

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1052  
ANSWERED ON 02.12.2024**

**PROMOTION OF RURAL TOURISM IN ANDHRA PRADESH**

**1052. SHRI G M HARISH BALAYOGI:**

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

- (a) the details of the initiatives being undertaken for the promotion of rural tourism in Andhra Pradesh State;**
- (b) the details of the programmes for capacity building for promotion of rural tourism being conducted in Andhra Pradesh State, district-wise;**
- (c) whether the Government has any special initiatives for the capacity building of people from SC/ST/OBC communities for tourism purposes, if so, the details of the number of people including women who have been trained under such schemes, scheme-wise, year-wise during the last five years, State-wise and district-wise especially in Dr. B.R. Ambedkar Konaseema district in Andhra Pradesh State;**
- (d) if not, the reasons therefor; and**
- (e) the details of the amount of funds allocated and utilized under the said scheme, State-wise, especially in Andhra Pradesh, year-wise, during the last five years?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a): The Ministry of Tourism promotes India in a holistic manner, as a tourist destination, through various initiatives including promotional events, assistance to State Governments for organizing fairs and festivals, etc. The Ministry also promotes various tourist destinations including Andhra Pradesh and its products through its website and social media.**

**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 and National Strategy for the promotion of Homestays.**

To identify the best practices prevailing in the rural tourism villages, the Ministry has organized the Best Rural Tourism Village Competition in 2023.

In addition, the Ministry of Tourism has identified Rural Circuit as one of the thematic circuits under its Swadesh Darshan Scheme.

(b) to (e): The Ministry of Tourism under its scheme of “Capacity Building for Service Providers (CBSP)” conducts short term skill certification training programmes through various institutes across the rural and urban areas in the country including Andhra Pradesh in order to capitalize the vast tourism potential to the fullest and provide professional expertise to the local populace for fresh as well as existing service providers thus making the locals more employable.

The various training programmes conducted under the CBSP scheme includes Hunar Se Rozgar Tak (Capacity Building), Skill Testing & Certification (Re-Skilling), Entrepreneurship Programme, Sensitization Programme/Tourism Awareness Programme etc., for candidates from all communities. The detail of funds reimbursed and people trained in the country including women under the scheme during the last five years, including Andhra Pradesh is as under:

<b>Financial Year</b>	<b>Funds reimbursement (Amount Rs. in Crore)</b>	<b>No. of persons trained</b>
<b>2019-20</b>	<b>21.42</b>	<b>32,458</b>
<b>2020-21</b>	<b>23.51</b>	<b>12,085</b>
<b>2021-22</b>	<b>21.22</b>	<b>22,034</b>
<b>2022-23</b>	<b>15.71</b>	<b>21,641</b>
<b>2023-24</b>	<b>21.68</b>	<b>24,153</b>
<b>2024-25*</b>	<b>4.75*</b>	<b>30,230*</b>

\* Provisional figures for the FY 2024-25.

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