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ABSTRACT	The Tourism Industry is seen as capable of being an agent of change in the landscape of economic, social and environment of a rural area. Rural Tourism activity has also generated employment and entrepreneurship opportunities to the local community as well as using available resources as tourist attractions. There are numerous sources to lead business in the tourism sector as an entrepreneur; the tourism sector has the potential to be a development of entrepreneurial and small business performance. Which one is undertaking setting up of business by utilizing all kinds sources definitely we can develop the region of that area. This article aims to discuss the extent of entrepreneurial opportunities as the development of tourism in rural areas. Through active participation among community members, rural entrepreneurship will hopefully move towards prosperity and success of rural tourism entrepreneurship
KEYWORDS	Rural Tourism, Entrepreneurial opportunities of Rural Tourism, and Development of Entrepreneurship in Rural area

Introduction

Top tourism destinations, particularly in developing countries, include national parks, wilderness areas, mountains, lakes, and cultural sites, most of which are generally rural. Thus tourism is already an important feature of the rural economy in these specific sites. It is self-evident that tourism will never come to dominate all rural areas.

Against this background, we believe that understanding of entrepreneurial opportunities and challenges associated with rural tourism in different socio-cultural, economic, and institutional contexts is important for developmental planning

What is Rural Tourism

Any form of tourism that showcases the rural life, art, culture, and Heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as 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. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Consequently, rural tourism in its purest form should be:

Located in rural areas.

Functionally rural – built upon the rural world’s special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices.

Rural in scale – both in terms of buildings and settlements – and, therefore, usually small scale.

Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long term good of the area.

Objectives of the studies

- 1. To know the entrepreneurial opportunities in Rural are of HK region
- 2. To know about entrepreneurial importance in rural tourism,
- 3. To study about rural tourism of India
- 4. To know the successful entrepreneurial centres of HK region

Rural Tourism Entrepreneurial Opportunities in India

The emergence of rural tourism will help in boosting a range of activities, services and amenities provided by farmers and rural people to attract tourists to their area to generate extra income. According to Shrivastava and Thakur (2002), “The basic concept of rural tourism is benefit to the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage.”

The Federation of Indian Chambers of Commerce and Industry (FICCI) have initiated the promotion of the concept of rural tourism in India and abroad. Specific areas and centres were identified as potential areas for rural tourism in India such as Banavasi and Anegundi in Karnataka, 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, Nithyagram 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.

Since most tourist sites are located away from the urban centres, the trend is towards an increase in the share of tourism outside the well-known urban centres. In rural India a variety of Indian lifestyles are experienced where more than 74 per cent of Indians live with the treasure of craft, performing arts and rich traditional values.

Back ground of Hyderabad Karnataka region

Tourism in Hyderabad –Karnataka region is the predominant factor behind Hyderabad –Karnataka region meteoric rise in

the tourism segment in recent years, because from time immemorial, Hyderabad –Karnataka region has been considered the land of ancient history, heritage, and culture. Hyderabad –Karnataka region has had many rulers over the centuries and all of them made an impact on Hyderabad –Karnataka regions culture. One can see the influence of various cultures in festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of Hyderabad –Karnataka region is exhaustive and vibrant. This richness in culture goes a long way in projecting Hyderabad –Karnataka region as the ultimate cultural tourism destination given boost to tourism in culture in Hyderabad –Karnataka region. The glorious past of Hyderabad Karnataka region has ensured that the present and subsequent generations have plenty of historical and cultural rural heritages to be proud of. The fascinating monuments and heritage sites in the region stand quietly today to retell their story of joy, sorrow, courage and sacrifice before you. As one turns the pages of history, the rich rural heritage of Hyderabad Karnataka comes alive with all its fragrance and colour which are still breathing in the Culture, tradition, handicrafts and historical monuments fringed in each and every corner this multi facet region of Hyderabad Karnataka. The splendid architecture, minutely carved sculptures, embellished facades of the heritage monuments narrates the immense skill of the craftsmen of the yore which have been fascinating the world for many centuries. The number of important monuments in Gulbarga 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 Gulbarga's rich history and heritage. At the end of your trip, you will surely develop a huge respect for the Gulbarga's heritage while carving for more such tour in the near future. Hyderabad Karnataka region is the melting pot of culture where one can see the unique cultural diversity and rich historical monuments if you want to trace the history of Hyderabad Karnataka than you have to go to the bygone era of Neolithic and Mesolithic ages (sites like Sannati is the best example). Dynasties like Maurya, Shatavahana, Rashtrakuta's, Kalachuri's, Chalukya's of Kalyana, Vijaya Nagara, Bahamani, Bijapur Adil Shahi's, Barid Shahi, & Hyderabad Nizams etc are ruled Hyderabad Karnataka region and philosopher sand saints like Lord Sharnabasaveshwara, Khaja Bande Nawaz, Sheik Sirajuddin Junaidi, Allamaprabhu, Akkamahadevi and Siddappaji enriched the culture and tradition of Hyderabad Karnataka.

Entrepreneurial opportunities of Hyderabad Karnataka Region

Even though Hyderabad Karnataka region as know as backward region in the state of Karnataka it has immense potentiality in tourism where one can find Varity of tourist resources, in that majorly it can traced has the rural tourism treasure. The rural life of Hyderabad Karnataka region is fascinating & full of colourful tradition, practices. The historical monuments have gives an idea of the supreme knowledge of the craftsmanship of this region. Hampi, the world Heritage Site is the pride of Hyderabad Karnataka and passion of tourists worldwide. But there are many more treasures which region abounds. Ramayana, the great epic of India is known to one and all. But many are not aware that Gangavati taluk played an important role in lord Rama's victory over Ravana. It is here that Shree Rama met king Sugriva in the erstwhile Kishkindagiri. Also, it is here that Rama's ardent devotee, Shri Hanuman was born at a place called Anjandri. Many dynasties are took birth in this region which enriched the culture of Karnataka. Hyderabad Karnataka region is so rich in his rural resources which can be used for the promotion of tourist activities, plenty of the entrepreneurial opportunities centres in rural areas of Hyderabad karnataka region are as follows:

Bidriware:

is the most well-known of Bidar's handicrafts - a metal craft that derives its name from 'Bidar', the hometown of this exquisite craft. It is an art of inlaying silver on black metal and it is believed that this ancient and eye-catching craft entered India more than 4000 years ago from the culture-rich Per-

sians, Syrians and Iranians. If one were to believe the craftsmen themselves, they say that the art originated in Iran seven centuries ago. It was brought down by migrants. Presently, Bidri has been aptly contemporized producing cufflinks, name plates and more. There are four main stages in the manufacture of Bidri. They are casting, engraving, inlaying, and oxidizing. The designs are traced by hand, by the craftsmen with the help of chisels. Next, pure silver wire or sheet (gold in rare cases) is hammered into the grooves of the design and the surface smoothened with the help of a buffing machine. In the ultimate interesting stage, the articles are heated gently and treated with a solution of sal-ammoniac and earth taken from old fort buildings which has the effect of making the entire surface turn jet black providing a distinct contrast to the shining silver inlay. Typical Bidri items include plates, bowls, vases, ashtrays, trinket boxes, huqqa bases, jewellery etc. Glass and studded bangles of Bidri are a favourite with women.

Banana fiber of Anegundi: Anegundi, part of the world heritage site, Hampi, is being developed into a world class tourism spot by engaging the localities to sensitize them to their cultural wealth and provide them a means of livelihood. The picturesque village, located on the northern side bank of River Tungabhadra, was said to be the legendary Kishkindha, a kingdom of the monkey Prince Sugriva and the cradle place of the historic Krishnadevaraya dynasty of the glorious Vijayanagar Empire and falls in the core zone of Hampi. It is famous for its Banana fiber crafts, Lambadi embroidery, Kolata, Bayalata, Anegundi Utsav and Jathra. The spicy traditional North Karnataka cuisine is a treat to the taste buds. The tour presents Anegundi as a living heritage with a glorious future. It gives a fresh perspective on rural tourism and offers a unique experience.

Stone Craving of Hampi: has a rich sculptural activity since form the Vijayanagar Empire and till the local communities following the tradition of stone carving, local craftsmen showing splendid craftsmanship through their statues of Ganesh, Shivalinga, Nandi etc.

Red Banana of Kamalapura: Kamalapura which is situated in the district of Bidar, where one can find the rare Red Banana's which is having medicinal proprieties & also rich in protein.

Toys & dolls: In the village of Kinhal of Koppal District one can find richest collections of handmade toys & dolls.

Traditional cuisines: Hyderabad Karnataka region is familiar for its delicious traditional foods such as Maladi, Malpuri, Kadak Roti, Sajji Rotti, Pundi Pallya, Shenga Holige etc. some peoples have started their own business such as preparing jolad rotti-papad, pickle, agarbathi are exporting outside places to empower themselves.

Fairs & Festivals: Hyderabad Karnataka region celebrate colourful Fairs & Festivals which mesmerizing millions of tourist such as Sharnbasaveshwar fair, Kwaza Bande Nawaz Urs, Nanak Jayanti, Ellu Amavasye etc.

Kinnal Craft: is a traditional wooden craft local to the town of Kinhal, or Kinnal, in Koppal District, North Karnataka, India. The town is famous for Kinhal toys and religious idols. This village is famous for Kinnal Craft. Recently this Craft has been granted Geographical Indication.

Kinhal has an immensely rich artistic heritage. It was once a flourishing centre for crafts, the most well-known being exquisite carvings in wood. The famous mural paintings in the Pampateshwara Temple, and the intricate work on the wooden chariot at Hampi, are said to be the work of the ancestors of the Kinhal artisans of today. Old paper tracings found in the ancestral house of one of the artisans further substantiates this belief.

Sandur Kushala kala Kendra

With the purpose of development and promotion of hand-crafts to benefit the talented craftsmen of Sandur and the neighbouring areas and providing a means of supplementing income of the dependants of its employees by such gainful self-employment, The Sandur Kushala Kala Kendra (SKKK) was set in 1984. The Sandur Kushala Kala Kendra works towards bringing national and international recognition to traditional and village crafts, by providing the required infrastructure and marketing support. Consistency of quality, innovative designs, working to market expectations and sustained efforts to maximize the earning potential of the artisan, are the key factors that have contributed to the success of Kendra.

Why Rural Tourism Entrepreneurship?

Rural tourism entrepreneurship needs to be focused on the Indian perspective for six important reasons:

1. To facilitate the use of local resources (both human and non-human).
2. To create additional scope of employment for every type of rural labour.
3. To achieve a better standard of living and increased income sources.
4. To explore the possibilities of forward and backward linkages through vertical and horizontal integration of labour.
5. To preserve and maintain the traditional culture and value system along with refinements on these via the assimilation process of tourist linkages.
6. To grow consciousness of eco-biodiversity.

Future Strategy for Developing Rural Tourism Entrepreneurship:

The Annual Report of the Ministry of Tourism, 1999-2000 states that tourists invariably seek a pleasant and delectable experience on their trips. The most desired tourism product should consist of

- (a) An environment of peace and stability,
- (b) An assurance of safety and security,
- (c) An affordable host society,
- (d) An industry and a government that provides the requisite service with a smile,
- (e) Absence of extortion and hostility,
- (f) Accessible tourist attraction

Considering all these aspects, the rural tourism entrepreneurship generation should be a prime objective of the governmental initiatives.

The following steps are advocated for the same:

1. A Government Policy of Rural Tourism Development is a prime necessity with a well-designed policy framework.
2. Establishment of education and training institutes for tourism studies in coordination with all state Governments.
3. Preparing tourism products to attract specific categories of tourists in consonance with the determination of the carrying capacity of a tourist location.
4. Declaration of circuits for rural tourism.
5. Development of general as well as tourism infrastructure.

6. An effective tourism publicity drive should be adopted involving local as well as outside media to bring to the limelight the potentials of rural tourism in the country.

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