

THE NEW DIMENSIONS OF TOURISM INDUSTRY: A CASE STUDY OF RURAL TOURISM IN RAJASTHAN

Dr. Rajeev K. Saxena*
Priyanka Payal**

ABSTRACT

The major driving force of rural tourism is to reduce the stress level from the daily monotonous life of the people live urban areas or big cities. It provides peaceful holidays along with good quality environment. They visit villages or rural areas where they can have stress-free, quieter, simpler way of life that offers relaxation to mind and body. For the Tourism Industry rural tourism is a new concept and it has the potential to contribute to local economy of the country. Rural not limited to economic point of view but it is also advantages for social development of the locals. Both the visitors and the local people are benefited from rural tourism directly or indirectly. Visitors release their stress by their stay and on the other hand it provides income and employment for the rural people. It will also strengthen the physical infrastructure and can generate long term benefits for villagers of that area. India's maximum population is depends on agriculture and it is monsoon based and it always unpredictable. In rural areas employment situation is unfavorable due to less possibilities of employment agriculture. To reduce this stress rural tourism can be used as alternative and supplementary income by development of rural regions with focus on poverty reduction. In this project we will try to find out the benefits of rural for the economy, the environment and the society. We will also focus on to find various reason of dissatisfaction and areas requiring special concentration for future preparation and expansion. Key problems with physical infrastructure, service quality and proper branding and interest of local people are common issues for the rural tourism industry. The distribution of growth and employment could be equal in the whole country if the key problems are resolved.

KEYWORDS: Rural Tourism, Agriculture, Income, Employment, Environment, Society.

Introduction

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than 24(twenty four) 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". India lies in her villages. Rajasthan has the potential to be the leading Tourism State in the country. Rajasthan is a multi-dimensional destination state because of its eco, ethnic, farm, cultural, historical attractions and facilities. Domestic and foreign tourists are attracted because of its glorious heritage, colorful living traditions and vibrant culture. The tangible and intangible tourism products of the State offer immense potential for growth of the tourism industry. The Ministry of Tourism and Culture defines rural tourism 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 locals for a more enriching tourism experience." Rural Tourism in India is one of the niche tourism products among all which has the potential to attract both domestic and international visitors who are looking for the mental peace in rural environment. Tourists stay in villages to experience more of varied life styles of villagers

* Associate Professor, Department of Economic Administration & Financial Management, University of Rajasthan, Jaipur, Rajasthan.

** Research Scholar, Department of Economic Administration and Financial Management, University of Rajasthan, Jaipur, Rajasthan.