

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3441
ANSWERED ON 16.12.2024**

STATE ASSESSMENT AND RANKING ON RURAL TOURISM

3441. SHRI PRADYUT BORDOLOI:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has undertaken the State Assessment and Ranking on Rural Tourism as mentioned in the National Strategy and Roadmap for Development of Rural Tourism in India and if not, the reasons therefor;**
- (b) the details of the steps taken by the Government to improve digital infrastructure in tea estates in the State of Assam for tourism and the funds disbursed towards achieving the same; and**
- (c) the details of the number of familiarisation tours that have been conducted to tea estates in the State of Assam as mentioned in the said Strategy?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Development and promotion of tourist destinations and products, including rural tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration.

The Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' complements the efforts of tourism infrastructure development in the country by extending financial assistance to the State Governments/UT Administrations including the State of Assam. Ministry of Tourism has revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism

destinations, following a destination & tourist-centric approach. The central financial assistance is being extended according to guidelines and based on proposals/detailed project reports received from the States and UT Governments.

During the recently concluded 12th edition of the International Tourism Mart held at Kaziranga, Assam the Ministry of Tourism organized technical tours and familiarization trips for international participants, domestic buyers and sellers and other tourism stakeholders to various tourist destinations including tea estates of Assam.
