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## KURUKSHETRA

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# TOURISM

## Introduction:

- The Tourism industry the world over is going through a great shift in ideas and beliefs today fuelled by a massive increase in purchasing power and development of faster and cheaper modes of travel, more and more people are travelling across the world.
- 1. With Growing demand for short weekend breaks, especially among the domestic markets, the increasing popularity of forms of tourism which comprise rural tourism represents a large and important sector for the overall tourism market.
- 2. The rural tourism which is a community-based tourism has become an underlying principle in the realm of new, alternative and responsible tourism.
- 3. Rural tourism is a traditional in character growing organically, and connected with local families. It will often be very largely controlled locally and developed for a long term good of the area.

## Tourism in India:

- 1. India's tourism attractions as we know are large and varied.
- 2. Our culture which is both syncretic and dates back to ancient times, is our most visible attraction.
- 1. The great monuments managing from that symbol of eternal low, Taj Mahal to great temples of south India, the Majestic fort of Rajasthan, golden beaches all make India an 'Incredible' destination.
- 2. India has many products to offer to the tourist who travel keeping a special interest in mind to be it medical and wellness Tourism, Adventure and sports tourism etc.,
- 3. There is much of untapped tourism potential which are slowly explored in recent times. These untapped tourism resources have been identified as niche areas and cities as new avenues in tourism.
- 4. Though tourism industry is growing fast in India with respect to the increase in number of both domestic and international tourist, visits development of new tourism product is far from satisfactory.
- 5. As a result, many of the Indian Tourism destinations are over-crowded beyond their carrying capacity and are becoming products of mass tourism.
- 6. So, it is high time that new tourism products are developed.

## Cultural Tourism:

1. India is well known for its unique cultural heritage in which lies its competitive strength.
2. India has a vast array of arts and craft spread through the length and breadth of the state.
3. While tangible heritage has been in the mainstream of tourism development in India, the intangible or living tourism has tremendous scope for increasing India's Tourism offering not only to the world but also its own citizens It include folk, cuisine. Etc.,

## Rural Tourism:

1. Mahatma a Gandhi Once that "India lives its village". The village life in India is where you meet the real India. The villages are also repositories of the country, culture and tradition.
2. The Slow pace of life in the village, far away from the hustle and bustle of the big city, is an experience that can rejuvenate onself.
3. The villages and the rural economies have practitioners of unique arts & crafts in their original form that are hard to come by in the cities.
4. Rural tourism focuses on the visitor actively participating in a rural lifestyle the tourist travels to a rural location and experiences the life while taking part in the daily activities of the village.
5. Rural Tourism is defined as, any form of tourism that showcases the rural life, art, culture and heritage at rural location, there by benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience.
6. This concept of rural tourism is definitely useful and holds significance for a country like India were almost 69% of the population resides in about 7 million villages.
7. Increasing level of awareness growing interest in the and culture, improved accessibility and environmental consciousness are some of the factors responsible for shifting the trend towards rural tourism.
8. Rural Tourism may include agritourism, eco-tourism, adventure tourism & cultural tourism.
9. One of the objectives of the rural tourism is connect the people with their roots as there are familes who have lived in urban spaces for generations.
10. Less Pollution, less density of people, natural produce less technological interventions and cheap facilities are some of the pull factors for rural tourism.

## Significance of Rural Tourism:

1. The local community benefits as this is a way of supplanting their incomes which are otherwise depend on agriculture or low – skill jobs.
2. Rural People also imbibe the other cultures of the visitors and thus expand their knowledge and horizons.
3. In many cases of rural tourism there include volunteering and giving back the community they visit in the form of teaching at local schools, helping out in the forming activities etc.,
4. Rural tourism has been recognised as a very effective way of providing experimental travel and diversifying the tourism product as well as helping rural communities by increasing their income levels and in preserving dying art forms.
5. Tourism could enable community to improve the quality of their life conserve and develop their unique culture.
6. It also contributes the enable fair distribution of wealth from an economic perspective.
7. It enhances tolerance, cultural exchange and promote mutual respect amongst different culture & international friendship.
8. Rural Tourism is contributing not only in terms of jobs and economy but also funding indirectly towards conservation, encouragement to the adoption of new working practices.
9. Tourism also build a sense of pride amongst the rural community in their heritage & tradition.
10. It also aid in preventing the youngsters of these communities to shift to urban centres.
11. The Role of women also gain momentum as they participate and gain economically.
12. After Participating into rural tourism, the travellers are supposed to gain more information and knowledge which one cannot get through any books.
13. Rural tourism also contributes in shaping the youth who are in back of knowledge about rural area, which makes new bonding towards rural people and culture.
14. The Pressure on conventional tourism destination may be bought down by popularizing rural tourism as an alternate tourism product.
15. The alternate tourism like rural tourism brings down the price of consumer spends on tour so it will be a great relief for consumers.

## Government Initiatives

1. The National tourism policy of India recognizes that special thrust should be imported to rural tourism and tourism in small settlements, where sizeable assets of our cultural and natural wealth exist.
2. Recognizing the potential of rural tourism in the country, Rural circuit has been identified as one of the 13 thematic circuits to provide a unique experience to travellers visiting the country.
3. The Development of Bhitiharwa, Chanraha & Turkaulia in Bihar. And Malabar Malabar cruise tourism project in Kerala has been undertaken under Rural Circuit theme.
4. In Compliance with the UNMDG to eradicate extreme poverty and hunger by 2015 Rural Tourism scheme was launched in 2002 in partnership of UNDP.
5. Community ownership and management is central to the alternative model of endogenous tourism developed across India.
6. The community members were provided training in software activities such as management of the project tour operations, waste management, accounting etc., through capacity building programmes by reputed NGOs.
7. Projects like Shaan-e-Sarlad project in the village Gujarat is a tourist camp, built owned and managed by the Hodka community.
8. Kerala has been at the forefront of developing the rural tourism model and evolving it under the greater ambit of responsible tourism.
9. The award winning Kerala responsible tourism projects in Kumarakom, Wayanad and other locations combine a unique model of involving the local community and getting the visitor experience local life style.
10. Rural tourism was first introduced in India during tenth five-year plan. In the eleventh five-year plan it was decided to develop clusters, proposing 70 such clusters with the total investment of INR 770 Crores when a village gets selected to be a part of rural tourism destinations then the state machinery helps in developing these amenities.

## Challenges:

1. Chief Challenges for the development of rural tourism is marketing. The communities by their very nature have very little avenues for marketing of the products both nationally and internationally.
2. One of the most important fallout of rural tourism is absence of scope for corporates to invest in large scale because rural tourism is decentralised and community based.



3. Very often rural tourism is not taken much place in rural planning & development process by local bodies.
4. The Planning and evaluation of the tourism development is often concentrated only upon rapid economic and environmental impacts, socio – cultural significance is often left out.
5. There is possibility of acculturation which may result in local costumes gradually get replaced by costumes as worn by tourists. These changes over a period of time severely dent the original rural structure.
6. There may be a “Cultural Commodification” which results in the losing its importance which is valued only from materialistic economic point.

### Way Forward:

1. Governments & Private sector must build capacity of local community for marketing their product in both national and international levels.
2. Awareness must be created about the various products and destination of rural tourism amongst the trade and consumers by organising exhibition and roadshows.
3. There should be a clear policy, on rural tourism with keeping in mind the environment management, local community.
4. The Marketing & Realistic planning in tourism is need of an hour.
5. Rural Tourism must be in balance with other rural needs and a long-term protection of rural resources.
6. Rural Communities should be accepted as agents & it is necessary to grade and organise them. In recent researches it is widely found that hosts can benefit only when they are accepted as agents of their own development.
7. The success of rural tourism lies in creating a balance between the positive and negative impacts of tourism and in maintaining a healthy rural environment.
8. Landscape, accommodation, food and drinks must meet the requirements of the tourists in spite of fact that tourists actually move to exotic rural destination for experiencing change.
9. But more standardisation damages the local produce as the host community is forced to adapt to the tastes of the tourists.
10. Due to increase in rural tourism, in long run the rural societies can be felt in rise in prices of basic commodities.
11. Crime rates may typically increase with growth of tourism activities in the rural area affecting the local population.
12. Though there is a shift of employment from agriculture to tourism but it has been observed that importance given to main occupation i.e agriculture decreases.

13. Rural Tourism should be based not only on the core features of rural tourism local biodiversity, eco system etc., but also on understanding the lifestyle of the users of products and services of rural area.

## Conclusion:

1. India's rich cultural historical religious and natural heritage provides a huge potential for development of tourism and job creation in the country.
2. It is imperative to mature the villages and preserve that simple way of life for own future generations. Rural Tourism therefore goes a long way in keeping that tradition alive.
3. Since the positive and negative outcomes of tourism spend on human factors, including the attitude and behaviour of tourists and hosts during the interactions so tourists, tourism and hosts are jointly responsible not solely.
4. It is also important that all the stakeholders who are involved in rural tourism should be equally benefited from the process.
5. By understanding is far reaching significance the government and other stakeholders must focus on developing the industry in a sustainable manner.
6. Because rural tourism not only promotes tourism activities in general and generates employment but also makes the villages self-reliant in many ways.
7. Even though there are certain negative factors too, but that have come with positive ones. The cost benefit analysis shows that the standard of living of the people have improved.