

## **RURAL TOURISM IN INDIA: PROSPECTS AND CHALLENGES**

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### **PROEM**

Rural life is traditional and its social structure is marked by traditions, customary practices, value based and environment hygienic, pollution free, healthy original; rural culture is folk with attachment to heredity, belief, faith which reflect social practices, human beings with ecclesiastical and super natural beings supposed to reside in other world. Apart from this, rural preserves arts, crafts, heritage, monuments, memoirs, forts, rivers, canals, tanks, lakes, falls, caves besides drawings, paintings and sculptures. All these things have not only tourism value but also leisure and recreation for people in society. In addition to this, folk cultures and its component of little tradition and great tradition its reflection in the form of folk songs, dances, literature, drama, village sports and games, bull fights etc. are the other features of attraction for rural tourism.

The rural centres of tourist attraction not only attract the native people but also foreigners. There will be lot of instances of both people in the country and foreigners visiting these places. Rural tourists attraction for not only lesser and recreation but also learning and gaining knowledge about the importance of such centres. These centres include under various categories, the places such as Birbhum (West Bengal) for hot water falls, Nalanda University (Bihar), Nababhat, Burdwan (West Bengal) for 108 temples, Ajanta and Ellora (Maharashtra) Temple architect in Tanjavur, Kodaikanal for lake, Gandhigram for Shirumalai Hill, Mahabalipuram for sculptures, Kerala for Naturopathy treatment, Khazuraho (MP) for sculptures, Bhratpur (UP) bird century, Gobardhan (Mathura), Kulu (HP) for local culture and hospitality, Rajasthan, Gujarat, Jharkhand and Punjab for agro-naturalize, In view of envision of mass media and satellite based communication under the banner of either DTH or remote sensing affect a healthy, original and their real life recreation experience of the people in contemporary society. The youths fall the victim of electronic media base recreation, which has destroyed the culture specific, moral oriented value, based indigenous recreation.

This is a great challenge before rural tourists in India, which needs intervention on the part of GOs, cultural societies, NGOs, PRIs, environmentalist, social activists etc. In spite of the problems and challenges in the rural tourism sector the rural arts and crafts, folk culture media, sports and games etc. performed on certain occasions are still popular in traditional value on power of attraction.

Keywords: Traditions, Customary Practices, Folk Culture, Arts and Crafts Ecclesiastical, Contemporary Society, Recreation, Health and Hygiene, Sculptures.

### **RURAL TOURISM: A REVIEW**

Hunziker et al, (1942) views that the tourism is about people being away from their own homes, on short term, temporary visits, for particular purposes. "Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents in so far as it does not lead to permanent residence and is not connected to any earning activity". Granovetter (1973, 1983) examined the nature of these ties between dyadic relations. He argued that strong ties will primarily consist of family and friends and the information gained from this type of relationship may become redundant over time, while weak ties can provide access to important information and resources from distant parts of the actors social system. Callon (1986) views IRT is forged through the construction of networks that enable actors to jointly develop resources such as local traditions, art forms, celebrations, experiences, entrepreneurship and knowledge. In this discussion, the term "actor" refers to people involved in tourism-relevant networks; unlike the actor-network theories D'Amore, (1988) stressed that structural violence and establish positive peace or long-term reconciliation. Developing countries are at the receiving end when it comes to social inequities and irreversible ecological damage. Brockelman et al, (1990) views about conservation of land and wildlife surrounding Maasai

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village communities. Innskeep, (1991) views in Tanzania Integrated Rural Tourism (IRT) as a tool for development in a specific lagging region). The concept of integration has gained currency in the literature, particularly with reference to planning. Stevens (1993) defines tourism development has also been a factor in luring young people away from their village community. Hitchcock (1993) defines the importance for conservation of a hippo in African dense forest to maintain ecosystem and tourist friendly the interest of tourists in village culture has reinforced the value of this culture for young people within the village communities. India is one of the few countries of the world endowed with an array of tourism resources from bio-cultural diversity to a wealth of histories and antiquities. These should have accelerated the growth of tourism in India at four times the world average. Michaud et al, (1994) views in reality, smaller countries like Malaysia, Indonesia, Hong Kong, the Maldives and Bhutan have proved more adept at promoting their national tourism as a successful industry. Robinson (1994) suggested in his study that local political institutions were suffering because young people were away completing tourism duties. Uysal (1994) suggested that the destinations should be appealing to travelers who are likely to have greatest economic impact and the internet has the potential of being a viable tool to access these market segments. Matzke et. al. (1996) suggested that in contrast to these positive outcomes were the studies, which stressed that tourism was having a negative effect on the physical environments within and surrounding village communities. Some of the negative outcomes of tourism development for young people in village communities are the demonstration effect of the tourist's lifestyles on the aspirations of young people and the corresponding rise in begging by young people. Pearce et. al. (1996) defines Tourism is a global activity encompassing various cultures and societies and hence its negative impacts are widespread. Singh (1996) highlights the role of tourism in providing young people with the incentive to learn about traditional culture to take in tourism activities. Matzke et. al. (1996) shows is that as tourism gains in importance the political power invested in the younger members within the community increases as they are often the ones dealing with tourists and controlling the direction of tourism. This is especially the case if tourism becomes a major economic influence within the community. The impact of tourism development on the curbing of migration of young people from the village is another outcome that several studies identify. This is directly related to the increase in job opportunities for young people that tourism development brings. Rowley (1997) who exert ownership, management, or service provision control on many natural and cultural resources for tourism such as large estates, cultural centres, museums, historic buildings. This is despite the fact that their principal goals and resources may not be concerned with, or designed principally for, its development. In terms of human resources, they may provide services that contribute directly to the quality of the industry in a region through, for example, the provision of locally based training. Thus, organizations such as colleges and informal business groups/associations can be described as resource controllers. Wahab et. al. (1997) addressed ways of integrating economy and culture with it the importance of local participation and control has been recognised, with integration defined according to the percentage of local people employed, the type, and degree of participation, decision-making power, and ownership of resources in the local tourism sector. Daniel (1998) views that the role of tourism in protecting and enhancing the natural environments surrounding of the village communities and is a major aim of eco-tourism. Christ (1998) views about conservation of the Komodo National Park as a tourist's attraction Buhalis (1998) according to the World Tourism Organization the key to internet success lies in the swift identification of customer needs and the establishment of direct contact with consumers, offering them comprehensive, personalized and up-to-date information. The rapid development of internet provides unprecedented and affordable opportunities for global representation and marketing of tourism. Hatton (1999) specifically identify young people as the recipients of job opportunities created by tourism. Alexander (1999) speaks about the importance in protection of a Howler Monkey population to protect ecosystem and to promote eco-tourism. Page et. al. (1999) define the purpose of this research, they are defined as actors who operate mainly in the non-profit sector and play an important buffering role in environmental, social, cultural, economic and political issues at destinations. Mulligan (1999) demonstrates that communities that have no defining ties such as kinship or social networks or political structures that bind the community together struggle to cope with the pressures that tourism development brings especially if the economic benefits are limited. Tourism development has brought division within the community over the distribution of economic benefits. Belsky (1999) in particular is very critical of the tourism development in the community she studied because no attention was paid to analyzing the community or how community history, institutions and social processes might affect outcomes on the ground. In this case, a management model was devised and introduced by an external agent without taking into account the role of local institutions. Gossling (1999) stressed eco-tourists stays in facilities that are likely to be owned and managed by local people rather than multinational corporations, and often eat local food and consume local services. Fleisher et. al. (2000) specifically state, *"the promotion of small scale tourism is intuitively perceived as a suitable form of economic development for rural areas"* Van der Ploeg et. al. (2000) views about growing consensus as to what

actually constitutes rural development activities, which has expanded to include nature conservation, region-specific products and rural tourism. Thomas (2000) emphasized that the small businesses in the generic field are well-rehearsed and recognized; within tourism, it is a perspective that has received far less attention.

Mostowfi (2000) views today, Villages are one of the resources, attracting the attention of tourism planners more than ever. Those with some specific cultural, natural or social appeal have a very strong potential for attracting tourists from close or remote areas and this can have significant role in rural development. Tosun (2001) draws attention to an aspect often overlooked in tourism literature. He highlights that most models of sustainable tourism development have originated from developed countries and hence do not take into account the socio-economic, targeted interventions to address the issues raised in the Millennium Development Goals require that the linkages between tourism and poverty be identified. Sharpley (2001) views rural tourism will cause the development of social and economic aspects of a village in long terms. It can be said that one of the operational strategies for the development of rural areas is the implementation of village tourism program in potential areas. Mill et. al. (2002) characterized the destination component as consisting of attractions and events, facilities, infrastructure, transportation and hospitality resources. The internet can be applied for all elements of destination mix, but the author feels that most research has been focused on online marketing by travel agents and hotels. Ismail (2002) the websites must be 'technically sound, effective in their marketing principles and customer friendly. Banuri et. al. (2002) stress organizations such as colleges and informal business groups/associations can be described as resource controllers. These are a diverse group of actors with an indirect yet significant remit in tourism provision. Unlike institutions, they are not directly responsible for policymaking, although they may be consulted and hence exert influence on strategic decisions. Based on their activities, four key characteristics common to all resource controllers can be summarized. One, they are "civic entrepreneurs". Brown (2002) states that tourism can serve as an important source of tax revenues for local jurisdictions. Rural tourism provides new motivations to go on cultural, social and economic activities by presenting new economic opportunities. Madrid (WTO-2002) highlight that a high level of community involvement is difficult to put into practice in developing countries owing to prevailing socio-economic, political and legislative constraints. Yadav (2002) tourism is one of the largest sources of foreign exchange in countries such as Costa Rica, Belize and Guatemala In contrast to conventional tourists. Askjellerud (2003) suggested that peace disturbed due to political hostilities between nations could be restored through tourism. Martin (2003) who see the need for more connected regional approaches to addressing economic, environmental, and social objectives. Rabu (2003) views tourism may be considered a tool that can bring about this reconciliation by helping people to travel and experience local cultures at destinations, and by fostering cultural exchanges and understanding between host and guest communities. Honey (2003) defines eco-tourism as aimed to protect and benefit conservation; benefit, respect and help empower local communities; and educate as well as entertain tourists. Yadghar (2004) rural development is a strategy for improving economic and social life of poor villagers and a multilateral endeavor to reduce the poverty. That will especially be possible through increase in production and promote productivity in rural environment. Hjalager (2004) views that the growth of tourism as a major large-scale activity has involved unsustainable practices over many decades. ECPAT (2005) Thailand and Cambodia in South East Asia may be cited as examples of sex tourism destinations involving exploitation of women and children and the spread of sexually transmitted diseases like HIV/AIDS and a decline in moral/ethical values. Brown et. al. (2005) affirm that tourism has the possibility of transforming a stagnant rural community into a flourishing one by attracting retirees, entrepreneurs, and young workers; diversifying the economy, and boosting the quality of life with a wider range of goods and services. Kanaani (2005) rural tourism in one of the forms of sustainable development that through promoting productivity in rural zones, brings about employment, income distribution, preservation of village environment and local culture, raising host community's participation and presenting appreciate methods to conform beliefs and traditional values with new circumstances. This will bring many benefits to rural zones. Explore Rural India (2005) endogenous Tourism Project (ETP) spreads across 36 villages in India and focuses on the rural tourism experience, with thematic priorities that include human development, gender equality, strengthening decentralization, urban and rural livelihoods, energy and environment and vulnerability reduction. Press Release, New Delhi(2006) refers Indian healthcare sector develops, a new term has been coined called 'Medical Tourism', which is the process of people from all corners of the world visiting India to seek medical and relaxation treatments. The most common treatments sought are heart surgery, knee transplant, cosmetic surgery and dental care. Salazar (2006) views cultural issues prove particularly important in the context of peace through tourism, as it is often the denial of cultural identity that fuels conflict. Luhomi (2006) states Darjeeling and Shimla, two popular hill stations in North Eastern and North Western India since British colonial rule, have been victims of resource use conflict and depletion

of natural resources due to expanding hotel and tourism industry. Ramadoss (2006) says that the Indian systems of medicine like Ayurveda, Yoga, Panchakarma, and Rejuvenation Therapy are among the most ancient systems of medical treatment, of the world, he says, Southern states of India, especially; Kerala has developed Health Tourism as one of the products for the promotion of tourism in Kerala. He said most hotels and resorts are coming up with the spas and Ayurveda Centers as an integral part in Kerala. Ambika Soni emphasized that there is a need to promote India as the new emerging Medical Value Travel destination abroad. She said the private and public hospitals need to synergize their efforts to promote India as the Healthcare destination worldwide. The Healthcare Industry will also have to standardize their processes and make its functioning more transparent and accountable. She further said that India's healthcare sector has emerged as the largest in the service sector. Lynch and Morrison (2007) defines networks as social structures that enable the operators of small firms to build the level of trust necessary for them to share in the development of the local tourism product. Brennan et. al. (2007) define Tourism, and its incumbent networks, is one such economic activity that has often been cited, in relation to rural economies, as a key strategy for regional development Saxena et. al.(2007) stress tourism, and its incumbent networks, is one such economic activity that has often been cited, in relation to rural economies, as a key strategy for regional development .Jack(2008) speaks that the facilitating a rich understanding of stakeholder roles and relationships in collaborative rural tourism networks. Leong (2008) elaborates alternative forms of tourism include Sustainable Tourism, which may be considered to be a force that strives to develop tourism with a human face and care for the environment and its ecology. Rozga et. al (2008) identify the positives of community involvement as community ownership, livelihood security, minimal leakages, efficient conflict resolution, increases in the local population social carrying capacity and improved conservation. Higgins et. al (2008) define the corporatized form of tourism is one of those facets of capitalist globalization which have rendered structural violence leading to dehumanization and exploitation of indigenous communities and ecological damage. Mazumder (2008) stress that Water is an acutely scarce resource in Darjeeling and as a result, the civic amenities are coming under increasing stress, creating a plethora of problems for the residents as well as for the summer visitors. Schwartzman (2009) define a system that rejects globalisation and rampant consumerism while advocating economic self-sufficiency and ecological and cultural integration of local communities through non-violent dismantling of the social and environmental inequities caused by the capitalism, is a possible alternative path towards sustainable development. Malamud (2009) wrote a compelling argument in defense of "literary tourism"—travel with a focus on historical locales connected to famous authors in "You've Read the Book, Now Take a Look! Literary Tourism and the Quest for Authenticity. National Portal of India (2010) highlights that the 72% of the population resides in the rural areas and stands to benefit greatly from a targeted and integrated rural development program where tourism play a pivotal role for economic and social development. Prakash et. al. (2012) views that in developing countries the language of policy makers focuses on diversification than regeneration of the rural economy. The inefficiency of agricultural livelihoods on the search for new source of growth and economic opportunity small holders farming is facing growing constraints. In this context, tourism is promoted as new activity, which is supplementary to agriculture. Ubale et. al (2012) emphasis that agritourist is one alternative for improving the incomes and potential economic viability of small farms and rural communications. Present concept of travel and tourism is limited to urban and rich classes, which constitutes only small portions of the population. However, the concept of agri-tourism takes travel and tourism to the larger population, widening the scope of tourism due to its cost effectiveness. Based on the review of related literature, this paper highlights the major role of rural tourism in India, which may bring the Socio-Economic development in the village utilizing natural resources, youth potential, rural traditions according to different geographical locations, ethnic cultures of different castes and creeds etc.

## **ISSUES**

We have crossed 64th year of Independence, experiencing with various tools and mechanisms for our development but the definition of development is still unknown to us. We still can feel certain hole in the process of our development programme resulting in we are unable to enjoy the fruit of that. Though development has various degrees and dimensions but above all it is a freedom of people (see Sen 1999) and it gives social empowerment through economic freedom accordingly people of all segments in urban and rural enjoy. However, urban people have better economy freedom because of availability of various sources but rural people are still lagging on that. Still our rural economy stands on agriculture and its productivity though it has much to offer beyond agriculture. The majority of our population are living in village(according to census 2011) but this major human resources are not utilized properly; the diversity of mass rural working forces need in urgent manner to improve their drudgeries conditions,

poverty and malnutrition etc. Amartya Sen (1999) argues that local economic development, especially in poor and developing countries must be implemented through the expansion of human capabilities rather than the parameters set by proponents of capitalist globalisation.

The recent trends of development is encroaching of rural lands for industrial purposes and a cultural transitions which affect the traditional social structures are seen in the rural areas in India .Here the globalization has a great role to play. The machinery power restrict the menial works and ultimately dislodge the villagers from their traditional earnings, is a serious thought to-day but also cultures from western to eastern easy adoption that culture is seen increased among our villagers, Therefore, We must ensure such mechanism which can show the new path to coordinate intercultural stigma which is able to hold our originalities and local earning modules for village sustainable development.

Today, Villages are one of the resources, attracting the attention of tourism planners more than ever. Those with some specific cultural, natural, or social appeal have a very strong potential for attracting tourists from close or remote areas and this can have significant role in rural development (Mostowfi, 2000).

Our country is witnessed of many rulers since medieval period and colonial reigns where the tourists used to visit our country for business purposes and their destinations were fixed but today the scenario is changed, tourists like to spend their leisure times not only for the business but also for recreation which is knowledge based, healthy, secure with special love and cares what the lag during their day today life cycle.

Our villagers are exemplary in hospitality; they love and accept the outsiders as a guest, which may attract tourists to fulfill their desires. They are God fearing, peace lovers, live together irrespective of caste or creeds, which can be a better option to the foreign tourists to compare with their societies. Thus, we have wide choices of tourist's destination starting from Kashmir to Kanyakumari as example environmental tourism in hill stations (Kodaikanal, Ooty, Nilgiris (T.N.), Coorg, Mechedatu, Nandihills (Karnataka), Manali (H.P.), Darjeeling (W.B.), Gangtak (Sikim), Shillong (Meghalaya) etc. Eco-Medical tourism in Kerala etc. We should not restrict only these recent invented sectors, we can expedite many new fields according to geographical areas in our country where our rural area can be taken into account as an example we can say our tribals marriage ceremonies and their enjoyment during that occasions taking home made liquors (Deshi arracks) etc., their dances with neighbours as seen among tribals in Purulia (W.B.) may be made attractive to the tourists etc. A community, with its surrounding environment, becomes a crucial part of a tourism experience (Blackstock, 2005). We should recognize the local community as major stakeholders of rural tourism. Sharing of culture, monetary exchanges coordinate a good macro-micro economic relation through community involvement in this sector remains exemplary. Rural tourism is growing at an annual rate of 4 percent, nature travel which is also part of rural tourism is growing at 10-30 percent (Kurukshetra Vol 60, No 7 May/12) Therefore, our aim must be to bring down the global rating of tourists' visit in our country from nine to one- a challenging task for future, needs to be realized.

## **OBJECTIVES**

- To examine the relationship between tourism and social behaviour pretext to rural India.
- To focus the various products in rural tourism.
- To study the socio-economic development through these products.
- To recommend suitable measures.

## **METHODOLOGY**

This study is based on the secondary data collected through the articles published in related Journals, Newspaper, Books, websites etc. and through focus group discussion supplemented by observation, experiences gained by authors in various tourist spots in rural areas. Based upon this, the inferences are drawn and logical conclusion is made. Certain useful suggestions are also presented based upon the findings and conclusions.

## ***FINDINGS AND CONCLUSION***

Rural tourism has a great value to connect various social cultures in rural India. It does not restrict into a particular phenomenon; broaden the specific knowledge area, idea that is not provided through electronic media. Here rural people have an opportunity to exchange their thoughts with tourists those also bring the new thoughts along with them. This acculturation systems were also noticed during Medieval periods but due to un education ,poverty etc. our villagers were not that much keen to adopt the knowledge about other parts of the World still they preserve and protect their own traditions and beliefs pollute the environment, create temporary earning systems and confuse our peace lover villagers. Tourism and economy are the sides of a coin. It brings liquidity not only through the visitors of intra countries but also from foreign nationals. In earlier times, people were more focused on particular destination, which was more in business relations, but today the scenario is changed, people want to relax their leisure times in an eco-friendly atmosphere, which has a long distance than their hometown or working places. They need service from the people with love and care, they like to enjoy with other foods, cultures etc., to taste an experience in different atmosphere. Therefore, the development in rural tourism should be taken as a serious concern in the forth-coming five-year plan, which will facilitate the effective systems to focus our tradition and cultural values within and outside the country that in turn develop our socio-economic condition of our rural people. We can build up tourism in variety of products like cultural product, health care product, food cultures product etc. according to the specialization in different villages so that tourists may get interests. As rural tourism example, a village in Punjab is a welcoming step. It is a relationship industry where we need to strengthen trusts and capacity between tourists and villagers. Therefore we must ensure for better securities and other requisite infrastructures like health care systems etc. to feel free them to visit our country.

## ***SUGGESTIONS***

Normally tourists do not take the adequate responsibilities to keep the tourist place clean and hygienic. Government may create centers of tourist attraction pollution free arrangements.

It always feels the lack of availability of knowledgeable guides in the spots. Tourists visit the places with historical evidences need to be explained in such a way that tourists get interest on the spots and sometimes may feel re-visit. Therefore, provision for knowledgeable guides is essential who can explain the importance of the spots with historicity, a positive approach for development.

Tourists normally visit the place for enjoyment and relaxation during their leisure time but it is noticed that the most of the tourist spots are having either poor boarding and lodging facilities or no facilities at all, therefore creation of better boarding and lodging facilities especially in rural areas are required to attracts number of tourists in the particular area may be a welcome step.

Health care safety is a paramount important in this sector. Tourists feel insecure due to improper health care facilities in the spots. Safe drinking water, food courts with variety of stiffs, cleanliness, hygienic condition all are basic requirement for attracting the tourists. NGOs / GOs have an important role to create health care centres with sufficient medicines and practitioner to handle any emergency with care and love. The majority of tourist's spots are lagging all these structures, need to be improved.

Tours should be planned and packaged after a well-planned market research. It reveals what tours are and what would be in demand. Historical trends are also a good gauge for future purpose. A good package should contain most acceptable products and contains those products, which actually need the segment of market.

It is the prime objective of the provider to identify and introduce new products/tours. It is also advisable to introduce lesser-known areas, create new demands and interests, and make them more attractive. Do not pack too much places and too much products in a single package.

The new tour products should be made at proper time and tours have an appropriate time, season and place to promote depending on the habits of customers their holiday patterns and the type of a tour. National behavior show that the people from England plan their next holidays around December. The pattern of arrival of tourists may vary



from place to place and from time to time. Hence, it is to be learned in advance and launch those products in time for getting maximum result. Select the best dates and season, during which to concentrate on a coordinated group of offering and provide a good selection for the customers.

The tour organization must make acquainted itself fully with components of each tour, the services and attractions offered, must personally, and critically experience what the tour has to offer. He must personally know the contractors, their competence and examine the equipment to be used by them and have a full awareness of the quality and reputation of the personnel who deal with the tour groups.

The tour operator should familiarize with market segments having potential for sale of the tours. A prudent tour operator must act with personal knowledge, prosperity, enthusiasm and purposefulness, to satisfy the needs of the tourists.

Professionally formulated marketing plan should follow thoroughly and dynamically.

For marketing and promoting tour packages, appropriate marketing tools should be preferred and implemented. Newsletters, brochures, slides, CDs, DVDs, films, show cards, websites etc., can be used in popularizing tour packages.

Association of Tourism Trade Organizations, India (ATTOI) is playing an important role in creating a common platform for all tourism service providers to build business relationship among members and explore avenues as community in harnessing resources outside the normal gambit of individual resources. The key objective of ATTOI is to build awareness within India and abroad about the potentials of tourism in India.

Tourism brings affluence to the host nation by creating employment opportunities, generating income, foreign exchange earnings and improvement in overall quality of life. This is getting hold of importance day-by-day. The Government has realized the massive potential of tourism which is now balanced to become the major industry and the economists, professionals and experts in this field believe that tourism will become the core industry of the country.

Since last decade the several terrorists attack took place in our country and the latest is in 26/11 Mumbai Taj attack in which we have lost our financial gain especially from foreign tourists those are visiting our country not only for tour purposes but also for business. The spreading of fear psychosis among these tourists is a major success for terrorists groups and sponsored terrorism countries, therefore, we must strengthen our security systems in such a manner that tourists may feel secure to visit our country not only for business but also for tour purposes as and when require.

The recent past, the government of India has introduced the selection of the best tourist village a welcoming step. It motivates the rural people to participate in tourist activities, which enhance the productivity of indigenous items.

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