

Ministry of Tourism



# National Strategy and Roadmap for Development of Rural Tourism

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Development and promotion of tourist destinations and products, including rural tourism is undertaken by the respective State Government/Union Territory (UT) Administration.

With the aim to promote tourism in tribal areas, the Ministry of Tourism has issued guidelines along with template for formulation of proposal by State Governments and UT Administrations for 'Development of Homestays in Tribal Areas' (A sub-scheme of Swadesh Darshan Scheme) under Pradhan Mantri Janjatiya Unnat Gram Abhiyan (PM-JUGA). The objective of the initiative is to develop homestays in tribal areas to promote responsible tourism and enhance livelihood opportunities for tribal communities. The guidelines also focus on technical upskilling and training of the Homestay owners. The said initiative includes development of 1000 homestays with support of Up to ₹5 lakh for village community requirement, Up to ₹5 lakh for construction of two new rooms for each household and Up to ₹3 lakh for renovation of existing rooms for each household.

Ministry of Tourism has formulated guidelines for 'Challenge Based Destination Development' as a sub scheme of Swadesh Darshan 2.0 Scheme to enhance tourist experience and to transform tourist destinations as sustainable & responsible destinations.

The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities; promotion of Rural homestays and Rural Tourism is also taken up. The Ministry of Tourism also regularly promotes various tourism destinations and products of rural tourism through its website and social media promotions.

In order to provide impetus for development of Green and Eco Tourism in the country, Ministry of Tourism formulated National Strategies for Eco Tourism and Sustainable Tourism and initiated Travel for LiFE programme to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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