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**TOPIC :**

**RURAL TOURISM**

**IN HIMACHAL PRADESH**

**SUBMITTED :**

**PROF. KATYAYNI**

**TO**

# Certificate

This is to certify that 'TANVI VERMA' of class  
BA IIIrd Year has successfully completed the project  
titled 'RURAL TOURISM IN HIMACHAL PRADESH' under  
the guidance of **PROF. KATYAYNI**.

*Tanvi Verma*

Sign. of teacher:

I would like to express my sincere gratitude to Prof. Katyayni Sharma for their valuable guidance and support throughout this project.

I also extend my appreciation to my family and friends for their constant motivation and assistance.

Finally, I would like to extend my sincere thanks to Aastha Thakur for providing me with the necessary materials and resources during the making of the case study on Kangam Village.

I am grateful to all those who directly or indirectly helped me complete this project within time frame.

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# INTRODUCTION



Tourism is one of the most exciting and growing industries in the world. It allows people to explore new places, experience different cultures and create unforgettable memories. While most of us think of tourism as visiting big cities, famous landmarks or luxurious resorts, there is another side to tourism that is equally fascinating and meaningful—Rural Tourism. Rural tourism is all about exploring the beauty, simplicity and charm of rural areas, which are often untouched by the fast-paced of urban lifestyle. This project aims to explore the concept of rural tourism, its importance and its potential to bring positive change to communities and environment.

Rural tourism is a growing sector that offers a unique opportunity for rural communities to showcase their culture, traditions and natural beauty. Rural tourism refers to travel activities that take place in rural or countryside areas. These areas are typically characterized by natural beauty, open spaces and a slower pace of life.

Unlike urban tourism, which focuses on cities and modern

himachal Pradesh, known as the "Land of the Gods", is a beautiful state in the Himalayas. It is famous for its snowy mountains, green valleys and exciting adventures like trekking. But beyond the popular tourists spots, the real magic lies in its peaceful villages and simple rural life.

Rural tourism here lets visitors experience the true heart of himachal - living in village homestays, enjoying local food and learning about traditional crafts and festivals. This kind of tourism helps local communities a lot. From the quiet beauty of Dittam Valley to the unique culture of Malana village, rural tourism in himachal Pradesh is a way for travelers to connect with nature and support villagers.

Pragmatically, with its old-world charm, teaching visitors about history through cobbled streets and heritage homes. The state also offers fun activities like apple picking in orchards, dancing at local fairs and star-gazing in clear mountain skies.

By choosing rural tourism, travellers not only enjoy peace but also help villagers build schools, hospitals and better roads. This project explores significance challenges and potential of rural tourism in himachal Pradesh, highlighting how it has become a model for sustainable tourism in India.

- To expose the concept of rural tourism.
- To analyse the potential of rural tourism in Himachal Pradesh.
- To study successful examples like Khemonna Village and Pangpou Heritage Village
- To examine Kasegamu village's potential as a rural tourism destination
- To propose strategies for promoting sustainable rural tourism in Himachal Pradesh.

# MEANING

Rural Tourism refers to travel activities where visitors explore and experience life in non-urban, countryside areas. It focuses on immersing travelers in the natural environment, local culture, traditions and daily life of rural communities.

Unlike city-based tourism, rural tourism emphasizes simplicity, sustainability and connection with nature.

Why it matters:

Rural tourism helps villagers earn income, protect traditions and keeps rural areas alive while giving travelers an authentic, peaceful experience away from crowded cities.

## DEFINITIONS

"Rural tourism is a form of tourism that occurs in rural areas, characterized by small-scale, low-impact activities that respect the natural and cultural environment."

—Sharpley & Sharpley (1997)

"Rural tourism is a form of sustainable tourism that supports rural economies, preserves local cultures and protects the natural environment."

—International  
Cotourism Society  
(TICS)

"Rural tourism refers to tourism activities in rural areas, where the natural, cultural environment and local traditions are the main attractions."

—European Union

Rural tourism is a type of tourism activity in which the visitor's experience is related to wide range of products generally linked to nature-based activities agricultural, rural lifestyle culture & sightseeing

—UNWTO

# FEATURES OF RURAL TOURISM

1. Location: Villages and countryside:

Rural tourism happens in non-urban areas, like small village, farms, forests, or mountains.

Example: Staying in a Himalayan village like Pithan Valley or a farm in Tuscany, Italy.

Focus on Nature:

Tourists enjoy natural beauty like mountains, rivers, forests and wildlife. Activities include trekking, bird watching and nature walks.

3. Cultural experiences:

Tourists learn about local traditions, festivals, music and dances. Example: Participating in a village festival or learning traditional crafts like pottery or weaving.

4. Simple and Peaceful lifestyle:

Rural tourism offers a break from busy city life. Tourists experience the slow, simple life of villagers, often staying in homestays or farmhouses.

### 5. Community Involvement:

Local people are actively involved in tourism activities, like running homestays, guiding tours or selling handicrafts. This helps villagers earn money and improves their lives.

### 6. Sustainable Practices:

Rural tourism focuses on eco-friendly activities like using solar energy, banning plastic and conserving water.

Example: Staying in eco-lodges or participating in organic farming.

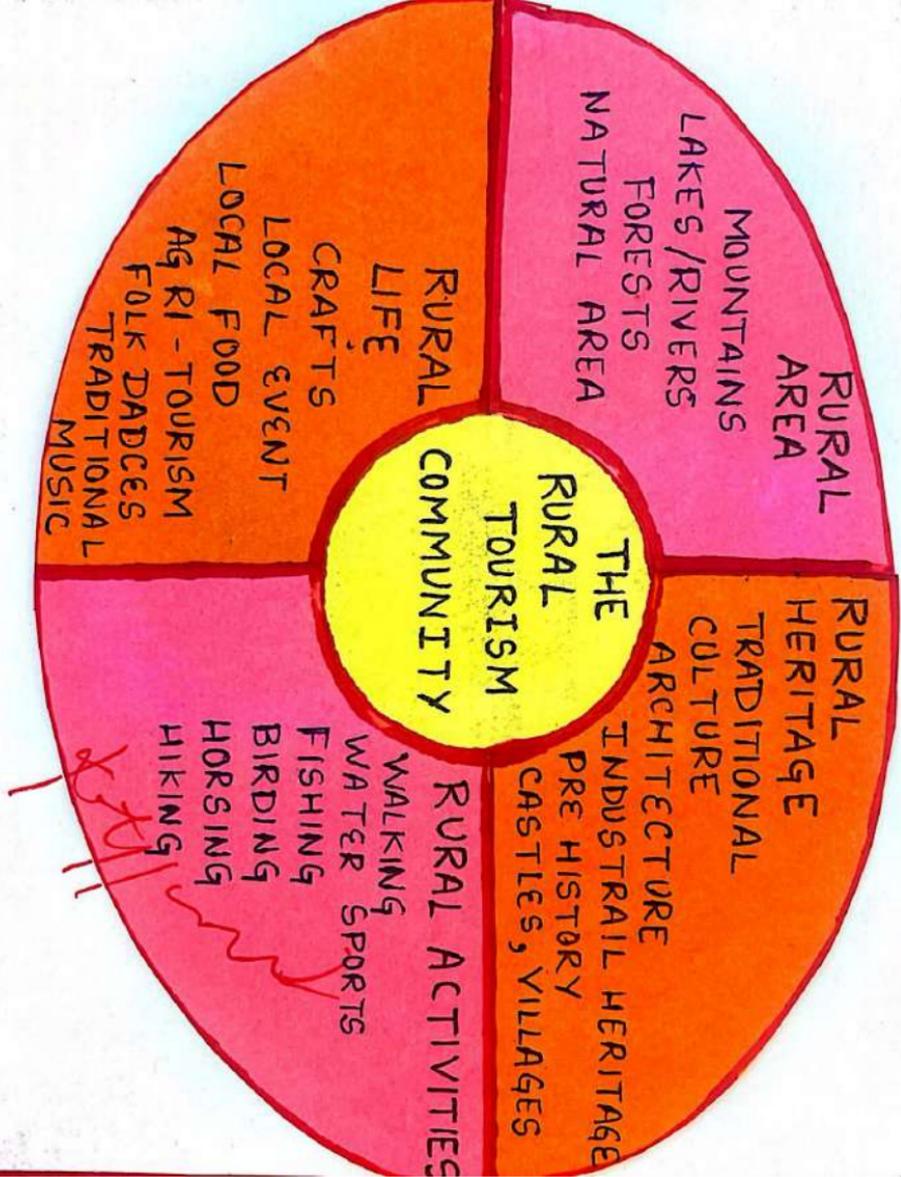
### 7. Authentic Experiences:

Tourists get to experience real rural life, not just touristy attractions. Example: helping farmers harvest crops, cooking local food or attending a village wedding.

### 8. Adventure and Activities:

Rural areas offer fun activities like trekking, camping, paragliding and river rafting.

Example: Trekking in Dehradun or paragliding in Bir-Billing



# HISTORY OF RURAL TOURISM

Rural tourism has a long and interesting history. Rural tourism has existed since ancient times. It started as simple travel for survival and trade, many rural areas were home to sacred sites, so people traveling to these places for spiritual reasons. It was mostly about visiting relatives or friends in the countryside or enjoying picnics. It was spontaneous and didn't help the local economy.

During middle ages, wealthy people in Europe started building country homes to escape the crowded cities. In Romanticism era, artists and writers celebrated nature and rural life, inspiring people to visit the countryside.

In its modern form, rural tourism started in the late 19th century and grew after World War II. It became a proper industry that created jobs and boosted local economies.

## Origins of Rural Tourism

- France - Some believe rural tourism started in France.
- UK - Others say it began in the UK during the Industrial Revolution (late 19th century). Railways made it easier to travel the countryside.
- Spain: In the 1960s, Spain turned old castles into farmhouses and promoted rural tourism.
- Italy: In 1865, Italy established "National Association of Agricultural and Tourism" marking the start of organized rural tourism.

## Growth of Rural Tourism

In 1970s rural tourism grew quickly in the UK, US, Canada and other countries. Most agree the rural tourism as we know it today started in 19th century Europe.

In the 1970s and 1980s, people became more aware of environmental issues. Rural tourism focused on protecting nature and supporting local communities.

21st century: Rural tourism is now a big part of the global travel industry. People want authentic rural experiences. Social media and online booking platform have made it easier for tourists to discover rural destinations.

# INDIA

In its modern form, rural tourism started during Colonial era in India as the British developed hill stations like Shimla and Darjeeling as retreats, marking the start of rural tourism in a modern sense.

Post-Independence the Indian government launched programs to improve rural infrastructure and livelihoods. Village in states like Rajasthan, Kerala and Himachal Pradesh started attracting tourists for their natural beauty and cultural heritage.

After 1980s and 1990s, government started initiating its growth rural tourism to empower local communities with programs like Endogenous Tourism Project, Incredible India Campaign launched in 2002, highlighted rural tourism, government schemes like Swadesh Darshan and PRSAD helped develop rural tourism infrastructure.

Conclusion: Rural Tourism is a old as well as young form of tourism. In India, rural tourism has become a powerful tool for sustainable development, offering travelers unique experiences while helping villages grow.

# RURAL TOURISM

## ON A GLOBAL LEVEL

Rural tourism is growing fast worldwide as more travelers look for peaceful, authentic and eco-friendly experiences. It's becoming a key part of the global tourism industry, helping rural areas grow economically while preserving their culture and nature.

### GLOBAL FACTS ABOUT RURAL TOURISM

- > Rural tourism contributes \$ 240 billion annually to the global economy.
- > It creates 1 in 10 jobs in rural areas, especially for women and youth.
- > In 2021, rural tourism booking increased by 20-30% in regions like Europe and North America (UNWTO)

Europe dominates the rural tourism market, accounting for over 40% of global revenue. Countries like France, Italy and Spain are leaders due to their well-preserved rural landscapes, cultural heritage and agritourism offerings.

» In France, rural tourism contributes €20 billion annually to the economy.

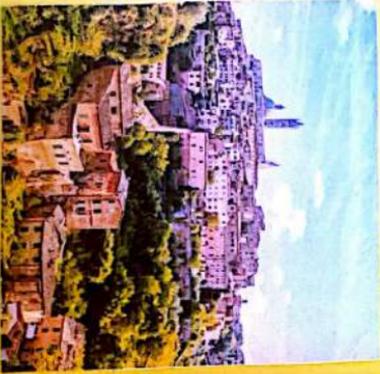
» Italy's agritourism sector is growing rapidly.

### BENEFITS OF RURAL TOURISM

Benefits	% of Villages Affected
Job creation	70%
Cultural Preservation	65%
Environmental Protection	60%
Economic growth	75%

Rural tourism is helping villages in many ways, probably from job creations to protecting nature. In developing countries, rural tourism helps reduce poverty by provide income to local communities. Many countries are investing in rural tourism infrastructure and training programs. Social media and online platforms are helping rural destinations reach more travellers worldwide.

TUSCANY, ITALY



HOKKAIDO, JAPAN



# TUSCANY, ITALY

NDIA

## FAMOUS:

Known for its rolling hills fields vineyards, olive groves and medieval villages.

## ACTIVITIES:

> Wine tasting and grape harvesting.

> Exploring historic towns like Siena and San Gimignano.

> Staying in farmhouse (agritourism) and enjoying local cuisine.

vineyard  
hills  
olive groves  
medieval villages

alley

# RURAL TOURISM IN

## INDIA

India with all its geographical and cultural diversity has always been an attraction for tourists. However, India especially rural area has much more to offer. Spread across its lakhs of villages the untold riches in all their myriad colours and hues.

Rural tourism in India has emerged as a significant segment of the country's tourism industry, driven by its rich cultural heritage, diverse landscapes and growing interest in authentic and sustainable travel experiences.

**Market Size:** Rural tourism in India is a growing sector, contributing approximately \$ 2 billion annually to the economy (2022 estimates). The sector is expected to grow at a CAGR of 10% over next decade.

Rural tourism is a means to empower Rural India.

» **Government Initiatives:** The Indian government has launched several programs to promote rural tourism such as the Swadesh Darshan Scheme and Dehra Aapna Desh, which focus on developing rural destinations and encouraging domestic tourism.

» Rural tourism has created employment opportunities for local communities, particularly in handicrafts, hospitality, and transportation. Many rural tourism initiatives are led by women, leading in women empowerment.

» As of today, rural tourism in India is considered to be in a growing phase with potential for further development, as about 65% of India's population lives in rural areas but still faces significant challenges related to infrastructure limitations, lack of trained manpower and inadequate local community involvement, despite a growing interest from tourists seeking authentic experiences in rural areas, by focusing on improving infrastructure and empowering local communities to better manage tourism activities, rural tourism can reach great heights in India.

States like Rajasthan, Kerala, Himachal Pradesh, Uttarakhand, Sikkim, Meghalaya, Assam, Tamil & Kashmir are considered to be among well in rural tourism in India.

## POPULAR RURAL TOURISM DESTINATIONS IN INDIA

KUTCH, GUJARAT

RAJASTHAN

SUNDARBANS,  
WEST BENGAL

PONDICHERRY VILLAGES

# KHONOMA VILLAGE, NAGALAND

## — INDIA'S FIRST GREEN VILLAGE

Khonoma Village, located in the northeastern state of Nagaland, is a pioneering example of how rural tourism can transform a community while preserving its cultural heritage and environment. Known as India's First Green Village, Khonoma has become a model for sustainable tourism, blending eco-conscious practices with traditional tribal values.

### • BACK GROUND :

**Location:** Khonoma is situated 20 km from Kohima, Nagaland's capital, nestled in the lush, terraced hills of the Aomghni tribal region.

**History:** The village is famous for its resistance against British colonial rule in the 19th century. It is also home to the Aomghni tribe, known for their heritage and deep connection to nature.

**Challenges:** Earlier, the village face deforestation and ecological degradation due to shifting cultivation (Jhum) and hunting. By the 1990s, the community realised the need to protect its forests & wildlife.

## THE TRANSFORMATION

In 1998, Khomema declared itself "Green Village" through a community led initiative. These efforts attracted tourists towards Khomema, People started traveling to Khomema in search of nature's beauty, cultural heritage, peace and relaxation.

### Key Initiative:

- > Ban on hunting and logging
- > Replacing shifting cultivation with permanent terraced farming
- > The village opened its doors to tourists, offering homestays, guided treks and cultural experiences. (Rural Tourism Development)

### Features of Rural Tourism in Khomema:

- > Tourists interact with Angami tribe, learn about their history and witness traditional practices like wood carving, weaving and folk dance. The annual Sekenyi Festival also attracts visitors.
- > The village offers guided treks through its community owned forests like Dzokou Valley trek. > Visitors, stay in traditional Angami huts made of wood, & bamboo and enjoy organic Naga cuisine. > Tourists can participate in workshops on sustainable farming and wildlife.

## • Impact of Rural Tourism on the Village:

The village has regenerated 70 sq km of forests, increasing wildlife populations. Rural Tourism has created jobs as guides, homestays, generating steady income. Sale of organic produce and handicrafts has boosted local livelihoods.

## • National and Global Recognition:

Khonoma was awarded the India Biodiversity Award in 2015. Featured in documentaries and global platforms like UNESCO.

## • Challenges and Solutions:

- Tourism peaks during festivals and winters. To counter this, Khonoma promotes monsoon treks and cultural workshops year-round.
- The village uses solar energy and internet connectivity but ensures new developments align with eco-friendly practices.
- Strict rules for plastic-free tourism and community-led waste segregation have been implemented.

## CONCLUSION:

Khonoma Village stands as a testament to the power of Community Driven Rural Tourism. Khonoma's journey inspires other Indian villages to leverage tourism as a tool for economic empowerment and ecological revival, proving that development and tradition can co-exist harmoniously.

**RURAL TOURISM IN  
HIMACHAL PRADESH**

# WHY IS HIMACHAL PRADESH IDEAL FOR RURAL TOURISM

Himachal Pradesh is a perfect place for rural tourism because of its natural beauty, rich culture and peaceful villages.

## STUNNING NATURAL BEAUTY

- **Mountains and Valleys:** Himachal is home to the Himalayas, with snow-capped peaks, green valleys and flowing rivers. Places like Birhan and flowing rivers of Chitkul are breathtaking.
- **Forests and Wildlife:** The state has dense forests and national parks like Great Himalayan National Park, where tourists can see rare animals and birds.

- **Local guides:** Villagers can become guide, sharing their knowledge of culture, history and nature. Handmade products directly from
- **Handicrafts:** Tourists can buy handmade products directly from artisans, supporting the local economy.

## GOVERNMENT SUPPORT

- **Schemes and Fundings:** Government programs like SWADESH DARSHAN and PRASHAD help build better roads, toilets and tourist facilities.
- **Promotion:** Campaigns like Incredible India promote rural tourism in Himachal.

Himachal Pradesh is ideal for rural tourism because it offers natural beauty, rich culture, adventure and peace. By visiting rural villages, tourists can enjoy unique experiences while helping villagers grow and preserve their traditions.

# POPULAR RURAL DESTINATIONS IN HIMAL PRADESH

## TIRTHAN VALLEY

Known for its pristine beauty and eco-tourism initiatives, Tirthan Valley offers activities like trout fishing, trekking and bird watching.

## BAROT

A hidden gem, Barot offers opportunities for trekking, fishing and camping amidst lush greenery and serene rivers.



Himal

# BENEFITS OF RURAL TOURISM IN HIMACHAL PRADESH

## ECONOMIC BENEFITS

• **Job creation:** Rural tourism generates employment opportunities for local communities in Himachal. From homestays and guided tours to handicrafts and local cuisine, rural tourism creates jobs in various sectors.

• **Income generation:** It provides a source of income for rural households, especially in remote areas where traditional livelihoods like farming and animal husbandry may not be sufficient.

• **Support for local businesses:** Rural tourism supports small businesses, such as local artisans, farmers and transporters, by creating demand for their products and services.

## CULTURAL PRESERVATION

- **Promotion of Local Culture:** Rural tourism helps preserve and promote the unique cultural heritage of Himachal Pradesh. Tourists get to experience traditional festivals, folk, music, dance and local customs.
- **Revival of Traditional Crafts:** The demand for handmade products like woollen shawls, carpets and wooden shawls, carpets and wooden artifacts encourages the revival of traditional crafts.
- **Cultural Exchange:** Interaction between tourists and local communities fosters cultural exchange and mutual understanding.

## ENVIRONMENTAL SUSTAINABILITY

- **Promotion of Sustainable Practices:** Rural tourism encourages eco-friendly practices, such as the use of solar energy, organic farming and waste management. This helps in preserving the natural beauty of the region.
- **Protection of Biodiversity:** Rural tourism often involves activities like trekking, bird watching and nature walks, which promote the conservation of flora and fauna.

# SOCIAL DEVELOPMENT

- **Women Empowerment:** Many social tourism initiative in Himachal Pradesh are led by women, providing them with opportunities for economic independence and social empowerment.
- **Empowerment of Local Communities:** Rural tourism empowers local communities by involving them in decision-making processes and giving them control over tourism activities.
- **Improvement in Infrastructure:** The development of social tourism often leads to improvements in infrastructure, such as better roads, electricity and communication facilities.

# TOURISM DIVERSIFICATION

- **Reduction of Seasonal Dependency:** Rural tourism helps reduce the dependency on seasonal tourism, which often concentrated in popular hill stations like Shimla and Manali. It promotes year round tourism by offering diverse experiences.

**Spread of Tourism Benefits:** By attracting tourists to lesser known rural areas, the benefits of tourism are spread more evenly across the state, reducing the pressure on overcrowded destinations.

Rural tourism is of immense importance to Himachal Pradesh, contributing to its economic growth, cultural preservation, environmental conservation and social development. It offers unique and authentic experiences to tourists while empowering local communities and promoting sustainable practices. As Himachal Pradesh continues to develop its rural tourism sector, it holds the potential to become a model for sustainable and inclusive tourism in India.

# Negative Impacts:

- » Over-tourism in rural areas can lead to deforestation, soil erosion and pollution of water-bodies.
- » Improper waste management and littering by tourists harm the natural ecosystem.
- » The influx of tourists can dilute local traditions, customs and lifestyles, leading to loss of cultural identity.
- » Increased demand for water, energy and other resources in rural areas can strain local supplies, affecting residents.
- » Tourism can lead to conflicts between locals and tourists over resources, use or cultural differences.
- » Rising costs of living due to tourism-driven inflation can negatively impact local communities.
- » Unregulated tourism activities, such as trekking or camping can damage fragile ecosystems and wildlife habitats.
- » Benefits of tourism may not be evenly distributed, leading to disparities within communities.

# CHALLENGES

1. **Poor Infrastructure:** Many rural areas lack good roads, electricity and proper facilities for tourists.
2. **Seasonal Tourism:** Most tourists visit only during summer and winter, leaving locals without income for the rest of the year.
3. **Lack of Awareness:** Many beautiful rural destinations are not well-known or promoted.
4. **Skill Gaps:** Locals often lack training in hospitality and tourism management.
5. **Financial Problems:** Villagers often don't have enough money to start tourism-related businesses.
6. **Environmental Issues:** Unplanned tourism can harm nature like littering and damaging forests.

Government initiatives to promote and grow rural tourism in the state :-

Himachal Pradesh Homestay Scheme :- encourages villagers to offer affordable and authentic accommodation to tourists.

- financial assistance and training are provided to homestay owners.

Swadesh Darshan Scheme under this central government project scheme, rural tourism projects have been developed in Himachal to enhance infrastructure and promote sustainable tourism.

The Himachal Pradesh Tourism Policy 2019, aims to develop tourism in a sustainable and responsible manner, with a focus on eco-tourism and adventure tourism, rural tourism.

Sustainable

Har Ghar Ki Kahani campaign highlights the unique traditions, stories and attractions of lesser known villages, promoting them as tourist destinations while preserving their cultural heritage.

To improve infrastructure, the government has launched Rural Tourism Development Projects, which include building better roads, parking facilities, public toilets and trekking trails in Rural areas.

The government also runs Skill Development Programs to train local in hospitality, cooking and tourism management ensuring they can effectively manage homestays and interact with tourists.

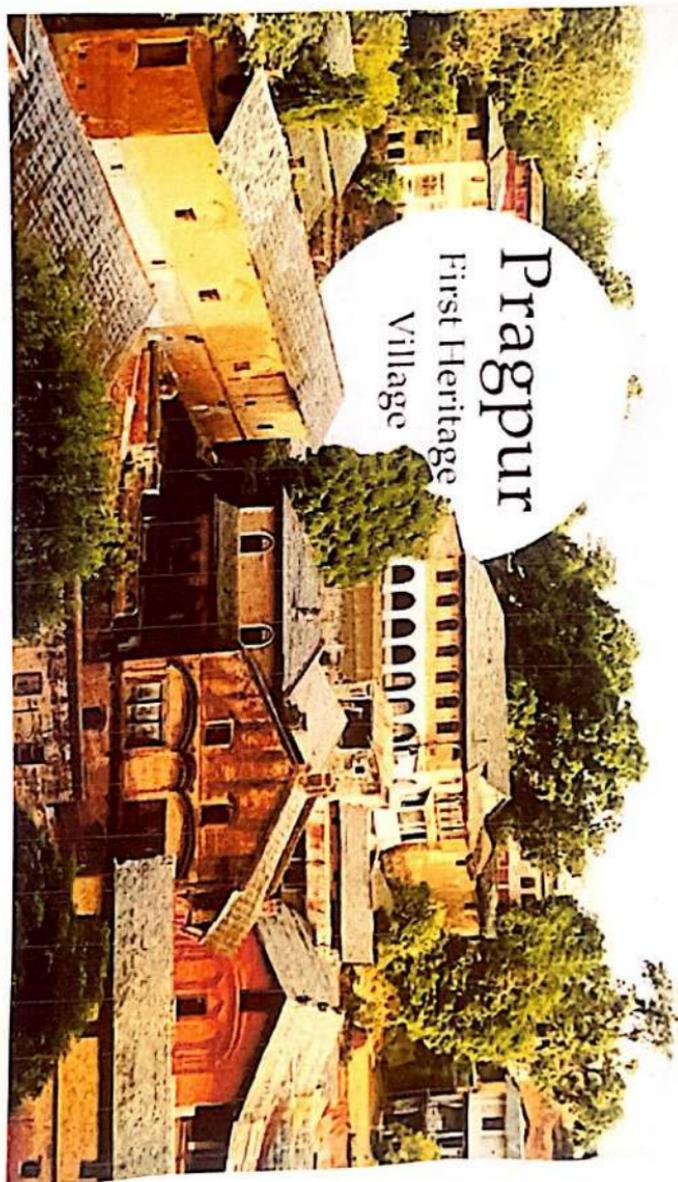
The state government's Eco-tourism policy focuses on promoting eco-friendly tourism practices in rural areas.

● Educating Villagers About Government Scheme: Many villagers are unaware of the various government schemes and projects designed to promote rural tourism, such as Himachal Pradesh Homestay Scheme or the Green Ki Kahani. Conducting awareness campaigns and workshops to educate locals about these initiatives can empower them to participate actively.

● Training and funding: NGOs can provide skill development programs and financial support for rural tourism projects.

The Tourism Department of Himachal can collaborate with NGOs to teach villagers about the benefits of rural tourism, how to promote and grow rural tourism in their area, involve villagers in planning tourism activities to ensure traditions are preserved.

● We can organize festivals and events in off-seasons to attract visitors and highlight year-round attractions like apple picking in autumn or snow festivals in winter.



# KEY FEATURERS OF RURAL TOURISM IN PRAGPUR :

- > Heritage walks
  - > Judge is court
  - > Pragnpur is known for its handwoven shawls, Kangra paintings and pottery.
  - > The village is surrounded by lush greenery, orchards and some Beas River.
- Impacts of Rural Tourism: Rural tourism has provided a steady source of income for the villagers. Homestays, guided tours, and the sale of handicrafts have boosted the local economy. The influx of tourists has led to improvement in infrastructure.

## RECOGNITION AND AWARDS :

Pragnpur has received recognition as India's first Heritage Village attracting researchers, media. It has been featured in national & international publications for its unique rural tourism model. Pragnpur Village is a shining example of how rural tourism can be developed by preserving cultural heritage.

# Kasugavanu Village

A case study on Rural tourism  
Potential

## LOCATION:

Perched on the border of Sirmour and Solan districts, Kargaanu village enjoys a unique geographical advantage. Officially part of Sirmour district, it lies just 34km from the Yashwant Nagar, a town situated on the well-traveled Rajpurh road and a short 28 kilometer drive from the serene hill station of Chail.

## CLIMATE:

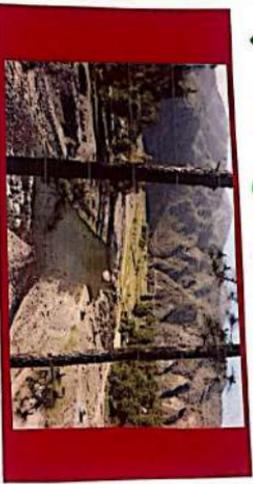
Kargaanu village enjoys a pleasant and moderate climate, thanks to its proximity to the river and its location in the foothills of the Himalayas. The village is neither too hot in summers nor too cold in winters, making it an ideal destination for tourists throughout the year.

## History:

Kargaanu village has a rich history rooted in the legacy of Madan Prakash Kanwar, a descendant of the royal family of Sirmour. He once owned property in this area and built a temple called Thakur Dwarra, where he lived. This temple, dedicated to Radha Krishna, is a spiritual landmark in the village. It is believed the wishes made here with a pure heart are granted, adding to the temple's significance. The temple is guarded by a statue of Hanuman Ji, symbolizing strength and devotion.

Over time, people who worked for Madan Prakash Kanwar and known to him began settling in the area after he gave 15 bighas of land to each family. Today the entire village is spread across 375 bighas of land, a testament to its historical roots and generosity of its royal patron.

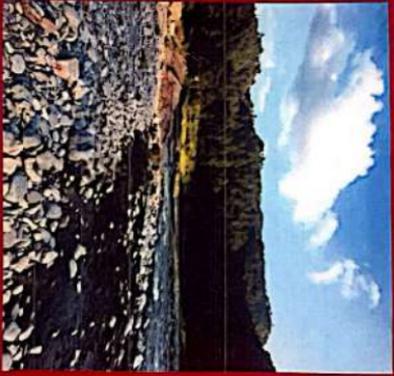
# POTENTIAL OF THE VILLAGE AS A RURAL TOURISM DESTINATION



STUNNING NATURAL BEAUTY

Kargam village is nestled in the lap of nature, surrounded by breathtaking mountains and lush greenery. The beautiful views of the landscape offer a serene escape from urban life, making it a perfect destination for nature lovers and photographers.

## RIVERSIDE LOCATION

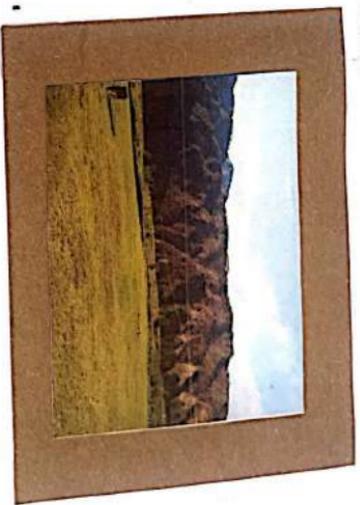


The village is located along the banks of the river, offering a beautiful setting for relaxation and recreating. Tourists can enjoy the calming sound of flowing water while soaking in the scenic beauty. The riverside is ideal for activities like camping, picnics and fishing, which is already a traditional practice among the villagers.

## EXPANSIVE GRASSY GROUNDS

Near the riverside, there is a vast open ground covered with long, lush grass. This area is perfect for horse riding,

as few villagers already own houses. It can also serve as a space for outdoor games, yoga sessions or simply lounging in nature, or even cultural events like open air festivals, blending recreation with the village's natural charm.



## TREKKING TRAIL TO THE LOCAL TEMPLE

Kaigamu boasts a scenic trekking trail that takes approximately half an hour to reach a local temple. This trail offers a mix of adventure and spirituality, with stunning views of the surrounding mount



and valley. The temple itself holds, cultural and spiritual significance, adding to the village's charm as a holistic destination. The trek to the temple is not only a physical journey but also a chance to connect with the village's heritage.

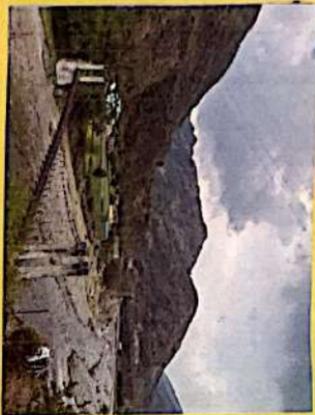
## NATURE WALKS

The village has aesthetically beautiful walking paths that wind through its picturesque landscape. These nature walks allows visitors to indulge themselves in the peaceful surrounding, breathe in the fresh mountain air and observe the local flora and fauna. It's an seeking a slow paced experience



real activity for these

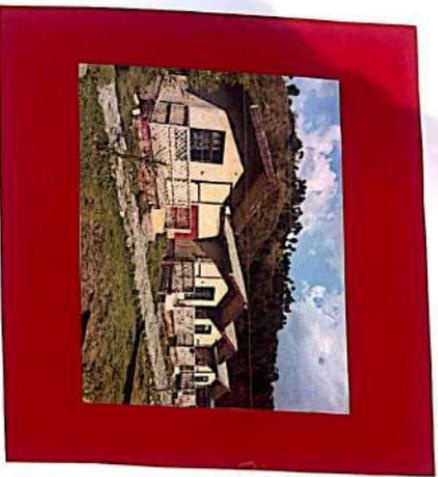
## PICTURESQUE BRIDGE



Keogramu village is home to a beautiful metal bridge that spans the river, connecting different parts of the village that are separated by the water. This bridge is not just a functional structure but also a visually

beautiful landmark, offering stunning views of the river and surrounding landscape. It serves as a vital link for villagers and can be a highlight for tourists, providing a perfect spot for photography, leisurely walks or simply soaking in the serene atmosphere. The bridge's unique design and views can become a must-visit attraction for visitors.

## TOURIST HUTS WITH SCENIC VIEWS



greenery, allowing guests to make up to the sounds of nature and enjoy the serene atmosphere. The huts are an excellent addition to the village's tourism infrastructure, providing visitors with an authentic rural experience while ensuring their comfort.

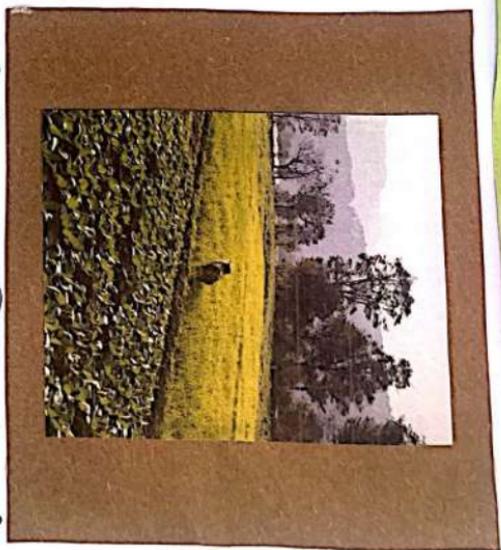
Recently, beautiful huts have been constructed near the riverside to accommodate tourists. These huts are designed to blend seamlessly with the natural surroundings, offering a rustic yet comfortable stay. Each hut provides a breathtaking view of the river, mountains and lush

## AGRI TOURISM POTENTIAL

Kargaram village has immense potential to develop agritourism, thanks to its fertile land and diverse range of crops. The village cultivates a variety of vegetables and fruits, including tomatoes, beans, broccoli, cauliflower, cabbage, zucchini, plums, pears, capsicum. These crops that only sustain the local community but also provide an excellent opportunity for tourists to engage in hands on farming experiences.

Visitors can enjoy fresh, organic meals prepared with locally grown produce.

Tourists can stay in the newly constructed huts and



experience rural life firsthand and can participate in daily farming activities and animal feeding and interactive harvest seasons, where tourists can learn about sustainable farming, organic cultivation and traditional cooking methods.

♥ The village can host seasonal festivals celebrating its produce, such as a Tomato festival where tourists can enjoy local food, music and cultural activities.

♥ Locals can produce and sell value-added products like jams, pickles or dried vegetables, providing tourists with unique souvenirs to take home.



By leveraging its agricultural heritage Kangaroo can create a thriving agritourism sector that benefits both tourists and the local community. However, agritourism can thrive here only if the locals accept it.

## LOCAL CUISINE AND CULTURAL DANCE

Kaogawan village offers a rich culinary and cultural experience that can significantly enhance its appeal as a travel tourism destination. The local cuisine includes traditional Himachali dishes like Siddu, Askaku, Lushke, Patodu, Patande, Pudey. These dishes, made with locally sourced ingredients can provide tourists with an authentic taste of Himachali culture.

# CHALLENGES

## 1. LACK OF DIGITAL MARKETING:

There is no information about the village on Google or social media. Tourists can not discover the village online.

## 2. COMMUNITY RELUCTANCE:

- Villagers fear tourism will disrupt their peaceful lifestyle. • Concerns about littering, waste and damage to the environment.

## 3. FUNDING CONSTRAINTS:

Limited resources for infrastructure, marketing and lack of training and knowledge.

# Suggestions to grow rural tourism in 'KARGAANU'

## ADDRESSING COMMUNITY CONCERNS

### • Educate Villagers About Benefits:

To ensure the success of tourism in Kargaanu, it is essential to address the concerns of the villagers. Many workshops and awareness programs can be organised to educate the community about the benefits of sustainable tourism. Sharing success stories from nearby villages like Chail can help villagers understand how tourism can boost local income without harming the environment.

Additionally, a tourist code of conduct can be implemented to minimize negative impacts, such as littering or noise pollution.

Assigning villagers as "eco-guardians" to monitor cleanliness and educate visitors can further ensure that tourism aligns with the village's values.

## BUILDING A DIGITAL PRESENCE

One of the biggest challenges for Kangaram is its lack of visibility online. To overcome this, a basic online presence can be created by setting up a simple website or Google My Business page. This platform can feature photos, activities and contact details making it easier for tourists to discover the village.

Social media platforms like Facebook and Instagram can be used to share engaging content, such as photos of the riverside, trekking trails and local culture.

Collaborating with Himachali influencers - such as travel bloggers or vloggers - can also help spread the word. These influencers can visit Kangaram, create content and share their experience with their followers, attracting more visitors to the village.

## LEVERAGING GOVERNMENT SUPPORT

Government schemes and partnerships can play a crucial role in developing Kangaroo as a tourism destination. The village can apply for funding under central or schemes like Himachal Pradesh Tourism Development Corporation (HPTDC) or the Ministry of Tourism's PRASHAD Scheme. These funds can be used for infrastructure development, such as building eco-friendly toilets, waste management systems or solar-powered huts.

Collaborating with local authorities to install road signage from Yashwantrao Chavan or Chail to Kangaroo can also improve accessibility for tourists.

Additionally, training programs can be organized for villagers to learn hospitality, waste management and guiding skills.

## LOW-COST MARKETING STRATEGIES

Effective marketing does not always require a large budget. Simple strategies like banners and posters can be placed in nearby towns (e.g. Yashwantrao Chavan, Solan, Chail) to attract visitors. These banners can highlight key attractions such as camping, horse riding and trekking. Word-of-mouth marketing can also be encouraged by offering discounts to tourists who refer friends or post reviews online. Partnering with local travel agencies to include Kangranvi in offbeat tour packages can further increase visibility.

## FUNDING AND FINANCIAL SUPPORT

To implement these solutions, funding is essential. One approach is to launch a crowd-funding campaign on platforms like Milaap or Ketto, emphasizing Kangranvi's ecotourism vision. Donors can be offered perks like free stays or guided tours. Another option is to seek

## CONCLUSION

Through this project, I have gained a deep understanding of the immense potential of rural tourism in transforming communities, preserving culture and promoting sustainable development. Rural tourism is not just about showcasing natural beauty; it's about creating meaningful connections between travelers and local communities. From the global success of destinations like Tuscany & Provence to the inspiring stories of Khonoma and Paagpuu,