

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.141
ANSWERED ON 29.01.2026

PROMOTION OF RURAL TOURISM

141 SHRI RAJINDER GUPTA:

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

- (a) whether Government is taking proactive steps to promote rural tourism across the country, highlighting authentic village experiences, local crafts and homestays to support rural economies;
- (b) if so, the details thereof, including homestay guidelines and marketing campaigns;
- (c) if not, the reasons therefor;
- (d) the challenges in infrastructure and cultural sensitivity; and
- (e) the further measures proposed to foster sustainable growth with respect to promotion of rural tourism?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Development and promotion of tourist destinations and products, including rural tourism is undertaken by the respective State Government/Union Territory (UT) Administration.

The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities; promotion of Rural homestays and Rural Tourism is also taken up. The Ministry of Tourism also regularly promotes various tourism destinations and products of rural tourism through its website and social media promotions.

The Ministry of Tourism under its voluntary scheme of classification of Incredible India Bed & Breakfast Establishments classifies homestay facilities in the country.

Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under its Swadesh Darshan Scheme. The projects/proposals for development of tourism related infrastructure, including rural tourism, are identified for development under the circuit as per guidelines in consultation with the State Governments / UT Administrations.

The Swadesh Darshan Scheme of the Ministry has been revamped as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations following a tourist & destination centric approach.

Environmental Sustainability is a key pillar in the National Strategy for Sustainable Tourism formulated by the Ministry and circulated to the State Governments and Union Territory Administrations. In line with the strategy, Travel for LiFE programme was initiated to encourage tourists and tourism businesses to adopt sustainable tourism practices.

The Government has approved the initiative to develop tribal home-stays under Swadesh Darshan Scheme, as part of 'Pradhan Mantri Janjatiya Unnat Gram Abhiyan'. The said intervention includes development of 1000 homestays with support of upto Rs.5 Lakh per unit (for new construction), up to Rs.3 Lakh (renovation) and Rs.5 Lakh for village community requirement.
