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## **ABSTRACT SUBMISSION**

- Interested participants are invited to submit an abstract of approximately **250-300 words** to [ruraltourism.spmvv@gmail.com](mailto:ruraltourism.spmvv@gmail.com) by **20th January, 2025**.
- The abstract must include a title, names of the author(s), designation, affiliation, email ID and contact number accompanied by 3-4 key words.
- The abstracts will be shortlisted on the basis of content, quality and relevance to the core theme of the Seminar.
- Selection will be intimated to the corresponding authors for payment of registration fees.
- A maximum of three authors are allowed per paper, and each author has to pay and register individually for the Seminar using the Google Form.

## **FULL PAPER & PUBLICATION SUBMISSION**

- All participants are encouraged to submit full papers to [ruraltourism.spmvv@gmail.com](mailto:ruraltourism.spmvv@gmail.com) on or before **3rd February, 2025**.
- The papers should be written in Times New Roman, font size 12, with 1.5 line spacing, and should be approximately 3000-4000 words with APA format.
- All papers should include an abstract of approximately 250-300 words. All presented papers will be published in the high quality book with an ISBN.

## **REGISTRATION FEES**

Paper Presenters Students/Scholars : **Rs.200/-**

Academicians / Govt. officials / Industry

Professionals : **Rs.500/-**

**Registration Link:**

<https://forms.gle/A2o2oNcBYZpd1Fjn9>



# Two Day National Seminar on **RURAL TOURISM AND SUSTAINABLE RURAL LIVELIHOOD**

14th & 15th February 2025

**SPONSORED BY**  
**INDIAN COUNCIL OF  
SOCIAL SCIENCE RESEARCH  
(ICSSR)**

Southern Regional Centre (SRC)  
Hyderabad, Telangana, India

**ORGANIZED BY**

Department of Women's Studies & Economics  
**School of Social Science, Humanities & Management**

**SRI PADMAVATI MAHILA  
VISVAVIDYALAYAM**

(Women's University)

Tirupati, Andhra Pradesh-517502, India  
**Accredited with 'A+' Grade by NAAC**



## **ABOUT THE UNIVERSITY**

Sri Padmavati Mahila Visvavidyalayam (University for Women) was founded in the year 1983 by Sri N.T.Rama Rao, the then Chief Minister of Andhra Pradesh, to train women students as better builders of the Nation. The vision of the University is to be a premier centre of education, both general and professional, to provide knowledge, skills and attitudes required to lead life as complete citizens and pursue careers of their choice. The mission of the university is emancipation of Women through acquisition of knowledge and achieve empowerment through skill up-gradation, involvement and participation in various occupations in the society, towards establishing a progressive egalitarian society. Today the University has nearly more than 4000 students, and academic staff of 105 and 131 academic consultants have been offering their services for 59 courses at the post graduate and undergraduate levels. The University is accredited with "Grade A+" by the National Assessment and Accreditation Council (NAAC) and International Certificate ISO.

## **ABOUT THE DEPARTMENT**

The Department of Women's Studies was established in the year 1989. Since its inception, started P.G. programme in Women's Studies. P.G. in Economics started in the year 2003. Presently two PG and Ph.D Programs in both subjects Economics and Women's Studies are being offered by the Department and 55 Ph.Ds are awarded and at present 18 Research Scholars are pursuing their Research Degree in the department. The department is involved in carrying out research activities on various thrust areas like, Rural Tourism for Rural Development, Trends in Agricultural Sector, Cost benefit analysis in Agriculture, Fiscal Policies of the Government, Entrepreneurship, Socio-Economic issues, Demographic transition and Cultural Status of Women, Environmental issues, Empowerment of Women.

 <https://www.spmvv.ac.in>

## **SEMINAR TOPIC**

### **RURAL TOURISM AND SUSTAINABLE RURAL LIVELIHOOD**

India with all its geographical and cultural diversity has always been an attraction for tourists. Rural tourism has been widely recognized to promote the revival of traditional villages. Rural tourism has a high potential to stimulate local economic growth and social change because of its complementarities with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time and along a wider territory. Rural areas are vital to the global landscape, serving as the backbone of food production, biodiversity and cultural heritage, yet they face significant development challenges. Tourism has a unique potential to bridge these gaps, fostering sustainable and inclusive development of rural communities. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Rural Tourism in India offers great opportunities to explore and experience rural lifestyles. It involves visiting rural areas and participating in activities like farming, handicrafts, and village walks to learn more about the local way of life and traditions, associated with landscapes, knowledge systems, biological and cultural diversity, local values and activities. This seminar aims to explore the potentialities of rural tourism in India.

- To identify strategies for development of Rural Tourism and stimulate job creation through rural entrepreneurship.
- To Bring awareness about the Central and State programs for development and promotion of Rural tourism in the Country.
- It will create a platform to share knowledge of best practices. It will address the opportunities and challenges like inadequate infrastructure, migration of people from rural to urban, policy hurdles and community participation in rural areas for tourism development.
- The seminar will facilitate a platform to discuss amongst relevant stakeholders on rural tourism development initiatives.

- To identify and recommend strategic areas clusters for tourism development in rural areas for Promoting "Sustainable Tourism – Resource Efficiency".
- The seminar is expected to provide insights into the potential of rural areas as tourist destinations and the benefits that tourism can bring to local communities.

## **SUB-THEMES**

- Culture and Heritage – Rural Tourism
- Tourism Industry and Rural Entrepreneurship
- Tourism and Global Issues
- Tourism and Environment
- Tourism and health
- Tourism and Financial Markets
- Tourism and Infrastructure development
- Opportunities and Challenges in Rural Tourism.
- Digital technologies and Rural tourism
- Women Empowerment and Tourism
- Rural Tourism –Media.
- Governance and Institutional Framework
- Rural Tourism and Law
- Central and State policies & programs

## **MODE OF PAPER PRESENTATIONS**

### **Offline Presentation**

The participants are encouraged to physically participate in the Conference, be a part of the deliberations and make regular physical (offline) presentations.

