

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†106  
ANSWERED ON 19.07.2021**

**PROMOTION OF RURAL TOURISM**

**†106. SHRI BALAK NATH:**

**SHRI SUMEDHANAND SARASWATI:**

**MS. RAMYA HARIDAS:**

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

- (a) whether tourism is essential for rural economy of the country, while its contribution is only 0.38 per cent at present;**
- (b) if so, whether there is huge scope of rural tourism market in the country including Rajasthan;**
- (c) whether the Government has formulated any scheme to bring improvement in various sectors to promote rural tourism in the country;**
- (d) if so, the details thereof; and**
- (e) the funds allocated during the last three years for promotion of rural tourism, State-wise and year-wise?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (e): The Ministry of Tourism has launched Swadesh Darshan Scheme for integrated development of theme based tourist circuits for development of tourism infrastructure in the Country including Rajasthan. Recognizing the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of the thematic circuits for development under this scheme and is aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourist glimpse of the rural aspects of the country.**

**The projects for development of tourism related infrastructure, including rural tourism projects/proposals are identified for**

**development under the circuit 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.**

**Based on the above criteria, the Ministry has sanctioned following projects for development of Rural Circuits in the country under the Swadesh Darshan Scheme:**

**(Rs. in Crore)**

<b>S. No.</b>	<b>State/ Year of Sanction</b>	<b>Name of Project</b>	<b>Amount Sanctioned</b>
<b>1.</b>	<b>Bihar 2017-18</b>	<b>Development of Gandhi Circuit: Bhitiharwa- Chandrahia-Turkaulia</b>	<b>44.65</b>
<b>2.</b>	<b>Kerala 2018-19</b>	<b>Development of Malanad Malabar Cruise Tourism Project</b>	<b>80.37</b>

**No proposal has so far been received by the Ministry of Tourism from State Government of Rajasthan for development under Rural Circuit.**

**The Ministry of Tourism, Govt. of India, promotes India as a holistic tourism destinations including ancient heritage, culture as part of its ongoing activities, releases print, electronic, online and outdoor media campaign in the domestic and International markets, under the Incredible India brand- line, to promote tourism products and destinations in the country including Rural Tourism. The Ministry also promotes the tourism destinations and products through its website and publicity and promotional material produced by it from time to time.**

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