

Impact of Rural Tourism Development in India

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Abstract

India is known as a 'land of village' and 70 percent population lives here. The aim of rural tourism is to increase the net benefits to rural communities from tourism, and increase their participation in managing the tourism product. Main objective of this paper is to study rural tourism development in India, its impact and challenges. The study is based on secondary data provided by Census report of India 2011 and designed in the form of a literature review. Due to rapid urbanization and industrialization the most of the people live in big city and face the health related problem on account of environmental issue. This is why sometimes the people want to go rural areas to live stress free life. Rural tourism development is beneficial for the rural development like generating employment for the local community, infrastructure development, foreign investment etc. But occasionally there is also big challenge such as lack of basic education, community skills, and trained manpower etc. This paper attempt to answer how rural tourism can be strengthen in the country.

Keywords; Rural tourism and sustainable development

Introduction

In the globalization era Travel & tourism is a fastest growing service industry in the world. India is one of the only country that offers various categories of tourism like medical, rural, historical, eco, film, educational, business etc. It known as a 'land of village' and approximately 70% of the Indian population still resides in the rural parts of the country. So there is a lot of opportunity for rural tourism development. For sustainable development of rural areas, the rural tourism may be a part of rural development planning. Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community

economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. (Nagaraju & Chandrashekara, 2014) Rural tourism brings people of different culture, faiths, languages and life style, close to one another and it provide a broader outlook of life. It not only generates employment for the people but it also develops social, cultural and educational values. Rural tourism is an opportunity for rural development, that the rural people may improve their productivity and incomes. Sustainable rural tourism can generate for sustainable growth for villagers. (MiliNitashree, 2012)

Objective of study

The objective of present study are-

- To discuss the concept and role of rural tourism.
- To identify the driving force and challenges of rural tourism.
- To expose the impact of rural tourism to our society.
- To classify the essential elements for development of rural tourism.

Methodology

The study is based on a range of secondary data collected various sources such as census report of India 2011 and this research is designed in the form of a literature review. The literature review will be conducted to identify driving force, its problem and suggestion for rural tourism in general.

Major driving forces

Due to urbanization most of the people live in big cities amidst the monotonous hustle and bustle of the busy city life. There are more pollution such as noise, air, water and waste pollution etc. that push to people to go to rural areas where they can have that stress-free life and the opportunity to re-engage with a simpler, quieter way of life that offers rest and relaxation.

1. The urban lifestyle, attractive advertisements on different media, curiosity and boredom created by visiting traditional touristic destinations repeatedly might also attract the tourists towards the rural settings for some rural tourism.

2. The rural places have been more accessible by good transportation and communication facilities.
3. There is fresh air, food and other things in rural areas that make healthier to the people.
4. There are very beautiful and special culture, art and way of life at rural destinations, which attract to the tourists.
5. Rural tourism is beneficial not only to the local people but also to the tourists, government and the landscape.
6. The local economy is also developing by rural tourism as it creates jobs for the local people in tourism related places like hotels, catering, retailing, transportation, communication and heritage interpretation.
7. It definitely gives opportunity to the youth of the place to get involved in tourism related activities.
8. Demand of handicraft, local food and other products etc. are the new business form to push the rural tourism.
9. The rural tourism protect the rural culture and heritage, because when people understand that their culture and heritage are the source of their prosperity, they are inspired to conserve their culture and heritage. Tourism brings money and that money could be used on the maintenance of the place. (Vaquerizo F. L.,2013)

Challenges in rural tourism

The main challenges in rural tourism are to conserve the environment and natural resources, proper education, skilled guide, proper understanding for both tourists and local people, and a appropriate awareness which helps people to participate in tourism development.

The healthy environment of rural areas will increase the villagers' quality of life by focus on occupation training, handicraft promotion, and improvement of both the landscape and the basic infrastructure.

- **Legislation Problems-** There should be a provision of tax holiday by the all government, as rural tourism being a part of entertainment, involve rural people.
- **Lacks of Trained Manpower-** The trained people in urban areas haven't desire go to

rural area for work. So the people of rural areas should be aware and trained themselves for the success of rural tourism. The trained people can create a better environment to attract different type of tourist, whether it is a nature tourism, health tourism or agro tourism, and can provide the quality of service in rural tourism.

- **Insufficient Financial Support-** Central and state government should encourage rural tourism by providing financial support to start the project. It will create employment in rural areas and will also help in flow of fund from urban to rural. The rural tourism development can prevent the migration of people from rural area to urban areas.
- **Lack of Local Involvement** -. Rural tourism can succeed by the participation of rural society. But in practice local people are seldom involved in decision making, planning and implementing policies. The rural people do not know about the economic benefit of rural tourism development. Consequently, local people become confused about what kind of tourism they want to establish in their own area.
- **Illiterate Population-** Vast majority of the rural populations are uneducated and illiterate so they are bounded by the traditional values and customs. Their culture, religion, superstitions have a strong influence on their attitudes and behaviors. They follow a slow life style pattern and like to stick to their traditional jobs whether they are remunerative or not and are not interested to take up risk. But after globalization the media is playing an important role in changing the mindset of the rural consumer..
- **Lack of Communication Skills-** Language and education is the basic hindrance in communication. The ability to communicate effectively is very essential. Much of success will depend on this ability to satisfy query by the tourists. The rural people will have to understand the tourist wants and needs without any communication gap.
- **Lack of Proper Physical Infrastructures-** More villages in the country does not have all weather roads. This is a very difficult task for villages. Improvement in the cleanliness and hygiene in the village and environmental awareness among the people has also fostered a conducive atmosphere for tourists for developing

tourism in rural areas. So not only all-weather roads but also safe drinking water, electricity, telephone, drainage system, garbage disposal system, safety and security, etc. are needed. [SEP]

- **Lack of Basic Education**-The rural literacy is 69 percent as per the census report 2011 while it was 59 percent in 2001 and 44 percent in 1991 in rural India. Continuously, through six decades the rural literacy rate in India is below the average. According to 2011 census, while the urban literacy rate is 84.97 percent and total literacy rate is 74.04 percent, the rural literacy rate is still below the average. Therefore, lack of basic education in rural areas is a major hindrance in rural tourism.
- **Language Hindrance**- There is 16 recognized languages and 850 dialects in India. Although Hindi is an official language in India, but in many parts of India people do not understand it. So villagers will have to understand Hindi to interact with the Indian customers and English to communicate with the foreign customers.
- **Business Planning Skills**- For rural tourism development the business plan will have to be prepared. But the villagers should participate in developing and implementing the project on rural tourism; otherwise it will not give much benefit to the rural people. Advertisement, print media, brochures and sales promotion will play a very important role in creating awareness and attracting the customers.
- **Trained tourist Guide**-The Skilled and trained guide are very necessary to attract the tourists. The guide should have proper knowledge about the place from that the tourist may interested to visit the site.. The guide can show the album, video, brochure to give knowledge about the places. The guide should be intelligent to handle different type of tourist and should have also good communication skill.
(Barna M 2012)

Suggestion

- There should be plan for sustainable growth of rural tourism
- The villagers should be trained so that they provide a good service to the tourists.
- There should be improvement to road and surroundings of the village.
- Develop sustainable rural tourism that can protect the natural resources,

local heritage and lifestyles.

- The solid waste management and sewerage management should be maintain.
- The tourism equipment such as Adventure Sports, Water Sports directly related to tourism, like Water Sports, Adventure Sports, Camping Gear tent etc., Eco-friendly modes of transport for moving within the tourism zone should be purchase.
- Refurbishment of the Monuments
- Promote traditional tourism products
- Government should provide a good initiative for the rural tourism development (Nagaraju & Chandrashekara, 2014).

Conclusion

Rural tourism, only a minority tourism market, is making a valuable contribution to rural economies (Nagaraju & Chandrashekara, 2014). It will emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can strengthen the rural economy and help inflow to resources from urban to rural. The rural to urban migration can also be prevent by this development. The government should promote rural tourism for sustainable economic development and positive social change. (Rathore N.2012) Such form of tourism has created tremendous impact on the local economy and socio-cultural scenario of the concern area on one hand and carries a potential scope for the rural residents on the other hand.

India is a multi -dimensional country as there is variety of tourist attractions. There is ancient and rich culture, different religion, customs, dresses, which has created a deep interest in tourist. There are majestic forts of Rajasthan great monuments ranging from the symbol of eternal love, the Taj Mahal, great temples of South India distinctive architectural styles, temple towns and famous

monuments, snow capped mountains, the golden beaches, rich forests and verdant deserts that make India 'Incredible'. In India rural tourism has immense scope for development. There are rich traditions of art, craft and culture along with the pollution free environment. Therefore, the rural tourism has the capacity of attracting both foreign and domestic tourists. (Barna M, 2012)

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