



A research paper on Rural tourism in India: With respect to activities and scope

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Abstract

Rural Tourism is very well sought by urban population in recent years. The Rural population can be benefitted by increasing the rural tourism activities. The main aim of rural tourism is to create good facilities in the rural India. Presently there is lot of gap between living standards of urban population and rural population this will not be good for the country. The tourists visiting the villages will come to know the strengths of rural people and they can learn from the strengths of these people. The main advantages of rural tourism to urban people are they will be closer to nature, healthy environment and they can enjoy some period in villages with minimum resources. The recreation at villages will be benefitted health wise, economically and socially to both the people in village and cities. Author has done decent contribution by creating awareness about this important topic to the readers. The village people will welcome the guest like welcome to god.

Keywords: rural tourism, recreation, village, river, natural resources, agriculture.

Introduction

Tourism growth potential can be harnessed as a strategy for Rural Development. The 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. 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 levels 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.

2. Rural Tourism Activities

1. Making Facility of Staying to the tourist in village
2. Creating internal roads and other facilities for tourists.
3. Food Preparation and Serving.
4. Transport Arrangement
5. Recreation Facilities
6. Water Park and Natural Resources utilization for tourists.
7. Employment opportunities for Rural Population



Fig 1: Food Preparation for Tourist

Site Seeing in Village Area.



Fig 2: Farm and Agriculture Information to Tourist

Scope of rural tourism

Education to village population is the most powerful instrument of changing their position the society. Education also brings about reduction in inequalities and also acts as a means to improve their status within the family. In order to encourage education of RURAL Population at all levels and to dilute gender bias in the provision and acquaintance of education, schools, colleges and even universities should be established exclusively for village population in the State. To bring more girl children, especially from marginalized BPL families, into the main stream of education, Government has been providing a package of concessions in the form of free supply of books, uniform, boarding and lodging, clothing for hostilities, mid-day meals, scholarships, free by-cycles and so on. As a result villagers literacy rate has grown over the three decades and the growth of female literacy has in fact been higher than that of male literacy rate. The education plays a important role to get best result in village development.

Problems of rural tourism

The proper planning of the man power in villages through the use of management concepts and urban experts will be best to manage the Human resource available in villages. Time management and skill management in the villages is must to take the maximum benefit. The proper and quality education is the need of the village students that has to be provided by the schools and colleges in the villages. The literacy rate is also concern for the village population. The education plays a important role to get best result in village development.

Financial obligations for rural tourism

The Rural Tourism cannot be increased without creating lot of financial investments in creating infrastructural facilities. Roads, washrooms, food and other faculties for recreation are to prepared well in advance. The central and state government should keep separate budget for this. The proper financial planning and major sources of funds and money should be separately assigned to Rural tourism activities.

Facilities required for rural tourism

The maximum people in village depend on agriculture task and work so main part is add various technological developments in agriculture works. Urban people and experts should help them in making this possible.

Road and other facilities

The Rural Tourism is possible only when proper and good condition roads are available to the identified destinations of rural tourism.

Future of rural tourism

The Rural Tourism has very bright future due to problems in the urban areas s and due to need to burst the pressure and tension due to job and family. Best Support from Central Government, State Government and Local Bodies will be required to increase the rural tourism activities in near future. Strict norms and discipline while visiting the village areas and best service from rural population is required to enhance the rural truism activities.



Fig 3: Village Tasks

Conclusion

The Rural Tourism in future will be good rural business opportunity and it will be beyond recreation to urban population will be beneficial to both. In future central government and state government should provide good financial support for these activities and motivate the rural youth to involve in this to increase the standard of living in the villages. Also the rural population will be getting best financial return from theses activities. The care should be taken of the environment and culture of the village so that it does not create new problems. The Marketing activities have to performed in such way that we don't harm and disturb the natural resources and natural balance. Rural population still are aware about the nature and its importance of mankind.

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