

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3424
ANSWERED ON 16.12.2024**

NATIONAL STRATEGY FOR PROMOTION OF RURAL HOMESTAYS

3424. DR. D. PURANDESWARI:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the objectives and budget allocation for the National Strategy for Promotion of Rural Homestays particularly in the State of Andhra Pradesh;**
- (b) the details of total number of rural homestays that have been developed under the said strategy in the past;**
- (c) the details of the impact on rural tourism and local economies that has been observed due to the said strategy, supported by relevant data;**
- (d) whether the Government has also planned to launch a scheme for the benefits of local rural cafés, if so, the details thereof; and**
- (e) the details of the measures taken by the Government to develop rural tourism in Rajahmundry Parliamentary Constituency?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The objectives of the National Strategy for Promotion of Rural Homestays are as follows:

- (i) To cater to the increasing needs of visitors for experiential tourism.**
- (ii) To create entrepreneurial and job opportunities in rural areas.**
- (iii) To promote sustainable, responsible and inclusive tourism through the promotion of rural homestays.**
- (iv) To promote rural art and craft, culture, eco-tourism and other forms of nature tourism.**

The expenditure for activities pertaining to the National Strategy for Promotion of Rural Homestays is met from the existing budget/schemes of the Ministry. No separate funds have been allocated for the same.

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 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 Government has approved the initiative to develop tribal homestays 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.
