



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF TOURISM



faith

Federation of Associations in
Indian Tourism & Hospitality

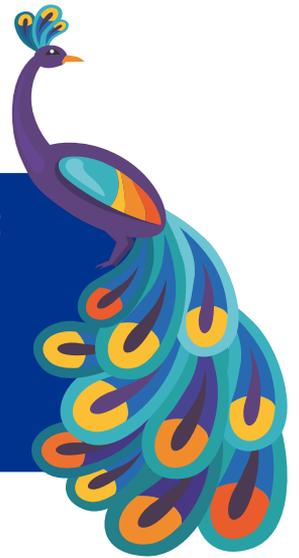
Incredible India
INDIA
TOURISM MART

18th - 20th February
2021



Rural Tourism

Rural Tourism



“Globally, poverty is astonishingly rural. If we really want to drive growth and development, we must look outside our cities and work together to help even the smallest community to take part in the many and varied benefits tourism can bring.”

Zurab Pololikashvili, UNWTO Secretary-General

Rural tourism has a great scope in present context. Inherent nature of its being inexpensive, educational and informational curiosity among urban masses about the rural lifestyle, a peaceful getaway from hectic city life, opportunities for recreation in the abode of nature – are few primers which drive the demand for rural tourism.

With Safety & Hygiene becoming the most critical factors for planning travels & vacations, rural tourism offers a wonderful opportunity for a safe travel in the hinterlands – a landscape which is closer to traditional and organic way of living.

Rural communities are benefited as they become part of tourism value chain. Household income increases and more job opportunities are realized. It helps in sustaining rural urban migration.

Rural tourism also advances inclusion and highlights the unique role tourism can play in preserving and promoting natural and cultural heritage. There is a growing need to recognize tourism as a strategic pillar in policies for rural development.



The composite prism of Rural Tourism: Multiple Facets

Unique Tourism Products

- One village can offer at least one unique product
- Curated packages and activities, which may include – Agro-tourism, Plant a tree, cultural performances, traditional games etc.
- Development of micro industries for local products in tourist demand
- Ethical, Geo, Pro-Poor, Responsible, Experiential tourism are part and parcel of larger Rural tourism ambit

Rural Tourism helps people to connect to their own origins and identity

Local Entrepreneurs

- Need for active, creative and inventive organizations which can bring in investment and effective management
- Smaller companies with local ownership tend to have a loyalty to local area
- In the social context, communities have trust and confidence in locals
- Public sector may lead the way by simulating enterprise setting example and instilling confidence in locals to run businesses

Synergies: Benefit to other economic sectors

- Tourism value chain includes stakeholders from a diverse range of fields. Boost in tourism automatically creates synergies with a large part of business
- As number of visitors increase, demand for area specific produces also increases encouraging direct sale
- Growing business networks bring outside opportunities for scalable growth

Local community involvement & sensitization

- Information - people are told about terms of tourism and what it might do for their area
- Sensitization - people are encouraged to reflect on the character of their area
- Active participation in the debate - in the decisions which are made
- Direct involvement & local partnership of people in pursuing and contributing to the tourism development programme

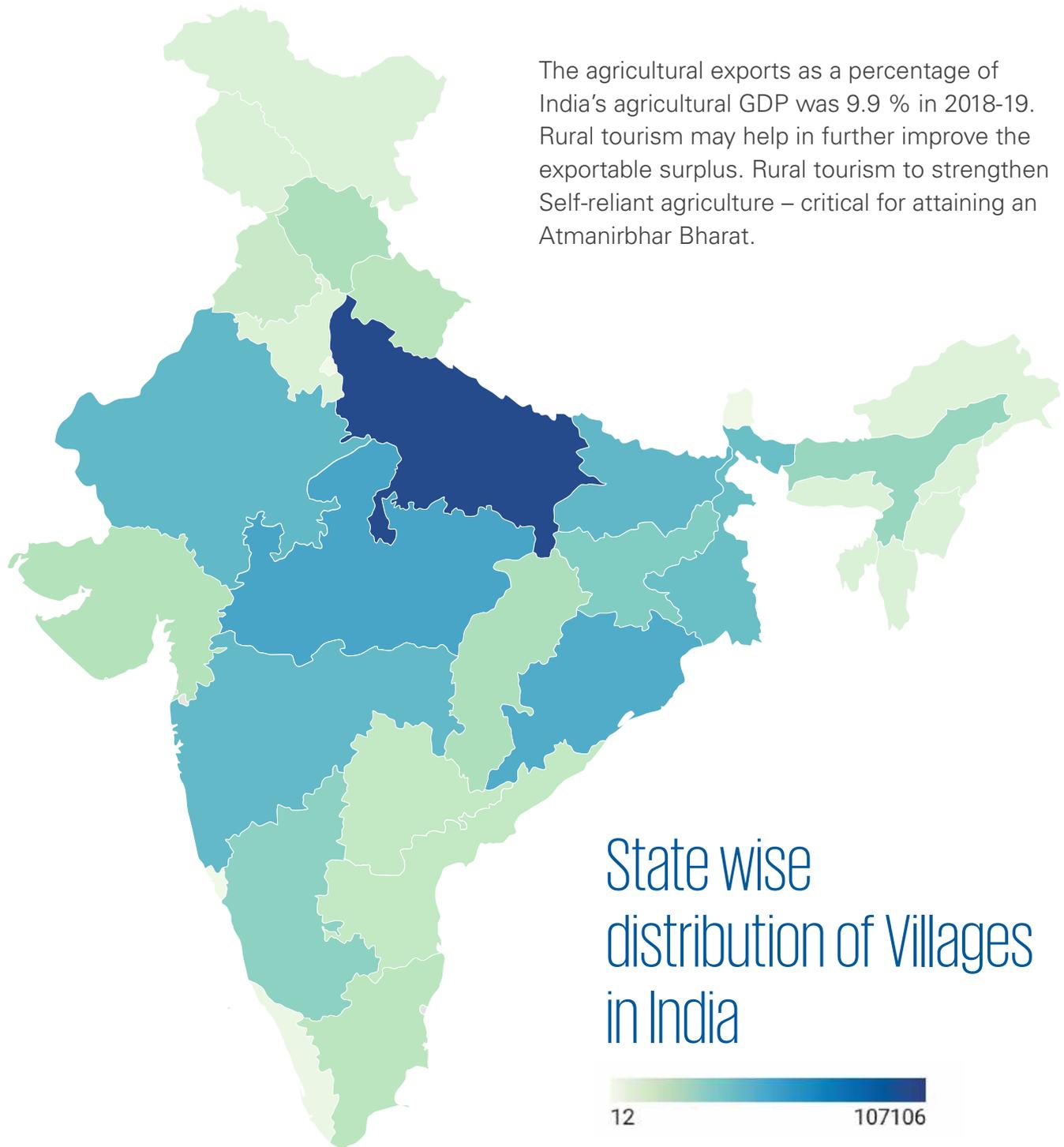
The UNWTO recommendation on Tourism and Rural Development aim to support governments at various levels, as well as the private sector and the international community in developing tourism in rural territories in a way that contributes to inclusive, sustainable and resilient development.



India has natural advantage in Rural Tourism

**~ 69 % of India's population is rural
with total number of villages at 6,45,856**

Census 2011



Census 2011

Global Case Study on Rural Tourism: Malaysia:

Malaysia offered unique experience of lifestyle & culture with rural hospitality

Boost in household income - entrepreneur development & job creations

Community Based Tourism

ASEAN Homestay Standard
UNWTO ULYSSES Award 2012
18 % YoY Revenue Increase (2012)

Activities & Packages

E-marketing Promotions

Homestay Program & Training

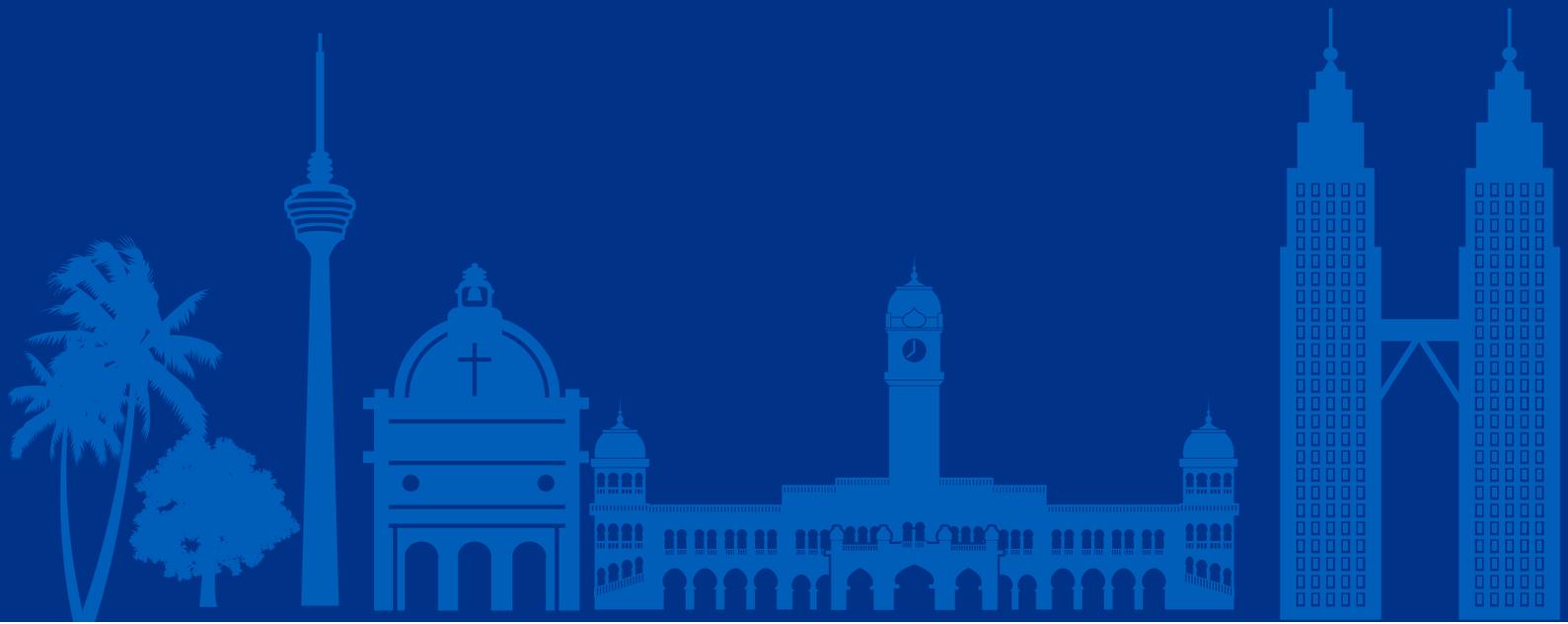
Promotion: Singapore Travel Fair

SOPs for Operations

Rural Micro Industry Projects

Visit Malaysia 2014 Campaign

One Village One Product Campaign



Kerala Tourism : A Global Winner in Responsible Tourism Category



**World Travel
Mart Gold
Award:
Responsible
Tourism**

Kumarakom, Kerala
(2018)

**World Travel
Mart Gold
Award:
Responsible
Tourism**

Kerala Tourism
(2018)

**WTM Highly
Commended
Award**

Responsible Tourism
(2017)

**UNWTO Ulysses
Award for
Innovation in
Public Policy
and Governance**

Kumarakom, Kerala
(2014)

Flagship Initiatives



**Village Life
Experience
Package**

Key Features

- It was brought forward with the aim of protecting the native crafts, traditional jobs and the village life of Kerala. Few activities - A day with farmers, A day with artisans, beyond the beach
- Kerala has numerous art forms, rituals and festivals that which are in existence for centuries and proclaim its striking culture. Few experiential activities / packages: Magic of Rituals, Learn an Art, Hues of Festivities, Celebration of Art and Handmade Happiness
- Explore the less-explored life of Kerala with the Responsible Tourism (RT) Mission. The villages of Kerala are powerhouses of artistic skills and unique craftsmanship eg: weaving, pottery handloom, coir making, coconut leaf weaving etc.



**Cultural
Experience**



**Explore
Kerala**

KUMARKOM, Kerala (UNWTO Awarded Initiative)

Kumarkom Panchayat members developed a people's charter and guidelines on sustainable tourism for Kumarkom. The charter also insists the tourism industry to ensure the direct and indirect opportunities for the local people and contribute to the projects of priorities for the well being of community and conservation of the environment, in the backdrop of socio-economic development of the region. Charter also demands the creation of an expert committee to look into the conceptualization, planning implementation and monitoring of tourism development within the Kumarkom Panchayat.





Way forward for Rural Tourism

“India lives in its villages” – Mahatma Gandhi

Developing rural economy and creating jobs and opportunities in rural areas is therefore essential for “Aatmanirbhar Bharat”

01

Strategic Guidance

A toolkit should be developed after benchmarking various states and international policies with a focus on adopting digital technologies. Cluster development approach may be adopted to make the scale of rural tourism viable

02

Marketing Support

Market Development Assistance (MDA) scheme may be adopted to aid digital, domestic and overseas marketing efforts. Fam tours in partnership with select agents can be carried out for providing initial impetus

03

Standardization & Safety standards

Guidelines for approval of Homestays in rural pockets. Nidhi Portal for voluntary registration
Creation of regulatory framework for registration

04

Capacity Building

Carrying capacity analysis, environmental safeguard and sustainability aspect consideration. Priority areas :Built Heritage and Maintenance, basic service standards, Special experiences and value-added services



Policy Enablers

- National Strategy on Rural Tourism – A policy document in preparation
- National Rural Livelihood Mission can support development of homestays with the help of SHGs
- Gramin Kaushalya Yojna and Rural Self Employment Training Institutes could be used to provide training to tourism service providers
- Shyama Prasad Mukharjee Rurban Mission and MNREGA could support development of basic infra
- National target of developing 100 model rural villages in next 5 years to be part of vision



Governance & Institutional Framework

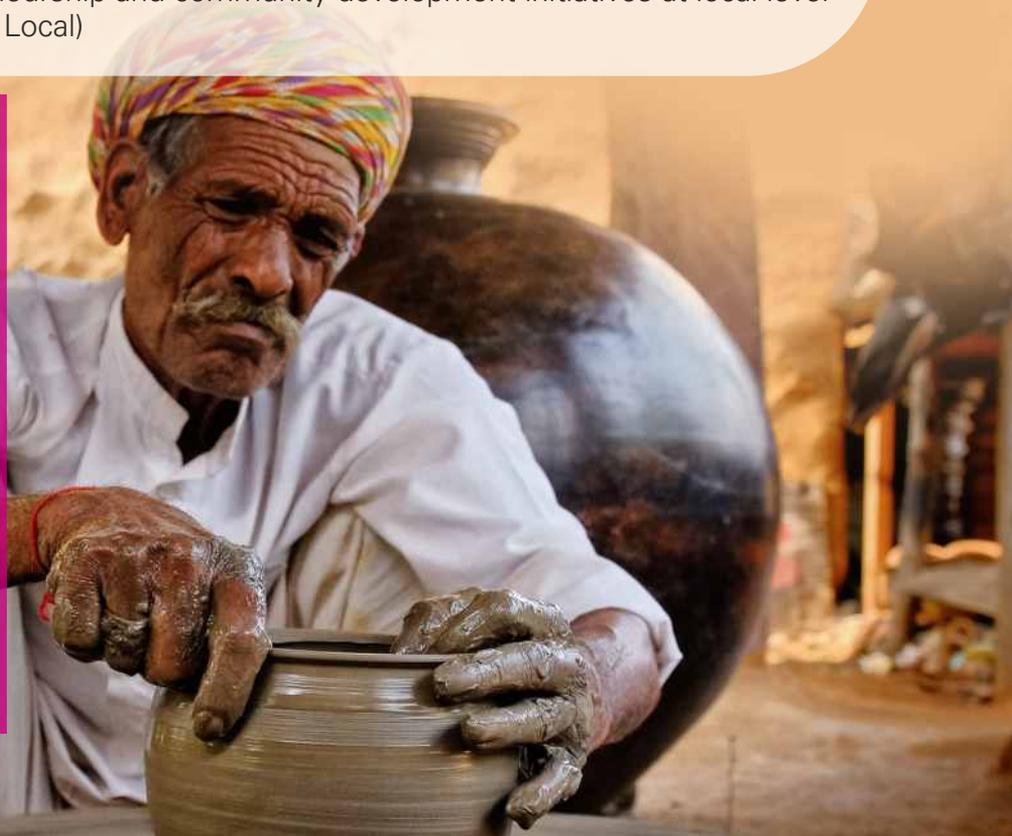
- To ensure continuous focus, evolution of the strategy, development of actionable plans and schemes, there is a need for an institutional structure and governance mechanism. A broad structure:
- Vision Group under Union Minister for Tourism
- Task Force under Secretary (Tourism) including other stakeholders
- State Steering Committee under Chief Secretary
- District level Committee
- Cluster level monitoring and Coordination Committee



Responsible Tourism and Skill Development

- Awareness of over tourism impacts, environmental impact and concept of carrying capacity
- Community participation
- Atmanirbharta through indigenous solutions and tourism offerings
- Entrepreneurship and community development initiatives at local level (Vocal for Local)

Villages are repositories of the country's culture, tradition, crafts, heritage and agri-practices. Developing and promoting these local products can empower local communities, generate income and jobs in rural areas fulfilling the objectives of "Aatmanirbhar Bharat" ..



Imperative - Effective Marketing & Promotion

A national outreach program to create awareness among tourists about various ways means and methods they could travel responsibly, contribute to the development of the destination, celebrating difference in culture and respecting the environment.

Researchers have stressed that the provided information to the citizens and their participation in decision-making have a positive impact on their motivation and acceptance to change behavior. Taking inspiration out of success of Swachh Bharat, Social engagement with the tourists, both domestic and foreign may act as a catalyst in making our tourists responsible. Some of the communication strategy ideas are discussed below -

National Crowdsourcing

Invite travel bloggers, tourists to **suggest strategies** and ways to inculcate responsible tourist behavior

Responsible Tourist Ambassador

Appoint a Bollywood celebrity, ideally an **environmentalist to showcase responsible tourist behavior**

Social media campaigns & Thematic Drives

Leverage social media and organize competitions such as photography competition – **showing social engagement, living like a local, tree plantation, #localarts&crafts**

Targeted multi-media campaigns

Targeted multimedia campaigns aimed at **addressing tourist's role in sustainable tourism**



Rural development will enhance the sector's contribution to achieving the SDGs, particularly - No Poverty, Gender Equality, Decent work and Economic Growth, and Reduced Inequalities

Tourist Life-cycle and potential awareness initiatives at multiple interfaces



Planning and Booking

- Encourage bloggers and vloggers to share experiences of social interaction with locals
- Tour operators showcase their responsible behavior
- Online content on responsible behavior, activities, initiatives etc.



Transit and Arrival

- Taxi operators to sensitize drivers to promote local cultures, cuisines and uniqueness of destination
- In- flight announcements – to visit a local community and experience their hospitality
- Hoteliers to provide welcome kit to tourists to promote local culture, art and communities and behavior that is frowned upon



Stay and visit

- Curate experiences with local hosts such as fishing, lunch, tree plantations – tree may be named after the tourist.
- Promote local cuisines
- Tourist police to enforce responsibility towards environment and behavior in public places



Departure and post-stay

- National level photography competitions for tourists to showcase “living like a local”
- Blogging competitions on awareness articles
- Experience sharing talk shows

Bibliography

- Specific Features of Rural Tourism Destinations Management
- Successful community-based tourism approaches for rural destinations – The Asia Pacific Experience
- Draft National Strategy on Rural Tourism – 2020
- UNWTO – Recommendations on Rural Tourism
- Responsible Tourism Mission – Kerala
- PIB Press release of Ministry of Agriculture and Farmers Welfare – 18 Aug 2020

Incredible India



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF TOURISM



Acknowledgement: This report has been prepared for the event India Tourism Mart (ITM) 2021 organized by Federation of Associations in Indian Tourism & Hospitality (FAITH) in association with the Ministry of Tourism and its knowledge partner KPMG Assurance and Consulting Services LLP. The content of the reports are sourced through literature review, national and international reports, and interactions with the member associations of FAITH and stakeholders from the Ministry of Tourism. All pictures and illustrations in this report are credited to design team MKM Creative engaged by KPMG Assurance and Consulting Services LLP team, except if mentioned otherwise. The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.