

RURAL TOURISM AND CHALLENGE OF TOURISM DIVERSIFICATION: THE CASE OF INDIA

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Abstract: Tourism has emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. And surely this tourism growth potential can be harnessed as a strategy for rural development. The major population of India lives in the villages' that is 74% population lives in 7 million villages. As, such rural tourism can play a vital role in developing, promoting and passing socio-economic benefits to the rural areas. It is a multifaceted activity and may perhaps involve farm tourism, nature-based tourism, cultural tourism, and handicraft based tourism, adventure tourism along with ecotourism. This research paper is based on the review of available literature, tourism plans, tourism policies and all the issues related to rural tourism in India. It further gives a detail explanation of the concept, principles and definitions of rural tourism, and evaluates the problems, challenges related to this type of tourism.

Index Terms - Rural Tourism, Concept, Rural Tourism Policies, Rural Destinations in India, Challenges.

I. INTRODUCTION

Tourism is one of the largest and fastest growing industries in the world. It employs millions of people and generates 9% of the global GDP. It accounts for 6% of the world's exports amounting to US\$ 1.3 trillion and produces one in eleven jobs. Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth from 25 million in 1950 to 278 million in 1980, 528 million in 1995, 1,035 million in 2012 and, 1235 million in 2016. Also the domestic tourist inflows accounts' to 5 to 6 billion tourists annually (UNWTO Tourism Highlights' Edition 2013).

Tourism in India is too a roaring industry. It contributes 6.23 percent to the national GDP (WTTC) and provides 7.9% of the total employment in India (Ministry of Tourism, Government of India). The Foreign Tourist Arrivals (FTAs) in India during 2011 were 6.29 million with estimated foreign exchange earnings at US\$ 17.52 billion. India is 38th in the world rankings as per foreign tourist arrivals in the country (Ministry of Tourism, Government of India). Also, World Travel and Tourism Council (WTTC) have named India along with China as one of the fastest growing tourism industries for the next 10 to 15 years. India offers a colourful, extravagant, graceful, and diverse tourism product ranging from beautiful architecture, rich traditions, diverse cultures and mesmerising landscapes to satiate the interests of all those travelling through the country. Tourism in India is witnessing widespread growth on the back of increasing inbound tourism by the burgeoning Indian middle class, rising inflow of foreign tourists and successful government campaigns for promoting "Incredible India". Other factors such as improvement in infrastructure, 100% foreign investment under the automatic route in the Hotel and Tourism related Industry and reforms in Aviation sector has contributed significantly to the growth of tourism.

In the beginning, tourism was presented as an undeviating developmental channel for region bestowed with natural and cultural possessions. But these days the endorsement and the fruition of tourism seldom constitutes a target of high priority and also-an alternative option for any region, even for the ones that lack noteworthy wealth-producing resources.

The inclinations of the world market, the consumer needs, the revision of the viewpoint concerning what describes life quality and principal goods, the awakening of ecological awareness and the understanding of global tourist experience accrued throughout the entire years, the modification of the policies and strategies that have been implemented in the field of tourism up to the present all have contributed to the evolution & development of new niche's in tourism.

Rural tourism is also an alternative form of tourism which has developed throughout the world to support the rural economies. In India, the scheme of rural tourism was launched in 2002-03, not merely keeping in mind the economic objectives of employment and income augmentation, but to focus on sustainable livelihoods and community based tourism. In India, rural tourism projects at 183 sites have been sanctioned until January 2012. Also, 52 rural sites have been commissioned till June 2011. Also, the Indian Rural tourism segment has won accolades in the international arena. For example, the rural tourism project at Hodka village in Kutch district of Gujarat has received PATA award in 2010 for Heritage category and Also, Village Naggar, District Kullu, Himachal Pradesh has received PATA award in 2008 for Demonstrating Women Empowerment at its best.

The Ministry of Tourism, Government of India has launched the Scheme for Rural Tourism in this tenth five-year plan period in order to promote village tourism as key tourism product to spread tourism and its socio-economic benefits in diverse physical areas all over India. Under this Scheme, sizeable funds also have been given to State Governments. The Rural Tourism project has also been taken up with United Nations Development Programme (UNDP) support under the Ministry's Endogenous Tourism Project with the local (native) involvement of grass-root workers and village Panchayats. The tenth five-year plan has recognized tourism as one of the most important sources of generating sustainable livelihoods and employment in India. Rural India has a rich tradition of art, craft, and culture. Rural Tourism is therefore, seen as a major opportunity for this endeavour and the Government of India has given priority to tourism in this plan as it has great latent potential, particularly in countryside areas, to create jobs and to guarantee 'sustainable livelihood.

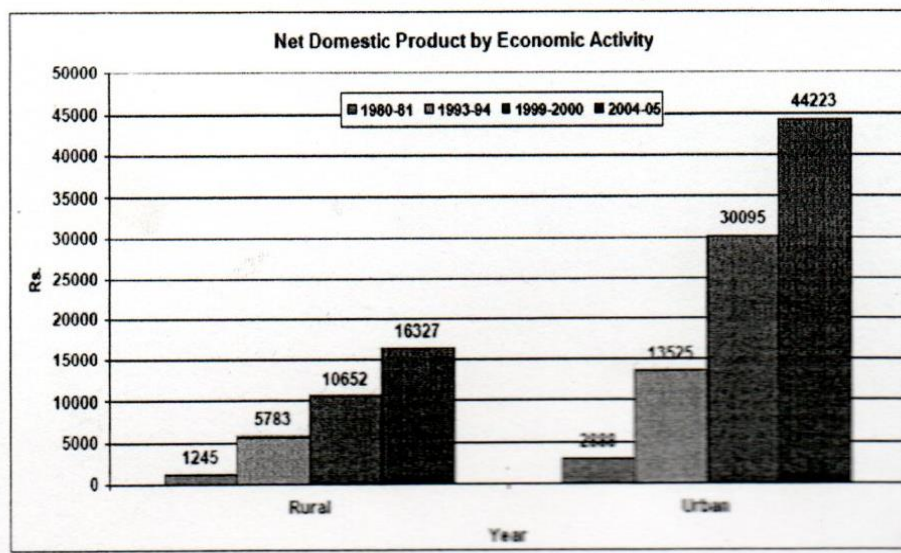
Agriculture is the mainstay activity in rural areas in India and majority of people are dependent on it. But, continuous slowdown in agriculture can be seen. Also, the contribution of agriculture in GDP is continuously decreasing which clearly point out that the activity is not so profitable, labour wages have gone up largely due to MGNREGA, 50% of the farmers are indebted, migration of people to the cities and expenditure in farming has increased owing to costly pesticides and fertilizers. Table 1 and Table 2 clearly illustrate the contribution of Agriculture to the rural economy in India. So, apart from diversification of Agriculture, we need to focus on vocational activities like tourism which benefit the rural population socially and economically. Now the rural spaces should no longer be seen as purely associated with agriculture production but seen as locations for the stimulation of new socio-economic activities incorporating tourism, leisure, hospitality, food production and consumption and e-commerce. (Saxenaetal: 2007).

Table 1: Gross Domestic Product by Bad Industry (2004-05 to 2008-09)

		(At 2004-05 Prices) (Percentage distribution)				
S. No	Industry	2004-05	2005-06	2006-07	2007-06	2008-09
1.	Agriculture, Forest, and Fishing	18.9	18.1	17.2	16.4	15.7
2.	Mining and Quarrying	2.9	2.6	2.6	2.5	2.4
3.	Manufacturing	15.3	15.3	16.0	16.2	15.6
4.	Electricity, Gas and Water Supply	2.1	2.0	2.0	2.0	2.0
5.	Construction	7.7	8.0	8.0	8.1	8.0
6.	Trade, Hotel, and Restaurant	16.1	16.5	16.7	16.8	16.6
7.	Transport, Storage and Communication	8.4	8.6	8.8	9.1	9.6
8.	Financing, Insurance, Real Estate and Business Service	14.7	15.1	15.8	16.4	16.9
9.	Community, Social and Personal Services	13.9	13.7	12.8	12.5	13.4

Source: GOI, CSO, National Accounts Statistics, 2010.

Rural tourism is not a totally new concept, but it grew in the nineteenth century as a result of rapid industrialization and urbanization. And it has also evolved over the years.



Source: GOI, CSO, National Accounts Statistics, 2010 (Rs. in Crores)

Figure 1: Net Domestic Product by Economic Activity

Now the rural tourism has started developing in rural areas away from scenic sites and also tourists now prefer living in small towns and villages than living in large and specialized resorts.

II. OBJECTIVES OF RESEARCH

Tourism is causing phenomenal development in the world in all perspectives whether it is economic, social, cultural or ecological. And surely, it can be used as a tool for growth and development of rural areas by using the local resources. The broad objectives of the research study are as follows:

- To do a review of the rural tourism policies adopted by the Indian government
- To analyse the available literature of rural tourism and give an explanation of the concepts and definition of rural tourism from various perspectives.
- To highlight the problems and challenges of rural tourism from India's perspective.

III. RESEARCH METHODOLOGY

This study is based on the review of tourism plans, tourism policies, websites, journals, magazines, newspapers, research articles etc. The information provided in this research study is fully reliable, vigorous, logical and reliable. After scrutinizing the selected content, the author has tried to compile a comprehensive view of concern literature and projected the selected problem.

IV. DEFINING RURAL TOURISM

Rural tourism is basically a holiday concept in which a tourist visits a rural area for the purpose of enjoyment, learning, recreation etc. This type of tourism pulls & stimulates the tourist to areas where the primary occupation is agriculture and the region has a rich culture, traditions, and scenic beauty. The main purpose of rural tourism is to develop the economy of the village by associating it with tourism. The various aspects associated with rural tourism are native development; employment generation; infrastructure development; employment generation; restoration of culture; environmental preservation and promotion of harmony and understanding. Rural tourism showcases rural living, art, culture, and heritage at rural locations and benefits the local community economically and socially as well as to enable the interface between tourists and local population for a mutually enriching experience.

Rural tourism has certain attributes that set it apart from broad tourism (e.g. Page and Getz, 1997; Howie, 2003; Swarbrooke, 1996). It provides tranquil surroundings, open spaces, and customary village appeal, outdoor activities, flora, fauna and opportunities to participate in agricultural activities. The five broad dimensions of rural aspect are (i) not urban (ii) low population density (iii) extensive land use (iv) primary economic activity and employment (v) community cohesion and governance. (Scott et al: 2007).

The Government of India defines Rural Tourism as "Any form of tourism that showcases the rural life, art, culture, and heritage of rural locations, thereby benefitting the local community economically and

socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience... It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. (National Tourism Policy; 2002).

V. RURAL TOURISM AND ITS DEVELOPMENT IN INDIA

Tourism is one of the most rapidly growing industries in the world. Tourism came into sight as a world phenomenon in 1960's and almost at the same time was recognized in India on account of potential to generate economic development. The tenth five year plan (2002-2007) was the first plan which laid stress on diversification of tourism product to match with the global tourism trends. This was the plan which for the first time mentioned the development of rural tourism for the traveller which wants authentic, off the beaten track holidays in remote places against the tourism which required luxurious five star vacations. It gave importance to the role of community in the promotion of tourism. The rural sector has continuously been ignored in tourism development & has been deprived of the benefits of employment and income. But while promoting rural tourism environmental impacts, carrying capacity and sustainability should be considered. The basic infrastructure present in the villages should also be improved to promote the tourism in the selected villages. Further, it necessitated the start of mobile training units for service providers (training & culinary crafts) in rural areas identified for the development of the rural tourism. The tenth plan also emphasized that in order to develop tourism in villages; it should get same benefits as agriculture. Also, for the long term interest of tourism: community participation, the involvement of rural sector, sustainability and propagation of benefits of tourism to society was necessitated. The policy envisages involving the rural sector in the promotion of rural, heritage; adventure and eco-tourism and which further would promote the development of competitive high quality products and destinations.

In order to develop the concept of rural tourism, previous schemes for tourism infrastructure development were merged into one scheme for product/infrastructure development of major destinations & circuits and rural tourism infrastructure development in the eleventh five year plans. Under this, the villages were to be selected for rural tourism on the basis of their tourism potential. And then the infrastructure facilities at that place were developed which were required by the tourist. For this development, a master plan could be prepared and monitored by a panel of 10-12 architects/consulting agencies with compassion towards conservation, preservation and aesthetics aspects. Also, through interaction is done with the local community to enhance the compatibility of the plan for a village. No rural project is sanctioned without prior approval of the capacity building (software) component so that the host rural community plays a critical role in project implementation. The district level committees should be given flexibility over the ministry of tourism over the selection of the infrastructure (hardware component) of the rural projects. The Viability-Gap Funding Scheme of the Ministry of Finance needs to be fully leveraged for attracting private sector participation in tourism projects. While implementing the concept, the local resources can be used keeping in mind the ecological aspects, stakeholder's perspective, socio-cultural ethnicity, cultural heritage, traditional values, carrying capacity and sustainability of the place. In order to preserve, conserve & do integrated planning of these special areas, the states can also enact a Conservation and Preservation Areas Act on the lines of the Kerala Tourism Conservation and Preservation Areas (2005) Act. Also, cultural tourism can be developed at the village level where there is vast heritage potential. Both the tangible & non-tangible aspects of the village should be focused while developing the cultural aspect at the village level. In order to develop rural tourism special incentives should be given to rural areas in the states of North-East including Sikkim; Jammu and Kashmir; Uttaranchal and Himachal Pradesh. The incentives from non-tourism sector into tourism sector can also help to develop tourism at the village level.

In India, rural tourism scheme substantially developed in National tourism policy 2002 focusing on developing tourism related infrastructure (hardware) that would help promote rural tourism. Also, an endogenous tourism project (ETP) in collaboration with UNDP (United Nations Development Programme) further supplemented & complemented this scheme by building and strengthening tourism livelihoods-linked capacities of local communities (software). This project was managed and controlled by the involvement of local institutions and by involving specialists who could aid in local infrastructure development, local materials, waste management and business plans. In the tenth plan 103 rural tourism projects have also been sanctioned.

The vision for the tourism sector for the 11th Five Year Plan was to achieve a superior quality of life through the development and promotion tourism which would provide a unique opportunity for physical

invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.' All this clearly points that government wanted to improve quality of life of people, both urban and rural by the involvement of tourism. And for all these purposes a plan outlay of 5156 crores was sanctioned for 11th plan. Also in this plan, the emphasis was to select key rural locations for tourism development depending on the well recognized core strengths, but preventing negative social, cultural, economic and environmental impacts. In the eleventh plan, impetus was given to develop rural tourism and exploit the direct and multiplier effects of tourism for employment generation, economic development for rural areas. For initiating rural tourism projects, a sum of 50 lakhs was made available by constituting a convergence committee headed by the District collector. In 2008 the implementations of Rural Tourism Projects was entrusted to state tourism departments due to heavy workloads of District Collectors. But then also the rural tourism projects got limited success due to several challenges like that a number of stakeholders were there & there understanding of the project varied; synergy between hardware activities (local infrastructure) and software activities (local communities) was lacking at some places; in some RTP'S no consideration was given to marketing & promotion; 70 lakhs rupees (50 lakhs Hardware & 20 lakhs software) financial assistance was insufficient for rural tourism projects; also wide geographical spread of RTP's across country required matching budget and personnel support.

In the twelfth five year plan (2012-2017), in order to develop rural tourism, an emphasis has been given on cluster approach i.e. Rural Tourism Clusters (RTCs) rather than the single village approach. All this is done by generating awareness among host population, facilitating marketing of local products by creating craft bazaars and Haats, developing local infrastructure and sanitation through local government and developing Homestays and accommodation facilities. A three-phase process should be adopted for RTCs. The first phase involves selection of site by the national level consultant of the Ministry of Tourism in consultation with state government & travel trade. Also, an implementing agency is selected and all the communities of the village are involved, (i.e. participatory rural appraisal (PRA) and a detailed project report (DPR) is prepared. The second-phase involves review of the DPR by Ministry of Tourism through independent agencies and sanction of central financial assistance by Ministry of Tourism for approved projects. The third phase involves execution of rural tourism cluster project. The project must leverage convergence opportunities to ensure that the basic sanitation, drinking water hygiene and waste management are assured for the community and the tourists. The village clusters also generates a corpus for the efficient use of funds. For a cluster of 6 villages a central financial assistance of 11 crores is recommended for physical infrastructure and capacity building. For each village amount of Rupees 1.5 crores is allocated, keeping Rupees 2 crores for common facilities/activities in each cluster. The physical infrastructure components eligible for CFA at village level would include tube well, sewerage, roads and drainage, solid waste management, solar/street light. The components for cluster as a whole include haat/bazaar, amphitheatre with green room, toilet block; tube well etc. The capacity building components would include sensitization, awareness building, social mobilization, training, gender sensitization etc. A cap on individual heads of infrastructure development, capacity building, institutional building, marketing etc should not be made as different sites will have different kind of requirements. Convergence with the rural development programmes/schemes of other ministries should be done with the integrated development of rural tourism. But clearly all these schemes should be mentioned in DPR of the rural tourism cluster. Wherever possible the zonal handicraft centres of ministry of textiles should be associated with rural tourism clusters to improve the quality of tourism products. Also the participation of the rural community as well as by the Gram Panchayat (VTDC) should be effective. Also special focus needs to be given for the inclusion of women, youth, marginalised and vulnerable communities. The project monitoring units (PMU) should be established by the states for effective implementation of the rural tourism clusters. Also, people, public, private partnership (PPPP) mode on a pilot basis will help the rural tourism cluster scheme for proper development of this programme.

5.1 List of Commissioned Rural tourism Sites in India by Ministry of Tourism

Sl. No.	Name of the Villages	States	U.S.P.
1.	Pochampalli (Nalgonda) ¹ ; Konaseema (East Godavari) ² ; Puttaparthi (Ananthpur) ³ ; Chinchinada (East Godavari) ⁴	Andhra Pradesh	Cotton & Silk Sarees ¹ ; Ecotourism (coast development) ² ; Spirituality; ³ Ecotourism (coast development) ⁴
2.	Rengo (East Siang) ¹ ; Ligu (upper subansiri) ² Ego Nikte (west siang) ;	Arunachal Pradesh	Culture and bamboo work ¹ ; Culture ² ; Culture ³ .
3.	Dehang-Patakai Kshetra (Tinsukia) ¹ ;	Assam	Culture & Eco-tourism ¹
4.	Heritage village at Tera (Kachchh) ¹ ; Hodka (Kachchh) ² ; Navagaon & Malegaon(Dang) ³ ;	Gujarat	Heritage ¹ ; Mirror work/ Embroidery ² Culture and Eco-tourism ³ ;
5.	Naggar (Kullu) ¹ ; Paragpur (Kangra) ² ; Baroh (Kangra) ³ ;	Himachal Pradesh	Topi & Shawl weaving ¹ ; Himachal Heritage ² ; Gurukul Culture ³ ;
6.	Akingaam (Anantnag) ¹ ;	Jammu & Kashmir	Culture (Folk Dance : Bhand Pathar)
7.	Kokkare Belur (Bellur) ¹ ; Attiveri Bird Sanctuary(Uttar Kannada) ² ; Banavasi (Uttar Kannada) ³ ; Anegundi (Koppal) ⁴ ;	Karnataka	Eco-tourism ^{1&2} ; Stone machinery, Wood Carving and Musical instruments ³ ; Banana Fibre Craft ⁴ .
8.	Chaugan (Mandla) ¹ ; Pranpur (Ashoknagar) ² ; Orchha (Tikamgarh) ³ ; Seondha (Datia) ⁴ ; Budhni (Sehore) ⁵ .	Madhya Pradesh	Lantana Craft ¹ ; Chanderi Sarees ² ; Historical and Adventure (River rafting) ³ ; Wood & stone craft ⁴ ; Historical. Spiritual & wood craft ⁵ .
9.	Morachi Chincholi (Pune)	Maharastra	Sufi tradition and Culture
10.	Mopunchuket (Mokokchung) ¹ ; Avachekha (Zunheboto) ² ; Changtongia (Mokokchung) ³ Leshumi (Phek) ⁴ ; Thetsumi (Phek) ⁵ ; Kuki Dulong (Dimapur) ⁶ Longsa (Mokokchung) ⁷ ; Mitikhru (Phek) ⁸ ; Chungli Yimti (Tuensang) ⁹ ;	Nagaland	Shawl weaving ¹ ; Tribal Culture ² ; Tribal Culture ³ ; Tribal Culture and Adventure ⁴ ; Tribal Culture ⁵ ; Tribal Culture ⁶ ; Tribal Culture ⁷ ; Art & Craft (Woodcraft), Handloom ⁸ ; Historical & Tribal Culture ⁹ .
11.	Raghurajpur (Puri)	Orissa	Stone Craft and Pattachitra
12.	Samode (Jaipur)	Rajasthan	Lac Work, Paper painting, Gems stone painting
13.	Lachen (North Sikkim) ¹ ; Tingchim (West Sikkim) ² ;	Sikkim	Rugs and Carpet ¹ ; Trekking and bird watching ² .
14.	Kazhugumalai (Thoothukudi) ¹ ; Theerthamalai (Dharmapuri) ² ; Devipattinam (Navbhashnam) Ramnathpuram ³ ; Thirukurugudi (Tirunelveli) ⁴ ; Kombai (Kurangani) Theni ⁵ .	Tamil Nadu	Spiritual and Pottery making ¹ ; Historical ² ; Stone Carving ³ ; Historical ⁴ ; Spice ⁵ .
15.	Kamalasagar (West Tripura)	Tripura	Historical

16.	Jageshwar (Almora) ¹ ; Mana (Chamoli) ² ; Adi Kailash Nainital ³ ; Padmapuri Nainital ⁴ ; Nanakmatta (Udham Singh Nagar) ⁵ ;	Uttarakhand	Spiritual ¹ ; Trekking Adventure ² ; Adventure ³ ; Adventure ⁴ ; Spiritual ⁵ ;
17.	Mukhrai(Mathura)	Uttar Pradesh	Folk Dance
18.	Ballabhpur Danga (Birbhum) ¹ ; Mukutmonipur (Bankura) ² ; Kamarpukur (Hooghly) ³ .	West Bengal	Folk Dance ¹ ; Sari weaving ² ; Spiritual & Craft ³ .

VI. IMPACTS OF RURAL TOURISM IN INDIA

The rural tourism can fetch a large number of positive benefits to the rural people in terms of economic, environmental and socio-cultural aspects. But at the same time, the rural tourism concept should be analyzed minutely to avoid the negative impacts caused by tourism. Careful study and research should be carried out to limit the impacts of tourism. Lessons should be taken from other parts of the world, but the concept applied only in the Indian context. It means that rural society should not be molded rather the concept adjusted to suit the Indian environment and culture.

6.1 Economic impacts of tourism

Positive Economic Impacts		Negative Economic Impacts	
1.	Raises the per capita income of rural people.	1.	Lead to Commodification of local products
2.	The basic amenities of the rural environment are improved and also the tertiary services are added.	2.	Tourism may cause inflation in the local economy.
3.	Creates employment opportunities to the people	3.	Exploitation of rural resources.
4.	Micro-entrepreneurship at local level is promoted.	4.	Leakage of money and generate less benefit to the economy.
5.	Local goods get good prices and their demand increases.	5.	Due to the greater control of non-locals, the host community may search for livelihood options in cities.
6.	Stop the migration of rural population to the urban areas and bringing stability to the rural economy.	6.	Rural population may be under paid.
7.	Generates revenue for the government	7.	The rural market may be flooded by urban products & in turn reduce the value of local products.
		8.	Generate pressure on local resources.

6.2 Ecological impacts:

Positive ecological impacts		Negative ecological impacts	
1.	Generate resources for the preservation of the Bio-diversity of the place.	1.	Leads to deterioration of biodiversity and life supporting systems.
2.	Brings environmental education.	2.	Unethical practices such as hunting cause ecological imbalance.
3.	Preserves Eco and Geo Resources as these resources are attractions for which the tourist comes.	3.	Leads to pollution-land, air and water.

4.	Modern tools and strategies help to prevent environmental loss.	4.	Infrastructure and superstructure leads to disturbance and distortion of landscape and land use.
5.	Leads to creation of National Parks and Sanctuaries.	5.	Leads to pressure on local natural resources.

6.3 Socio-cultural impacts:

	Positive Socio-cultural impacts		Negative Socio-cultural impacts
1.	Raises the standard of living of the local population.	1.	Leads to change of lifestyle affecting the local culture.
2.	Modern architecture may affect the vernacular architecture.	2.	Increase the crime such as prostitution, child labour, drug abuse and gambling.
3.	Fairs and festivals bring value to the culture of the host.	3.	Leads to vandalism of the local architecture.
4.	Leads to universal brotherhood and harmony.	4.	Leads to competition among locals and hosts for local resources.
5.	The traditional art and craft, folklore, cuisines etc are promoted.	5.	Leads to staged authenticity rather than a blend of original culture.
		6.	Destroy overall culture of the place.

VII. RECOMMENDATIONS

The rural life, culture has remained part of Indian villages, since olden times. And since ages the guests in the villages have been receiving hospitality and have been treated as the guest is God' or 'Guest become God i.e. Atithi Devo Bhava. But still, in a country big like India, there are some challenges. The first challenge is that Tourism Industry should not destroy what attracts the most to the tourists i.e. environment. Secondly and importantly the concept of tourism should be integrated with the existing economic activity of tourism in a proper way and that the local community should be involved in the decision making. Also, the local community should have the basic understanding of alternative livelihood opportunity by way of Tourism.

Apart from above aspects, other concepts which should also be analyzed such as:

- A mass understanding of the concept of Tourism needs to be generated along with the psychological understanding of the tourists.
- Natives of the destinations must maintain the authenticity of their own culture without any compromise.
- Profit should never be taken on the cost of social, cultural compromise.
- Sound laws and legislations for rural tourism must be established.
- The Carrying capacity of the place should be taken into account while planning tourism.
- A natural beautification and landscaping of the village needs be done for creating attraction factor.
- Need to improve the basic infrastructure and physical communications.
- Adopting the renewal and green technology
- More financial support should come from central as well as state government.
- More addition of management and planning skills should occur by means of proper and organised trainings done by government.
- Locals should have understanding of needs and wants of the tourists, but offer products from local resources.

- The locals should give more importance to cleanliness, personal hygiene and sensitivity towards environment.
- Adopting solid waste management system and adopt reuse, recycle and reduce waste.
- Artisans and craftsman of village and industries at cottage level should be promoted.
- Proper research and database of the rural tourists should be done, maintained and updated.
- Effective community participation.
- Maintaining equal participation and avoiding biases against cast, creed, sex and religion.
- Increasing and enriching the tools of publicity and promotion.
- Disseminating the traditional knowledge and art of village.
- Providing technical and marketing support to artisans.
- Protecting and exhibiting the heritage and culture of the village.
- Adopting specific rural tourism policies for individual rural tourism sites to retain the authenticity and uniqueness of the rural tourism sites.
- Giving solutions to problems of rural sites through open discussions done by the local community with the government officials.
- Highlighting the profitability and loss statement of the rural sites by keeping a check on the positive and negative impacts not only in terms of social and ecological aspects.

VIII. CONCLUSION

The concept of Tourism involves a very righteous cause in which we use the local resources of villages without wasting or pressurizing it. It also generates economic, ecological as well as sociological benefits. It is a kind of sustainable and alternative form of tourism which uses the rural local resources and generates benefits in form of rural productivity, employment, improved distribution of wealth, conservation of the rural environment.

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