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Research Paper | Management

To Study The Need of Capacity Building for Rural Tourism

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ABSTRACT

In present era Tourism industry is proving imperative sector for the economic development of the of the country. Even this industry can prove essential tool for the sustained and balanced economic development of the country. This is very true for the nation like India, which is full of natural, cultural, artificial, and architectural places for the tourism with potential to attract national and international tourist. The country where 70% population is in Rural area where rural tourism has to be build up, with the objective of showcasing rural life, culture and heritage at rural locations and in villages, which have core competence in art & craft as also an asset base in the natural environment. It has to be encouraged with aims at improving the rural economy by building its capacity.

KEYWORDS: Capacity, rural tourism, economy and rural life.

1. Tourism in India:

In today's technologically developed era by the venture of upgraded communication and transportation facilities whole world shrink in a unite. Quality of people leaving in one part is influence because of these to visit other part. It increase the opportunities to develop a tourism as a long industry chain to plug it as a weapon of employment creation; economically development, opportunities for wealth distribution, recreation of exhausted mind and by that a tool for peace and not only national but international brotherhood. The world tourism organization defines tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."Tourism is to know the culture, heritage, history, art and craft of the society, region or any country.

India which having a strong historical background, its real history, culture, heritage lives in Rural India. If the strategies are used in precise way, rural tourism may prove as a opportunity to develop rural India by maintaining its essence of culture, history. etc.. Here precise way means planning and adopting healthier, proficient and pertinent strategies and simultaneously has to work on preserve, develop and enhance the capacity of rural tourism i.e. capacity building. To in-cash all this opportunities there is stronger need of capacity building around push and pull activities of rural tourism even there is need to adopt training, education and development strategies. To motivate the personals how are playing different roles with different responsibilities to bring the development in rural tourism. Rural Tourism can flourish the Culture, horticultural, heritage and historic tourism.

2. Rural India:

India is not an exception from the need of development of rural India. While thinking about the India where:

Population (in Crore)			
	2001	2011	Difference
India	102.9	121.0	18.1
Rural	74.3	83.3	9.0
Urban	28.6	37.7	9.12001
Literacy Rates (in %)			
India	64.8	74.0	+9.2
Rural	58.7	68.9	+10.2
Urban	79.9	85.0	+5.1

Table No.1: Census of India 2011- Rural Urban Distribution of Population

- Rural India constitutes 69% of India's population.
- 86% of rural population earns less than $2 per day (most of Indian BoP households earn $67 per month).
- Only 0.29 per cent of the male population has reached the graduation level (0.04% for women) and 6% of the rural males arc educated up to the middle level.
- Nearly 50% of the villages in the country do not have all weather roads, making physical communication to these villages highly expensive.
- The level of urbanization increased from 27.81% in the 2001 Census to 31.16% in the 2011 Census, while the proportion of rural population declined from 72.19% to 68.84%.
- As per the Census 2011 there are 6,40,867 villages which is Increased by 2,279

The slowing down statistics of growth rate of population is due to the sharp decline in the growth rate in rural area, which makes the Indian economy to build up rural area to stop the migration and one way to develop it is through development of rural tourism.

3. Government on Tourism Industry:

Ministry of Tourism actively interacts with the State Governments/UTs to identify sites for development of tourism infrastructure. At the insistence of the Ministry to put in place effective monitoring mechanism/ strategies for tourism infrastructure projects, State Level Monitoring Committees have been set up by all States/UTs. This is supplemented by inspection of tourism projects in the States/UTs by the officials of Ministry of Tourism.

For Rural Tourism infrastructure development, the thrust is towards development of tourism infrastructure at the identified rural tourism sites so that socio-economic benefits percolate down to the rural community.

4. Rural Tourism:

The scheme of Rural Tourism was started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourist's visitations, thereby stopping the exodus from rural to urban areas. The Rural Tourism Project at Hodka village in Kutch District of Gujarat won the Pacific Asia Travel Association (PATA) award

for the year 2010 under the Heritage category. The citation awarded reads: "The scale of this project is very welcome and could have major positive impacts on the community."

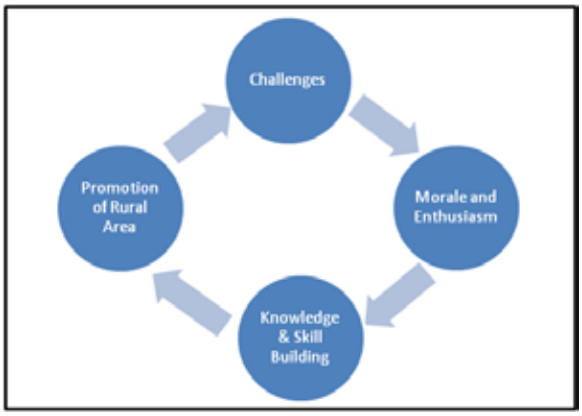

Fig 1: Cycle for capacity building of Rural Tourism

5. Capacity Building of Rural Area:

For upgrading the skills and capacity building of service providers of the Industry, the Ministry has put in place a Scheme of Capacity Building for Service Providers, under which trainings are undertaken to cover a wide range of services like health & personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values, energy saving techniques, guides' training, etc. It, inter-alia, covers service providers such as porters /servers/waiters / helpers/front office staff/ reception and counter staff/ food kiosk and dhaba staff/personnel engaged in handling tourists, airport security staff, immigration officials and customs officers. For the promotion of Rural Tourism, Ministry of Tourism extends assistance for capacity building in selected villages.

6. Strategies for Capacity Building of Rural Tourism:

1. Recital Assessment: The objective of recital assessment is to determine the present state of efficiency of an person in order to establish the actual need for training. In case of rural tourism person means tourist residential, potential is its capacity and contribution is use of asset of tourist place. To know the capacity of the tourist places the method of recital assessment can play a vital role.
2. Potential Assessment: For rural tourism continuous potential assessment is very essential to increase customer loyalty / repeat. As the rural tourism is basically based on its cultural, history, heritage and on art and craft. That's why the development of rural tourism is only based on their residential. A sound human resource and financial resource required proper estimate of competence of place. Hence for proper estimate of capacity of rural tourist place it required proper potential assessment.
3. Counseling and monitoring: Counseling is two way process in which a counselor, usually a superior provides advice and assistance to his subordinates. Performance counseling means the help given by a superior to his subordinate in improving the latter's performance. Rural tourism requires continuous counseling and monitoring for basic awareness of tourism industry and to know the opportunities from rural tourism. The various agencies of Government like IHMSs, FCIs, IITTM, NCHMCT, Tourism Departments of States/UT Governments, State Tourism Development Corporations, India Tourism Development Corporation (ITDC), State/central training/ academic institutions can play a vital roll.
4. Knowledge and Skill: Knowledge and skill is an investment which gives dividends both in short and long run. The ultimate goal is to provide knowledge and skill is improving competence of the residential for raising the standards for improvement of rural tourism. An organization can do better if it invests in technology development and improvement of human systems, training is crucial for both of these.
5. Building Morale and enthusiasm among the Residential in Rural Tourist Place: Their morale and motivation is very essential for the development and increase the capacity of the tourist place. This morale and enthusiasm in residential can provide them opportunity to generate employment and income. Leiper in his research strongly advises a holistic approach to tourism. A system approach to tourism includes local communities and residents of areas receiving tourist.
6. Quality of Working Life: The quality of the workers' conditions both working and living influences the workers' satisfaction and job satisfaction to a large extent. Inadequate working and living conditions produces adverse mental and physical effect on the in rural tourist place, which leads to decline in their efficiency and ultimately in the overall productivity of the tourist place.
7. Quality Circle: A quality circle is a small group of employees doing similar or related work who meet regularly to identify, analyze and solve product related problems and to improve general relations. It is very much essential for rural tourism. Government agencies and NGO's like ministry of tourism, FCIs, IHMSs, IITTM, NCHMCT, Tourism Department, etc. has to work regularly on this path..

7. Conclusion:

Looking towards the opportunities in rural tourism it becomes hourly need to develop capacity of rural tourist place. Their by the people may motivate to utilize their capacities for completing their responsibilities to bring the development in rural tourism. It will help to minimize migration and improve the opportunity of employment in rural place.

It is also a need to recognize the capacity of different new rural tourist places so that, their may be adequate utilization of the same by avoiding drawback's of under or over utilization of the capacity of place.

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