

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1133  
ANSWERED ON:05.08.2011  
TRIBAL TOURISM  
Pandey Saroj

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

- (a) whether the Government proposes to promote tourism in tribal areas which are still practicing their age old customs and life-styles so that the knowledge of these cultures could be spread and these areas could be developed;
- (b) if so, the details thereof, area-wise alongwith such areas which have been developed during the last three years and the current year; and
- (c) the steps taken/ proposed to be taken by the Government to promote the tourism in tribal areas?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) to (c): Development and promotion of tourist places including tribal areas is primarily undertaken by the concerned State Governments/Union Territory Administrations. However, the Ministry of Tourism provides central financial assistance for tourism projects based on proposals received from the States/Union Territories, subject to availability of funds and inter-se priority. Central financial assistance is also provided under the Rural Tourism Scheme with the main objective of showcasing rural life, art, culture and heritage in villages, including those in tribal areas, which have core competence in art & crafts, handloom, textiles, natural environment, etc. A total of 172 rural tourism projects in 29 States/Union Territories have been sanctioned up to 31st March, 2011, as per details at Annexure.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, covering its various tourism products and tourist destinations, including tribal areas with tourism potential. These tourist destinations and products are promoted through media campaigns, tourist literature and publicity material.