



RURAL TOURISM INDUSTRY AND SUSTAINABLE DEVELOPMENTS IN NORTH AND MIDDLE ANDAMAN DISTRICT

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Abstract

This research paper explores rural tourism and tourism development in the islands. The aim of this research is to learn about rural tourism, opportunity and sustainability in the Islands. The article is based on primary sources of data collected from tourists in North and Middle Andaman District. The Chi-square test result shows that there is a significant association between the educational qualification and income of the respondents. The finding of the study reveals that there is a significant relationship between income and expenditure of the respondents. The finding of the study reveals the lack of inadequate facilities faced by the respondents. Rural tourism is one of the best industries for developing in this region. Rural tourism and local administration focused to enhance rural Tourism in North and Middle It generated income generation and employment opportunities at local level.

Keyword: Rural Tourism, Sustainability Development, Andaman and Nicobar Islands

Introduction:

Tourism sector is the second highest revenue making industry in India; there is a huge market for rural tourism especially for foreign travellers. Rural Tourism has gained immense importance since the last two decades. Rural Tourism is playing a significant role not only in the global scenario but also it has the potential to become equally important in rural India. In this aspect the government has taken up many measures toward it. Rural Tourism is an alternative and best opportunity to attract foreign tourists to Andaman and Nicobar Islands. Rural tourism to be eco-friendly to the environment and protect social and cultural values of the local.

Rural tourism plays a great role in India because almost 68.84% of the population reside in 6,38,000 villages where most of the villagers are mainly dependent on agricultural activities and are eagerly looking for alternative job scope. Rural Tourism has also positive and negative impacts and those affect both rural as well as urban life. As against typical tourism enterprise, a rural tourism enterprise has typical characteristics; it's experience-oriented; the locations area are usually less inhabited, it's preponderantly in natural environments and it supports the preservation of culture, heritage, and traditions especially locally. Rural tourism will bring people of different lifestyles, cultures, and beliefs closer to one another and help in providing a wider outlook of life. In various tourist destinations, the main centres of attraction are located in rural areas; some of them are mountains, lakes, national parks, cultural sites and others. Moreover, its greenery, fabulous scenic beauty and wide range of biodiversity. Apart from these tourist spots, tourists also experience actual rural lifestyles and locals of the area's living style. Rural Tourism is increasingly being used as a development strategy to improve the social and economic well being of rural areas. Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems. Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments. Finally and most importantly, to maximize the benefits from Rural Tourism, all need to understand the present business opportunities, environment, rural demography, socio-cultural situation, community sentiments and also economic and political stability of an identified place. Encouraging and supporting such a kind of tourism will no doubt offer the deprived villagers the much-needed way out for a better livelihood than ever before. Rural tourism has emerged as an important means of addressing the complex socio-economic challenges of the rural communities following the decline of the traditional agricultural economy.

Indian Rural Tourism

In particular, for international visitors, there is a wide potential market for rural tourism that has not grown yet, because there is no systematic approach by the government. It will not only put together people from diverse backgrounds, values, languages and lifestyles, but will also deliver an evolving vision of life. It would create employment for people as well as social, economic and educational values. This is a sort of nature tourism which unravels the essence of rural life, culture, art and heritage in the natural environment and creates an incredible impact on the development of the area.

Rural Tourism Issues and Prospects

The growth of rural tourism could lead to a lot of new economic activities, increased demands, market competition and more crime at times. With the arrival of rural tourism, areas will not be the same as local communities' problems and benefits, when creating a rural tourism strategy. Rural tourism growth could at times lead to a great deal of new economic development, higher demands, volatile competition and more crime. When rural tourism comes, the areas will not be the same as the challenges and benefits of local communities until a rural tourism strategy is established. The biggest challenge in

the rural areas is that the majority are interested in agriculture, while some of them are craftsmen, but not one of their traditional enterprises is the remunerative ones. The bulk of these are not done due to some taboos and literacy. In rural areas, large families have low incomes and deprivation. As the revenue in the village is very low, where they have any hope of earning. Rural migration in India is now a big problem. Apart from it some major issues such as trained tourist guides, inadequate financial support, lack of awareness and education, lack of business planning skills and communication skills at local level.

Sustainable Tourism Development

Sustainable tourism is a kind of approach to tourism meant to make the development of tourism ecologically supportable in the long term. The very importance of sustainable tourism lies in its motives to conserve the resources and increase the value of local culture and tradition. Sustainable tourism is responsible tourism intended to generate employment and income along with alleviating any deeper impact on the environment and local culture. Sustainable Tourism tries its utmost to maintain the importance of local culture and tradition. Sustainable Tourism aimed to conserve and preserve the resources of the destinations where one is visiting the tourist sites.

Review of Literature:

1. **Gao-Liang Wang, Harold Lalrinawma (2016)** this study explored the meaning of terms such as Rural, Reality and Rural Tourism. This paper is focused on the genesis and growth of Rural Tourism, Rural Tourism in India, impacts of Rural Tourism and the need for sustainable Rural Tourism. The promotion of sustainable tourism, through the development of policy tools, capacity building and awareness-raising programs, local involvement, guidelines for good practice and actual implementation remain essential goals.
2. **G. Mehul Krishna Kumar and Amit K. Srivastav** their research paper focused on impact of tourism on Andaman Islands: an explorative study to understand the problems faced by residents and tourists. This paper highlighted of depicting the problems faced by both the stakeholders and appropriate remedies have been initiated that will help in overcoming the analyzed problems. This paper suggested and appropriate remedies to overcome in Islands
3. **Shiladitya Verma and Sanjay Jain(2018)** aim of this paper is to understand the rural tourism in India issues, challenges and opportunities. There are other factors like rising levels of awareness, growing interest in heritage and culture and advanced accessibility and environmental consciousness which motivate the tourist to undertake this activity. Rural tourism has started and implemented in many parts of the world. Rural India is one of the potential sectors of development and revenue generating schemes.

4. **Kuldeep Singh, Arnab Gantait , Goldi Puri , G. Anjaneya Swamy (2018)** Their study on rural tourism and its scope in India. In this aspects rural tourism: need, scope and challenges in Indian context. It is also realized that the future of such niche tourism is very promising as rural India boasts of rich culture and heritages. Moreover, its greeneries, fabulous scenic beauty and wide range of biodiversity can easily grab the attention of city dwellers. It also promotes social integration and international understanding.

Objective of the Study:

1. To provides an overview of rural tourism in India.
2. To examine the relationship between income and expenditure.
3. To identify issues faced by tourists in North and Middle Andaman

Methodology

The study is based on both the primary and secondary sources data were collected. The primary source of data collected from respondents through questionnaires from various tourist places. There are 120 samples collected from tourists respondents, while the secondary data sources were collected from books, journals and previous research available documents and government websites, etc.

Study Area:

Andaman and Nicobar Islands, a Union Territory of India lies in the Bay of Bengal. It consists of about 527 islands both small and large. The coastline of the Islands stretches for about 100 km. The area of the Islands is about 8,249 Sq Km, of which 6,408 sq. km of area is occupied by the Andaman group and 1,841 sq km by the Nicobar groups of Islands. Total land area 92 percent of the land is covered with rainforests. The Nicobar Islands are still inhabited by primitive tribes and backward communities and the rest of the land is barren. The important islands from an economic point of view are Nicobar district, North & Middle Andaman District and South Andaman District.

Rural Tourism in North and Middle Andaman District

Rural tourism is an integral part of modern tourism; the government focused more attention to develop tourism in these islands. It is a type of nature-based tourism and the essence of rural life, culture, art and heritage in natural surroundings, thereby creating an incredible effect on the development of the local economy and socio-cultural scenario of the area. The study area is covered under rural tourism such as Mayabunder, Webi, Karmatang, Baludara, Rampur, Diglipur, Kalipur, Ramnagar, Baratang, Kadmatata etc. Tourists both domestic and international are attracted to adore the beauties of the culture and traditions of rural places.

Data Analysis & Interpretation

The researchers examined the data composed from the primary research in order to get accurate information. This section of the study presents the information about the demographic characteristics of the respondents like gender, age, religion, and family size of the respondents from tourists. The summarization of the demographic of the respondents are given below-

Table # 1

Classification of respondents based on Demographical factors

	Particulars	Frequency	Percent
Gender	Male	79	65.8
	Female	41	34.2
	Total	120	100.0
Age Group	Below 20 years	19	15.8
	20-40 Years	70	58.3
	Above 40 years	31	25.8
	Total	120	100.0
Marital status	Married	75	62.5
	Un-married	45	37.5
	Total	120	100.0
Education Qualification	Higher school	22	18.3
	Sr. Sec School	26	21.7
	Degree	72	60.0
	Total	120	100.0
Family Size	Below 2 members	67	55.8
	Medium (3-5)	35	29.2
	above 5 family members	18	15.0
	Total	120	100.0
Professional Status	Student	15	12.5
	Employee	42	35.0
	Entrepreneur	54	45.0
	Unemployment	9	7.5
	Total	120	100.0

(Source : Primay data and percentages)

Gender:

From Table # 1, it can be observed that 79 (65.8) are male respondents and 41 (34.2) are female respondents among tourists. It is also found that the majority of male respondents. The result of the study shows that the majority of the male tourists have visited these places.

Age:

Age structure of population plays a vital role in the analysis to know the age group which is more attracted towards rural areas. The survey stated that only male tourists are more attracted to these places. Age of the group of tourists, the highest is 70 (58.3%) is in the 20-40 years age group, whereas 31(23.8%) in the age group of above 40 and least percentage whereas 19(15.8%) are less than 20years, reported tourists visited.

Marital status:

It is observed that 75(62.50) tourists are married and 4575(37.5) are found unmarried. Through which we can state that married tourists are more attracted towards rural areas tourism in North and Middle Andaman District.

Educational Status:

In the present study, educational status of the tourists have been grouped in three categories viz. Higher, secondary and degree etc. 72(60.0%) belong to degree qualification, next 26 (21.7%) belong to senior secondary education and 22 (18.3%) belong to primary Higher school. The above result shows that majority of the tourists and respondents are degree qualified.

Family Size:

In this study, 67(55.8%) came from 2 members. The next highest 35(29.2%) is found in less than 3 to5 members. Least 18 (15.0%) belonging in case of above 5 members. Majority of tourists under family size 2 members in rural areas to visit.

Professional status

In this study, 15(12.5%) came from student groups. The next 42 (35.0%) is found from employees, 54 (45.0 %) belong to the entrepreneurs group. Least 9(7.5%) belong to unemployment. Majority of tourists attract entrepreneurs in rural areas to visit.

Classification based on Education qualification and Monthly Income:

This section uses Chi-square Test to know the association between education qualification and monthly Income of the respondents. The result of the study is given below.

Table # 2 Chi-Square Test

	Education Qualification			Total	Significant Value
		Primary	Secondary		
Monthly Income	Below 20000	6	5	7	16.079 (df 6) (.013)***
	20000-40000	5	6	8	
	40000-60000	6	9	15	
	above 60000	5	6	42	
	Total	22(18.3%)	26(21.6%)	72(60%)	

From Table # 2, it can be observed that 18(15) are respondents below 20,000, Income group between 20,000-40,000 are from 19 (15.83 %) respondents, income group 40,000-60,000 are from 25(44.14 %). The result of Chi-square test reveals that there is a significant association =16.07***, df=6. N=120, p value = 0.013) between education qualification and Monthly income of the respondents at 5 % of the significant level i.e., there significant relationship between education qualification and Monthly Income. It is also found that above 60,000 monthly income respondents are more interested in the Islands region.

Correlations Analysis:

This section uses correlation analysis to know the relationship between monthly income and expenditure of the respondents. The result of the study is given below.

Table # 3 Correlations

		Monthly Income	Tour Expenditure
Monthly income	Pearson Correlation	1	.257**
	Sig. (2-tailed)		.005
	N	120	120
Tour Expenditure	Pearson Correlation	.257**	1
	Sig. (2-tailed)	.005	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

From the above table # 2 shows correlation analysis of Monthly Income and Expenditure. The Person's correlation deals with the potency of a relationship between two variables and more than two variables. The strength of a relationship is indicated by the correlation coefficient, but in reality, measured by the coefficient of determination. The significance of the relationship is expressed in probability levels p. It must be noted that larger the correlation, the stronger the relationship, where a smaller p-level indicates more significant relationship. The result shows that correlation between Monthly income and expenditure reveals that 0.257 (0.005***) is significant at 0.05 level. It is found that there is a relationship between monthly income and Tour expenditure. The above all variables show that level of significance for the correlation (a level of .05 or smaller is considered "statistically significant).

Ranking of respondents' issues and challenges faced by the Tourist:

This section highlights the issues and challenges faced by the tourist during their visit in North and Middle Andaman. The respondents' perception on the challenges they faced in rural tourism presented in the following table. For this they listed out some of the issues and challenges faced by the respondents. The details are given below.

Table # 3

Ranking of respondents' opinion on issues and challenges faced in rural tourism

Particulars	SD	Mean	Rank
Lack of Infrastructure	0.98	4.08	1
Poor quality hospitality	1.23	3.54	3
Lack of transportation	1.43	3.42	4
Lack Trained Manpower(guide)	1.50	3.21	5
Lack of communication	1.54	3.20	6

(Source: Primary data), (Ranked are based on mean score / N= No. of respondents)

From the above table # 3 shows the Ranking of respondents' opinion on issues and challenges faced in rural tourism in North and Middle Andaman. Lack of infrastructure facilities (4.08 mean) ranked at first place. Mean score of 3.54 belongs to poor quality of hospitality, Mean score of 3.42 goes for third rank lack of transportation, following lack of trained manpower mean score of 3.21 and mean of 3.20 lack of communication based on the respondents perception. The result shows that there is a lack of infrastructure and poor quality of hospitality faced by tourists in North and Middle Andaman.

Conclusion

The conclusion part is the last section of the study. This study, considered a primary source of data, was collected from tourist respondents who are visited in North and Middle Andaman District. The study findings show that correlation analysis was conducted to understand the relationship between monthly income and tour expenditure from the respondent's tourists. The analysis further reveals that monthly income and education qualification are associated in Chi-Square Test results that show that there is an association between these two variables. The result shows that there is a lack of infrastructure and poor quality of hospitality faced by tourist in North and Middle Andaman. Therefore, it is suggested that local administration should focus on rural development of roads and eco-friendly huts and promote local culture etc. The rural tourism, it generate the employment opportunities and improve the living stand of living of the residents, however the study findings shows that general problems faced by the local people Therefore, this study suggests overall development in all sectors. The success of rural tourism depends on the quality of hospitality service. Hence, rural tourism plays a great role in overall economic development in the Islands region.

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