



INDIA'S RURAL DEVELOPMENT AND TOURISM

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Abstract: The purpose of this study is to investigate the phenomenon of rural tourism in India and the ways in which it can benefit rural communities. Both rural and urban populations may benefit and suffer from it. Rural tourism entails a visit to rural areas. 'Rural tourism,' by definition, is any type of tourism that brings tourists to rural areas to see the art, culture, and history of those areas while also benefiting the local area economically and socially and providing opportunities for tourists and locals to interact for a more rewarding travel experience. As the name suggests, rural tourism is an activity that takes place in rural areas. A wide range of options is available, from farm/agricultural tourism to cultural tourism to eco-tourism. Rural Development can benefit from tourism's increasing potential. India, where 74% of the population lives in nearly 7 million villages, may benefit greatly from the creation of a solid platform for rural tourism. Industrialisation and growth have tended to focus on metropolitan areas, and this has been true all around the world. A "counter-urbanisation" condition has also developed as a result of the strains of city living. As a result, interest in rural regions has increased. Village tourism should be promoted as the major tourism product in rural and new geographic locations in order to spread tourism as well as its socio-economic advantages. Rural tourism development and promotion would focus on specific areas of the country.

Keywords: Rural Development, Rural tourism, System stability, Socio-economic system, system robustness, system resilience, system integrity.

Introduction:

Tourists pay for products and services in large amounts in the local economies, and this offers a significant source of revenue. Those in the travel and tourist business can find work in this area too [1]. People are becoming more aware of how they use natural resources as a result of the development in tourism in industrialised countries. As a result, there is an increasing need to promote environmentally friendly tourism while also improving the socioeconomic conditions of tourist locations. Travel methods that were more environmentally friendly than those associated with commercial tourism rose in popularity as the environmental movement gained momentum in the 1980s. Definition of "alternative tourism" is a kind of tourism that respects the host community's social and cultural values and encourages guests and hosts to engage in mutually beneficial and enriching activities [2].

If you're planning a trip to one of these remote locales, you'll want to brush up on your knowledge of Indian culture before you go. Enjoy an unadulterated taste of rural life by visiting a house made of village soil and savouring a simple meal. You'll feel invigorated and energised by the experience. Rural tourism is a genuine thing in rural areas. It will cover a wide range of topics, including agriculture, politics, the environment, and eco-tourism. In



contrast to a standard tourist business, a rural tourism operation tends to be less crowded, situated largely in natural settings, and committed to preserving local culture, legacy, and traditions. The primary tourist attractions are located in distant locations, such as woods, beaches, national parks, cultural sites, and others, in a variety of tourist destinations. Additionally, this type of tourism may be used to improve the lives of those living in the countryside. Following a decline in the agricultural sector, rural tourism has emerged as a crucial way of responding to rural areas' changing socioeconomic issues [3].

Tourism is a job creator as well as a growth driver. From highly specialised to unskilled, the industry has the ability to produce large-scale employment, both direct and indirect, for a wide range of people in society. According to the United Nations' World Tourism Organization, it generates 6% to 7% of global employment and tens of millions more through the multiplier effect (UNWTO). In India, every one million dollars spent in tourism produces 47.5 direct employment and roughly 85-90 indirect jobs. This shows the importance of tourism as a job producer. Only 44.6 jobs are created in agriculture, whereas only 12.6 jobs are created in manufacturing. For the record, tourism is the third-highest-earning industry in terms of foreign exchange.

Review of literature:

According to Rosamarin and Arunothaipipat (2004), modest hotels should be supported in various ways by the local community. In the case of a small hotel, for example, the hiring of young students and the supply of student workers, temporary or part-time employees, and interns may be considered as a starting point for new staff. It's also possible for them to assist other organisations and agencies connect and collaborating with one other.

Today's marketing principles and business theories are crucial among politicians and rural growth implementers alike. Some of the driving elements for rural tourist businesses to keep their revenue include the evolution of information technology, opposition and expansion of its worldwide type, new buyers and the requirement for profitable manufacturing. Because of the high level of competition in the tourist business and the resulting lack of assurance in markets and customer relationships, rural tourism marketing is even more critical. Rural tourism's underlying supply and demand characteristics are not affected by how the marketing idea of rural tourism is put into practice [4].

Overwhelming evidence has led to an improvement in the theory of tourism, according to Khairil Wahidin Awang and colleagues (2009). As has been the case in many countries, technology has advanced. Using the appropriate analytical framework and change philosophy, the processes of tourist growth may be shown throughout a forum. Systems like this aren't only shaped by random acts of interaction. Instead, it's fraught with difficulty and highly susceptible to external forces, such as economic, environmental, cultural, and political factors.

According to Butler (1980), in a stagnant Destination Life Cycle, rural tourism might be a commodity diversity resource. Plans and goals for the expansion of rural tourism must be made with proper prudence, as rural tourism is a fantastic opportunity for agricultural communities. In order to achieve good outcomes, it is essential that all stakeholders participate constructively. To avoid conflict and mistakes, the steps made must be gradual yet constant [8].



Tourism in rural areas, according to Mili and Nitashree (2012,) includes a wide range of activities that appeal to a wide range of desires while also exposing visitors to other cultures and countries. As a part of rural development and rural tourism, it is necessary to promote social and economic progress.

Sustainable tourism has combined all of the essential characteristics. As sustainable tourism gained traction, it was founded on concepts that had been developed 15 years earlier. The philosophy of sustainable growth emphasises careful methods and long-term initiatives in order to ensure a brighter future for our family. Because of its minimal environmental effect and great efficiency, the tourist industry will continue to make a positive contribution on long-term global development. Ecological sustainability, cultural continuity, economic continuity, and local continuity are the four main components of sustainable tourism.

If done correctly, rural tourism may be a boon to the country's economy. People in the state will see income generation as a long-term strategy for the state's well-being. Rural to urban service transfers will be facilitated with the help of metropolitan regions. Rural-to-urban population shifts can be avoided as well. Rural tourism may be protected from negative effects with proper forethought and coordination. Promoting rural tourism may help alleviate poverty, advance economic development, create jobs, and empower women, among other things. Using the host group's expertise, the researchers determined how best to take advantage of the region's structural assets to boost rural tourism and elevation in the area. Rural tourism is expected to play a vital role in economic growth, job creation, women's empowerment, and environmental regeneration. Indian economic growth and social advancement may be continued at this unique location [5].

India's Rural Tourism:

For the purposes of this definition, "rural tourism" includes any type of tourism that takes advantage of rural locations to promote rural culture, art, and heritage while also benefiting the community at large. This type of tourism also allows visitors to interact with the locals, which makes for a more memorable trip. As the name suggests, rural tourism is an activity that takes place in rural areas. A wide range of options are available, from farm/agricultural tourism to cultural tourism to eco-tourism. In contrast to conventional tourist destinations, rural destinations are less crowded, are primarily located in natural settings, and are heavily influenced by seasonality and local events [6]. Rural tourism, on the other hand, is based on the preservation of culture, heritage, traditions, and the preservation of the natural environment.

As a result of urbanisation, incomes have fallen and work prospects have decreased, resulting in a ruralisation syndrome. It is only via rural tourism that one may find a solution to these issues. Rural tourism is becoming more popular as a result of a variety of causes, including an increase in awareness, a rise in interest in heritage and culture, and increased accessibility [7]. Tourists in affluent nations are now flocking to villages to enjoy a more laid-back and healthy way of life. Formal Rural Tourism has emerged from this idea. As part of this plan, the major goal is to develop village tourism as a primary tourism product in rural areas and new geographic regions [9]. Rural tourism development and promotion would focus on specific areas of the country. To carry out the implementation, a Convergence Committee led by a District Collector will be formed and convened. Efforts to improve the environment, hygiene, and infrastructure would be eligible for financial aid. Additionally, the government's



Department of Rural Development, state governments, and other relevant departments will work together to tap into the resources available under various government programmes.

India's Rural Tourist Attractions:

Tourism in rural areas of India is becoming more popular because of its social and economic benefits. Rural tourism is anticipated to create an additional revenue of Rs.4,300 crore. Bridge the distance between different India by balancing urbanisation and counter-urbanism symptoms. Recently, the government has come to appreciate what rural India has to offer the global community. Employment and sustainable livelihoods are significant goals of the Tenth Five Year Plan (2002-2007), and tourism has been designated as one of the most important sources of employment. The Endogenous Tourism Project was initiated in 2004 by the United Nations Development Program (UNDP) and the Union Ministry of Tourism (UMT). An investment of \$2.5 million has been made by the UNDP. The United Nations Development Program (UNDP) will assist in capacity building, community participation, and the formation of community-private and government sector partnerships. Infrastructure development for rural tourism is now a priority for the federal government.

Objectives of the study:

1. To study rural tourism goods in India.
2. To examine rural tourism as a means of promoting rural growth.
3. To offer ideas for improving rural tourism in India.

Why is Rural Tourism Increasing?

The pressures of city life and the isolation from nature that comes with it have made people want a break from the monotony of city life in tourist-generating regions. Rural areas provide a stress-relieving escape and a chance to reconnect with a simpler, more peaceful way of life that promotes rest and relaxation. Overexposure and familiarity with classic tourist spots, as well as rising interest in alternative attractions, have driven the media to seek fresh and exciting tourism experiences.

Insight into human-environment interactions is becoming more prevalent, as is environmental consciousness. As a kind of environmentally friendly tourism, rural experiences have become increasingly popular due to environmental concerns. Rural places have become more accessible thanks to improved transportation, communications, and the elimination of political and economic impediments to travel. More and more people are choosing to travel as Free Independent Travelers (FITs) due to improved capacity in many transportation modes, especially long-distance travel. Rural places have become more accessible and appealing due to increased discretionary resources, a better understanding of the variety of experiences available, and greater mobility through private transportation. Shorter vacations are becoming more popular, as people's access to leisure time and disposable cash has increased. Shorter breaks are becoming increasingly popular as a result of shifting work schedules, as they reduce time away from the office and the disruption they cause. Rural tourism, because of its fragmented character and range of services, may meet this craving for unique experiences by better-educated tourists. Tourism in rural regions can satisfy a growing interest in heritage because rural areas are frequently the primary repository of relics from the past. Rural places are seen as healthier because of the better air and water they provide, as well as the accessibility to outdoor activities. Fresh and occasionally specialised meals can be found in rural locations. Rural tourism is REAL (Rewarding,



Enriching the Spirit, Providing Adventure and Learning); authenticity is considered to be found in true country experiences and lifestyles. There is a rising desire for authentic experiences, including engagement with locals.

To what extent may rural tourism aid economic development in rural areas?

Rural tourism, albeit it is still a small part of the overall tourism sector, is having a positive impact on the local economy. There are several ways to measure its impact, including the creation of new employment, a contribution to environmental protection, a push for the adoption of innovative working methods, and revitalisation of economically sluggish regions. Tourism in rural areas may offer some of the following advantages:

- **Keeping jobs:** Cash flow from rural tourism can help keep jobs in retail, transportation, hospitality, and health care. Farmers, as well as foresters and fishermen, may benefit from it as a secondary source of income. Retaining existing jobs may not have the same political cache as creating new ones, but it is vital to the long-term sustainability of small towns. Job retention has been demonstrated in studies of rural Austria, Sweden and Ireland.
- **Job creation is most common in the hospitality and catering industries,** but it may also occur in transportation, retail, and the interpretation of data and cultural assets. According to research in Britain, the number of jobs created depends on the sort of business. Up to 23 jobs can be created for every £100,000 in tourist revenue generated by farmstays and B&Bs. Approximately six jobs are created for every £100,000 in the income generated by hotels and caravan/campsites.
- **Travel and tourism create new business chances for businesses.** Through tight linkages with tourist facilities, even rural companies who aren't directly involved in tourism may take advantage of the increased tourism activity in their area. Service stations and other companies that provide hospitality, recreation, and arts and crafts to tourists benefit from the growth of rural tourism.
- **The tourism business is generally said to as an exciting and expanding industry that is ideal for young people to get involved in.** Opportunities for training and direct engagement in the management of tourist firms, particularly those in small areas, expand career prospects.
- **Shops can give information services to visitors if they are paid to do so,** which will increase revenue streams if they are used as information sources. The extra revenue that tourists bring in may likewise be put to good use by businesses. To conclude, tourism's role in a nation's economy may make a case for subsidies to keep services.
- **In many highland and climate-marginal places, diversifying the community is an essential endeavour.** For the past several years, forest regions have faced major socioeconomic issues, in part due to increased mechanisation in tree harvesting and processing and in part due to decreased demand for timber. Rural tourism may help forest communities diversify their revenue streams if the forest environment's specific advantages for recreational usage are realised and utilised.
- **Improves and Revitalises Rural Tourism.** As a result of promoting an idealised community image through tourism, people may develop stronger personal bonds and a stronger sense of communal solidarity. Community cohesion, therefore, changes from a common cultural base to an image that everyone shares. Communities are defined by their facilities and amenities, and tourism may have a beneficial impact on



the quality of such facilities, especially rural museums, which serve as significant repositories of local culture.

- In rural tourism, the sense of place is a vital aspect in both the tourists' and the host community's views about what makes the region appealing to visit and live in. Preservation of Rural Culture and Heritage: Rural museums play an important role in maintaining the region's history and culture, which helps to preserve this unique feeling of the place.
- Sell more handicrafts: Handicrafts are an important part of many countries' and regions' cultural heritage. Tourists may help the arts and crafts by recognising their relevance and purchasing craft items, according to a number of experts in the field. These sources of revenue have a long history of being reported. The relationship between tourism and the arts may be mutually beneficial. These days, a lot of localities employ arts and crafts fairs as a means of bringing in tourists.
- It has become more vital to preserve landscapes as a form of cultural heritage preservation. Rural tourism relies on the terrain, but the conservation business also relies on the public's use of the area. Visitor use has political, economic, and employment advantages, as well as the ability to restore and rehabilitate traditional landscapes that have been damaged by recreational activity.
- Improved sewage and trash management, village pavement and traffic regulation, and other environmental improvements can all be helped by tourism money or political pressure from tourism officials, depending on the situation. These foster a sense of community, which is critical to keeping current residents and companies, as well as recruiting new ones.

Suggestion for improvement of Rural tourism in India:

- Sustainable development of rural tourism should be a priority.
- Protect natural resources, local traditions, and lifestyles through developing rural tourism.
- Promote the use of traditional tourism goods The improvement of the village's surroundings. Landscaping, construction of parks, fences and compound walls are all examples of this.
- Construction of new roads within the boundaries of the Panchayat. Only the main route that links the settlement will be included here.
- Lighting up the community.
- Improving solid waste management and sewage treatment.
- Wayside facilities.
- The purchase of tourism-related equipment, such as water sports, adventure sports, and eco-friendly forms of transportation.
- Restoration of the Monuments.
- Perception of Signs
- Tourism-related jobs and activities of a more general kind
- Hotels for Tourists

Conclusions:

Rural tourism might positively impact our society if it is properly marketed. It might be a long-term source of funding for our government's rural development efforts. Rural economies can benefit from the movement of resources from the city. It can stop people from moving from rural areas to cities. Rural regions need both short-term and long-term planning, implementation, and monitoring. Rural tourist growth necessitates environmental



stewardship, community engagement, solid laws, long-term promotion, and reasonable expectations. Sustainable human development will rely on rural tourism, which will help alleviate poverty, create jobs, regenerate the environment and develop remote areas, as well as advance the status of women and other marginalised groups within countries. It will also promote social integration and cross-cultural understanding. Rural economies can benefit from increased access to metropolitan resources. It can stop people from moving from rural areas to cities. Rural regions need both short-range and long planning, implementation, and monitoring.

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