

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:226

ANSWERED ON:25.07.2005

RURAL TOURISM

Gaikwad Shri Eknath Mahadeo;Mane Smt. Nivedita;Singh Shri Kirti Vardhan;Yadav Shri Anirudh Prasad (Sadhu)

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is making any efforts to attract more foreign tourists to the country;
- (b) if so, the details thereof;
- (c) whether rural India is expected to be made more attractive to foreign tourists;
- (d) if so, whether the Government plans to promote certain villages in tourist targeted region; and
- (e) if so, the details thereof, State-wise?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SMT. RENUKA CHOWDHURY)

(a): Yes, Sir.

(b): Promotion of tourism to further augment the inflow of tourists is being undertaken on a regular basis, through an integrated marketing and promotional strategy and a synergized campaign in association with the travel trade and State Governments. The promotional activities being undertaken include advertising in the print and electronic media, participation in fairs & exhibitions, organizing seminars, workshops and road shows, brochure and joint advertising support, inviting media personalities, tour operators and opinion makers to visit India under the Hospitality Programme.

(c) and (d): Yes, Sir.

(e): Recognizing the important role tourism can play as a catalyst for development in the rural sector, a "Rural Tourism Scheme" has been announced for positioning the rural tourism product of the country as a unique visitor experience in a low-impact setting. Under this product category about 31 key rural areas have been identified for development. The objective is to showcase the rural life, art, culture and heritage at rural locations thereby benefiting the local community economically and socially and to enable interaction between tourists and local population for an enhancing and enriching tourist experience.

During the Tenth Five Year Plan the Central Financial Assistance extended till now for infrastructure creation under the Rural Tourism Scheme of Ministry of Tourism, Government of India is enclosed at Annexure-I while the central assistance extended for capacity building etc. under GOI-UNDP project is enclosed at Annexure-II.