

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2700
ANSWERED ON 12.03.2018**

ENCOURAGEMENT FOR RURAL TOURISM

2700. SHRIMATI PRATIMA MONDAL:

Will the Minister of TOURISM be pleased to state:

- (a) whether involvement and participation of rural communities is being encouraged for developing/promoting rural tourism and if so, the details thereof;**
- (b) whether women, youth and disadvantaged groups are being encouraged for developing/promoting Rural Tourism and if so, the details thereof;**
- (c) whether awareness is being created among tour operators regarding potential of Rural Tourism to develop Rural Tourism; and**
- (d) if so, the details thereof along with the details of programmes/schemes being implemented in this regard?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (d): The Ministry of Tourism has launched the Swadesh Darshan Scheme for Integrated Development of Theme-Based Tourist Circuits for development of tourism infrastructure in the country. Rural Circuit is one of thematic circuits identified for development under this scheme and is aimed at leveraging the power of tourism as a force multiplier for revitalising the rural economy and for giving both domestic and international tourists a glimpse into the “True” India.

The objectives of the Swadesh Darshan scheme include creating employment through active involvement of local communities and following community based development and pro-poor tourism approach. The Ministry of Tourism creates awareness about the various products and destinations including Rural Tourism amongst the trade and consumers by participating in exhibitions and by organizing Roadshows.
