

**One Month Certificate Course on Rural  
Tourism and Homestay Operations  
(For the States of Nagaland, Manipur &  
Mizoram)**

**November 08-December 03, 2021**



**COURSE BROCHURE**



**NATIONAL INSTITUTE OF RURAL  
DEVELOPMENT AND PANCHAYATI RAJ  
NORTH EASTERN REGIONAL CENTRE  
NIRDPR LANE, NH-37  
JAWAHARNAGAR, KHANAPARA  
GUWAHATI-781022**

**NEED**

Spread over a geographical area of 2.6 lakh sq. kms (7.8 per cent of total geographic area of India and 3.8 per cent of country's population), North East India with a population of 4,55,99,294 is home to about 475 ethnic groups and sub groups speaking more than 400 dialects. Out of a total of 573 Schedule tribes (ST) in the country, 171 ST communities inhabit in the region.

A home to more than 14 National Parks, five Biosphere Reserves, mighty rivers, serene meadows and snow-clad Himalayan peaks, the region attracts sages, nature lovers, adventurers and souls seeking solace in its pristine settings alike. The land of seven sisters has been transformed in to 'Ashta Laxmi' with Sikkim's entry to the family of seven sisters. Sobriquet 'Ashta Laxmi' truly spells out the potentials of this region. Each of the eight states of the region i.e. Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura has its own unique strength which is the USP of each Ashta Laxmi.

Despite nature's rich bounty, the region is still perceived as laggard due to some of its inherent disadvantages. In the absence of infrastructural facilities coupled with the developmental constraints due to ecological and geographical limitations, the states in the region have limited opportunities so far as economic activities are concerned. Among the viable enterprises, eco-tourism and more specifically rural tourism offers viable livelihood opportunity.

Tourism, which is one of the fastest growing industries in the world employs a total of 23 million or 5.5 per cent of the total workforce in India contributing 6.7 per cent to the GDP of the country. Infact, the tourism industry in India is generating 45.5 million jobs (engaging 9 per cent of total manpower) in the country. North East India too possesses great opportunity in this sector. Being a melting pot of different cultures, the region showcases diversity and

holds high potentials for tourism promotion. What is needed is capacity building of the local communities in promoting livelihoods through rural tourism – and herein comes the rural homestays. Capacity building in how to operate rural homestays can only enhance the livelihood opportunities of the rural communities. The states of Nagaland, Manipur and Mizoram in the region have been taking initiatives to welcome tourists both at the national and international level. The Hornbill festival of Nagaland, the Orange festival of Manipur have opened the entry of tourists to these states.

Considering the untapped opportunities in the states of the region, the National Institute of Rural Development and Panchayati Raj, North Eastern, NERC, Guwahati had organised the first Rural Homestay tourism programme for 21 prospective women SHG entrepreneurs from the State of Arunachal Pradesh in 2019 followed by another programme sponsored by the North Eastern Council (NEC) for 16 prospective women SHG entrepreneurs from Meghalaya in 2021. With financial support from the NEC, the institute is organising the third programme for the rural prospective women entrepreneurs of SHGs and unemployed youth from the states of Nagaland, Manipur and Mizoram from November 8 to December 3, 2021.

**OBJECTIVES**

- i. To orient the participants on the different aspects of rural tourism with special focus on homestays
- ii. To equip the participants with practical knowledge, compliances and best practices for operationalising and managing rural homestays

**TARGET GROUP**

Prospective rural women entrepreneurs of SHGs from the states of Nagaland, Manipur and Mizoram

## COURSE REGISTRATION

There is no Course fee. Registration is free for the nominated participants.

## CERTIFICATE

Participants will receive Certificates after completion of the Course.

## DATE & TIME

One Month (November 8-December 3, 2021)

## COURSE DIRECTOR

Dr. R. Murugesan, Director, NIRDPR, NERC  
Dr. Ratna Bhuyan, Assistant Professor, NIRDPR, NERC

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## COURSE CONTENT

### MODULE I: INTRODUCTION TO HOMESTAY TOURISM

1. Introduction to NER with special reference to tourism circuits
2. Introduction to Rural tourism
3. Sustainable Livelihoods through Homestay Tourism
4. Starting a Homestay - Identification of Sites/plots, Infrastructure Needs, Marketing Channels
5. Licenses, Registration with regard to Homestays
6. Exploring Fund Raising for Homestay
7. Familiarity with Govt. Schemes and Policies

### MODULE II: INTRODUCTION TO MANAGEMENT ASPECTS OF HOMESTAYS

1. Room Articles and Amenities (Housekeeping)
2. Hospitality Management
3. Hosting Etiquettes
4. Accommodation and Tour Description
5. Packaging and Tariff Creation
6. Food Preparation
7. Effective Communication
8. Hygiene and Sanitation & First Aid and Healthcare
9. Basics of Financial Management, Accounting and Book Keeping
10. Role of ICT & Basic Computer Skills
11. Use of various Apps – Bank Products and Payment Apps and Gateways
12. Use of Maps (Google earth)
13. Basics of Digital Marketing

### MODULE III: EXPOSURE ON HOMESTAYS

### MODULE IV: INTRODUCTION TO ASPECTS OF COMMUNITY HOMESTAYS

1. Rural Tourism: Community Approach
2. Homestay through SHGs – Community Homestays
3. Sensitisation of Neighbours and Other Stakeholders
4. Monitoring and Mentoring

