

Seminar on
Tourism based Livelihoods:
Emerging Opportunities

September 16, 2011



Madurai Symposium 2011

September 14-18, 2011

Background

Tourism is one of the leading global industries (11% of global GOP). The World Tourism Organization (WTO) estimates that there are 1.6 billion tourists in the World, representing 21% of the world population. The Tourism industry contributes to high priority development goals of a developing country including:

- Income
- Employment
- Foreign exchange earnings (Tourism is the Primary source of foreign exchange earnings in 46 of 49 developing countries)

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. The National Tourism Policy 2002, has identified village tourism as a primary tourism product to spread tourism and socio economic benefits to rural and new geographical area.

Over 740 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.

The Travel and Tourism Competitiveness Index, 2011, of World Economic Forum reveals that India ranks 68 among 139 member countries of the world. This again provides enormous opportunities in development interventions especially livelihoods of the host communities.

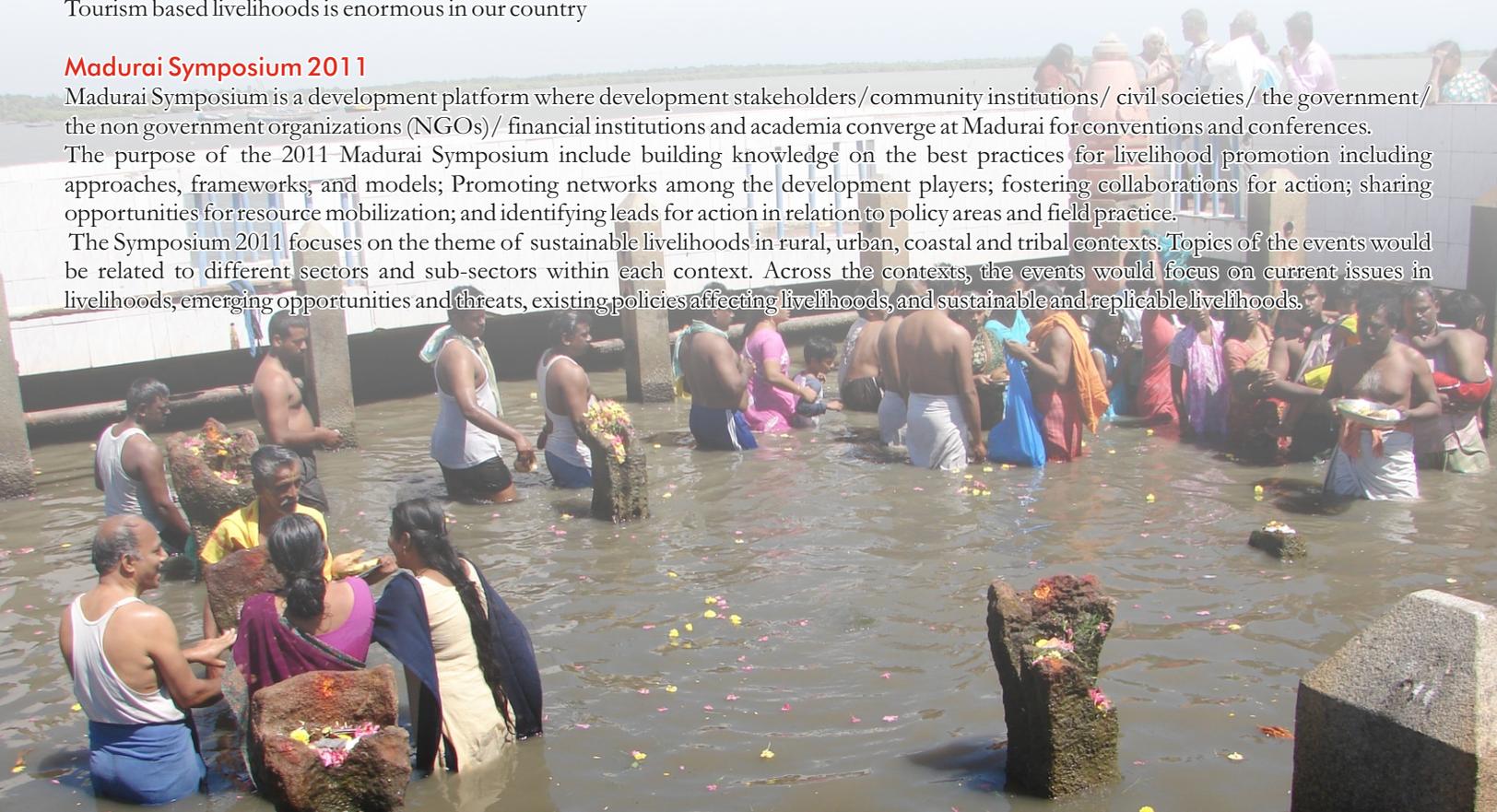
The lessons from Endogenous Tourism for Rural Livelihoods reveal that there is significant potential to scale up rural tourism as an avenue for providing sustainable livelihoods. The promotion of rural tourism clusters in India during the 12th plan period will support enormous opportunities in the direction of tourism based livelihood. Against this background, solid economic development potential in promoting Tourism based livelihoods is enormous in our country

Madurai Symposium 2011

Madurai Symposium is a development platform where development stakeholders/ community institutions/ civil societies/ the government/ the non government organizations (NGOs)/ financial institutions and academia converge at Madurai for conventions and conferences.

The purpose of the 2011 Madurai Symposium include building knowledge on the best practices for livelihood promotion including approaches, frameworks, and models; Promoting networks among the development players; fostering collaborations for action; sharing opportunities for resource mobilization; and identifying leads for action in relation to policy areas and field practice.

The Symposium 2011 focuses on the theme of sustainable livelihoods in rural, urban, coastal and tribal contexts. Topics of the events would be related to different sectors and sub-sectors within each context. Across the contexts, the events would focus on current issues in livelihoods, emerging opportunities and threats, existing policies affecting livelihoods, and sustainable and replicable livelihoods.



The Seminar

The seminar on Tourism Based Livelihoods would focus on promotion of livelihoods in different contexts for the inclusive development of tourism sites. Tourism is an important source of livelihood for most of the local communities particularly the poor. The host communities in rural tourism sites, local governance representatives, the tourism department and other stake holders would participate in the seminar to have a better understanding of promoting tourism based livelihoods in a responsible way. The seminar provides a platform for all the participants to share their experience on how much they could contribute for the tourism development as well as for the development of the responsible tourism site. The sustainability of the tourism based livelihoods could be explored through possibilities of up scaling the tourism activities taken. DHAN interventions in rural tourism sites such as Karaikudi, Kazhugumalai, Theerthamalai, Devipatinam and Thirupudaimaruthur will be taken as cases for discussion.

Objectives

- Sensitizing the participants on, the need for sustainable development of existing and new tourism based livelihoods
- Describing the role and ensuring the role clarity of different stakeholders in the promotion of Tourism based livelihoods.
- Building partnership among various stakeholders involved in tourism and development.

Participants

- Host communities in existing and proposed rural tourism sites.
- Local governance representatives.
- Community organizations/ NGOs.
- TamilNadu state Tourism Department.
- Stakeholders involved in tourism sector.
- Development professionals working for tourism promotion.

Expected Outcomes

- Stake holders will be able to promote, enrich, support and advance the tourism based livelihoods in a responsible way and develop action plans.
- Specific area for sustainable tourism based livelihoods promotion will be identified

Date

September 16, 2011 Friday

Programme Schedule

09.30 a.m	Registration
10.00 a.m	Inauguration.
10.15 a.m	Need for Promoting Tourism based Livelihoods
10.45 a.m	Opportunities in Tourism based livelihoods
11.30 a.m	Tea break



11.45a.m	Experience sharing in Promoting Tourism based Livelihood
1.00 p.m	Synthesizing the lessons learned
1.30 p.m	Lunch
2.30 p.m	Brainstorming on Sustainable Tourism based Livelihood Promotion Model
3.30 p.m	Action Plan and Way forward
4.00 p.m	Concluding the workshop

DHAN Tourism for Development

DHAN Tourism for Development is nurtured by the DHAN Collective organizations to mainstream tourism with development work from the experience of a pilot project GOI-UNDP Endogenous Tourism for Rural Livelihood. The focus of the project was to promote new and innovative approaches to build livelihood opportunities in tourism, through community action. This project has focused the tourism interventions in cultural, craft and ecological dimensions of rural life, as means to create viable livelihood opportunities, especially for women and disadvantaged groups.

DHAN Tourism for Development has taken its interventions high potential tourism sector and places to address development issues with the support of multi stake holders particularly with mainstream tourism institutions of India.

DHAN Tourism for Development has the following objectives:

- Reviving and regenerating arts and traditional activities.
- Developing vibrant local economies based on tourism.
- Preserving culture and sharing to others.
- Promoting tourism literacy and capacity building of Host communities.
- Promoting locations/ Specific model of community tourism enterprises

It has promoted 280 groups around the activities in Karaikudi, Kazhugumalai, Theerthamalai, Devipatinam and Thirupudaimaruthur and reached 4250 members through SHGs and activity groups. It has also established functional collaboration with district administration and tourism departments for sustaining its initiatives.



Kindly send us the filled in registration forms to

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