



ROLE OF TOURISM INDUSTRY IN RURAL DEVELOPMENT OF IN INDIA

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ABSTRACT :

Tourism introduced as a tool for rural development. Top tourism destinations, particularly in developing countries, include national parks, wilderness areas, mountains, lakes, and cultural sites, most of which are generally rural. Thus tourism is already an important feature of the rural economy in these specific sites. It is self-evident that tourism will never come to dominate all rural areas, particularly in the developing world – there are vast swathes of rural areas for which tourism is not relevant for the foreseeable future. Between these two extremes are poor rural areas with some tourism potential, and an urgent need to develop whatever economic potential they have. Thus, an important question is whether more can be done to develop tourism within such rural areas, as a way of dispersing the benefits of tourism and increasing its poverty impact. Developing rural tourism has its challenges. Any successful tourism development, whether pro-poor or not, depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanised and more developed areas.

KEYWORDS : Rural Tourism, Sustainable Development, Rural Economy, Social Indicators, Rural Development Policy, Local Economic Development.

INTRODUCTION :

Development and rural planning problem is one of the most complex contemporary themes, because in essence involves balancing the requirement of conservation of rural economic, environmental, social and cultural of the country on the one hand and modernization tend rural life on the other. In both rural development and planning is at the confluence of the expansion of urban areas, the aggressive development of rural industry and the requirement due to possible areas to maintain its current size. Balanced development of the countryside can be seen as a long-term improvement of living conditions of the country but according to the imperatives of economic, environmental, social and cultural self-respect due to population. Tourism development in rural areas aims to solve key business objective outside motivation and satisfaction of tourism and economic issues related to the depopulation of areas caused by migration of rural population to urban centers. By ensuring the practice of Profitable in villages seeks to stop labor and return migration from urban to areas of origin, increasing the stability of the active population, improve living conditions, protect and conserve the environment as a factor of recreation and rehabilitation creative



potential of the individual, creating conditions for carrying out other economic activities, industrial, commercial, rural areas.

The concept of sustainable tourism, where rural tourism is very well defined, such as preserving the natural environment, traditions, customs, culture, and the satisfaction or fulfillment for the tourist town full of sophisticated services and hotels. With rural tourism component, agro tourism, scientific and professional will require forms of ecological tourism (ecotourism). The contribution of tourism to rural development is important if local people participate in its development, it is also a means to protect the environment, economic and cultural-historical traditions, rural local. Today, tourism is the largest service industry in the world that has allocated a particular position in the economic, cultural, social and political fields. Global developments in the field of urbanization after World War II and the creation of cities, urban pollution and increased leisure time, which developed the rural tourism. In the next decades, tourism introduced as a tool for rural development. Therefore, experts have tried to develop the role of tourism in rural development through using different models. Tourism in recent years has considered as a source for the reconstruction and sustainable development in rural areas, besides the positive economic and social impacts in the rural areas.

OBJECTIVES OF RESEARCH STUDY :

The present research study is carried out with following objectives :

1. To study the importance of tourism for rural areas.
2. To give some suggestions for developing tourism industry in the rural areas.
3. To study and understand the challenges of tourism.

RESEARCH METHODOLOGY :

With the above objectives keep in mind the instructed Interview Method and Desk Research Method was basically adopted.

The Secondary Data is collected from various reference books related to Rural Tourism, Sustainable Development, Rural Economy, Social Indicators, Rural Development Policy, Local Economic Development, Commerce & Management, and Marketing & Finance etc. For said research study secondary data is also collected from the National and International Research Journals which are related to Commerce, Management, Marketing, Finance, and Tourism.

For the present research study the data pertaining to the above objectives was collected and reviewed the literature on the topic concerned. The literature was thus collected by visiting various libraries. The secondary data is also collected from various websites.

HYPOTHESIS OF THE RESEARCH STUDY :

The said research study is carried out with the following hypothesis in view:

- H-1** In recent times, Rural Tourism Sector forms an important component of the Indian Economy.
- H-2** rural tourism focuses on actively participating in a rural lifestyle.



IMPORTANCE OF TOURISM IN RURAL AREAS :

1. Increase participation of the poor in the development of tourism - While the percentage of poor people in urban areas is increasing, there are still more in rural areas, both in total numbers as well as a proportion of the population. One key opportunity of involving more of the poor in tourism is to develop tourism enterprises where they live. This is not to say that the poor will necessarily own an enterprise, or even provide the labour, just because it is located in a rural area, but location is a first step. Furthermore, two strengths of tourism for increasing participation are that a) because the customer comes to the product, there are more opportunities for expanding the range of transactions; and b) tourism usually involves a wide range of enterprises, i.e. the small and informal as well as the well-established or multi-national.

2. Bring wider benefits to rural areas - Rural areas generally suffer high levels of poverty, and are also characterised by lower levels of non-farm economic activity, infrastructural development, and access to essential services. They may also suffer from depopulation of the able-bodied, and lack of political clout. The development of tourism can help address several of these problems through:

- i. Economic growth, economic diversification and stabilisation;
- ii. Employment creation, as primary source of income but most importantly secondary source of income;
- iii. Reduced out-migration and possibly re-population;
- iv. Maintenance and improvement of public services;
- v. Infrastructural improvements;
- vi. Revitalizing crafts, customs and cultural identities;
- vii. Increasing opportunities for social contact and exchange;
- viii. Protection and improvement of both the natural and built environment;
- ix. Increasing recognition of rural priorities and potential by policy-makers and economic planners.

3. One option among few - Manufacturing industry gravitates to areas with good transport links, infrastructure, and commercial skills. Rural areas usually have few sources of comparative advantage for attracting economic activity other than agriculture or industries based on harvesting natural resources. Tourism is one of the few sectors that can be suitable to remote or non-urban areas, provided that there is sufficient access for tourists. Because there are few other options, its value to the poor can be particularly high. People from their land and competition for other natural resources such as water, forest, and wildlife are likely to be the key trade-offs. Pro-poor strategies should therefore focus on minimizing negative impacts as well as exploiting potential benefits.

However, any assessment of the key features of successful tourism development, and the key characteristics of rural areas leads to the hypothesis that developing tourism in rural areas faces major obstacles. Table 1 lists some of the requirements of tourism, and shows how rural areas may be less likely than urban areas to be able to meet most of them.



CHALLENGES OF TOURISM IN RURAL AREAS :

1. Where tourism is planned within a tourism ministry, or a tourism and wildlife ministry, the institutional mandate is likely to be in expanding the national tourism product, rather than the growth potential of poor areas. Thus the focus is more likely to be on attracting investment, developing the main destinations, marketing them, and often also on data gathering. If the policy objective is expansion of tourism investment and arrivals, particularly of international tourism, the fastest returns may come from a focus on existing resorts and urban areas, where tourists, assets and skills are concentrated. That said, there may be commercial reasons to invest in rural products, such as product diversification, or political pressure to expand economic impacts to poor areas.

2. Rural development planners and extension workers are unlikely to focus on tourism, which is entirely alien to their agriculturally-focused professional training.

3. Lack of communication between government departments, or inconsistencies between policies, that occur in the capital city can be greatly magnified in rural areas. Administrative boundaries, reporting structures and mandates can impede collaboration.

4. Rural areas may have little political priority across government offices, not just in the tourism ministry. Given the added costs of investment in rural areas, and the lower per person returns given lower population density, a policy to redistribute resources to rural areas is likely to require a strategic political choice.

5. Even if political will is sufficient, there are administrative challenges to making things happen in rural areas given lower population densities, poorer infrastructure, more junior government staff, lower levels of skills and commercial activity.

6. Lack of capital.

7. Lack of clear government legislation.

8. Low level skill development.

9. Lack of linkages between micro, small and medium enterprises.

10. Lack of business opportunity awareness and financial institutional support.

11. Lack of commitment by the public sector.

12. Corruption and mismanagement of key development institutions.

SUGGESTIONS :

Some suggestions to attract foreign tourists in India are given below :

1. **Overseas publicity** – Department of tourism and ITDC now participating in various tourism festivals in different countries all over the world to promote different tourism destinations in India. Simultaneously different states are also participating in these festivals in domestic and regional level to promote their states tourism.

2. **Production of tourist literature** – Different literatures should be published to advertise any particular destination. Different guide books, tour brochures, posters, folders need to be distributed to inform tourists about the countries reach tourism destinations.



3. Guide Training – Proper training programmes to be arranged for the guides and service providers to meet the need of foreign tourist. Guides should know different languages which will allow them to provide good service to the foreign tourists.

4. Collection of tourist statistics – Collection of tourist statistics and research of those statistics will help to find out the problems of foreign tourists and the ways to solve those problems.

5. Service under one roof – Coordination with air and train services with a view to facilitate both air and train journey and to make it comfortable in India. Such coordination will definitely help the tourists to get the best of the service. Such coordination is available in Europe which helps the tourist a lot.

6. Star Accommodations – India need more star category hotels in different destinations in the country. Presently one will find good accommodation mainly in cities but it also needs to be in the heart of the tourist destinations also.

7. Liaison with Govt. departments and private companies – There must be proper liaison between different Govt. departments responsible for providing facilities required by the tourists including information's in regard to commercial matters. Also there should be communications between the Govt. departments and travel agencies which would necessarily remain responsible for the detailed arrangements of tourists.

CONCLUSIONS :

Rural Tourism is the main driver of economic growth / employment generation in more than 80 countries. It has the potential of addressing issues such as rural poverty, empowerment of women, strengthening the economic status of the rural artisans. It is necessary to create the right environment to attract FDI by establishing progressive legal institutional framework and facilitating organisations. Circuit development approach yields fastest results. HR is the key. Presenting bankable projects to the investors not only increase the possibility of attracting but also establishes benchmarks for the future.

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