

## Rural Tourism

### Objectives of the Course:

- Understand the concept of Rural Tourism- its scope and cultural significance.
- Identify Tourism resources in rural areas
- Benefits and Costs of Rural Tourism
- Developing a Business Plan for Rural Tourism
- Sustainable Tourism- Its role in rural areas

### Syllabus:

**Unit 1:** Introduction to the concept of Rural Tourism. Rural Territory- Its Potential as a Tourism Product. Village as a primary tourism product – Showcasing rural life, art, culture and heritage.

**Unit 2:** Benefits of Rural Tourism, Costs associated with Rural Tourism. Impact of Rural Tourism on the rural community. Holistic benefits of Rural Tourism on the society. Challenges of Rural Tourism.

**Unit 3:** Rural Tourism Business Plan- Feasibility and Execution. Infrastructure, Marketing and Financial Assistance requisites. Intervention of Professional Agencies – Linkages for development of Rural Tourism.

**Unit 4:** Sustainable Tourism, Agro Tourism, Inspirational Tourism

**Unit 5:** Best Practices – Case Studies.

### Outcomes:

- Life Skills Education
- Economically Benefit Local Community
- Tourists – Enriching Experience
- Create Employment/ Entrepreneurial Opportunities
- Live Project in Rural Tourism

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