

Rural Tourism in India - A review study

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1. Abstract –

Travel within India is not just about visiting the cities and popular tourist centres, in fact, the real India can only be explored in the many villages. Rural tourism is a concept that is slowly gaining popularity among travellers. However, in fact more people need to wake up to the breathtaking beauty and travel opportunities that rural villages of India have.

The aim of this research is to learn about the growth of rural tourism knowledge, opportunities and sustainability. Issue and prospects of it .The demand for rural tourism is growing nostalgia for the countryside due to stresses of modern urban lifestyles, the booming market for natural food, and a desire to conserve rural life have all been fuelled by a variety of factors. The notion of rural tourism is so vast that a particular description of it is very difficult to offer it. Every person or organization may describe rural tourism differently and this includes all rural life, culture, art and heritage in rural areas, which lead to economic and social benefits for local communities.

2. Keyword- Rural tourism , tourism , sustainability , India

3. Introduction - In the local economies, tourism provides in huge quantities the requirements of goods and services by way of payment to visitors. It also offers job opportunities in the tourism industry. Sustainable environment is also a problem in developed countries with the rise of tourism, as people are becoming ever more vigilant of using natural resources. Consequently the need to encourage sustainable tourism to mitigate its impacts on the environment and to improve socio-economic tourist destinations is now growing.

As the environmental movement in the 1980s grew, the variety and scope of holiday styles were developed and expanded which was more eco-friendly than those synonymous with mainstream tourism.

Defining alternative tourism as a form of tourism that preserves the atmosphere in the local communities 'social and cultural values and that encourages visitors and hosts to appreciate meaningful and beneficial engagement and shared experiences (Wearing & Neil ,2000).

City culture is modern, but to learn about the cultural origins of India is a must, if you are interested in travelling to any of these rural destinations! Discover the house of village dirt, enjoy the unpolluted air and drink in rural culture, and be welcomed to a plain yet tasty dinner. You will surely be refreshed and encouraged.

In reality, rural tourism is an occurrence in the rural region. It is multifarious and will include farm / gardens, and political, environment and eco-tourism experiences. A rural tourism business is traditionally less populated, it is mostly based in natural habitats and it promotes protection of culture, heritage and traditions especially locally, as opposed to a traditional tourism business (Mishra and Saudal ,2008),

Stress that in some way or another, rural tourism exists. The major attraction centres are in remote areas in different tourism attractions, some of which are forests, beaches, national parks, cultural sites and others. Aside from such tourist destinations, this kind of tourism can also be applied to the real lives of the rural community. Rural tourism has arisen, following a downturn of the conventional agriculture economy, as a significant means of reacting to dynamic socio-economic problems of rural communities.(Sharpley & Vass 2006)

4. Review of literature

Locals should help the growth of small hotels and make them more competitive and profitable in many ways. For instance the recruitment of young students to small hotels and supplying the hotels with student workers, temporary or part-time employees and interns may be seen as a basis for new employees. They are also able to help network and collaborate with other organisations and agencies. (Arunothaipat ,&Rosamarin ,2004)

Among both politicians and implementers of rural growth, the marketing principle and theory of doing business today are becoming critical.

The advancement of information technology; opposition and growth of its global kind, the new buyer and the need for viable production are some of the driving factors for maintaining rural tourism business in the interest of income.

A that uncertainty of markets and customer ties on the very competitive tourism industry reinforces the need for marketing implementation in rural tourism.

The very basic features of rural tourism supply and demand are independent of the application of the marketing principle of rural tourism.

Factors which have improved the theory of tourism, as a result of the overwhelming The technology progressed, as has been seen in many countries. The tourism growth processes can be exposed across a forum, using the right analytical structure and philosophy of change. The determinants of such systems are not arbitrary interventions alone. Rather, it is highly problematic and sensitive to influence from the

surroundings, which are influenced by economic, environmental, cultural and political influences, among others. (Khairil Wahidin Awang et al 2009)

Rural tourism can be a commodity diversity resource in an environment where the Destination Life Cycle has been stagnation. Plans and priorities for the growth of rural tourism must be with appropriate caution, as rural tourism offers farming communities a good opportunity. The constructive participation of all parties is necessary in order to produce successful outcomes. The actions taken must be gradual but consistent to prevent confrontation and errors(Butler ,1980).

rural tourism is known for activities in non-urban regions covering a variety of temptations and providing awareness of the world. Social and economic growth is an integral element in rural development and is also an important goal of rural tourism. (Mili, Nitashree ,2012).

Any of the key attributes have been incorporated in sustainable tourism arrears. Sustainable sustainability, established about 15years earlier, was at the heart of the growth of sustainable tourism principles. Careful approaches and long range strategies are the main highlights of the theory of sustainable growth in order to create a better future for our families. The tourism sector will continually contribute to sustainable global development by providing low impacts with higher efficiency. The four aspects in which sustainable tourism is designed are ecological sustainability, cultural sustainability, economic sustainability and local sustainability. (Ahmed, Nawaz,2013)

Rural tourism will benefit our society if it is properly strategized. State people will experience the production of income as a sustainability initiative. The urban region will contribute to the transfer of services from industrial areas to rural areas. The movement of population from rural to urban areas can also be avoided. Right planning and organisation will avoid harm to rural tourism. In the interests of poverty eradication, backward growth, job creation, women's empowerment and many other goals can be accomplished by encouraging rural tourism

. The proper use of structural facilities in the region in order to encourage rural tourism and elevation was stated in their study, with the assistance of the host group. Rural tourism is supposed to be an significant factor for the growth of the economy, the generation of jobs, women's reassurance, atmospheric regeneration. In this particular destination, India is able to ensure sustained economic development and positive social progress.

5. Indian rural tourism

There are growing ways to draw consumers and keep them. In particular, for international visitors, there is wide potential market for rural tourism that has not grown yet, because there is no systematic approach by the government. It will not only put together people from diverse backgrounds, values, languages and lifestyles, but will also deliver an evolving vision of life. It would create employment for people as well as social, economic and educational values. This is a sort of nature tourism which unravels the essence of

rural life, culture, art and heritage in the natural environment and creates an incredible impact on the development of the area.

6. Rural tourism issues and prospects

The growth of rural tourism could lead to a lot of new economic activities, increased demands, market competition and more crime at times. With the arrival of rural tourism, areas will not be the same as local communities' problems and benefits, when creating a rural tourism strategy.

Rural tourism growth could at times lead to a great deal of new economic development, higher demands, volatile competition and more crime. When rural tourism comes, the areas will not be the same as the challenges and benefits of local communities until a rural tourism strategy is established.

It doesn't respect other conventional work. The biggest challenge in the rural areas is that the majority are interested in agriculture, while some of them are craftsmen, but not one of their traditional enterprises is the remunerative ones. The bulk of these are not done due to some taboos and literacy. In rural areas, large families have low incomes and deprivation. As the revenue in the village is very low, where they have any hope of earning. Rural migration in India is now a big problem.

Apart from it some major issues are

- a) trained tourist guide
- b) inadequate Financial support
- c) lack of awareness and education
- d) lack of business planning skills
- e) communication skills
- f) Legislation issue

7. Significant elements for rural tourism growth

- A)- Infrastructure development for the sustainable growth of rural tourism
- B) Well maintained law and order
- C) Standardized services and goods
- D) Government Initiatives and support
- E) Complaints /grievances handling support

F) Government initiatives in encouraging for investment

G) Tourist police

8. Research Methodology

8.1 Research Design- Exploratory type Research Design

8.2 Data Collection – collected and reviewed (Secondary Data) from various sources including Journal, Internet, research paper, relevant websites is used for the purpose of exploratory study

9. Recommendation

Sustainable growth can be helped by rural tourism. Governments should understand the significance and have a strong sustainable market climate for rural tourism. After the extensive and fundamental study of the data that researchers gather during the second research using different data from writers and other vital resources, the Government will aim

to produce data for policy taking boards, providing appropriate facilities and appropriate infrastructures, such as housing, roads and airport, highway, local transportation, communications and other critical amenities.

10. Conclusion

Tourism is a sector that in the last 10 years has developed at approximately 25 percent. Today it is one of the sectors that produce more profits and employment. The expected growth in tourism in Europe, America, East Asia and the Pacific in terms of volumes is estimated to rise by 2020. With the rise of tourism, prosperity and obligation are at stake. The market trend is changing these days as well. They now try not only to have fun, but also to minimize the negative effects of tourism. You now need a positive experience that you can enjoy throughout. According to them, it's a positive thing that contributes to a feeling of happiness. They make sure that they owe back to society and the world that has led to their growth by being responsible. The trends in travel and tourism are evolving with customer engagement targeted at such diverse levels of quality. The number of people engaging in urban tourism, agri-tourism, health, pro-poor tourism, adventure tourism and rural tourism on a larger scale is growing.

The metropolitan tension has contributed to the phenomenon of counter urbanisation. The interest in rural areas has increased as a result. Other reasons are increasing literacy, an increasing interest in cultural heritage and improved accessibility and environmental consciousness, which push visitors to participate in this practice. In several areas of the world, rural tourism has begun and introduced. Economic heritage can also be accomplished alongside rural tourism.

In the west, the idea of rural tourism became very common. The visitors have a lot to sell. It is heavily inhabited, more outdoor sports, civic involvement and mostly human. The Committee faces many obstacles in initiating a project in these regions. Funding, civic involvement, language gaps and professional workers are the main obstacle. There are ways available to solve these obstacles, which may be helpful to the client when picked right away.

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