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Rural Tourism and Rural Development in India

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Abstract:

The purpose of this essay is to look into rural tourism in India and how it might assist rural communities. It has both positive and negative implications for both rural and urban locations. This is what rural tourism implies. Rural tourism can be defined as any type of tourism that showcases rural life, art, culture, and tradition in rural areas, thereby benefiting the local economy and allowing tourists and locals to interact for a more full tourism experience. Rural tourism is a type of tourism that takes place in rural areas. Farm/agricultural tourism, cultural tourism, natural tourism, adventure tourism, and eco-tourism are all examples of this type of tourism. Tourism's potential for growth could be leveraged as a strategy for rural development. The construction of a solid platform centred on the concept of Rural Tourism is undeniably helpful for a country like India, where over 7 million villages house over 74 percent of the people. The world's industrialization and development patterns have shifted to a more urban-centric approach. Furthermore, the stresses of city life have resulted in a "counter-urbanization" phenomenon. This has piqued people's attention in rural areas. To expand tourism and its socioeconomic benefits to rural and new geographic areas, village tourism should be promoted as a key tourist product. It would be determined which geographic regions are most conducive to the development and marketing of rural tourism.

Keywords: Rural Tourism, Rural development, income generation, Implementation of resources,

Introduction:

Tourism sector considered to be the world's largest industry. Tourism is a vital growth engine for India's economic development, giving jobs and eradicating poverty. It employs 266 million people and generates a total of \$655 billion in revenue. The industry today has a total value of more than \$7 trillion dollars. India is quickly becoming a major tourist destination throughout the world. Annual international arrivals exceeded 5 million. The "Incredible India" and "Atithi Devobhava"

campaigns, which highlight the finest that India has to offer tourists, have now gained international recognition. Rural tourism is described as any type of tourism that showcases rural life, art, culture, and tradition in rural areas, thereby benefiting the local community economically and socially while also allowing tourists and locals to interact for a more rewarding tourism experience. Rural tourism is a type of tourism that takes place in rural areas. Farm/agricultural tourism, cultural tourism, natural tourism, adventure tourism, and eco-tourism are all examples of this type of tourism. Rural tourism differs from traditional tourism in that it is focused on the experience, the destinations are sparsely inhabited, it is primarily in natural settings, it incorporates seasonality and local events, and it is founded on the preservation of culture, heritage, and traditions. In entire regions, the rise of urbanisation has resulted in lower income levels and fewer job opportunities. Rural tourism is one of the few activities that can contribute to the resolution of these problems. Additional factors driving the shift toward rural tourism include increasing awareness, increased interest in history and culture, increased accessibility, and environmental sensitivity. This has given rise to a new type of tourism in developed countries, with travellers flocking to rural areas to experience and enjoy a peaceful and healthy way of life. Rural tourism is a more formalised version of this concept. The goal of this Scheme is to promote village tourism as a key tourist product so that tourism and its socioeconomic benefits can be extended to rural and new geographic areas. It would be determined which geographic regions are most conducive to the development and marketing of rural tourism. Implementation would be overseen by the Convergence Committee, which would be chaired by the District Collector. Environmental, sanitary, and infrastructure improvements, for example, would be eligible for financing. Apart from financial assistance, the focus would be on utilising resources made available through various Department of Rural Development, State Governments, and other relevant Government of India Departments programmes.

Rural Tourism Sites in India:

Rural tourism is becoming more popular in India as a result of its economic and social advantages. Tourism in rural areas is estimated to generate an additional Rs.4,300 crore in revenue. By balancing urbanisation and counter-urbanization symptoms, it will be crucial in reducing the gap between rural and urban India.

Rural India has recently been recognised by the government as having much to offer the rest of the world. The Tenth Five Year Plan has identified tourism as a vital source of employment generation and long-term livelihoods (2002-2007). The Endogenous Tourism Project, which is linked to the government's current rural tourism plan, was launched in 2004 by the Union Ministry of Tourism in collaboration with UNDP. The UNDP has committed \$2.5 million to the project. UNDP will help NGOs, local communities, and artisans create capacity, as well as forge strong community-

private and public-sector linkages. The government has made it a priority to develop the infrastructure needed to support rural tourism.

Table :1

List of Commissioned Rural Tourism Sites of Ministry of Tourism

Sr No	Name of Rural Site	District	State	USP of site
1	Pochampalli	Nalgonda	Andhra Pradesh	Cotton & Silk Sarees
2	Konaseema	East Godavari	Andhra Pradesh	Eco-tourism (Coastal Development)
3	Puttaparthi	Ananthpur	Andhra Pradesh	Culture (Spiritual life)
4	Chinchinada	East Godavari	Andhra Pradesh	Eco-tourism (Coast development)
5	Rengo	East Siang	Arunachal Pradesh	Culture and Bamboo Cane handicraft
6	Ligu	Upper Subansiri	Arunachal Pradesh	Culture
7	Ego-Nikte	West Siang	Arunachal Pradesh	Culture
8	Dehing-Patakai Kshetra	Tinsukia	Assam	Culture and Eco-tourism
9	Heritage village at Tera	Kachch	Gujarat	Heritage
10	Hodka	Kachchh	Gujarat	Mirror work/ Embroidery
11	Navagaon and Malegaon	Dang	Gujarat	Culture & Eco-tourism
12	Nagar	Kullu	Himachal Pradesh	Topi and Shawl weaving
13	Paragpur	Kangra Valley	Himachal Pradesh	Himachal Heritage
14	Baroh	Kangra	Himachal Pradesh	Gurukul Culture
15	Akingaam	Anantnag	Jammu & Kashmir	Culture (Folk Dance :Bhand Pathar)
16	Kokkare Bellur	Bellur	Karnataka	Eco-tourism
17	Attiveri Bird Sanctuary	Uttar Kannada	Karnataka	Eco-tourism
18	Banavasi	Uttar Kannada	Karnataka	Stone machinery, Wood Carving and Musical instruments
19	Anegundi	Koppal	Karnataka	Banana Fibre Craft
20	Chaugan	Mandla	Madhya Pradesh	Lantana Craft
21	Pranpur	Ashoknagar	Madhya Pradesh	Chanderi Sarees
22	Orchha	Tikamgarh	Madhya Pradesh	Historical and Adventure (River rafting)
23	Seondha	Datia	Madhya Pradesh	Wood and stone craft
24	Budhni	Sehore	Madhya Pradesh	Historical, Spiritual and Wood craft
25	Morachi Chincholi	Pune	Maharashtra	Sufi tradition and Culture
26	Mopunchuket	Mokokchung	Nagaland	Shawl weaving
27	Avachekha	Zunheboto	Nagaland	Tribal Culture
28	Changtongia	Mokokchung	Nagaland	Tribal Culture
29	Leshumi	Phek	Nagaland	Tribal Culture and Adventure
30	Thetsumi	Phek	Nagaland	Tribal Culture
31	Longsa	Mokokchung	Nagaland	Tribal Culture
32	Mitikhru	Phek	Nagaland	Art & Craft (Woodcraft), Handloom
33	Chungli Yimti	Tuensang	Nagaland	Historical & Tribal Culture

Sr No	Name of Rural Site	District	State	USP of site
34	Raghurajpur	Puri	Orissa	Stone Craft and Pattachitra
35	Samode	Jaipur	Rajasthan	Lac Work, Paper painting, Gems stone painting
36	Lachen	North Sikkim	Sikkim	Rugs and Carpet
37	Tingchim	West Sikkim	Sikkim	Trekking and bird watching
38	Kazhugumalai	Thoothukudi	Tamil Nadu	Spiritual and Pottery making
39	Theerthamalai	Dharmapuri	Tamil Nadu	Historical
40	Devipattinam Navbhashnam	Ramnathpuram	Tamil Nadu	Stone Carving
41	Thirukurugudi	Tirunelveli	Tamil Nadu	Historical
42	Kombai (Kurangani)	Theni	Tamil Nadu	Spice
43	Kamalasagar	West Tripura	Tripura	Historical
44	Jageshwar	Almora	Uttarakhand	Spiritual
45	Mana	Chamoli	Uttarakhand	Trekking Adventure
46	Adi Kailash	Nainital	Uttarakhand	Adventure
47	Padmapuri	Nainital	Uttarakhand	Adventure
48	Nanakmatta	Udham Singh Nagar	Uttarakhand	Spiritual
49	Mukhrai	Mathura	Uttar Pradesh	Folk Dance
50	Ballabhpur Danga	Birbhum	West Bengal	Folk Dance
51	Mukutmonipur	Bankura	West Bengal	Sari weaving
52	Kamarpukur	Hooghly	West Bengal	Spiritual & Craft

Source:-Ministry of Tourism Annual Reports 2011-12

Source; Ministry of Tourism Annual Reports 2011-12

The study's objectives:

1. To research rural tourist products in India.
2. To evaluate the function of rural tourism in the development of rural areas.
3. Make recommendations for increasing India's rural tourism.

Rural Tourism for Rural development in India:

Why has Rural Tourism Grown?

The pressures of metropolitan living, as well as alienation from nature, have fostered a need to escape the monoculture of city living. Tourism-generating regions for rural tourism are highly developed and urbanised.

Rural locations offer a perfect escape from stress and the chance to reconnect with a simpler, softer way of life that allows for rest and relaxation.

Due to its voracious appetite for content and the resulting over-exposure of many traditional tourist destinations, the media has sought out new and interesting tourism experiences for their lifestyle productions, owing to its voracious appetite for content and the increased interest in alternative attractions. Environmental awareness and interest in the human-environment connection are growing. The attractiveness of rural experiences as ecologically responsible tourism has grown as a result of environmental issues. Remote areas have become more accessible thanks to advancements in transportation, communications, and the removal of political and economic barriers to travel.

Increasing numbers of Free Independent Travelers and worldwide long-haul travel – thanks to increased capacity, especially in long-distance transportation alternatives, many more travellers are FIT than in the past. Rural regions' accessibility and appeal have surged as a result of greater discretionary spending, increased awareness of the diversity of experiences available, and increased mobility via private transportation. People are opting for shorter holidays with a greater selection of leisure activities since their finances and free time have changed. As work patterns have changed, shorter breaks that restrict absence from work and the impact of absences on work flow and engagement have risen in favour.

Individualism fosters a need for unique experiences, which rural tourism may be able to give due to its fragmented nature and diverse product offerings. Because rural areas are often reservoirs of enduring legacy, rural tourism may be able to meet a growing interest in heritage. Because they provide better air, cleaner water, and chances for outdoor activity, rural areas are thought to be healthier. In rural areas, fresh and perhaps unique meals are offered. Rural tourism is True (Rewarding, Enriching the Spirit, Adventure, and Learning), and authenticity is thought to be found in real country experiences and cultures.

What Role Can Rural Tourism Play in Rural Development?

Rural tourism, while still a small part of the tourism business, has a considerable impact on rural economies. Its influence can be measured in terms of jobs, contributions to financial conservation, encouragement to adopt new working styles, and the infusion of new vigour into frequently ailing economies. Rural tourism has the potential to promote rural development in the following ways

Retention of employment:

Rural tourism cash flows can aid job retention in businesses like retail, transportation, hospitality, and medical services. In rare cases, it can also provide additional money to farmers, foresters, and fishermen. Job retention may not be as politically appealing as job development, but it is critical to the long-term health of small towns in marginal areas. According to studies, tourism plays a role in job retention in rural Austria, Sweden, and Ireland.

The creation of Jobs:

The hotel and catering industries are the most prevalent places where jobs are created, although it can also happen in transportation, retail, and information/heritage interpretation. Employment creation varies depending on the sort of organisation, according to studies conducted in the United Kingdom. For every £100,000 in tourism revenue, farmhouse lodging and bed-and-breakfast enterprises can create up to 23 jobs. The benefits of employment creation in hotels and caravan/campsites are less evident, with around six jobs produced for every £100,000 in sales.

New Business Prospects:

Tourism opens up new opportunities for businesses. Even rural businesses that aren't directly involved in tourism can benefit from tourism by forming strong partnerships with tourist facilities where local food can be included as part of a destination's tourism offering. Rural tourism fosters the development of ancillary businesses such as service stations, as well as new businesses to suit tourist demands for hospitality, leisure activities, and arts and crafts.

Youth Opportunities:

Tourism is typically portrayed as an exciting and growing industry that caters to young people's energy and desire. Opportunities for training and direct involvement in the operation of tourist businesses, especially in small villages, extend employment options.

Retention of Service:

Existing outlets, like as stores, can provide tourist information services, potentially increasing revenue streams provided they are reimbursed for doing so. Visitors bring in new customers for services, which may be beneficial to them as well. Finally, the importance of tourism to national economies may strengthen the political case for subsidies to help with service retention.

Diversification of the community:

In many highland and climatically marginal regions, community diversification is an important activity. Forest regions have encountered significant socioeconomic issues in recent years, owing in part to the industrialization of tree harvesting and processing, and in part to falling prices as a result of reduced demand for lumber. Rural tourism may aid forestry by diversifying revenue streams for forest communities if the special characteristics of the forest environment for recreational usage are recognised and nurtured.

Rural tourism boosts and revitalises local pride:

Tourism encourages people to adhere to a community's ideal image, which can lead to the formation of personal relationships and a sense of belonging. As a result, societal cohesion shifts away from shared cultural heritage and toward shared image²³. Because amenities are so important in defining a town's identity and pride, the potential for tourism to improve facilities and amenities has huge consequences for community pride, especially for rural museums, which serve as a vital repository of rural culture.

Rural Culture and Heritage Preservation:

A sense of place is an important component of both tourists' and host communities' perceptions of what makes a site pleasant to visit and live in when it comes to rural tourism. Rural museums, which play an essential role in preserving history, help to retain this sense of place.

Increase the selling of arts and crafts:

Arts and crafts play an important role in the cultural legacy of both the region and the country. Many commentators have suggested that tourists may aid arts and crafts by appreciating their worth and purchasing artisan goods. The revenue earned by these operations has been well documented. Support for the arts and tourism could be reciprocal. Many communities are increasingly embracing arts and crafts festivals as a marketing technique to attract visitors to their areas.

Conservation of the Landscape:

Landscape conservation is growing in importance as a form of cultural preservation. Landscape is important for rural tourism, but it is also important for landscape conservation. The use of visitors gives political benefits, economic benefits, and job prospects in the preservation and reconstruction of traditional landscapes that have been eroded by recreational activities.

Environmental enhancements:

Environmental improvements such as village pavement and traffic management systems, sewage and waste disposal, and so on can be aided by tourist money and political pressure from tourism authorities. These things help to create a feeling of place, which is important for retaining current inhabitants and businesses as well as attracting new enterprises and families.

Suggestions for enhancing rural tourism in India:

Plan for rural tourism's long-term growth. Develop rural tourism while protecting natural resources, cultural heritage, and traditional lifestyles. The promotion of traditional tourism items is necessary. Enhancements to the village's environment. This would involve operations such as landscaping, park development, fencing, compound walls, and so on. Road improvements inside the Panchayat boundaries. This does not include the main road that links the settlement. The village is illuminated. Improvements in solid waste management and sewage management are being made. Wayside amenity construction. Procurement of tourist-related equipment, such as water sports, adventure sports, and eco-friendly forms of transportation for travelling about the tourism zone. Monuments are undergoing restoration. Signage's Reception Other work/activities related to tourism
Accommodation for visitors

Conclusion:

If a proper marketing plan is devised, rural tourism might be very beneficial to our town. It has the potential to be a long-term revenue generator for our government's rural development efforts. It can help with resource transfers from urban to rural economies. It has the ability to restrict migration from rural to urban areas. Rural harm prevention needs both short- and long-term planning, execution, and monitoring. For rural tourist growth, environmental management,

community engagement, sound regulations, long-term marketing, and realistic planning are essential. Rural tourism will emerge as a crucial tool for long-term human development, including poverty reduction, job creation, environmental regeneration, rural development, and women's and other disadvantaged groups' advancement. Aside from improving social cohesion and international understanding, It can help with resource transfers from urban to rural economies. It has the ability to restrict migration from rural to urban areas. Rural harm prevention needs both short- and long-term planning, execution, and monitoring.

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