

RURAL TOURISM: OPPORTUNITIES & DEVELOPMENT FOR EMPLOYMENT IN LOCAL AREA

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Abstract: *Tourism is an important source of income for many countries. Nowadays, it is considered an industry. Tourism is important for the growth and development of a developing country like India. Stability of nation is necessary for development of tourism industry. Political disturbances hamper tourism. India can reap benefits from this industry, Tourism events have been found to increase business, income and employment in the region and are seen to assist with social and economic development. Rural tourism has many potential benefits for including employment growth, an expanded economic base, repopulation, social improvement, and revitalization of local crafts. The extent to which these benefits are realized remains the subject of much debate. Certainly, there is evidence to support the claim that, as a vehicle of economic growth and diversification, tourism can make an important contribution to rural incomes both at the level of the tourism operators and more widely in the local economy.*

Key Words: *Types of Tourism, Rural Tourism, Advantage.*

1. INTRODUCTION OF TOURISM:

Tourism is basically travelling to another destination for the purposes of recreation, leisure, or business. A person who travels to a destination and stays outside of where they usually live for more than 24 hours but less than one year is recognized as a tourist by the World Tourism Organization. Following terms define various areas of tourism. The Supreme Commission for Tourism adheres to World Tourism Organization concepts, definitions and classifications for tourism statistics as set out at the Ottawa International Conference on Travel and Tourism Statistics) and approved by the United Nations Statistical Commission. Consequently all data included in this publication confirms to UNWTO standards. As further clarification for the reader, the definitions most relevant to this report are provided below.

2. DEFINITION OF TOURISM IN VARIOUS AREAS:

Internal Tourism

International tourism comprises domestic tourism and inbound tourism.

International Tourism

International tourism comprises inbound tourism and outbound tourism.

International Tourism Expenditure

International tourism expenditures are defined as, expenditures of outbound visitors in other countries including their payments to foreign carriers for international transport. They should also include any other prepayments or payments afterwards made for goods and services received in the country of destination.

International Tourism Receipts

An international tourism receipt is defined as, expenditures of international inbound visitors including their payments to national carriers for international transport. They also include any other pre-payments or payments afterwards made for goods and services received in the destination country.

National Tourism

National tourism is the sum of domestic tourism and outbound tourism.

Outbound Tourism

Outbound tourism comprises the activities of residents of one country traveling outside of the country and outside.

Purpose of visit

Purpose of visit refers to a motivation of the trip, the reason in the absence of which the trip would not have taken place or the given destination would not have been visited.

Same-day visitor

Same-day visitor refers to a visitor who does not spend the night in a collective or private accommodation in the place visited. An international same-day visitor is an international visitor who does not spend the night in a collective or private accommodation in the country visited. A domestic same-day visitor is a domestic visitor who does not spend the night in a collective or private accommodation in the place visited.

3. PRINCIPLES OF RURAL TOURISM:

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. Consequently, rural tourism in its purest form should be:

- * Located in rural areas.
- * Functionally rural built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices.
- * Rural in scale both in terms of buildings and settlements and therefore, usually Small scale.
- * Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long term good of the area.

There have been many definitions of rural development. The following is one of the most useful The key points in this definition are:

*Rural Development is a deliberate process of sustained and sustainable economic, social, political, cultural and environmental change, designed to improve the quality of life of the local population of a rural region.

*the emphasis on a deliberate and sustained process: rural development is not a short-life affair: it needs to be pursued over a long period of years and in a deliberate way.

*the inclusion of sustainability : see further comment below.

*the five other adjectives-economic, social, cultural, political and environmental-which show the width of the subject and the need to keep and take an integrated view (see further comment below): the word 'political' is included not in the sense of party politics, but because any effective rural development involves a growth of public awareness and confidence at local level and hence a subtle change in power relationships.

*The word change: rural development is not about protecting the status quo- it is about deliberate change in order to make things better.

*The focus on improving the life of the local population. Too much so-called 'rural' (or 'regional') development in the past has been motivated by national needs (e.g. for electricity, water, defence, or for contribution to the national balance of payments from tourism), rather than the needs of the rural people themselves. National needs may indeed be met in rural development, and any successful meeting of local needs will contribute indirectly to national well-being. But the modern concept of rural development has a prime emphasis on the needs of the local population.

Integrated rural development. In both the developed and the developing world, there has been a growing emphasis on the need for an integrated approach to rural development. It indicates four things:

- *the focus should be on society and economy and environment;
- *the development should be both 'top-down' and "bottom-up": it should embrace the policies, money and support of government (at all levels) and the energy, resources, and commitment of the people;
- *it should involve all sectors-public, private and voluntary;
- *it should be based on partnership and collaboration.

4. FOUR 'PILLARS' OF RURAL DEVELOPMENT:

The concept of four legs or pillars of rural development, which - like the legs of a horse, or the pillars of a building - need to be kept in balance with each other. The legs or pillars are:

- 1.The people, with their skills;
- 2.The economy;
- 3.The environment; and
- 4.Ideas, institutions and power structures.

5. 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's 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. Following types of tourism impact in rural areas development- adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism.

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 attractions.

6. BENEFITS OF RURAL TOURISM :

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:

1.Service retention-

Visitor information services can be provided by existing outlets, such as shops, thus increasing income flows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide. Finally, tourism's importance to national economies can strengthen the political case for subsidies to help retain services.

2. 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.

3.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.

4. Opportunities for Youth -

The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people.. Career options are enhanced with the opportunities for training and direct involvement in running tourism businesses, especially those within small communities.

5. Community diversification-

Community diversification *is* an important activity in many upland and climatically marginal regions. Forest regions have suffered serious socio-economic problems in recent years, partly because of the mechanization of tree felling and processing, and partly because of falling prices following reduced timber demand. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed.

6. 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. Studies in Britain suggest that job creation varies by enterprise type Job creation effects are less marked in hotels and caravan/campsites, yielding.

7.Rural Tourism Enhances and Revitalizes Community Pride-

Tourism encourages conformity to an ideal image of community which can result in growth of personal ties and community solidarity. Thus the basis for community solidarity shifts from shared cultural background to shared image²³. Amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture.

8.Preservation of Rural Culture and Heritage-

In rural tourism the *'sense of place'* is a fundamental element in both the tourists' and host community's feelings of what makes the area attractive to visit and live in. This sense of place is maintained partly through rural museums which play a vital role in preserving heritage.

9.The historic built environment -

The historic built environment can benefit from rural tourism in two ways.Many historic properties now charge for admission in order to maintain their fabrics and surrounding gardens and parklands. Secondly, there are important buildings from the past which have become redundant. Churches have lost their congregations, castles have lost their wars, farm buildings have become too small for modern equipment, railway stations have lost their trains, and canal warehouses no longer have barge traffic.

10.Increase arts and crafts sale-

Arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognizing their importance, and by purchasing craft products. Income flows from these activities are well documented. Support between the arts and tourism can be a two-way process. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

11. Landscape conservation-

Landscape conservation has become an increasingly important form of heritage protection. Landscape is of crucial importance to rural tourism but, equally, visitor use is vital to the landscape conservation industry. Visitor use brings political benefits, can bring economic gains, and can provide jobs in maintaining and repairing traditional landscapes worn by recreational activities.

12. Environmental improvements-

Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.

7. CONCLUSION:

Tourism is an important source of income for many countries. Now a days, it is considered an industry. Tourism is important for the growth and development of a developing country like India. Stability of nation is necessary for development of tourism industry. Political disturbances hamper tourism. India can reap benefits from this industry, Tourism events have been found to increase business, income and employment in the region and are seen to assist

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