

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1322  
ANSWERED ON 10.02.2020**

**PROMOTION OF RURAL TOURISM**

**1322. SHRI BRIJENDRA SINGH:**

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

- (a) whether the Government is taking any steps to promote rural tourism which can showcase our rich rural life and also aid to enhance the income of rural people and if so, the details thereof;**
- (b) whether any study has been undertaken to identify the reasons as to why rural tourism is not getting the attention it deserves and if so, the details thereof;**
- (c) whether there is huge scarcity of capital in rural tourism; and**
- (d) if so, the year-wise details of the total amount invested for the rural areas tourism in the country, separately for Haryana, during the last three years?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI PRAHLAD SINGH PATEL)**

**(a) to (d): 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 of Swadesh Darshan Scheme are as below:**

<b>State/Year of sanction</b>	<b>Details</b>	<b>Amount Sanctioned (in Rs. Crores)</b>
<b>Bihar 2017-18</b>	<b>Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia</b>	<b>44.65</b>
<b>Kerala 2018-19</b>	<b>Development of Malanad Malabar Cruise Tourism Project</b>	<b>80.37</b>

**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.**

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