

Challenges in Rural Tourism

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Abstract - The objective of this paper is to investigate the role and key challenges of rural tourism development In India. For this purpose the use of available quality literature, secondary data & journals will be explored.

Keywords: Adventure Tourism, Cultural Tourism, Township Tourism, Society-Based Rural Tourism, Scarcity of Entrepreneurial Skills.

I. INTRODUCTION

Rural Tourism has become a very vital element in developing an area which is underdeveloped and lacked a comprehensive attention from government, urban societies of nearby areas. Locals of the rural areas have not been encouraged to harness the available resources for promoting the tourism in their areas. Hence this research paper will focus on the challenges faced by the rural tourism in India. This paper will also explore possible solutions to be suggested for further implementation for mitigation of challenges of rural tourism in India.

II. SYSTEM MODEL

The basic technique used in the research will be exploring the high quality secondary data with the observation method.

III. PREVIOUS WORK

Rural Tourism has been a highly sought after field of research but a lot of attention has been given only on developing the strategy not on the implementation part and the impact of the strategy on locals has been overlooked unknowingly. Perhaps this is the only reason that various strategies and schemes made by government for rural tourism have not given the right output and hence there has always been a need for boosting the rural tourism in India. Above mentioned detail has been observed after the analysis of various quality research works. These research details can be referred from reference section of this paper.

IV. PROPOSED METHODOLOGY

This study based upon secondary data and that has been collected from text book, research papers and websites.

V. SIMULATION/EXPERIMENTAL RESULTS

The view of tourists has to be considered while designing the rural tourism development strategies.

Optimum use of local resources and conditions must be given high priority.

Sustainability has been seen as a very noble cause and hence it must be incorporated while designing and developing any strategy.

Local culture must be kept in centre as it could play a vital role in the success of the rural tourism development. Local culture may also be used as a primary element of the tourism.

Basic education of the locals is very important factor in the success of the rural tourism. If the locals are uneducated then it will create a huge skill gap and will certainly ruin the rural tourism development strategy.

Language plays a vital role in the success of the tourism destinations and if the locals are not efficient in the language of the clientele they are going to attend, it will be huge loss to the tourism industry as it may create a bad image of the Indian Tourism Infrastructure.

Lack of government support, trained manpower, physical communications are major blocks hindering the success of the rural tourism development in India.

The most of the foreign tourists are majorly interested in cultural tourism and health tourism hence the tour operators must showcase these as their prime product while selling rural tourism products to them.

A lot of focus should be given to school kids as they are the only section of the market which has not been tapped efficiently and effectively. School kids are mostly interested in adventure tourism like skiing, trekking, river rafting and some other spotting activated. They also like to explore natural places where they can further explore flora and fauna as sometimes it is there in their curriculum to study.

VI. CONCLUSION

It's a right time for uplifting the tour and travel in India as the globalization has impacted in the increase of more travelers to India and India must harness this opportunity. Hence the Indian government and private sectors must collaborate hand in hand with each other for making it a successful venture of development of the rural tourism in India. The rural tourism planning must be done at state level as each level has different resources, cultural diversity and needs of improvement and demands. Air

Travel, Road Travel, Water Travel must be incorporated in the design of the rural tourism development strategy.

VII. FUTURE SCOPES

The research will further focus on the key highlighted areas individually and a detailed analysis will be carried out of each area.

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