



5. Driving Towards New Destinations: The Strategy behind Promotion of Rural Tourism

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Abstract

This paper attempts to initiate a positive debate regarding promotion of rural tourism enterprise (RTE). RTE ensures a affirmative development in local rural areas with less damage to eco system of the place concerned & without harming local ethnicity & atmosphere, it promotes a local enterprise. It adds to the generation of income & employability to local people as well. Anticipating and respecting a local culture is the demand of the time because due to overwhelming adaptation of liberalized economic policies, the globe is shrinking to become a global village. These days the expectations and assumptions contributing to RTE as an intercultural understanding need a second thought. Initiatives to support the integrity of local rural culture by favoring entrepreneurs which conserve cultural heritage and traditional values are direly required.

Key words: *Rural Tourism, Economic Policy, Entrepreneurship building, Creation of Employability. Conserving Tradition.*

Introduction

A national tourism policy was introduced in 2002, with rural tourism identified as a focus area to generate employment and promote sustainable livelihoods. "As a part of the National Tourism Policy 2002, the Ministry of Tourism is developing and promoting rural tourism sites which have core competency in art, craft, culture, heritage, handloom, etc.,"

Focus of RTE

1. RTE focuses on community participating effectively in a rural lifestyle without harming the regional setup.
2. It can be a variant of ecotourism or heritage tourism hence it gains regional relevance.
3. Any village can be a tourist attraction spotlight its handicrafts, language, culture,



- ethnicity, religious norms , agro product , life style , food & cuisine etc and as villagers are always very hospitable RTE can be very popular.
4. Agriculture is becoming highly mechanized and therefore requires less manual labor. This is causing economic pressure on some villages, leading to an exodus of young people migrating to urban areas. This can be halted by creating employment opportunities in villages through RTE.(Report of the Scheme For Rural Tourism Development –Ministry Of Tourism 2013).
 5. Contrastingly a segment of urban population is interested to know the rural culture , the rural customs and understand rural perspective hence they visit rural region for a change .This can be capitalized by promoting RTE.
 6. RTE segment has been rapidly growing in the past decades and has led to rural tourism becoming a good option for nature lovers. Hence eco tourism, adventure tourism ,water tourism, herbal tourism, Ayurveda tourism, Health tourism, ethnic tourism have grown as branches of general tourism.
 7. Rural Tourism allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. It is income generative also. Hence it is a solution to unemployment in rural regions. Local people can reinvent their locales & landscapes to augment tourist flow in their leisure time. (Report of the Scheme For Rural Tourism Development – Ministry Of Tourism 2013).
 8. The added income from Rural Tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange.
 9. Rural Tourism is particularly relevant in developing nation



like India wherein farmland has become fragmented due to population growth & nearly 70% of the population still reside in villages with meager source of income & very less income generative employment opportunities.

10. The added incomes that rural tourism can provide to the poor households hold great prospects for enlargement of family welfare, community progress & thereby helps to augment sources of national economic development. (Report of the Scheme For Rural Tourism Development – Ministry Of Tourism 2013)

Need for RTE

1. The renewed emphasis on outward-oriented growth which accompanied adaptation of a liberal economic strategies in the 1990s in the Indian sub continent also focused attention on international tourism as an important potential growth sector because India was a repository of countless tourist places hitherto

undiscovered. (Report of the Scheme For Rural Tourism Development –Ministry Of Tourism 2013).

2. Soliciting support form nongovernmental organizations like NGOs adds to the concept of RTE .

1. There has been the high promotion of sustainable tourism practices with RTE surrounding the management of tourist locations by nongovernmental organizations in rural areas.

2. This has a great impact upon conserving the local , regional cultural heritage & in bringing about cultural synthesis.

3. India being a multi cultured nation can embark upon utilizing the assistance from these organizations & improve its prospects in rural tourism research.

4. The case studies of different states have shown that the deliberation of the steamy efforts has always played a vital role in elevating the solidarity & oneness



among Indians. RTE can be a handy tool in this direction.

Qualities required for an entrepreneur:

An effective RTE entrepreneur requires certain basic qualities, which can be listed as follows.

1. Innovative thinking and farsightedness.
2. Quick and effective decision making skill.
3. Ability to mobilize and marshal rural & local resources.
4. Strong determination and self confidence.
5. Preparedness to take risks in the region selected
6. Accepting changes in right time.
7. Access and alertness to latest scientific and technological information through market research

These can be provided through regular training & motivation programs (Report of the Scheme For Rural Tourism

Development –Ministry Of Tourism 2013).

Prospective strategies

1. restructuring and modernising the agriculture sector;
2. improving integration in the agriculture & new food chain;
3. facilitating innovation and access to research and development (R&D);
4. encouraging the take-up and diffusion of information and communications technologies (ICTs), in particular for small enterprises in rural areas
5. fostering dynamic entrepreneurship,
6. taking advantage of the opportunities provided by the recent reforms, which have created a market-oriented environment for European farming;
7. creating new outlets for agricultural and forestry products, including the development of renewable energy materials, biofuels and processing capacity;



8. improving the environmental performance of farms and forestry.
9. promoting environmental services and animal-friendly farming practices;
10. preserving the farmed landscape and forests;
11. combating climate change, agriculture and forestry having a major role to play in the development of renewable energy and material sources for bio-energy installations;
12. organic farming as part of a holistic approach to sustainable agriculture;
13. environmental/economic initiatives such as the provision of environmental goods, particularly when linked to diversification into tourism, crafts, training or the non-food sector;
14. maintaining territorial balance to maintain a sustainable equilibrium between urban and rural areas in order to make a positive contribution to the spatial distribution of economic activity and territorial cohesion.
15. raising economic activity and employment rates in the wider rural economy and creating a better territorial balance, both in economic and social terms (tourism, handi crafts and the provision of rural amenities);
16. encouraging the entry of women into the labour market by creating child-care infrastructure;
17. putting the heart back into villages by means of integrated initiatives combining diversification, business creation, investment in cultural heritage, infrastructure for local services and renovation;
18. developing micro-business and crafts, which can build on traditional skills or introduce new competencies, helping to promote entrepreneurship and develop the economic fabric;



19. training young people in skills needed for the diversification of the local economy;
20. encouraging the take-up and diffusion of ICT, the use of which will also enable economies of scale to be achieved,
21. facilitating IT take-up by local farms and rural businesses and the adoption of e-business and e-commerce;
22. developing the provision and innovative use of renewable energy sources, which can contribute to creating new outlets for agricultural and forestry products, the provision of local services and the diversification of the rural economy;
23. encouraging the development of tourism;
24. upgrading local infrastructure (major telecommunications, transport, energy and water infrastructure), particularly in the new Member State
25. building local partnership capacity, animation and promoting skills acquisition, which can help to mobilise local potential;
26. promoting private-public partnership;
27. promoting cooperation and innovation, encouraging entrepreneurship and promoting inclusiveness and the provision of local services;
28. improving local governance by developing links between agriculture, forestry and the local economy.

Conclusion- Thus by integrating these issues into the local strategies for developing rural areas supporting innovative ideas adopting an agro-eco measure rejuvenating forest policies strengthening bio diversity renewable energy water waste management etc RTE can be promoted . Thus maintaining territorial balance to maintain a sustainable equilibrium between urban and rural areas in order to make a positive contribution to



the spatial distribution of economic activity and territorial cohesion will also enhance chances of RTE.

References

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