

ROLE OF TOURISM INDUSTRY IN RURAL DEVELOPMENT IN INDIA

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ABSTRACT :

In the next decades, tourism introduced as a tool for rural development. Top tourism destinations, particularly in developing countries, include national parks, wilderness areas, mountains, lakes, and cultural sites, most of which are generally rural. Thus tourism is already an important feature of the rural economy in these specific sites. It is self-evident that tourism will never come to dominate all rural areas, particularly in the developing world – there are vast swathes of rural areas for which tourism is not relevant for the foreseeable future. Between these two extremes are poor rural areas with some tourism potential, and an urgent need to develop whatever economic potential they have. Thus, an important question is whether more can be done to develop tourism within such rural areas, as a way of dispersing the benefits of tourism and increasing its poverty impact. Developing rural tourism has its challenges. Any successful tourism development, whether pro-poor or not, depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanised and more developed areas. These challenges may be compounded by political and institutional obstacles, particularly in developing countries, i.e. the administrative complexity of dealing with low-populated areas, the lack of policy co-ordination between rural development and tourism development, and low priority provided to rural areas by central governments.

Keywords : Rural Tourism, Sustainable Development, Rural Economy, Social Indicators, Rural Development Policy.

INTRODUCTION :

Today, tourism is the largest service industry in the world, that has allocated a particular position in the economic, cultural, social and political fields. Global developments in the field of urbanization after World War II and the creation of cities, urban pollution and increased leisure time, which developed the rural tourism. In the next decades, tourism introduced as a tool for rural development. Therefore, experts have tried to develop the role of tourism in rural development through using different models. Tourism in recent years has considered as a source for the reconstruction and sustainable development in rural areas, besides the positive economic and social impacts in the rural areas.

As many as 75 per cent of the world's poor live in rural areas. Top tourism destinations, particularly in developing countries, include national parks, wilderness areas, mountains, lakes, and cultural sites, most of which are generally rural. Thus tourism is already an important feature of the rural economy in these specific sites. It is self-evident that tourism will never come to dominate all rural areas, particularly in the developing world – there are vast swathes of rural areas for which tourism is not relevant for the foreseeable future. Between these two extremes are poor rural areas with some tourism potential, and an urgent need to develop whatever economic potential they have. Thus, an important question is whether more can be done to develop tourism within such rural areas, as a way of dispersing the benefits of tourism and increasing its poverty impact.

However, developing rural tourism has its challenges. Any successful tourism development, whether pro-poor or not, depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanised and more developed areas. These

