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An insight into rural entrepreneurship through tourism development and its impact on the living conditions of local communities in India

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Abstract

The uniqueness of Indian culture, tradition, way of life, historical, legendary things, heritages and other attractive tourist spots, especially the rural parts of our country is the most significant factor for the development of local community. The existence of bright spots like Kulu Manali, Jammu Kashmir, Ootacamund, Kodaikanal and other temples, churches, Ajmer Dharga, Taj Mahal are the most preferential points both by the domestic as well as foreign tourists. In the light of the above discussion, how these parts create entrepreneurial tendency among the local community either by the way of entering into the venture of setting many hotels, travels, tour operations, guides and sales emporiums. Each and every tourism parts in India in the local areas directly created employment and income. Moreover the prosperous and dynamic people in the rural areas may come forward to act as a liaison agent between the tourist and the localities. Automatically the tendency of the rural elites may emerge in to setup many entrepreneurial ventures. Especially in the parts of north eastern hill areas popularly known as 7 sisters of Indian states enter into displacing their handicraft works, sculptures, wooden works and other traditional hand made goods largely sold to the tourist. By this way a lot of income and employment opportunities have been emerged. In this paper the researchers seems to explain the overall entrepreneurial abilities among the local communities through the development of rural tourism in India with some expositions.

Keywords: Entrepreneurship, tourism, localities, development, economic status

1. Introduction

Tourism and other wings like hotels, transports, and travel operations provided larger employment opportunities to the people and also a source of income generation of their further progress. The enterprising spirit among the people largely depends upon feasible chances available to enter into business venture and also their workforce. It is worthwhile to mention that most of the rural people or a local community mainly depends upon their ancestral and traditional occupation as a source of their livelihood business. The diversified nature of Indian economy forced to enter into any business because of the non availability of adequate employment opportunities to the existing resources. So they are in a position to find out new avenues of employment from any other sources. In this context tourism and its potentialities to the local communities is definitely a boon. Fostering self-employment among the neighbourhood communities by developing self-employment programmes. A variety of activities, services, and amenities offered by farmers and rural residents to draw tourists to their area and earn additional income would benefit from the growth of rural tourism. The fundamental idea behind rural tourism is to provide the local community with benefits through business opportunities, income production, job opportunities, the conservation and development of rural arts and crafts, investments in the construction of infrastructure, and the protection of the environment and cultural heritage.

2. Theoretical Background

Are India's goals for entrepreneurship and tourism a little unclear? The new policy approach being considered at the NITI ayog, which would make the "district" the primary area for programme execution in the coming days, makes this question pertinent. In light of current policy perspectives in the states and programme execution within the broader framework of cooperative federalism, the question and concern about entrepreneurship and tourist development become significant.

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The critical role that the private sector plays in India's macroeconomic policy and vision for 2047 the country's 100th year of independence is unmistakable. Given the government's constraints on capital generation and investment, the private sector is anticipated to play a large role.

3. Need for the Study

There is no denying that tourism can have a positive impact on the economy by fostering new entrepreneurship opportunities and employment opportunities, as well as by assisting potential entrepreneurs in their search for new business ventures to launch new tourism-related goods and services (Ahmed and Jahan, 2013) ^[1].

For the following crucial reasons, rural tourist entrepreneurship needs to be focused on the Indian perspective.

- 1) To make it easier to employ local resources, both non-human and human.
- 2) To expand the range of employment opportunities for all rural workers.
- 3) To raise the standard of living and diversify one's sources of income.
- 4) Investigate the potential for vertical and horizontal labour integration to create forward and backward links.
- 5) To preserve and uphold traditional culture and values while also improving them through the integration of tourist ties.
- 6) To raise awareness about eco-biodiversity.

4. Significance of the Research

Community-based entrepreneurial growth in rural tourism is based on:

- a. Local communities' trusteeship.
- b. Making use of privately and publicly owned resources.
- c. A wider variety of rural livelihood options.

The main goal of rural tourism should be to build, protect, and strengthen local communities' control over specific areas for the benefit of everybody, not just one person or business. In this context, rural tourism refers to all of the activities that serve both domestic and foreign tourists at establishments that are owned, operated, and maintained by village residents, essentially as a village-based project.

The development of rural tourism in India and overseas has been spearheaded by the Federation of Indian Chambers of Commerce and Industry (FICCI). Specific areas and centres were identified as potential areas for rural tourism in India such as heritage sites of Rajasthan, Gir forest in Gujarat, backwaters of Kerala, hills of UP, Shanti Niketan in West Bengal, dances and musical instruments of Odisha, Nityagram of Karnataka, Tribals of Bihar, scenic beauty of Meghalaya, folk dances of Andhra Pradesh, wooded valleys of Himachal Pradesh, Teej festival of Haryana and mask dances of Sikkim. The majority of tourist destinations are spread out from urban areas, thus there is a tendency for this portion of tourism to grow. In rural India, where more than 74% of Indians live, there are many different Indian lifestyles to be found along with a treasure trove of handicrafts, performing arts, and deep cultural values.

5. Review of Literature

Many academics and researchers specialize in the study of community involvement in tourism development. This study

focuses on issues like how much rural tourism growth will enable the local population to take part in the development agenda in the travel destination. Therefore, the purpose of this essay is to talk more about the growth of rural tourist entrepreneurs, whose job it is to spur local economic growth.

By focusing on the rural economy as the engine of economic growth that will encourage the expansion of pro-poor, the tourist sector has also been identified as a key tool for reducing poverty. To ensure that people's quality of life is high, the poverty rate must be eliminated. As a result, it is believed that the tourist industry has the ability to enhance the community's quality of life and wellbeing (Aref *et al.*, 2010; Ahn *et al.*, 2002; Fons *et al.*, 2011; Kokkranikal *et al.*, 2010; Liu, 2006; Lordkipanidze *et al.*, 2005; Miller, 2001) ^[2, 3, 4, 5, 6, 7, 8].

6. Statement and Scope

A relatively recent idea in Indian tourism is rural tourism. With the increasing demand for hyper segmentation of the tourism sector, this type of travel has gained popularity in many regions of the world. The term "rural tourism" has not yet been formally defined by the ministry of tourism. However, the Ministry has already promoted rural tourism as part of "heritage tourism," "religious tourism," "ecotourism," etc. The terms "rural tourism," "agritourism," "green tourism," and "ecotourism" are all linked. Two major groups of definitions of rural tourism are provided in the literature that is currently available on the topic, including some from the European Community.

- a) Depending on the proportion of tourism: Each of the aforementioned categories is a subset of the one that comes after it, forming concentric circles. In terms of overall revenue production, rural tourism benefits the entire rural community while agri-tourism only benefits the farmers.
- b) Depending on the supply's numerous component parts:

When rural culture is a significant part of the product being offered, tourism is referred to as "rural tourism".

7. Aim and Objectives

The main aim of this paper is to assess the role of entrepreneurship programme and its impact among the local communities have been discussed and what type of economic and social status have been changes due to the development of rural tourism amongst local communities. Besides, some secondary objectives are listed as follows:

- To deal the matters pertaining to the role of local entrepreneurship programmes among the communities.
- To study the major source of inducive programmes enter into business ventures related to the tourism activities.
- To investigate the causes and consequences of the entrepreneurship activities in the lines of tourism among the different strata.
- To measure the magnitude and extent of employment and income in the rural tourism zones.
- To find out new avenues of tourism development and how it generates more and more employment opportunities to the localities.

8. Research Questions

Having the broad objectives in their mind the researchers

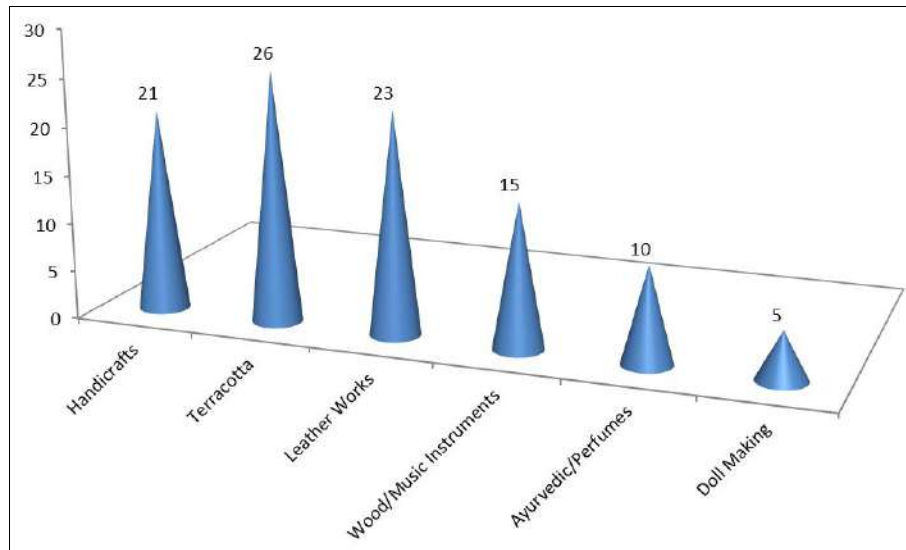
put some questions.

1. What is the role of entrepreneurship programme related to tourism among the living conditions of poor in India?
2. How to promote enterprising spirit among the rural people related to tourism?
3. What are the steps taken by the private investors as well as NGOs in this role?
4. How to identify the bright spots of rural tourism centres and how to promote?
5. What type of policy initiatives have to be followed by the local Govt. to promote rural tourism?

9. Methodology

This research is purely based on the data gathered from various sources like reports of the India Tourism Development Corporation, Tourism Development Corporation of various states and Rural Tourism and Rural Homestays and working papers for specific period of time. Descriptive and exclamatory methods are adopted to prosecute the research.

10. Analysis and Discussion



Source: Primary Data

Entrepreneurs Business

11. Way Forward/Specific Recommendations

According to the Annual Report of the Ministry of Tourism, 1999-2000, tourists always look for a pleasurable and delicious experience. The most desirable tourism product should include (a) a peaceful and stable environment (b) a guarantee of safety and security (c) a hospitable host society (d) a sector and a government that cheerfully provides the necessary services (e) a lack of extortion and hostility (f) and (g) easily accessible tourist attractions.

In light of all these factors, government initiatives should place a high priority on the development of rural tourism entrepreneurship.

The following actions are suggested for the same:

- A well-designed policy framework and a government programme of rural tourism development are essential.
- Creation of educational and training facilities for tourist studies in collaboration with the state governments.
- Creating tourism-related products to appeal to particular visitor demographics in accordance with the assessment of a tourist destination’s carrying capacity.
- The declaration of rural tourism loops.
- Construction of both general and tourism-related infrastructure.
- To highlight the potential of rural tourism in the nation, an effective tourism publicity push should be implemented, engaging both local and foreign media.

12. Conclusion

The government should take the lead in creating appropriate institutions that promote rural tourism entrepreneurship and teach skill-based education. Because of the ongoing threat

that globalization poses to the global market the new skills and competence are therefore needed. It can be determined that preparing tourism items in relation to the visitor’s location is a necessary step and aids rural youth in creating business plans for future expansion. Additionally, creating more jobs in rural regions would assist stop individuals from moving permanently to cities. It can help bring back the best folk crafts and art forms and open up growth opportunities. The socio-cultural component of rural tourism aims to increase the visitor’s engagement with the locals’ culture and community. This can come from absorbing religious customs or encouraging regional handicrafts. The essential strategy to increase the tourism sector’s capacity for new business development would be to strengthen the crucial connection between entrepreneurship and tourism. It should work to increase tourism through micro businesses and support local entrepreneurship for the development of a successful tourism industry in the future.

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