

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1658
ANSWERED ON:16.08.2013
INCREASE IN TOURISM AREA
Dhruvanarayana Shri R.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to increase the tourism areas in the country, particularly in the rural areas to create tourism brand image; and

(b) if so, the details thereof and the steps being taken in this direction during the 12th plan period?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) and (b): The Working Group on Tourism for 12th Five Year Plan, set up by the Planning Commission, has recommended various strategies for promotion of tourism Industry to increase India's share of International Tourist arrivals to at least 1% by end of 12th Plan from the level of 0.64% in 2011 and to provide adequate facilities for domestic tourism sustain the growth of over 12% during 12th Plan period.

The Ministry of Tourism has a Rural Tourism Scheme with the main objective of showcasing rural life, art, culture and heritage in villages which have core competence in art & craft, handloom, textiles, natural environment etc. Under this scheme, Central Financial Assistance (CFA) upto Rs.50.00 Lakh for infrastructure development and upto Rs.20.00 Lakh for capacity building is provided to State Governments/Union Territory Administrations for each identified site by them respectively.