of Tourism has instituted a National Tourism Award in the category of 'Best Rural/Agri/Plantation Tourism projects' to motivate the stakeholders in the tourism sector for implementing such projects.

Pochampally village in Telangana was selected as one of the Best Tourism Villages by United Nations World Tourism Organisation (UNWTO) in 2021.

ANNEXURE

STATEMENT IN REPLY OF PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.2215 ANSWERED ON 04.08.2022 REGARDING SUPPORT TO RURAL TOURISM ENTREPRENEURS

Details of project sanctioned under the Rural Circuit of Swadesh Darshan Scheme in the country

(Amt. in crore)

S. No.	Name of State	Year of sanction	Project Name	Amt. Sanctioned	Amt. Released
1.	Bihar	(2017-18)	Development of Bhitiharwa-Chandrahia- Turkaulia	44.65	35.72
2.	Kerala	(2018-19)	Development of Malanad Malabar Cruise Tourism Project	80.37	23.77
