

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1233  
ANSWERED ON 11.12.2023**

**DEVELOPMENT OF RURAL TOURISM**

**1233.SHRI SELVAM G.:**

**SHRI DHANUSH M. KUMAR:**

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

- (a) whether there is a huge potential for the development of rural tourism in the country;**
- (b) if so, the number of villages/districts in the country identified and developed as the places of rural tourism State/UT-wise especially in Tamil Nadu;**
- (c) whether the Government has received any proposal from States/Union-Territories in this regard; and**
- (d) if so, the details thereof along with the funds allocated for this purpose?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (d): Yes Sir, there is a huge potential for the development of rural tourism in the country.**

**Recognizing the immense potential of rural tourism in the country, 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**

**In addition, the Ministry of Tourism identified Rural Circuit as one of the thematic circuits under its Swadesh Darshan Scheme. The details of projects sanctioned under Rural Circuit of the scheme are given at Annexure.**

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**ANNEXURE****STATEMENT IN REPLY OF PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.1233 ANSWERED ON 11.12.2023 REGARDING DEVELOPMENT OF RURAL TOURISM BY SHRI SELVAM G. AND SHRI DHANUSH M. KUMAR****Details of project sanctioned under the Rural Circuit of Swadesh Darshan Scheme in the country****(₹ in crore)**

<b>S. No.</b>	<b>Name of State</b>	<b>Year</b>	<b>Project Name</b>	<b>Amount Sanctioned</b>	<b>Amount Released</b>
<b>1.</b>	<b>Bihar</b>	<b>(2017-18)</b>	<b>Development of Gandhi Circuit: Bhitiharwa-Chandrahia- Turkaulia</b>	<b>44.27</b>	<b>39.96</b>
<b>2.</b>	<b>Kerala</b>	<b>(2018-19)</b>	<b>Development of Malanad Malabar Cruise Tourism Project</b>	<b>57.35</b>	<b>30.98</b>
			<b>Total</b>	<b>101.62</b>	<b>70.94</b>

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