



SOCIO-ECONOMIC IMPACT OF RURAL TOURISM WITH SPECIAL REFERENCE TO KUMBALANGI VILLAGE

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ABSTRACT

The concept of tourism was traditionally deeply linked to leisure. But at present, it goes beyond the field of leisure. Most countries have already identified the development potential of tourism. Rural tourism is considered to be an excellent means to step up the development of less developed or developing regions of the world. It is an effort to give the tourist the unique experiences of village life. The research will study the socio-economic impacts of rural tourism in Kumbalangi village. The target group for research is 100 respondents from Kumbalangi village. The findings reveal that one of the major impacts of rural tourism in Kumbalangi is the improvement of the economic status and stability of the local community. It resulted in betterment of their quality of life and welfare of the local community. Correlation and chi-square test of significance revealed that the impact of tourism is not based on the gender of respondents. Finally, the study concludes that the socio-economic impact of rural tourism in Kumbalangi Village is a great example of development of villages and the enhancement of overall life of the people in rural villages through tourism.

Keywords: Tourism, Rural tourism, Socio-economic impact

1.INTRODUCTION

Tourism is defined as the habit of travelling for enjoyment or the business of providing tours and service for tourists. As it is clear from the definition of the concept of tourism was traditionally deeply linked to leisure. But a present thought it still maintains its relationship

with leisure, goes beyond the field of leisure. Now-a day's people make tours not only for leisure, but also for reasons like health, reawakening, and education. The World Tourism Organizations defines tourism as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure,

business, and other purposes not related to the exercise of an activity remunerated from within place visited". The growth of tourism has led to different forms of tourism. The important forms or types of tourism are medical tourism, health tourism, ecotourism, sustainable tourism, rural tourism, sports and adventure tourism. Rural tourism is considered to be an excellent means to step up the development of less developed or developing regions of the world. Rural areas desirous for development understood tourism as a less polluting industry that promotes development. The planning authorities in many regions thoughtfully promoted rural tourism as a vehicle of development in the subsequent half of the last century. Tourism is always hooked up to local products and resources, wherein the local artisans and traders are benefitted 2 directly, which helps to diversify the economy, which in turn, increases the governmental revenue, broadens the educational and cultural horizons and enhances the feeling of self-worth. In many countries it acts as an engine for development through the acquisition of foreign exchange earnings and creations of direct and indirect employment opportunities. Rural tourism is not totally new. Interest in countryside pleasure started growing in the nineteenth century as a reaction to stress and impoverishment of the expanding industrial cities. Enormous infrastructure development in rural areas really gave wings to hope of city travellers. The new railway and road transport companies capitalized on this rising interest by transporting tourists to the countryside. Rural tourism has crossed its blossoming hurdles and obstacles in many ways. The visitor penetration

to rural is higher and is still growing along with the development and expansion of tourism infrastructure. Because of these factors, tourism has developed away from especially scenic areas into countryside of all types. It has also started splitting away from large and specialized resorts to small towns and villages that are truly rural. It is challenging to assess the growth of rural tourism since few nations gather information in a way that differentiates it from other types of tourism. Most national tourism administrations agree, however, that it is a growth sector. Experience in individual rural regions provides further testimony. Across the rural regions whether in the developed world or otherwise there is the issue of growing industrialisation and population and the consequent decline in rural areas. Rural society's economic & political situation is steadily changing due to the strong trends of industrialisation & urbanisation. The growth in rural tourism has also brought in new challenges. Conservation of flora and fauna and the landscape is increasingly regarded as important. Historic building and traditional rural societies are receiving more attention. But the preservation of rural communities in their original culture and practices is a challenge. In more reachable rural regions, there has been an entrance of population, of people unhappy about big city living conditions – a trend known as counter-urbanisation. Rural tourism is defined as Rural tourism showcases rural life, art, culture, & heritage, benefiting the local community economically & socially, enabling interaction between tourists & locals". In simplest terms rural tourism can be defined as

the tourism in rural areas. Rural tourism is an effort to give the tourist the unique experiences of village life. Generally, tourists take part in the farming activities, festivals etc. of the villagers, enjoy local cuisines, take moderate accommodation provided by the villagers etc. Very often it is economically quite viable for the tourists. One of the biggest advantages of rural tourism is that majority of financial gains out of tourism directly reach the villagers.

2.OBJECTIVES OF THE STUDY

- 1) To study the impact of tourism projects on employment generation in Kumbalangi village.
- 2) To study the impact of tourism projects on income generation in Kumbalangi village.
- 3) To study the impact of tourism on assets creation in Kumbalangi village.
- 4) To analyse the positive socio-economic impacts of tourism on local community

3.HYPOTHESIS OF THE STUDY

1. H0: There is no significant relation between impact of tourism on employment opportunities to the society and gender of the respondents.
2. H0: There is no significant relation between impact of tourism on income generation to the society and gender of the respondents.
3. H0: There is no significant relation between impact of tourism on asset creation to the society and gender of the respondents.

4.ANALYTICAL FRAMEWORKS AND METHODOLOGY

The study was restricted to Kumbalangi village. The study mainly focused on the socioeconomic impacts of rural tourism. The target group includes all the local communities who belong to this area. All findings and conclusions were arrived from the responses gathered from 100 respondents of Kumbalangi village and also from various administrators connected with tourism projects in this village.

5.STATISTICAL ANALYSIS

Data analysis has been done by using appropriate mathematical and statistical tools such as percentage, simple average, correlation and chi-square test of significance.

6.REVIEW OF LITERATURE

Kumar Ashutosh (2015) focuses on improving local tourism in Samode, Rajasthan. It concludes to see whether the area can be possibly creating rural tourism. Another vital perspective which discussed was that organization amongst public and private sectors is essential for the accomplishment of country tourism. Organized poll was utilized to discover the reaction of the visitors through advantageous testing strategy. It was watched that transportation was the real limitation as felt by most of the holidaymakers, which was lagged by nature of desired nourishment. Couple of recommendations was given like formation of an organizing visitor board at goal level, production of neighbourhood tourism advancement arrangement, making nearby public expert of Samode.

Parashar Arunesh, Dr. Bhardwaj Ajay, Kumar Narendra (2014) talks about rural tourism as a strong approach towards sustainable tourism management in India. The objectives of this paper are to understand the concept of rural tourism and its importance in the current scenario, to explore the process of rural tourism in sustainable management, monitoring rural tourism activities and actions. Three tourism themes were selected which promotes the sustainability and the sustainable management of tourism resources and these are ecotourism, cultural tourism and village-based tourism. Author pronounced that rural tourism is the perfect model for the sustainable development and management of the rural India rural tourism has to be promoted with the basics of management like planning, organizing, staffing and controlling.

Sharma Neha and Tiwari Amar Kumar (2014) have made progress in determining the improvement of the basis of the provincial regions as well as the improvement in the general population’s way of life in the rural areas. In addition, two towns are the subject of

this paper. Mawlynnong and Hodka are an example of group inclusion in rural tourism that works well. The most fascinating data for this study was obtained from important sources. There must be expanded knowledge of the part of tourism in a region which would urge local people to take part in basic leadership. The neighbourhood administration organisations must enhance access to data about the effects of proposed tasks. One vital finding from this study was that choices about taking an interest in the arranging procedure were dependent upon the accessibility of data.

7.RESULTS AND DISCUSSIONS

7.1 Analysis on impact of tourism on employment opportunities to the society and gender of the respondents

To test the hypothesis, chi-square is applied and the result is given in Table 7.1 below.

Hypothesis

H0 = There is no significant relation between impact of tourism on employment opportunities to the society and gender of the respondents.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.504 ^a	2	.777

Source: primary data

From the above table it is found that the null hypothesis H0 is accepted since the significance value is more than 0.05. This means that there

is no significant relation between impacts of tourism on employment opportunities to the society based on the gender of the respondents.

7.2 Analysis on impact of tourism on income generation to the society and gender of the respondents

To test the hypothesis chi-square is applied and the result is given in the table 7.2 below.

Hypothesis

H0 = There is no significant relation between impact of tourism on income generation to the society and gender of the respondents

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.063 ^a	4	.281

Source: Primary data

From the above table it is found that the null hypothesis H0 is accepted since the significance value is more than 0.05. This means that there is no significant relation between impacts of tourism on income generation to the society based on the gender of the respondents.

To test the hypothesis, chi-square is applied and the result is given in the table 7.3 below.

7.3 Analysis on impact of tourism on asset creation to the society and gender of the respondents

HYPOTHESIS

H0 = There is no significant relation between impact of tourism on asset creation to the society and gender of the respondents.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.077 ^a	4	.089

Source: Primary data

From the above table it is found that the null hypothesis H0 is accepted since the significance value is more than 0.05. This means that there is no significant relation between impacts of

tourism on asset creation to the society based on the gender of the respondents.

8.MAJOR FINDINGS OF THE STUDY

1.52% of the respondents are female and 48% of the respondents are male. Majority of the respondents belong to the age group of 30-40. 52% of the respondents belong to 30-40 age groups. 28% of the respondents are below 30 years. 17% of respondents belong to 40-50 age group and only 1% respondents are of above 50.

2. Majority of the respondents are self-employed and professionals.

3. Among the 100 respondents have the annual income below 1 Lakh and 41% of respondent's annual income is between 1-5 Lakh.

4. The study shows the positive impact of tourism on infrastructure development. It resulted in the improvement of public transport, bridges, electricity, public toilets, restaurants and accommodation.

5. Many jobless people were able to find new employment opportunities with the development of tourism in village.

6. Majority of the respondents agree with the improvement in income generation. The mean value observed in terms of local income generation is very high. So, it shows that the tourism activities in Kumbalangi are now attracting more tourists and thereby resulted in increasing of local income generation.

7. The tourism in Kumbalangi was highly in favour of preserving and presenting the traditions, practices and values of the rural folk.

8. As a result of tourism the quality of food provided in the local hotels and new accommodation facilities were improved.

9. The better educational status, financial status and new opportunities provided better quality of life to the people of Kumbalangi Village.

10. The tourism in Kumbalangi Village helped in eradicating poverty.

11. The mean value of response regarding the increase in the social issues and social crimes are high. It shows that there was greater increase in crime rate with the tourism. Organized and personal crimes were increased. The availability of drugs, alcohols increased in the village.

9. CONCLUSION

Kumbalangi is one of the endogenous tourism model villages funded by UNDP and government of India. The tourism in Kumbalangi village had a greater positive impact on the socio-economic life of rural folks. The tourism has greatly enhanced their livelihood. The Kumbalangi tourism has created a vast employment opportunities and economic development in the village. It raises the culture of the village and also helped in preserving their traditions and values. The tourists also get opportunities to understand and experience the life of rural people. The villagers also get opportunities showcase their culture and traditions in front of the outside world. One of the major impacts in relation to tourism in Kumbalangi is the improvement of the economic status and stability of the local community. The increased new employment opportunities and the increase in the quality of education paved a way to increase in the personal income generation capability of the

people in Kumbalangi Village. It resulted in the improvement of their economic status. The increased economic stability and status and the improvement of the basic infrastructure of the village resulted in betterment of their quality of life and welfare of the local community. The quality of the resources provided also increased with tourism. The Kumbalangi endogenous tourism model is a great example of Gramma Swaraj of Mahatma Gandhi. Gandhi's ideal village was based on the self-sufficiency and economic independence. The tourism in Kumbalangi makes the village self-reliant. The unique eco-system of Mangrove Forest and agricultural activities in Kumbalangi indicates the sustainable development through rural tourism. The social and economic satisfaction of rural people is high. Tourism in Kumbalangi Village has brought higher standard of living to the people of the region. Like every coin has two sides, it also has some negative impacts like increased crimes, social issues, drugs, alcoholism and losing of the cultural values. Even though the tourism had made some problems in Kumbalangi Village, this can be overcome through proper measures. The socio-economic impact of rural tourism in Kumbalangi Village is a great example of development of villages and the enhancement of overall life of the people in rural villages through tourism.

10. RECOMMENDATIONS

- To improve and develop the tourism in villages, proper training programs should be organized for the village

people. They must provide proper orientation and awareness among the village people about their importance and involvement in tourism activities.

- The government should allot more funds to the development of village tourism and for the development of better infrastructure facilities.
- The government must ensure a reasonable return for the investment of rural people in tourism activities. Government or tourism department should conduct more tourism related festivals yearly, so the rural people will get more opportunities to showcase their traditions and skills and also it helps in generating more income.
- The rural tourism should give more priority to the production of more rural products and must take proper measures to the promotion of these products.
- The government should provide more trained guides and necessary brochures for the tourists to explore the village at the maximum.
- The government should appoint proper agencies to check the illegal activities and social crimes in relation to tourism.

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