

Ministry of Tourism, Government of India
Central Nodal Agency Rural Tourism and Rural Homestay

Case Study on Nationally Recognised Best Tourism Village, 2023
Village - Kanthalloor, Kerala, Gold Category

1. Village Details

Kanthalloor. Often referred to as the 'Kashmir of Kerala', is a tranquil village in Idukki district known for its consistently pleasant weather. Tucked away in the western ghats along the Kerala-Tamil Nadu border, it serves as an ideal escape from urban life. Positioned at an elevation of 5,000 ft above sea level, the village boasts a unique climate that supports a diverse range of crops not commonly found in Kerala. Kanthalloor is a Quaint and laidback Village known for the array of fruits the are no-where to found in any other part of Kerala. Quaint and laidback village located in the western ghats of India, also known as Fruit Bowl of Kerela. The village is very close to the world-famous tourism destination Munnar.

Visitors can explore orchards with various fruits like oranges, strawberries, plums, gooseberries, peaches, passion fruit, and even apples, making Kanthalloor the sole apple-cultivating area in Kerala. Tourists have the opportunity to purchase fresh apples directly from local farmhouses, providing a novel and refreshing experience.

2. Challenge

The challenges faced in Kanthalloor village include waste management, as the influx of tourists generates increased plastic waste. Despite efforts by Haritha Karma Sena, more sustainable solutions are needed. Additionally, maintaining environmental balance amidst growing tourism, ensuring community involvement, and preserving local culture pose ongoing challenges for sustainable development.

3. Tourism Assets

Kanthalloor village boasts diverse tourism assets, including a unique climate supporting rare crops like apples, strawberries, and passion fruit. With breathtaking vantage points, hidden trails, and ancient dolmens, it offers a tranquil escape. The "Fruit Bowl of Kerala" title, coupled with responsible tourism initiatives, enhances the allure, attracting over a million domestic tourists annually.

4. Development Approach

I. Whole of Government Approach

Kanthalloor village exemplifies a Whole of Government Approach, integrating various departments like LSGD, Irrigation, MGNREGA, and PWD for holistic development. Initiatives such as Green Check Post, Camera Surveillance, and the TAKE A BREAK project showcase collaborative efforts, ensuring infrastructure, safety, and sustainability while promoting responsible tourism and fostering community engagement. The State Government of Kerala and the Department of Tourism

allocated funds For RT Mission to promote Kanthalloor as a Responsible Tourism Destination in its budget.

Dept of Tourism ensured full support of RT Mission's effort in Kanthalloor and made several marketing initiatives also for the village. STREET and PEPPER projects are developed and implemented by RT Mission with the budget support of Dept.of Tourism Govt of Kerala.

II. Involvement of the Community in Business Development

The Kanthalloor community actively participates in business development, notably through the Responsible Tourism Mission's PEPPER Project. The community-led STREET Project focuses on agri-cultural activities, waste management, and economic development. With awareness classes and continuous monitoring, locals contribute to the success of initiatives, fostering sustainable agriculture, tourism, and overall village development.

III. Private and Public Coordination and Multi-Stakeholder participation

Kanthalloor village thrives on effective Private and Public Coordination with Multi-Stakeholder Participation. The local self-government collaborates with private enterprises and community stakeholders for initiatives like STREET Project. This inclusive approach ensures joint efforts in waste management, infrastructure development, and tourism promotion, fostering a sustainable and harmonious development model for the village.

IV. Environmental Sustainability

Kanthalloor Grama Panchayath Initiates Various Projects such as Green Check Post Operated by Haritha Karma Sena which helps to reduce the use of Plastics and We distribute Cotton cloth carry bags to the public's too and we Planned to fix a Green Arch at the Entrance of Kanthalloor at Kovilkadavu (Work in progress stage) to attracts the Tourists and we provide Water ATM facilities to the Tourists and Peregrinators.

V. Social Inclusion

The village is known for its agriculture product, the village community together participate to get the recognition for the village. The village with agriculture activities also known for its hospitality, locals together with participation of each and community of the village makes it possible for it. Women participation also can be seen in tourism related activity as well as agricultural activities too.

5. Key Strategic Interventions to Develop Rural Tourism

I. Formation of Village Tourism Committee

Kanthalloor village in Kerala's Idukki district has a village panchayat that implemented the State Responsible Tourism Mission's sustainable and inclusive

STREET project. The village was also involved in the participatory tourism initiative "PEPPER"

II. Responsible Souvenirs Project

The village highlights various initiatives and projects focused on responsible and sustainable tourism, such as the PEPPER and STREET Projects. These projects involve community participation, waste management, and the integration of agricultural activities with tourism.

6. Impact of Rural Tourism Development in Madla

I. Economic Impact

The economic impact of tourism on Kanthalloor village is profound, with a substantial influx of domestic and international visitors contributing significantly to the local economy. The village's strategic promotion of agri-tourism, highlighted by initiatives like the Agri Street and Fruit Street projects, has diversified economic opportunities. Financial assistance to farmers, community involvement in business development, and events like the Kanthalloor Tourism Fest demonstrate a commitment to sustainable growth. The integration of agriculture with tourism has not only boosted local incomes but also created jobs and fostered inclusive economic development, making tourism a key driver of prosperity in Kanthalloor.

II. Development of local enterprises

The village has strategically embraced agri-tourism, exemplified by projects like the Agri Street and Fruit Street. These initiatives create a platform for local farmers to showcase and sell their produce, fostering the growth of local enterprises associated with agriculture. Additionally, the engagement of the local community in business development, as seen in projects like PEPPER and STREET, indicates a concerted effort to empower and promote local enterprises.

III. Promotion and Conservation of cultural resource

As well as said earlier when the Tourism emerging the impact also will be the huge. So the panchayath and other allied Institutions and general Public is well aware about the preservation of the nature and its beauty. In this stage the inevitable role played by Haritha Karma Sena in terms of Plastic and Waste Management. Now a Day's Haritha Karma Sena is working very effectively collecting wastes from households as well as from resorts and other institution by charging an affordable fee and also grading the product at MCF and send the same to Clean Kerala Company and as a part of the same in each and every cluster area of Wards we fixed Mini MCF with the help of MGNREGA and Managed by Haritha Karma Sena. So, the public can

keep the waste at this Mini MCF and Collect the same by Panchayath Tractor every day and shift the same to MCF.

The Panchayath and Homestay resort association and with the help of MGNREGA and other Local public is planned to plant varieties of Trees which blooms in different seasons at the both sides of Kovilkadavu to Kanthalloor road in the name of "Beautification of KanthalloorKovilkadavu Road.

7. Contribution to Sustainable Development Goals

Kanthalloor Panchayath is one of the villages is selected for Street Tourism Projects as a result of that same in different place we planned to setup various stalls to showcase and to sell the locally produced crops and other items. In upcoming years, the panchayath is planned to setup Fruits Street at Perumala, Kanthalloor, Agri-Street at Puthoor and Keezhanthoor and Flower Street at Chengallar, Kanthalloor and Food Street at Piusnagar. By implementing this idea, the tourist can explore and experience the Natural Resource in single area, if someone who interested in fruits items they can visit and spend more time at Fruits Street and vice versa. Cultural activities and traditional life experience are sustained well. The cultural activities listed in the resource directory developed as part of STREET project and it is protected through Tourism.