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A Study Of Rural Tourism In India Challenges And Opportunities

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Abstract : The paper analyze the role of rural tourism for the development of rural areas, The study analyzed how the different types of tourist product diversifications influence the development possibilities of studied rural areas in India. The government should sponsor private Sector to promote tourism in rural areas. For upgrading the rural tourism government requires to understand the rural location, demography, socio-culture, financial and political background of that area. How we can involve the rural citizens to improve their socio-economic condition. The objective of this paper is to present an update on rural tourism expansion & development in India. Rural tourism is rising in terms of number of visitors and the government of India should focus on it as an engine of growth

Keywords: Rural tourism, socio-economic system, system stability, system resilience, system robustness, system integrity.

Introduction:

Tourism growth potential can be harnessed as a strategy for Rural Development. development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. As per Ministry of Tourism statistics (2016), India have received 8.80 million foreign tourist with annual growth rate of 9.7% and earned 1, 54,146 crore rupees from travel and tourism segment. Its share in International Tourist Arrivals is 1.18% and rank in International Tourist Arrivals is 25th. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of Urban lifestyles have led to a —counter urbanization Syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing level of Awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism. Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under schemes of Deptt. of Rural Development, State Govts. and other concerned Departments of the Govt. of India.



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Firstly, In the Period-I, area under gross cropped area and area sown more than once were exhibited positive changes but in Period-II all parameters are on deteriorating except than area under current fallow land. *Secondly*, The land not available for cultivation and fallow land other than current fallows are on decline rate in Period-II, which is good indication but current fallow CAGR was 1.30 per cent in the same period which was -1.92 per cent in Period-I and this is not encouraging indication. This is may be because of uncertainty in the rainfall receive by the State in last two decades. *Thirdly*, there is a clear transformation in cropping pattern from traditional crops like total cereals to commercial crops like total oilseeds over the last twenty years.

Finally, we would like to give suggestion like a) there is need to intervention by the government to restore area under forest, which will improve rainfall condition in the State and improvement in the facility of supply of irrigation, b) there should be more encouragement to cultivate traditional crops which important for health of our people because it is the source of protein for vegetarian and more investment should allocate to research or innovate new variety of traditional crops which will gives more productivity.

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and its share in total oilseeds declined from 30 per cent in 1988-89 to 11 per cent in 2007-08 (Table 2).

From Table 3, we can observed that, area under wheat, total pluses, sugarcane, soyabean and total oil seeds are increased which are commercial crops. Thus, there is a clear transformation in cropping pattern from traditional crops like total cereals to commercial crops like total oilseeds over the last twenty years, which could be recognized to various reasons like:

a) Replacement of low-value cereal crops like Jawar and Bajara with high-value crops like Sugarcane and Soyabean,

Table 3: Compound Annual Growth Rate of Area under crops in Maharashtra

Sr. No.	Year	Period-I (1988-89 to 1997-98)	Period-II (1998-99 to 2007-08)
1	Rice	-0.57	0.68
2	Wheat	-1.74	2.35
3	Total Jawar	-1.29	-1.55
4	Bajari	-1.80	-3.45
5	Total Cereals	-1.21	-0.57
6	Total Pluses	-0.14	1.63
7	Total Food grains	-0.96	0.06
8	Total Sugarcane	0.99	8.85
9	Cotton	1.99	-0.01
10	Soyabean	29.26	10.84
11	Groundnut	-8.37	0.30
12	Total oil seeds	-0.71	4.00
13	Gross cropped area	0.13	0.25

Source: Table 2.

b) Introduction of Soyabean crop in Pluses based cropping system for minimizing uncertain rainfall risks,

c) Resorting to alternative cropping systems involving more drought tolerant crops to diminish crop losses on account of recurring condition of drought.

6. Conclusion:

There is close relationship between nature and agriculture. All agriculture activities are depend upon nature only. Present study is focused on impact of climate change on agriculture development in Maharashtra. From above study we found following important conclusion:



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The cropping pattern (Table 2) in Maharashtra reveals that agriculture in Maharashtra continues to be dominated by food grains. However, the important point to note is that food grains which constituted 66.85 percent of GCA in 1988-89 showed a gradual decline and constituted 58.19 per cent of the gross cropped area in 2007-08. Among food grains, the decline was with respect to cereals and the area under jowar, the main cereal in Maharashtra which constituted 29 per cent of GCA in 1988-89 declined to 18 per cent in 2007-08. The notable feature of Maharashtra's agriculture is that the cropping pattern is shifting towards commercial crops. The share of oilseeds in GCA increased from 12.92 per cent in 1988-89 to 17 per cent in 2007-08. The Technology Mission on oilseeds launched in 1986 coupled with price support encouraged the shift in area towards oilseeds.

Table 2: Area under crops in Maharashtra (Percentage)

Year	Rice	Wheat	Total Jawar	Bajari	Total Cereals	Total Pluses	Total Food grains	Total Sugar-cane	Cotton	Soya-bean	Grd-nut	Total oil seeds
1988-89	7.24	4.07	28.77	9.16	51.46	15.39	66.85	1.81	12.23	0.40	4.27	12.92
1989-90	7.12	3.92	29.57	8.86	51.53	15.32	66.85	2.02	12.12	0.58	3.95	12.36
1990-91	7.31	3.96	28.82	8.88	50.94	14.90	65.84	2.45	12.45	0.92	3.95	13.04
1991-92	7.82	3.20	27.16	9.43	49.62	15.30	64.92	2.92	13.70	1.29	3.67	11.29
1992-93	7.41	3.23	27.94	9.11	50.01	15.98	65.99	2.54	12.15	1.69	3.11	12.15
1993-94	7.37	3.54	28.72	8.35	50.17	16.11	66.27	2.04	11.59	2.31	3.09	13.28
1994-95	7.28	3.75	25.62	8.33	47.19	16.86	64.05	2.98	12.98	2.66	2.88	12.79
1995-96	7.22	3.58	26.31	8.06	47.06	15.63	62.69	3.06	14.31	2.87	2.74	12.51
1996-97	6.98	3.75	25.75	9.09	47.67	15.40	63.07	2.88	14.33	2.97	2.65	12.02
1997-98	6.79	3.44	25.30	7.69	45.57	15.03	60.60	1.95	14.44	3.94	1.92	11.98
1998-99	6.69	4.58	21.55	7.94	43.35	15.83	59.18	2.30	14.44	4.76	1.84	12.18
1999-00	6.83	4.58	21.15	7.67	42.76	15.93	58.69	2.65	14.26	4.67	2.39	11.84
2000-01	6.79	3.39	22.89	8.09	44.14	15.98	60.13	2.67	13.83	5.13	2.20	11.50
2001-02	6.76	3.46	22.93	6.25	42.00	15.12	57.12	2.58	13.86	4.93	1.92	10.53
2002-03	6.80	2.97	21.46	6.91	41.23	15.84	57.08	2.56	12.51	5.61	1.87	11.11
2003-04	4.97	2.47	14.44	4.31	27.83	11.17	39.01	1.44	8.98	5.17	1.23	8.98
2004-05	6.46	3.23	20.35	6.54	39.41	14.49	53.47	1.40	12.15	9.00	1.78	14.23
2005-06	6.72	4.14	20.47	6.36	41.24	15.22	56.46	2.2	12.75	10.41	1.96	16.23
2006-07	6.78	5.45	20.47	6.44	42.62	16.97	59.60	3.76	13.77	11.18	1.99	17.12
2007-08	6.96	5.53	18.31	5.66	40.28	17.90	58.19	4.82	14.10	11.75	1.85	16.95

Source: Economic Survey, Government of Maharashtra (various issues).

Further, it was the non-traditional oilseeds such as soyabean which began to gain importance and the share of soyabean in total oilseeds which was only 3 per cent in 1988-89 increased to 65 per cent in 2007-08. In contrast, conventional oilseeds witnessed a fall in area





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(fun, culture and solitude) under one all-inclusive identity (image and positioning statement) to create an indelible impression in the mind of the consumer.

Conclusion :

Rural areas in India have been traditionally faced with significant structural constraints but at the same time, certain features that have caused their isolation have contributed to their status as areas of natural beauty, unspoilt environment and rich cultural heritage. In these areas, rural tourism and related activities could be considered as the main axis of a rural development strategy that can protect the fragile socio-economic fabric in the short run, and create sustainable development in the long run. More specifically, its capacity to create strong interrelationships and synergies with food manufacture and agriculture promotes rural vitality and strengthens the production capacity at local level. Therefore, it is necessary for the policy makers to take considerably into consideration rural tourism dynamics when designing rural development policy interventions.

Recommendations and Suggestions :

1. Improvement of the surroundings of the village. This would include activities like landscaping, development of parks, fencing, compound wall etc.
2. Improvements to roads within the Panchayat limits. This shall not include any major road which connects the village.
3. Providing for improvement in solid waste management and sewerage management.
4. Construction of Wayside Amenities.
5. Procurement of equipment's directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the tourism zone.

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DRIVING FORCES IN RURAL TOURISM

These forces have been identified by many authors and can be summarized:

1. Tourism generating regions for rural tourism are highly developed and urbanized – the stresses of urban living and the remoteness from the natural environment has created a desire for escape from the monoculture of city living. Rural locations offer an idealized release from stress and the opportunity to re-engage with a simpler, quieter way of life that offers rest and relaxation.
2. Demand fuelled by media, over-familiarity and congestion with traditional tourist resorts and increased interest in alternative attractions – with its voracious appetite for content and the resultant over-exposure of many traditional tourist destinations, the media have sought out new and interesting tourism experiences for their lifestyle productions.
3. Increasing environmental awareness and interest in the relationship between humans and the environment. Green issues have raised the attractiveness of rural experiences as ecologically sustainable tourism.
4. Transport, communications, and the removal of political and economic barriers to travel have facilitated accessibility of rural areas.

RURAL TOURISM BENEFITS:

Rural tourism, while still only a minority tourism market, is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement to the adoption of new working practices, and the injection of a new vitality into sometimes weakened economies. Potentially rural tourism promises some of the following benefits to rural development.

Job retention

Rural tourism cash flows can assist job retention in services such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and, in some cases, for foresters and fisherman. Job retention is not as politically glamorous as job creation, but, by helping the viability of small communities, it is critical to the survival of marginal areas. Studies of rural Austria, Sweden and Ireland have documented the role of tourism in job retention.

Job creation

Job creation typically occurs in the hotel and catering trades, but can also take place in transport, retailing, and in information/heritage interpretation.

New Business Opportunities

Tourism generates new opportunities for industry. Even those rural businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality. Rural tourism facilitates expansion of complementary businesses such as service stations and new businesses are created to cater to tourist needs for hospitality services, recreational activities and arts/crafts.





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Objective of the Study:

This study will have the following objectives:

- To collect information on rural tourism and to identify different types of rural tourism..
- To provide an overview on driving forces and benefits of rural tourism.
- To identify issues for future research and development for rural tourism.

RURAL TOURISM:

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. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments.

TYPES OF RURAL TOURISM:

Tourism is synthesized from mass and alternative tourism.

Mass tourism is characterized by large numbers of people seeking culture holidays in popular resort destinations.

Alternative tourism is sometimes referred to as —special interest tourism or responsible tourism and it is usually taken to mean alternative forms of tourism which give emphasis on the contact and understanding of inhabitants' way of living and the local natural environment. The diversity of attractions included within rural tourism includes heritage tourism (sometimes referred to as cultural heritage tourism), nature-based tourism/ecotourism, agritourism, as well as partnership-based approaches, such as scenic byways and heritage areas. Heritage tourism refers to leisure travel that has as its primary purpose the experiencing of places and activities that represent the past.

A second major type of rural tourism activity is nature-based tourism/ecotourism (sometimes called recreation-based tourism), which refers to the process of visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Nature-based tourism may be either passive, in which observers tend to be strictly observers of nature, or active (increasingly popular in recent years), where participants take part in outdoor recreation or adventure travel activities.

A third major form of tourism is agritourism, which refers to, —the act of visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. It includes taking part in a broad range of farm-based activities, including farmers markets, —petting farms, roadside stands, and —pick-your-own operations; engaging in overnight farm or ranch stays and other farm visits; and visiting agriculture-related festivals, museums, and other such attractions¹⁵.

