

# RURAL TOURISM- AN EFFECTIVE TOOL FOR RURAL DEVELOPMENT

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## Abstract

Rural tourism is a form of tourism practiced in the rural environment, which uses the agritouristic household with all its facilities. Rural tourism includes special interest tourism, ecotourism, adventure tourism, health tourism, heritage tourism, ethnic tourism. The definition of rural differs by country through it is usually used in contrast to urban. The aim of rural development can be defined as the improvement of sustainable livelihoods with careful attention paid to local characteristics. Rural tourism is making a valuable contribution to rural economies. Rural tourism offers business opportunities to local residents and enhances local quality of life. The prospects of rural tourism are possible through the following effect. They are: Economic, Environment, Social and Cultural. The success of tourism development plans is dependent on both the administration's ability to support development projects and the entrepreneur's desire and the ability to commit themselves to the development plans. Improving environment, hygiene, infrastructure etc., are covered for assistance with focus is to tap the resources available under, Department of Rural Development, State Governments and other concerned Departments of the Government.

## Keywords

Rural Tourism, Rural Development, impacts.

## I.INTRODUCTION

Tourists nowadays are shifting their interest of travel to explore and experience the destination and to have firsthand knowledge of the local people, their cuisine and actual way of living. It can be a variant of eco tourism. Any village can be tourist attraction. Agriculture is becoming highly mechanized and therefore requires less manual labour. The concept of rural tourism has been developed for showcasing the art, crafts, and culture of rural life and for creating gainful employment in villages with tourism potential. Rural tourism is located in agricultural landscapes and is characterized by enjoyment of a tamed – nature or highly modified landscape. It is about the land uses and human cultures that the interaction between humans and the land have created.

## II.REVIEWS OF LITERATURE

A collection of reviews on the literature relating to this study are presented in this section.

Halls and Jenkins suggest that the expansion of tourist flows in rural areas is designed to achieve one or more of the following goals:

- ❖ To sustain and create local incomes, employment and growth
- ❖ To contribute to the costs of providing economic and social infrastructure
- ❖ To encourage the development of other industrial sectors
- ❖ To contribute to local resident amenities and services
- ❖ To contribute to the conservation of environmental and cultural resources (J.S.Negi:2007) Tourism provides the main source of income and employment, as well as providing social and environmental benefits.

The development of rural tourism often specifically involves the economic and social development of a rural area. Rural tourism is relatively small sector of the tourism industry from a global perspective, yet it still has great significance for local economies at many destinations. (Charlie Sampson: 2011) According to international research, rural tourism also seems to particularly improve the position of women. Dr. T.Sezhiyan, Dr.I.Sundar in their book **Rural Development programmes and Approaches** (New Delhi: 2017) explained the term Rural and the development of Rural area.

According to Robinet Jacob, Mahadevan.P, Sindhu Joseph in their book, **Tourism products of India** (New Delhi: 2012) Rural tourism is an alternative form of tourism. Rural tourism means experiencing the uniqueness of rural area that is it can be participation in rural activities, like experiencing the rural culture, customs, values, beliefs, traditions, economy, history, culture etc., Rural tourism is any form of tourism that showcases rural life, art culture and heritage at rural locations, benefiting the local community economically and socially and enhances the interaction between tourists and locals.

M. Pakurar and J. Olah in their study, **Definition of Rural Tourism and its Characteristics in the Northern Great Plain Region**, (Alimentaora: 2008) makes an assessment about the economic development of rural inhabitants through the way of rural tourism. Aurel Petru Darau, Mailor Corneliu, Mihai Larian Brad, Eugeniu Avram, in their study, **The Concepts of Rural Tourism and AgriTourism**,(Romania:2010) analyses that the Agritourism is spatially placed in the rural environment. They also explain that the rural tourism and Agritourism are not only a touristic alternative but an essential factor of economic development of the rural environment at large and of agricultural exploitations in particular. David Newsome, Susan A. Moore Ross, K. Dowling, in their book **Aspects of Tourism Natural Area Tourism**, (New Delhi: 2006), have detailed about the various types of natural areas and system of Tourism. They also explain about various natures based tourisms like adventure, wildlife, eco-tourism and their impacts on the Natural Environment.

Ranjit Taneja in his book, **Travel Geography**, (New Delhi: 2006) provides detailed information about the impact of tourism on local facilities, it involves the volumes of tourists passing through a region. He goes on to discuss about rural tourism located in agricultural landscape which is characterized by enjoyment of a tamed farm or highly modified landscape. Rosemary Burton, in the book, **Travel Geography**, (England: 1998) provides a detailed information about the important tourist destinations of India with its geographical structure. She also explains the Natural value of India. Ravi Aggarwal, in the book, **Travel and Tourism in India**

(Jaipur: 2008) provides a detailed information about the tourism resources, Indian tourism scenario and National tourism policy initiatives. The importance of village Tourism in the rural areas and the Tourism promotional policy of the Indian Government, five year plans, Travel and destination promotion by the use of SWOT analysis are explained.

### III. STUDY OBJECTIVES

In this work it is proposed

- ❖ To study about the Rural Tourism concept
- ❖ To know about the importance of social, cultural and economic impact of tourism
- ❖ To identify the value or rural areas
- ❖ To realise the importance of preservation of rural atmosphere and people
- ❖ To give solutions to identified problem in rural tourism

### IV. METHODOLOGY

Descriptive research design is used for the study by employing both primary and secondary data. The primary data collected from Government Reports, official websites of Government, etc., Secondary data were mainly collected from published books, magazines, newspapers, articles, journals etc.,

### V. Rural Tourism – An Emerging Trend

Rural tourism is a form of tourism practiced in the rural environment, which uses the agritouristic household with all its facilities. This form of tourism is performed in the rural environment using local tourist resources like natural, cultural and human. Rural Tourism typically refers to tourism outside densely- populated areas and tourism centres. In some countries, the term farm tourism (agri tourism) is synonymous with rural tourism. In some contexts, wilderness tourism and forest tourism included in the concept of rural tourism. Rural tourism includes special interest tourism, ecotourism, adventure tourism, health tourism, heritage tourism, ethnic tourism. In many countries rural tourism is understood by nature tourism or at least travelling in to nature. The framework for rural tourism is usually offered by national parks and other publicly owned land areas.

### VI. Rural Tourism for Effective Rural Development

The definition of rural differs by country through it is usually used in contrast to urban. The term could also be used to describe areas where a majority of the residents are engaged in agriculture. The aim of rural development can be defined as the improvement of sustainable livelihoods with careful attention paid to local characteristics. Rural development means both the economic betterment of peoples as well as social transformation. It is the process of improving the quality of life and economic well-being of people in rural areas. Increasingly tourism, niche manufacturers, and recreation have replaced resource extraction and agriculture as dominant economic drivers.

#### 6.1. The Benefits of Rural Tourism Development

Rural tourism is making a valuable contribution to rural economies. Rural tourism offers business opportunities to local residents and enhances local quality of life. Rural tourism promises some of the following benefits to rural development. The main objectives of developing rural tourism from two different perspectives.

1. Firstly strengthening of the economic activities and people's welfare in rural areas as most central objectives
2. The second perspective is relates to rural entrepreneurs

Rural tourism development means developing livelihoods particularly in areas with negative population growth. Tourism development in rural areas aims to resolve outside the essential objective of activity.

Development through rural tourism includes the following

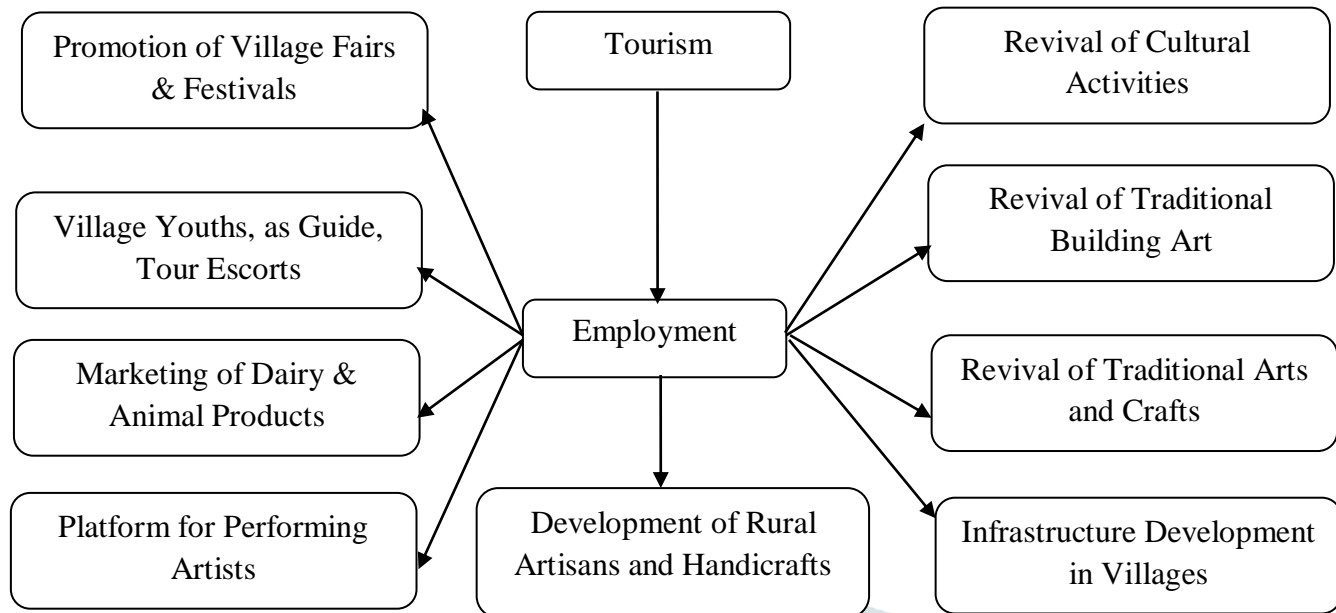
- ❖ Increasing the stability of the active population
- ❖ Improving living conditions
- ❖ Environmental protection and conservation as recreation factor
- ❖ Recovery individual's creative potential
- ❖ Creating conditions for carrying out other economic activities such as industrial, agricultural, commercial in rural areas

The development of rural tourism often specifically involves the economic and social development of rural area. From the global perspective rural tourism is a small sector of the tourism industry, yet it still has great significance for local economies at many destinations. The prospects of rural tourism are possible through the following effect. They are:

- ❖ Economic
- ❖ Environment
- ❖ Social and Cultural

#### 6.1.1. Economic Impact of Rural Tourism

The economic impact of rural tourism has been a fruitful area for research among a range of social scientist, often emphasising or challenging the role of tourism as panacea for solving all the economic and social ills of the rural. The aim of tourism development in rural areas in general terms, to provide opportunities for economic and social development. The impact of tourism on rural economy especially in terms of better employment generation is understood in the Fig.1.1.



**Fig:1.1 Economic impact of tourism on rural economy**

**Source:** Developed from Dr. Vishwasmehta, "Cultural Tourism Management", Authors press, West Zone Cultural Centre, Udaipur, 2005, p160.

Fig 1.1. Shows that one of the most important objective of the rural tourism programme is to increase the income flow of the local population and improving their quality of life. Many rural unemployed youths have come forward and started working as guides, after receiving training on various aspects like hospitality management, guide training, visitor handling, linguistic ability, etc., Artisans and craftsmen in the villages earnings has moderately increased due to the efforts of rural tourism scheme. They have participated in various workshops and training sessions, updating their knowledge and skill on modern designs, colours, technology and experimented with different models. They also participate in the local festivals and national events. They have earned good profit by selling their products.

The economic impacts through Rural Tourism are

1. Additional income and Creates new jobs
2. Increased local demand for primary-production business (farm products)
3. Diversification of rural economy
4. Increase in the standards of living etc.,
5. Helps to prevent the population dript and invigorate the rural areas.
6. Provides an incentive for infrastructure development.

### 6.1.2. Environmental Impact of Rural Tourism

Rural tourism has emerged as a prominent element for the protection of environment and nature. In a rural context, the growing pressure emerging from the development intensive nature of tourism. The construction of theme parks in rural environments, second homes, timeshare, conference centres, holiday villages, and designation of environments as a special places to visit have all contributed to the insatiable tourism appetite for rural environments. The conservation of the natural environment is a key element of rural tourism. Environmental conservation and protection are the central pillars or rural tourism. Therefore rural tourism activities are sustainable for environment through:

1. Solid waste Management
2. Beautification and landscaping of the village
3. Sanitation and personal hygiene

### 6.1.3. Socio – Cultural Impact of Rural Tourism

The development of Rural Tourism helps to improve the lifestyle of local communities through the improvement of local infrastructure and services like public transportation, shops, medical services etc., The socio-cultural impact of rural tourism in rural areas are

1. Decreases the migration
2. Improve the position of women
3. Helps to maintain the local level of services
4. To learn about other culture
5. Increases an awareness for the preservation of local culture and local identity

## VII. FINDINGS AND SUGGESTIONS

Some valuable suggestions in nutshell are mentioned below as:

1. The various channels of marketing the rural tourism product to its prospective potential buyers such as the travel agents, clubs, colleges, institutions, trade unions and the tour operators can be activated.
2. A complete rural tourism package can be provided through initiation by the local government bodies.
3. Most of the rural communities depend on public funds, the Government and Private sectors are very important to promote rural tourism.
4. The tourist information regarding its destination various facilitate available and some other newsworthy information must be effective and sensitive.
5. For the development and promotion of rural tourism, Strategic planning has played a vital role. For the effective use of village resources and funds especially in rural areas that have few funds and resources. Good planning for tourism development and promotion can help and support local businesses connected to tourism.
6. The rural sites should be aggressively promoted via tour packaged offered by the tour operators.
7. The Government is requested to give proper recognition to rural priorities by policymakers and economic planner. Community empowerment and capacity-building of local community that is important for rural tourism development.
8. Conserving and promoting heritage and artisanal skills by organizing the artisans and service providers into primary producer and marketing groups and federating them into a producer cum marketing company.

## VIII. CONCLUSION

Rural Tourism offers business opportunities to local residents and enhances the local quality of life. It allows the alternative source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal method of rural and urban economic exchange. Successful Rural Tourism Development requires new skills so unique suggestions need for developing rural tourism destination. The success of tourism development plans is dependent on both the administration's ability to support development projects and the entrepreneur's desire and the ability to commit themselves to the development plans.

Rural Tourism can provide a solution to the counter-urbanisation syndrome. Under the rural tourism scheme the thrust is to promote village tourism as the primary tourism product and to spread tourism and its socio-economic benefits to rural and its new geographic regions. The implementation of Rural Tourism Scheme is done through a convergence committee headed by the District Collector. Improving environment, hygiene, infrastructure etc., are covered for assistance with focus is to tap the resources available under, Department of Rural Development, State Governments and other concerned Departments of the Government of India. The development of rural tourism is most successful when it is based on national strategy and co-ordination and strategy with local commitment and local actors.

## IX. REFERENCES

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