



Resort cum Rural Tourism Project

The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2015, placing India at the third position in the world. It is estimated that 5% of total tourist arrival figures to rural India and there has been an 8 to 10 % increase in arrivals on an average to Rural Tourism sites after the launch of the rural tourism scheme. Based on the market potential, successful launch of Explore Rural India and Incredible India Campaigns by the Central Government and unique nature of the Rural Tourism Product, ITCOT has come out with the following publication for the benefit of prospective investors: 'Report on Resort cum Rural Tourism Project' (Price – Rs. 9000/-).

The Proposal of the Rural Tourism Project discussed in this Report would also include resort, food court and general tourism packages. The Justification for clubbing the rural tourism project with resort, food court and general tourism is given as below:

A very definite common interest of most of the tourists is to experience village life at a standard suitable for families. Indians demand more comfort in lodging and are less prone to roughing it out. Hence the proposal would also include resort and food court. In the first few years, it will be tough for the rural tourism projects to stand on their own without money being pumped in from outside (govt. funding and other sources). Hence the proposal is to club the general tourism packages with the rural tourism packages. Any existing private tour operator can also weave it in general tourism itineraries so that rural tourism becomes an important part of the tourism packages. As a consolidated project, the proposal would be much more technically feasible and financially viable than a standalone rural tourism project run by any private tour operator and not funded by government.

The Profitability of the Proposal significantly increases as there are four revenue streams given below:

- Revenue from General Tourism packages
- Revenue from Rural Tourism packages
- Revenue from Resort
- Revenue from Food Court

Report on Resort cum Rural Tourism Project



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Report on Resort cum Rural Tourism Project



REPORT ON RESORT CUM RURAL TOURISM PROJECT

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