

Knowledge Building Workshop on
**Tourism Development through
Community Participation**

28 September 2007



Madurai Symposium

Thamukkam Ground, Madurai

Madurai Symposium

The biennial Madurai Symposium has been designed by DHAN Foundation to celebrate recent developments related initiatives and innovations since 2003. The celebration acts as a platform to share, comprehend, network, learn and plan for future development interventions. All stakeholders of development - community institutions, civil societies, government organizations, NGOs, financial institutions, academicians and researchers are invited to the celebrations. This year's symposium, the third is scheduled from 24 - 29th September 2007. Like the two earlier symposiums conferences will be organized as either people conventions or development conferences. Endogenous Tourism Project will lead a Knowledge Building Workshop on 'Tourism Development through Community Participation' on 28th September 2007.

Background

Tourism is one of the leading Global industries (11% of Global GDP) of the world. The world Tourism organization estimates that there will be 1.5 billion tourists in the world in 2020, representing 21% of world population. Strong population growth in developing regions set to attract almost 50% of International Tourist in 2020. The World Tourism organization notes that with in the next 5 - 10 years, range of product on offer to tourist seeking the rural experience is to increase significantly. There is a clear trend in growth of Rural Tourism with the increase in the number of tourists visiting these places. India's vast, rural diversity and heritage offer tremendous potential for tourism in rural areas. Tourism is one of the major vehicle for generating sustainable livelihood in India, towards this end, Ministry of Tourism, Government of India, UNDP India and leading NGOs are jointly developing alternative model for rural tourism across the country with a view to position such models as engines of economic growth. The high potential tourism sector would address the development issues such as poverty reduction, developing vibrant local economy, revival and regeneration of arts and crafts, preservation of culture and most important the gender equity. India has several forms of art and handicrafts. Contribution to national integration and the social transformation of the economic lives of people is an important feature of tourism. Over 176 million domestic tourists visit different parts of the country every year, return with a better understanding of the people living in other regions of the country and of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of art forms, crafts and culture.

Today tourism is not seen as an activity of visiting tourist spot, clicking a few photographs and preserving them for posterity, instead, it is expected to play a larger role in the development of mankind. The stated objective of the nation is to distribute the benefit of tourism more widely, contribute to poverty reduction, sustainable development of gender equity and minimize adverse social impact. There is a strong case of rebuilding pride and respect for women, enthusiastic minorities, disabled, mentally challenged and other disadvantaged groups of people. National tourism policy 2005 has identified village tourism as a primary tourism product to spread tourism and socio - economic benefits to rural and new geographical area.

Objectives

1. Exploring the avenues for livelihood promotion and the scope of development in the villages through tourism.
2. Role of different stake holders in poverty reduction through tourism.
3. Sharing the experience and contributions of the stake holders about the tourism development aspects, that would facilitate cross learning among the participants.
4. Visioning for next 5 years in deepening and expanding the process for tourism development along with community participation.

Participants

The workshop invites participants from Policy makers, national, international voluntary organizations, research and academic institutions, Travel clubs, community organizations, development professionals, donors, and all other individuals and organizations involved in Tourism and livelihood.

Process

The workshop on tourism development through community participation would focus on livelihood promotion (through people's institutions, market support), gender equity, revival of arts and crafts, preservation of culture. The stake holders such as the artisans, SHG leaders, travel agencies, government agencies, village Panchayat might play a vital role in the workshop. All the stake holders might share their experiences about the rural tourism project, while the travel agencies, might share the scope of development in the villages through the arrival of tourists in the rural tourism site. The goal setting exercises could be done for the tourism development in the rural sites. The avenues for livelihood promotion by the tourism sector could be explored. The impact of tourism in the rural areas could be short listed for the demonstration purpose. The market data would act as a supporting document for the generation of ideas and for the utilization of the emerging rural tourism opportunities. The role of government in the improvement of tourism sector, and the various programmes related to it, could also be re-looked. Though India has much to offer in terms of tourist attractions, there are major constraints on the growth of tourism. The greatest constraint is inadequate infrastructure like surface transport systems, basic wayside amenities, accommodation, restaurants, shopping and recreational facilities, trained labour force resources, and support services and facilities. Both quality and quantity of infrastructure are major impediments to the growth of tourism in the country.

DHAN's intervention in the rural tourism project could also be discussed such as the integration of Kalanjiam (for gender benefit), I.T. for poor, Panchayat theme, water for the holistic approach to eradicate poverty and to benefit even the poor through various Government schemes.

Expected outcomes

1. Developing the action plan for tourism development, involving various stake holders.
2. Ensuring the community participation in tourism development, along with the convergence of new Government schemes for their livelihood promotion.
3. Strengthening the model people institutions, attaining sustainability.

Programme Schedule

09.30 a.m.	Registration
10.00 a.m.	Inauguration of workshop on Tourism development through community participation
10.15 a.m.	Lead paper presentation by various stakeholders and students.
11.30 a.m.	Tea Break
11.45 a.m.	Experience Sharing 1. Community 2. DHAN's experience 3. Other NGOs
01.00 p.m.	Action points and work plan derivation
01.30 p.m.	LUNCH
04.00 p.m.	Launching community managed tourism activities <ul style="list-style-type: none">● Launching tour package, connecting Madurai with Freedom fighter circuit and Kazhugumalai of Tuticorin District.● Launching tour package, connecting Madurai with Chettinad of Sivaganga District.

About Endogenous Tourism Project

The Planning Commission has identified tourism as one of the major vehicle for generating sustainable livelihood in India. As per the recommendations of Ministry of Tourism, Government of India, the international agency UNDP India and some leading Indian NGOs are jointly developing alternative model for rural tourism across the country with a view to accelerate the economic growth. UNDP and Government of India have designed a model of rural tourism which draws up on India's cultural heritage and indigenous tradition. The practice area for this project is poverty reduction, local poverty alternatives including microfinance.

Hence DHAN Foundation initiated its intervention in this high potential tourism sector to address the development issues. The main objectives of DHAN Foundation in tourism sector

- Poverty reduction
- Developing vibrant local economy
- Revival and regeneration of arts and crafts
- Preservation of culture and sharing to others
- Tourism literacy

From 2005 April, the programme is implemented at Karaikudi (Sivaganga District) and Kazhugumalai (Tuticorin District).

For further information, please contact

Workshop Coordinator
DHAN Foundation

18, Pillaiyar Koil Street, S.S. Colony, Madurai - 625 010, Tamil Nadu, INDIA

Tel: +91 - 452 - 2610794, 2610805 Fax: +91 - 452 - 2602247

E-mail: ghan@md3.vsnl.net.in Website: <http://www.dhan.org>
