



"Rural Tourism: A Beacon Of Economic Growth Amidst Challenges In The Tuna World - A Study"

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Abstract:

Rural tourism stands as a significant economic contributor for various nations, profoundly impacting their economies. Aspects like national relations, cultural richness, educational advancements, trade dynamics, and international affiliations hold immense importance in rural life, directly influencing the lives of its inhabitants. Journeying through India transcends mere visits to cities and landmarks; the authentic essence of India reveals itself in its numerous villages. The burgeoning interest among travelers in the concept of rural tourism is palpable, driven by a curiosity for India's natural beauty and its tourism offerings. The yearning to escape the urban bustle, an increasing inclination toward organic produce, and the drive to preserve traditional rural lifestyles collectively spark the need for non-urban tourism experiences.

The scope of rural tourism is extensive and challenging to precisely define. It encompasses various facets of rural existence, including culture, arts, and heritage across remote towns and hamlets, delivering both economic and social advantages to local communities. There exists a diverse array of interpretations regarding rural tourism, encapsulating the entirety of rural life and its inherent cultural richness. Broadly put, rural tourism constitutes a form of travel that generates economic and social dividends by promoting rural culture and lifestyle while preserving the identity and heritage of rural communities. This study aims to delve into the understanding, prospects, and sustainability of village tourism.

Key Terms: Tourism, sustainable development, business, India

Introduction:

Rural tourism holds considerable promise in fostering local economic growth and instigating social transformation owing to its integration with diverse industries, its substantial contribution to the GDP, job generation, and its ability to cater to both immediate (off-season) necessities and broader communal requisites. According to the World Tourism Organization, tourism encompasses an array of visitor interactions, encompassing activities, agriculture, rural life and culture, fishing, and other tourism-related experiences. However, the sustainability of rural tourism hinges upon meticulous planning, implementation strategies, widespread acceptance, and adoption by a significant populace.

In India, the economic makeup and GDP predominantly rely on revenue generated across sectors like petroleum, jute, cotton, textiles, with tourism ranking as the nation's second-largest revenue source, following oil and associated industries. Tourists visit India driven by multifarious motives, seeking enigmatic discoveries and small-scale, niche tourism plays a pivotal role in enticing visitors from abroad. Despite its potential, governmental investment in its development remains limited. The proliferation of mass tourism raises environmental concerns, particularly with the burgeoning construction of resorts, thereby prompting an imperative need for environmental safeguarding.

The triad of traditional heritage, encompassing cultural heritage, entertainment, agriculture, and rural life, constitutes an enduring experience fostering community revenue and environmental conservation. This immersive encounter offers an opportunity for individuals to explore diverse lifestyles and share cultural beliefs, thereby engendering cultural evolution. Notably, a growing number of tourists are gravitating toward suburban and rural tourism. The allure of vibrant attractions, water features, parking facilities, parks, artisan shops, handicrafts, historical sites, among others, not only contributes to holistic health but also serves as a catalyst for innovative business models often overlooked in conventional agricultural practices.

Urban dwellers, accustomed to the fast-paced urban life, often find solace and a need for spiritual retreats amidst Indian edifices and locations that resonate deeply with the country's cultural narrative, consequently raising awareness about the pressing need for tourism diversification within cities.

Review of literature:

1. **Singh & Sarvesh (2021):** They identified that, tourism industry is quickly growing, expanded and international economic zone. It also helped to increase the standard of living and shaping economy. However, there are difficulties as to infrastructure, travelers' protection and desperate tax systems. An organized effort through the tax systems, skilled human resource to deal with the providing proper tourism amenities by the interaction of central and state governments.
2. **Shiladitya & Sanjay 2018:** They see tourism in India as an area with the potential to grow and generate income. As income is generated, so does the success of the members. They grow with the outside world. They benefit from these activities. They know the benefits of the program and think for themselves. They can now understand the benefits of supporting children leading the process and the need to protect the results.
3. **Chawla & Jain (2017) :** They found in the study that, GDP has been seen a positive growth in the world and the impacts are two way one is developmental aspects and the other is service sector growth. The unique lifestyle that is offered by the tourism paves a way towards universal advancement. Absence of quality labour, safety issues, organized facilities and so on may act a difficulties for growth of the tourism sector.
4. **Nawaz Ahmed (2013) :** Sustainable tourism shows how tourism can contribute to sustainable development and continue to deliver high-quality, low-impact experiences. Sustainable tourism is built on four pillars: Tourism, Economic Sustainability, Ecological Sustainability, Cultural Sustainability and Local Sustainability. All four elements must be addressed if we are to be successful in business. As a business graduate, sustainability can be seen as a concept that carries it from abstraction to reality. Strategies aim to move an organization or brand from its current bad position to a better one in the future.

Good decision-making in this process is based on vision, shared goals, and leadership.

5. **Vineet Balutiya 2019:** They opine that, Tourism is one of the most valuable and useful products of today. As the economy grows, Tourism in Europe, the Americas, East Asia both health and social responsibility are at stake. Today's business is changing and they want not only to have fun, but also to reduce their travel expense, with a great experience that you can enjoy. Businesses in the travel and tourism industry are growing as consumers interact positively with businesses with different values. The number of people working in the main industries of the city such as agriculture, health tourism, fighting against poverty, adventure and urban tourism has increased.

Objectives:

1. To identify the failures and scope of rural tourism in Karnataka & India in general.
2. To suggest plans and schemes available to develop the tourism.

Methodology and Sources of Data:

The research is exploratory in nature. The required data has been taken from secondary sources from Tourism policies, Tourism Ministry website, journals and research articles and analyzed to understand and suggest the necessary suggestion for improvement.

Rural Tourism Issues and Perspectives:

The growth of rural tourism can lead to many new businesses, increased demand, job competition and sometimes increased violence. With the emergence of rural tourism, regions will face different challenges and benefits from local communities when developing urban tourism strategies. The growth of rural tourism can sometimes lead to the development of new businesses, more demand, more volatile competition and more crime. When rural tourism arrives, these areas will face different challenges and benefits from local communities before developing urban tourism strategies.

It doesn't respect other traditional jobs. The biggest challenge in rural areas is that most people are engaged in farming and some are skilled, but none of their jobs always get paid. It is often not done because of some taboos and the cost of reading. In rural areas, extended families are low-income and poor people.

I. The following shows the failures and difficulties of Rural tourism:

A. Unfavorable impacts of Tourism on Economic aspects:

1. Most resources are meant for meeting the tourism needs as a result rural communities have limited resources.
2. Since localites don't have proper training in Hotel Management, Service providers and participants such as resorts, hotels and tourist centers can come from the city and will achieve the best results.
3. As foreign tourists buy and carry goods and thus more goods will be exported than produced domestically.
4. Rural entrepreneurs due to lack of investment awareness cannot earn more money. City entrepreneurs will get most of the profits.
5. The entertainment tax will go to the state and local people will not be able to benefit from it.
6. Income generated by the laborers' as salary will be low.

B. A bird view of no of projects successful, average and failure in Southern states:

SN	State	Total	Successful	Average	Unsuccessful
01	Andhra Pradesh	5	2	3	-
02	Karnataka	5	3	2	-
03	Kerala	5	5	-	-
04	Tamil Nadu	8	4	2	2
Total		23	14	7	2
Average X					

Source: Ministry of Tourism GOI Survey

C. State wise details:**1. Andhra Pradesh**

Success reasons	1. Tourists flow has been good 2. Famous religious purposes is very successful in attracting tourists to the rural tourism destination
Failure Reasons	Components have not been implemented
Limitations	It was implemented only in Puttaparthi
Way Ahead for improvement	Rural tourism destinations should be specific and near to places where people usually visit.

2. Karnataka

Success reasons	1. Implementation of all the components. 2. Proper Working for UNESCO in Anegundi, District Koppal has increased tourist traffic.
Failure Reasons	No Failures
Limitations	It was carried out in Anegundi
Way Ahead for improvement	Tariff needs to be reduced. The framework should be made available to whole of Karnataka rural tourism areas

3. Kerala

Success reasons	Teeming with diverse plant and animal life, Kerala boasts more than 25 animal sanctuaries and national parks. Given its rich biodiversity, it's no wonder that Kerala stands out as a paradise for bird enthusiasts, offering sightings of various species like the Indian Koel, Ceylon Frogmouth, Loten's Sunbird, and many others.
Failure Reasons	Kerala roads suffer significant damage due to heavy rainfall during the monsoon season. The yearly road maintenance isn't enough to endure the intense rains. The tourist information provided by the Department of Tourism, Kerala is insufficient for both types of tourists.
Limitations	Tourism causes soil erosion, pollution, habitat loss, and forest fires, harming the environment. Without proper conservation, these places will lose their natural beauty and visitors will stop coming.
Way Ahead for improvement	The project comprises various initiatives such as enhancing Kappad beach, building a tourist/pilgrim facilitation center in Thirunelly, implementing the Pythalmala ecotourism project, fostering ecotourism in Nilambur, undertaking civil works for the integrated development of Athirappalli waterfalls, and

establishing tented accommodation in Parambikulam.

4. Tamil Nadu

Success reasons	<p>Endowed with natural beauty and rich cultural heritage, its ancient temples, boasting rock-cut architecture, narrate tales etched in stone. The fertile coastline it adorns breathes vitality into its surroundings. Its vibrant art and cultural scene is joyously commemorated, earning global recognition.</p> <p>Tamil Nadu leads in domestic tourist visits, ranking first in the 63rd edition of the Indian Tourism Statistics Report. It holds the top position in India's tourism industry, accounting for 21.31% and 21.86% of domestic and foreign tourist visits, respectively. As per the Ministry of Tourism's 2020 report, the state witnessed a staggering 494.8 million domestic arrivals.</p>
Failure Reasons	<p>The tourist spots and facilities aren't doing well. To improve, we need to address issues like waste disposal, clean public areas, the need for more tourist guides, job opportunities, better transport, and improved accommodation at the tourist sites.</p>
Limitations	<p>It is really doing well however, the following few can be addressed. They are: The primary hurdles in effective management included expensive land development and initial investments, staff with poor communication skills, a limitation in introducing additional activities, and the absence of a dedicated policy to promote agritourism.</p>
Way Ahead for improvement	<p>The Tamil Nadu Tourism department aims to partner with the Tamil Nadu Development Corporation for a tourism hospitality skill development and certification initiative. Caravan operators and prominent trekkers will receive guidelines. Udthagamandalam, Kodaikkanal, Megamalai, and Kanniyakumar are set for rural and plantation tourism development. Tamil Nadu boasts diverse tourism spots, from captivating hill stations like Ooty to magnificent temple towns such as Madurai, making it culturally rich and among the nation's top destinations.</p>

II. A bright way ahead:

Ministry of Tourism in India has identified the different themes to develop the rural tourism in different places. They all are potential enough to enhance the growth & development of tourism and to attract the foreign travelers and travelers from other states and distant cities also.

The Themes are:

1. Art & Culture
2. Agri Tourism
3. Wild life tourism &
4. Tribal Tourism

Govt of India & Ministry of Tourism have identified **Art & Culture** as a tool to attract many travelers the following are the places in the southern states of India with the lot of potentials is shown like this

SI No	Place	Special Attractions
1	Pochampally	Village in Telangana near to Airport 57kms from Hyderabad. It is popular colorful IKAT sarees and other dress materials. It also has pilgrimage attractions, local cultural heritage, handicrafts and other indigenous
2	Channapattana	It is a town near Mysore in Karnataka & Bangalore / Mysore both the airports are near to this place. It is popular hub to create the wooden toys with local culture upliftment. It is a place with a lot of crafts, skilled labours who are capable of creating toy train engines, cars who can be movable with wood and safe colours.
3	Etikopaka	It is small place in Vizag District of Andhra Pradesh on the banks of Varaha River. About 200 families of artisans reside here who are capable of creating wooden creatures that resemble the Harappa civilization. All the shops of artisans display the toys made of safe colours and wooden items and more interestingly the shops close by the evening soon after Sun sets.
4	Dharmadam	<p>The esteemed Ndalur Kavu Theyyam festival takes place in Dharmadam village, situated in the Kannur district. This event serves as a remarkable homage to a vibrant culture that seamlessly weaves together everyday life and ancient myths. The festival stands out in a locality where the local residents devotedly uphold time-honored and sacred traditions throughout the season, resulting in a captivating visual spectacle.</p> <p>During this week-long celebration in the second week of February, the event is graced by over ten Theyyam performances, all of which draw inspiration from the legendary epic Ramayana. Noteworthy among these are the Daivathar Theyyam, representing Lord Rama; Bappuran Theyyam, embodying Lord Hanuman; Angakkaran Theyyam, symbolizing Lord Lakshmana; and Athiraalarvum Makkalum, a vivid portrayal of Goddess Sita along with her twin sons, Lava and Kusha.</p>
5	Mattur	<p>In Karnataka, there exists a community that maintains a unique status by continuing to converse in Sanskrit, even as other Indian regional languages strive to endure.</p> <p>The village of Mattur, situated on the banks of the Tunga River in Karnataka, boasts a rich cultural heritage and is renowned as the "Sanskrit village." The usage of Sanskrit extends beyond religious rituals; it's a part of everyday communication in this village, with even local vendors conversing in Sanskrit. The pervasive use of Sanskrit is not limited to rituals; it has become a natural means of expression for various aspects of life.</p> <p>In this village, people from all walks of life—men, women, children, educated, and uneducated—engage in conversations in Sanskrit without hesitation. The practice is not confined to the Hindu population; even Muslim families speak Sanskrit with ease and comfort. Their children can be seen reciting Sanskrit shlokas on the streets, and even during activities like playing cricket, Sanskrit remains a freely spoken language. Such villages exemplify a unique linguistic environment where Sanskrit thrives alongside other languages.</p>

Agri Tourism

Sl No	Place	Special Attractions
1	Dewalokam	<p>Dewalokam stands as the cherished ancestral organic farm of a hospitable Syrian Christian family. The name itself, meaning "paradise," accurately describes the essence of this location. Situated within Kerala's spice-rich region, this idyllic farmstay enjoys an ideal setting merely a 90-minute drive away from Kochi Airport. The farm is gracefully embraced by a serene river and a natural reserve. It hosts a diverse range of farms that yield spices, milk, honey, fruits, and vegetables.</p> <p>Visitors are offered a plethora of engaging activities to partake in, including swimming, milking cows, embarking on bamboo rafting adventures, taking village strolls, venturing on spice-laden hikes, and exploring nearby temples. Alternatively, one can simply unwind in a hammock, allowing tranquility to take over. Furthermore, specialized holidays centered around food, yoga, and Ayurveda are also available.</p> <p>The main guesthouse comprises eight spacious, air-conditioned suites that provide scenic vistas of the river and surrounding woodland. Additionally, nestled within the forest, there exists a traditional three-bedroom private dwelling that harmonizes with the natural environment.</p>
2	Dwaraka Farmstay	<p>Dwarka, a modern and radiant farmstay located in the Sindhudurg district of Maharashtra, finds its abode within a 15-acre orchard. Situated around a 30-minute drive inland from Sawantwadi, this farmstay boasts proximity to the pristine Vengurla beach. It serves as a nurturing ground for a variety of fruits such as mangoes, coconuts, cashews, and a dairy operation as well.</p> <p>The farmstay offers a range of intriguing activities including trips to pottery villages, bamboo crafting workshops, and studios dedicated to mat-weaving. Additionally, there are numerous guided local sightseeing tours available. A special highlight is the presentation of traditional Malvani cuisine crafted from farm-fresh ingredients. For relaxation, a pool is also accessible on the premises.</p> <p>Accommodation options at the farmstay include nine double guest rooms and a family room capable of accommodating at least six individuals.</p>
3	Maachli	<p>On the southernmost Konkan Coast of Maharashtra, in close proximity to Parule village, lies the splendid Maachli farmstay. The nearby beaches of Bhogwe and Tarkarli add to its allure. In the local Malvani language, "Maachli" translates to "elevated huts." The Samant family's plantations of coconut, betel nut, banana, and various spices are intertwined with four beautifully designed accommodations resembling huts. The entire setup is in harmony with nature, featuring a meandering creek that traverses the property. The emphasis is strongly on sustainable tourism as well. The options for visitors include guided village tours, immersive cooking sessions, exploratory farm experiences, and invigorating treks.</p>

4	Vanila County	Vanilla County, an enchanting rural accommodation in Kerala managed by a Syrian Christian household, can be found on a 150-acre estate cultivated with organic rubber and spices. The centerpiece of this establishment is a 70-year-old ancestral residence. The location is close to Vagamon, nestled within the serene Western Ghat mountain range, approximately a 2.5-hour drive away from Kochi Airport. Guests can indulge in various natural rock pools, plantation strolls, trekking excursions, birdwatching, visits to nearby villages, meditation at a neighboring ashram, and leisurely cruises on Kerala's backwaters. The primary mansion has the capacity to accommodate up to four families, with interconnected rooms suitable for children.
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Wild Life Tourism:

SI No	Place	Special Attractions
1	Durgapur Village	Durgapur is a village situated in the Chandrapur Taluka within the Chandrapur District of Maharashtra, India. This village falls within the Vidarbha region and is a part of the Nagpur Division. Positioned 7 kilometers to the north of the Chandrapur district headquarters and 4 kilometers from Chandrapur itself, Durgapur lies at a distance of about 800 kilometers from the state capital, Mumbai. The proximity of railway stations like Chandrapur Rail Way Station and Chanda Fort Rail Way Station adds to its convenience in terms of transportation. The Tadoba Andhari Tiger Reserve, situated in the Chandrapur district of Maharashtra, India, is a significant feature. Among the oldest and most expansive national reserves in Maharashtra, it spans approximately 150 kilometers from Nagpur city and is closely located near the village of Durgapur. Covering an extensive area of around 1727 square kilometers, the reserve is divided into three distinct forest ranges: Tadoba North, Kolsa South, and Morhurli Range, which lies between the two.
2	Himavad Gopalswamy Betta	<p>Himavad Gopalswamy Betta stands as a moderate-sized hill positioned within the heart of the Western Ghats' core region. It can be accessed through a small road that runs via Hangala village in the northern section of the Bandipur National Park. As a component of the Bandipur wildlife sanctuary, the hill is frequently visited by wild elephants that come to graze.</p> <p>For a significant portion of the year, Himavad Gopalswamy Betta is enveloped in mist. This characteristic gives rise to the "Himvad" part of its name, signifying mist. The second part of the name originates from the ancient ascetic temple dedicated to Gopalswamy, also known as Lord Krishna, which stands atop the hill. The third part of the name, "Betta," designates it as a hill.</p> <p>The Shri Himavad Gopalswamy Temple, constructed seven centuries ago, is renowned for its breathtaking vistas. In earlier times, it was referred to as South Govardhanagiri and Kamalachala. Situated at an elevation of 4770 feet above sea level, the temple was established in the 14th century to honor Lord Gopalswamy, or</p>

		<p>Krishna, by the sage Agasthya. The construction of the temple occurred in the year 1315 during the Hoysala Era, with its orientation facing north.</p> <p>This temple was commissioned by King Chola Ballala in AD 1315. Subsequently, the devoted Wodeyars of Mysore took a keen interest in the preservation of the hill temple.</p>
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Tribal Tourism:

Sl No	Place	Special Attractions
1	Lambasingi	<p>Nestled within the resplendent and verdant Eastern Ghats of Andhra Pradesh, the quaint village of Lambasingi, lovingly referred to as the "Kashmir of Andhra Pradesh," graces an altitude of 1025 meters.</p> <p>This diminutive community has garnered renown for its captivating hills, idyllic valleys, and bracing climatic conditions, rendering it a well-guarded treasure within the realm of Andhra Pradesh. In a stark metamorphosis of temperature, this hamlet stands as the solitary enclave in South India privileged to witness the spectacle of snowfall.</p> <p>Reverberating with the local moniker "Korra Bayalu," an idiom translating to "freezing akin to a stick for those exposed," Lambasingi holds a cachet of its own. It embraces a reputation for its meticulously nurtured tea and coffee plantations, along with pockets of petite apple orchards and strawberry patches. The locale teems with a rich tapestry of fauna, flora, and untamed creatures, while once luxuriant forests stood, rumored to have hosted regal tigers. The skies above this enclave resonate with the vibrant symphony of avian life, augmenting its standing as a haven for ornithological enthusiasts. Moreover, within this modest hamlet, the presence of a remote tribal community finds its abode, adding an enigmatic facet to the cultural tapestry of Lambasingi.</p>
2	Araku Valley	<p>In the southern regions of India, a multitude of exquisite gems have been unearthed, offering glimpses into ancient traditions and a wealth of cultural heritage. This area is graced with magnificent shorelines, enchanting temples, and captivating highland retreats. Amidst these lesser-known and untarnished locales, Araku Valley, nestled in the heart of Andhra Pradesh, stands out as an absolute marvel. Within the state's boundaries, Araku Valley ranks as one of the most breathtaking destinations for a vacation, yet its full allure remains yet to be fully unveiled.</p> <p>Within the hill enclaves of Araku Valley, Paderu, and Munchingput, predominantly reside the Kodhus. The Kodhus are chiefly recognized as a Primitive Tribal Group within the Visakhapatnam territories of Paderu and Araku Valley. They engage in a distinctive dance form known as dimsa, accompanied by unique percussion instruments named dappu (a lateral drum) and thudumu (a substantial round drum reminiscent of the bass drum in a Tabla pair). Traditionally, the dance is orchestrated by female members, while the male counterparts intricately rhythmize the drums in a prescribed</p>

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Findings:

1. The study clearly indicates that rural tourism possesses significant potential to attract a substantial number of individuals, thereby generating considerable revenue.
2. Abundant opportunities exist for the propagation of our cultural heritage through rural tourism.
3. India's tribes, ecological diversity, wildlife, and other facets hold the promise of creating an additional income stream for its people.
4. While the southern states offer ample resources, the Government of India (GOI) has pinpointed only a few locations, leaving others undiscovered.
5. The robust infrastructure has been instrumental in attracting travelers from Western countries, underscoring the importance of maintaining excellent infrastructure.
6. The GOI is also supportive of those inclined to showcase their culture, heritage, and wildlife, among other elements.

Suggestions:

1. Our unique essence lies in the realm of our wildlife, artistic expressions, cultural heritage, and natural endowments. Preserving and cultivating these treasures is a shared responsibility that rests upon both local inhabitants and responsible authorities.
2. A comprehensive assessment of each region throughout the nation is crucial to discern its tourism potential and promote the development of rural tourism.
3. Introducing rural tourism as an integral part of the local lifestyle alongside traditional agricultural practices can be advantageous.
4. The Government of India should initiate educational programs designed to impart necessary skills to rural inhabitants, enabling them to effectively engage with the tourism sector.
5. It is imperative to devise actionable strategies to overcome challenges within the sphere of rural tourism.

Conclusion: India possesses significant potential in culture, art, heritage, wildlife, and related areas. Safeguarding these treasures, enabling their exposure to outsiders, and promoting tourism is crucial. This approach can enhance income for rural residents and boost their per capita earnings. Undoubtedly, rural tourism has the potential to be a strong driver of economic progress within the TUNA world.

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