

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:325

ANSWERED ON:25.11.2014

RURAL TOURISM

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

- (a) the details of the schemes being implemented for the promotion of rural tourism in the country along with the funds sanctioned, released and utilised in this regard during each of the last three years and the current year, State-wise;
- (b) whether the Government has identified a number of villages for developing rural tourism in the country and if so, the details thereof, State-wise;
- (c) the extent to which success has been achieved in the field of rural tourism in the country; and
- (d) the difficulties/problems being faced by the Government in the development of rural tourism and the steps being taken to overcome the same?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism has a Rural Tourism Scheme with the main objective of showcasing rural life, art, culture and heritage in villages, that 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. The details of amount sanctioned, amount released, amount utilised and number of Rural Tourism villages sanctioned in the country during the last three years are Annexed.

(c) and (d): As per the report of 'Evaluation cum Impact Study of Rural Tourism Projects' got conducted by the Ministry of Tourism in the year 2012, 38% projects have been successful.