

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†205
ANSWERED ON 04.02.2019**

DEVELOPMENT OF RURAL TOURISM

†205. SHRI KRUPAL BALAJI TUMANE:

SHRI M.B. RAJESH:

SHRIMATI REKHA VERMA:

SHRIMATI BHAVANA PUNDALIKRAO GAWALI PATIL:

Will the Minister of TOURISM be pleased to state:

- (a) whether there is an immense potential for development of rural tourism in the country and if so, the details thereof;**
- (b) whether the Government has formulated any scheme for the promotion of rural tourism in the country and if so, the details thereof along with the status of rural tourism projects implemented/ sanctioned in this regard State/UT-wise;**
- (c) whether the Government has received any proposals from the States/UTs in this regard and if so, the details thereof;**
- (d) the number of villages identified and developed as rural tourist spots under rural tourism during the last three years and the current year State/UT-wise; and**
- (e) the details of funds allocated and expenditure incurred on such projects during the last three years and the current year, project-wise and year-wise?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (e): Rural tourism has been identified as one of the Niche Tourism areas for development in the country by the Ministry of Tourism.

Under the Swadesh Darshan scheme, the Ministry is developing theme- based tourism circuits in the country. Rural Circuit is one of the fifteen thematic circuits identified for development under the Scheme.

Submission of project proposals by the State Governments/ Union Territory (UT) Administrations under the Swadesh Darshan Scheme is a continuous process. The projects for development under the scheme are identified in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier. The details of the projects sanctioned by the Ministry of Tourism under the Rural Circuit theme are as below:

(Rs. in crore)

Sl. No.	State/Year of Sanction	Name of the Project	Amount Sanctioned	Amount Released
1.	Bihar 2017-18	Development of Bhitiharwa - Chandrahia - Turkaulia	44.65	8.93
2.	Kerala 2018-19	Development of Malanad Malabar Cruise Tourism	80.37	0.00

The above projects are at different stages of implementation.

For the promotion of rural tourism in the country, the Ministry of Tourism undertakes several promotional activities in the domestic and international markets. As part of its marketing/promotional activities, the Ministry produces publicity material and collaterals in English and foreign languages and releases print, electronic and online media campaigns in important and potential markets under the 'Incredible India' brand-line. Promotions are also undertaken through the website and social media accounts of the Ministry.
