myGov task

Ways to promote “Rural Tourism”
Task Elaboration

Promoting rural tourism
Prepare a concept note with your ideas and actionable plan for rural tourism in your region which will not only encourage tourist inflow but will also support local communities. This task can leave a long lasting contribution to strengthen the rural economy and give new opportunities to the people in India’s villages.
Main aspects of Task

- What is Rural Tourism?
- Why is it different from other Tourism?
- Effect of Rural Tourism promotion
- Types & Objective of Rural Tourism & need to promote Rural Tourism?
- How can we promote Rural Tourism?
- Last word
What’s Rural Tourism?

- At best, ‘Rural Tourism’ can be called as a tourism associated with Rural area, for showcasing the RURAL PLACE / SPECIAL ACTIVITY TAKING PLACE IN PARTICULAR RURAL PLACE / RURAL LIFESTYLE etc.

- The Rural Tourism is much more humane, down to earth and connected to the reality of large populace of our country

- Often, this can be equated to JOURNEY TO BACK TO YOUR ROOTS!
A journey of Rural Tourism
“Place Based Tourism”

- The Rural Tourism could be a journey to ..........
  - a place of importance in a rural region
  - a place of historical importance located in a rural area
  - a place of birth of historic or mythological character located in a rural region
  - a place of religious significance or importance
  - a place of annual event/mela/congregation etc..
  - an unique place and much more......!
The Rural Tourism could ALSO be a journey to ..........

- A place of nat. inhabitants of special tribe/folks/group
- A place known for making of special artifacts/handicrafts by rural populace
- A place to showcase the green or white revolution taken place in our country
- A place where one can see how to make the rural items such as pots / bricks or food items such as jaggery, or how to weave / hand-loom etc..
- and much more, as one can find so many such examples to showcase the activity based rural places !!
The ultimate objective of this Rural Tourism is to promote ....

- Rural development
- Rural Economy
- Rural employment
- Prevention Rural migration to city
- Participation of Rural stakeholders in the Incredible India campaign
- Above all Spreading of Happiness / Prosperity / Harmony in RURAL INDIA
Well, Not just that.....

Rural Tourism is much more too the Nation!

Apart from these benefits associated with Rural Tourism, it can also give our country 

- Job Creation/Newer Opportunities
- Employment to locals / youth
- Growth of Economy / GDP
- Earning of precious Foreign Exchange
- Image building of BRAND INDIA – Incredible India – AS INDIA ACTUALLY LIVES IN VILLAGES
- And, above all, an opportunity to make to our nation ‘clean & green’, thereby ‘presentable’, ‘friendly’ & ‘hospitable’ to all!
How to Promote Rural Tourism?

SPECIFIC POLICY – First & Foremost necessary

- Let’s have Specific Rural Policy so that all authorities/stakeholders are clear about the directives based on which they need to work with goals & targets.

- In the absence of specific Policy, people tend to work without any aim or goal – which will not yield results.

- Once Policy is made, all concerned stakeholders such as Tourism Development agencies / including private agencies / tour operators / concerned rural people / panchayat et al should meet, preferably at district level, to discuss the ways and means to promote Rural Tourism in their district / state, as applicable.
How to Promote ‘PLACE’ based Rural Tourism?

- Each state should first identify the places, which can be called as RTS – Rural Tourism Spots.

- Specialities of the RTS shall be given wide publicity through media/web page/net/social media/youtube/TV & most importantly through holiday sites such as holidayiq, makemytrip, trip adviser, yatra etc..

- Spreading awareness about the place is key, since not many people are aware of the rural tourist spots.

- As a first step, RURAL TOURIST SPOTS LOCATED NEAR THE MAJOR TOURIST SPOTS OF THE DISTRICT/STATE SHALL BE DEVELOPED/FOCUSED.
How to Promote ‘PLACE’ based Rural Tourism?

The RTS shall be developed to have the following infrastructure facilities:

- Proper access roads & Signage
- Clean & Ethnic ambience / surrounding
- Decent Rural Hotels for refreshments
- Mobile Signal Coverage
- Guides to share the information
How to Promote ‘Activity’ based Rural Tourism?

- This could well be the future of rural Tourism

- It can attract domestic as well as International tourists, if rural activities are projected properly to generate interest among tourists

- Most of the rural activities are not known to city based tourists, and this interest, AND LIKELY QUESTIONS, in the minds of tourists, need to be cashed; IT HAS POTENTIAL TO BECOME THE NEXT BIG THING OF TOURISM INDUSTRY
How to Promote ‘Activity’ based Rural Tourism?

- Today, very few tourists however make any plan of tour with rural tourism in mind.

- Hence, RURAL TOURIST SPOTS (RTS) NEAR EXISTING MAJOR TOURIST SPOTS SHOULD BE PROMOTED FIRST SO THAT, THEY ALSO DEVELOP ALONG WITH MAJOR TOURIST STATION & THUS CONTRIBUTING TO THE GROWTH OF TOURISM INDUSTRY.

- Ideally, Tour operators should include at least one rural tourist spot near the major tourist spot to show case the RTS to visiting tourists by generating interest among tourists.
How to Promote ‘Activity’ based Rural Tourism - Few examples?

- Those who are visiting places such as Ooty/Darjeeling, can be taken to a nearby village, where Tea Making / Tea factory works can be demonstrated.
- People visiting Tanjore, can be taken to nearby place, where Tanjore dolls are being made.
- Those visiting Srinagar, can be taken to a village, where carpet weaving or Cricket Willow is being done – along with other major attractions / tour plans.
- Similarly, visits to many rural activities such as Saree weaving, pot making, tanjore painting, jaggery making etc. can all be planned – WAY 2 GO!
- THERE CAN BE MANY SUCH EXAMPLES ALL OVER INDIA!
Once a Rural Tourism Spot (RTS) is identified, local banks can give loan at less interest rate to the needy people to set up the basic minimum facilities at their place such as Toilets / drinking water, parking space etc. So that, tourists do not get / feel inconvenienced to visit these rural spots.

Information about these RTS with map, distance, how to reach / bus / train timings etc. should be prominently displayed in the Bus stations / Rly Stations of nearby major tourist attraction.

Information about these RTS should be provided in the web page of major tourist attraction nearby with link to these places (in & around tourist places).
Few more Innovative measures to promote Rural Tourism

- Tourist guides with some basic knowledge of foreign language can accompany international tourists from France, Germany, Russia, Japan etc. to guide/take them to these spots.

- Yoga & Ayurveda has great appeal among international tourists and India has many rural spots which can champion these ancient art – WAY 2 GO!
Let’s make our Rural Tourism …..

- **T** - Tourist Friendly for one & all
- **O** - Opportunity generator for one & all
- **U** - Universally acceptable for one & all
- **R** - Recreation event for one & all
- **I** - Income earner for one & all
- **S** - Spotless in cleanliness for one & all
- **M** – Memorable for one & all
So, Let’s all join to make our Incredible India......

- **C** lean & **G** reen
- **L** ively & **R** adiant
- **E** fficient & **E** nergetic
- **A** ble & **E** bulliant
- **N** oble & **N** ice
...... thanks
...... for reading
...... of task presentation