

**Office of the
Public Relations Officer-
Media Coordinator
Jamia Millia Islamia**

November 14, 2018

Press Invite/Release

International Conference on Rural Tourism Development at JMI

The Department of Tourism & Hospitality Management, Jamia Millia Islamia is organizing a three-day international conference on Rurality, Ruralism, and Rural Tourism – Challenges and Coping Strategies from November 15th - 17th, 2018. The conference is sponsored by Ministry of Tourism. The conference will be attended by delegates from eminent tourism institutes from India and 25 other countries.

The three day conference will be inaugurated by Mr Vinod Zutshi, Ex Secretary Ministry of Tourism and Mr. Nagesh Singh, Ex Additional Secretary, Ministry of Rural Development Govt. of India; while Mr M. P. Bezbaruah Ex Secretary (Tourism) GOI, Mr S. K Mishra Ex Secretary (Tourism) GOI, Mr Sujit Banerjee Secretary General ,WTTC, India; Ex Secretary (Tourism) GOI will attend the event and Mr. Manish Sisodia, the Deputy Chief Minister and Minister of the Tourism, Government of Delhi will preside over the valedictory function.

The industry around rural tourism could generate an additional revenue of around Rs.4300 crores. The objective is to discuss the contemporary research in the area of rural tourism. The event will showcase rural life, art, culture, and heritage at rural locations and in villages, which have core competence in art and craft. Handloom, textiles, and also an asset base in the natural environment. Event will also discuss the possibilities of launching Association of rural tourism in India (ARTI).

Some of the notable guests attending the conference include Prof. Tanja Mihalic, University of Ljubljana, Slovenia; Mr. Steve Borgia, Chairman, Rural Tourism Society of India; Mr. Raj Basu, Founder and Director, Help Tourism and Advisor, Rural Tourism, Govt. of Arunachal Pradesh; Mr. Jeevan Verma, Owner Rose Home Stay and Volunteer Director, Rural Organization for Social Elevation; Ms Rashmi Sawant Founder Cultural Aangan; Marie Rajkowski, France; Isabelle Cloquet, Belgium; Klaus Ehrlich, Lithuania; Jose Guevara Brenes Costa Rica.

The conference will benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. 'Incredible India' is now a globally recognized brand. The brand is augmented by the Ministry's new "Explore Rural India" sub-brand.

This conference will help to bring various stakeholders on a single platform to discuss future tourism trends, ideas, implications, and methodologies, theoretical and practical approaches for rural tourism development.

Research papers, policy documents, case studies are being invited from the interested participants on various sub themes – The attractiveness of India as a rural tourism destination, Real vs staged debate in rural tourism, Rural tourism governance and community stake, Role of NGO's in development of rural tourism, capacity building for rural tourism etc.

For further information you can mail at: conference.dthhhs@jmi.ac.in

**Ahmad Azeem
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and Heritage Studies

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INTERNATIONAL CONFERENCE

Rurality, Ruralism, and Rural Tourism- Challenges
and Coping Strategies

November 15-17, 2018

Sponsored by

Incredible India

Ministry of Tourism, Government of India