

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.947#
ANSWERED ON 27.07.2023

PROMOTION OF HOMESTAYS

947# SHRI BRIJLAL:

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

- (a) whether Government is considering on promoting homestays in order to promote tourism and if so, the steps taken in this regard;
- (b) whether Government is contemplating on bringing a national policy also in this regard and if so, the details thereof and the work done so far in this direction; and
- (c) the extent of employment likely to be generated at the local level through this policy of Government and the steps taken by Government to expand this policy?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): The Ministry of Tourism is responsible for the promotion of Tourism in the country and implements various schemes for creation of infrastructure, marketing and promotion and skill development initiatives for tourism, which can be leveraged for the promotion and development of both rural and urban homestays.

The Ministry of Tourism under its voluntary scheme of Classification of Incredible India Bed & Breakfast Establishments and Incredible India Homestay Establishments, classifies fully operational rooms of Homestay facilities in the country. The basic idea is to provide a clean and affordable place for foreigners and domestic tourists alike including an opportunity for foreign tourists to stay with an Indian family to experience Indian customs, traditions and relish authentic Indian cuisines.

Apart from the above, Ministry of Tourism has formulated a National Strategy for Promotion of Rural Homestays. One of the main objectives of this strategy is to create entrepreneurial and job opportunities in rural areas. The document, inter alia, emphasizes on the need for consideration of eligible Rural Homestay projects under schemes such as Prime Minister's Employment Generation Programme (PMEGP) to promote self-employment, village industries and other schemes for promotion and development of MSME service enterprises under Central and State Governments.
