

A Study On
SOCIO-ECONOMIC IMPACT OF RURAL TOURISM:
A CASE STUDY ON KUMBALANGI VILLAGE

PROJECT REPORT

Submitted To

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirements for the award of the degree of
MASTER OF COMMERCE

Submitted by

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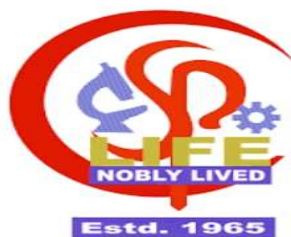
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DECLARATION

I, **DIVYA DYNEESH (Reg. No. 180011024106)** M.com final year student of Department of Commerce, **St. Paul's College, Kalamassery** hereby declare that this dissertation submitted for the award of Master's Degree in Commerce done under the supervision of **Dr. Asha E Thomas**. Certified further that to the best of my knowledge the work reported here, does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on earlier occasion on this or any other candidate by any other university or academic body.

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BONAFIDE CERTIFICATE

This is to certify that the dissertation entitled “**SOCIO-ECONOMIC IMPACT OF RURAL TOURISM: A CASE STUDY OF KUMBALANGI VILLAGE**” is a record of original work done by Miss. **DIVYA DYNEESH** (Reg. no: 180011024106) in partial fulfillment of the required for the degree in Master of Commerce under the guidance of DR. ASHA E THOMAS, Assistant Professor, Department of Commerce.

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APPENDIX
QUESTIONNAIRE

**SOCIO-ECONOMIC IMPACT OF RURAL TOURISM:
A CASE STUDY ON KUMBALANGI VILLAGE**

This questionnaire is a part of the dissertation titled, “**SOCIO-ECONOMIC IMPACT OF RURAL TOURISM:A CASE STUDY ON KUMBALANGI VILLAGE**”. Kindly provide your sincere and genuine responses. I hereby declare that the information collected through this will be used only for academic purpose and the identity of the respondent involved will not be disclosed.

A. PERSONAL DATA

1. Name : _____

2. Age

| Below 30 | 30-40 | 40-50 | 50 & Above |
|----------|-------|-------|------------|
| | | | |

3. Gender

| Male | Female |
|------|--------|
| | |

4. Educational Status

| Schooling | Pre-Degree / +2 | Degree | PG & Above |
|-----------|-----------------|--------|------------|
| | | | |

5. Occupation

| | | | |
|---------|--------------|------------------|---------------|
| Student | Professional | Non-Professional | Self Employed |
| | | | |

6. Annual income of family

| | | |
|--------------|-----------------|----------------|
| Below 1 Lakh | 1 Lakh – 5 Lakh | 5 Lakh & Above |
| | | |

B. SOCIAL IMPACTS OF TOURISM

| Variables | Significantl y improved | Improve d somewh at | No differenc e | Worsen somewha t | Significantl y worsen |
|--|------------------------------------|--|-------------------------------|---------------------------------|----------------------------------|
| 1) Improvement in education and health services | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 2) Enhancement in the role of women | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 3) Preservation of historical and cultural traditions and improved quality of life | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 4) Problem of pollution | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| a) As a society | | | | | |
| b) As a household | | | | | |
| 5) Improved standard of living | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 6) Led to various social problems such as crimes, drug etc. in the community | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |

C. ECONOMIC IMPACT OF TOURISM

| Variables | Significantly improved | Improved somewhat | No difference | Worsen somewhat | Significantly worsen |
|---|-------------------------------|--------------------------|----------------------|------------------------|-----------------------------|
| 1. Creation of employment opportunities and enhancement of personal incomes | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 2. Local development through financial and technical support | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| a) As a society | | | | | |
| b) As a household | | | | | |
| 3. Problem of seasonality in working | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 4. Removal of poverty | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 5. Contribution to overall asset creation | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |
| 6. Improvement of infrastructure | | | | | |
| a) As a society | | | | | |
| b) As a household | | | | | |

D. Rank the following according to your opinion in connection with tourism projects in your locality

| Variables | Strongly Agree | Agree | Average | Disagree | Strongly Disagree |
|---|-----------------------|--------------|----------------|-----------------|--------------------------|
| Increased expenditure | | | | | |
| Increase in local land price and assets | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Increased foreign revenue | | | | | |
| Shortage and non-availability of drinking water | | | | | |
| Loss of local identity and values | | | | | |

CHAPTER – 1

INTRODUCTION

SOCIO-ECONOMIC IMPACT OF RURAL TOURISM: A CASE STUDY ON KUMBALANGI VILLAGE

1.1 INTRODUCTION

Tourism is defined as the habit of travelling for enjoyment or the business of providing tours and service for tourists. As it is clear from the definition of the concept of tourism was traditionally deeply linked to leisure. But a present thought it still maintains its relationship with leisure, goes beyond the field of leisure. Now-a-days people make tours not only for leisure, but also for reasons like health, reawakening, and education. World Tourism Organisation gives an overall view regarding the meaning of tourism. According to WTO “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year of leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. The growth of tourism has led to different forms of tourism. The important forms or types of tourism are medical tourism, health tourism, ecotourism, sustainable tourism, pro-poor tourism, rural tourism, sports and adventure tourism. Most countries have already identified the development potential of tourism. Rural tourism is considered to be an excellent means to step up the development of less developed or developing regions of the world.

Till recently tourism has been reduced in cities and was stick to specialist beaches, lakes and mountain resort areas, and major cultural centers. Tourism come up as a major tool for the transfer of capital investment and consequently expands the development in many such regions. Rural areas desirous for development understood tourism as a less polluting industry that promotes development. The planning authorities in many regions thoughtfully promoted rural tourism as a vehicle of development in the subsequent half of the last century. Tourism is always hooked up to local products and resources, wherein the local artisans and traders are benefitted

directly, which helps to diversify the economy, which in turn, increases the governmental revenue, broadens the educational and cultural horizons and enhances the feeling of self-worth. In many countries it acts as an engine for development through the acquisition of foreign exchange earnings and creations of direct and indirect employment opportunities.

Rural tourism is not totally new. Interest in countryside pleasure started growing in the nineteenth century as a reaction to stress and impoverishment of the expanding industrial cities. Enormous infrastructure development in rural areas really gave wings to hope of city travellers. The new railway and road transport companies capitalized on this rising interest by transporting tourists to the countryside. Rural tourism has crossed its blossoming hurdles and obstacles in many ways. The visitor penetration to rural is higher and is still growing along with the development and expansion of tourism infrastructure. Because of these factors, tourism has developed away from especially scenic areas into countryside of all types. It has also started splitting away from large and specialized resorts to small towns and villages that are truly rural.

Growth in rural tourism is difficult to evaluate, because few countries collect statistics in such a way which separates purely rural from other forms of tourism. Most national tourism administrations agree, however, that it is a growth sector. Experience in individual rural regions provides further testimony. Across the rural regions whether in the developed world or otherwise there is the issue of growing industrialisation and population and the consequent decline in rural areas. The powerful trends of industrialisation and urbanisation are steadily altering the economic and political position of rural society. In the recent past, these trends have intensified and are expected to intensify at a faster pace in the near future.

Tourism on the contrary, presents a picture of successful growth in the rural areas, with slightest damage to rurality. From humble origins in the middle of the previous century, rural tourism has succeeded rapidly since 1990s. The growth in rural tourism has also brought in new challenges. Conservation of flora and fauna and the landscape is increasingly regarded as important. Historic building and traditional rural societies are receiving more attention. But the preservation of rural communities in their original culture and practices is a challenge. In more reachable rural regions, there has been an entrance of population, of people unhappy about big city living conditions – a trend known as counter-urbanisation. The new population attracted to sub-urban rural areas sometimes exceeds the number of traditional population of the place. Moreover

the entrances of such huge population into small rural areas happen within a short time so that the new population would fail to appreciate and preserve the culture and practices of the place. These factors together with the number of other factors in connection with the development needs on account of population increase further intensify the challenges of preservation. On the contrary in general, foremost parts of the interior countryside rural population decline issues still remain important.

Rural tourism is defined as “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”. In simplest terms rural tourism can be defined as the tourism in rural areas. Rural tourism is an effort to give the tourist the unique experiences of village life. Generally tourists take part in the farming activities, festivals etc. of the villagers, enjoy local cuisines, take moderate accommodation provided by the villagers etc. Very often it is economically quite viable for the tourists. One of the biggest advantages of rural tourism is that majority of financial gains out of tourism directly reach the villagers. This study deals with the ‘Socio-Economic Impact of Rural Tourism: A case study of Kumbalangi Village’.

1.2 STATEMENT OF THE PROBLEM

The significance of tourism as an economic activity is growing all over the world. It has become the industry that makes use of the largest number of population. Both developed and developing countries have their competitive edge and compete each other to blow up their benefits out of tourism. India with her diverse historical and cultural heritage has ample potential not only in international tourism but also in developing domestic tourism. Each state in India has many splendid offers to the tourists.

Amid the states in India Kerala is prominent in the tourism march through innovative products and practices. Kumbalangi is a village that is near to Kochi town of Kerala. This village is one of the domestic tourism model villages funded by UNDP and government of India. Tourism in Kumbalangi is in its blooming stage. There is very high eagerness for local people in developing tourism in their village. They look

ahead to the utilization of different tourism projects as a means to strengthen their livelihood earnings. Village or rural tourism models like Kumbalangi are capable of offering incomparable experiences to the tourists. However rural tourism models have to be planned and executed with lot of care. There are quite a number of positive and negative impacts of tourism in the economic, social, cultural, and environmental field. Unless implemented with care, tourism will not only fail to keep up the growth but also will spell adverse side effects in the future, especially on the less privileged. The research problem here is “Socio-Economic impact of Rural Tourism: A case study of Kumbalangi Village”. The study was conducted with the aim of analysing the socio-economic impacts of rural tourism in Kumbalangi village. Rural tourism can serve as an important source of tax revenues for local jurisdictions and promotes the usage and sale of local food products. Rural tourism prohibits feasible traditional occupations from being moved and offers rural residents the business opportunities and creates new employment opportunities.

1.3 OBJECTIVES OF THE STUDY

The objectives of the study are:-

- 1) To study the impact of tourism projects on employment generation in Kumbalangi village.
- 2) To study the impact of tourism projects on income generation for households in Kumbalangi village.
- 3) To study the impact of tourism on assets creation among households in Kumbalangi village.
- 4) To analyse the positive socio economic impacts of tourism on local community.

1.4 HYPOTHESES OF THE STUDY

There are many studies conducted on the impact of tourism in rural areas. In the light of previous studies this study was conducted with the following hypothesis. Following are the alternative hypotheses of the study:-

H1: Impact of tourism on employment opportunities varies with gender.

H2: Impact of tourism on income generation varies with gender.

H3: Impact of tourism on assets creation varies with gender.

1.5 OPERATIONAL DEFINITIONS

2. Rural Tourism

Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area.

3. Endogenous Tourism Projects

The endogenous tourism project rural tourism scheme (ETP-RTS) is a collaborative effort between the ministry of tourism, Government of India and United Nations Development Programme (UNDP) initiated in 2003 and being implemented currently at 36 sites across the country.

4. UNDP

United Nations Development Programme: a program run by the United Nations to help less developed countries become more developed.

1.6 RESEARCH METHODOLOGY

1. Universe

The universe of the survey research was people in Kumbalangi village. In addition to the survey among peoples, interactions with the tourists in Kumbalangi during the period of data collection also enhanced the understanding of strength and weakness of the project.

2. Source of data

The data required for the study was collected from both primary and secondary sources. Structured questionnaire were used for collecting the primary data. And the secondary data was collected from published books, periodicals, research journals, websites and other sources.

3. Sample size

The sample size of the study was 100 respondents including both male and female category.

4. Tools used for data collection

Data analysis has been done by using appropriate mathematical and statistical tools such as percentage, simple average, correlation and chi-square test of significance.

5. Tools used for presentation of data

The tools used for presentation of data are charts and tables.

1.7 SCOPE OF THE STUDY

Study was conducted in Kumbalangi village. In order to enhance the rural tourism efforts in Kumbalangi village, the UNDP and Government of India funded it as one of the endogenous tourism projects. The study concentrates on the socio-economic impact of rural tourism in Kumbalangi village. The target group includes all the local communities who belong to this area. All findings and conclusions were arrived from the responses gathered from 300 respondents of Kumbalangi village and also from various administrators connected with tourism projects in this village.

1.8 SIGNIFICANCE OF THE STUDY

One of the main reasons for development in rural areas is rural tourism. These can change the lifestyle of the native people and also their behaviour. If tourism increases in an area it can attract foreigners. It increases the facilities. Due to the increased facilities there will be more resorts and homestays to attract more foreigners. Once the

foreigners start coming, government will bring more infrastructure like roadways, shopping centres etc. All these will increase employment opportunities and standard of living among people. Thus there will be change in the lifestyle of the people too. This can make more changes in the village hence rural tourism helps in development of rural areas.

1.9 LIMITATIONS

There are some limitations of the study that need to be acknowledged.

- 1) This study is limited to selected areas of the village.
- 2) The findings of the study are based on the view points of the respondents.

1.10 CHAPTERISATION

CHAPTER 1 – INTRODUCTION

CHAPTER 2 – REVIEW OF LITERATURE

CHAPTER 3 – THEORITICAL FRAMEWORK

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

CHAPTER 5 – CONCLUSION, FINDINGS AND SUGGESTIONS

CHAPTER - 2

REVIEW OF LITERATURE

In this chapter, the different studies conducted by different researchers on this area are shown to have a strong theoretical base.

In the study conducted by **Prof. A. RamaKumar and Prof. Dr. Rajashree Shinde (2008)** on *Product Development and Management in Rural Tourism With Reference To Maharashtra* they witnessed that the stress of urban lifestyles have led to a counter urbanization syndrome. This has led to growing interest in the rural areas and rural tourism. Rural tourism is gaining importance in Indian tourism with its economic and social benefits. It is estimated that Rs.4300 crore additional revenue can be generated through rural tourism per year. Rural tourism can be connected with the development of the region and is highly useful for a country like India where huge majority of people live in villages.

In order to actualize the development potential of rural tourism in India, it is very important to make the marketing efforts effective. The local bodies and the NGOs in the region have special roles in this effort. At present many rural regions with all its unusual tourism products are not able to attract enough tourists, because these rural areas are not known to the potential tourist-both domestic and international. Lack of trained manpower and physical facilities including accommodation are interruptions in developing rural tourism.

Flipe Rodriguese Meleo (2006) has made a study on tourism in Goa in the context of globalisation. The title of the study is *Globalisation of Tourism and Its Impact: A Case Study of Goa*. The state of Goa has a geographical area of 3702 square kilometer. It has 185 kilometer long coastal line, beautiful beaches of golden sands, abundant greenery, inland waterways, wildlife sanctuaries, old churches, mosques and temples etc.

Huge number of international tourist visits Goa every year. The arrival of foreign tourists is mainly from 19 countries, with United Kingdom registering the highest number. New products were developed by Goa with a view to changing approaches in international tourism. Noticeable among them are related to ecotourism, Heritage tourism, adventure tourism, village tourism and ancestral tourism. The growth of

tourism has resulted in the positive economic benefits to the people of Goa. Larger numbers of jobs are created in tourism and hospitality. But exact figures are not available. But it is found that about 20 percentage of the direct employment in hotels are on contract for daily wages. Goa is a very small state in the Indian Union both in terms of size of the land and population. But the state is able to attract almost 10 percentage of the international tourist in the country. Goa is able to get extensive income from the tourist purchases of probing items. The major items of purchases are handicrafts, gems and jewellery, cashew nuts etc. Goa enjoys a socio cultural rareness in India with their carnivals, Shigmo, religious processions and celebrations, food festivals etc.

There are also negative impacts of tourism affecting Goa. Many diseases like AIDS and Malaria are spreading faster. There is also general rise in the prices of products. The extensive exploitation of tourists in terms of taxi charges, commissions from curious and other shops etc. are on the high. Tourism has also contributed to the increase of crimes, and sex abuses. The youngsters are very much attracted to imitate the behaviour of tourists in terms of attire and lifestyles. This is negatively affecting the culture and traditions of the society.

Dripto Mukhopadhyay (2008) and others have made a study in Rajasthan with the title *Exploring Linkage between Tourism and Community Development*. The research is a case study of tourism in relation to the artisan community of Rajasthan tourism in India is growing is also growing, even faster than the world average. Ministry of Tourism Government of India in 2003 said that ‘tourism is already one of the important foreign exchange earners of the country’. Rajasthan ranks five in terms of both domestic and international tourist arrivals in India. The chief findings of the study are based on a survey conducted in six locations in Rajasthan – Jaipur, Ajmer, Chittorgarh, Udaipur, Jodhpur and Jaisalmer.

The study found that Artisan community, particularly those in the lowest income group, earns no benefit out of tourism. The weaknesses identified in the tourism development are non-availability of satisfactory capital for investment, insufficient marketing efforts leading to incapability to ensure reasonable financial returns for artists, lack of training infrastructure to upgrade the skills and to adopt new technology in the performances, minimum formal education, and lack of logistic support from the authorities.

It was also perceived that development of tourism in Rajasthan was facilitated by the presence of historical places, forts, and natural beauty and was not the result of a sensible planning process. There should be detailed re-look on the development of tourism in the state with a view to regional development and economic gain for the poor. Micro credit facilities for your artisans will encourage many of them to be entrepreneurs. There should be organisations or systems to support the artisans during the poor seasons of tourism; otherwise many of them find it difficult to get enough of earnings for livelihood. To mitigate the drawbacks of the current form of development the study advise to setup civic machineries so that the poor also can be part of the decision making process regarding tourism.

Dr. Vinay Chauhan and Suvidha khanna (2006) conducted a study on tourism in Jammu and Kashmir in India. The title of their study is *Terrorism and Tourism in J&K: An empirical study*. Tourism in India is growing at a moderately quick pace. But due to terrorism the place of growth of tourism in Jammu and Kashmir is getting rotted. For the study the researchers have used both primary and secondary data. The data collection and analysis work done splitting the territory into three regions, namely Jammu region, Kashmir region and Ladakh region.

The pilgrimage tourism to those places was not exaggerated because of the tensions and wars in the region. Tourist flow to the Holy Cave of Amernath remained almost the same also. Though, the aesthetic tourism in the valley was badly affected during the years of Kargil war the flow of tourist was reduced to 97.74% in 1999 and further to 48.49 % and 35.13 % in the years 2000 and 2001 respectively. But in the consecutive years after the war, the tourism recovered its strength the final outcome of the Kargil war was that it offered another destination for tourists to visit and pay homage to the great victims for the country. The tourism in the Ladakh region was badly affected because of war and terrorism. It was selected by 2003 and registered and striking growth of 245.58% in terms of tourist arrivals to the destinations.

Another study was conducted by **Dr. Deepak Raj Gupta and Poonam Sharma (2006)** on the pilgrimage tourism in Jammu and Kashmir. The research title is *Promotion of Cultural Heritage and Rural Tourism through Pilgrimage Tourism: A Case Study*. The research is trying to analyse the tourism in the state in the background of pilgrimage and cultural heritage. The data was collected primarily through a questionnaire survey conducted among 150 respondents. All this respondents were pilgrims from different locations in Jammu and Kashmir. 43% of

the people who came for pilgrimage to Mata Vaishno Devi temple attracted to and participated in the Navrathri festival. 21% got attracted to the local bhajans being sung and the remaining 10 % of the tourist primary attraction is in curious items. 91% of the pilgrims who get attracted to Navrathri said that they are going to come frequently to the festival. 85 % of tourist said that they would have considered lengthening the number of days of tour, if they had possibilities to participate in the altering tourism avenues like cultural tourism, rural tourism, adventure tourism etc. Giant majority of the tourist where satisfied with the food, beverages and accommodation. Generally tourists are happy with the organizers of tour.

Ajims P Muhammed and Dr. Jagathy Raj (2008) made a study on *Challenges Faced by Kerala Tourism Industry*. Primary data were collected through process 4 sets of questionnaires distributed among 4 different categories of respondents. The major conclusions of the study are the following. The road transportation-which is primary means to travel for the tourists in Kerala-is in miserable conditions. Most of the roads are damaged during monsoon. There is the need to educate and train the taxi and auto drivers to interact with the tourists. An important finding of the study is the insufficient information in websites, brochures, and information centres for tourist. There is also severe shortage of basic tourism conveniences in the state. Even the quality of the available tourism conveniences is also low. However Kerala can be proud of its tourism products like reputed monuments, museums and zoos and hill stations and exotic beaches. The conducted tours by private entrepreneurs and the services of KTDC and DTPC are appreciated. The study also identified the need to educate the public regarding public hygiene and cleanliness. Proper management of plastic wastes has to be of top priority. In short they have found out that Kerala has plenty of natural and manmade resources for the development of tourism products. But the state needs to develop additional basic tourism infrastructure and strengthen the existing supportive machineries necessary for tourism.

B. Vijay Kumar and Pillai K R (2008) have made a study on the problems and challenges faced by tourism labour market in Kerala. The title of their study is *Tourism Employment and Labour Market Issues*. The study gives a detailed survey of facts on labour market from 1850 to the present. Tourism globally is evolving as an industry that is capable of sharing the economic benefits to the disadvantaged rural population. Thus in many countries including India and especially in the state of Kerala, tourism is evolving as a spur in the development process.

However Kerala pride of tourism without seasons the researchers have found out that the tourism labour market is highly seasonal and seasonal unemployment is critical. The wages paid in the field are relatively very low in many cases. The annual wages especially among cooks and waiters are very often below poverty line. There is also lack of facilities for in-service-training which would be highly helpful in creating qualified and skilled human capital. The sub-sectors of industry offer large number of employment opportunities in the state. The major sub-sectors are conveyance and transportation, tour operation, souvenir shops, performing arts, and health revitalizing medical treatment.

Shankar S (1991) of Kerala Forest Research institute, (KFRI) Peechi has made study about amending the wildlife protection act of 1972 in connection with wildlife tourism. The title of his study is *Environmental Impact Assessment of the Thenmala Eco- tourism Development Project*. He advocates in his study liberalisation of Protected Area Management for promoting wildlife tourism. The money generated from the wildlife tourism shall be used for promoting ecotourism with a sight to add supplementing the development of the region itself. The money generated can be fruitfully and effectively utilised for environmental education, and conservation efforts.

Muraleedhara Menon K (1999) in his thesis *Tourism Management and Administrative Problems in Kerala* suggests the establishment of another body for the promotion of tourism in the state. He points out the weaknesses of the present system.

Jose Kandathil (1999) has made a study on *Economics of Tourism Industry in Kerala with special reference to Beach Tourism*. His study mainly ponders on the economic aspects of tourism. In his analyses he concludes the different sub-sectors of tourism industry and the analyses the multiplier effect of tourism spending and investment.

P O George (2008) has conducted a research regarding tourism in Kerala. In his study *Management of Tourism Industry in Kerala*, he has made a questionnaire survey for primary data collection. From his study it was found that Kerala is a primary tourism destination. Majority of tourists to Kerala, both domestic and international are more interested in tourism products other than the cultural festivals of Kerala. International tourist preferences are for beaches, backwaters and Ayurveda while domestic tourists prefer nature based tourism including beaches and hill stations. Furthermost of the tourists depend on tourist resorts and hotels for their stay and

accommodation and are happy about the pricing of products and services. However, more than 25% of both domestic and international have expressed their dissatisfaction regarding pricing too.

The study also recommended that tourism in Kerala needs more promotion exclusively in terms of culture, traditions and nature. Proper packages must be developed to safeguard more trickling down effect of income to the people of lower economic sections. Initiatives also must be taken to offer the guests sole Kerala foods. **Sreekuman T.T and Parayil Govindan (2002)** in their study on *Contentions and Contradictions of Tourism as Development Option: the Case of Kerala, India* made the following observations. From 1990s the government in Kerala started looking at tourism as a marginal source of income to the state. This was further strengthened by the state tourism policy of 1995. The contribution of tourism to Kerala economy is insignificant. The advertised and publicized growth in the tourism sector is characterized not only by understated violent fluctuations but also over statement of facts. Tourism sectors contribution to state domestic product is only less than 1 %. Kerala's share in the international tourism in India is still not high. At the same time negative influence of tourism in Kerala on ecology and environment is high. Kerala tourism policy has adopted classified approach to different niche tourism markets. This is not effective. Kerala was successful in showcasing fairly unique path of development through "Kerala model of development" for the whole third world. However, the state needs new and bold ideas for innovation and renewal of its tourism sector.

Selva Kumar V (2006) in his research *Archaeological Studies on Kerala* recommends that the state has high potential to attract archaeology related tourism. In his study he highlights the fact the education level and awareness of the people to domain archaeology and heritage sites are relatively higher in Kerala than in many other states of India. Effective positioning and marketing of Kerala's heritage and culture can bring economic prosperity to the state.

A Critical Examination Kerala's Claim in Development and Tourism is a study done by **Sharmila Sreekumar (2007)**. The study argues that "Kerala model of development" and Kerala tourism with its advertisement slogan "God's own country" is simply creations of brochures and planned advertisement. They oppose the

genuineness of facts. The study is severely acute about the contributions of tourism to the development of Kerala economy.

Another international study is by **Frederico Neto (2003)**. According to him tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in many countries. Hurried expansion of tourism has led to unfavorable environmental and socio cultural impact with higher power in the developing countries. The title of his study is A New Approach to Sustainable Tourism Development: Moving beyond Environmental Protection.

This research analyses the important economic benefits and environmental impact of tourism in the context of international sustainable tourism agenda. The focus of the study is on developing nations. Sustainable tourism development in this country should go beyond minimising the local environmental impacts to giving greater priority to community participation and poverty reduction. The community participation should be ensured with an eye on 'pro-poor tourism' approach at both national and international levels.

Though tourism provides considerable economic benefits for many countries, regions and communities, it's less regulated hurried expansion results in the lessening of natural resources in many tourism rich regions. Eco-fragile areas of both coastal regions and mountain tops are having threats from tourism. Ecotourism is still only a small segment of tourism activity. Main sustainable tourism development and eco-tourism approaches are well maintained the benefits to the crowd communities would certainly increase. However they need not necessarily increase the benefits to the less privileged in the societies. Hence there is the need for merging of all tourism development efforts to a pro-poor approach.

A study was conducted by **Jennifer Hale Gallardo and Taylor V Stein (2007)** examining the role of people participating in developing tourism. Their study is titled Participation, Power and Racial Representation: Negotiating Nature-Based and Heritage Tourism Development in the Rural South. Tourism researchers and planners agree about the potential of tourism in uplifting rural economy. Similarly the studies have also proved that the tourism cannot bring in desired results in the rural areas unless the resident have control and share in the decision making and benefits. This study was conducted in Hamilton country in the state of Florida in USA. It is considered to be one of the economically less developed areas in US and is emerging

as a rural tourism destination. The study was conducted through in-depth interviews based on “grounded theory”. There were also semi structured interviews and interviews over the phone to supplement the information gathered through direct in depth interviews. The study found that there is the necessity for upsurge the participation and involvement of the residents. Many residents especially the African Americans not happy with the role they have in the tourism planning and implementation. Building partnerships with their ownership is found important to create a sense of ownership.

The study by **Derek hall (2000)** gives the sight of Albania and discusses the problems of rural tourism in the country. The title of the study is Identity, Community and Sustainability Prospects for Rural Tourism in Albania. Albania is officially named as the Republic of Albania and is part of South Eastern Europe. It is encircled by Greece to the south east, Montenegro to the north, Kosovo to the northeast, Macedonia to the East and Adriatic Sea in the west.

Community based tourism and sustainability are possible for stable societies. But in Albania which has been experiencing domestic instability, pauses a big question regarding possibility of sustainable tourism development. The research discusses on local community involvement in local development process. Another area of research is the examination of the post-communist context of tourism development. In the post-communist context there was huge migration of people around 10 percentage of the population to the European countries. The country become poorer and government very unstable. In this circumstance many found tourism as a key to development of the region. But there was severe absence of tourism infrastructure including roads. The UK, Dutch and many others tried to set up tourism facilities in the uninhabited hillside villages. But the major barriers were assistance to cooperation and suspicion of the locals to outsiders. Hall concludes that sustainable rural tourism development can occur only if there is a change in the present situation to stability of governance and its relations with nearby countries improved.

Fotiadis, Anestis, Michalko, Gabor, Ratz, Tamara (2008) showcases the importance of marketing for the development of rural tourism. They also focus on the rural milieu or the surrounding and the various elements of the rural areas to be marketed. The rural milieu theory is based on the observations and notes made by the authors during interview with local citizens and local authorities. These interviews were made during the year 2005 to examine the social and economic changes

affecting small communities in Hungary and Greece it was found that provincial tourism undertaking has a tendency to be little scale. To advance rustic goal, we should have appropriate knowledge of the country environment. While developing any item we should guarantee that legality of the neighbourhood culture ought to come down.

Sharma Neha and Tiwari Amar Kumar (2014) accomplishments to discover the advancement of the provincial regions foundation furthermore the upgrade in the way of life of the general population in the country territories. The scientists are of the calculation that the recent need to advance rural tourism consciously as India has returned to offer to the world as far as society, craftsmanship, create, custom, music, celebrations and so forth. This paper additionally focuses on two towns. Mawlynnong and Hodka as a win for any Rural Tourism venture regarding group inclusion. The analysts needed to get a genuine understanding into the instrument of country tourism moreover needed to see if the respondents know about rural tourism or not.

In this study, most exciting information has been gathered through essential sources. There must be expanded knowledge of the part of tourism in a region which would urge local people to take part in basic leadership. Chance to express one's session and is viewed as essential helpers to get required in arranging. The neighbourhood administration organisations must enhance access to data about the effects of proposed tasks. One vital finding from this study was that choices about taking an interest in the arranging procedure were dependent upon the accessibility of data.

Vinay Raj R, Jaya Justy and Chinju Anoop (2013) focus on group tourism promoting methodologies. The specialists are of the opinion that the procedures for country showcasing are not quite the same as promoting. A great deal of methodology is required in rustic advertising are examined here like customer and area particular advancement, joint or agreeable advancement, packaging of information sources, administration of interest, formative promoting and novel offering recommendation. It is not that simple to enter the provincial market and is in fact testing assignment. Few of the difficulties talked about in the paper are population spread, framework, pay, landscape components coma low proficiency, occasional interest, transportation, correspondence issues, customary life, purchasing choices and social variables. Correspondence is viewed as an essential gadget to contact the rural gathering of people.

Fariborz Aref and Sarjit S Gill (2009), shows light on rural tourism as refreshing ideas and perspectives on tourism acquiring, new measurements the cost-effective improvement. It has also been express the neighbourhood groups can assume a crucial part in poverty mitigation in provincial zones. The paper has utilised subjective ways to deal with outline improvement of provincial tourism through country cooperatives. The concentrate likewise highlights the barriers of rural tourism in Iran.

It was found that it is vital to create provincial cooperatives for country tourism improvement as they are important achievement element in rustic tourism. The creator concludes by saying that provincial tourism in Iran is in its initial stage. Iran has the chance to improve its country tourism.

Jupeng (2011) concentrates on the vacationer desire in provincial tourism. Appropriate administration is required to address the issues of the visitor like sanitation, general public security, and framework. T-test, connection are connected to get the outcome. I.P.A. technique is utilised to validate the variables which should be promoted.

The study completes by saying that it is vital to create novel products of their own. It is likewise essential to extend traveller source market. Advertising of provincial tourism in a suitable way is required, for example, appropriation of different media to extend its positive effects to pull in huge number of travellers. Concern must be given to the quality and interesting components of tourism wares. Ultimately creator is proposing that the administration ought to give careful concern to the infrastructural offices.

Bandaru Srinivasa Rao and Nannapaneni Chandra Shekhara Rao (2012) focus the requirement for advancing provincial tourism in towns. Distinctive behavioral progression is safe that are substantial in tourism projects in India. Countryside tourism assumes an essential part in creating rural economy. Change in instruction level has prompted arrange and sort out tourism exchange effectively. The primary target of this paper is that tourism benefits each strata of the rustic culture. The study gives a vital structure to arranging and actualizing country tourism activities. This exploration depends on optional sources. Rural tourism assumes a critical path in creating country economy. Legitimate marking and advancement of ventures are required to put India among the top traveller goals. Researcher concludes by saying that the tourism society will be maintainable just when all gatherings take after strict code of conduct.

Rama Kumar A. and Shinde Rajashree Dr. (2008) aims to understand the idea of provincial tourism and its prominence in US in the present situation. The paper moreover examines the procedure of item improvement and administration at two chose destinations in Maharashtra. Crucial information was gathered through meetings and perception technique. For contextual analysis, two activities were selected from Maharashtra.

Rural tourism advances traveller surprisingly in contact with the nearby individuals and experience their way of life society workmanship food. For the key execution of any task there is a need to find out business sector size, vacationer profile, separate parts and duties among different partners, item improvement, arrangement and administration of base and special arrangements. One of the advantages from provincial tourism is that it says the neighborhood workmanship and culture and advances the nearby artisans and gives them a stage to showcase their abilities and advantage from them. In Indian setting, the idea of country tourism is extremely valuable as central part of the population lives in towns. Rustic tourism can be used as an influential procedure for profiting country group and also enhancing the experience of the travellers. Occupation training, advancement of crafted works and changing of fundamental base are essential to support the villager's personal satisfaction and country tourism.

Milli NitaShree (2012) articulated that rustic tourism is an open door for provincial advancement. Provincial tourism can be seen as an open door for the country group to enrich efficiency and salary. This paper goes for the investigating provincial tourism at Tipam Phakey town. The target of this paper is to understand the possibilities of provincial tourism and to recognize its different difficulties. Essential information was collected through field reviews. Research analyst is of belief that practical rustic tourism can produce long haul benefits for the neighbourhood groups.

It was found that there is an extension for country tourism in the study zone. The study on covers different financial effects like job to the young, support to handloom industry, protection of characteristic assets, trade of income and introduction to their religion which is vague. Tipam Phake town has an extra ordinary possibility for various developing fragments of tourism like ecotourism, social tourism, agro tourism, religious tourism and so on. Tourism in the district advances the neighbourhood economy and way of life of individuals lodging in and around the Town.

Mohanty P.P (2014) talks about the idea and advancement of provincial tourism in Odisha. This paper furthermore portrays the difficulties and challenges and spotlights on the improvement of vital advertising arrangements for rustic tourism. The paper throws light on the administration strategies and undertakings for advancement of provincial tourism. Creator is of the assessment that the idea of creating country tourism can be useful for Odisha as 74 % of the population lives in rustic town. In this paper creator concentrates on a town named Pipli, which is the additionally known for its bright work of art called applique. Pipli has been said by the creator as the display of provincial tourism. The difficulties in country tourism that are talked about in this paper are nonattendance of supporting industry, enactment issues, deficiency of prepared labour, absence of money related backing, advisor correspondence, absence of business arranging aptitudes. Advertising is one of the real issues for the advancement of country tourism in Odisha. One purpose behind this might be the absence of mindfulness about the formative part of tourism.

Researcher closes the paper by mentioning that of appropriate advertising arrangement is done; provincial tourism could convey clusters of advantage to our general public. NGO and neighbourhood government bodies ought to be required in vital usage of task. Provincial tourism will rise as a vital instrument for feasible human improvement including neediness easing, work era and ecological recovery improvement of remote territories and progression of ladies. The administration ought to uplift provincial tourism to obtain positive social change the general public.

Umakant Indolia Dr. (2013) confers country tourism as another mantra for provincial improvement. This paper talks about the idea and essentials of rural tourism, advantages of provincial tourism. The fundamental targets of this paper are to know the capability of provincial tourism, create system for rustic tourism, study government ventures identified with country tourism and recognize challenges in country tourism and offer recommendations for the same. Commitments of country tourism industry are also he talked about in the paper.

There is a necessity for an immaculate arrangement for maintainable development of provincial tourism. Provincial tourism must be created in a way that regular assets, nearby legacy and ways of life are secured. Customary tourism items must be ensured. Legitimate advertising arrangements ought to be executed so that country tourism conveys loads of advantage to general public. Practical advertising and sensible arranging are significant for advancement of provincial tourism.

Parashar Arunesh Dr. Bhardwaj Ajay, Kumar Narendra (2014) talks about rural tourism as a strong approach towards sustainable tourism management in India. The objectives of this paper are to understand the concept of rural tourism and its importance in the current scenario, to explore the process of rural tourism in sustainable management, monitoring rural tourism activities and actions.

Three tourism themes were selected which promotes the sustainability and the sustainable management of tourism resources and these are ecotourism, cultural tourism and village based tourism. Author pronounced that rural tourism is the perfect model for the sustainable development and management of the rural India rural tourism has to be promoted with the basics of management like planning, organizing, staffing and controlling.

Iwona Polucha and Janas Zukovskis (2010) this study was assumed to look at the issues identified with the improvement of country tourism. Different biological, monetary and social viewpoints are examined in the paper. The instance of Warmia and Mazury district in Poland are inspected in this paper. The fundamental point of this paper is to give the most normal and viewpoint answers for the improvement of various locals by summing up hypothetical and functional involvement in saving and reproducing less created country zones. The paper likewise happenings to show the progression required for country tourism in Poland to satisfy its capacity as a conventional action prompting sustainability. Examination of the present issues in the field of maintainability and tourism in polish provincial gold has been done. Conclusions were made from the interviews and investigation carried by the authors. The present study is based on the method of content analysis

Tourism in remote areas of Poland plays an essential part in rustic advancement prompting maintainability. keeping in mind the end goal to draw in substantial number of vacationers gold, it is vital to support their special qualities full stop researcher has given couple of proposals to grow exclusive requirements of settlement, cell providing food home and campgrounds, conventional each trees and country motels, specialized framework, amusement Locales and offices in towns, arrangement of advancing vacation administrations, accessibility of assets for ecological speculations, giving instructions and imparting education to increase benefits awareness of maintaining rural heritage.

Singh Prem and Mahecha G.S (2012) present the eco-tourism capability of the brilliant city of Rajasthan, Jaisalmer. They have distinguished numerous territories

situated in the Thar Desert which has extraordinary eco-tourism potential. Board field study was done and supporting information gathered from different sources. Creators have examined about some new recognized eco-tourism ranges like Lanela, Kannod playa and Mohangrah and so on. The potential of this eco-tourism goal must be checked and a genuine planning must be accomplished for the advancement of Jaisalmer as eco-tourism goal. It is the joint duty of public and private segments, voyagers and neighbourhood government to save eco-tourism goals to secure its manageability. Jaisalmer has the capability of turning into an requisite eco-tourism focal point of Rajasthan. Genuine arranging is required to check its potential.

Kumar Ashutosh (2015) highlights on advancing provincial tourism in Samode locale of Rajasthan. It concludes to see whether the area can be possibly creating rural tourism. His article tries to throw light on making alertness among the neighbourhood group by any nearby, territorial or focal body of the administration or by any social association. Another vital perspective which discussed was that organization amongst public and private sectors is essential for the accomplishment of country tourism. Organized poll was utilized to discover the reaction of the visitors through advantageous testing strategy.

It was watched that transportation was the real limitation as felt by most of the holidaymakers, which was lagged by nature of desired nourishment. Creator is of the sentiment that activities ought to be taken to make rustic tourism resorts/attractions in remote towns. Centre ought to be on associating journey tourism. Couple of recommendations was given like formation of an organizing visitor board at goal level, production of neighbourhood tourism advancement arrangement, making nearby public expert of Samode.

Sharma Neha and Tiwari Amar Kumar (2014) bring up country tourism as a specialty portion of tourism. As indicated by the creator, not very many individuals know about the term rustic tourism, while dominant part of the general population is inspired about finding out about it. Rural India can develop as a domineering country tourism goal. Creator is of the supposition that tourism development potential can be checked as a system for rustic advancement. The goals of this study are to get knowledge of rustic ranges base, improvement in the way of life the general population living in country zones, openings for work for the provincial populace. Firstly, exploratory examination was led to acquire an essential grasp of the issues and

prospects of country tourism. From that point, engaging examination was led. Information was gathered through overview and helpful technique was utilized. Many studies have proved that not very many individuals know about the term country tourism, however are interested in finding out about it as they feel that it would be useful for both urban and provincial society. As lion's share of the general population resides in towns, so it can be exceptionally valuable to build up the idea of country tourism. Expanding level of alertness, developing enthusiasm for legacy and culture and enhanced openness had made provincial tourism all the more celebrated. Tourism planning projects ought to be planned in a manner that it combine individual and connects individual and group actors with local authorities. It is vital to understand the rule of combining neighbourhood partners together with the acknowledgement of substantial objectives of activities sorted out inside a tourism improvement system. Neighbourhood individuals ought to be incorporated into the basic decision making process.

Ahuja Bharti and Cooper Malcolm (2014) have laid emphasis on role of women in promoting and developing rural tourism in India. The primary concern was to discover what types of financial tools are available to women villages in India. The study was carried out in two Indian states; Rajasthan and Kerala. The research team watched distinguishing parts that ladies play in the family unit and grow. They are of the assessment that ladies if given proper training and opportunities would be a blessing to provincial tourism. It is vital to see the capability of country ladies for the financial advancement of rustic zones. Thus government and society must boost the development of ladies part in a precise way.

Singh Ashok and Tiwari Ranjana (2014) ponder on feasible country advancement through tourism practices. The primary goal of the paper was to lighten the idea of rustic tourism and its crisis. Creators investigate the commitment of tourism in rustic regions through contextual investigation examination of Ranakpur. Essential information was gathered through meeting and perception techniques. The respondents included the tourism authorities, villagers and sightseers.

The administration's determination of indicating out potential tourism spots in and around Ranakpur will give prospects of neighbourhood youth, minorities and ladies to take an interest in the country tourism ventures. This new potential territory for tourism will give noteworthy advantages to nearby individuals and serving as a device for economically improvement. Economical tourism advancement can happen just

when tourism practices are implemented with legitimate planning, evaluating and giving due consideration to nature, ethnicity and society. Tourism activities could be a technique for economic advancement for provincial regions furthermore could be an instrument for item separation for regions those are at stagnation face of the gold life cycle model of Butler (1986). To be an appropriate harmony between Government, tourism partners and neighbourhood groups for the ceaseless improvement in the region.

Nagaraju L.G and B. Chandrasekhara (2014) focus on how provincial tourism can help rustic culture. Creator says that provincial tourism can have both positive and also negative effects on both country and urban groups. The targets of the study that are examined in this paper are to break down country tourism items in India, considering provincial tourism for rustic advancement and to give proposal to change of provincial tourism in India. Creator has talked about specific advantages to rustic advancement like employment maintenance, work creation, new business opportunities, and latest job ventures for youth administration maintenance, group broadening, upgrades and renewals group pride, increases hours and craft sale, landscape conservation, environmental improvements.

The study concludes on the happy note that if an appropriate promoting arrangement is accomplished for country tourism, it could convey part of advantages to our general public. It can help inflow of assets; it can keep rearrangement of individuals from provincial to urban. It is vital to anticipate provincial tourism to avoid any sort of harm.

Ashley Caroline (2000) reviews impacts that tourism has on the livelihood of general population in Namibia. The paper outlines that an attention on employment offers a helpful point of view on tourism for improving nearby advantages. The paper likewise expects to show how tourism commitment to employment can be improved. This paper utilizes the manageable work system for serving the different positive and negative effects. The paper exhibits the activities by groups and government that have been adjusted to replicate location needs. A large portion of the illustrations utilised as a part of this paper are from Kunene and Caprivi districts of Namibia. It was found that there are three essential truths about Namibia which seen a treat and a challenging task to be undertaken. In the first place is that squeezing the improvement effect of tourism as occupations and money is an over reclamation. Second is an alternate kind of group tourism wanders have distinctive sorts of work effects. Third is a distinctive

individual has diverse occupation needs. Creator is of the belief that careful and intelligent planning with proper understanding towards providing daily bread to the local populaces can improve the positive effects of tourism. It is imperious for individuals living in a society to get interacted in basic decision making which can be done by creating tourism rides to group level and helping groups with participatory arranging and by guaranteeing that administration arranging procedure are accessible to neighbourhood needs.

Rathore Nisha (2012) calls attention towards the effects, difficulties and chances of rural tourism. The paper exhibits both the positive and negative effects of country tourism. Through this paper, she needed to recognize the components required for the improvement of country tourism. For the study, essential information was gathered from 150 respondents utilizing convenient method sampling. She is of the sentiment that 75 % of the voyagers are devoted on provincial tourism and has demonstrated their enthusiasm for going to those regions with characteristic excellence. They are likewise entertained by customary traditions, painstaking work, conventional sustenance, social projects. Inclusion of regions, natural administration, legitimate arranging and promoting the methods are the essential of rustic tourism advancement. In coming days provincial tourism will rise as a mandatory instrument for maintainable human improvement. Provincial tourism prevents migration of rural population to nearby cities. Fleeting and long haul arranging and required to maintain a strategic distance to prevent rural areas from urbanization hazards. The opportunity has already come and gone that the governing bodies ought to uplift provincial tourism to guarantee feasible monetary advancement.

Singla Manika Dr. (2014) concentrates on the group impression of the socio-economic effects of society and legacy tourism. The paper additionally manages the impact of demographic minor departure from the inhabitant's state of mind towards tourism industry. The domain of Jaipur indicated uplifted state of mind towards tourism industry. Municipal pleasantries and disintegration of social assets were seen as negative effects by the inhabitants. Inhabitants were of the assessment that tourism gives open door for learning and expanded group investment. There is likewise a solid relationship between respondent's financial qualities and their concepts on the effects of tourism.

Schneider Judith (2011) in his article explains about the capable provincial tourism improvement in the Tijara piece – a country region of Alwar, Rajasthan .The creator

is in the condition of fix whether it is insightful to present tourism in that idyll, as tourism may ruin the social fabric of the groups. Be that as it may, the inhabitants were agreeable to the improvement as they were anticipating vocation, training and social trade. Pilot overview was done on neighborhood populace getting some information about the potential for creating tourism exercises in the region.

Individuals pointed out positive reaction towards change associating them with the outside world. Creating tourism in provincial ranges is full with difficulties. Tourism may be seen as the answer for high rate of unemployment in country ranges, yet it is not the best possible method for advancement for each town. The idea of tourism can't be presented in each town or groups as the dangers are too high. Appropriate arranging is required before presenting tourism in the country range, including nearby individuals so they realize the potential results and dangers.

Singh Ranbir and Singh Amarjit (2009) aims to distinguish occupant's attitude towards socio-cultural effects of tourism in rustic zones of Thar Desert in Rajasthan. Country tourism has been seen as an important and developing area of tourism business sector. Tourism would profit the nearby people just when they can go about as administration suppliers for different traveler related exercises. The contextual investigation utilized for this paper is from Thar Desert covering the regions of Bikaner, Jaisalmer, and Churu, some portion of western Nagaur, Barmer and Jodhpur locale. In the study, the effect scale utilized by AP and Crompton was utilized. Element examination was utilized to conclude the measurements of saw effects.

Tourism was ring in as a valuable well spring of harvesting currency in a portion of the towns of the region. In the meantime costs of merchandise and administrations were observed to be on the negative side in this way expanding the average cost for basic items of the occupants. Nearby interest is vital for country tourism improvement and it must be given more consideration. Tourism improvement in the study zone assumes a vital part in return of societies.

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CHAPTER - 3

THEORITICAL FRAMEWORK

Rural tourism focuses on actively participating in a rural lifestyle. It can be an alternate of ecotourism. Many villages can facilitate tourism because many villages are sociable and eager to welcome and sometime when host visitors. Agriculture is becoming highly automated and therefore requires less manual labour. This trend is causing economic pressure on some villages which in turn causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle.

Kumbalangi Integrated Tourism Village Project is a unique initiative to transform the tiny island of Kumbalangi into a model fishing village and tourism spot. It is the first of its kind in India and is located in Kochi. It is blessed with many natural wonders and the people who visits are treated to many a rear treat.

Kumbalangi is surrounded by backwaters. Chinese Fishing Nets covers the island and the village boasts of rich aquatic life. An array of mangroves separate from land water and provide a good breeding ground for prawns, crabs, oysters and small fish.

Palluruthy nearby is coming up in a similar manner. This hamlet provides a close glimpse of simple lifestyle of villagers who still live by traditions that have been passed down for centuries.

Kalagramam is an artist's village that displays fishing equipment and handicrafts. Bait-fishing is extremely popular among the tourists here. Many houses in the village are homestays and visitors can book their state directly with home stay operators.

3.1 DEFINITIONS OF RURAL TOURISM

The concept of rural tourism is multidimensional and there are several different definitions about rural tourism. The following are some examples: according to the Organization of Economic Cooperation and Development (OECD), rural tourism is defined as tourism taking place in the countryside.

It has been argued above that rurality as a concept is connected with low population densities and open space, and with small scale settlements generally of fewer than 10000 inhabitants land use is dominated by farming, forestry and natural areas. Societies ran towards traditionalism: the influence of the past is often strong.

Government policies lean towards conservation other than radical are rapid change.

It follows, therefore, that rural tourism should be:

- Located in rural areas;
- Functionally rural, built upon the rural world's special features: small scale enterprise, open space, contact with nature and natural world, heritage “traditional” societies and “traditional” practices;
- Rural in scale - both in terms of buildings and settlements – and, therefore, usually small scale
- Traditional and character, growing slowly and organically, and touched with local families. It will be very largely controlled locally and developed for the long-term good for the area;
- Sustainable - in the sense that its development should help sustain the special rural character of an area, and in the sense that its development should be sustainable in its use of resources. Rural tourism should be seen as a potential tool for conservation and sustainability, rather than as an urbanizing and development tool;
- Of many different kinds, representing the complex pattern of rural environment, economy and history.
- Rural tourism refers to those travelling activities that aim at pursuing natural and humanistic attraction with rurality in rural area (Jingming & Lihua, 2002).

Macdonald and Jolliff (2003) introduced the concept into this particular study and defined it as cultural rural tourism. By this definition rural tourism refers to a distinct rural community with its own traditions, heritage, arts, lifestyles, places and values as preserved between generations.

When tourist visits these areas, they are well informed about the culture and experienced folklore, customs, natural landscapes, and historical landmarks. They may also enjoy other activities in rural setting such as nature, adventure, sports, festivals, crafts and general sightseeing.

According to Deroi, rural tourism might be conceived as tourism activities in a ‘non-urban territory where human (land-related economic) activity is going on, primary agriculture: a permanent human presence seems a qualifying requirement’.

According to Lane (1994) rural tourism should: be located in rural areas, functionally rural, rural in scale i. e. usually small-scale; be traditional in character; growth slowly and organically; is connected with local families; and represent the complex pattern of rural environment, economy, history and location.

Described rural tourism as multi-faceted activity rather than farm-based tourism only, it not only includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventures, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism and in some areas, ethnic tourism (Baramwell & Lane, 1994).

Lane, (1994) identifies four necessary features for the sustainable rural tourism strategies as:

- It is important that the person or team formulating the strategy is skilled not only in tourism development but also in economic, ecological and social analysis.
- Wide consultations among all interest groups are essential. These consultations will include trade and business, transport, farmers, administrators and the custodians of the natural and historic assets of the areas.
- Tourism relies more than any other industry on local goodwill. The local population must be happy with their visitors and secure in the knowledge that the visitor influx will not overwhelm their live, increase their income hosts and impose new and unwelcome value systems on them.
- The strategy making process should not be a once-only affair. It has to be an evolving long-term enterprise, able to cope with change, and able to admit to its own mistakes and shortcomings. It is the beginning of a partnership between business, government and cultural and conservation interests.

In recent years, rural tourism has been developing rapidly. In order to promote the development of rural tourism, the local government paid more and more attention to the planning of rural tourism. Rural tourism has long been recognized in certain parts of Europe as an effective catalyst of rural social-economic regeneration for over a hundred years.

Rural tourism can therefore encompass a wide range of rural - based attractions, events and services that can provide the context for economic diversification and meditating factor for sustainability. Rural tourism can promote heritage appreciation and the resource conservation, contribute to social - economic change and provide the context for interaction between local rural people and the tourists. On the other hand, rural tourism development can promote undesirable changes in the landscape, negatively influence the social-cultural values of a region, and promote inauthentic representations of local customs and ways of life. In the case of farm tourism, the sustainability of the tourism product can also be influenced by the degree to which operators have developed managerial skills, such as product and market development and customer service skills (Colton & Glyn, 2005).

Rural tourism planning process begins with choosing qualified villages to attract tourists. In fact the first step of rural tourism planning management to select potential villages for rural tourism. Finally the managerial operations must be implemented in order to maximize the benefits of rural tourism processes (Mahmoudi, Haghsetan, Meleki, 2011).

3.2 CHARACTERISTICS OF RURAL TOURISM

The concept of rural tourism has a noble cause. It is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern time.

Some characteristics features of rural tourism are following as:

- Seasonality
- Fragmentation
- External market needed
- Co-operation needed between internal and external market
- Role of women

- Economic role: side income for farmers and other entrepreneurs in the rural area

Rural tourism could help in boosting the local performing arts and help conserve the local culture and can prevent rural migration. Rural tourism could attract the tourists by providing an excellent glimpse of the village ambience with local cuisine.

Rural Tourism in India: Characteristics Features and Facts

India's tourism attractions are large and varied. Our culture, which is both the syncretic and dates back to ancient times, is our most visible attraction. Tourism is a socioeconomic activity with the competence of creating large scale employment without compromising with the environment and ecology of destination. We know India's rich culture and heritage remain unparalleled and the country's unity in diversity is still look the by the entire world. To understand India's true tradition, heritage, culture, festival, etc. rural area is the best place.

As per Ministry of Tourism statistics (2018)

India

- No. of Foreign Tourist Arrivals in India: 10.56 Million (P)
Annual Growth Rate: 5.2%
- No. of Indian Nationals Departures from India: 26.30 Million (P)
Annual Growth Rate: 9.8%
- No. of Domestic Tourist Visits to all States/UTs: 1854.9 Million(R)
Annual Growth Rate: 11.9%
- Estimated Foreign Exchange Earnings from Tourism
 - i) In INR terms: 1,94,892 Crore rupees (# 2)
Annual Growth Rate: 9.6%
 - ii) In US\$ terms: US\$ 28.585 Billion (#2)
Annual Growth Rate: 4.7%

World

- No. of International Tourist Arrivals: 1403 Million (P)

Annual Growth Rate: 5.6%

- International Tourism Receipts: 1448 US\$ Billion (P)

Annual Growth Rate: 7.6%

India's Position in World

- Share of India in International Tourist Arrivals: 1.24%
- India's rank in World Tourist Arrivals: 25th
- Share of India in International Tourism Receipts (US\$ terms): 1.97%
- India's rank in World Tourism Receipts: 13th

India's Position in Asia & the Pacific Region

- Share of India in International Tourist Arrivals: 5.05%
- India's rank in International Tourist Arrivals: 7th
- Share of India in International Tourism Receipts (US \$ terms): 6.60%
- India's rank in International Tourism Receipts: 7th

According to Ministry of Tourism: Rural Tourism is 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.

Main characteristics and features of rural tourism in India:

1. The tourism activity took place in the countryside and the community participation or initiative is a prerequisite.
2. It incorporates different forms of tourism and is multi-faceted.
3. The architecture of the villages is prompted by locally providing accommodation and food should be served. More focus is on accommodation that should be clean, pest control and hygienic.

4. Tourist shopping centres can be opened so that it can purchase local products like food, tea, honey, fruits, painted pottery, carpets, and traditional embroideries.
5. Locally available traditional transportation is used like a tractor, bicycle, bullock-cart, etc.
6. Rural tourism focus must be on something to see, something to do and something to buy.
7. Tour to production centres like fruit gardens (mango, grapes, poultry, dairy farm, etc.) and visit local facilities like Gram Panchayat, school, village, river, tube well, different types of trees, old religious places and museums.
8. Family and village games like gilli danda, kabaddi, kushti, high jump, long jump etc. are organised and evening entertainment is provided like a campfire, rural folk dance, local songs like kajari, birah etc.
9. The prime beneficiary is local people who are trained professionally to provide a complete package to rural tourist. Local and district administration's support is pre-requisite.
10. Rural tourists should be educated to act "Responsibility" and should respect the human and natural heritage of the host community. Tourists should be sensitized towards the cultural values, social norms, and traditions.

3.3 IMPORTANCE AND BENEFITS OF RURAL TOURISM

Rural tourism is an important form of tourism sector which plays an important role and gives many benefits to the rural areas community. When tourists travel to rural areas, they support the local economy and helps in various ways. Rural tourism helps in the development of rural areas and living standards of host communities.

Following are some of the importance and benefits of rural tourism:

- Provides a source of new, alternative or supplementary income and employment in rural areas
- Rural tourism spurs infrastructure development in rural areas

- Help to reduce gender and other social power
- Encourage collective community
- Reinvigorate local culture
- Instill the sense of local pride, self-esteem, and identity
- Contribution to conservation and protection
- Increase the living standards of local community
- Assists refurbishment and re-use of abandoned properties
- Provide opportunities for retaining population in areas that might otherwise experience depopulation
- Enable areas to be repopulated

Rural tourism is a growing form of tourism. It is not just farm stays or visits to rural areas. It is more than that. Rural tourism benefits the host community of rural areas as well as surrounding natural environment through preservation and conservation of natural resources.

3.4 BENEFITS OF RURAL TOURISM

Travelling is one of the activities that most enjoy and that helps us to rest and disconnect from routines. The ways of travelling and destinations vary a lot between people, some people prefer to visit large cities, museums or gastronomic destinations. Staying in rural homes allow us to allow an important connection with the nature and eliminates the accumulated stress of day to day.

- **The budget:** they are usually adapted to all kinds of pockets. You can find offers for large groups for specific dates.
- **Ease to practice adventure sports:** fishing, karting, canoeing, horseback riding, climbing or mountaineering are some of the activities that you can take advantage of to discover if you stay in an isolated rural house.
- **Suitable for the whole family:** when living in a city, contact with trees, lakes and fresh air is gradually lost and there is a disconnection to such an extent

that many children have never been in the country allows children to discover the wonders of nature and their animals as well as understand and respect it.

There is also room for pets; it is increasingly easier to find rural houses that allow the entry of other family members.

- **Discover new places:** offer the possibility of knowing a town in a different way, reaching places that perhaps, otherwise you would not do and making it possible to enjoy the whole natural environment at very acceptable price.
- **Customs and gastronomy:** Spanish cuisine is known worldwide but the basis of good cuisine is found in our villages. So a getaway to rural houses allows you to savor the products and delicacies typical of the area and their traditions and customs. In addition, it helps revival of traditions in rural areas, reinforcing their sense of belonging and increasing the self-esteem of the inhabitants, giving meaning to the preserve heritage.
- **Goodbye to the crowds and noise:** people, traffic jams, running from place one to another... the tranquility and the peace that is breathed in rural tourism sites is such that it becomes the main attraction for travellers for to choose it as a destination. Taking a walk through the countryside or sitting down to read a book on the river bank without anyone bothering you is another of the main advantages.

All this help the tourist get rid of stress and recover his physical balance and especially psychological.

- **Personalized treatment:** the simple fact that rule accommodation has fewer rooms and the owners are the ones that tends to the guests makes everything more familiar. This also has the added bonus that the staff is usually from the area, so at any time we can recommend something to do, where to eat, which sites to visit etc.

3.5 RURAL TOURISM ACTIVITIES

Various estimates suggest that tourism in rural areas makes up 10 to 20% of all tourism activity, and a Euro barometer survey reported that 23% of European holidaymakers choose the countryside or rural areas as a destination every year.

Various cultural and nature based activities occur in rural areas. The rural environment has a long history of being managed for recreational purposes, and this symbiotic relationship has had important impacts on both environment and activities. A range of tourism and recreation activities are found in the countryside. We can categorize these activities on the basis of their nature. Types of rural tourism activities are following as:

- Touring
- Cultural activities
- Water-related activities
- Health-related activities
- Aerial activities
- Passive activities
- Sporting activities
- Hallmark events
- Business related activities

Touring include various tourism activities such as hiking, horse riding, touring in gypsy caravans, motorized touring, small village/town touring, cycling, adventure holiday or wilderness holidays.

Various cultural related tourism activities are found in rural areas. Archaeology, restoration sites rural heritage studies, museums, courses in crafts, artistic expression workshops are some examples of the cultural activities of rural tourism.

Fishing, swimming, river tourism, canoeing, kayaking, windsurfing, speedboat racing, sailing are some examples of water-related activities of rural tourism. A variety of sporting activities of rural tourism are found in rural areas. Some examples are potholing, rock climbing, orienteering, Tennis, Golf, low-intensity downhill skiing, and hunting.

Health-related activities such as fitness training, assault course, and spa and health resorts are the popular activities of rural tourism. A large group of tourists travels to

rural areas for the sole purpose of health improvement through health-related tourism activities.

3.6 ADVANTAGES AND DISADVANTAGES OF TOURISM

Some countries are known for their culture and heritage. Tourism becomes their main occupation. Tourism can also be a problem if not managed well. It has been recorded that most countries get its part of GDP from tourism. Tourism is not a symbol or straightforward task. Tourism is just having its own pros and cons. It creates jobs and gives a boost to the economy, but it should also be restricted to some extents.

Advantages of tourism

1. Economically, it brings money and this is the main reason why it is promoted. Income generated from tourism is then used in the private and public sector.
2. International connections are highly promoted. It also promotes cross culture of both the international and local authorities.
3. It also promotes tourism of a particular region which has its own importance.
4. It provides economic incentives to regenerate, preserve the environment factor in both urban and rural region.
5. It provides incentives to build up infrastructure such as road, railway networks and local medicines.
6. It provides opportunity for jobs like in hotels, bars, restaurants and staffing.
7. It provides workers with 1 out of 12 jobs for every worker.

Disadvantages of tourism

1. There are so many environmental damages when tourist allowed exploring it even if they act responsibly, but some of them may damage the environment.
2. Ancient buildings, temples, and moved monuments affected by traffic and wear-tear inevitably.
3. They have a cultural clash as a tourist may lack respect and that is not good for the locals.

4. Job creation would be seasonal. Tourism is for a limited season so the jobs and economy boosts.
5. The flow of money can only be diverted to tourism and other areas of development can be left behind.
6. Local business of the area would be affected as many of the tourist agencies are owned by foreign companies.

3.7 TYPES AND FORMS OF RURAL TOURISM

Any forms of tourism that showcases the rural life, art, culture, and heritage at rural locations there by benefitting 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. There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism. A variety of terms are employed to describe tourism activity in rural areas:

Agritourism, farm tourism, rural tourism, soft tourism, alternative tourism, ecotourism, and several others, which have a different meaning from one country to another and indeed from the country to another. The term rural tourism has been adopted by the European Community (EC) to refer to all tourism activity in a rural area.

Types and forms of rural tourism are following as:

- **Agritourism:** although often used to describe all tourism activities in rural areas, more frequently either term relates to tourism products which are ‘directly connected with the agrarian environment, agrarian products or agrarian stays’: staying at farm, whether in rooms or camping, educational visits, meals, recreational activities, and the sale of farm product or handicrafts.
- **Farm Tourism:** explicitly farm-related and most usually associated with tourism involving staying in farm accommodation and seeking experiences from farm operations and attractions.
- **Wilderness and Forest Tourism:** tourist explores the wilderness and natural beauty of the rural area. It may be implicitly included within notions of rural tourism, or they may be regarded as separate. In wilderness and forest tourism, tourists travel to the natural habitat of plants and animals. It mostly

encompasses non-consumptive interactions with wildlife and nature, such as observing and photographing animals in their natural habitats. Wilderness and forest tourism includes various tourism activities such as wild photography, safari, bird watching, trekking, and hiking etc.

- **Green Tourism:** green tourism refers to tourism in the countryside or green areas. It is more commonly used to describe forms of tourism that are considered to be more environmentally friendly than traditional, mass tourism. In rural areas, green tourism is an important form of rural tourism. Green tourism is portrayed as an approach to tourism development which seeks to develop a symbiotic relationship with the physical and social environment on which it depends and implicitly seeks to attain sustainability ideals.
- **Ecotourism:** it is a form of nature tourism (tourism to natural, unspoiled areas) which assumes active promotion of environmental conservation and direct benefits for local societies and cultures, together with the provision for tourists of a positive, educated experience. Ecotourism is a group of sustainable tourism activities occurred in the natural environment.

3.8 PRINCIPLES OF RURAL TOURISM

- Minimize impact of rapid urban development
- Build environmental and cultural awareness and the respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefit for conservation
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host country's political, environmental, and social climate

3.9 ISSUES AND CHALLENGES

The major issues and challenges of rural tourism need to preserve the environment and natural resources, the need of education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people at all levels to participate in the tourism development.

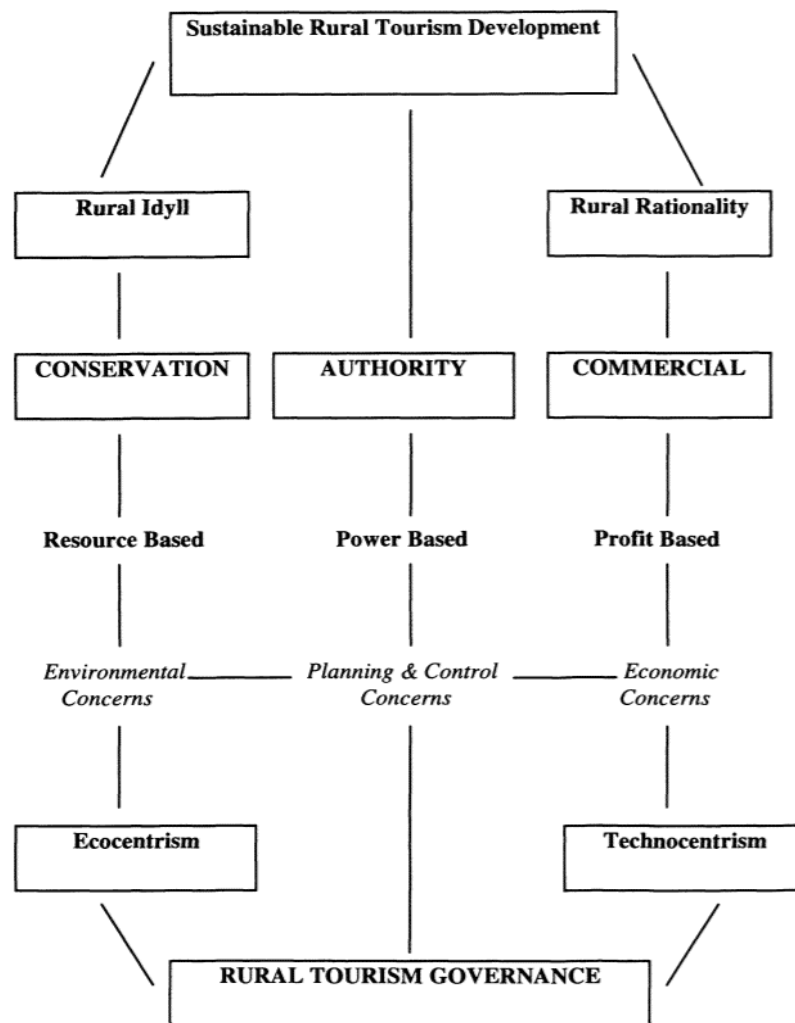
Some important issues and challenges of rural tourism are as follows:

- Economic leakages
- Local price inflation
- Distort local employment structure
- Seasonal patterns of demands
- Manufacture or distort local culture for commodification and staged authenticity
- Destroy indigenous culture
- Natural habitat destruction of rural wildlife
- Littering, emission and other forms of pollution
- Congestion

The cooperative system in rural tourism can be effective approach in bringing positive impact in rural areas. Local people can monitor and control the negative impacts of rural tourism on their own society, if they have an equal stake and authority in management and development.

3.10 RURAL TOURISM DEVELOPMENT

Rural Tourism development is more than just a planned process. Using an actor-oriented approach, it can be seen as a dynamic, on-going socially constructed and negotiated process that involves many social actors who continuously reshape and transform it to fit it to their perceptions, needs, values, and agendas.



Source: Rural Tourism – Definitions, Types, Forms and Characteristics. (2019, February 04). Retrieved July 11, 2020, from <https://tourismnotes.com/rural-tourism/>

Rural Tourism development attracted increasing in the 1990s and a growing literature has contributed to our understanding of it as an enveloping phenomenon.

According to Long and Lane, rural tourism has moved into its second phase of development, it's first having been characterized by growth in participation, product and business development, and partnership. In their review of rural tourism development, Long and Lane argue that rural tourism- at least in Europe and North America- is entering a more complex phase of expansion, differentiation, consolidation, and understanding.

Its second predicted to be more complex, and is likely to be given the questions that remain regarding its place in policy, its integration in practice, and its dynamic role within the restructuring countryside and within wider tourism development processes. As tourism continues to be developed in rural areas in order to counter the economic decline in the primary production sectors, the need for sustainable forms of development is recognized. Since the early 1990s, the concept of sustainable tourism development has achieved almost universal acceptance as a desirable and appropriate approach to, and goal of, tourism development.

Rural tourism development has been driven by the need for economic growth and diversification and it is important, therefore, that tourism's potential contribution to rural economic growth is not diluted by the over-specificity of principles of sustainable tourism.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

In this chapter, analysis of details given by respondents is presented and the interpretations of the study are discussed. The descriptive information and statistical analysis produced by the collected survey data are shown. Records are statistically analyzed. The research entitled “Socio-Economic impact of Rural Tourism: A case study of Kumbalangi Village” was conducted with the aim of analysing the socio-economic impacts of rural tourism in Kumbalangi village. Rural tourism can serve as an important source of tax revenues for local jurisdictions and promotes the usage and sale of local food products. Rural tourism prohibits feasible traditional occupations from being moved and offers rural residents the business opportunities and creates new employment opportunities.

Table 4.1

DEMOGRAPHIC PROFILE OF RESPONDENTS

| PARAMETERS | CATEGORY | FREQUENCY | PERCENTAGE |
|---------------|-----------------|-----------|------------|
| AGE | Below 30 | 28 | 28% |
| | 30-40 | 49 | 49% |
| | 40-50 | 16 | 16% |
| | 50 & Above | 7 | 7% |
| | Total | 100 | 100% |
| GENDER | CATEGORY | FREQUENCY | PERCENTAGE |
| | Male | 52 | 52% |
| | Female | 48 | 48% |
| | Total | 100 | 100% |
| ANNUAL INCOME | CATEGORY | FREQUENCY | PERCENTAGE |
| | Below 1 Lakh | 52 | 52% |
| | 1 Lakh – 5 Lakh | 41 | 41% |
| | 5 Lakh & Above | 7 | 7% |
| | Total | 100 | 100% |
| | CATEGORY | FREQUENCY | PERCENTAGE |
| | Schooling | 7 | 7% |

| | | | |
|---------------------------|------------------|------------------|-------------------|
| EDUCATIONAL STATUS | Pre-Degree/+2 | 16 | 16% |
| | Degree | 47 | 47% |
| | PG & Above | 30 | 30% |
| | Total | 100 | 100% |
| OCCUPATION | CATEGORY | FREQUENCY | PERCENTAGE |
| | Professional | 24 | 24% |
| | Non-Professional | 14 | 14% |
| | Self Employed | 41 | 41% |
| | Student | 21 | 21% |
| | Total | 100 | 100% |

Source: Primary data

Inference: The above table 4.1 reveals the demographic profile of the respondents, without whose support and help, this research would ever have become a reality. Talking in terms of age group of the respondents who volunteered for this research, it was found that 28% respondents are below 30 years old, 49% respondents are between 30-40 years old, 16% respondents are between 40-50 years old and 7% are 50 years or above in age.

Demarcation on basis of gender of the respondents revealed that out of all, 52% are males while 48 % are females.

The above table affords us information about the income of the respondents. It shows that 52% respondents earn below 1 Lakh annually 41% respondents earn between 1 Lakh – 5 Lakh and rest 7% have an annual earnings of more than 5 Lakh & above. One of the major reasons for lower income is the lack of availability of continuous jobs. Another important reason is the small size and fragmentation of agricultural land holdings. Most of the farmers in the region have only less than half an acre of land.

It is clear from the above table that majority of the respondents have their education up to degree. The adult population in Kumbalangi has only minimum education because in the past most of the villagers were engaged in fishing, agriculture and allied activities. People had to go to either Alappuzha or Cochin for higher studies. In

order to travel to either place people had to depend solely on ferries. The availability of ferries was also limited in the past. But at present Kumbalangi is well connected to mainland with the construction of bridges. This would certainly improve the possibility for higher education for younger generation in the island.

The table above explains that the majority population in Kumbalangi village is Self-employed. Only 24% of the respondents fall in the professional class. 14% belongs to non-professional category.

Table 4.2

SOCIAL IMPACTS OF TOURISM – AS A SOCIETY

| Factors | N | Min. | Max. | Mean | Standard Deviation |
|---|----------|-------------|-------------|-------------|---------------------------|
| Improvement in education and health services | 100 | 1 | 5 | 4.41 | 0.7260 |
| Enhancement in the role of women | 100 | 1 | 5 | 4.27 | 0.7634 |
| Preservation of historical and cultural traditions and improved quality of life | 100 | 1 | 5 | 4.16 | 0.8494 |
| Problem of pollution | 100 | 1 | 5 | 3.67 | 1.1106 |
| Improved standard of living | 100 | 1 | 5 | 4.03 | 1.0294 |
| Led to various social problems such as crimes, drugs etc. in the community | 100 | 1 | 5 | 3.72 | 1.1727 |

Source: Primary data

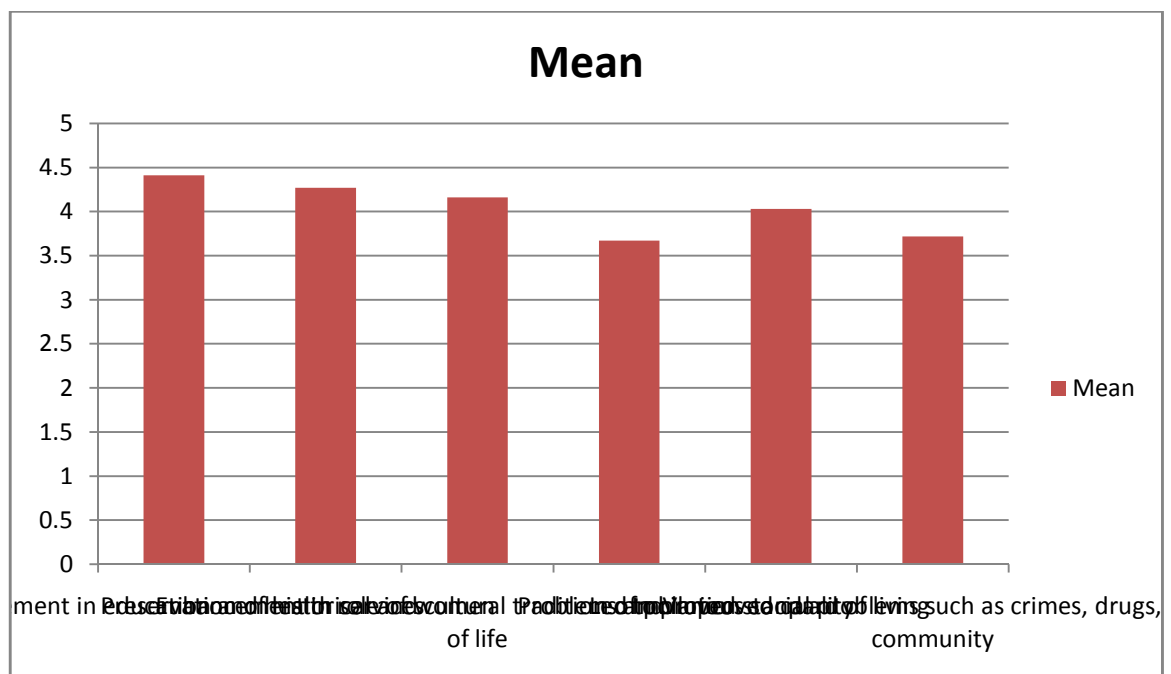
Inference: The above table 4.2 reveals the social impact of tourism on Kumbalangi Village as a society. From it is clear that majority of the respondents have positive response towards the development due to tourism. Table 4.6 indicates that there is not much difference between mean score of each factor. This indicates that rural tourism has made a positive impact in the social status of villagers. While considering the factor 1,2,3& 5; their means are 4.41, 4.27, 4.16, 4.03 respectively which means peoples rated their opinion about how a tourism programme can make impact at high level. In another words, with rural tourism people advanced their educational-cultural-health-living standards.

While considering factor number 4 (pollution problem), mean rate is 3.67. It means that peoples aren't versed to manage various pollution problems.

In factor number 6 mean is 3.72 which indicate some peoples make tourism as a shadow to hide something unfriendly.

Chart 4.1

SOCIAL IMPACTS OF TOURISM – AS A SOCIETY



Source: Primary data

Inference: The above graph depicts the social impacts of tourism in Kumbalangi village as a society. The graph clearly shows that mean values of all the social factors are above

three. The highest improvement due to tourism is reflected in education and health services. Among them majority agree with the significant development as a result of tourism. The lowest mean value is the problem of pollution. There is no significant disagreements among the people regarding the developments as they have positive response in case of women empowerment, preservation of historical culture and traditions, improved quality and standard of living due to tourism. The graph shows that the problem of pollution and some social crimes has also increased with the development of tourism. So the government must take proper measures to control the pollution issues and other social issues because any other increase in this can cause the entire environment of the village.

Table 4.3

SOCIAL IMPACTS OF TOURISM – AS A HOUSEHOLD

| Factors | N | Min. | Max. | Mean | Standard Deviation |
|---|----------|-------------|-------------|-------------|---------------------------|
| Improvement in education and health services | 100 | 1 | 5 | 4.34 | 0.7550 |
| Enhancement in the role of women | 100 | 1 | 5 | 4.14 | 0.8647 |
| Preservation of historical and cultural traditions and improved quality of life | 100 | 1 | 5 | 4.11 | 0.9523 |
| Problem of pollution | 100 | 1 | 5 | 3.79 | 1.1218 |
| Improved standard of living | 100 | 1 | 5 | 4.1 | 1.0492 |
| Led to various social problems such as crimes, drugs etc. in the community | 100 | 1 | 5 | 3.86 | 1.1011 |

Source: Primary data

Inference: The table 4.3 gives the same impression of table 4.2. This table shows the social impact of tourism on Kumbalangi Village from the perspectives of households. The households of Kumbalangi Village strongly agree with the all development factors of the village as the mean value of the development indicating factors are above four. The social problems like pollution, social crimes, drugs etc. in village also increased with the development of tourism as the mean value is above three. There is no such significant change can be detected while comparing the social impact of tourism as a society as well as a household. Both of the data's shows very positive attitude of people towards social improvements and developmental impacts of tourism and highlighted the increasing social issues of pollution and social crimes.

Table 4.4

ECONOMIC IMPACT OF TOURISM – AS A SOCIETY

| Factors | N | Min. | Max. | Mean | Standard Deviation |
|--|----------|-------------|-------------|-------------|---------------------------|
| Creation of employment opportunities and enhancement of personal incomes | 100 | 1 | 5 | 4.49 | 0.5594 |
| Local development through financial and technical support | 100 | 1 | 5 | 4.27 | 0.7766 |
| Problem of seasonality in working | 100 | 1 | 5 | 3.94 | 0.9408 |
| Removal of poverty | 100 | 1 | 5 | 3.94 | 0.9300 |
| Contribution to overall asset creation | 100 | 1 | 5 | 4.15 | 0.8211 |
| Improvement of infrastructure | 100 | 1 | 5 | 4.32 | 0.7898 |

Source: Primary data

Inference: Table 4.4 tells about how the tourism programs benefit its stakeholders to their needs. Consider factor number 1, 2, 5 and 6 (Creation of employment

opportunities and enhancement of personal incomes, Local development through financial and technical support, Contribution to overall asset creation and Improvement of infrastructure). According to the collected data, rural tourism can create employment opportunities, asset creation & other techno-infrastructural merits.

As per the data, mean rates of factor 1,2,5& 6; it ranges between 4.00 to 4.50 approximately (i.e. factor 1=4.49, factor 2=4.27, factor 5=4.15, factor 6=4.32) the overall development of society is happening because there is rise in job creation which will eventually support asset creation, technological, financial & other developments. Observing the factor 3 & 4 (for both mean rates are same at 3.94) problem in seasonality of work & poverty removal are same & there is some irregularity about rural tourism in creation of work as the lion share of tourism activities are seasonal. No one can depend tourism as constant income source.

Table 4.5

ECONOMIC IMPACT OF TOURISM – AS A HOUSEHOLD

| Factors | N | Min. | Max. | Mean | Standard Deviation |
|--|----------|-------------|-------------|-------------|---------------------------|
| Creation of employment opportunities and enhancement of personal incomes | 100 | 1 | 5 | 4.39 | 0.6497 |
| Local development through financial and technical support | 100 | 1 | 5 | 4.29 | 0.6243 |
| Problem of seasonality in working | 100 | 1 | 5 | 4.11 | 0.7506 |
| Removal of poverty | 100 | 1 | 5 | 4.03 | 0.8927 |
| Contribution to overall asset creation | 100 | 1 | 5 | 4.21 | 0.7692 |
| Improvement of infrastructure | 100 | 1 | 5 | 4.28 | 0.6974 |

Source: Primary data

Inference: This table is identical to Table 4.4. Because mean figures for factor 1, 2, 3, 4, 5&6 in this table is 4.39, 4.29, 4.11, 4.03, 4.21, 4.28 respectively which is rated as high level & these figures are adjacent to the data in previous figure. The table shows the increased employment opportunities in village. The tourism initiatives also improved the infrastructure and the local development measures. The poverty rate in village also decreased with the tourism developments.

There is one exception while considering economic impact of tourism. That is the mean range in problem of seasonality in working is 4.11. It shows that in off seasons, a large number of people in rural community are suffering with the problem of jobs. That means as in the matter of households, in off-seasons they will find some other source or they have tourism related jobs & usual jobs, both are accustomed to handling the same.

Table 4.6

**RESPONDENTS OPINION REGARDING TOURISM PROJECTS
IN THEIR LOCALITY**

| Factors | N | Min. | Max. | Mean | Standard Deviation |
|---|----------|-------------|-------------|-------------|---------------------------|
| Increased expenditure | 100 | 1 | 5 | 4.03 | 0.9687 |
| Increase in local land price and assets | 100 | 1 | 5 | 4.07 | 0.8791 |
| Increased foreign revenue | 100 | 1 | 5 | 3.91 | 0.9221 |
| Shortage and non-availability of drinking water | 100 | 1 | 5 | 3.55 | 1.0671 |
| Loss of local identity and values | 100 | 1 | 5 | 3.62 | 1.1171 |

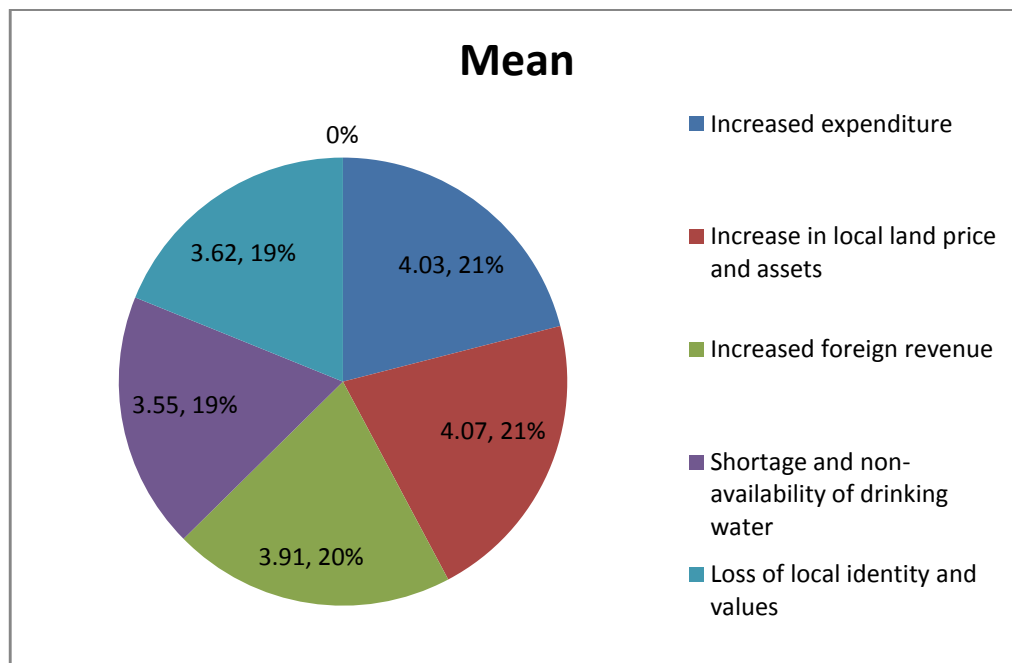
Source: Primary data

Inference: Table 4.6 is about respondent’s opinion regarding tourism projects in their locality like increased land price, foreign revenue etc. & in running cost, loss of local identity, shortage of drinking water etc. Both these categories are ranked in high level. Which means Increased expenditure is 4.03, Increase in local land price and assets are 4.07, Increased foreign revenue at 3.91, Shortage and non-availability of drinking water to 3.55 & Loss of local identity and values equals to 3.62.

As per the data running cost for business in these fields is a little bit high. At the same time availability of fresh water & loss in local identity are other issues. Tourism is mending to attract the foreigners yet while check the data, there is not much increase in foreign earnings. All we can understand is that as developmental activities in a place is progressing, land price will increase usually which can see in table.

Chart 4.2

**RESPONDENTS OPINION REGARDING TOURISM PROJECTS
IN THEIR LOCALITY**



Source: Primary data

Inference: The above pie chart shows the response of people regarding tourism project in their locality. The chart shows a greater increase in expenditure. The land

price in Kumbalangi increased with the development of tourism in the village. The increase of local land price resulted in the increase of asset value. The chart also shows an increase in foreign revenue. The shortage and non-availability of drinking water is high in Kumbalangi Village and an increase in the loss of local identity and values can be also traced.

HYPOTHESIS TESTING

1. **H₀**: There is no significant relation between impact of tourism on employment opportunities to the society and gender of the respondents

Table.4.7: Cross Tabulation of association between impact of tourism on employment opportunities to the society and gender of the respondents

| | | creation of employment opportunities | | | | | |
|------------|------------|--------------------------------------|------------------------|----------------------|------------------------------|---------------------|-----------|
| | | Significant ly worsen | Worsen somewh at | No differen ce | Improve d Somewh at | Sig Improv ed | Tot al |
| Gend er | Male | 0 | 0 | 2 | 22 | 28 | 52 |
| | Fema le | 0 | 0 | 1 | 23 | 24 | 48 |
| Total | | | | 3 | 45 | 52 | 100 |

Source: Primary data

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------------------|----|--------------------------|
| Pearson Chi-Square | .504 ^a | 2 | .777 |

From the above table it is found that the null hypothesis H₀ is accepted since the significance value is more than 0.05. This means that there is no significant relation

between impacts of tourism on employment opportunities to the society based on the gender of the respondents.

2. **H0:** There is no significant relation between impact of tourism on employment opportunities to the household and gender of the respondents

Table.4.8: Cross Tabulation of association between impact of tourism on employment opportunities to the household and gender of the respondents

| | | creation of employment opportunities | | | | | |
|--------|--------|--------------------------------------|-----------------|---------------|-------------------|--------------|-------|
| | | Significantly worsen | Worsen somewhat | No difference | Improved Somewhat | Sig Improved | Total |
| Gender | Male | 0 | 0 | 4 | 23 | 25 | 52 |
| | Female | 0 | 1 | 2 | 23 | 22 | 48 |
| Total | | | 1 | 6 | 46 | 47 | 100 |

Source: Primary data

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 1.701 ^a | 3 | .637 |

From the above table it is found that the null hypothesis H0 is accepted since the significance value is more than 0.05. This means that there is no significant relation between impacts of tourism on employment opportunities to the household based on the gender of the respondents.

3. **H0:** There is no significant relation between impact of tourism on income generation to the household and gender of the respondents

Table.4.9: Cross Tabulation of association between impact of tourism on income generation to the household and gender of the respondents

| | | creation of employment opportunities | | | | | |
|--------|--------|--------------------------------------|-----------------|---------------|-------------------|--------------|-------|
| | | Significantly worsen | Worsen somewhat | No difference | Improved Somewhat | Sig Improved | Total |
| Gender | Male | 0 | 0 | 7 | 22 | 23 | 52 |
| | Female | 0 | 0 | 2 | 31 | 15 | 48 |
| Total | | | | 9 | 53 | 38 | 100 |

Source: Primary data

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 5.840 ^a | 2 | .054 |

From the above table it is found that the null hypothesis H₀ is accepted since the significance value is more than 0.05. This means that there is no significant relation between impacts of tourism on income generation to the household based on the gender of the respondents.

- 4. H₀:** There is no significant relation between impact of tourism on income generation to the society and gender of the respondents

Table.4.10: Cross Tabulation of association between impact of tourism on income generation to the society and gender of the respondents

| | | creation of employment opportunities | | | | | |
|--------|--------|--------------------------------------|-----------------|---------------|-------------------|--------------|-------|
| | | Significantly worsen | Worsen somewhat | No difference | Improved Somewhat | Sig Improved | Total |
| Gender | Male | 0 | 0 | 5 | 22 | 25 | 52 |
| | Female | 1 | 2 | 3 | 25 | 17 | 48 |
| Total | | 1 | 2 | 8 | 47 | 42 | 100 |

Source: Primary data

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 5.063 ^a | 4 | .281 |

From the above table it is found that the null hypothesis H₀ is accepted since the significance value is more than 0.05. This means that there is no significant relation between impacts of tourism on income generation to the society based on the gender of the respondents.

5. **H₀**: There is no significant relation between impact of tourism on asset creation to the household and gender of the respondents

Table.4.11: Cross Tabulation of association between impact of tourism on asset creation to the household and gender of the respondents

| | | Asset creation | | | | | |
|--------|--------|----------------------|-----------------|---------------|-------------------|--------------|-------|
| | | Significantly worsen | Worsen somewhat | No difference | Improved Somewhat | Sig Improved | Total |
| Gender | Male | 0 | 0 | 7 | 21 | 24 | 52 |
| | Female | 1 | 1 | 5 | 27 | 14 | 48 |
| Total | | 1 | 1 | 12 | 48 | 38 | 100 |

Source: Primary data

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 5.5640 ^a | 4 | .234 |

From the above table it is found that the null hypothesis H₀ is accepted since the significance value is more than 0.05. This means that there is no significant relation between impact of tourism on asset creation to the household and gender of the respondents.

6. **H₀**: There is no significant relation between impact of tourism on asset creation to the society and gender of the respondents

Table.4.12: Cross Tabulation of association between impact of tourism on asset creation to the society and gender of the respondents

| | | Asset creation | | | | | Total |
|--------|--------|----------------------|-----------------|---------------|-------------------|--------------|-------|
| | | Significantly worsen | Worsen somewhat | No difference | Improved Somewhat | Sig Improved | |
| Gender | Male | 1 | 2 | 6 | 21 | 22 | 52 |
| | Female | 1 | 0 | 3 | 32 | 12 | 48 |
| Total | | 2 | 2 | 9 | 53 | 34 | 100 |

Source: Primary data

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 8.077 ^a | 4 | .089 |

From the above table it is found that the null hypothesis H₀ is accepted since the significance value is more than 0.05. This means that there is no significant relation between impacts of tourism on asset creation to the society based on the gender of the respondents.

CHAPTER – 5

FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS

- ❖ 52% of the respondents are female and 48% of the respondents are male.
- ❖ Majority of the respondents belong to the age group of 30-40. 52% of the respondents belong to 30-40 age groups. 28% of the respondents are below 30 years. 17% of respondents belong to 40-50 age group and only 1% respondents are of above 50.
- ❖ Majority of the respondents are highly educated. 47% of respondents are degree holders. 30% of respondents are PG and above. Only 23% of respondents are of Plus Two and Matriculation.
- ❖ Majority of the respondents are self-employed. 41% of the respondents are self-employed. 24% of respondents are professionals and 14% of respondents are non-professionals. 21% of respondents are students.
- ❖ Majority of the people have the annual income below 1 Lakh. 52% of respondent's annual income is below 1 lakh and 41% of respondent's annual income is between 1-5 Lakh. Only 7% of respondents have annual income above 5 Lakh.
- ❖ The table 4.4 & table 4.5 show the positive impact of tourism on infrastructure development. The tourism has resulted in the development of basic infrastructure of Kumbalangi Village. The public transport of roads, bridges, electricity, public toilets, restaurants and accommodation has been developed with tourism.
- ❖ The table 4.4 & 4.5 shows the social impacts of tourism in society and household respectively. The majority responded that the tourism resulted in high employment opportunities in Kumbalangi Village. Many jobless people were able to find new employment opportunities related to tourism with the development of tourism in village.
- ❖ Majority of the respondents agree with the improvement in income generation. The mean value observed in terms of local income generation is very high. So

it shows that the tourism activities in Kumbalangi are now attracting more tourists and thereby resulted in increasing of local income generation.

- ❖ The Kumbalangi tourism was highly in favor of preserving and presenting the traditions, practices and values of the rural folk. The domestic and international tourists get many opportunities to directly watch and experience the culture and traditions of rural life.
- ❖ The quality of food provided in the local hotels and new accommodation facilities were improved and increased as a result of tourism.
- ❖ The quality of education and the number of higher education increased with the tourism. The improved economy or financial status of the rural community helps the people to provide better education to their present and next generation.
- ❖ The mean value of the response regarding the growth of the quality of life is high. The tourism has enhanced the quality of life. The better educational status, financial status and new opportunities provided better quality of life to the people of Kumbalangi Village.
- ❖ The tourism in Kumbalangi Village helped in eradicating poverty.
- ❖ Tourism has brought many changes in the life of women in Kumbalangi Village. There were so many unemployed or under employed women in the village. With the development of tourism they get new opportunities to generate income and improve their quality of life.
- ❖ The mean value of response regarding the increase in the social issues and social crimes are high. It shows that there was greater increase in crime rate with the tourism. Organized and personal crimes were increased. The availability of drugs, alcohols increased in the village.

CONCLUSION

Kumbalangi is one of the endogenous tourism model village funded by UNDP and government of India. The tourism in Kumbalangi village had a greater positive impact on the socio-economic life of rural folks. The tourism has greatly enhanced their livelihood. The Kumbalangi tourism has created a vast employment opportunities and economic development in the village. It raises the culture of the village and also helped in preserving their traditions and values. The tourists also get opportunities to understand and experience the life of rural people. The villagers also get opportunities showcase their culture and traditions in front of the outside world. One of the major impacts in relation to tourism in Kumbalangi is the improvement of the economic status and stability of the local community. The increased new employment opportunities and the increase in the quality of education paved a way to increase in the personal income generation capability of the people in Kumbalangi Village. It resulted in the improvement of their economic status. The increased economic stability and status and the improvement of the basic infrastructure of the village resulted in betterment of their quality of life and welfare of the local community. The quality of the resources provided also increased with tourism.

The Kumbalangi endogenous tourism model is a great example of Gramma Swaraj of Mahatma Gandhi. Gandhi's ideal village was based on the self-sufficiency and economic independence. The tourism in Kumbalangi makes the village self-reliant. The unique eco-system of Mangrove Forest and agricultural activities in Kumbalangi indicates the sustainable development through rural tourism. The social and economic satisfaction of rural people is high. Tourism in Kumbalangi Village has brought higher standard of living to the people of the region. Like every coin has two sides, it also have some negative impacts like increased crimes, social issues, drugs, alcoholism and losing of the cultural values. Even though the tourism had made some problems in Kumbalangi Village, this can be overcome through proper measures. The socio-economic impact of rural tourism in Kumbalangi Village is a great example of development of villages and the enhancement of overall life of the people in rural villages through tourism.

IMPLICATIONS FOR FUTURE

To improve and develop the tourism in villages, proper training programs should be organized for the village people. They must provide proper orientation and awareness among the village people about their importance and involvement in tourism activities. The government should allot more funds to the development of village tourism and for the development of better infrastructure facilities. The number of tourist information centers has to be increased. The government must ensure a reasonable return for the investment of rural people in tourism activities. The government or tourism department should conduct more tourism related festivals yearly, so the rural people will get more opportunities to showcase their traditions and skills and also it helps in generating more income.

The rural tourism should give more priority to the production of more rural products and must take proper measures to the promotion of these products. The government should provide more trained guides and necessary brochures for the tourists to explore the village at the maximum. The cleanliness of the restaurants should be maintained. The government should appoint proper agencies to check the illegal activities and social crimes in relation to tourism.