# CHAPTER II

## SURVEY OF LITERATURE

<table>
<thead>
<tr>
<th>SL. NO.</th>
<th>ITEMS/SUB ITEMS</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1.</td>
<td>INTRODUCTION ON TOURISM AND TOURISM STUDIES</td>
<td>63-75</td>
</tr>
<tr>
<td>2.2.</td>
<td>CONCEPTS AND DEFINITIONS OF TOURISM</td>
<td>76-86</td>
</tr>
<tr>
<td>2.3.</td>
<td>RURAL TOURISM</td>
<td>86</td>
</tr>
<tr>
<td>2.3.1.</td>
<td>Introduction</td>
<td>86-87</td>
</tr>
<tr>
<td>2.3.2.</td>
<td>Concept of Rural Tourism</td>
<td>88-90</td>
</tr>
<tr>
<td>2.3.3.</td>
<td>Definition of Rural Tourism</td>
<td>90-92</td>
</tr>
<tr>
<td>2.3.4.</td>
<td>Components of Rural Tourism</td>
<td>93-94</td>
</tr>
<tr>
<td>2.3.5.</td>
<td>Forms of Rural Tourism</td>
<td>95</td>
</tr>
<tr>
<td>2.3.6.</td>
<td>Rural Tourism Avenues</td>
<td>95</td>
</tr>
<tr>
<td>2.3.7.</td>
<td>Activities of Rural Tourism</td>
<td>95-99</td>
</tr>
<tr>
<td>2.3.8.</td>
<td>Emergence of Rural Tourism</td>
<td>100-101</td>
</tr>
<tr>
<td>2.3.9.</td>
<td>Rural Life</td>
<td>101-102</td>
</tr>
<tr>
<td>2.4.</td>
<td>RURAL URBAN -THE CONTINUUM CONCEPT ON TOURISM</td>
<td>102-105</td>
</tr>
<tr>
<td>2.5.</td>
<td>RURAL TOURISM: A WORLD OVERVIEW</td>
<td>106-112</td>
</tr>
<tr>
<td></td>
<td>CHAPTER SUMMARY</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>ENDNOTES AND REFERENCES</td>
<td>114-116</td>
</tr>
</tbody>
</table>
CHAPTER II
SURVEY OF LITERATURE

2.1. INTRODUCTION ON TOURISM AND TOURISM STUDIES

“Tourism - Old Problems and New Hopes” 1994, a study by Sundras stresses that ‘A powerful persuasive communication media should meet the visitors whether they come to India to see sun and sand or wildlife or spiritual solace or they just belong to the increasing lot of students, businessmen and conventional travellers’.

Pradip Madhavji zeroing in his study entitled "Tourism in the SAARC Region" has this to say: “What needs to be done is to embark on joint marketing strategies in a very aggressive manner in tourism generating countries. As far as international tourist traffic, we have the choice to follow one of the three routes namely stand-alone marketing; gateway approach and joint marketing”.

John Lea in his study entitled “Tourism and Development in the World” has analysed the difference between tourist regions and tourist products identifying a 'tourism market' with a 'tourist destination'. He defined and discussed Tourism, which is an invisible export with the unique characteristic that the purchasers of its product have to travel to foreign destination in person to consume the product.

Tamara Ratz in his study entitled "Cultural Impacts of tourism Research Project" has not only supported the current size of the industry, but also favours its expansion. Local residents have not only noted the overall positive attitude towards tourism but have also pointed out the negative changes they perceived as a consequence of the impacts of the tourism industry on the region. The positive impact that is most strongly perceived is the employment opportunities, and the most strongly perceived negative one is the general increase in the prices of goods and services.

Nelson H.H. Geaburnd in his study entitled "Tourism so Cross Perspective" has noted that one persistent theme in all areas is the relation of the state to ethnic
groups, and control over tourism attractions that are also symbolic property, and the use of language. Practical concerns were raised to touch on tourism and health problems, tourism and political stability, physical resources assignment and mitigation efforts.

In his detailed study entitled, "Tourism Marketing - The Madhya Pradesh State Tourism Development Experience" specific to Madhya Pradesh, Sandeep Kumar, analysed the role of marketing for tourism promotion. The strategy suggested by him has three phases to market tourism. The first phase consists of the basic aim of convincing potential tourists to consider Madhya Pradesh as a destination. He laid stress on “total experience” rather than an attraction. The second phase aimed at informing and educating potential tourists on the various destinations available in Madhya Pradesh. For this a contest route was adopted. The main aim of phase three was to motivate tourists to visit specific destinations. He has identified five destinations for the purpose. Advertisement specific to the area was created for each destination. The researcher has claimed that the Net Gains that followed after the completion of the three phases, was an increase in tourist arrivals from 13.7 lakhs in 1987-88 to about 25 lakhs in 1990-91, and that earnings increased from 1.3 crores to 4 crores.

Myram Jansen and Verbeke and Els Lievos have done a study entitled “Analysing Heritage Resources for Urban Tourism in European Cities”. The study establishes the following ranking of motives for city visits: Sightseeing - shopping - visit to friends and relatives - wining and dining - pub visit - transit - ambience. Such information greatly aids urban tourism developers and marketers need this kind of information to target their plans for future development and marketing.

James Elliott in a study titled “Tourism and Public Sector Management” stresses the vital role of Government in tourism. He remarks that political stability, security and legal and financial framework which form the main stay can be adequately supplied only by the government. They provide essential services and basic infrastructure. The marketing of tourism especially overseas can happen only through the active involvement of the Government. In 1965 the Australian Government entered into the management of tourism.
Hendrik and Segal are unequivocal in their study titled “Vocation and Travel Business in New Hampshire”, which states, that for a developing country, trying to increase the purchasing power of its community, the establishment of a tourism industry is an important strategy. The authors have developed a decision structure where by investment allocation division for tourist's projects may be made. The decision structure consists of a procedure of qualifying the concepts of tourist's attractiveness. They have constructed a mathematical model representing the allocation problems and finally a procedure for the solution of that model.

Aggarwal Govind describes the application of marketing concept to tourism in his research study entitled “Sustainable Tourism Development in Nepal”. After briefly giving the statistics of foreign exchange earned by Nepal from this industry he gives the objectives of developing tourism in Nepal. He also gives a brief account of tourist’s arrival in Nepal. Aggarwal calls the tourists as consumers, when he applies marketing concepts to tourism industry, being a pilgrim and leisure seeker. After designating, a tourist into above heads, marketing strategy should be applied. He also brings in the use of four P’s (Product, Price, Promotion and Place).

“An Indian Perspective: Tourism Today” is a study by Mannet Kumar, which describes the various aspects related to tourism development. He holds that economic activity is a means to earn foreign exchange, but he calls it as a medium of social and cultural development, a generator of employment and also a promoter of goodwill and friendship among the nations. Indian tourism is waking up to its potential with added attention being given by the Government of India with private sector investment into hotels and related services, amendment in the motor vehicles Act and self driven tourist taxis, encouragement to non-resident Indians to invest into hotels, tax exemption, festivals, local crafts and folks and consumer advertising through electronic media, and print media followed by marketing through tour operators and travel agents, tourism is now making inroads in the field of international tourism and promises a good future.

R.K. Malhotra, in his study entitled "Growth and Development of Tourism in India"- speculates that special attention need to be paid in developing social tourism in
order to benefit the weaker section of the society. To render efficient service and effective management of tourist facilities for maximizing returns on the investments made manpower development and training will be given due weight age. To attract private sector investment, to bolster the tourist infrastructure and to augment related services, to cope up with the tourist demand, it is imperative that fiscal and other incentives are extended to the various segments of the tourism industry, equivalent to those given to other export oriented industries.

A.K. Bhatia in his study entitled “The Tourism Phenomenon in its Numerous Aspects” highlights various concepts in tourism, such as what makes it possible and how tourism is an important factor in the prosperity of a nation. The new work systematically covers various areas related to the subject evolving from the earliest times to the modem day.

Bob McKercher in his study entitled “The Business of Nature Based Tourism” deals with the problems affecting the viability of nature based tourism operations. This is a marketing work and is designed to introduce the reader the range of research, planning, financial, marketing and operational skills required in developing and successfully operating the business of nature - based tourism. Nature - based tourism, comprising ecotourism, adventure tourism, outdoor-oriented; non-mass tourism experiences are dealt with in detail.

“Tourism Products of India”, by I.C. Gupta and Sushama Kasbekar, makes a comprehensive study of the tourism products of India. A detailed description on India's diverse culture including dance, music, sculpture, architecture, folk dance, religion, yoga and meditation, which forms an important part of tourism product, is given.

David Mercer, in his study entitled, "The Uneasy Relationship between Tourism and Native People” explains that Tourism comes in many a shape and that it can have both good and bad social, environmental, economic and political consequences. Depending upon it size and form, the extent of its growth is controlled or
not controlled and mostly, on the perspective of the viewer. It is not a simple matter to categorize hosts and guests, and contrary to the representation of reality in Butler's (1980) widely-cited tourist area cycle of evolution model - regions and nations do not experience simple unidirectional change with respect to tourism development. We also recognize that it is often not possible to isolate tourism's precise influences from that of other features of blossoming globalization such as opening up of newer avenues in telecommunications, education and transport technology.

Viorgos Apostolopoulos, Stella Leivadi and New Viannakis in their study “The Sociology of Tourism, Social Division and Tourist” explain that the importance of social class devising in structuring tourist development occurred in different ways in different places. The field of study widens to consider some of the ways that generation, gender and ethnicity interconnect with class. Such interconnections play an important role in forming the preferences that different social groupings develop as to where to visit and in structuring effects of such visits upon host populations. The social composition of those inhabiting the place visited is a key issue. These gain importance taking into consideration the way most tourist practices involve movement into and through various public places like beaches, shops and restaurants.

“Tourism Management in India”, a study by K.M. Menon mentions the impact of tourism by gusto. These include prostitution, drug menace and environmental hazards. Tourism inevitably leaves some negative residues on the society. Among these the most important single negative effect is prostitution. A number of brothels dot the periphery of Kovalam. Yet alarming fallout of tourism is the drug trafficking in Kovalam, Thekkady and Trivandrum. He opines that it is not possible to avoid the social problem but a study of the consequence should precede planning.

Abraham Joseph in his study entitled “Tourism, the Whipping body of Kerala” states that the greatest threat to the growth of tourism comes from obscurantist who penetrates to the intelligentsia and pass as upholder of culture. They can be identified by their ignorance, intolerance and xenophobia. Even as the enterprising and
intelligent people of the state woke up to the tourism potential of Kerala, the lunatic fringe of our intelligentsia has cried foul.

R. Murugesan in his study entitled “An Economic Analysis of Tourism Development in Puducherry” researched on economic analysis of tourism in Puducherry to assess the economics of tourism in terms of arrivals of tourists and total tourist receipts. The hypotheses formulated is significantly in the volume of tourist arrivals; there is a significant seasonal variation in the tourist arrivals; and the tourists' arrivals in Pondicherry have contributed significantly to the income and employment of the economy, and this was tested through approach statistical tools. The major findings of the study periods postulated that there has been an increase in the expenditure of the Government of Pondicherry on tourism sector during the plan period. The conclusion arrived at was that tourism industry in Pondicherry is still growing and its contribution to the state income is on the increase.

Tak-Keethri and Yuen Che-Change in their study entitled “The Effects of Exchange Rate, Income and habit of Japanese Travel to Canada” have used the three econometric models to examine the effect of habit, income and exchange rate on the Canadian tourism industry. While the three variables were found to be significant in the explanation of tourism arrivals, this study goes deeper into the extent and nature of their influence. Their findings show that exchange rate was more powerful as an explanatory variable than income in both forecasting ability and stability. But the habit variables were consistently important throughout all the estimating periods.

“Towards a Market Segment of the Tourism Trade; Expenditure Level and Consumer Behaviour”, a study by Patric Legoherei has dealt with segmentation in the tourist sector. The relevance of expenditure - based segmentation of tourist is shown and the difficulties related to assessing consumer spending are emphasized. The concept of instability inherent to the criterion variable is dealt with in the second part, by considering the instability of consumer behaviours. An empirical assessment was sampled on a cross section of tourist. 'AID' and a Canonical analysis are the two segmentation techniques employed by the researcher.
P.S. Srinivasan in his study titled “Destination Kerala” has pointed out that Hindus in Kerala have a particular lifestyle and Philosophy. As the culture and the hospitality of Keralites, is very different from all other regions, tourists in general find the atmosphere for tourism guests conductive and profusely pour into the state at all times.

Biswanath Ghosh in his study titled "Tourism and Travel Management holds the view that the tourist behaviour could probably be determined by a set of antecedent conditions. The tourist arrives with a set of expectations and motivations and his knowledge and perception of that area. Some of the tourists bring with them positive and negative impacts but the negative impacts dominate the host - guest relations. Such views are most extreme when tourists come in contact with sensitive cultures. The moral changes brought about by tourist are very significant. The rise in crime, gambling, prostitution and more recently the spread of AIDS through sex tourism are the corollaries. A correlation between tourism and crime has been found in Mexico and Miami.

Peter M. Burns in his study entitled “An Introduction to Tourism and Anthropology” has expatiated that though tourism is certainly associated with change, the mere demonstration of an association does not necessarily mean that tourism actually was the initiator of that change. Association and causality need not be the same thing. Tourism is not automatically a main cause of change, but only one of a number of channels, for the transmitting of new ideas. But the role that tourism may have in precipitating or accelerating rapid change cannot be denied.

Krishan Kumar Arora has presented two factors as the major objectives of his study entitled "Tourism Industry in Kumeon". They were to analyze the positions for the expansion of tourism industry in Kumeon and to propose a development plan to enable the industry to grow towards its full potential. A tourist traffic survey was carried out in 1968 in three main resort towns of Kumeon namely Nainital, Ranikhet and Atmore during the summer and autumn seasons. The survey purported to determine the length of the stay of the tourist, the origin of the tourist expenditure, mode of transport,
age, sex, composition, occupation etc. The tourists contacted were mostly staying at hostels, private lodging houses and in Government buildings.

**Geoffrey L Crouch** in his study titled “Promotion and Demand in International Tourism” has referred to the demand in International tourism. The pattern of international travel and tourism demand, and its change over periods is quite promoted. Destinations attempt to influence the growth pattern through their promotional activities in foreign countries. As International tourism has become much more lucrative and competitive, many countries have sustained their increased spending on such promotion in recent years. But the empirical evidence of the impact of promotion is not very definitive. This study tried to evaluate the promotional impacts. The outcome of such an investigation points to the existence of an underlying pattern, which explains, in part, some of the variability. The link between promotion and demand in international tourism is thus strongly proved.

**Gong Soog Hong** and **Alastair M Morrison**, in their study titled “Household Expenditure Patterns for Tourism Products and Service” probed the growing importance of the tourism industry. He highlights the need to study consumer’s expenditure patterns for tourism product. He has used 1990 consumer’s expenditure survey data, and examines leisure travel expenditure patterns of households, especially food, lodging, transportation, sightseeing and entertainment expenditure. The outcome of the study is that Demographic and Socio-Economic and Cultural factors have a varying effect on each of the four expenditure categories. These research findings can have an impact on marketing segmentation in various compartments of tourism industry and suggest an effective research approach to develop pragmatic segmentation strategies.

**Chandrasekar K.S.** and **Arun T.G.**, in their study entitled “A Comparative Analysis of Tourism Policies in the United Kingdom and India” have analysed the various tourism policies in U.K. and India. Many countries have planned their policies as a measure of increasing revenues and posting profits like in Jamaica and have paid their prices. Hence it is important that, the tourism policy is based on certain sustainable development and overall economic growth. Tourists seek unique and novel items which
represent the area and cultures they visit. Infrastructure provides the basic services on which tourism depends. These systems include water and sewer system, communication networks, medical facilities, electricity, police, fire protection and roads.

In India the Tourism Policy, 1982 was more of an aggressive statement in marketing than a perspective plan for development. Its main thrust was aimed at presenting India to the foreigners as the ultimate holiday resort. By September, 1987 The Central Government declared more concessions for the sector, these included tax exemption on foreign exchange, earning from tourism (a 50% reduction on rupee earning and a 100% reduction on earning in dollars) a drastic reduction in tariff on import of capital goods and concessional finance at the rate of one per cent to five per cent per annum.

Jagathy Raj V.P in her study entitled “IT Enabled Tourism Management” has studied the different aspects of e-tourism such as e-commerce, Customer Relationship Management and Value Chain Integration Tourism. In tourism industry, IT is made use of by tourists, travel agents, service providers, Government and private tourism office consultants. Tourist - the key consumer - needs details on destinations facilities, availability, prices, geography and climate information. Travel agents look for the information and details about tourist (consumer) trends in the market, service providers, destination, facilities, availability, prices, tour packages and direct contact with other branches. Service providers are interested in knowing details of consumer, travel agents, competitors and agencies. Tourism offices search for trends in industry, size and nature of tourism flows, policies and plans for development.

New digital technologies have had a profound impact on every aspect of life in the society, empowered new ways of working, new commercial service opportunities and new ways of social interaction for the citizens. The power of these technologies to provide global reach and interactivity is also dramatically changing the models of governance and the provision of public services by national and regional administrations in all over the world.
Anbalagan M, Amutha R. and Selvam V. in their study entitled “Eco-tourism: A Boon for Sustainable Socio-Economic Development” have found that maintenance of eco-system by nurturing the nature for prosperity will boost the tourism industry in a long way to correct the socio-economic imbalances in un/under reached parts of India.

Contribution towards sustainable tourism for the development of environmental and human balance is imperative in India, where there is greater scope to harness the potentials, it is endowed upon. To sustain the growth momentum, it is required to imbibe the spirit of our ancient saying of “Athithi Devo Bhava” in our mindset to leverage to the heights of the tourist sector in other countries.

Samgadharan M. in his study entitled “Development of Young Professional for Tourism Industry: The Case of India” has stated that there is an absolute need to empower the youth as professionals of tourism industry: for familial, societal and national progress and development.

Tourism assumes special significance in the present day set up of India as it is the key to economic development. Industrial development, balanced regional growth, employment generation and foreign exchange earning depend on tourism development specifically targeting the youth. Systematic and sustainable growth of tourism industry shall raise employment opportunities, per capita income, standard of living, individual savings and the Government revenue in the form of taxes and duties. Tourism is recognized as full-fledged new frontier towards which young people can try to fulfil their social and economic aspirations.

Silpa. S. and Rajithakumari S., in their study entitled “Human Resource Development in Tourism Industry: Thrust Areas” have made a study on the requirement of the HRD in tourism Industry.

To adopt and accept the normative approach to HRD in tourism industry, it is essential to understand the simple model of HRD consisting of the following human development activities, namely spiritual, intuition, mental, and self attitude. The
synergy of these aspects of HRD is an essential requirement for professionals in the tourism industry to emerge and realize their full potential.

Glamour cannot be a substitute for the basic requirement of need, adorability and worth of the services. Good governance in tourism industry can create heaven for the honest and hell for the corrupt and criminal. This shall lead to good health of tourism which is heaven for the soul of the tourists and hell for their diseases. The moral values imbibed in the manpower of tourism industry are capable of making Tourism a corruption free activity.

Ganesan G. and Chandra Sekar Rao. K., in their study entitled “Rural Tourism Marketing: A Strategy for Global - Local Linkages”, have analysed the different strategies employed in rural tourism. The rural tourism marketing supports local culture by encouraging restoration of local and regional historic sites. Tourism is also considered to be relatively clean and would foster local conservation efforts.

Rural tourism not only has offered business opportunities, to local residents but it has served as a vehicle for marketing a place to potential residents and firms as today's tourist may return later to retire or start a business locally. The potential of rural tourism is well realized in poverty alleviation and bringing about a sustainable development in the region.

Selvam M., Babu M. and Vanitha S., in their study entitled “Tourists Satisfaction: A Study of Tiruchirapalli District, Tamil Nadu” have analysed the satisfaction of the tourists using various variables. The satisfaction of the tourists is the best and most powerful publicity medium of tourism industry. A dissatisfied tourist would be positively injurious to the interests of the industry. Tourism industry is highly competitive and even a slight rumour about particular destination would ultimately dissuade the prospective tourists from visiting the tourists spot under bad light.

Sudheer S.V. and Anilkumar K., in their study entitled “Impact of Negative factors of Tourism on the Host Community” have analysed the host population and their
role in tourism, as they are the suppliers of hospitality in tourism industry. They have also analysed the negative factors which create an impact on them. The major factors identified by the hosts were Alcoholism, Prostitution, Imitation of the bad culture of tourist, theft in tourist places, over pricing, littering, commercialization of country's culture/customs and abnormal increase in land value in tourist centres.

Nagendran G.R. and Raju G. in their study entitled “Evil Effects of Tourism on Developing Economics” have studied the various evil effects of tourism on developing economies. Many environmental problems arising from tourism are associated with the absence of standards and ineffective monitoring. Certain activities need to be controlled and monitored on an ongoing basis, either because they cause damage due to certain unforeseen circumstances, or because with improved knowledge, the requirements of environmental protection may become more stringent with time.

Ratandeep Singh in his book Tourism Today Volume-I Dynamics of Modern Tourism (New Delhi: 2000) Provides detailed information about the dynamics of Tourism in the modern world. He has explained the historical perspective of Travel and Tourism, travelogues of various great travellers. Grand Tour, concept of annual holiday and the various motivation of travel, basic components of Tourism have been explained in proper. Shikha Pratap in his book Tour Package Management (New Delhi: 2013) has explained the economic aspects of Travel and Tourism. He explained niche tourism package like space tourism sports and adventure. The space travel package is explained with examples and fascination of space travel, and space hotels. He defines the Eco- tourism and the basic concept of eco tourism activities. Medical travel in various countries, Nature tourism and its opportunities and challenges are also discussed. Sports tourism package and its impacts are also discussed. Dr.M.Sajnani and Dr.V.K.Goswani in their book Tourism: Growth, Management and Incentives (New Delhi: 2002) have explained about the concept of tourism as an industry and the various sectors in the tourism industry. They detailed about the Tourism Planning and the community attitude in Tourism planning. Dr.K.Venugopal in the book Modern Tourism Concepts (Delhi: 2012) has presented about the modern tourism concepts like tourism trends in the modern context, Tourism planning and operation, Globalization of
Tourism and its impact on tourism. The new tourism products like Medical tourism, Eco tourism and rural tourism are explained with the definitions. The benefits of rural tourism are explained in this book. **Krishan K.Kamra and Mohinder Chand** in their book *Basics of Tourism*, (New Delhi: 2007) include the historical perspective of Tourism, Nature, concept, motivation and various typologies of tourism and various definition of tourism. They also have explained the various types of travel intermediaries like Travel Agents, Tour Operators and management of tourism market

**Sunetra Roday, Archana Biwal** and **Vandana, Joshi**, in their book, *Tourism Operation and Management* (New Delhi: 2009) have explained tourism industry and tourism system and the basic components of tourism like, Accessibility, Accommodation, Amenities, Attractions, Activities, Affordability. Historical growth of Travel and Tourism from the early civilization of the world, the imperial era and European renaissance, Industrial era and the advent of the technology have been listed with specific comments on their impact. They also explained the various types of tourism according to motivation of tourist and also detailed about the all basic information of tourism and its operation. **Dr.Vishwasmehta** in his book *Cultural Tourism Management* (Udaipur: 2005) has detailed about the different types of tourism and its importance. He has properly explained the Rural Tourism and its various forms like Green Tourism in Italy and Farm Tourism in Netherland. The importance of Rural Tourism and its potential in India have been detailed. The components of Rural Tourism and the impact of tourism on Rural and Urban economy, the concept of Sustainable Cultural tourism and the benefit of tourism to the local community by the way of employment generation, poverty alleviation and diversification of local economy find appropriate explanation.
2.2. CONCEPTS AND DEFINITIONS OF TOURISM

Tourism, primarily, has been an evolution of travel from time immemorial. Travel, over the centuries has provided a conceptual framework for Tourism. This conceptual formation and the subsequent definitions are highlighted in this section.

Conceptual Framework

The earliest reasons for Travel were military, trade, conquering new lands and Religion. Herodotus personally visited many areas of the world for making up the Persian Empire. Benjamin of Tudela, a Jewish scholar, started his journey from 1160 AD; he travelled thirteen year through, Europe, Persia and India, giving information on the Jewish communities. The most famous traveller, Marco polo (1275-1292 AD) travelled by land through central Asia, Gobi desert, Mongol empire form Tibet to Burma and southern India and his three-and-a half year sea voyage home after an extended stay of 17 years. The Venetian traders who were contemplating their own trips to China and the Far East made great service to the cause of Tourism through their voyages. Diaz, Gama and Columbus did wonderful voyages and explored new lands. Ibn Battuda (1304-1377 AD) beginning a pilgrimage to Mecca in 1326 AD, over the next 30 years covered most of the Islamic world. These movements became a fascination for the rich and famous. Wealthy people have always travelled to distant parts of the world to see great buildings, works of art, learn new languages and experience new cultures and to taste different cuisines. Beginning from Thomas Cook, the organized tour not only became famous but also modern through the advent of Air-Travel. The invention of aeroplane by Wright Brothers facilitated the air travel. Air travel became commercial in 1919. In 1958 the air transport cost was reduced by the advent of jet travel. Tourism, which was budding in this manner, had a huge disturbance through the outbreak of World War II. The six year period of the world

46 Krishan K. Kamra , Mohinder Chand, Basics of Tourism Theory Operations and Practice, Kanishka
47 N.Jayabalan, An Introduction to Tourism, Atlantic Publishers and Distributors, New Delhi,2001, p21
48 M.A.Khan, Introduction to Tourism, Anmol Publications Pvt., Ltd., New Delhi, 2005, p18
war-II paved the way for a sharp rise in technology but for of the nuclear age and the detonation of the nuclear bomb at Hiroshima in 1945. In spite of all these, tourism got into a framework of Definition by 1941 and many more as presented in the next part.

Man since the crackdown of civilization has a hunger to know new places. Christopher Columbus has risked his life to find the new places, Marcopolo’s journey to Kublai Khan’s palace was no less troublesome Fa-hien and Hyunseung came to India in to find a better way of living. The eternal desire to know the unknown has made us the only species that have travelled in almost all the regions of the planets. Human beings are born with an intrinsic desire of what the Germans called wanderlust.

Definitions on Tourism

Tourism and tourist are words, which are commonly heard or mentioned, in everyday life. Pick up any newspaper and you will find some reference to tourism i.e. in relation to government policy, tourist arrivals, products, destination, impacts on economy, hospitality of the local people etc. But to understand the meaning of tourism you need to know the definition of tourism. The word 'Tourism' is related to 'Tour', which is derived from a Latin word, 'Tornos'. Tornos means a tool for describing a circle or turners wheel. This is the word of compass or rather a pin at the end of a stretched string, used to describe a circle. It is from this word 'Tornos' that the nation of 'round tour' or a 'package tour' has come which is very much the essence of tourism. It was as late as 1643 that the term was first used in the sense of going round or travelling from places to place, around an excursion, a journey including visiting a number of places in circuit or sequence, circuitous journey, embracing the principal places of a country or region. Travel & tourism has been an important social activity of human beings from time immemorial. The dictionary meanings of 'Tourism & Travel' are quite limited in score but they bring out the basic essence of the terms. Theobald, (1994), 49 suggested that etymologically, the word ‘tour’ is derived from the Latin word ‘tornare’ and the Greek word ‘tornos’, meaning "a lathe or circle; the movement around a

---

central point or axis." This meaning changed in modern English to represent "one's turn." The suffix -ism is defined as "an action or process; typical behaviour or quality," whereas the suffix -ist denotes one that performs a given action. When the word "tour" and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point. Thus, one who takes such a journey can be called a tourist. In the Sanskrit literature there are three terms for tourism derived from the root 'atna', which means going or leaving home for some other place. The three terms are:

- Parayatna: It means going out for pleasure and knowledge.
- Desatna: It means going out of the country primarily for economic gains.
- Tirthatana: It means going out to places of religious merits.

Definitions of tourists have been proposed as early as 1937. In 1963, a United Nations Conference on International Travel and Tourism, recommended a definition that encompassed “any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited”. Such an individual was defined as a visitor. The term visitor converted two distinct classes of traveller:

1. Tourists: Tourist is a temporary visitor staying at least twenty-four hours in country visited and the purpose of whose journey can be classified under one of the following headings:
   - Leisure, recreation, holiday, health, study, religion and sport
   - Business, family, mission and meeting.  

2. Excursionists: Temporary visitors staying less than 24 hours in the destination visited and not making an overnight stay (including travellers on cruises).

---

50 N.Jayabalan, An Introduction to Tourism, Atlantic Publishers, New Delhi, 2001, p514
Most countries of the world – at least, at the national level – accepted the above definitions. In 1991, a conference was held which proposed new international definitions and standards for travel and tourism.

**The Rome Conference of Tourism** in 1963 adopted the recommendation to replace the term "tourist" with the term "visitor" and defined tourism as a visit" to a country other than one’s own or where one usually resides and work”, for the following reason:

- **Tourism**- the activity of temporary visitors staying at least 24 hours for leisure business, family, mission or meeting.
- **Excursion**- the activity of a temporary visitor although it did recognize the day excluding people in transit.

A traveller is defined as a person who, visit lands for varied reasons, adventures a risk to meet other people and likes to have access to their culture and lore. He ventures individually or in a group where his journey is enterprising & experimenting. He studies different material with a view to get more opulence, new products and new opportunities.

Tourism is now of such economic importance that states, provinces and countries cherish it and under-developed nations seek it. At the London meeting of the substantive committee on research of IUOTO in February, 1957, it was agreed that 'excursionist' and 'transit travellers' should not be treated as tourists.

Whilst definitions vary according to discipline, perspective, or purpose, there tends to be a common thread throughout the literature. Therefore, you will find that many analyses of tourism refer to a number of defining principles which have been summarized by Burkhart and Medik (1989: 39-40):

- Tourism is an amalgam of phenomena and relationships.
- Two elements, the journey to the destination (is dynamic element) and the stay (is static element), are the fundamental.
Chapter II, Survey of Literature

- This type of activity takes place away from the normal place of residence and work and is therefore different to those enjoyed by residents in the areas through which the visitor travels or stay.
- Movement is short term and is intended to be a temporary in nature.
- Visits to destinations take place for a number of reasons, but exclude taking up permanent residence or employment, which is remunerated.

**Travel Agent and Agency**

A person, firm or corporation qualified to provide tours, cruises, transportation, hotel accommodation, meals, transfers, sightseeing and all other elements of travel to the public as a service.\(^{51}\)

**Tour Operator**

Any approved individual or organisation that makes the necessary arrangements for the conduct of a tour-programme is called as a Tour Operator. The Oxford Encyclopaedic English dictionary, for example, defines Travel as 'go from one place to another, make a journey especially for some length or abroad' and the 'Tourist' is defined as 'A person making a visit or tour as a holiday; a traveller, especially abroad'. A strict definition of the term for the purpose of any systematic analysis, however, is difficult because tourism is not only the world’s largest industry but also the most diversified one.

'Tour' is a Hebrew word. It derives its meaning from the Hebrew term 'Torah' which means learning, studying, and search. 'Torah' is the name given to the Jewish law - the book that defines the Jewish way to life. A tour represents an attempt by the traveller to discover something about a place he visits. In French literature the French term 'Grand Tour (meaning a great tour) has also been derived from the word 'Tour' and is used in the sense-meaning journey through France, Germany, Switzerland, and Italy.

Tourism is a multifaceted and complex activity. It involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality. According to early dictionary tourism is the metamorphosis of the word ‘trapezium’ means to travel as movement across space. The word tourist was first used in 1876 and tourism in 1810. In this time tourism was used as a- “Theory and practice of Touring, Travelling for pleasure, usually, deprecatory”. In 1910 Austrian Economist Hermann V. Schullard, gave one of earliest definitions of tourism, that is, “Tourism is the sum total of the operators, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside certain country, city or region”.

Tourism is defined as the practice of travelling for pleasure or the business of providing tours and services for tourists. As is clear from the definition the concept of tourism was traditionally deeply linked to leisure. But at present though it still maintains its relationship with leisure, goes beyond the field of leisure. Now a day’s people make tours not only for leisure, but also for reasons like health, rejuvenation, and education.

The common definition of tourism is —Tourism is an activity done by an individual or a group of individuals, which leads to motion from a place to another. From a country to another for performing a specific task or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, culture and history. Therefore tourism distinguishes in particular from the related concept of leisure.

and recreation on the one hand and from the travel and migration on the other. Tourism in the pure sense is essentially has pleasure activity in which money earned one’s normal domicile is spent in the places visited. It involves a discretionary use of time and money.

Australian economist **Hermann Von Schullard (1910)** has propagated the earliest definitions of tourism. He defined tourism in his own way that is “sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.”

Conceptually tourism arises from the movement of people to, and their stay in different destinations. In 1942 the following definition of tourism by Swiss professors, **Hunziker** and **Krapf**, and adopted by the **International Association of Scientific Experts on Tourism (AISET)** aptly describes the concept of tourism. “Tourism is the sum of phenomena and relationships arising from the travel and stay of Non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”.

**Burkart and Medlik (1974)** in their book – “Tourism Past Present and Future” have talked about five universal characteristics of tourism those are as follows:

Tourism is a mixture of phenomena and relationships of several factors rather than a single one. These phenomena and relationships arise from a movement of people to, and a stay in, various destinations; there is a dynamic element (the journey) and a static element (the stay). The journey and stay are to and in destinations outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from those of the resident and working populations of the places through which tourists travel and of their destinations.

The movement to the destinations is of a temporary, short-term character. Destinations are visited for purposes not connected to paid work –that is, not to take up

---

56 Meena Thakur, Modern Trends of Tourism, Omega Publications, N. Delhi, 2008, p2
employment. According to Burkart and Medlik (1974), travel implies —“Journey undertaken from one place to another for many purpose which include journeys to work and as a part of employment as part of leisure and to take up residence. All tourism includes some travel but not all travel is tourism”.

The Tourism Society in 1976 proposed to clarify the concept of tourism by saying that "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions."

In 1976 the Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at each destination. It includes movements for all purposes. In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment. Mathieson & Wall (1982) defined tourism as “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs”.

But according to World Tourism Organization defines tourism in their basic glossary “Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business or professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure”.

World Tourism Organisation gives a comprehensive 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 for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”

The World Tourism Organization defines Tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Smith (1989) proposed a very interesting definition of tourism in equation format “tourism = leisure time + discretionary income + positive local sanctions.” According to Smith’s another definition, tourism is the social interaction between tourists as ‘guests’ and residents in the tourist destination as ‘hosts’.

The World Tourism Organization (WTO), the apex international organization for tourism has defined 'tourism', 'tourist' and 'traveller' as follows:

- Tourism - The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
- Tourist - (Overnight visitor) Visitor staying at least one night in a collective or private accommodation in the place visited.
- Traveller - Any person on a trip between two or more locations.

UNWTO has provided the latest definition for Tourism in the year 1991 “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and their purposes”. This definition will be followed for the purpose of this study.

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.

In **1994**, the **United Nations** classified three forms of tourism in its Recommendations on Tourism Statistics: Domestic tourism, involving residents of the given country travelling only within the country, inbound tourism, involving non-residents travelling in the given country and outbound tourism, involving residents travelling to another country.

**The League of Nation** in **1937** recommended that tourism covers the society activity of those who travel for a period of 24 hours or more in a country other than the one a person usually lives in, However, the limitation of this definition was that it excluded domestic and emphasized only on international tourism.

Wealthy people have always travelled to distant parts of the world for various different reasons which are very unique, to see great buildings, works of art, learn new languages and experience new cultures and to taste different cuisines.

The word 'Tourism' consists of all those traders dealing with ticketing (travel agent), accommodation (Hotels and Resorts), amenities, food (restaurateurs’) etc, which together satisfy the varied needs of the travellers.

According to **Sharpley and Sharpley (1997)**, rural tourism emerged as an identifiable activity in Europe during the latter half of the eighteenth century. Wild, mountainous regions, such as the many areas of West Midnapore, Bankura, Purulia and Birbhum districts began to attract aristocrats initially, then middle-class tourists. Thomas Cook directed the first package tour to rural Switzerland in 1863, which marked the beginning of a rapid growth in the industry in this area based on health and mountain sports. For the working classes, the countryside was viewed as a workplace until the time of industrialization and urbanisation in the nineteenth century – therefore, class distinctions can be identified in the temporally uneven demand for rural tourism. In a narrow sense, tourism refers to the activity or practice of travelling for personal
enlightenment, education, or pleasure. In a broader sense, tourism is the business of providing information, transportation, accommodations, and other services to travellers. The travel and tourism industry is made up of companies that provide services to all types of travellers, whether travelling for business or pleasure. Tourism is now firmly established almost everywhere in the world, from the high mountains of Tibet to the Amazon jungles of Brazil. Whether the sites are ancient ruins, mountains, forests, or beaches, tourism development has inevitably followed discovery.

2.3. RURAL TOURISM

2.3.1. Rural Tourism Study

Atul Shrivastava, in the book, Nature Tourism, (New Delhi: 2010), provides the details about the nature based tourism like Eco-tourism, adventure, special interest, wildlife and sustainable and nature tourism in the world scenario and the motivation of nature based tourism, the economic perspectives on nature tourism. He also details about the nature tourism practices in Indian states, emerging trends in tourism and the impacts of tourism on social, cultural, and environmental. He properly explains the eco-tourism definition and its practices and Rural Tourism in India and its meaning, the role of Indian Government and its planning strategies for promoting rural tourism. Aurel Petru Darau, Mailor Corneliu, Mihai Larian Brad, Eugeniu Avram, in their study, The Concepts of Rural Tourism and AgriTourism, (Romania: 2010) analyses that the Agritourism is spatially placed in the rural environment. They also explain that the rural tourism and Agritourism are not only a touristic alternative but an essential factor of economic development of the rural environment at large and of agricultural exploitations in particular. M. Pakurar and J. Olah in their study, Definition of Rural Tourism and its Characteristics in the Northern Great Plain Region, (Alimentraora: 2008) makes an assessment about the economic development of rural inhabitants through the way of rural tourism. They defined that, “Rural Tourism as a tourism
product, which approach accentuates the importance of supply management and marketing activities.” J.S. Negi in the book, *Rural Tourism and Economic Growth* (New Delhi: 2007) have detailed about the basic concepts and definitions of Rural Tourism and the Economic impacts of rural tourism in the rural environment. He reports that the economic impact of rural tourism will helps to improve quality of rural areas and also the rural communities. He defines that “Rural Tourism is a multi-faceted and complex activity which includes everything from farm-based tourism to educational travel, health tourism, ethnic tourism and eco tourism”. David Newsome, Susan A. Moore Ross, K. Dowling, in their book *Aspects of Tourism Natural Area Tourism*, (New Delhi: 2006), have detailed about the various types of natural areas and system of Tourism. They also explain about various natures based tourisms like adventure, wildlife, eco-tourism and their impacts on the Natural Environment. Management strategies and actions for natural areas and various case studies are discussed in this book. Mahesh Chandra Singh, in the book *Second Home Tourism* (New Delhi:2010) provides detailed information about the second homes as a part of new rural life style advantages of rural life and the government initiatives for the development of second home tourism. He also explained that the socio economic and environmental impacts of second home tourism and various case studies about place attachment of vacation residents are detailed. The Integrated Rural Tourism and Recreational Complexes (IRTRC), Recreation Tourism and Rural well-being are discussed in this book. Stephen Inglis, in the study, *Village art of south India*, (Madurai: 1980), makes an assessment how the village art of south India became a popularity among the tourists and the importance of the local arts performed by the rural people. Aparna Raj in her book *Sustainability, profitability and successful Tourism part- I* (New Delhi: 2007) has explained about rural tourism practices in some western countries and its importance. She has explained the Sustainable Tourism, Destination Tourism, Rural and Community Tourism, Tourism and the Human Resource, Tourism Marketing and Planning. There are a total of 24 case studies presented in the book.
2.3.2. Rural Tourism Concepts

Today many tourists both domestic as well as international find beautiful places to stay with lower prices. It helps them to forget the stress of city noise and smoke and contact with nature and tranquility of the remote villages. Tourism is undertaken by different types of persons, each with a particular taste. So, there are endless options and mixed trends in tourism. Tourism is undertaken in rural areas through the nature-based activities, festivals, heritage events, aboriginal-based attractions and events. In this back-drop, it can be confidently said that rural tourism is an alternative tourism concept, which involves visiting rural environment for recreational experiences. Rural tourism is located in agricultural landscapes and is characterized by enjoyment of a tamed nature or highly modified landscape. Rural tourism is anything which draws tourists beyond major metropolitan areas towards the experience of rural life. Rural locations offer an idealised relief from stresses and the opportunity to re-engage with simpler, quieter way of life that offers rest and relaxation. The major perceptions on rural areas are clean water, fresh air, unique food, classy vegetation and a rare opportunity for outdoor recreation. The practise of rural tourism is supported by a concept as detailed next.

The rural tourism has great potentialities in attracting tourists of various interests. It is a mix of various tourism concepts. Rural tourism includes the following concepts:

- Ethnic tourism
- Nature tourism
- Eco tourism
- Farm tourism or Agricultural tourism
- Adventure tourism
The diagrammatic representation of Fig: 2.1 explain the concept of Rural Tourism. Tourists are interested to visit the countryside that is unknown explored rural area. It is divided into habitated and inhabited that is, manmade and natural areas. Farms, fields, festivals are the major attractions of the rural tourist, on the other hand natural sceneries, mountain ranges and wildlife are also attract the tourist. The rural tourism activities are:
• Experience of tranquillity at village life
• Experience of village life includes the agriculture, fishing, handicrafts, food and culinary activities.
• Experience of pristine Natural areas.
• Experience of adventure includes trekking, hunting and other activities.

2.3.3. Rural Tourism Definitions

According to Rajesh K. Aithal, Assistant Professor of marketing at the Indian Institute of management, Lucknow has define the rural tourism that “Rural tourism is a form of tourism in which the guests get to enjoy the unique culture of village life through participation in events or experiencing the local cuisine or buying ethnic goods and in the process also improve the welfare of the local people”.58 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”. Rural tourism has been defined by the Government of England as “a variety of visits away from home to locations outside main town and seaside resorts, be they holidays, day trips, business trips or to visit friends and relatives”.59 According to the Annual Report of Department of Tourism in 1994 rural tourism is defined as a “A multifaceted activity that takes place in an environment outside heavily urbanized areas. It is an industry sector characterized by small scale tourism business, set in areas where land use is dominated by agricultural pursuits, forestry or natural areas.”60

58 Annual Report of Department of Tourism – 1994
60 Vikash Choudhary, Business of Tourism, Centrum press, New Delhi, 2010, p28
In simplest terms rural tourism can be defined as the tourism in rural areas. Rural tourism is one of the main priorities of tourism development in many developing countries. A specific benefit of rural tourism development can be the increasing number of opportunities for social interaction for local people, who often love relatively isolated lives in agricultural communities. The attractiveness of rural areas for tourism and recreation can first be associated with the image of rurality. The importance of rural tourism market depends on each country’s recreation, tourism resources, infrastructure image, market access and the presence of other types of tourism products. This leads to the simplest definition of rural tourism as “tourism that takes place in the countryside”. This Rural Tourism Definition brings out the following system of operation, this is shown in Fig.2.2.

**Fig: 2.2. System of Rural Tourism Operation**

---

61 G.A.H.Rizvi, Tourism in Recent Global Scenario, Cybertech Publications, New Delhi, 2008, p121
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 big advantages of rural tourism is that majority of financial gains out of tourism directly reach the villagers.

According to the **Report of Ministry of Tourism, India Tourism statistics 2010**, 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.” In this study this definition will be followed for research and analysis. In view of the various definitions listed, rural tourism brings out the following characters, namely-

- First of all rural areas where rural tourism occurs are difficult to define since criteria used by differenced nations vary enormously.
- Secondly, not all tourism which takes place in rural areas is strictly rural; it can be urban in form and merely be located in a rural area.
- Thirdly different forms of rural tourism have developed in different regions; hence it is hard to find characteristics that are common to all of the counties.
- Fourthly rural areas are in a complex process of change due to the impact of global markets, communications and telecommunications that have changed market conditions and orientations for traditional products.
2.3.4. Components of Rural Tourism

Rural tourism, its components and relationships with other forms of tourism as identified in a study by FICCI is shown in the diagram in Fig.2.3.

The diagrammatic representation explains the components of the rural tourism as farm tourism, ethnic tourism, eco-tourism, pilgrim tourism, nature and adventure tourism. Rural tourism is practiced at the rural essence of non-urban setting, presenting the values and heritage of rural areas. In farm tourism agrarian lifestyle, farming techniques are the attraction to the rural tourist. The tourist participates in the daily activities on-farm and experiences the realities of rural living. In heritage tourism, local fairs and meals helps the tourist to know about the rural art and culture. The rural tourist can feel the experience of pilgrim tourism through the village festivals and religious programmes. Natural landscape, wildlife and sceneries are experienced by the tourist as Natural tourism. Fishing, hunting, trekking and bird watching are attractions to the tourists in rural areas by the way of adventure tourism. The tourist knows and learns about the rural environment in eco-tourism.
Fig: 2.3 Component of Rural Tourism

Component of Rural Tourism

Source: FICCI study on Development Perspective on Rural Tourism in India, By A.F.Ferguson and Co. December, 2011
2.3.5. Forms of Rural Tourism

Ministry of Tourism, Government of India under the 10th Five Year Plan, had given thrust to promote rural tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions\(^6\). The products and services offered in connection with rural tourism are highly linked to the specialities of the place. Hence the forms of rural tourism differ from place to place and region to region. Again they vary from very informal to greatly organised products\(^6\).

2.3.6. Rural Tourism Avenues

The evolution of rural tourism products and destinations are gradual. The new destinations and products are developed in response to the changing needs of tourists. Globally the rural tourism products vary widely. Therefore, it is very difficult to list the whole avenues of rural tourism. It is all the more difficult to distinguish between rural and urban tourism models. The rural urban continuum concept is useful here too. It is very difficult to state that any one form of tourism is absolutely rural or absolutely urban. The list below is certainly not comprehensive but only suggestive.\(^6\)

2.3.7. Multi Activities of Rural Tourism

According to a broader tradition rural tourism includes a series of activities, services and accommodations offered by farmers, peasants and inhabitants of the rural environment in order to attract tourists to their area, which generates additional revenues for their business.\(^6\) By this concept rural tourism including the following activities-

---


\(^6\) Tirlok Singh Parmer, Management and Administration of Tourism, Cybertech Publications, New Delhi, 2008, p119
Visiting village life

Visiting Agricultural Activities

Trips to Rural areas

Farm stay

Participation in social events, festivities, outdoor recreation and Cultural Activities.

Visiting Heritage Activities

Purchasing of manufactured products and agricultural products, etc.,

This makes sure that, Rural tourism is a form of tourism practiced in the rural environment which uses the agritouristic household with all its facilities by using local resources like natural, cultural and human. The accommodations offered are inns and rural hotels, shelters and holiday villages.

Visiting Village Life

The products of villages are the attractions for tourists especially the rural tourists. Rural area refers to villages with Natural beauty. The village products are: Agriculture, Fishing, Handicrafts, Foods, Culinary and Nature. In the case of Agriculture it is an important activity in village. Since agriculture forms a major component of India's economic activity. Agriculture is basic to country's rural structure. Seventy percent of the Indian Tourists are interested to take part in crop harvesting or attending programmes about the agricultural way of life. The link between agriculture and tourism is not new, People are buying agricultural product as part of a recreational outing. Sunday drives in to the country to bring back fresh fruits and vegetables. Agricultural products also include experiences or activities. Agriculture festivals and events like, the tulip festival, the national cherry festival, asparagus festival, mango festival, flower show and the agricultural exhibition are the interesting events to the tourists. Similar visits can be made to Fishing Hamlets, Handicrafts Zone and food production centres to experience the visit to village life.
Agri-Tourism

Agri Tourism is a tourism activity to visit the farming methodology and to visit regional farm products. In this aspect, paddy farming is of great potential which are specific to West Bengal. 85% of population of India still depends on agriculture. Agriculture is not a business, but it is the true culture of India. Each agriculture field adds to the attraction of the urban population. The essential quality of a Agritourism are connectivity, attractions, accommodation, outdoor recreational activities entertainment programs, meals, safety and security, medical facilities and others.

Trips to Rural Areas

Rural tourism offers a rich cultural diversity and the social, religious and economic practices demonstrating the centuries past. Rich in its traditions of arts, crafts and culture, rural areas offers one of the greatest tourism opportunities. Rural area is the land of stories. The stories tell about Kings, Princes, and the people of villages.

A trip to rural areas is taking place in many countries for many years now, they are

- Finland - rental of cottages or providing services in rural areas and transport food type
- Hungary – “tourism at village” implies activity and services in villages, low price
- Slovenia – “farm tourism”, the guests lives with farmers families
- The Netherland - camping at the farm where most services are related to activities such as cycling, horse riding
- Greece - accommodation in rooms that furnished in traditional style with traditional breakfast.

Rural tourism is a topical and ancient phenomenon. The interest for health recovery in the rural environment began to grow during the 19th century, as a response to stress caused by the expanding urbanism and industrialization. Rural tourism is a multifaceted activity that takes place in an environment outside heavily urbanized areas.
Farm Stay

Farm stays have been a growing trend in Europe since 1980s, Particularly in Italy. In Italy it is called Agritourism. Now it is popular in all parts of the world like Australia, Asia and North America. It is a type of accommodation; on a working farm in a village some type of accommodation can be arranged. This is called as farm stay which may be interactive and family focused, offering children opportunities to feed animals collect eggs and learn how a farm functions. The main reason for the increasing popularity of farm stay is tourists and their interest to reconnect with rural heritage and culture, and the farmers depend on the income from tourism activities. The farm stays can also be described as Agritourism - Farmers opening their farm to tourist for watching agricultural activities. Eco Tourism - Travel to natural areas that conserves the environment. Geo Tourism - Tourist enhances the geographical character of a particular place and its environment culture, aesthetic, heritage and the well being of its residents. The farm stay accommodation includes:

- Cabins
- Cottages
- Converted Barns or Buildings
- Farm House Guest Houses
- Platform Tents
- Tent Camping
- Yurts

Farm home stay has been extended as village home stay in Rajasthan state also. The idea of home stays was central to the accommodation strategy. Home stays decentralize the benefits in the village, enabling more tourists –host community interaction – home stays have three key elements. They are:

- To stay with the family
- Home cooked meals and
- Eating with the family

Home stay is a space for close interaction between host and guest.
Participation in Social Events, Festivities, Outdoor Recreation and Cultural Tourism

Here Tourists are interested to participate in various attractive social events of the village. The agricultural festivals like, Tulip and cherry festival in developed nations, Mango and Pine apple festival and flower shows attracts the tourists. The village festivals like pongal and other festivals are also the major admiration in rural destination. The outdoor recreation like trekking, mountaineering, fishing, hunting and other activities are also available here. Culture is an experience. Local culture comprises more than just costumes and dancing. These include food, architectural style, language, local arts and handicrafts and all that constitutes a way of life. Tourism provides opportunity to revive dying arts, crafts and art forms. Sometimes tourist can enjoy directly the local cultures by taking participation in cultural activities.

Visiting Heritage Tourism

A tourism activity to show case the heritage of the region through the production of handicrafts items. West Bengal painting can be promoted as a tourism product and tours can be packaged with a focus on these heritages of West Bengal. West Bengal painting and silk weaving, kantha stitch, terracotta works, bronze idols, lamps, vessels are the other products of West Bengal. There are so many heritage buildings and cultures all over the West Bengal which are really attractive to the domestic tourists as well as international tourists.

Purchase of manufactured products and agricultural products

Various traditional and modern fairs and festivals of arts and crafts are celebrated in their original form in the villages. The villagers have evoked huge interest and attention, through their authentic lifestyles, predominantly natural environment and experience oriented locales. Tourists purchase the handicrafts of the rural village from the rural artisans. On the farm gate markets tourists purchase the agricultural and farm products like milk, butter, cheese, fresh vegetables, almond, kazoo, saffron, fresh fruits etc.
2.3.8. Emergence of Rural Tourism

Rural tourism is not totally new. Interest in countryside recreation started growing in the nineteenth century as a reaction to the stress and squalor of the expanding industrial cities. But till recently tourism has been concentrated in cities and was attached to specialist beaches, lakes and mountain resort areas, and major cultural centres. Tourism emerged as a major tool for the transfer of capital investment and consequently intensified the development in many such regions. Rural areas longing for development understood tourism as a less polluting industry that promotes development. The planning authorities in many regions consciously promoted rural tourism as a vehicle of development in the latter half of the last century. Writers such as Wordsworth and Schiller captured the romanticism of the rural scene and their readers developed an infatuation to rural life. Massive infrastructure development in rural areas really gave wings to the aspirations of city travellers. The new railway and road transport companies capitalised on this emergent interest by transporting tourists to the countryside. In the west the Alps and the American and Canadian Rockies were early rural tourism venues assisted by rail-led marketing and capital investment.

Rural tourism has crossed its nascent 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 spectacularly scenic areas into countryside of all types. It has also started breaking away from large and specialised resorts to small towns and villages that are truly rural. Growth in rural tourism is difficult to quantify, because few countries collect statistics in such a way which separates purely rural from other forms of tourism. Australia’s "Outback Queensland" area reports steady annual increases in visitor flows of up to 20 per cent p.a. Many new tourism projects in rural Austria have achieved a steady development in patronage throughout the 1980’s.”

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 thriving growth in the rural areas, with minimum damage to rurality. From humble origins in the middle of the previous century rural tourism has thrived rapidly since 1990s. The growth in rural tourism also has brought in new challenges. Conservation of flora and fauna and the landscape is increasingly regarded as important.

Historic buildings 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 accessible rural regions, there has been an influx of population, of people unhappy about big city living conditions - a trend known as counter-urbanisation. The new population attracted to suburban rural areas sometimes exceed the number of traditional population of the place. Moreover the influxes 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.

2.3.9. Rural Life

Life of mankind, by and large, has been classified into Rural Life and Urban life. Rural life from time immemorial has been the root of our existence. Rural Life, to detail, is the base by which the mankind has learnt to come to terms with the environment in all its forms. This life began by learning the method of food gathering (Nomadic life), food production Agricultural life), taming the wild animals (Domesticating and rearing the flock) and learning techniques of financial earning (Cash crops, weaving, tanning, Dairy farming and so on). Mastering these facets of life, mankind, over centuries got into administration, annexing and advancement of life onto urban structure. The urban life branched out from the rural life as an advancement making use of technical and political developments, yet not all the rural life was lost.
The major reason for the existence of rural life even in the onslaught of modernization is due to the fact that the basic source of survival of mankind comes from the appropriate toil of Mother Nature, resting on the rural background.

2.4. RURAL URBAN - THE CONTINUUM CONCEPT ON TOURISM

The major distinction between rural and urban life of the world is the romance of nature that is prevalent among the rural folk. In a rural background the life is at its own pace, that is there is no pressure of time-limits. People of rural area are in absolute harmony with the environment. They are able to hold their traditions and protect the heritage of the locality. On the other hand, urban life is bound by timings, techniques and travails. The industrial atmosphere of the urban life provides sophistication, sound finance and safe livelihood, yet there is no solace for the soul as the life in the urban background has distanced itself from Mother Nature.

All over the globe there is agreement that population in rural areas is lesser than urban areas. Regarding the exact number of population that makes a place rural or urban is country dependent. Similarly there is agreement among nations that in rural areas the available land is primarily used for agriculture and related activities, whereas urban areas mostly industrialised. Rural areas are generally considered traditional societies. Century old beliefs and practices maintained in rural communities and these practices generally govern the pattern of interaction and action in such societies. The beliefs and practices are considered sacred and hence alterations and modifications of practices take place very gradual.67

Before going deeper into the subject of rural tourism, it would be functional to define and understand what rurality itself is? Though there are wide differences in the

understanding and interpretation of rurality between countries because of demographic and development reasons, they generally define and distinguish rurality and urbanity based on three parameters. They are population, use of land and traditional social structures.

From the above explanation though it might seem simple to distinguish rural and urban areas, in practice it is not going to be a simple task. In fact there are regions which are clearly urban like the metro cities and there are also peripheral areas that are absolutely rural, like the remote villages. There also lies large number of locations which show the specialities of both urban and rural areas, but in varying degrees. Such places could be categorised as predominantly urban or predominantly rural. As already said though it might be a difficult task to categorise places into rural or urban, there exists general agreement regarding rurality and urbanity. The following table illustrates the major differences between rurality and urbanity. These differences mentioned are more indicative and not conclusive. The differences between rural and urban areas are mostly in degree than in kind. Therefore the listed characteristics may be more helpful in deciding whether a place is more urban or more rural than making absolute judgements. Table 2.1 Difference between rural and urban societies.
Table 2.1 Differences between Rural and Urban Societies

<table>
<thead>
<tr>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Close knit community</td>
<td>• Associations builds relations</td>
</tr>
<tr>
<td>• Relationships are spontaneous</td>
<td>• Artificially developed</td>
</tr>
<tr>
<td>• Simple and predominantly agrarian economies</td>
<td>• Diverse and predominantly industrialised economies</td>
</tr>
<tr>
<td>• Less division of labour</td>
<td>• Great specialisation in labour force</td>
</tr>
<tr>
<td>• Status hereditary or traditional</td>
<td>• Achieved status</td>
</tr>
<tr>
<td>• Status decides education</td>
<td>• Status derived from education</td>
</tr>
<tr>
<td>• Ascribed roles</td>
<td>• Chosen roles</td>
</tr>
<tr>
<td>• Closely-knit networks</td>
<td>• Loosely-knit networks</td>
</tr>
<tr>
<td>• Locals</td>
<td>• Cosmopolitans</td>
</tr>
<tr>
<td>• Economic class is one of several divisions</td>
<td>• Economic class is the major division</td>
</tr>
<tr>
<td>• Integration with work environment</td>
<td>• Separation of work environment</td>
</tr>
</tbody>
</table>

As we have already seen absolute distinction between rurality and urbanity is not possible. Similarly absolute distinction between rural tourism and urban tourism is not possible. When tourism projects are implemented they may have mixed character of rurality and urbanity.

Though the distinguishing rural and urban characteristics are explained above, in reality we may not encounter such typical societies. Often between these extremes lie a variety of situations which can be explained as largely rural or largely urban. They exhibit characteristics of both rural and urban regions. Some studies further divide rural areas into peripheral regions and intermediate regions. Intermediate regions are the
remote areas, which might exhibit most of the characteristics of the rural regions listed above.

Table: 2.2. Difference between Urban and Rural Tourism

<table>
<thead>
<tr>
<th>Urban Tourism</th>
<th>Rural Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little open space</td>
<td>Much open space</td>
</tr>
<tr>
<td>High density of population</td>
<td>Sparse density of population</td>
</tr>
<tr>
<td>Built (artificial) environment</td>
<td>Natural environment</td>
</tr>
<tr>
<td>Mostly indoor activities</td>
<td>Mostly outdoor activities</td>
</tr>
<tr>
<td>Infrastructure – intensive</td>
<td>Infrastructure – weak</td>
</tr>
<tr>
<td>Large establishments</td>
<td>Small establishments</td>
</tr>
<tr>
<td>Nationally/Internationally owned firms</td>
<td>Locally owned businesses</td>
</tr>
<tr>
<td>Generally full time involvement in tourism</td>
<td>Generally part-time involvement in tourism</td>
</tr>
<tr>
<td>No farm/forestry involvement</td>
<td>Some farm/forestry involvement</td>
</tr>
<tr>
<td>Workers are specialists often coming from far</td>
<td>Workers are generally local and less specialised</td>
</tr>
<tr>
<td>Many guests</td>
<td>Few guests</td>
</tr>
<tr>
<td>Guest relationships anonymous and formal</td>
<td>Guest relationships personal and spontaneous</td>
</tr>
<tr>
<td>professional management</td>
<td>Amateur management</td>
</tr>
<tr>
<td>Cosmopolitan in atmosphere</td>
<td>Rural in atmosphere</td>
</tr>
<tr>
<td>Mostly new buildings</td>
<td>More heritage and old buildings</td>
</tr>
</tbody>
</table>
2.5. RURAL TOURISM: A WORLD OVERVIEW

Rural Tourism forms and features vary from country to country or region to region. An overview of Rural Tourism in the World is presented here starting from the first World countries-

Rural Tourism in Canada

Alberta in Canada is an extensive place for set of product and services of rural tourism, which includes:

- Farmer’s markets
- Farm garden retail centres
- Various forms of accommodation (e.g. bed and breakfasts, cabins and cottages)
- Farm gate markets (Flowers, plants, dairy products)
- On-farm activities (Hunting, fishing, riding, nature observation)
- Crafts retailing (Local wood working)
- Events (Horse shows, workshops)
- Farm Tours

Tourism in USA

In USA many niche tourism programs are located in rural area. Wine tours, eco tourism, Agritourism and seasonal events are some of the niche tourism products. The rural tourism practices in USA are:

- Staying at a farm on Bed and Breakfast scheme
- Picking fruits and vegetables, navigating corn maize, tasting honey
- Riding in horses
- Feeding farm animals
- Learning about wine and cheese making
- Shopping in a farm gift shops for local and regional product or hand-crafted gifts.
Rural Tourism in Brazil

Rural Tourism is booming for several years in Brazil, plantations and small forms are turning to tourism. The rural tourism packages attract most of the tourists to Brazil. Wine tourism is practiced in Juazeiro and Casa nova in Brazil attracted a million visitors. Rural tourism activities in Brazil are:

- Visit local flora and fauna
- Harvesting and purchasing the agricultural products.
- Riding in a horse back and bird watching
- Surfing huge waves
- Staying in ecologically planned houses.

Rural Tourism in Europe

The countryside environment or rural area has a long history of being used for tourism and recreational activities in both the developed and developing world, a feature frequently neglected in many reviews of rural areas. Rural areas have long played host to tourists. Since the late 1700s, when there was a fundamental shift in the cultural appreciation of rural spaces, the countryside has rapidly evolved into a world. In Europe rural tourism is usually used to describe agri-tourism. Southern Europe the traditional perspective on tourism in rural areas that rural holidays a cheap alternative to resort holidays. Euro Barometer (1998) Survey report shows that 23% of European holiday makers choose the countryside as a destination every year. The majorities of small and medium size enterprises in the Europe are in tourism business and employ less than five people.

Rural Tourism in Hungary

Rural tourism is an important segment in Hungary, because it is a county with no spectacular natural attractions, without seaside, high mountains, rainforest or heads of exotic animals. Its attractive cultural landscapes with small village’s thermal springs, rivers and lakes, combined with the traditional hospitality offer pleasant experience to

---

68 J.S. Negi, Rural Tourism and Economic Growth, Cybertech Pub., N. Delhi, 2007, p165
the tourist especially for the relaxation and recreation seekers in a calm setting. In Hungary rural tourism is a special form of village tourism. The main motivation for spending leisure time in these holiday homes in relaxation and for most owner’s very small-scale agricultural production. In Hungary at the moment foreign tourism is mostly interested in two types of rural tourism, they are-

- In accommodation in the vicinity of popular tourist destinations.
- In folklore programmes and horse shows in the “Puszta”.

Most of the areas of Hungary where rural tourism is part of the general local or regional development plans possess various natural and cultural attractions. The most important ones are the:

- Clean natural environment
- The thermal springs
- The rural life style
- The hospitality of the local people
- The gastronomy
- The preserved traditions and heritage

Rural Tourism in Spain

Spanish rural tourism is expanding in agriculture regions as a means to address the concentration of tourism in Spain and it comes mainly from domestic tourists. Spanish official literature on rural tourism tended until 1980s to define rural tourism quite narrowly as farm tourism therefore missing out other forms of tourism activity in the countryside.

---

69 Shikha Pratap, Tour Package Management, Anmol Publications, New Delhi, 2013, p67

70 Dr. Helen Farrell and Sheila Russell, Rural Tourism Journal, CABI International, 2011
Rural Tourism in United Kingdom (UK)

Rural Tourism in England

Rural areas have long played an important role in tourism and leisure within the developed world. It has been estimated that in 1990, 75% of the population of England visited the countryside at least once.\(^7\) The British climate, the bugbear of seaside resorts, is also responsible for providing a major stimulus to tourism the beauty of the countryside. The British rural scenery includes a climatic temperature with frequent precipitation that provides the richness of green fields and abundant woodland which coupled with rolling hills and stretches of water. Rural tourism attracts international tourist too with a growing number of continental visitors coming tour to Britain.\(^8\)

In England rural tourism-

- Increases the range of local business like (food, hotels, Pubs, cafes, garages, non-tourist businesses).
- Contributes to social community life. (Encourages new business, provides employment, greater choice of recreational opportunities).

Rural Tourism in Ireland

With the content of the European community Ireland is an interesting example of a country which is peripheral to the traditional spatial concentrations of tourism - related activities. Ireland’s tourist product is based upon natural and man-made resources and an experience which is conditioned by the social and cultural environment i.e. the people, their history, heritage, landscape and culture.\(^9\) Rural tourism in western Ireland offers an alternative accommodation for people. Rural Ireland basically provides


everything the well educated, middle-aged and elderly people need. There are many amenities of natural beauty which are easily accessed activities -

- Land and Sea
- Music Sessions
- Fresh local Produce
- Full range of Heritage Sites
- Galleries
- Pubs
- Walking Routs
- Fishing Points

**Rural Tourism in Scotland**

Trossachs is one of the Scotland’s outstanding scenic areas with small rural communities, Forestry, Agriculture and tourism are the main occupation of local people. Scenic beauty and ease of accessibility from major urban centres makes it a popular tourist destination.

**Rural Tourism in Eastern Countries**

**Rural Tourism in Australia**

Rural Australia is going through a time of major change. Rural tourism experiences in Australia include farm holidays, horse riding treks, day farm visits and technical tours and wine tasting tours for individual travellers and groups. These experiences involve meeting Australian people and experiencing their unique life styles. Australian Government recognized the farm vacations or “stays” as a significant component of the country’s tourism products mix. Both the national and state tourism bodies have described rural tourism as ‘a multi-faceted’ activity that takes place in an environment outside urbanized area and represents to the traveller the essence of
country life. Many Australian rural communities had rural co-operatives and the farm-based tourism activity. Tourism to Australia’s economy is around 4.5% (TFC.2001).

**Rural Tourism in New Zealand**

Rural tourism product described by the New Zealand ministry of Agriculture and Fisheries are-

- Farm Stay
- Country Stays
- Rural self-Catering Units
- Camp/Caravan Sites
- Backpacker Accommodation
- Adventure
- Heritage
- Ecotourism

**Farm stay**

In this, the visitors feel as a part of the family with Bed, Breakfast and other meals. Thus accommodation and activities are centred on a traditional pastoral farm.

**Country Stays**

Focus is on the ambience of the setting with few farms-related activities.

**Rural – Self Catering Units**

Accommodation converted shearing sheds, barns, workers cottages and the likes.

**Camp or Caravan Sites**

Shelter trees and facilities to support visitors.

**Backpacker Accommodation**

This is the more austere than other forms of accommodation and it should be supported by arrange of value-add elements that create an experience special activities, events, etc.

---

Adventure

The specific adventure activities in rural accommodation linked with bushwalking, rock climbing, horse riding and hunting.

Heritage

Properties that have a strong historical or heritage theme.

Ecotourism

The visitor expects to learn something as part of the experience like watching natural or man-made sites of significant ecological attraction.

Rural Tourism in Asian Zone

Rural Tourism in Japan

Hongucho is a popular tourist region in Japan. This mountain village initiated a supply localization campaign whereby local businesses were given incentives to source much of their commodities from local farms and other businesses. Thereby; a rural side was put both for tourism and for the economic development of that region.

Rural Tourism in Indonesia

In Indonesia rural tourism includes village tours and outdoor activities such as farming, local games, traditional music and dance. Initially the Indonesian Government developed tourism in 50 villages across Indonesia. By the end of 2010, there were around 200 villages developed as tourist destination.

Rural Tourism in China

Rural tourism in China has undergone a rapid development from the last three decades. Rural tourism is an emerging and effective catalyst that promotes industrial restructuring, agricultural development and the upgrading of rural areas. The rural tourism activities in china are -

- The traditional Chinese tea ceremony, digging for bamboo shoots
- Purchasing handicraft products
- Visits to waterfalls and enjoying local foods.
CHAPTER SUMMARY

A survey of literature is made in this chapter. Here, the researcher has discussed on tourism studies, definitions of tourism especially on rural tourism, and various aspects of rural tourism. Here, differences between rural and urban in tourism perspective are also discussed. A world overview is drawn and analysed on rural tourism. The studies on India make it clear that the country has very high tourism potential. But even today the revenue generated tourism in India is not very high compared other nations. Even today tourism is primarily the business of the rich. This chapter dealt with the information about the concept and definition of Rural Tourism. The Definition of Rural Tourism according to the Ministry of Tourism, India Tourism statistics 2010 namely “Any form of tourism that showcases the rural life, art, culture and heritage at rural locations there by benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience” is adopted for this study. Differences between rural and urban life have been discussed. Rural Tourism Practices in the world countries are explained with examples in this chapter.
ENDNOTES AND REFERENCES


46. Publishers and Distributors, New Delhi, 2007, p5

47. N. Jayabalan, *An Introduction to Tourism*, Atlantic Publishers and Distributors, New Delhi, 2001, p21


70. Dr.Helen Farrell and Sheila Russell, Rural Tourism Journal, CABI International, 2011


