

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1292
ANSWERED ON 11.02.2019**

PROMOTION OF RURAL TOURISM

1292. SHRI DHANANJAY MAHADIK:

DR. HEENA VIJAYKUMAR GAVIT:

SHRIMATI SUPRIYA SULE:

SHRI P.R. SUNDARAM:

SHRI SATAV RAJEEV:

SHRI MOHITE PATIL VIJAYSINH SHANKARRAO:

DR. J. JAYAVARDHAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has not been able to develop rural tourism in the country to the desired extent though the country has a huge potential, if so, the details thereof and the reasons therefor;**
- (b) the objectives and the success achieved since the inception of Rural Tourism Scheme;**
- (c) the criteria adopted for providing Central Financial Assistance (CFA) thereunder for development of rural sites;**
- (d) the details of the funds sanctioned/released and utilised for Rural Tourism Projects out of the proposals received during each of the last three years and the current year indicating the status of completed projects, State/UT-wise;**
- (e) whether problems are being faced by the Government in execution of such projects and if so, the details thereof along with the measures taken by the Government to remove such problems/obstacles; and**
- (f) the further measures taken by the Government to focus on rural tourism to generate employment, income and promoting new destinations by exhibiting ancient heritage and culture of the hills along with providing connectivity to rural areas?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (f): The Ministry of Tourism has launched the Swadesh Darshan Scheme for Integrated Development of theme-based Tourist Circuits for

development of tourism infrastructure including last mile connectivity in the country. Recognizing the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of thematic circuits identified for development under this scheme and is aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourists a glimpse of the rural aspect of the country.

The projects for development of tourism related infrastructure, including rural tourism projects/proposals, are identified for development under the circuit in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence of scheme guidelines and utilization of funds released earlier.

Based on the above criteria, the Ministry has sanctioned following projects for development of Rural Circuits under the Swadesh Darshan Scheme which are under different stages of implementation:

(Rs. in Crore)

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

The objectives of the Swadesh Darshan scheme include creating employment through active involvement of local communities and promoting community-based development and pro-poor tourism approach.

The Ministry of Tourism promotes India as a holistic destination including ancient heritage & culture as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the domestic and international markets, under the Incredible India brand-line, to promote tourism products and destinations of the country including Rural Tourism. The Ministry also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.
