

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.32  
ANSWERED ON 20.07.2026**

**NATIONAL STRATEGY AND ROADMAP FOR  
DEVELOPMENT OF RURAL TOURISM**

**32. SHRI NAVEEN JINDAL:**

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

- (a) the progress made in implementing the "National Strategy and Roadmap for Development of Rural Tourism in India", particularly concerning the creation of homestay guidelines and the involvement of local tribal communities;**
- (b) the details of the measures taken/being taken to promote "Green and Eco-Tourism" in ecologically sensitive areas, including the development of wildlife environmental impact; and**
- (c) the manner in which the Government is ensuring that new tourism projects under the Challenge Based Destination Development (CBDD) scheme adhere to strict sustainability criteria, such as waste management, waste water recovery and the use of renewable energy sources?**

**ANSWER**

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

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

**With the aim to promote tourism in tribal areas, the Ministry of Tourism has issued guidelines along with template for formulation of proposal by State Governments and UT Administrations for 'Development of Homestays in Tribal Areas' (A sub-scheme of Swadesh Darshan Scheme) under Pradhan Mantri Janjatiya Unnat Gram Abhiyan (PM-JUGA). The objective of the initiative is to develop homestays in tribal areas to promote responsible tourism and enhance livelihood opportunities for tribal communities. The guidelines also focus on technical upskilling and training**

**of the Homestay owners. The said initiative includes development of 1000 homestays with support of Up to ₹5 lakh for village community requirement, Up to ₹5 lakh for construction of two new rooms for each household and Up to ₹3 lakh for renovation of existing rooms for each household.**

**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. In order to provide impetus for development of Green and Eco Tourism in the country, Ministry of Tourism formulated National Strategies for Eco Tourism and Sustainable Tourism and initiated Travel for LiFE programme to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices.**

**The Ministry of Tourism under its infrastructure related schemes such as SD, SD2.0, CBDD etc. considers sanctioning a range of components which may enhance tourism facilitation at the destinations, as per project requirement including those related to tourism core products, tourism activities, safety, sanitation, last mile connectivity, parking, general site development, soft interventions etc. It's implementation is the responsibility of the concerned State Government.**

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