

Rural Tourism As A Tool For Sustainable Development

Dr. Surendra Mishra
Assistant Director[Associate Professor]
Dept. of Adult, Continuing and Extension Education
Dr. Rammanohar Lohia Avadh University, Ayodhya
Email: surendradpa@gmail.com
Mobile: 6393261433

Abstract:

The spirit of India resides in her villages and those living in cities and towns have their roots in rural life, its art and rituals. Indian villages have pastoral beauty and touching simplicity, offer fresh comforting breezes and lavish openness. They are the reservoirs of traditional knowledge about traditional ways of life, arts and craft will be attracted to visit rural India if the concept of rural tourism is marketed well. The development of a strong platform around the concept of village tourism is definitely useful for a country like India, where almost 74% of the population resides in its more than half million villages. Rural Tourism or Village tourism stands for showcasing the ethnic arts, crafts, culture and lifestyle in its traditional settings, and providing a platform for tourists to experience this. Village tourism or rural tourism have various form of tourism such as- agriculture or farm tourism, nature tourism, heritage, pilgrim tourism, adventure tourism, culture tourism etc. Indian villages have potential of all such form of tourism. Though, rural tourism may be relatively a new concept in India but in European countries it started as early as 1950. In France, agro-tourism started in 1950. Similarly, rural tourism in Spain started in the eighties. In United Kingdom, rural tourism started in mid-seventies. Overall in Europe 2-5 per cent farmers are directly or indirectly engaged in rural tourism. In India, rural tourism started in mid-nineties. The scope of rural tourism is wider and it is promoting wide range of rural economy. However, there are lots of areas needs to be worked out to strengthen the potentiality of rural tourism. In this context the paper will look into the potentiality of rural tourism for rural economy and its future for sustainable development of India.

Key Words: Rural Tourism, Development, Sustainable development

INTRODUCTION:

The spirit of India resides in her villages and those living in cities and towns have their roots in rural life, its art and rituals. Indian villages, which have pastoral beauty and touching simplicity, offer fresh comforting breezes and lavish openness. They are the reservoirs of traditional of traditional knowledge. Those in the developed world who have a craze for knowledge about traditional ways of life, arts and crafts will be attracted to visit rural India if the concept of rural tourism is marketed well. Tourism growth potential can be harnessed as a study for Rural Development. The development of a strong platform around the concept of village tourism is definitely useful for a country like India, where almost 74% of the population resides in its more than half million villages.¹

Tourism is a business Involving the facilities, services and product used by tourist. This covers everything from promotional material which first captures the tourist's mind through his/her travel, his/her stay, his/her purchase and his/her return home. Tourism is intersectoral and it involves high degree of co-operation and co-ordination between the public and private sectors of our economy²

Rural tourism has attracted increased attention from government, nongovernmental organization as a panacea of some of the pressing current problem of rural communities. Change in agricultural technology and globalization has significantly changed the rural economic and social landscape, increased input costs combined with international competition has decreased the income from traditional farming activities. Rural tourism which is a variant of eco-tourism has emerged as an important means of addressing the complex socio-eco challenges of the rural communities following the decline of traditional agricultural economy.³

HISTORY OF RURAL TOURISM:

Rural tourism or village tourism stands for showcasing the ethnic arts, crafts, culture and lifestyle in its traditional setting and providing a platform for tourists to experience this. It also signifies promoting the concept of home-stays in the host community. Though rural tourism may be relatively a new concept in India, in European countries it started as early as 1950. In France agro-tourism started in 1950 and today nearly more than 20,000 farmers offer their services to tourism interested in rural tourism. Similarly rural tourism in Spain started in eighties and the country has nearly 7,000 rural resorts comprising 50,000 beds for people interested in visiting the countryside. In United Kingdom rural tourism started in mid seventies, and today it is a strategic force in the rural economy. Overall speaking in Europe 2-5% farmers are directly or indirectly engaged in rural tourism. In countries like Australia, Ukraine, Canada, Philippine, Italy agriculture tourism is emerging as a mini-boom to the rural economy. In India rural tourism started in mid nineties, when some entrepreneurs and some NGOs started exploring the possibilities of rural tourism. Here the scope of rural tourism is very vast, where 74% of total population lives in its more than half million villages. The country has more compelling reasons to promote rural tourism.

- (i) Country has immense potential of Rural youth
- (ii) The other is the urgent need to check rural migration to cities

Moreover, across the world, the trends of industrialization and the development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to counter-urbanization syndrome. This has led to growing interest in villages. At the same time, this trend

of urbanization had led to falling income levels. Rural tourism is one of the few activities which can provide a solution of these problems.⁴

WHAT IS RURAL TOURISM ?

Rural tourism can be defined as the ‘ **Country experience**’ which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas . The concept of rural tourism and local culture was the subject of the 1994 document, Tourism strategies and Rural development. The document aim was to examine and present the case for rural tourism as a potential strategy to pull rural regions out of decline. With increasing shift in the tourism demands for conventional tourism destination-Resorts, beaches and large culture centers to rural areas it became necessary to examine the concept more closely and its stresses of the industrialized domain since then, there have been larger number of visitors to rural countryside areas as tourism has broken free of large and specialized resorts into small towns and villages to become truly rural.⁵ Further rurality is almost is seen as an important condition possessing very valuable characteristics worthy of preservation.....While the global condition has become steadily more urban, most commentators have stressed the important of retaining key differences between urbanization and the rural regions contemplating tourism because its connotes differentiation and competitive advantage. Consequently, rural tourism in its purest form should be:

- Located in Rural Areas.
- Functionally Rural, built upon the rural world’s special features; small scale enterprises, open space, contact with the nature and natural world, heritage, Traditional society and Traditional practices.
- Rural in scale-both in term of buildings and settlement and therefore small scale.
- Traditional in character, growing slowly and organically, and connected with local families. It will often be very sustain the special Rural character of an area, and in the sense that its development should be sustainable in its use of resources. Rural Tourism should be seen as a potential tool for conversation and sustainability, rather than as an urbanizing and development
- Rural tourism is farm based –based tourism (an undeniable tourism a distinct form of commodified culture)
- Another is that diversification into tourism will universally save the farming industry. Agri-tourism is but one aspect of Rural tourism.⁶

Rural tourism capacity is a dependent variable is affected by a set of factors and independent variables that shown in diagram below:

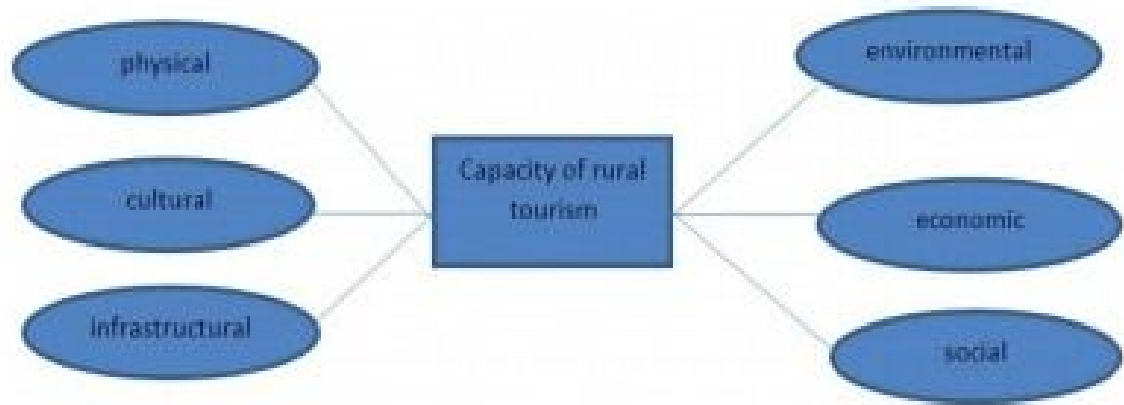


Fig.1: Main factors of Rural Tourism

HOW VARIOUS FORM OF VILLAGE/ RURAL TOURISM ACT AS AN AGENT FOR ECONOMIC GROWTH:

Tourism is synthesized from mass and alternative tourism. Mass tourism is characterized by large numbers of people seeking culture holidays in popular resort destinations. Alternative tourism is sometimes referred to as —special interest tourism or —responsible tourism and it's usually taken to mean alternative forms of tourism which give emphasis on the contact and understanding of inhabitants' way of living and the local natural environment. The diversity of attractions included within rural tourism includes heritage tourism (sometimes referred to as cultural heritage tourism), nature-based tourism/ecotourism, Agri- tourism, as well as partnership-based approaches, such as scenic byways and heritage areas. Heritage tourism refers to leisure travel that has as its primary purpose the experiencing of places and activities that represent the past. A second major type of rural tourism activity is nature-based tourism/ecotourism (sometimes called recreation-based tourism), which refers to the process of visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Nature-based tourism may be either passive, in which observers tend to be strictly observers of nature, or active (increasingly popular in recent years), where participants take part in outdoor recreation or adventure travel activity. A third major form of tourism is agritourism, which refers to, —the act of visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. It includes taking part in a broad range of farm-based activities, including farmers' markets, —petting farms, roadside stands, and —pick-your-own operations; engaging in overnight farm or ranch stays and other farm visits; and visiting agriculture-related festivals, museums, and other such attractions.

Village tourism or Rural tourism has various form of tourism, concurrently a number of factors has supported the generation of a demand for rural tourism. An increased logging for the countryside as a result of the pressure of modern urban life, a booming natural food market, and a desire to conserve traditional rural life are among the factors that supported the generation of this demands. Consequently rural tourism has become an important component of the tourism Industry in many different countries, but it has exhibited different forms in different context.⁷ So village tourism or rural tourism has various forms of tourism such as-Agriculture or farm tourism, Natural tourism, Heritage tourism, Pilgrim tourism, Adventure tourism, Cultural tourism etc. Indian village have potential of all such form of tourism.

FARM TOURISM: Some important farm tourism may be explained as below: **Banni Khera Farm** is spread over 10 acres of land and located in Samar Gopalpur in Rohtak, in Haryana. It is designed on the lines of Vaastushastra. Farming is a year round occupation with a variety of activities occurring throughout the year. This farm has a tranquil location. **Progressive Farm** is spread over 25 acres of land and located in Amarpur village near Palwal in Faridabad district, Haryana approximately 65 km from Delhi. The farm is based on the concept of 'Back to Nature'. The Progressive Farm provides natural living, natural food, natural care and natural farming. The **Botanix Farm House** is located in Abhaypur village in Gurgaon district in Haryana. It offers the ultimate in leisure and weekend breaks. It is set in its own extensively landscaped gardens in the heart of Gurgaon countryside. It combines state-of-the-art of facility with the charm of traditional village tourism to create one of the most luxurious and relaxing nature health farms in the country. The **Kalki Mystic Farm House** is designed on the lines of vastu Shastra. It spread over 10 acres of land in Garhi Harsu village near Sultanpur lake tourist complex in Gurgaon district, Haryana. Farming is a year round occupation with a variety of activities occurring throughout the year. The exclusive setting makes it an ideal place for people seeking an experience, of true ethnic and cultural ethos and exposure of modern day farming. **Nature Care Farm** is located in Daulatpur in Haryana 's Hissar district. The greenery all around invites visitors to a breath of natural village life and other relaxing breaks from hectic urban lifestyle. The farm house has an ecosystem concept of agriculture(biodiversity) which includes Herbal farming, Organic farming, Vermicompost unit, Orchard and vegetable garden, bee keeping Stud farm, Dairy farming, Poultry , Agroforestry, Aqua culture. **Pratapgarh Forms and Resorts** is situated at Talao village in Haryana's Jhajjar district have a lot of outdoor learning fun activities like Archery, Tube well baths, Village game like gulli danda etc. The accomodation is cozy and the rooms are furnished with modern amenities. **Sheilma Farm** House is spread over 10 acres of land at Khor Jamalpur village in Faridabad district in Haryana. It is also designed on the lines of Vaastu Shastra. Here visitors are welcome to explore the Haveli at Sheilma farms and field at their leisure. Its tranquil location is enhanced by on-site fishing. The exclusive setting makes it

an ideal place for people seeking an experience, of true ethnic and cultural ethos and exposure of modern day farming. **Surjivan Farm** is located very close to New Delhi. It has lush green undulation sprinkled with the most breathtaking variety of colourful plants, then the mud house for a heady test of village and rustic life. The adjoining village is famous for making hand-made shoes and coloured basket woven out of thatch. The tourist can be taken to these villages where they can also purchase these if they like. **YMCA Rural Centre Hodal** is located at Bhulwana village in Faridabad district. It is lighthouse of sustainable rural development, imparting technical know-how of the modern farming techniques, creates awareness through non-formal education and to improve the health status of the community. The main objective of this farm is the development of body, mind and spirit. Apart from these farms there are lots of other farms such as The Golden Dunes Farm House, The Laksh farm House, The Wilderness farm House, which offer fulfilling experience in rural eco-tourism.⁸

HERITAGE TOURISM: India has glorious past which represents the rich heritage. The splendid architecture, minutely craved motifs, embellished facades of the heritage monuments narrate the immense skill of the craftsmen of the yore which have been fascinating the world for many centuries. The exquisite marble inlay work of the Taj Mahal or the titillating sculptures of the Khajuraho Temples or the excellent fusion of science and art in Konark Sun Temple, all tell the story of golden past of the country. The number of the important monuments and sites is so great that a single tour to discover the multifarious facets of its wonderful heritage is not enough. Nevertheless, it will give you an admirable glimpse into the Indian history and heritage. At the end of your trip, you will surely develop a huge respect for the Indian heritage while craving for more such tours in the near future.

PILGRIM TOURISM: It is widely accepted view that India has been a country of spirituality from time immemorial. People seeking eternal quest and peace of mind used to come here to gain religious knowledge. Max Mueller, Grearson, including Chinese travelers all came to India to seek knowledge. Hinduism, Buddhism, Jainism and Sikhism have originated on Indian soil. The unity in diversity is the keyword for the grand country. The Hindus flock to take a dip in the holy rivers, the Sikhs walk up to a height of 4329 meters through difficult terrain to reach the Hemkund Sahib. The cardle of Buddhism, devotees from the world over frequent the holy city of Sarnath. The great pilgrim destination for the hindus is Haridwar, or to door to God, at the foothills of Shivaliks. The aarti held every evening at the Har-ki-Pauri, with innumerable floating diyas and flowers is a must for all, something not to be missed. The Chardham yatra is major attraction for tourism in India. The yatra to the Chardham comprise visit to holy place of Badrinath, kedarnath, Gangotri and Yamunotri. Rishikesh in the laps of the Himalayas happens to be the common point for all the four pilgrim spots besides being scared itself. It happens to be

a great site for rafting and trekking as well. Located at the confluence of the Alaknanda and Bhagirathi rivers, Devprayag is a famous pilgrimage spot. Uttarkashi town is situated on the banks of The river Bhagirathi and its Vishwanatha temple, devoted to Lord Shiva, attract several pilgrim. The holy city of Rudraprayag located at the confluence of Alaknanda and Mandakini draws several pilgrims to the Rudranath, Chamunda Devi and the Koteswar temple. Further up at the Gaurikund, one may visit the famous Gauri temple and bath in the hot water pond. The package is completed with visit to Joshimath, Badrinath and Govind Ghat. As far as the Buddhist pilgrimage is concerned, here too be have several pilgrim spots in the country that are associated with the birth and teaching places of Buddha. Lumbini is the birth place of the Buddha. The city of Samath is popularly amongst the Buddhist as the spot for Buddha's first sermon, which revealed the eight-fold path after his enlightenment. Lord Buddha had attained Enlightenment under the Bodhi tree in Bodhgaya, which too is a pilgrimage for the Bhuddist. The pilgrimage to Vaishali is significant as Buddha delivered his last sermon here and announced his Nirvana. The holy city of Varanasi is situated on the bank of the Ganga. Its name has been derived from two streams flowing through it namely, Varuna and Assi. Pilgrims to holy land, follow the age-old tradition of bathing and performing puja at the Ghats. The Alamgir Mosque or Beni Madhav Ka Darera close to main city is an example of the beauty of amalgamation of the Hindu and Mughal styles of architecture. For the Sikhs one of the most revered shrines is the Hemkund Sahib. Pilgrim trek to height of 4329 meters to pray at the world's Highest Gurudwara. The pilgrimage start at the base camp of Govind Dham. Devotees visit the Sri Guru Nanak Dev Ji gurudwara at Manikaran known for the hot water springs with healigs properties. The scared city of Poanta Sahib is visited to regard the tenth guru, Guru Govind Singh. Pilgrims also flaoock to Anandpur Sahib, the residence and meditation spot for the Gurus.⁹

ADVENTURE TOURISM: As most rural tourism trips would be in the lap of nature, fishing, hunting, trekking and bird-watching could go with it. India has an endless scope of adventure tourism because of its diverse topography and climate. The mountainous regions offer umpteen scope for mountaineering, rock climbing, trekking, skiing, skating, mount biking and safaris while the rushing rivers from these mountains are just perfect for river rafting, canoeing and Kayaking. The oceans are not behind in any manner as well. The forest and desert regions have their own distinct place in providing scope for adventure tourism in India. Tourist can enjoy animal safari, jeep safari, bird watching, wild camp, wildlife safari and jungle trail in the forest region while jeep safari and camel safari are the most favoured adventure in the desert region.

NATURE TOURISM: India has varied topographical features that range from the snowcapped mountains to exquisite backwater. Everything related to nature can be found in village of this country. The nature tours in India also include the scenic hill destinations that are some of the

most sought after tourist spots in the country. Visitors can explore the paradisiacal destinations such as Dharamsala, Kodaikanal, Shimla, Manali, Mussoorie, Ooty, Munnar, Dalhousie and Darjeeling on these tours. Nature has played a key role in enticing the people to travel from one part to another in search of the natural treasures and also to explore its hidden mysteries. What can be more scenic than a clean and rural setting. India has all that. The fascinating Himalayan valleys and the long coastlines of the Arabian Sea and the Bay of the Bengal provides tourists a good opportunity to indulge in angling, sport fast gaining popularity in the country. Karla is known as 'God's own country'. It is undoubtedly the most captivating destinations of south India. Its tropical setting is bestowed with greenery and breathtaking back water. Peep into the village life of the people here and observe their routine while enjoying the exquisite surroundings. The whispering palmgroves and swaying paddy fields combine to enrich the charm of the place.¹⁰

BENEFITS OF RURAL TOURISM:

Rural tourism, while still only a minority tourism market, is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement to the adoption of new working practices, and the injection of a new vitality into sometimes weakened economies. Potentially rural tourism promises some of the following benefits to rural development:

JOB RETENTION:

Rural tourism cash flows can assist job retention in services such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and, in some cases, for foresters and fisherman. Job retention is not as politically glamorous as job creation, but, by helping the viability of small communities, it is critical to the survival of marginal areas. Studies of rural Austria, Sweden and Ireland have documented the role of tourism in job retention.

JOB CREATION:

Job creation typically occurs in the hotel and catering trades, but can also take place in transport, retailing, and in information/heritage interpretation. Studies in Britain suggest that job creation varies by enterprise type. Farmhouse accommodation and bed-and-breakfast can create up to 23 jobs per £ 100 000 of tourism revenue. Job creation effects are less marked in hotels and caravan/campsites, yielding approximately six jobs per £ 100 000 of revenue.

NEW BUSINESS OPPORTUNITIES :

Tourism generates new opportunities for industry. Even those rural businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality. Rural tourism facilitates expansion of complementary businesses such as service stations and new businesses are created to cater to tourist needs for hospitality services, recreational activities and arts/crafts.

OPPORTUNITIES FOR YOUTH :

The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people. Career options are enhanced with the opportunities for training and direct involvement in running tourism businesses, especially those within small communities.

SERVICE RETENTION :

Visitor information services can be provided by existing outlets, such as shops, thus increasing income flows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide. Finally, tourism's importance to national economies can strengthen the political case for subsidies to help retain services.

COMMUNITY DIVERSIFICATION :

Community diversification is an important activity in many upland and climatically marginal regions. Forest regions have suffered serious socio-economic problems in recent years, partly because of the mechanization of tree felling and processing, and partly because of falling prices following reduced timber demand. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed.

RURAL TOURISM ENHANCES AND REVITALIZES COMMUNITY PRIDE :

Tourism encourages conformity to an ideal image of community which can result in growth of personal ties and community solidarity. Thus the basis for community solidarity shifts from shared cultural background to shared image. Amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture

.

PRESERVATION OF RURAL CULTURE AND HERITAGE :

In rural tourism the ‘sense of place’ is a fundamental element in both the tourists’ and host community’s feelings of what makes the area attractive to visit and live in. This sense of place is maintained partly through rural museums which play a vital role in preserving heritage.

INCREASE ARTS AND CRAFTS SALE :

Arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognizing their importance, and by purchasing craft products. Income flows from these activities are well documented. Support between the arts and tourism can be a two-way process. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

LANDSCAPE CONSERVATION :

Landscape conservation has become an increasingly important form of heritage protection. Landscape is of crucial importance to rural tourism but, equally, visitor use is vital to the landscape conservation industry. Visitor use brings political benefits, can bring economic gains, and can provide jobs in maintaining and repairing traditional landscapes worn by recreational activities.

ENVIRONMENTAL IMPROVEMENTS :

Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.

THE HISTORIC BUILT ENVIRONMENT :

The historic built environment can benefit from rural tourism in two ways. Many historic properties now charge for admission in order to maintain their fabrics and surrounding gardens and parklands. Secondly, there are important buildings from the past which have become redundant. Churches have lost their congregations, castles have lost their wars, farm buildings have become too small for modern equipment, railway stations have lost their trains, and canal warehouses no longer have barge traffic.

The tourist industry can usually use these redundant buildings profitably and imaginatively: they can become attractions in their own right. The small town of St. Jacobs in Ontario, Canada, has converted grain stores into a craft centre; in Lanarkshire, Scotland, a folly constructed in the

shape of a pineapple has become sought after as a cottage for holiday lets; in the Swiss valley of Safiental, a timber farm-house is maintained in its original pre-twentieth century condition by using it as a Youth Hotel.

A wide range of benefits has been identified as potential outcomes associated with promoting the development of agritourism. From an agricultural industry perspective, agritourism is perceived to be a means of:

- expanding farm operations;
- using farm based products in new and innovative ways;
- improving farm revenue streams;
- developing new consumer market niches;
- increasing awareness of local agricultural products;
- increasing appreciation of the importance of maintaining agricultural land uses;
- channeling additional on-farm revenues directly to family members who might otherwise have to work off the farm;
- giving a stimulus to upgrade farm living and working areas, as well as leisure facilities;
- providing opportunities to acquire managerial skill and entrepreneurial spirit, and
- increasing the long term sustainability for farm businesses.¹¹

BARRIERS IN RURAL TOURISM:

- Language Problem
- Insufficient financial support
- Communication Problems
- Lack of tourist guide

RURAL TOURISM AND SUSTAINABLE DEVELOPMENT:

Sustainable development originates with dissatisfaction from the results of development and socio-economic growth in rural and urban societies from ecological viewpoint. Sustainable rural development looks at the balance and protection of values and quality of economic ethics and principles as well as economic privileges all together. In the sustainable development it is tried to maintain balance of relationship between host society, the place of tourism and tourists since these relationship can be constructive and dynamic. The concept of sustainability in rural tourism is realized by pursuing multifaceted goals and focusing not only on protecting natural resources but also on improving the culture and characteristics of host societies, strengthening the perspective and residencies boosting the economy of village, increasing the awareness and information creating sustainable tourism plans and etc. Several function of rural development are in relation to the natural environment so that taking account of rural sustainable development in

several rural management programs and affairs is necessary nowadays. The important preconditions for the success of rural sustainable development are¹²:

- Procedural attitude towards education; giving precedence to people; safety, law and the protection of individuals rights and benefits.
- Sustainability through self-reliance; persuading the talent and commitment of administrators and its continuation.
- Implementation of necessary projects is essential for gaining sustainable development.
- Rural sustainable development attempts to improve the importance of rural environment in rural programs and planning, it is concerned with the sustainability of rural environment and altogether one of the main goals of rural sustainable development spans the quality and quantity improvement of the rural society life level. This can result in balance between urban and rural spaces and increase the self-confidence of peasants by increasing the quality of manpower.

CONCLUSION:

The activities associated with travel, tourism and recreation affect people in many different ways and have a profound impact on social, cultural and economic perspective of life in any society. The rural tourism industry encapsulates multiple sectors, For example hospitality, food and crafts and can have significant benefits for local rural areas. Yet rural tourism instigates change in employment or customer protection, health, new technology, transport and culture. Now a days urban and even rural life are affected by industrial revolution and the boosted population gave birth to many problems, so placing a high value on cultural treasures seems to be a must to strengthening human relations and establishing a peaceful life on the earth. The cultural relation among the nations which had taken place through the tourism industry and acquaintance with the cultural heritage can bear undesirable, as well as peaceful consequences. Therefore, preserving cultural values in any society or country must be a priority when designing national plans. The rural environment has their own potential natural and human attractions. Organization such environment not only help development of tourism in the rural areas but also enhance rural activities of farming, animal husbandry and local handicrafts.

Reference:

- 1) Chandan, C.P. Village Tourism: An Agent for Rural Economic Growth,PD, February, 2011, Page 1402.
- 2) Kala, S.P. Tourism in Garhwal, Sarita Book House, Delhi, 1992, Page 16.

- 3) Sharpley, R & Vassa, 2006 “ Tourism farming and diversification: An Attitudinal Study”, Tourism Management 27: 1040-52
- 4) Chandan, C.P. Village Tourism: An Agent for Rural Economic Growth,PD, February, 2011, Page 1402-03..
- 5) Halde, P. Rural Tourism –Challenges and Opportunities (Research Paper) .Kailinga institute of Industrial Technology University, Grater Nadia/2007
- 6) E.Wanda George, Heather Mair & Donald G. Reid, Rural tourism Development: Localism and Cultural Change, Channel view Publication, Bristol, Buffalo, Toranto, 2009 page 11.
- 7) Ertuna Bengi and Kirabs Gulsen, Local Community Involvement in Rural Tourism Development: The case of Kastamonu, Turkey, PASOS, Vol. No.2, 2012 Page 17-24.
- 8) Sharpley and Sharpley, *Rural Tourism- An Introduction*, International Thomson Press London, 1997, Page 04
- 9) Roberts and Hall, Rural Tourism and Recreation: Principles to Practice, Auchincruive, U.K. 2001, Page 04
- 10) Chandan, C.P. Village Tourism: An Agent for Rural Economic Growth,PD, February, 2011, Page 1402.
- 11) Effects of Positive and Negative Rural Tourism (Research Paper) *N. Egbali, A.B.Nasrat, S.K.S.Alopoar*, Islamic Azad University of Science and Research, Tehran,Iran,2010
- 12) The role of rural tourism in rural sustainable development according to SWOT method (case study : Kermanshah Province Villages) (Research Paper) Kamaran Noori and Farhad Zand, International Research Journal of Applied and Basic Sciences, ISSN 2251-838X, Vol, 4(9), 2620-2625, Science Explore Publication

Website:

- [www.interscience wiley.com](http://www.interscience.wiley.com)
- www.triedworld.org.in