

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 10

July 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Antioxidant activity of opuntia stricta	S. Jasmine Mary, Dr. A .John Merina	Chemistry	1-3
2	Consumers Perception and Attitude Towards Consumerism	Dr. M. Dhanabhakym, M. Kavitha	Commerce	4-6
3	Foreign Direct Investment In India & Indian Economy	Dr. M. K. Maru	Commerce	7-8
4	Service Marketing: An Imperative Ideology for Attracting Customers	Dr. Vipul Chalotra	Commerce	9-10
5	“An Evaluation of Human Resource Accounting Disclosure Practices in Indian Companies”	Dr. Nidhi Sharma Hitendra Shukla	Commerce	11-13
6	Changing Products of Life Insurance Corporation of India After Liberalization-an Overview	Dr. Niranjan Kakati	Commerce	14-16
7	Consumer Behaviour And Marketing Actions	Dr.A.Jayakumar K.Kalaiselvi	Commerce	17-19
8	Corporate Social Responsibility & Ethics in Marketing	Manojkumar Mohanbhai Parmar	Commerce	20-22
9	Regulated Market – an Overview	S. Ravi Dr.K.Uthaiyasuriyan	Commerce	23-25
10	A Socio-Economic And Statutory Approach Towards Right To Life	Manish Parshuram Pawar Dr. Ashok Pawar	Economics	26-27
11	An Analysis of the Impact of Power Sector Reforms in Haryana on the Generation, Transmission and Distribution	Dr. Pardeep S. Chauhan	Economics	28-30
12	Professional Education And Employment Of Banjara and Dhangar Community in India	Dr.Pawar Ashok S Naik Priti A. Dr. Rathod Sunita J.	Economics	31-33
13	Educational condition of Banjara and Vanjari Communities in India: An Over view	Dr.Pawar Ashok S. Tidke Atish S. Dr. Ambhore Shankar B.	Economics	34-36
14	Socio-economic Conditions of Tea Plantation Workers in Bangladesh: A Case Study on Sreemongal	Shapan Chandra Majumder Sanjay Chandra Roy	Economics	37-40
15	The impact of Yoga on Anxiety of Secondary School Students	Dr. D. Hassan	Education	41-45
16	Portfolio Writing: An innovative reflective learning strategy in Teacher Education	Dr.K.Chellamani	Education	46-48
17	Instrumentation system for amperometric biosensor	Chethan .G, Saurav Pratap Singh, Dr. Padmaja .K.V, Dr. Prasanna kumar .S.C.	Engineering	49-51
18	“Performance Analysis of WiMAX Physical Layer Using Different Code Rates & Modulation Schemes”	Harish Prajapati Mrs. B.Harita Mr. Rajinder Bhatia	Engineering	52-55
19	Design Dual-Axis Solar Tracker using Microcontroller	Jigesh R. Shah V. S. Jadhav	Engineering	56-57
20	BER Performance of DS-CDMA System Over a Communication Channel	Rahul Parulkar Rupesh Dubey Angeeta Hirwe Prabhat Pandey	Engineering	58-60

21	Effect of Strain Hardening Rate on The Clamp Load Loss Due to an Externally Applied Separating Force In Bolted Joints	Ravi Sekhar V.S.Jadhav	Engineering	61-63
22	Advances In Derivative Free Mobile Robot Position Determination	Swapnil Saurav	Engineering	64-66
23	Mechanical Behavior of A Orthodontic Retraction Loop : A Analytical And Experimental Study	Swati Gunjal V.S.Jadhav	Engineering	67-69
24	Enhancement of Surface Finish and Surface Hardness of Burnishing Process Using Taguchi Method	V. N. Deshmukh S. S. Kadam	Engineering	70-72
25	Design & Structural Analysis of an Automobile Independent Suspensions type Mac-Pherson Shock Absorber	Vandana Y. Gajjar, Nihit Soni, Chauhan Sagar, Shaikh EzazAhmed, Surti Pratik	Engineering	73-80
26	A survey on secure file synchronization in distributed system	Chhaya Nayak Deepak Tomar	Engineering	81-82
27	Design of Road Side Drainage	Mehul I. Patel Prof. N.G.Raval	Engineering	83-85
28	Study on Relation Between CBR Value of Subgrade Soil and Moisture Content	Mehul I. Patel Prof. N.G.Raval	Engineering	86-87
29	Design and Optimatization, Weight Reduction of Rear Axle Banjo Housing for Light Weight Vechicle.	S Surya Narayana	Engineering	88-90
30	Product-Mix Strategy of Jammu and Kashmir Co-operatives Supply and Marketing Federation Limited in Jammu District of J&K State	TARSEM LAL	Engineering	91-93
31	Micro Finance: A Study of Semi Urban Women Workers	Soheli Ghose	Finance	94-98
32	"Real Estate Investment Trusts (REITs): An overview of Structure & Legislative Framework"	Mr. Rohit Arora	Finance	99-101
33	Title: "Real Estate Investment Trusts (REITs): Development in India"	Mr. Rohit Arora	Finance	102-103
34	An Assessment of Relationship between Crop Production and Climatic Elements: A Case Study of Karveer Tehsil	Mr. Prashant Tanaji Patil Miss. Mugade Nisha Ramchandra, Miss. Mane madhuri maruti	Geography	104-107
35	Measuring The Performance Of Hypothetical Ltd. Using Z-Score Model	Dr. Prameela S. Shetty Dr.Devaraj K	Management	108-110
36	A Study on Factors Affecting Buying Decision of Garments in Surat City	Dr. Hormaz Dali Patel Dr. Mehul P. Desai.	Management	111-115
37	Hutchinson Essar - Vodafone – A Case Study	Vukka Narendhra	Management	116-118
38	To Study The Effect of Basement with Retaining Walls and The Behavior of The Structure	Patel Shailesh Prof. P. G. Patel	Management	119-121
39	AIDA model of Advertising Strategy	Prof.Arvind Rathod	Management	122-125
40	"A Balanced Corporate Responsibility"	Simon Jacob C	Management	126-127
41	Study and analysis Trend and Progress of Banking in India	Triveni Singh, Prof. (Dr) Sanjeev Bansal, Dr. Amit Kumar Pandey	Management	128-131
42	"Marketing Communication-an Inevitable Part of Business Activity"	Dr. Rakeshkumar R.Jani	Marketing	132-136
43	Users' Opinion Regarding Advertisements on Social Networking Siteswith Special Reference to Facebook	Priyanka Patel	Marketing	137-139

44	Bilateral Accessory Peroneal Muscle - A Case Report	Dr. Renuka B. Adgaonkar, Dr. Archana Shekokar	Medical Science	140-141
45	Decentralization and Dilemmas in Development: A Debate	Dr. N. M. Sali	Political Science	142-143
46	Study of Microstylolites from Carbonate Rocks of Kurnool Group, Andhra Pradesh, South India.	P.Madesh, P.Lokesh Bharani , S.Baby Shwetha	Science	144-147
47	Evolution Of Rural Tourism and Its Prosperity	Joysingha Mishra,	Tourism	148-150



Evolution Of Rural Tourism and Its Prosperity

* Joysingha Mishra,



* Assistant Professor, AMC Engineering College, Bangalore

ABSTRACT

Rural tourism may be based primarily upon cultural, historic and environmental themes. Its policies are developing but the manner in which those are envisaged and pertained varies across the world. As a result a battle of the political styles is enacted. Probably with no final consensus despite strong grassroots efforts, elected officials at the federal level continue to provide support for special tourism initiatives and training towards tourism. In varying degrees, individual states may further or establish their rural tourism product, thus increasing both visitation and travel* out put. The development of rural tourism has now been through what could be called 'Phase One' of its evolution. Across the world, communities and enterprises have begun to practice the art of tourism in the countryside. Practitioners are learning its secrets of success– and the problems of failure. Academics are tracking its progress and debating on its concepts. Farm-based tourism was an activity long practiced in some parts of developed countries more than 20 years. In the 1980s, such farm-based activities began to spread geographically and thematically* with a wide range of businesses and communities becoming involved in the process. These efforts have emphasized group and community working especially in marketing and promotion. Internationally, the trend to rural tourism is recognized when, in 1994 the OECD's Rural Development Programme worked with OECD's Tourism Committee tried to produce a substantial position paper on the subject (OECD, 1994).*

Keywords : Rural Tourism

Introduction:

The development of rural tourism has now been through what could be called 'Phase One' of its evolution. Across the world, communities and enterprises have begun to practice the art of tourism in the countryside. Practitioners are learning its secrets of success– and the problems of failure. Academics are tracking its progress and debating its concepts. Farm-based tourism was an activity long practiced in some parts of Europe– with organizations such as France's Gites Rural, Austria's Urlaub auf den Bauernhof and Britain's Farm Holiday Bureau enjoying success for more than 20 years. In the 1980s, such farm-based activity began to spread geographically and thematically with a wide range of businesses and communities becoming involved in the process (Getz and Page, 1997). America's National Rural Tourism Development project based at the University of Minnesota from 1988 to 1991. Canada's various provincial level Community Tourism Development Programmes and Britain's Rural Tourism Development Project at the University of Bristol have all been part of that first phase. These efforts have emphasized group and community working especially in marketing and promotion. Internationally, the trend to rural tourism was recognized when, in 1994 the OECD's Rural Development Programme worked with OECD's Tourism Committee to produce a substantial position paper on the subject (OECD, 1994).

An important part of the Phase One process has been the acceptance at the national political level that tourism was an important possibility for the future of the countryside. US President, George Bush's statement in October 1991, at a briefing before travel and tourism executives, typifies that recognition. This solid record of the [economic] growth of tourism has not gone unnoticed by small communities and by rural areas facing the challenge towards diversity of their economies. More and more rural communities are making tourism a part of their economic diversification options for the nineties. The US Travel and Tourism Administration along with other governmental agencies are working to put small town America on the tourist map.

(Travel Industry Association of America Newsletter, 1991)

Objectives :

- To study the demand growth rate of rural tourism in general and that of Odisha in particular.
- To focus on inferences of future rural tourism development in international and local markets.

Implications of Future Rural Tourism Development

The phase II for rural tourism development will be a much more complex one. It will be a phase of expansion, differentiation, consolidation and understanding. The following ten implications are likely to occur.

Competition will increase – provision will grow

As Governments, Communities and entrepreneurs hear of the concept of rural tourism more are seeking to exploit it. At the local level that means more farmers offering accommodation, more heritage centers, more 'themed' restaurants, more opportunities to bike or ski or ride. Nationally it means more regions putting their offers together to market their products collectively. Internationally, it means that we can look forward to increased competition globally. Already within developed countries satellites are working hard to exploit their rural heritage and low-cost labour supply. Nevertheless, the supply side is growing; possible oversupply to meet the demand increasing skill and sophistication is required if businesses are to succeed.

More national and provincial/ regional rural tourism policies:

Rural tourism policies are developing but the manner in which those tourism policies are envisaged and implemented varies across the world. As a result a battle of the political styles on policy will be enacted, probably with no final consensus. Despite strong grassroots efforts, elected officials at the federal level may continue their 'hands-of policy and continue to provide where staff and funding are available and political will prevails, support for special tourism initiatives and training towards tourism. In varying degrees, individual states may further or establish select programmes to expand their rural tourism product, thus increasing both visitation and travel expenditures. Such programmes may be based primarily upon

cultural, historic and environmental themes. More state intervention may take place through a variety of methods. In Australia, a published national rural tourism policy is backed at the state level by a variety of more or less detailed policies and measures. In turn, local administrations in some parts of Australia are deeply involved in tourism development and promotion (Commonwealth Department of Tourism, 1994). In the UK national strategies for rural tourism are more advisory than formal. The key to public sector intervention in the UK lies at the local district level where salaried tourism development officers frequently work closely with the private sector. Public sector provision covers the costs of tourism marketing, tourist information, training, coordination, project planning and the provision of infrastructure such as signposting, heritage product development, trail and path creation and maintenance. The majority of UK local districts have their own tourism strategies, closely linked to the marketing function and to physical planning policies. Attempts must be encouraged to develop rural tourism at a rapid pace through the wholesale importation of experts and expertise operating at national and regional levels, the State Government hopes to convert public and private sector representatives, small town officials and small farmers to pursue a new tourism enterprise culture for domestic and international markets. The process is a difficult one – but all economic and social change in emerging economies is fraught with problems. Capacity building and restructuring of rural economies are long-term issues; for many rural people the experience of being a tourist is a novelty, let alone its professional practice.

The Market growth:

On the demand side, an increasing number of visitors seem to be avoiding more urban venues either because they have already visited these sites or these venues are no longer economically accessible. The trends to individual active travel outlined earlier are likely to continue. The visitors will be encouraged by new products and marketing factors. The marketing strategies like:

- Reach new visitors in national opportunity markets,
- Protect and maintain volume in domestic primary markets,
- Expand marketing and seasonal coverage to drive year around visitation,
- Intensified efforts in primary international markets,
- Develop technology platform to extend reach and impact through advertisement may be raised to improve the market demand and supply.

If marketing will become more effective and sophisticated:

Access to the market, market information and marketing skills have always been problem areas for many rural tourism businesses. But the trends are set to make these activities much more effective. Information about domestic and international travel trends, outdoor recreation patterns and product purchase information is becoming much more widely available due to expanded research and its publication. Overseas markets for rural tourism are object lessons in good practice in recent days. Training will allow both individual businesses and partnerships to develop specialized marketing skills. The case for niche marketing of rural products has been thoroughly investigated and is increasingly well understood (OECD, 1995a,b). A series of technical developments are becoming available to assist the rural niche market developer. At its simplest level, the widespread use of personal computers has allowed database development and direct mail operations to become the norm. But the biggest breakthrough is taking place from Internet marketing and promotion. Ever more sophisticated and user-friendly web sites with linking facilities and on-line booking are becoming commonplace, overcoming the tyranny of distance faced by many rural areas. Technology improvements in accounting, reservation systems and 'virtual reality' will enhance the competitiveness of rural tourism destinations across a truly global market.

Product development:

Early rural tourism products were largely appreciated like sightseeing, walking and unsophisticated appreciation of rural life. Moving to the future, product development programmes are already leading in almost puzzling range niche activities. Some are products of an increasingly awareness and creating demand in the market. Others stem from successful rural initiatives.

At the top of the market, luxury accommodation with back-up vans and measures are typified by international tour operators. Many other operators provide simpler accommodation, but offer luggage transfer arrangements. The golden age of expansion of gambling as a tourism development tool in rural areas particularly in the Odisha has passed although this niche activity will see some expansion among select communities and geographic regions. Native Indian tribes may slowly expand their gaming offerings as markets are unidentified or gradually expanding. Some selected real estates/ land developers may be invited to develop large resort and riverboat betting. The profits are simply too large for this niche tourism.

Development around heritage:

Heritage, an anchor for a rural community's tourism economy will grow in controversy and be more fiercely debated at the local level. The role of the countryside as a repository of natural built and cultural heritage is a vital one. Tourism can be strengthened and revitalized to heritage conservation. But there is a tradeoff when heritage is transformed into a marketable tourism product. Such tradeoffs can involve native peoples, historic artifacts and ways of life. Infused into the debate about the exploitation of heritage will be a range of new ideas from better heritage interpretation techniques using guides and trails and the ecomuseum concept through to attempts to develop high technology, virtual reality operations. More appropriate and sensitive heritage tourism development through heritage strategy development and heritage management techniques should become better known in Odisha without disturbing the originality.

CONCLUSION:

Rural tourism intensifies on participating in a rural lifestyle. It can be a modification of ecotourism. Any village can be a tourist attraction, and in rural sector the villagers are very hospitable. Agriculture is becoming highly mechanized and therefore requires less manual labour. This is causing economic pressure on some agricultural occupation. This results to an emigration of young people to urban areas. Urban population is now interested to visit the rural areas and recognize their perspective. This segment has been swiftly growing in the past years and has led to Rural tourism becoming a good business prospect.

Rural tourism allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the restoration of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange.

Rural tourist destinations may be broadly defined as areas which are separately identified and promoted to tourists as places to visit, where enjoyment of the countryside views and its rustic activities is a primary motive. They may be groups of settlements, districts or small regions, or areas defined by their topography or landscape, which have cohesiveness in tourism terms and where the tourism product is coordinated by one or more identifiable authorities or organizations. Popular destinations near sizeable urban areas receiving a high proportion of day visitors. Priorities here may be to improve the environment, update the infrastructure, manage visitors, address transport issues and convert day trips to overnight stays. Traditional holiday areas with a significant quantity of visitor accommodation and infrastructure, seeking to upgrade the offer and reduce environmental impact. Working with enterprises on physical improvements, planning controls and more sustainable forms of tourism may be required. Protected

areas seeking to manage tourism as well as the environment and local economy in an integrated way. Mountain or forest locations with some established rural tourism but seeking to diversify and strengthen their offer. The main priority may be to establish or coordinate better quality accommodation, activity tourism, and gastronomy and heritage themes. Key is-

sues may include environmental interpretation, inter-sectoral integration and visitor management. Areas close to the sea, wishing to develop rural tourism in inland locations away from the coast. Priority may be given to promoting specific rural offers, including inland trails and heritage themes.

REFERENCES

· Travel Industry Association of America Newsletter,1991. | · OECD, 1994, OECD, 1995 a.b report. | · www.google.com | · www.orissatourism.gov.in | www.orissatourism.org. | ·Tourism Magazines referred by OTDC. | · www.odishatourism.net.in | · www.visitodisha.net



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in