

Role of Rural Tourism Entrepreneurship in Economic Development of India - Impact, Challenges and Opportunities

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ABSTRACT

Tourism is one of the world's leading growing industry which has a direct impact on the economy of the country. Rural Tourism has been recognized as significant stimuli for tourism entrepreneurship and growth of small scale business sectors which in turn will boost the regional economic development of the country. It is argued that the role of local rural value is vital in the reemergence of tourism as a key economic sector which will shape the small enterprise culture and contribute towards the economic growth of the country. Tourism is considered as a promising industry which needs a little reorientation in an organized way to stand in the global market. New generation tourist demands are different and no longer can the old paradigm work. There is a growing need for the new paradigm and new policies are to be adapted to woo the new generation tourists. Policies and marketing strategies need to be remolded and has to undergo a sea change to survive the global market trends. A new momentum gain is required to face the prevailing circumstances.

Keywords: Rural Tourism, Entrepreneurship Development, Employment Opportunities, Labor-intensive Industry

1. INTRODUCTION

Tourism in India has a strong relevance to economic development, cultural growth and national integration. We all know India is a vast country of great beauty and diversity and the tourist potential is equally vast. With the rich cultural heritage, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist. It is noteworthy that tourism industry has grown leaps and bounds over the past few decades. There has been tremendous and considerable change in the spread of new destination and rural tourism. Tourism industry is considered as the largest industry in the world as it plays a significant role in the economic development of the country.

We often think of tourism industry only as accommodation, travel services and transport facilities but in reality there are hundreds of services that contribute to the tourism industry and make it work. In recent years there has been a remarkable paradigm shift as different forms of rural tourism entrepreneurship has emerged. It is a new form of activity that can bring economic and social benefit to the society and is loaded with full of opportunities for private entrepreneurs to promote rural tourism. The impact of global markets, communication and better mean of transport has changed the orientation and market conditions for traditional products. We should have a positive attitude towards rural Tourism Entrepreneurship development due to the advantages involved and plan strategies to improve the prevalent situations which can serve as the overall major force for economic development of the country. It will not only generate employment, but also develop social, cultural, economical and educational value within the local people.

2. GROWTH OF RURAL TOURISM ENTREPRENEURSHIP IN INDIA

The basic concept is to benefit the local community through micro business and encourage local entrepreneurial opportunities, income generation, employment opportunities, and conservation of rural arts and crafts. The paper attempts to evaluate the critical factors responsible in the development of rural Tourism entrepreneurship perspectives with respect to the changes and needs in the preferences of the visitors taking into consideration the various impacts, challenges and opportunities involved.

Tourism shows a steady growth and has an impact on all the other sectors of economy and creates many employment opportunities. Globalization has brought about revolutionary changes in tourism industry. The focus has shifted down from traditional tourism to fantasy world associated with new destinations, corporate life, industrialization and globalization which has marked a new phase in an individual who takes refuge in solace and such backgrounds are offered in rural tourism. The serene atmosphere soothes his troubled soul. More and more tourists are opting for such destinations which take them away from the routine buzz world. Many rural villages can facilitate tourism as many villages are hospitable and eager to welcome the visitors. This tourism industry has been growing with a fast pace in the past decades, leading to rural entrepreneurship development which is not only becoming genuine vacation trend but also good centers for entrepreneurship development.

Tourism is considered as the central factor for economic development and a new approach is needed to handle the new type of tourism needs. Responding to the changing demands is the need of the hour. Time changes rapidly and with it grows the demand for new types of tourists needs. Rural entrepreneurship includes opportunities for sustainable development of tourism. However, the entrepreneurship culture has taken a back seat in our country due to the involved risk factors, challenges and opportunities awaits the new entrepreneurs to develop a totally new concept of rural tourism which has to go a long way.

Tourism is one of the world's leading growth industries which have a direct impact on the economy of the country. Rural Tourism has been recognized as significant stimuli for tourism entrepreneurship and growth of small scale business sectors will boost the regional economic development of country. It is argued that the role of local rural value is vital in the reemergence of tourism as a key economic sector which will shape the small enterprise culture and contribute towards the economic growth of the country. There is a positive growing awareness about rural tourism entrepreneurship which has enhanced its importance significantly. Moreover, these rural entrepreneurs can be instrumental in the creation and introduction of innovative local products to the wider industry and stimulate regional development and reproduction of local market products. Thus it provides an avenue for the overall economic development and a boost for local entrepreneurship, thereby opening avenues for job market.

Younger people with greater level of economic motive and professional backgrounds should enter the tourism market. An entrepreneur who wants to succeed should certainly be innovator thinking on lines to develop and seize every opportunity and implement his ideas and skills to convert it into rewards. He should be ready to change the world with his new concepts in an area which was not wandered before. He should have that personal initiation and the ability to consolidate the resources that are available and convert the challenges into opportunities. He should be an agent of change and in tourism industry, as much has to be done, to change the things prevalent in gone by year. One has to become an agent of change and rural tourism is one such area where the modern entrepreneur should rest his eyes and initiate and organize to turn the resources and situation into the practical accountability. Vision, change and creativity should be the watch word. The most essential factor needed is the willingness to take risk and the ability to formulate an effective team and the creative skills to utilize the resources and the vision to recognize the opportunity.

3. NEED FOR REORIENTATION TO ENCOURAGE RURAL TOURISM

Tourism is considered as a promising industry which needs a little reorientation in an organized way to stand in the global market. New generation tourist demands are different and no longer can the old paradigm work. There is a growing need for the new paradigm and new policies are to be adapted to woo the new generation tourists. Policies and marketing strategies need to be remolded and has to undergo a sea change to survive the global market trends. A new momentum gain is required to face the prevailing circumstances. The new paradigm shift compels the new entrepreneurs in tourism to exhibit extra efforts, as the new tourists are more educated, flexible, independent, well read, quality conscious and harder to please.

Rural tourism has been recognized as significant stimuli for tourism entrepreneurship and growth of small business sectors which will definitely boost the regional economic development. Moreover, the regional rural entrepreneurs would often be instrumental in the creation and introduction of innovative local products to the wider industry and stimulate regional development and reproduction of local market products, adding to the economy of the country. Rural tourism can make full use of tourism resources in rural areas to adjust and optimize rural industrial structures, extend the agricultural industrial chain, develop rural tourism services, promote nonagricultural employment, increase the incomes of farmers, and create a better economic base for the new rural construction.

It has been observed some people move in the tourism regions to semi retire or own a small piece of land to open a shop, or hotel or a guest house with non economic motive combined with a lack of business experience and growing age. In such cases entrepreneurial activity becomes extremely limited. They fail to

understand the linkage between different motives and tend to ignore other variables associated with tourism entrepreneurship. This proves harmful as it lacks professionalism.

Entrepreneurship is a stimulant force which has the capability to drive the country in its economic development and serves as vehicle for innovation and change. In contrast with traditional tourism, rural entrepreneurship is often a tool for economic development to promote both capital inflow and employment opportunities to the community. Thus, it is often targeting more impoverished areas where implemented. It encourages entrepreneurship for local members to organize the community in implementing and running successful community-based rural tourism enterprises. Both financial and social capital is placed in the indigenous community, driving further enhancements of the community rural tourism program. This capital inflow can then be used to help the development of infrastructure, education, and health practices. Community-based rural tourism places an emphasis on local businesses and reinforces supporting local endeavors. Not only does the capital increase, the intrinsic value of the environment increases. The idea of rural tourism has enabled entrepreneurs to give tours of their home villages and use the revenue to support themselves as well as give back to the community. As a whole, community-based rural tourism can overall increase the economic value of a previously impoverished area through providing dignified jobs and capital into the local economy.

4. CONCLUSION

As the tourism industry continues to grow, it is imperative to continue developing more sustainable avenues to participate in such endeavors. One way is making travelers aware of the potential harm their activities may have on the host culture. A continuing theme is the importance of dialogue and defining the ideals for each party. While stakeholders want the same idea of economic improvement, environmental sustainability, and cross-cultural relationships, the end goals are often defined differently.

The academic contribution in identifying and understanding a range of issues critical to tourism entrepreneurship development has remained a largely a neglected area for research, which should be given the first priority. Better access to wide variety of international communicational channels, media reports advertisements as rural tourist destinations are to be promoted. Government policy should be initiated in rural tourism entrepreneurship development is a prime necessity with well defined policy framework. The government should initiate responsibility in developing proper rural tourism entrepreneurship development Institutes imparting skill based education. Thus renewed skills and competence are required as globalization puts forth and poses constant threat in the global market. Preparing tourism products in relation to the tourist's location can be worked out as a necessary step and help the rural youth to prepare business plan for further growth. Hence, we should take appropriate measures to overcome the repercussions heralded by globalization. Since, Tourism is a labor-intensive industry; it is likely to offer more jobs in the coming years. Since most of the natural beauty and wildlife are to be found in non-urban areas, rural people could find employment as guides and transporters; with proper training. More jobs in rural areas would also help reduce continuous migration of people to towns. It can contribute to the revival of the best folk art and handicrafts and create good prospects for development. The socio cultural aspect of rural tourism will be to enable the tourist to become more engaged in the community and their culture. This can be from learning a religious tradition or supporting a local handicraft. The critical linkage between tourism and entrepreneurship would be the key policy to grow the capability of tourism sector to create new business development. It should seek to grow tourism through micro business and encourage local entrepreneurship to grow future tourism business with proper skills, attitude and behavior.

5. REFERENCES

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