

# Developing Tourist Destinations for Rural Development through Knowledge, Technology and Community Engagement

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**Abstract:**

Rural tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) and along a wider territory. The sustainability of tourism in rural areas will only be successful if there is adopted appropriate technology, community engagement and a comprehensive, inclusive planning strategy is adopted and implemented based on a multi-action and multi-stakeholder participatory approach. India has developing country, where all regional parts are not equally develop, there is too much differences in standard of leaving. Only through knowledge, technology and people's participation in the changing socio-economic context can rural development be truly achieved.

**Keywords:**

Rural Tourism, Rural Development, Technology, regional development, backward regions

**Introduction:**

United Nations World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. United Nations World Tourism Organization has designated 2020 as the Year of Tourism and Rural Development. This Year is an opportunity to promote the potential of tourism to create jobs and opportunities. It can also advance inclusion and highlight the unique role tourism can play in preserving and promoting natural and cultural heritage and curbing urban migration. World Tourism Day, commemorated each year on 27 September, is the global observance day fostering awareness of tourism's social, cultural, political and economic value and the contribution the sector can make in reaching the Sustainable Development Goals.

**Objectives of the present research Paper:**

1. To study on the development of rural areas by developing tourist centers
2. To study on the development of tourism centers in rural areas through which roads, provision of basic amenities, upliftment of living standards and balanced development of the country can be achieved.

**Relevance of the Study:**

The most important point in the development concept is balanced qualitative development. Today, if we look at some states like Gujarat, Maharashtra, Haryana and Punjab, the percentage of economic growth is quite high. The big cities are also rich in resources. But if you look at the regional imbalances in that state, it looks very big. We are residents of Maharashtra. Maharashtra is divided into Konkan, Western Maharashtra, North Maharashtra, Marathwada and Vidarbha. Among these regional divisions, Marathwada and Vidarbha are the two regional divisions which are always considered as backward. And to make it natural to be backward, we always get it from various government reports. But at the same time low investment, low employment, low income are also factors that cause this backwardness. And so, on the contrary, if tourist destinations are created in such backward areas, agribusinesses will be started there, schools, hospitals, good roads, access roads will be available, jobs will be created and poverty will be reduced. The creation of tourist destinations in rural areas can be an important step towards eliminating socio-economic regional imbalances in terms of qualitatively balanced development. The importance of the research topic presented under these perspectives is underscored.

**Hypothesis:**

The main assumption of this research paper is that rural development will be achieved through the development of tourist destinations

**Literature Review:**

Perales, R. (2002), Sharpley, R. (2003), Briedenhann, J., Wickens, E. (2004), Pina, I., Delfa, M. (2005), Liu, A. (2006), Andriotis, K.

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#### **Research Methodology:**

The present research paper is explorative and analytical nature. For this I used secondary data tools of data collection. For this I used international and national published research work for this concern. Tourism is not only leisure and recreational activity but also a business that attracts tourists to you. Tourism allows you to learn new cultures, meet new people, in different places Opportunity to have fun and adventure.

#### **Importance of Tourism**

##### **Economic progress**

Due to tourism industry helps to hoard foreign exchange. So helps our country to generate foreign exchange. Every year a large number of tourists visit India and other places. They go to different places, stay there and shop there. All these things make a significant contribution to foreign exchange or currency.

##### **Source of Income**

Tourism is a constant source of public and private income Is the source. The government has levied various types of taxes which are called government revenue. The revenue earned from these taxes is public income. The seller who makes profit from local goods is called personal income. Tourism also helps in creating employment. This led to employment opportunities in the hotel industry, hospitality industry, service sector, entertainment, and transportation industries.

##### **Infrastructure Development**

Have you ever noticed that when a place is declared a tourist destination, its location Significant changes take place. Tourism helps to improve the dam, roads, connectivity, airport and help tourists to visit a place better. This helps in the development of tourism infrastructure get help.

##### **Social Progress**

Tourism is a great way for cultural exchange. It promotes social progress as it teaches tourists to show respect, tolerance and love for each other while visiting the new progress.

##### **Cultural Heritage**

Tourism helps to showcase the beauty, art, history and culture of our country. Different people from any country bring with them beautiful and cultural

concepts and spread those concepts in different places. And cultural heritage is preserved.

#### **Tourism and Rural Development:**

‘Tourism and Rural Development’ is more relevant than ever as the global tourism sector faces up to the COVID-19 pandemic. Tourism in rural areas offers important opportunities for recovery, making supporting rural communities facing the economic and social impacts of the pandemic is critical.

Globally, most of the 1.8 billion young people in the world live in rural areas of low and middle-income countries. “It tends to be the better-educated, the more highly skilled, the more highly motivated mobile people who are leaving and that is certainly a drain of the human capital.”

Youth in rural communities are three times more likely to be unemployed than adults. Without work, young people are forced to migrate to cities, either in their own countries or across borders. Youth migration to the cities harms rural communities, often irreversibly. As well as towns and villages dying out, local customs and heritage become lost. Communities in rural areas are, in general, much less prepared to deal with the direct and indirect impact of the COVID-19 crisis. This is due to a variety of factors, including population age, lower income levels, relative lack of economic diversity, the ‘digital divide’, and distance from health centres.

Tourism is a lifeline for many rural communities, most notably in the developing world. According to UNWTO scenarios on the impact of COVID-19, international tourist arrivals could fall between 60% and 80% in 2020. This will have a massive impact on livelihoods and businesses.

Tourism has a unique ability to support the revitalization of rural communities, both in the short-term as they recover from the impact of COVID-19, and in the long-term to promote sustainable and inclusive growth:

- In many areas, economic returns from agriculture are diminishing. At the same time, traditional ways of life are under threat from climate change. Travellers’ demand for new experiences around nature, local culture and products, as well as community engagement, offer immense opportunities for economic revitalization.
- Yet creating new opportunities for jobs and economic activities in rural areas requires proper connectivity, investment, supporting the promotion and preservation of natural and cultural heritage, fostering digital transformation, developing adequate skills and

products as well as strong public-public cooperation.

- The creation of value through tourism needs to be approached from an holistic perspective that engages all other sectors and activities in the tourism value chain
- National policies and programmes such as the ‘Magical Towns’ of Mexico are a good example of how rural communities can benefit from tourism.
- Promoting tourism in rural areas spreads the benefits of the sector but also helps reduce pressure on more visited locations in cities.

#### **Infrastructure and education – the role of the public sector**

The public sector has an important role to play in boosting tourism’s contribution to rural development. At the local level, it is hard to attract private sector investors and retain population if there has been no public sector investment. The public sector also has a role to play in ensuring the hard infrastructure is in place to provide well being for communities and allow tourists to easily visit and experience rural areas. Education is also key. Without the “human capital”, rural development will be impossible.

#### **Creating ‘More and Better Jobs’ in rural communities Infrastructure and education**

Tourism can create jobs in rural and remote areas, not only directly but also indirectly through the preservation and restoration of traditional activities. Often it is one of the few viable economic sectors in these areas. The sector is particularly effective at providing employment opportunities for women and young people.

However, the tourism sector has a responsibility to ensure that it doesn’t just provide work, but also offers decent and fair jobs. This is particularly relevant in rural communities where employment may be less formal and more flexible. Temporary and part-time jobs are particularly common among women, young people, and the less-skilled who are employed in tourism. They can often lead to decent work deficits, including inadequate social security coverage, low wages and income inequality, and poor working conditions.

#### **New opportunities – technology & innovation**

Tourists will expect to have access to the same technology in rural areas as they enjoy in urban destinations. This includes access to fast, reliable wireless internet and the ability to make cashless payments. Access to technology is also critical to provide local business access to the market place and promote the inclusion of providers of all sizes

in the tourism value chain. Ensuring rural destinations enjoy the same technology as urban areas and are not ‘left behind’ is a challenge for the public and private sectors to address. Innovation and entrepreneurship can help drive rural development, by accelerating the access of local providers to global markets, creating new experiences and fostering networks. Attracting talent and innovation to promote rural areas will be central. The use of big data to better understand consumers will also help craft marketable experiences, monitor impact and promote rural areas. The COVID-19 crisis has accelerated the digital transformation of economies. The rise in remote working, including in tourism-related jobs, as well as distance learning, can help create more opportunities for rural communities around the world. Skills development, access to finance, infrastructure development, digital transformation, economic diversification, new governance and impact assessment, should be placed at the heart of the recovery plans for tourism in rural communities in order support them navigate through the crisis and emerge stronger.

#### **Sustainable Development:**

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

#### **Thus, sustainable tourism should:**

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to

host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

### Results and Discussion

There are various tourist destinations in India. These tourist destinations not only bring economic benefits to the country but also create industry and trade opportunities for the people in the surrounding areas. Young people and women also get a lot of employment opportunities. In a sense, tourism business is important from the point of view of economic self-reliance and regional development.

For the last four or five years, agri-tourism has become a form of tourism. This is definitely an innovative thing. But the question arises as to how many farmers are participating in agri-tourism? Can all ordinary farmers develop this tourism model? Many farmers in Maharashtra have also committed suicide due to natural calamities and individual man-made calamities. The suicide rate is higher among farmers in Marathwada and Vidarbha. Against this backdrop, agri-tourism is not only an important issue for rural development, but also beyond. The world's tallest statue of Sardar Vallabhbhai Patel has been erected in Gujarat, India. The number of tourists visiting Sardar Sarovar and its environs in Gujarat is increasing day by day. It has also given impetus to rural life. Attempts can be made through various mediums to show that the region has a glorious history even in the backward areas of both Marathwada and Vidarbha in Maharashtra. If there is a conscious effort by the Central and State Governments to set up all these remote and backward areas, be it statues of saints, mahatmas, and creation of historical landscapes, ropeways on hills or government-run agri-tourism. The area may also develop. People around here will get priority for employment and self-employment. Due to the use of state-of-the-art technical facilities, even for tourists, the network problem in

this rural area, A. T. M facility, online financial transactions will all be easy and smooth. And all this will give impetus to rural development.

### Future Research Design:

In all the parts of the country where tourism has developed, the surrounding villages have benefited. From this point of view, those who want to do research on this subject should collect statistical data through research tools like questionnaires, interviews and schedules and undertake research on the importance of tourism development in rural and backward areas.

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