



# **POTENTIAL OF TOURISM INDUSTRY IN RURAL AREAS AND ITS FUTURE GROWTH SPECIAL REFERENCE TO THE SOUTH WEST KHASI HILLS DISTRICT OF MEGHALAYA, INDIA. CASE STUDY: MAWKYRWAT AREAS.**

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## **Abstract**

Today, tourism is making tremendous headway in many countries of the world including India. Growth of tourism brings benefits of an economy in a number of ways such as generating of income, expansion of employment opportunities, and mobilization of foreign exchange, Social integration, Cultural transformation and development of commerce.

Meghalaya is a little hilly state with a fascinating scenic beauty, Unique Culture, Customs and Conventions. Meghalaya is "The Abode of Clouds" and it is one of the most beautiful states in North East India, also called "Scotland of the East" offering a variety of sights, activities, food, festivals, flowers, etc. to the tourists. In Meghalaya, there are so many places of interest with scenic beauty which may attract to the tourists.

The study is carried out in Mawkyrwat area in South West Khasi Hill district of Meghalaya. South West Khasi Hills District is having a great potential to start the tourism industry. Various tourists' spots are located in Mawkyrwat and Ranikor areas. Potential of tourist industry in rural areas is the biggest challenges. For the enhancement of tourists industry, it requires overall plan to increase tourist destination and effectively using limited resources to the current environment. The paper is base on primary and secondary data collection method. Secondary data are collected from articles, books, journals, website, etc. And primary data are collected from different tourists spot.

**Keywords:** Tourism, enhancement, potential, destination, Secondary data.

## INTRODUCTION

Tourism in India is an important for the country's economic development and it is growing rapidly. India's travel and tourism industry outperformed its economy as a whole. India is famous for tourism industry means all type of tourist's destination in one place. The most important economic features related to the tourism sector are that they contribute three priority goals of developing countries in the tourism sector e.g., it generates income, employment opportunities and foreign exchange earnings. India is the right place for wild safaris, desert safaris, natural views, adventures activities, spiritual and historical places. Different places in India are entertained to the tourists by natural wonders, history and agriculture and place of spiritually etc. The tourism industry contributes 7.3% of GDP and accounts for 6.5% of total export. In addition to the tourism sector contributes 2.7% of the total employment in the economy. At present, tourism sector is the world largest sector in terms of revenue earning. It is one of the most important sources of foreign exchange earnings. Tourism industry in India has become the third largest net earner of foreign exchange for the country. India is a very vast country and in this country tourism is an important social link between people of different places and different states including foreign tourists. This activity helps to foster friendship and understanding among different groups of people. Thus, it is a kind of education and everybody should learn it. The North-East India consists of eight states, there is hugely diverse region and there are large inter-states difference due to its particular physical economic and social-culture characterists viz, Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. The North-East India is a tourist's destination, it is a place that having unique natural landscape, culture, tradition, natural views, art and culture, forest etc. that satisfy the tourists.

Meghalaya is a hilly state amongst the North-Eastern Region in India .When British guideline on 15 August, 1947, the Territory of Meghalaya. Meghalaya was a piece of province of Assam and involved the two local, viz, joined Khasi and Jaintia Hill and Garo hills. Meghalaya has a vast potentiality for the development of tourism industry. Meghalaya is the "Abode of clouds" is one of the beautiful states in the North-Eastern Region. It is also called "Scotland of the East". Meghalaya is a little hilly state with potential natural resources, different culture, custom, tradition and languages etc. Meghalaya is inhabited by tribal people having their own custom, tradition, food, festivals and dress etc. The major tourism products in Meghalaya are festivals (Cherry blossom Festivals, Nongrim dance) wildlife, culture, customs and lifestyle of people.

The state has also potential for rural /village tourism/eco-tourism/adventure tourism etc. Meghalaya has a lot of natural scenic beauty which will attract the tourists.

My study area is in Mawkyrwat which is situated in South West Khasi Hills District of Meghalaya. Mawkyrwat is rich with its natural beauty, different types of rocks, traditions, and customs etc. I took an initiative to collect valuable information from tourists spots situated in Mawkyrwat areas and now different tourists spot are identified in South West Khasi Hills District in Meghalaya. South West Khasi Hills District has vast potentiality for the development of tourism industry. Mawkyrwat has enough tourist resources like natural beauty, different types of rocks, hot spring, eco-park, wettest place etc. This paper is based on primary and secondary data collection method. Primary data are collected from different tourist spot and secondary data are collected from books, journals, articles website etc.



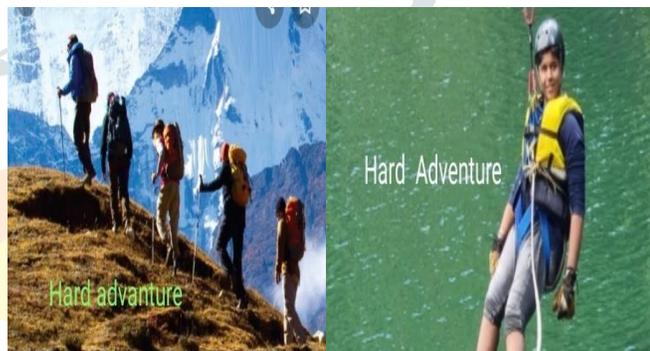
## Adventure tourism

Adventure tourism means a type of tourism in which tourists engage in adventure activities such as Trekking, Climbing, Hiking, Scuba diving, Rock climbing etc. It is very much risky. Adventure tourism activities are classified into two types:

1. Hard adventure activities
2. Soft adventure activities



1. **Hard adventure** refers to activities with high risk level. Hard adventure tourism includes the activities like climbing mountains, rock, ice, trekking, caving etc.



2. **Soft adventure** is an outdoor and recreation travel undertaken to remote destination for the purpose of new destination. Soft adventure tourism like wildlife, fishing, hiking, biking, and walks etc.



## **Eco-tourism**

Eco-tourism is a type of tourism that involves travel to natural areas, conserving the environment and improving well-being to the local people. Eco-tourism may focus on educating travelers on local environments and natural surrounding with eye to ecological conservation. Eco-tourism which is a related concept of sustainable tourism. Sustainable tourism is that it takes into account of its current and future economic, social and environmental impacts addressing the needs of visitors, the industry, the environment and host communities. Sustainable tourism includes all kind of experience of tourists.

Mawkyrwat has vast potentiality for development of tourism industry and district has tourist resources like impressive scenery, hills, wettest place, rocks, natural beauty, eco-tourism and hot spring etc. There is enough scope of tourism development in the district by utilization the physical cultural and natural resources. So an evaluation and identification of these resources should be made first planning to utilize these resources. In this way the planners and policy makers can make concrete effort to develop tourist industry in the district.

## Objectives of the study

1. To identify to various issue in Socio-economic development of the tourist spot with particular reference to Mawkyrwat areas.
2. To make out the suggestion towards the enhancement for the Socio-economic development of the tourism Industry for particular.

## Hypothesis

1. Lack of infrastructure facilities, hotel, Resorts, Home Stay, Quality of food, water, Hospitality and Shop etc.
2. Future development of the tourism Industry in Mawkyrwat areas is positively co-related with Government active involvement and aids and grant.
3. The over dependence on Traditional outlook, Customs and values which are the most hampering of the future growth of tourism sector of that areas.

## Geographical location of the study.

Since 3<sup>rd</sup> August 2011 Full Fledged

District South West Khasi Hills

Place: Mawkyrwat (South West Khasi Hills)

State: Meghalaya, District Head

Quarter –Mawkyrwat

Total Area: 1,341KM<sup>2</sup> (518 Square mile)

Village – 216

C&RD Block: 2 (Mawkyrwat & Ranikor)

Principal Language – Khasi, Garo, Maram (dialect of Khasi)

Main Market – 14

## Significant of the Study:

1. To create employment opportunities.
2. To sources of saving and income
3. To contribute to economic development

## Statement of the problem:

1. Lack of finance
2. Lack of transport facilities.
3. Unfavorable rural atmosphere.
4. Lack of government aids and grants.

## Methodology:

The study has based on the data collection method the primary and secondary data were collect for the student. Primary data has collect through interview schedule, face to face interview from tourist spot.

Secondary data has been collect from books, website, articles etc.

## DISCURSION OF THE THREE IMPORTANT TOURIST SPOT IN MAWKYRWAT AREAS:

**1. HOT SPRING:** Tourist spot, hot spring is situated in Jakrem, now it is known as Umjarain village in Mawkyrwat areas, the South West Khasi Hills District in Meghalaya. Hot Spring is almost two hours from Shillong, the capital of Meghalaya. The Hot Spring is managed by the private party who does not maintain cleanliness and the water of hot spring is channelized through pipes and gets distributed to the bathroom for the visitors. Regarding tourist spot huge numbers of people visit this place either as natural beauty or to experience the health therapy provided there. Hot water contains of sulphur water which is believed to curative medicine. As a result this is able to attract tourist every year.

Per-month income of is approximately fifteen thousands and entry fee is Rs 50/- per-head. There is only one resort; there is no hotel and home stay. People from different parts of the region use to come there to take dip in hot spring. Most of the visitors use to come from West Bengal and Meghalaya. Government of the Meghalaya now-a-days introduces so many schemes and programs for the development of tourist spot.

Local body and local people should know about Government Schemes and programs.



<https://youtube/HGZFIbhBbQ4>

**2. Synrang Ringai Lake:** Synrang Ringai Lake is an amazing lake in Mawten village in Mawkyrwat areas, the South West Khasi Hills District of Meghalaya. It is totally nature view of the lake. It is also called as Eco-tourism. Resort is at present under construction.

The government and local people should work together to protect environment while developing tourism activities in this area. Home stay should be open in this area. For the development in this place it requires overall to utilize limited resources and to protect environment.

From Mawten to Synrang Ringai Lake Tourist can go by hiking. It is one of kind of adventure tourism.

<http://you.be/Rtzlm>



### 3. A Wonderful Eco-Park in Nonglang village:

A wonderful eco-park is situated in Nonglang village in Mawkyrwat areas. This place is also known as Rangkchu. Eco-park means the large park, connected landscape with high nature conservation and environmental protection. It is totally natural beauty, covered with abundance of trees, rocks, grass, lake and trees etc. It is a great place for natural lovers. Everyone can enjoy the scenic and picturesque and breathtaking sight of the place. It is an amazing eco-park which can attract great attraction for the natural lovers.

Eco-tourism is related to the concept of sustainable tourism. Sustainable tourism is that it takes into account if it's current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communication.

**Video link-Dr Anima Mz**



<https://youtu.be/XdhT=AsZXU>

### Conclusion:

Tourism is one of the significant industries in Meghalaya. It is regarded as a boon, to economic development providing income, employment opportunities especially for the local inhabitants. It requires an overall plan to improve tourist destination, tourist security etc. and effectively using limited resources to the current environment and focus should be local inhabitants. For the future growth of tourism industry in Mawkyrwat areas, the government assistance and co-operation of local people are very much required. The government should be aware of future development of tourist industry and the local people should work together with government to develop rules and regulations to protect the environment while developing tourism activities in the areas.

## Major finding of the study

- 1) Lack of communication.
- 2) Inadequate transport facilities.
- 3) Poor tax collection rate.
- 4) Weather (erratic rainfall)
- 5) Lack of finance.
- 6) Lack of security, resort, hotel, hospitality, etc.
- 7) Poverty
- 8) No trademark or signboard from Shillong to Mawkyrwat.
- 9) No guide for demonstration
- 10) Lack of motivation.
- 11) Lack of tourist safety
- 12) Poor quality of food.

## Suggestion/recommendation

- I. While visiting a tourist place, there should be shelter, safety, hospitality, transport and communications.
- II. Private authority should be aware of the management of the tourist spot.
- III. To rural areas, the home stay facilities should be provided to the tourist and local people will work together with the private authorities to develop rules and regulation to protect.
- IV. Good information and tourist services of the destination may promote the image of a tourist site.
- V. The government ought to be prepared for new project for the development of the area.
- VI. To provide tourist guide to those who have knowledge of three official languages that is Hindi, English and Khasi.
- VII. Empowerment of women socially and financially.
- VIII. The government assistance should be required for the future growth of tourist spot.
- IX. To improve infrastructural facilities, food stall, resort, home stay, quality of food, hotels, etc. so that local people will be benefited through income generated from these.
- X. To provide safety and security to the tourists.
- XI. Challenges of globalization of Hot spring as a great tourist spot.
- XII. For future growth of tourist spot, all decision makers both separately and collectively assume liability for their performances.
- XIII. Encourage the local people to make home stay facilities for the tourists.

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