

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1749#
ANSWERED ON 03.08.2023

IMMENSE POTENTIAL OF RURAL TOURISM

1749# DR. SUMER SINGH SOLANKI:

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

- (a) whether Government is aware that rural tourism carries an immense potential in a developing country like India;
- (b) if so, the details thereof; and
- (c) if not, whether there is any possibility of bringing such scheme in future?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Promotion and development of Tourism, including Rural Tourism, is primarily the responsibility of the State Governments/UT Administrations.

However, recognizing the immense potential of Rural tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat. The strategy document focuses on the following key pillars:

- i. Model policies and best practices for rural tourism
- ii. Digital technologies and platforms for rural tourism
- iii. Developing clusters for rural tourism
- iv. Marketing support for rural tourism
- v. Capacity building of stakeholders
- vi. Governance and institutional framework

Rural circuit was identified as one of the thematic circuits for development of tourism related infrastructure under Swadesh Darshan scheme of the Ministry of Tourism. Details of funds sanctioned and released for Rural tourism circuits are at **Annexure**.

ANNEXURE

STATEMENT IN REPLY OF PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1749# ANSWERED ON 03.08.2023 REGARDING IMMENSE POTENTIAL OF RURAL TOURISM

Details of project sanctioned under the Rural Circuit of Swadesh Darshan Scheme in the country

(Amount in ₹ crore)

S. No.	Name of State	Year	Project Name	Amount Sanctioned	Amount Released
1.	Bihar	(2017-18)	Development of Gandhi Circuit: Bhitiharwa- Chandraha-Turkaulia	44.27	39.96
2.	Kerala	(2018-19)	Development of Malanad Malabar Cruise Tourism Project	57.35	30.98
			Total	101.62	70.94
