



On the occasion of World Tourism Day

Victoria Memorial Hall
in association with iLEAD
presents an illustrated online talk

The Villages Beckon
Developing India's Rural Landscape through Tourism

in tune with this year's theme for World Tourism Day declared by UNWTO


Speaker

Pradip Chopra,
Chairman, iLEAD

Sunday, 27 September 2020, 5.30 pm

Rural Tourism can showcase rural life, heritage, traditional arts and crafts, thereby benefitting the local community economically and socially as well as enabling interaction between tourists and the local population to provide an enriching experience for both sides. This has to be based on five A-s: Attractions, Access, Accommodation, Amenities and Activities. Developing a suitable combination of these essentials forms a vital aspect of planning Rural Tourism, which could reverse rural to urban migration and solve related problems.

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