

Rural Tourism in Punjab: A Geographical Study

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2. He has pursued the prescribed course of research.
3. The work is original contribution of the candidate.
4. The candidate has incorporated all the suggestions made by the Department Doctoral Board during Pre-Submission Seminar held on 19th October 2019.

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Rural Tourism in Punjab: A Geographical Study

Abstract

Tourism, wanderlust only some time back, has witnessed a phenomenal growth as one of the leading industries with cascading effects on various human endeavours. It is no longer an activity exclusive and engaged for sightseeing, fun loving- a one end objective but has evolved as a multidimensional affair, ranging from economic to spiritual, culture to agriculture, history to architecture and so on. In the modern globalised world, tourism is a major bridge connecting different people having varied religious, social, economic, educational, political and cultural background. It is an important economic activity, which contributes significantly to the economy of the many countries. This is the single most important and largest sector contributing to economy of some countries. At the same, time it also creates millions of jobs directly and indirectly. With the passage of time, various forms of tourism have developed, namely, business tourism, medical tourism, sports tourism, rural tourism, heritage tourism, cultural tourism, ethnic tourism, eco tourism etc. So, with the passage of time tourism has become an established activity.

United Nations World Tourism Organization (UNWTO), the agency that deals with all issues related to international tourism, has defined tourism in a comprehensive way "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is growing in a big way now and the number of international tourists is on the rise. There were 1239 million, 1323 million and 1403 million tourist arrivals in the year 2016, 2017 and 2018 with a growth rate of 3.68, 6.77 and 5.60 percent respectively.

Rural tourism is a type of nature-based tourism developing in the rural regions. Tourists experience a rural lifestyle participating in cultural and other activities. Ministry of Tourism, Government of India defined rural tourism as any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefitting 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.

After going through the available literature on the theme of rural tourism, it was found that there have been many studies on various aspects of rural tourism like scope & potential, role of community & culture, expectation & experience of tourists, impacts of rural tourism, promotion and marketing, planning, spatial analysis, demand of rural tourism and sustainable rural tourism development in different part of the world. Very few research works have been done in the study region (Punjab) to the best of my knowledge. This provided the scope and opportunity to take the initiative and pursue the research. There is a great scope of rural tourism development because of its huge potential in the study region. Thus there was a research gap and it provided the opportunity to take the initiative and pursue the doctoral research.

Punjab Heritage and Tourism Promotion Board introduced the Farm Tourism Scheme in 2008, with a view to promote rural tourism in the state. Under the scheme those private sector farm house owners were registered, who fulfilled the norms as specified by the board, for providing rural tourism experience to the tourists. Under the scheme, thirty seven farm tourism sites have been registered with the board. Such farm tourism sites/properties have been referred to as rural tourism site in the present study and have also been used interchangeably.

Punjab has been chosen as study area which lies in the north western part of India (Fig 1.7), having total land area of 50362 sq kms where approximately 83% of the land is devoted to agriculture and large population is engaged in this occupation (Manku, 2018). This tells about the volume of agriculture in the state. In the rapidly globalizing world socio-economic conditions are changing and in agriculture, also, there is need of diversification which can help farmers in supplementing their incomes. There is need to link agriculture with tourism. Rural or agri-tourism seems quite promising in the rural development programme. It has to be an important element in planning process of rural and regional development.

The study attempts to fulfill the following objectives:

1. To examine the spatial pattern and current status of existing rural tourism sites in Punjab.
2. To study the tourists' expectations before visit and experience after visit to the rural tourism site in the state.
3. To examine willingness and expectations of the residents and tourists about rural tourism, who did not visit rural tourism site in the state.
4. To identify the potential rural tourism sites in the state.
5. To examine the response of potential service providers for developing rural tourism sites in the state.
6. To formulate and suggest a tentative rural tourism development plan for Punjab.

Based on the objectives of the study, following research questions were framed:

What is the spatial pattern and current status of the existing rural tourism sites in Punjab? Which are the potential rural tourism sites in the state? What is the response of the potential service providers for developing rural tourism sites in the state? Which is the suitable rural tourism development plan for Punjab?

To support the statistical explanation for the present research following hypotheses have also been purported:

H₀ - There is no significant difference in the tourists' expectations before visit and experience after visit to rural tourism site in the state. (Null hypothesis for objective 2)

H₀ - There is no significant difference in the willingness and expectations of residents and tourists about rural tourism, who did not visit rural tourism site in the state. (Null Hypothesis for objective 3)

Three separate questionnaires were prepared for tourists at rural tourism site, for tourists & residents who did not visit rural sites and for potential service providers. Besides general questions, tourists were asked to indicate their expectations on various factors ranging from very important (5) to not important (1) and experiences

ranging from fully satisfied (5) to fully dissatisfied (1) on likert scale. Similarly, tourists and residents who did not visit rural tourism site were asked general as well as questions on expectations on the same likert scale.

Data for the present study was collected from primary and secondary sources both. Primary data collection is based on the questionnaires prepared for the purpose which were used as schedules. Punjab is divided into three geographic regions namely Majha, Malwa and Doaba. Data was collected by random sampling where each respondent had equal chance of being included. To study the expectations and experience of the tourists, seventy five (75) tourists were taken in all at Virasat Haveli, Rajewal (district Amritsar from Majha region), Jyani Natural Farm, Kathera (district Fazilka from Malwa region) and Citrus County, Chhauni Kalan (district Hoshiarpur from Doaba region). These sites were selected due to the availability and convenient accessibility of the tourists.

To study the willingness and expectations of the tourists, who did not visit rural tourism site, two hundred eighty three (283) tourists were contacted at four places selecting one each from three regions namely Amritsar (Majha Region), Patiala (Malwa Region), Kapurthala (Doaba Region) and from the state capital, Chandigarh. These places were selected because of the availability of tourists. Similarly two hundred seventy two residents (272) were contacted at Amritsar (Majha Region), Hoshiarpur (Doaba Region), Bathinda (Malwa Region) and the state capital, Chandigarh. Thus in all five hundred and fifty five (555) respondents were contacted in this category. Analysis was done for three hundred respondents (300), taking one hundred fifty (150) each from residents and tourists category, who were aware about the concept of rural tourism. In the present study, twenty eight variables have been taken in all and broadly categorized into five groups, namely attraction, accessibility, accommodation, amenities and activities, which are basically components of tourism products.

Fifty (50) potential service providers were contacted from districts Amritsar, Tarn-Taran, Gurdaspur (Majha), Hoshiarpur (Doaba) and Bathinda (Malwa) because more number of potential rural tourism sites were identified and suggested in these districts

in the present study. These were associated with farming & allied occupations, hospitality industry, travel and tour businesses etc.

The present study also used data and other relevant information from various secondary sources like theses, books, journals, research papers, articles, newspapers, census, data from organizations like World Tourism Organization, India Tourism Statistics from Department of Tourism, Government of India, Punjab Tourism Department, Punjab Heritage and Tourism Promotion Board and various websites. Thus, both the primary and secondary sources of data have been used for the present research

The data was processed using Statistical Techniques for Social Science (SPSS). Different statistical techniques like mean, frequency, paired t-test and independent t-test have been used. Data has been presented using different diagrams like bar and pie etc. The study is qualitative and quantitative in nature. First objective has been met on the basis of primary and secondary sources and is descriptive in nature. For second objective a questionnaire was prepared to know the tourists' expectations and experience on various attributes related to rural tourism sites. Residents and tourists, who did not visit rural tourism sites, were contacted to know their willingness and expectations through questionnaire. Potential rural tourism sites have been identified on the basis of primary and secondary sources. Potential service providers were contacted to know their response about starting and developing rural tourism sites in the state. Based on the literature review, primary and secondary sources, feedback from various stakeholders, a tentative rural tourism plan has also been prepared and presented. There may be limitations in terms of field survey due to time constraints and availability of tourists at rural tourism sites. Though utmost care has been taken but possibility of human error can't be ruled out. The results and findings of the study may be applicable to other regions also.

The whole study is divided into six chapters- Introduction and Conceptual Framework, second chapter deals with the research done on the theme of rural tourism in the world, India and Punjab. Third chapter is devoted to rural tourism, its current status and spatial analysis of rural tourism sites in Punjab. In the fourth chapter, data

analysis has been done and results and findings have been discussed. In the fifth chapter, a tentative rural tourism plan has been prepared for the study region. Potential rural tourism sites in the state have also been suggested in this chapter. Problems and challenges in the development of rural tourism have been discussed. Main findings and outcome of the research in summarized form have been discussed in the last chapter.

Analysis of the approved farm properties showed that there were thirty seven farm properties registered with Punjab Heritage Tourism Promotion Board. Besides these, there were some other rural tourism sites which provided farm accommodation. It was found that the distribution of these rural tourism sites in the state was highly uneven. Malwa region has maximum number of rural tourism sites and there are twenty eight farm properties registered under Punjab Heritage Tourism Promotion Board. Thus, the region has 75.67 percent of the approved rural tourism sites. Mohali with seventeen approved farm properties is leading district as far as rural tourism sites are concerned. Due to the proximity of capital city Chandigarh, there is concentration of rural and farm tourism sites. It is followed by Rupnagar district with four registered rural tourism properties approved by Punjab Heritage Tourism Promotion Board. Fatehgarh Sahib has three and Fazilka has two approved properties. Bathinda and Patiala have one registered property each. There are eight districts in the region which do not have even a single rural tourism property. These are Ferozepur, Faridkot, Muktsar, Moga, Ludhiana, Mansa, Sangrur and Barnala. Majha region has six registered rural tourism properties registered by Punjab Heirtage Tourism Promotion Board. Amritsar has three registerd rural tourism properties. Gurdaspur has two approved sites and Pathankot has one site namely Kartar Farms. Thus, Majha region has only six sites constituting 16.22 percent of the total approved sites. Tarn Taran is the only district in the region which does not have any rural tourism property/site. Doaba region has only three registered rural tourism sites approved by Punjab Heirtage Tourism Promotion Board. There are two rural tourism sites in Hoshiarpur and one in Nawanshahar. Thus, Doaba region has only 8.11 percent of the total rural tourism sites. Jalandhar and Kapurthala do not have any rural tourism site or property. Thus, out of thirty seven rural tourism sites, twenty five sites are in the neighbouring districts of Mohali,

Rupnagar, Patiala and Fatehgarh Sahib and remaining sites are spread in the rest of Punjab. There are eleven districts which do not have even a single rural tourism site. These are Tarn Taran in Majha region, Jalandhar and Kapurthala in Doaba region and Ferozepur, Moga, Faridkot, Muktsar, Mansa, Barnala, Sangrur and Ludhiana in Malwa region. Thus, fifty percent of the total districts do not have any approved rural tourism site. There is need to identify and develop potential rural tourism sites in the state.

The findings of the data analysis revealed that there were twenty two attributes where the experience was better than the expectation while the experience fell short of expectation for three attributes only. Expectation and experience was at par for three attributes. Overall experience was 4.20 and expectation was 3.91 on the likert scale of 5 and thus the overall experience was better than the expectation.

Out of these three hundred respondents, who did not visit rural tourism site, one hundred forty two residents and one hundred forty nine tourists were willing to visit rural tourism site and experience rural tourism constituting 94.66 percent and 99.33 percent in their respective category. Tourists' expectations were higher than the residents' for twenty attributes, whereas only in case of eight attributes residents' expectations were higher. Overall tourists' expectation was 4.07 and residents' expectation 3.99 on the likert scale of 5. Thus, tourists' expectation was slightly higher than the residents, which is a negligible difference.

Some of the potential rural tourism sites have been discussed and suggested in chapter 5th chapter. These are important attractions and rural tourism sites should be set up at these places. These are suggestive sites and there could be many other places also. Response of potential service providers has been discussed in 4th chapter and the findings revealed that majority i.e. thirty seven (74 percent) out of fifty potential service providers were willing to start and develop rural tourism sites, if some training and support is given to them. They expected government support with regard to infrastructure in the village, tax relief, training, marketing and support in business plan and expertise etc.

The study suggested a tentative rural tourism development for Punjab and gave suggestions and recommendations. New sites should be identified where rural tourism properties can be set up. Every effort is to be made to tap and develop variety of rural tourism products. Potential service providers including farmers should be involved in large numbers who can provide budget accommodation to the tourists. Similarly people from hospitality and tourism background should be involved and motivated to start and set up such properties in rural areas. Visitors want better connectivity and safety during journey so there should be proper connectivity. Signboards should be placed at various places so that tourists do not find any problem reaching the destination. Service providers should arrange animal and tractor ride for the tourists. Official website of Punjab Tourism should be updated regularly. Tourist Information Centers should be set up at focal places in Punjab. There should be safe and secure environment. Service providers should also ensure the safety and security of the guests at the site of accommodation. Government should develop some sort of mechanism where potential service providers are given financial support.

The government should form various theme based circuits in which tourist attractions of the city and rural sites of the circuit are included. Service providers should offer neat and clean accommodation with quality service at reasonable price. Clean drinking water is also an important condition which should be provided to the tourists preferably packaged water should be provided to the guests. The staff at the rural tourism property should be courteous and hospitable. Government should provide training and skill development programmes be arranged for them. All the elements of marketing like product, pricing, place, promotion, people, process, physical evidence should be considered while offering service to the tourists. Rural tourism is to be developed and promoted as an alternate to mass tourism in sustainable way. Tourists who visit rural tourism site also visit nearby attractions. So, there is an urgent need to have proper touristic facilities in the region as a whole. These may be related to sanitation, garbage disposal, water, tourist information centers, tourism police, availability of good transport like pre-paid auto and taxi service etc. It is the overall image of the destination that attracts the tourists.

The suggestions and recommendations and the imperatives announced by the research will certainly help in the development of rural tourism in the study region. If all the stakeholders abide by in this regard it will lead to profound growth and development of rural tourism in Punjab.

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Chapter 1

Introduction and Conceptual Framework

1.1 Introduction

Tourism, wanderlust only some time back, has witnessed a phenomenal growth as one of the leading industries with cascading effects on various human endeavours. It is no longer an activity exclusive and engaged for sightseeing, fun loving- a one end objective but has evolved as a multidimensional affair, ranging from economic to spiritual, culture to agriculture, history to architecture and so on. With different manifesting operatives, we get a comprehensive view of a particular discipline under review. And technology has been of considerable help in the micro management of the niceties of the different contents as well.

In the modern globalised world, tourism is a major bridge connecting different people having varied religious, social, economic, educational, political and cultural background. It is an important economic activity, which contributes significantly to the economy of the many countries. This is the single most important and largest sector contributing to economy of some countries. At the same, time it also creates millions of jobs directly and indirectly. It is not a new phenomena, it is a very old activity which has been prevalent in the prehistoric times as well. Prehistoric man could travel to new hunting grounds even in odd and extreme weather conditions. All this was possible because he made shelters and also tools for hunting (Bhatia, 2002). Gradually, with the evolution of civilizations, religious and cultural tourism started. Pilgrim tourism also got established in many parts of the world. Visiting places of pilgrimage has also been prevalent in India also since ancient times.

United Nations World Tourism Organization (UNWTO), the agency that deals with all issues related to international tourism, has defined tourism in a comprehensive way "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". With the passage of time, various forms of tourism have developed, namely, business tourism, medical tourism, sports tourism, rural tourism,

heritage tourism, cultural tourism, ethnic tourism, eco tourism etc. Amongst these, leisure tourism is comparatively a recent one. These types have led to the growth and development of many tourist places. So, with the passage of time tourism has become an established activity. There are large number of tourist attractions and destinations all over the world that include historical cities and monuments, natural sites, cultural and recreational centers and so on.

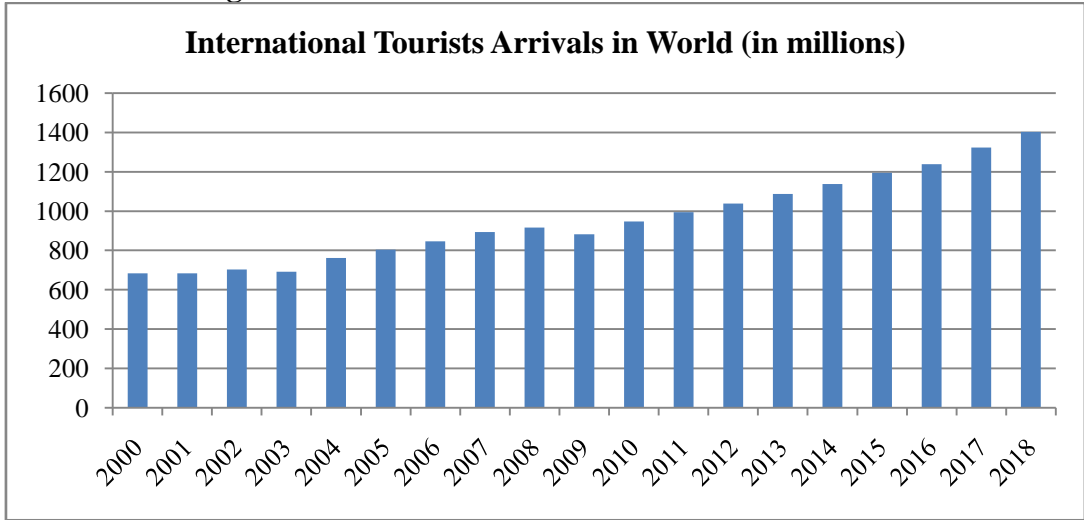
Table 1.1 International Tourist Arrivals in the World: 2000-2018

Year	Tourist Arrivals (in millions)	Percentage Change over the previous year
2000	683.3	--
2001	683.4	0.01
2002	703.2	2.89
2003	691.0	-1.73
2004	762.0	10.27
2005	803.4	5.43
2006	846.0	5.30
2007	894.0	5.67
2008	917.0	2.57
2009	883.0	-3.70
2010	948.0	7.36
2011	994.0	4.85
2012	1039.0	4.52
2013	1087.0	4.61
2014	1137.0	4.59
2015	1195.0	5.10
2016	1239.0	3.68
2017	1323.0	6.77
2018	1403.0	5.60

Source: i) United Nations World Tourism Organization Barometers for 2010, 2011, 2014, 2015, 2016, 2017, 2018 and 2019.

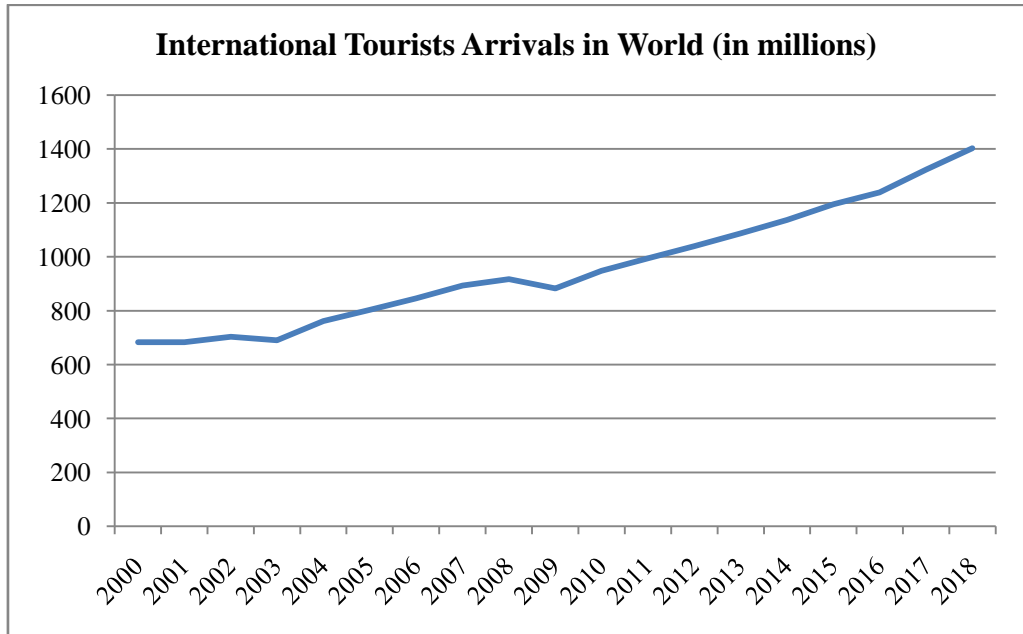
ii) Ministry of tourism, Government of India (2019).

Fig 1.1 International Tourist Arrivals in the World



Source: Derived from Table 1.1

Fig 1.2 International Tourist Arrivals in the World



Source: Derived from Table 1.1

Tourism is growing in a big way and the number of international tourists is on the rise. Statistics reveal that tourist arrivals in the world crossed one billion in the year 2012 for the first time. There were 1239 million, 1323 million and 1403 million tourist arrivals in the year 2016, 2017 and 2018 with a growth rate of 3.68, 6.77 and 5.60 percent respectively (Table 1.1). Thus, it has grown as an important industry worldwide. There have been only two years when decline in the number of tourists was registered. In 2003 and 2009 there was negative growth of tourist arrivals by 1.73 percent and 3.7 percent respectively (Table1.1). It could be attributed to American invasion on Iraq (2003) and global economic meltdown (2008-09) respectively.

Table 1.2 Foreign Tourist Arrivals (FTAs) in India: 2000-2018

Year	FTA in India (in million)	Percent change over the previous year	NRIs arrivals in India (in million)	Percent change over the previous year
2000	2.65	6.7	-	-
2001	2.54	-4.2	-	-
2002	2.38	-6.0	-	-
2003	2.73	14.3	-	-
2004	3.46	26.8	-	-
2005	3.92	13.3	-	-
2006	4.45	13.5	-	-
2007	5.08	14.3	-	-
2008	5.28	4.0	-	-
2009	5.17	-2.2	-	-
2010	5.78	11.8	-	-
2011	6.31	9.2	-	-
2012	6.58	4.3	-	-
2013	6.97	5.9	-	-
2014	7.68	10.2	5.43	-
2015	8.03	4.5	5.74	5.7
2016	8.80	9.7	6.22	8.5
2017	10.04	14	6.77	8.8
2018(P)	10.56	5.2	6.87	1.4

Source: i) Bureau of Immigration, Govt. of India. ii) Ministry of Tourism, Govt. of India, 2019.

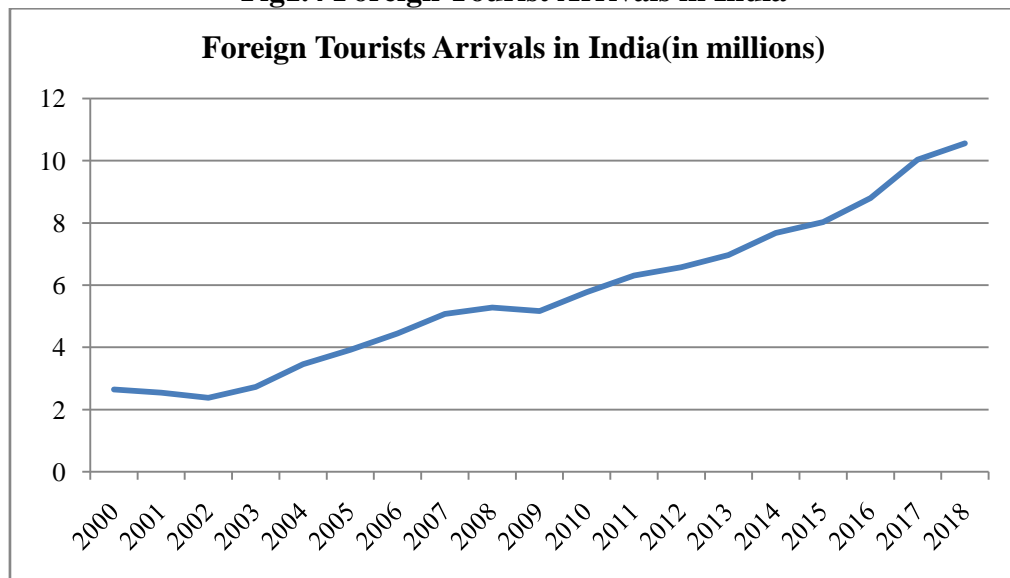
P- Provisional, figures updated in August, 2019.

Fig 1.3 Foreign Tourist Arrivals in India



Source: Derived from Table 1.2

Fig1.4 Foreign Tourist Arrivals in India



Source: Derived from Table 1.2

In India, foreign tourist arrivals stood at 2.65 and 5.78 millions in the year 2000 and 2010 respectively. By the year 2017, foreign tourist arrivals crossed 10 million mark (Table 1.2). Apart from international tourists, the volume of domestic tourism in India has been very high with more than one billion tourists (Ministry of Tourism, 2019).

1.2 Why do people travel? (Purpose of visits)

Since people visit places for various reasons, therefore the purpose determines the type of tourism. Various types of tourism have developed over the time viz. leisure & recreation tourism, pilgrim tourism, business tourism, sports tourism, medical tourism, adventure tourism, rural and ethnic tourism to name a few. In recent years travelling trend has increased and new forms of tourism activities are emerging. It has been observed that various forms of alternate tourism also generate employment opportunities and enhance income of the local people (Topcu, 2007).

1.3 Forms and Types of Tourism

People visit for various purposes according to their interests and preferences. Based on different motivation and purposes there can be different forms and types of tourism:

Mass tourism- It includes leisure tourism, visiting friends and relatives (VFR), cultural tourism, adventure tourism, sports, religious tourism, business tourism Meeting, Incentive, Convention Exposition (MICE), Health or medical tourism etc.

Alternate forms of tourism- Special Interest Tourism, Eco-tourism, Rural Tourism, Ethnic Tourism, Wildlife Tourism, Space Tourism etc. come under the category of alternate tourism (Roday, Biwal and Joshi, 2009).

1.4 Concept of Rural and Rurality

Generally all the places which are not urban are considered rural and to understand the definition of rural area, there is a need to study the definition of urban area (Census of India, 2011). It states that all the municipalities, cantonment board, notified area committees are urban areas. Besides these, all those places that satisfy following criteria are known as Census towns-

- i. Minimum population should be five thousand.
- ii. Density of population should be 400 persons per sq km.
- iii. At least 75 percent of the male working population should be engaged in non- agricultural activities.

Since the definition of urban varies from country to country, so the definition of rural does also vary and there is no universal generalized definition. Rural area has demographic, social and economic features which are different urban area. In USA, Economic Research Service has categorized non-metropolitan counties in three groups, namely, urbanized with population 20000 and above, less urbanized with population between 2501-19999 and rural with less than 2500 population (Ingram and Franco, 2012).

In India, definition of 'rural' as per Census of India (2001) is that all areas other than urban are rural. The basic unit for rural areas is the revenue village. As per Census 2011, there were 640,932 villages in India. Rural areas have certain socio-cultural, geographical, demographic and economic characteristics, which make them different from urban areas. Following characteristics of rural areas can be summarized:

1.4.1 Occupation- In all the countries, people are more or less engaged in primary occupation in rural areas. In India also, agriculture remains the principal occupation in villages. Thus, occupation in rural areas is predominantly agriculture and allied activities. The percentage of the people engaged in agriculture varies in different countries. In the developed countries the percentage of the people engaged in agriculture is low whereas it is high in developing countries. In India, also, the workforce engaged in agriculture is on the declining trend. Besides agriculture, cottage industry is also one of the major occupations of Indian villages (Government of India, 2011).

1.4.2 Homogenous Community- The population in rural areas is more homogenous than in the urban areas. In general, the people living in rural areas belong to two or three communities. In many cases, there is a single dominant community. On the other hand, there is heterogeneous community in urban areas (Mondal n.d.).

- 1.4.3 Small Size-** Geographical extent of village is much smaller as compared to urban area. The cities are continuously expanding and encroaching upon the rural areas and, thus, with the passage of time, rural areas near the cities are getting converted into urban ones.
- 1.4.4 Caste System-** There is a hierarchical order of castes in rural areas and social stratification is prevalent in the form of caste system in the villages. There are upper castes and lower castes. This is even reflected in geographical distribution of the houses in the form of social segregation (Anderson, 2012).
- 1.4.5 Low Density –** The density of population is low in rural areas as compared to urban areas. As per census definition of an urban area, the density of population should be minimum 400 persons per square kilometer in urban area. But actually it is very high in most of the urban areas whereas on the other hand, density of population is low in rural areas.
- 1.4.6 Traditional Society-** The society in rural areas is comparatively traditional with joint family system. The traditional rituals and customs are still prevalent amongst rural communities.
- 1.4.7 Simple Economy-** In rural areas, economy is simple as compared to urban areas. Though, primarily, it is related to primary occupations but it is changing gradually. The share of primary sector is decreasing now and rural industrial sector is increasing (Chand, Shrivastava and Singh, 2017).

1.5 Geography and Tourism

Study of tourism is an interdisciplinary subject and is linked to history, geography, economics, management, economics, sociology, environmental studies and many more disciplines (Tchetchik, Fleischer & Finkelshtain, 2006). However, tourism has been the direct subject of geographical studies and has been important field of applied human geography and social science (Hall, 2009). Tourism and space are inseparable concepts and the emergence and development of tourism is associated with geographic area and its attributes (Stetic, 2012).

So, it is quite evident that geographical perspective is an integral part of tourism studies and research.

1.5.1 Tourism as a Multidisciplinary Subject – Tourism, as we know, is an economic activity and has grown tremendously in the last fifty years. It is a multidisciplinary subject studied in geography, economics, history, archaeology, management, sociology, environment studies etc.

1.5.2 Spatial Analysis- Geography is a spatial science and is concerned with spatial and landscape perspective. Every activity takes place on space; so does tourism. Spatial study of tourist destinations is an important aspect and many geographers have studied it the world over. So, geography plays an important role in it. Places of attraction like mountains, valleys, beaches, islands, deserts, waterfalls, rivers and mapping of tourist destinations, all come under the domain of geography. Itinerary cannot be prepared without the knowledge of geography.

1.5.3 Agricultural Geography- Any kind of crop requires certain conditions and is grown in a particular geographical setting. Agriculture is very significant and studied in agricultural geography, which is a very important branch of human geography. A geographer studies the spatial pattern of agriculture. With industrialization and growth of tertiary sector, the share of agriculture in economy is declining. Agricultural scientists try to suggest ways to save agriculture. One such way to save rural economy is to link agriculture with tourism.

1.5.4 Rural Geography-The area which is not urban is called rural area. Rural geography focuses on the spatiality of rural life and environment. Rural landscape and geographical resources of rural areas are the products for rural tourism and form its basis. It is this rural setting that provides the base for rural tourism.

1.5.5 Environmental Geography- Excessive cultivation has adversely affected the environment and studying environmental degradation is the subject matter of environmental geography. To reduce over dependence on agriculture, there is

urgent need to diversify agriculture, which will also reduce the ill effects of agriculture and save the environment.

1.5.6 Planning- A geographer is ultimately concerned with planning. Town and country planning as well as regional planning have spatial dimension. So, tourism planning is intricately linked with geographical studies as well.

1.5.7 Tourism Geography- Tourism geography itself is an established branch of geography which studies travel and tourism as a geographic, economic, social and cultural activity. Thus, tourism geography is the study of travel and tourism as an industry and also as a social and cultural activity (Garg, 2009).

1.6 Concept of Rural Tourism

Tourists experience a rural lifestyle and participate in cultural and other activities. “The term rural tourism is normally used when rural culture is a key component of the product on offer. The distinguishing feature of the tourism products in rural tourism is the wish to give visitors a personalized contact a taste of the physical and human environment of the countryside and, as far as possible, allow them to participate in the activities, traditions and life styles of local people.”(Cabrini, 2004). Rural tourism creates experiences for tourist who enjoys locations that are sparsely populated. Generally it is in natural environment, and meshes with seasonality and local events. It also leads to preservation of culture, heritage and traditions (Yavana, 2013). Tourism activity in rural areas is heterogeneous (Polo & Frias, 2010). Thus tourists enjoy authentic local culture in rural setting and also participate in various activities. It is found that rural setting and landscape is fundamental and necessary element in rural tourism.

Ministry of Tourism, Government of India defined rural tourism as any form of tourism that showcases the rural life, art, culture and heritage at rural locations and thereby benefitting the local community economically and socially. It also enables interaction between the tourists and the locals for a more enriching tourism experience. Organization of Economic Co-operation and Development (OECD) defined rural tourism as tourism taking place in the countryside (OECD, 1994).

So, tourists visit rural areas to experience the culture and rural life of the destination. There is interaction between guest and the host and they share and experience culture, traits, rituals and customs of each other. This becomes an enriching experience for both of them, and thus help in preserving and promoting culture.

1.6.1 Place of Rural Tourism in Tourism

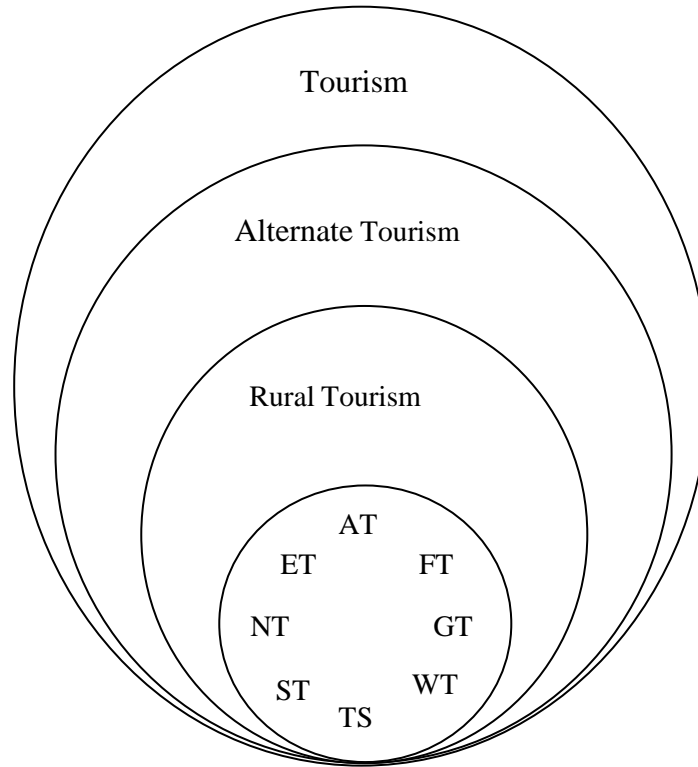
There are various types and forms of tourism depending upon the movement of the tourists and purpose of their visit. Rural tourism actually finds its place in the alternate forms of tourism as opposed to mass tourism. It may also be called as agro-rural tourism that includes both agri-tourism and rural tourism.

The diagram (Fig. 1.5) depicts that rural tourism lies in alternate forms of tourism and is different from mass tourism. It may include ethnic tourism, wine tourism, cultural tourism, nature tourism, sports tourism etc. Thus, even within rural tourism, people may have different interests and preferences.

1.7 Forms of Rural Tourism

Rural tourism comes under the category of an alternate tourism also known as ‘special interest tourism’. There is a diversity of attractions which are offered by rural areas like agri-tourism, heritage tourism and nature based eco tourism and so on (Irshad, 2010). There are many new forms of rural tourism like agri-tourism or agro-tourism, green tourism, farm tourism and so on (Hall and Page, 2002). After going through the literature following types of rural tourism can be discussed:

Fig. 1.5 Forms of Rural Tourism



AT- Agri-Tourism FT- Farm Tourism GT- Green Tourism WT-Wine Tourism
TS- Tourism Stays ST- Sports Tourism NT- Nature Tourism ET- Ethno-Tourism

Source: Derived from Literature Review and prepared by the researcher.

1.7.1 Agri-Tourism- This is quite common and very popular form of rural tourism all over the world. In agri-tourism, tourists visit farm, participate in farming activities and stay at farm. It is educational in nature and the visitors learn farming techniques and get involved in it. They also participate in agriculture related festivals.

1.7.2 Farm Tourism- This is also a very common form of rural tourism in which, along with accommodation service, farmers sell their produce. Polo & Frias (2010) explained that farm tourism indicates lodging on a cereal, vegetable or animal farm. Thus, farmers combine lodging facility with retail of their produce. Tourists visit the farm house and experience farm based rural activities. This has multiplier effect on the economy of the village because people from the villages are also employed and they use locally produced

material as well. Thus, it involves the sale of farm products and it is also aimed at providing experience of farm based rural life to the visitors.

1.7.3 Eco-tourism (Nature based Tourism) - When tourists visit rural areas for the purpose of natural beauty that may include even plant and animal life. Tourists simply observe and enjoy nature, where many times they participate in various activities and thus, they act as active tourists. Green tourism is also used synonymously with eco-tourism and sustainable tourism, where the emphasis is laid on conserving the resources and green initiatives. This term is basically applied to environment oriented rural tourism (Kamra and Chand, 2007). This term is also popular in hospitality industry.

1.7.4 Heritage Tourism- When the tourists visit to see the historical sites and monuments, it is known as heritage tourism. Sometimes, it is also referred to as cultural heritage tourism. In this way tourist experience the events and places of heritage importance (Irshad, 2010).

1.7.5 Wine, Beer and Brewery Tourism- Though wine and beer are part of culinary tourism, they can be considered as a sub-category. There are many boutique breweries in USA and Europe. These are located in rural areas and used to promote rural tourism there (Alison and Kline, 2015).

1.7.6 Tourism Stays- Rural Home Stays are private houses in rural areas within a farm house or some orchard etc. These are registered home stays and provide accommodation to the tourists along with food. In Kerala, 'home stays' are available in rural areas. Assam also started home stay scheme to tap the potential of rural tourism in the state. The scheme 'Aamaar-Aalohi (Our Guest) - Rural Home Stay Scheme' launched recently will provide authentic tourism experience to the tourists with flavor of local cuisine by staying with Assamese families (Indian Express, 2017). Similar scheme has also been launched by Andhra Pradesh Tourism Development Corporation.

1.7.7 Sports Tourism- It refers to the tourism in which visitors travel to rural areas for recreation purpose. There are places in rural area where sports events are organized. It may be some rural or traditional games. Various rural games that

are quite popular in India are Kabaddi, Wrestling and Bullock Cart Race etc. Kila Raipur, a village in Ludhiana is popular for rural games where a sports event called Rural Olympics is organized every year. Similarly JalliKattu a bull fight is very popular in Tamil Nadu (India).

1.7.8 Ethno-Tourism- It is also known as ethnic tourism in which tourists experience lifestyle of different communities. Tourists live like them and try to have a deep understanding of them. This form of tourism can also be put in the category of cultural tourism. In India, there are many tribal groups who are having traditional lifestyle. Some keen tourists visit such areas for the purpose of education and research.

1.8 Rural and Agri-Tourism

Agri-tourism is a sub-category of tourism referring to the practice of tourism in the rural area together with agricultural activities. It is a style of vacation on farms and may include the opportunity to involve in farming operations during the visit (Bouckova, 2008). Oklahoma Agri-tourism (2011), defined rural tourism as attracting the people to a working farm or ranch to purchase farm products, learn, for fun or relaxation.

The Kentucky Agritourism defined agri-tourism as the act of visiting a working farm for enjoyment, education or participating in the farming operation or activities (Mcbryde, 2013). American Farm Bureau Federation defined agri-tourism as an enterprise at a working farm or ranch for the enjoyment of visitors and that also generated income for the owner (Ryan, Debord and McClellan, 2006).

So, in agri-tourism, tourists get involved in different agricultural activities and participate in various farming operations. There is not much difference between the two, as both are essentially based in rural set up. Rural tourism is a holistic term and agri-tourism as part of it. In agri-tourism, visitors are shown farming operations and they also get involved and participate in such agricultural operations. Sometimes, it may involve a specialised crop of the region. Rural tourism is an activity which takes place in the countryside. Actually, it is multi-faceted activity and may include farm tourism, agri-tourism, cultural tourism, nature based adventure tourism and eco-

tourism (Oklahoma Agritourism, 2011). Rural tourism not only comprises farm tourism or agri-tourism but also activities related to vacations in natural environment, trips to rural areas, events, festivals, outdoor recreation, sale of products etc. (Darau, Corneliu, Brad and Avram, 2010).

Thus every form of tourism that takes place in rural areas comes under the domain of rural tourism. It is a wider concept and is one of the forms of rural tourism leading to many other forms like farm tourism, green tourism, nature tourism etc.

1.9 Rural Tourism Resources and Products

The rural tourism and agri-tourism product is complex and is the result of some particular interactions between rural space, people who live on this space and the local specific products (Silvia, 2008). Rural tourism is a combination of various elements. Sharpley (2000) describes rural tourism as tourism in which tourists enjoy with peace, relaxation, inspiration, local culture and experience. There is a variety of resources that can be used in rural tourism activities.

1.9.1 Cultural Resource-Culture is a very significant resource of rural areas, as every rural area has some unique cultural feature to be showcased. Folk ways, folk tales, folk songs, folk dances, folk music, all have the potential to be developed into tourism product. The traditional living of the rural folk itself can be a treat to watch. Every region has some festivals, which are celebrated there and these may be religious, cultural or any other. Some rural areas may have some cultural monuments, like museum, theatre and places important from the point of view of the cultural history. There are some tourists who have some specific taste for experiencing tribal and ethnic culture.

1.9.2 Religious Places and Events - Religion is very important in the life of people and is a great pull factor. Each religion has certain places to worship like Temples for Hindus, Gurudwaras for Sikhs, Mosques for Muslims, Churches for Christians, Fire Temples for Zoroastrians (Parsis), Synagogues for Jews etc. There are other places which have religious importance like Majars of Sufi Saints, Deras (Places associated with some religious sect) etc. Similarly,

religious events and festivals like Dushehra, Rath Yatra are such events which attract large number of tourists.

1.9.3 Historical Resource- This is one of the strong attractions for the tourists as large number of tourists visit places of historical importance, where they see historical monuments. These can also be called as heritage places. Forts, palaces, tombs, monuments, places associated with battles, famous historical personalities and other historical events are visited by tourists.

1.9.4 Natural Resources-There is a wide range of nature based resources, that are visited by tourists the world over. It ranges from water bodies like rivers, lakes, waterfalls, wetlands to relief features like hills, valleys, desert etc. Forest areas, scenic beauty, wildlife sanctuaries, national parks, biosphere reserves are other resources being used as tourism products.

1.9.5 Handicrafts- Various forms of arts and crafts are other important elements, which are very popular in tourism. Places known for weaving, embroidery, metal works, woodcraft, terracotta, glassware articles, handloom etc. are also promoted as tourist centers.

1.9.6 Sports Events- In India, bullock cart race, tractor race, kabaddi, wrestling, tug of war are some of the games that are popular in rural areas. There are many forms of martial arts like Kalaripayattu in Kerala and Gatka in Punjab. Traditional event of Jallikattu organized in Tamil Nadu has a rural background. So, these sports events are to be promoted as they have potential of attracting large numbers of spectators.

1.9.7 Specialized Crop- There are certain areas which specialize in growing certain crops like grapevine, kinnow (a variety of citrus fruit). Similarly, orchard of a particular fruit crop like Apple in Himachal, Litchi near Dehradun, Kiwi in Himalayan region of Arunachal Pradesh, Himachal and Kashmir, Tea gardens of Assam, West Bengal and Himachal are important in this regard. Exotic varieties of vegetables like Broccoli, mushroom are other special crops. Visits to specialized crop areas are more of educational trips.

1.9.8 Rural Environment- Quiet and peaceful environment of rural areas itself is a resource. Away from the hustle-bustle of urban areas, rural landscape provides the perfect condition for relaxation to the people living in urban area. Tourist wants respite from the busy and stressful life.

1.10 Activities in Rural Tourism

Rural tourism encompasses a wide range of activities, both natural and manmade attractions, amenities and facilities, transportation etc. (Eruera, 2008). Tourists visit rural areas to have experience of rural life. Besides observing the things, they also participate in many activities, which are specially arranged for them.

Rural tourism related activities have been regarded as tools for rural development. Thus, there are multiple activities and rural tourism should be considered as complex multifaceted activities which contribute to the growth of other activities and improve the quality of life of people in rural areas (Naghiu, Vazquez and Georgiev 2005). Agri-tourism includes agriculture based activity in a rural setting. In this type of tourism, tourists actually indulge themselves in farming activities. They get first hand experience of various farm based activities. Some of the activities in practice are U pick/U cut operations, horseback riding, agricultural fairs and festivals, garden and nursery tours, agricultural crafts and exhibits etc. (Ryan and Hayes, 2009).

There are other activities which tourist can participate in and enjoy, as Trukhachev (2015) opines, rural tourism includes accommodation in rural areas as well as a wide range of recreational activities. So, there is a long list of activities for the tourists that are offered by the service providers. The variety of activities in rural tourism depends upon the geographical location, climatic conditions, culture and season. Following activities can be summarized:

- i. Angling
- ii. Art and craft activity
- iii. Animal rides
- iv. Bicycling
- v. Bird watching
- vi. Cooking

- vii. Dance and Music
- viii. Fairs and festivals
- ix. Farm Tour
- x. Hiking and Trekking
- xi. Milking
- xii. Participation in farming and harvesting
- xiii. Participation in customs and rituals
- xiv. Picking fruits or vegetables
- xv. Pottery
- xvi. Rock Climbing
- xvii. Rural games
- xviii. Tractor Ride
- xix. Weaving

1.11 Potential of Rural Tourism

It is difficult to quantify the exact potential of rural tourism. But it can be said with certainty that rural tourism has a great potential and is growing continuously. In India also, there has been a significant growth in rural tourism. With growing awareness, knowledge and interest in culture & heritage, better accessibility, rural tourism seems quite promising. These rural destinations have a competitive edge as rural tourism services are offered at reasonable prices. New companies are coming up which are investing in such enterprises and offer rural tourism services. Rural Tourism Network Enterprise (RTNE) is one such venture that offers rural travel experience at reasonable price (Kharagpur Consulting Group, 2010). The potential of rural tourism varies from place to place, depending upon the resources available, their development to be offered as tourism product to tourists (Trukhachev, 2015). Thus rural areas have so many things to offer.

With growing urbanization and industrialization, life in the city has become stressful. People want break from their monotonous routine and are interested in traditional life, folk ways, art and craft, traditional food. They are in search of relaxation and want to enjoy nature. Rural areas can provide them a respite from their busy and hectic life. In

the west, it was observed in the form of urban to rural migration, but it is not possible for all to migrate.

1.12 Approaches to Rural Tourism

There are various approaches to rural tourism development as discussed by Ivolga and Erokhin (2013), Ivolga (2014) and Trukhachev (2015). Following approaches can be identified:

1.12.1 Territorial Approach- People from urban area or rural area of one region visit and stay in rural areas of other region; they actually move from one geographical territory to another. They stay there, experience the rural life and enjoy their culture. Thus, there is change of geographical territory. However, it is not only the accommodation on farms, there are so many other things involved in it. Such territorial approach to rural tourism actually restricts the sustainable development and also it does not correspond to the demands of local communities in rural areas (Ivolga and Erokhin, 2013).

1.12.2 Cultural Development Approach- This form of tourism also offers culture of that particular region and in fact this is the single most important element in rural tourism. In this way, rural tourism also helps in preserving and promoting cultural identity of a region.

1.12.3 Sustainable Rural Development- Rural tourism is referred to as environment oriented tourist product in domestic as well as international tourist market. At the same time, it is a tool for sustainable rural development (Ivolga, 2014). In this, the focus is on enjoyment in natural setting and hence tourists value environment. Rural areas are developed for tourism in a sustainable manner. Thus, this is nature based rural tourism which helps in preserving nature and leads to sustainable rural development.

1.12.4 Complex Tourist Product- In rural tourism there is a variety of elements which are offered to the tourists. Thus, rural tourism is based on travel to rural areas in which accommodation, food, excursion, entertainment and many other activities are offered, in which tourists participate. Thus, it encompasses nature, culture and economy of the region (Ivolga, 2014).

1.12.5 Community Based Tourism- Rural tourism is based on the local community as it is very essential. We cannot think of rural tourism without the participation and active involvement of local people. Role of community is very important in the development and growth of rural tourism. Thus community here acts as an agent of development and promotion of rural tourism. The site itself is in rural area with community ownership and they are also required for offering authentic traditional culture. Thus, the community life, their culture and traditional way of living itself becomes the theme and product which tourists like to experience.

1.12.6 Integrated Approach- Rural tourism is a combination of various elements and all of these have to be developed for the successful rural tourism venture. Though, every element is important, but, the relative importance of these elements may vary from place to place. So, rural tourism is integrated in natural, economic, social, cultural, ecological, local structure and human resources of the region (Trukhachev, 2015). The role of various stakeholders can't be ignored as rural tourism development requires their networking and their constant efforts (Aylward, 2009).

1.12.7 The Governmental Approach- Rural tourism is an economic activity and is a part of the service industry. Policy in terms of tax rebate, infrastructure development, promotion and clearing of the project is needed for this. There has to be a favourable policy, which is the subject matter of the government. So, there cannot be any growth and development of rural tourism without the support of the government.

1.13 Impacts of Rural Tourism

Tourism, as an activity, has both positive and negative impact, on social, economic, cultural and environmental aspects of the region. Rural tourism leads to the overall development of the region and, thus, acts as the tool for regional development as Sharpley (2000) opined that rural tourism is like a catalyst for the socio economic development of the region. Rural tourism is a tool for the development of rural areas. (Macdonald and Jolliffe, 2003). It tries to minimize the regional imbalance and is a major redistributor of resources within the domestic sector with substantial multiplier

effects (Coomber and Lim, 2004). There has been decline in agricultural production and in the living standards of people in rural areas. So, a need was felt to pursue supplementary revenues in the areas related to agriculture (Awan, Saeed and Zhuang, 2016). Rural tourism is a good alternate and can supplement income to the farmers. It can be considered as a potentially good product in promoting the country as well as getting the community involved in the travel industry (Amir, Ghapar, Jamal & Ahmad, 2015). There are economic, cultural and social benefits of developing rural tourism (Tsephe and Obono, 2013) and can be summarized as follows-

1.13.1 Economic Impacts- Most important impact is the economic impact, as it affects the overall economic development of the region. It provides employment to the local people and they are employed in their own village (Kandel, 2011). It generates direct and indirect jobs for outsiders as well. It also controls outmigration as the natives are absorbed and retained in their own villages. It is a good source of income for the locals, when locally available material is used in rural tourism property. They need not move out to sell their produce. Infrastructure is also developed for rural tourism. It is also a source of revenue generation for the government but in the initial stage tax rebate can be given to promote this form of tourism. Thus in rural tourism major economic benefits are received by the locals.

1.13.2 Social Impacts- Infrastructure and other civic amenities which are basically created and provided for tourism are also used by local community. There is an interaction between tourists and locals. This creates better understanding and they learn from each other. Tourists observe the social values and try to imbibe them as well. The rural tourism also helps in controlling the outmigration. When the job opportunities are available in the village itself then there is no need to migrate to urban areas in search of job. On the other hand it also has some negative effects on the rural society.

1.13.3 Cultural Impacts- In rural tourism, local culture is an important product and this helps in preserving and promoting culture. Display of local traditional customs and rituals helps in its promotion, which, otherwise, could have become extinct. Thus, the preservation of cultural heritage is one of the

benefits of rural tourism. But sometimes it has a negative impact on culture. Modern city dwellers and foreign tourists may encroach into the traditional life of rural people and harm their culture. This can be called cultural invasion which alters language and even customs. Local people may get influenced by foreign culture. But in general, it is an enriching experience when people of two different cultural backgrounds meet each other.

1.13.4 Environmental Impacts- Generally, it is believed that there is a negative impact of tourism on the environment which, to some extent, is true. With regard to rural areas, an excessive tourism activity may affect the rural landscape. But, on the positive side, there is awareness about environment also and efforts are made to mitigate the negative environmental impacts.

1.14 Rural Tourism in India

India is an agrarian society and there are 640932 villages, out of which 597608 villages are inhabited, where 68.8 percent of the total population of the country lives and 54.6 percent of its population is engaged in agriculture either as cultivators or agricultural labourers (Government of India, 2011). There is a diversity of relief and climatic conditions and a variety of crops are grown in different parts of the country. Agricultural operations are carried out all the year round because of diversity in agricultural seasons. With changing economy, the contribution of agriculture to the Gross Value Added (GVA) is declining gradually and it was found to be only 14.4 percent in the year 2018-19 (Economic Survey, 2018-19). This clearly indicates that secondary and tertiary sectors are significant contributors to the economy and are continuously growing.

In India, rural tourism is comparatively a new concept and more and more people are interested in visiting rural regions and experiencing their life. Demand for this type of tourism mainly comes from the foreign tourists and from urbanites. Inter-state tourists provide a big market, even if they have rural background. It is because they want to experience and enjoy the culture of other states as well. It is the villages and their resources which form the basis of supply for rural tourism. It provides all kinds of natural and manmade resources that include landscape, water bodies, culture, folkways, music, dances, cuisines and other activities specially created to cater to the

needs of the tourists are grouped in manmade resources. With a long history and variety of cultures, India provides an excellent opportunity to develop rural tourism. There is no dearth of supply of resources and products, which are required for rural tourism. India has a rich natural and cultural diversity which forms a strong base for developing rural tourism.

1.14.1 Growth and Development- In India, formal initiation of this form of tourism can be traced back to 2001, when FICCI organized an International Conference and Exhibition on Rural Tourism in Udaipur. National Tourism Policy 2002 was announced by Ministry of Tourism and it emphasized to promote village oriented rural tourism which resulted in 'Endogenous Tourism Project' between United Nations Development Programme and the Ministry of Tourism, Government of India. The main objectives of this initiative were to build capacity at local level, to experiment with location specific models of community and tourism enterprise, building strong community-private partnership, supporting innovative and promising rural tourism initiatives which provided inputs to national and state tourism policy (Ministry of Tourism, Government of India, 2008).

Rajasthan and Kerala were the pioneers to start and promote rural tourism in India. There were collaboration between Ministry of Tourism & Culture, Ministry of Rural Development, FICCI and other agencies to develop and promote rural tourism. Funds were allocated for building infrastructure and developing facilities. The areas near sites were improved by constructing roads, sewerage, putting public lighting, signage, restoring and renovating monuments ((Ministry of Tourism, Government of India, 2008).

In India, Endogenous Tourism Project-Rural Tourism Scheme was started in 2003 under the aegis of Ministry of Tourism and United Nations Development Programme. It was started at thirty six sites with the main objective of providing sustainable livelihoods to the natives, but it also aimed at other aspects as well ranging between gender equality, women empowerment, sustainable environment and cultural sensitivity. These projects were initiated

for overall rural development (Ministry of Tourism, Government of India, 2008).

1.14.2 Rural Tourism Sites in India- Rural Tourism Scheme was started with the objective of exhibiting rural life, art, culture and heritage in rural areas. Under this scheme, emphasis was laid on promoting village-based rural tourism to benefit the rural community socially and economically. States and UTs were asked to identify the villages with potential of rural tourism. They were required to send the proposals to the ministry. Each selected project could get grant up to fifty lac rupees. Village level councils were formed to develop the sites. These councils provided platform where local people could participate and interact for implementation of the scheme in the village. Rural tourism projects were started by the government and this included thirty six sites which were supported by United Nations Development Programme (UNDP) for capacity building. 'Explore Rural India' campaign by Ministry of Tourism was started as a sub brand of 'Incredible India' campaign (Ministry of Tourism, Government of India, 2011).

Following is the list of rural tourism sites identified by the Ministry of Tourism, Government of India as on 31st March 2011. These sites were selected on the basis of their potential with some specific tourism product/element, which was Unique Selling Proposition (USP) of respective sites.

Table1.3 Rural Tourism Sites in India and their USPs (2011)

States	Sr. No.	Name of the Village (District)	Unique Selling Proposition (USP)
Andhra Pradesh	1.	Konaseema (East Godavari)	Eco-tourism
	2.	Puttaparthi (Anantapur)	Culture (spiritual life)
	3.	Chinchinada (East Godavari)	Eco-tourism
	4.	Sri Kala Hasti (Chittoor)	Kalamkari work
	5.	Etikoppaka(Vishapatnam)	Woodkraft
	6.	Dharmavaram(Anantapur)	Handloom and Craft
	7.	Kuchipudi(Krishna)	Culture and Dance form
Arunachal Pradesh	8.	Rengo (East Siang)	Culture and Bamboo cane handicraft
	9.	Ligu Upper (Subansiri)	Culture
	10.	Ego-Nikte(West Siang)	Culture
	11.	Namong(Changlang)	Culture
Assam	12.	Deke(West Siang)	Ethnic Tribal culture
	13.	Durgapur(Golaghat)	Bamboo craft and Cuisine
	14.	Dehing-Patkai Kshetra (Tinsukhia)	Culture and ecotourism
	15.	Sualkuchi(Kamrup)	Patta and Moga silk weaving
Bihar	16.	Asharkandi (Dhubri)	Terracota craft
	17.	Nepura(Nalanda)	Tusser silk weaving
Chattisgarh	18.	Chitrakote(Bastar)-I	Chitrakote waterfall
	19.	Chitrakote(Bastar)-II	Chitrakote waterfall
	20.	Nagarnar(Bastar)	Bell metal/ terracotta
	21.	Kondagaon(Bastar)	Bell metal/ terracotta
	22.	Mana-Tuta(Raipur)	Adventure tourism
	23.	Chulpi(Kabirdham)	Silk weaving and Baiga tribe culture
	24.	Odh(Raipur)	Terracotta
Delhi	25.	Kotla Mubarakpur (New Delhi)	Historical sites
	26.	Nangli, Razapur (South Delhi)	Historical sites
Gujarat	27.	Heritage Village at Tera (Kutch)	Heritage
	28.	Hodka(Kutch)	Mirror work/ embroidery
	29.	Navagaon and Malegaon(Dang)	Culture and Ecotourism
	30.	Nageshwar, (Jamnagar)	Mirror work and Heritage
	31.	Dandi Village(Navsari)	Mahatma gandhi heritage
Haryana	32.	Jyotisar(Kurukshetra)	Dari weaving
Himachal Pradesh	33.	Nagar(Kullu)	Topi and shawl weaving
	34.	Paragpur (Kangra)	Himachal heritage
	35.	Baroh(Kangra)	Gurukul culture
Jammu and Kashmir	36.	Drung (Baramula)	Adventure
	37.	Surinsar (Jammu)	Adventure (trekking)
	38.	Gagangir (Srinagar)	Adventure

	39.	Pahalgam (Anantnag)	Pilgrimage
	40.	Jheri (Jammu)	Adventure
	41.	Akingaam (Anantnag)	Culture (folk dance bhand pathar)
	42.	Vasknag	Adventure
	43.	Dori Degair (Jammu)	Culture
	44.	Watlab(Baramula)	Adevnture(water sports)
	45.	Agar Jitto (Udhampur)	Culture and Craft
	46.	Chahel and Sahakote(Baramula)	Gaba saji craft
	47.	Manasbal (Srinagar)	Carpet weaving
	48.	Rafiabad (Baramula)	Craft
	49.	Nowgam(Anantnag)	Culture
	50.	Shar-shali (Pulwama)	Culture
	51.	Tegar Semor (Leh)	Handloom and Craft
	52.	Marwari Karool (Doda)	Pilgrimage
	53.	Wader Wader Bala (Kupwara)	Culture
	54.	Bhawani(Mangla Mata-Rajouri)	Culture
	55.	Naranag (Gandherbal)	Culture and craft
	56.	Hirpora (Sophian)	Adventur- trekking
	57.	Dandmoh(Baramula)	Kangri and basket making and carpet weaving
	58.	Gohan(Baramula)	Pilgrimage
	59.	Litter(Pulwama)	Pilgrimage
	60.	Khag(Budgam)	Adventure
Jharkhand	61.	Amadubi (Singhbhum)	Art” Pyatkar” painting
	62.	Deuridih (Saraikela Kharsawan)	Chhau dance
Karnatka	63.	Kokkare Bellur(Bellur)	Eco-tourism
	64.	Attiveri Bird Sanctuarn (Uttar Kannada)	Eco-tourism
	65.	Banavasi (Uttar Kannada)	Wood carving and Musical instruments
	66.	Anegundi(Koppal)	Banana fibre craft
	67.	Coorg (Kodagu)	Coffee plantation
Kerala	68.	Kumbalangi(Ernakulam)	Ethnic Cuisine and traditional boat carpentry
	69.	Arnamula(Pathanamthitta)	Mural painting
	70.	Balrampur (Thiruvananthapuram)	Weaving of Traditional Sarees
	71.	Kalady (Ernakulam)	Spices
	72.	Anakkara(Idukki)	Spices
	73.	Clappana (Kollam)	Fishing
Madhya Pradesh	74.	Chaugan (Mandla)	Lantana craft
	75.	Pranpur (Ashoknagar)	Chanderi sarees
	76.	Orchha (Tikamgarh)	Historical and Adventure
	77.	Amla (Ujjain)	Historical sites
	78.	Devpur (Vidisha)	Spiritual heritage

	79.	Seondhia (Datia)	Wood and stone craft
	80.	Budhni (Sehore)	Historical, spiritual and wood craft
Maharashtra	81.	Sulibhanjan-Khulatabad (Aurangabad)	Sufi tradition and culture
	82.	Morachi Chincholi (Pune)	Farming
Manipur	83.	Khogion (Thoubal)	Manipur dance
	84.	Noney (Tamenglong)	Manipur dance
	85.	Andro (East Imphal)	Bamboo craft
	86.	Liyai (Senapati)	Ethnic culture
Meghalaya	87.	Lalong (Jaintia Hills)	Adventure
	88.	Sasatgre (West Garo Hills)	Bamboo craft
	89.	Mawlynnong (East Khasi Hills)	Eco-tourism
Mizoram	90.	Thenzawl (Serchhip)	Handloom weaving and ethnic culture
Nagaland	91.	Mopunchupket (Mokokchung)	Shawl weaving
	92.	Avachekha (Zunheboto)	Tribal culture
	93.	Changtongia (Mokokchung)	Tribal culture
	94.	Leshumi (Phek)	Tribal culture and adventure
	95.	Thetsumi (Phek)	Tribal culture
	96.	Kuki Dulong (Dimapur)	Tribal culture
	97.	Longsa (Mokokchung)	Tribal culture
	98.	Mitikhru (Phek)	Art and craft, Handloom
	99.	Chungli (Tuensang)	Historical and Tribal culture
	100.	Longjam (Zunheboto)	Craft/ handloom/ culture
	101.	Sheha old (Zunheboto)	Adventure, trekking and bird watching
	102.	Longidang (Wokha)	Woodcraft and carving
Odisha	103.	Raghurajpur (Puri)	Stone craft and Pattachitra
	104.	Pipli (Puri)	Applique work
	105.	Khiching (Mayurbhanj)	Folk Music and Clorite Stone Carving
	106.	Barpali (Bargarh)	Sambalpuri sarees
	107.	Hirapur (Khurda)	Historical sites
	108.	Padmanavpur (Ganjam)	Puppet and Tiger dance, textile weaving
	109.	Deuljhari (Angul)	Spiritual
	110.	Gurukul of Konark Natya Mandal	Gurukul
Puduchery	111.	Alankuppam	Craft
Punjab	112.	Boothgarh (Hoshiarpur)	Woodcraft
	113.	Raja Sansi (Amritsar)	Carpet weaving
	114.	Chamkaur Sahib (Rupnagar)	Religious and Historical
	115.	Jainti Majri (SAS Nagar)	Religious and Spiritual
	116.	Chhat (SAS Nagar)	Eco-tourism
Rajasthan	117.	Neemrana (Alwar)	Historical
	118.	Samode (Jaipur)	Lac work, painting,

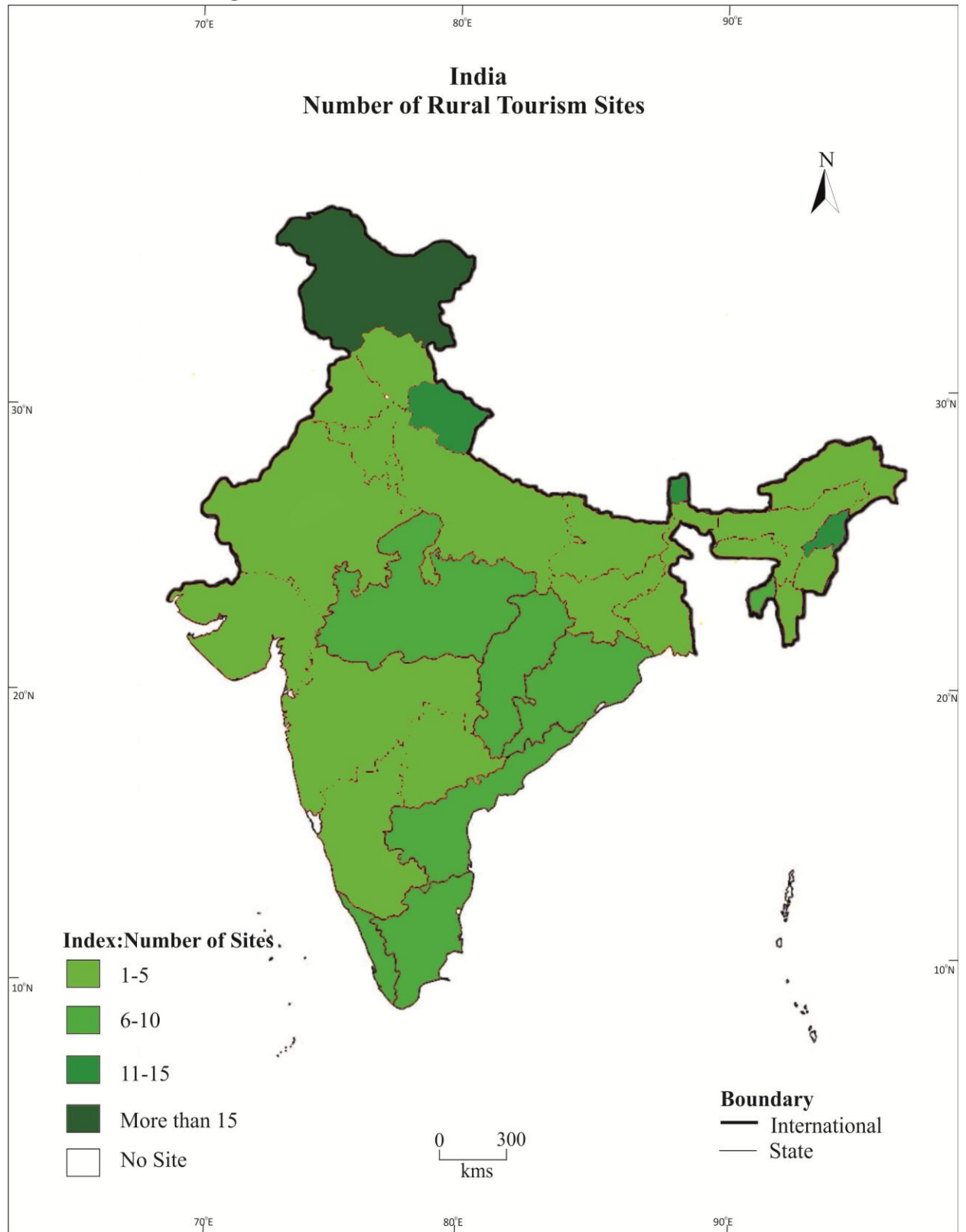
			gemstone painting.
	119.	Haldighati(Rajsamand)	Historical
Sikkim	120.	Lachen (North Sikkim)	Rugs and carpets
	121.	Chumbung (West Sikkim)	Eco-tourism (Homestay)
	122.	Tingchim (West Sikkim)	Trekking and bird watching
	123.	Maniram Bhanjgyang (West Sikkim)	Culture
	124.	Village Rong (South District)	Culture
	125.	Jaubari (South Sikkim)	Adventure and eco-tourism
	126.	Tumin(East Sikkim)	Culture
	127.	Srijunga Martam (West Sikkim)	Culture
	128.	Darap(West Sikkim)	Eco-tourism
	129.	Pastenga Gaucharan (East Sikkim)	Culture and ethnic Lifestyle
	130.	Pendam Gadi Budang (East Sikkim)	Culture
Tamil Nadu	131.	Kazhugumalai (Thoothukudi)	Spiritual and pottery making
	132.	Theerthamalai(Dharmapuri)	Historical
	133.	Karaikudi, Chettinadu (Sivaganga)	Palm leave baskets, Gold Jewellery
	134.	Devipattinam Navbhashnam (Ramnathpuram)	Stone carving
	135.	Thirukurungudi (Tirunelveli)	Historical sites
	136.	Thiruppudaimaurthur (Tirunelveli)	Historical sites
	137.	Kombai (Theni)	Spices
	138.	Thadiyankudissai (Dindigul)	Spices
	139.	Vedanamalli (Kancheepuram)	Eco-tourism
Telanagana	140	Pochampalli (Nalagonda)	Cotton and Silk Sarees
	141	Nirmal (Adilabad)	Painting
	142	Cheriyal (Warangal)	Scroll painting
Tripura	143.	Kamlasagar (West Tripura)	Historical sites
	144.	Jampui Hills (North Tripura)	Eco-tourism
	145.	Durgabari (West Tripura)	Tea gardens
	146.	Devipur (West Tripura)	Farming
	147.	Malayanagar (West Tripura)	Tribal culture and Eco-tourism
	148.	Banbithi (West Tripura)	Eco-tourism and tea gardens
	149.	Harijula (South Tripura)	Eco-tourism
	150.	Kalapania Sonamara (South Tripura)	Religious significance
	151.	Sarsima(Belonia)	Eco-tourism
	152.	Bagbari (West Tripura)	Eco-tourism
Uttarakhand	153.	Jageshwar (Almora)	Spiritual
	154	Agora (Uttarkashi)	Eco-tourism
	155.	Mottad (Uttarkashi)	Eco-tourism

	156.	Chekhoni (Champawat)	Adventure
	157.	Koti, Indroli, Patyur (Dehradun)	Eco-tourism
	158.	Mana (Chamoli)	Trekking adventure
	159.	Sari (Rudraprayag)	Eco-tourism
	160.	Adi Kailash (Nainital)	Adventure
	161.	Padmapuri (Nainital)	Adventure
	162.	Nanakmatta (Udham Singh Nagar)	Spiritual
	163.	Tryuginarayan (Rudraprayag)	Spiritual and adventure
Uttar Pradesh	164.	Bhitar Gram (Rae Bareli)	Historical culture
	165.	Mukhrai (Mathura)	Folk dance
	166.	Bhaguwala (Saharanpur)	Ban grass craft
	167.	Barara (Agra)	Handicrafts
West Bengal	168.	Ballabhpur (Birbhum)	Folk dance
	169.	Sonada (Darjeeling)	Heritage
	170.	Mukutmonipur (Bankura)	Sari weaving
	171.	Antpur (Hoogly)	Sari weaving
	172.	Kamarpukur (Hoogly)	Spiritual and Craft

Source: Ministry of Tourism, Government of India. 2011

Distribution of these rural tourism sites show that in India there is a variety of products and resources to be showcased and rural areas have so much to offer to the tourists in all parts of India. It shows the potential and the variety of resources, which can be used as tourism products to attract the tourists according to their taste and requirement. Analysis of Unique Selling Proposition of these rural tourism sites show that heritage, culture, embroidery, handloom, craft, eco-tourism, dance forms, paintings, tribal and ethnic culture, cuisines, styles of weaving, nature-based products, adventure, historical sites, pilgrimage, plantation of crops, fishing, spiritual and religious enrichment are the elements that form the core attraction of these sites and these are also the Unique Selling Proposition (USP) for them (Table 1.3).

Fig 1.6 Number of Rural Tourism Sites in India



Source: Ministry of Tourism, Government of India, 2011

Table 1.4 Index: Number of Rural Tourism Sites in India

Sr. No.	States/Union Territories	No. of Rural Tourism Sites
1.	Jammu and Kashmir	25
2.	Himachal Pradesh	3
3.	Uttarakhand	11
4.	Punjab	5
5.	Haryana	1
6.	Delhi	2
7.	Uttar Pradesh	4
8.	Rajasthan	3
9.	Gujarat	5
10.	Madhya Pradesh	7
11.	Maharashtra	2
12.	Karnataka	5
13.	Kerala	6
14.	Tamil Nadu	9
15.	Puducherry	1
16.	Andhra Pradesh	7
17.	Telangana	3
18.	Odisha	8
19.	Chattisgarh	7
20.	Jharkhand	2
21.	Bihar	1
22.	West Bengal	5
23.	Sikkim	11
24.	Arunachal Pradesh	5
25.	Assam	4
26.	Meghalaya	3
27.	Nagaland	12
28.	Manipur	4
29.	Mizoram	1
30.	Tripura	10

Source: Ministry of Tourism, Government of India. 2011.

Ministry of Tourism engaged AC Nielsen ORG MARG Pvt. Ltd. to evaluate the impact of selected projects on the lives of the local people. For the purpose, 107 projects were studied all over the country and these projects were evaluated on a likert scale of 1 to 5 representing failure, not successful, average, moderately successful and highly successful. Evaluation was based on certain parameters like completion of infrastructure development work, training and workshop, marketing, tourist arrivals, impacts of these projects etc. (Ministry of Tourism, Government of India, 2012).

Findings of the evaluation report revealed that out of total 107 projects evaluated, 33 projects failed, the performance of other 33 projects was average and only 41 projects were found successful. These successful projects were further categorized into moderately as well as highly successful. The reasons cited for the failure of the projects were found to be lack of basic amenities, incomplete projects, non implementation of certain elements, poor condition of buildings, inadequate funds etc. On the other hand the reasons found for success of projects were good tourists flow, proper implementation and completion of the project, maintenance of the infrastructure (Ministry of Tourism, Government of India, 2012).

Jammu and Kashmir, Kerala, Tamil Nadu, Arunachal Pradesh, Karnataka were better performing states with good number of successful projects, whereas the performance of West Bengal, Uttar Pradesh, Rajasthan, Meghalaya, Haryana, Gujarat, Chhattisgarh, Bihar and Assam was poor as there was not even a single project which was moderately or highly successful. In Punjab five projects were taken namely Raja Sansi in Amritsar, Boothgarh in Hoshiarpur, Chamkaur Sahib in Rupnagar, Chhat and Jainti Majri in SAS Nagar (Mohali)

1.14.3 Agri-Tourism Development Corporation (ATDC)- Agri-tourism Development Corporation is an agency that was started in 2005 by Pandurang Taware, who is regarded as the Father of Agri-Tourism Concept in India. This was started to facilitate agri-tourism in the state of Maharashtra. Initially a pilot programme was started in a village in Baramati district and gradually it was expanded and presently there are more than one hundred sites and more than five hundred trained farmers (ATDC, 2015). It organizes training programmes, where farmers are provided knowledge about service industry

and diversification of their occupation. It also helps the farmers in getting loans from banks.

1.14.4 Maharashtra State Agri and Rural Tourism (MART)- There is another agency namely Maharashtra State Agri and Rural Tourism Co-operative Federation Ltd., popularly known as MART. It was set up in December, 2008 at Baramati in district Pune (Maharashtra). It emphasized public private partnership involving private sector and the farmers or agri-tourism service providers (MART). These service providers act both as hosts and guides to the visitors. They also provide home cooked food and accommodation facilities. Tourists also involve themselves in farm based activities like floriculture, harvesting, bee keeping, dairying etc. They can enjoy the natural surroundings and participate in community life. Service providers also arrange for village tours that include visits to artisans like blacksmiths, carpenters. The federation also helps the farmers in supplementing their income by initiating tourism related activities. It also undertakes training and certification programmes in collaboration with NABARD (National Bank for Agriculture and Rural Development). The state is divided into six divisions Amravati, Aurangabad, Konkan, Nagpur, Nashik and Pune. Farmers can apply on a form and can get affiliated with it if they fulfil the conditions as specified by the MART.

1.15 Research Design

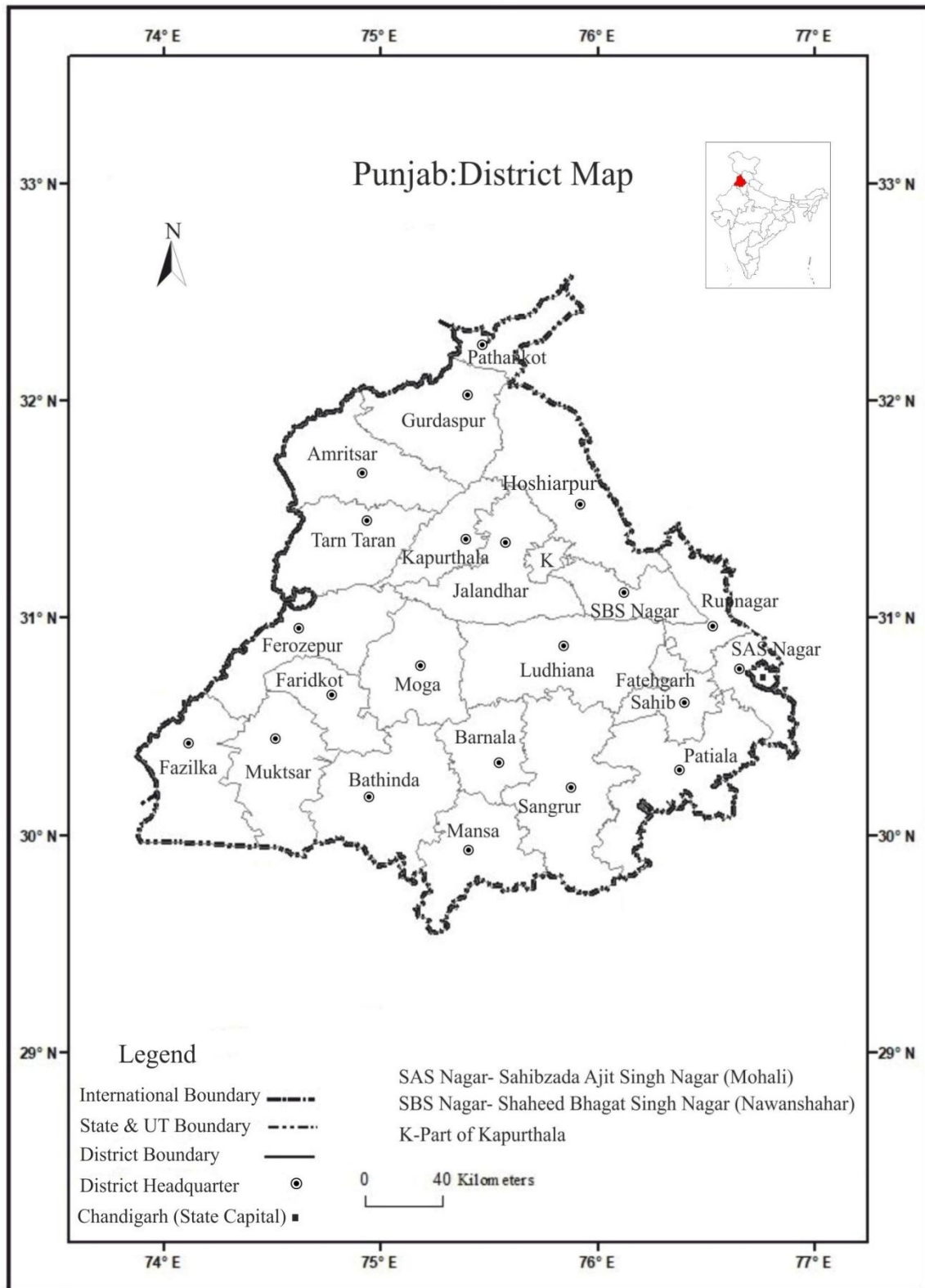
Research design is basically the outline and conceptual structure of the research. It is the arrangement of conditions for collection and analysis of data in such a way that aims to combine relevance to the research and economy in procedure (Kothari, 2004). Based on review of literature on rural tourism provided in chapter two, the research gap was found to support the research proposal.

1.15.1 Study Area- Punjab has been chosen as study area which lies in the north western part of India (Fig 1.7), having total land area of 50362 sq kms where approximately 83 percent of the land is devoted to agriculture and large population is engaged in this occupation (Manku, 2018). There are 12168 villages in Punjab accommodating 62.51 percent population of the state. This

tells about the volume of agriculture in the state. However it has caused many environmental problems. Moreover, agriculture is a costly affair now a days and farmers are not able to afford the cost of inputs.

In the rapidly globalizing world socio-economic conditions are changing too. In agriculture, also, there is need of diversification which can help farmers in supplementing their incomes. There is need to link agriculture with tourism. Rural or agri-tourism seems quite promising in the rural development programme. It has to be an important element in planning process of rural and regional development.

Fig. 1.7 Map of Punjab



Source: Punjab Government, 2019

1.15.2 Objectives of the Study

The study attempts to fulfill the following objectives-

1. To examine the spatial pattern and current status of existing rural tourism sites in Punjab.
2. To study the tourists' expectations before visit and experience after visit to the rural tourism site in the state.
3. To examine willingness and expectations of the residents and tourists about rural tourism, who did not visit rural tourism site in the state.
4. To identify the potential rural tourism sites in the state.
5. To examine the response of potential service providers for developing rural tourism sites in the state.
6. To formulate and suggest a tentative rural tourism development plan for Punjab.

1.15.3 Research Questions

Based on the research objectives, following research questions have been framed-

1. What is the spatial pattern and current status of the existing rural tourism sites in the Punjab?
2. Which are the potential rural tourism sites in the state?
3. What is the response of the potential service providers for developing rural tourism sites in the state?
4. Which is the suitable rural tourism development plan for Punjab?

1.15.4 Hypotheses

To support the statistical explanation for the present research following hypotheses have also been purported:

H₀ - There is no significant difference in the tourists' expectations before visit and experience after visit to rural tourism site in the state. (Null hypothesis for objective 2)

H₀ - There is no significant difference in the willingness and expectations of residents and tourists about rural tourism, who did not visit rural tourism site in the state. (Null Hypothesis for objective 3)

1.15.5 Questionnaire Design- Questionnaires prepared were used as schedules. To study the expectation and experience of the tourists, the questionnaire used for similar kind of study about heritage tourism by Aggarwal (2012) was procured, modified as per the requirement of present study and got validated. Three separate questionnaires were prepared for tourists at rural tourism site, for tourists & residents who did not visit rural site and for potential service providers. Besides general questions, tourists were asked to indicate their expectations about various variables of rural tourism ranging from very important (5) to not important (1) and experiences ranging from fully satisfied (5) to fully dissatisfied (1) on likert scale. Similarly, tourists and residents who did not visit rural tourism site were asked general as well as questions on expectations on the same likert scale.

1.15.6 Data Collection and Analysis- Data for the present study was collected from primary and secondary sources both. Details about data collection and analysis are given below.

1.15.6.1 Sample Selection and Collection of Primary Data- Primary data collection is based on the questionnaires prepared for the purpose which were used as schedules. Punjab is divided into three geographic regions namely Majha, Malwa and Doaba. Data was collected by random sampling where each respondent had equal chance of being included.

To study the expectations and experience of the tourists, seventy five (75) tourists were taken in all at three different rural tourism site namely Virasat Haveli, Rajewal (district Amritsar from Majha region), Jyani Natural Farm, Kathera (district Fazilka from Malwa region) and Citrus County, Chhauni Kalan (district Hoshiarpur from Doaba region). These sites were selected due to the availability and convenient accessibility of the tourists from three different regions of Punjab

To study the willingness and expectations of the tourists, who did not visit rural tourism site, two hundred eighty three (283) tourists were contacted at four places selecting one each from three regions namely Amritsar (Majha Region), Patiala (Malwa Region), Kapurthala (Doaba Region) and from the state capital, Chandigarh. These places were selected because of the availability of tourists. Similarly two hundred seventy two residents (272) were contacted at Amritsar (Majha Region), Hoshiarpur (Doaba Region), Bathinda (Malwa Region) and the state capital, Chandigarh. Thus in all five hundred and fifty five (555) respondents were contacted. Analysis was done for three hundred respondents (300), taking one hundred fifty (150) each from residents' and tourists' category, who were aware about the concept of rural tourism.

Fifty (50) potential service providers were contacted from districts Amritsar, Tarn-Taran, Gurdaspur (Majha), Hoshiarpur (Doaba) and Bathinda (Malwa) as more number of potential rural tourism sites have been identified and suggested in these districts in the present study. They were associated with farming & allied occupations, hospitality industry, travel and tour businesses etc.

1.15.6.2 Secondary Data Sources- The present study also used data and other relevant information from various secondary sources, theses and books on the topic. Journals are considered to be the best source of research papers relevant to the theme, so, a judicious use of research papers and articles from journals was also made. The present study also made utmost use of newspapers for getting all the latest developments and other information, which was important and relevant for the present topic of research. Census provides the most authentic information related to the population. In the present study, data related to various variables of population has also been taken from the census reports. Optimum use of tourism data from organizations like World Tourism Organization, India Tourism Statistics from Department of Tourism, Government of India, Punjab Tourism Department, Punjab Heritage and Tourism Promotion Board etc. has also been made. Various websites on internet were also consulted to get

information relevant to the study. Thus, both the primary and secondary sources of data have been used for the present research.

1.15.6.3 Data Analysis- The data has been processed using Statistical Techniques for Social Science (SPSS). Different statistical techniques like mean, frequency, paired t-test and independent t-test have been used. Data has been presented using different diagrams like bar and pie. The study is qualitative and quantitative in nature. First objective has been met on the basis of primary and secondary sources and is descriptive in nature. For second objective a questionnaire was prepared to know the tourists' expectations and experience on various attributes related to rural tourism sites. Residents and tourists, who did not visit rural tourism site, were contacted to know their willingness and expectations through questionnaire. Potential rural tourism sites have been identified on the basis of primary and secondary sources. Potential service providers were contacted to know their response about starting and developing rural tourism sites in the state. Based on the literature review, primary and secondary sources, feedback from various stakeholders, a tentative rural tourism plan for Punjab has also been prepared and presented.

1.16 Operational Definitions

1.16.1 Rural Tourism Site- Farm tourism properties have been set up in the rural areas in the state, which provide accommodation services to the tourists and also offer some activities in which tourists participate. Such farm tourism properties have been referred to as rural tourism site in the present study and also used interchangeably.

1.16.2 Components of Rural Tourism- In the present study, twenty eight variables have been taken in all. On the basis of literature review, these have been broadly categorized into five groups, namely attraction, accessibility, accommodation, amenities and activities, which are basically components of tourism products.

- i. Attraction-** Attraction includes those elements on the basis of which tourist decide to visit that particular destination. In the present study six variables namely historical place, rural environment, traditional food at site, religious place, local culture and traditional articles are included in attraction.
- ii. Accessibility-** It includes three variables namely, better connectivity, multiple modes of transport and safe journey. The places which have better connectivity are visited more and there is more tourists flow.
- iii. Accommodation-** Accommodation is basic element of tourism for tourists' stay. In rural tourism also accommodation is essential and in the present study rural tourism site is that where farm stay properties have been set up. It includes five variables related to accommodation namely affordable accommodation, safety & security at site, neat & clean accommodation, service & quality and hospitable staff.
- iv. Amenities-** In the present study facilities like wifi, parking facility, safe drinking water, air conditioned room and television in room are the variables related to amenities at rural tourism sites.
- v. Activities-** It includes nine variables namely folk dance and music, tractor ride, visit to fields, participation in traditional cooking, participation in festivals, participation in rural traditional games, participation in farming activities, animal rides and participation in pottery & weaving.

1.17 Significance and Relevance of the study

The present study has discussed and presented the current scenario of rural tourism in the state and highlighted the problems that are hindering its growth and development. Potential rural tourism sites have also been suggested. It has also suggested a tentative plan to develop and promote rural tourism in the state. It has added to the relevant literature in rural tourism and will motivate others for the future research in the field.

1.18 Limitations of the Study

There may be limitations in terms of field survey due to time constraints and availability of tourists at rural tourism sites. Spatial analysis of rural tourism sites has been done for the whole state of Punjab. But only selected rural tourism sites have

been taken for primary survey and collection of data. Similarly other data has also been collected from selected places. Some potential sites have been explored and suggested for developing rural tourism. Though utmost care has been taken but possibility of human error can't be ruled out. The results and findings of the study may be applicable to other regions also.

1.19 Scheme of Chapters

The whole study is divided into six chapters as detailed below:

- i) **Introduction and Conceptual Framework-** In the first chapter, introduction and various concepts related to topic have been argued about. Growth and development of rural tourism in the world and India has also been introduced. Research design of the present research work has been discussed in detail in this chapter.
- ii) **Overview of Literature on Rural Tourism-** Second chapter deals with the research done on the theme of rural tourism in the world, India and Punjab.
- iii) **Rural Tourism in Punjab-** Third chapter is devoted to rural tourism, its current status and spatial analysis of rural tourism sites in Punjab. Rural tourism sites in the present study refer to farm stays or farm properties, which are offering accommodation services to the tourists.
- iv) **Data Analysis and Findings-** In the fourth chapter, data analysis has been done and results and findings have been discussed.
- v) **Rural Tourism Plan for Punjab-** In the fifth chapter, a tentative rural tourism plan has been prepared for the study region. Potential rural tourism sites in the state have also been suggested in this chapter. Problems and challenges in the development of rural tourism have been discussed. It is based on the overall response of the various stakeholders and review of literature.
- vi) **Main Findings and Conclusion-** Main findings and outcome of the research in summarized form have been discussed in the last chapter.

Chapter-2

Overview of Literature on Rural Tourism

Rural Tourism is an important branch of tourism and it is gaining greater importance gradually and contributing to the rural economies. Many studies have been done in this field covering various aspects. This form of tourism has been practiced all over the world. Europe particularly is among the pioneers in this regard. A lot of research has been undertaken in various countries of Europe. Pakurar and Olah (2008) focused mainly on the definition and the characteristics of Rural Tourism in Hungary. Rural tourism is now an established concept in the world, though it is comparatively a recent offshoot of tourism. It has also been taken as an independent field of research at various levels in different parts of the world. Researchers and scholars of disciplines ranging from economics, management, geography, commerce, sociology, environmental sciences and planning, all deal with it from their own perspective.

Theme wise overview of literature on rural tourism at international, national and regional levels is reviewed as under.

2.1 Literature on Rural Tourism in World

Research on rural tourism has been done in various parts of the world on different aspects. All these studies have been grouped and presented in following broad categories.

2.1.1 Scope and Potential of Rural Tourism- Saule (2004) studied rural tourism in Haute-Correze region of France and the extent to which tourism could be a tool for rural development. The study also identified the problems of the region that posed hindrance in its development. Besides secondary sources, primary data was collected through interview with tourism stakeholders. It discussed the strengths and weaknesses of the study region and recommended the creation of coordination board, new products and improvement in the quality of tourism for rural tourism development.

Udovic and Perpar (2007) analysed the role of rural tourism for the development of rural areas in Slovenia. Their study compared two regions, namely, Triglav National Park, which offered diversified tourism activities and

Kozjanski Regional Park, which offered uniform activities. Triglay National Park had a potential of developing ecotourism and could be developed in a sustainable manner. Though, there were certain differences in the tourism products offered by these two parks, but there was potential of rural tourism development in both the regions.

Topcu (2007) studied agri-tourism as a new element of rural development in Turkey focussing on the agri-tourism activity and how it should be developed. It was found that agri-tourism was utilized as an instrument for rural development. The study emphasized the agri-tourism development in disadvantageous agricultural lands like marginal lands, small scale farms and mountainous areas. It concluded that Turkish national rural development approach demonstrates the potential of agri-tourism in rural areas.

Aref & Gill (2009) highlighted the role of rural cooperatives in rural tourism development. The study was mainly based on the review of literature and information from other sources, like cultural heritage and tourism organization, planning organizations, various rural cooperatives etc. It highlighted that inability to analyze changing socio-economic dimensions of rural tourism, lack of policy research and inability to link rural cooperatives with rural tourism were the main barriers in rural tourism development in Iran. The study recommended for establishing tourism cooperatives in Iran to boost tourism. Thus the study gave thrust on capacity building through rural cooperatives.

Awang, Hassan and Zahari (2009) tried to establish the relationship between tourism and development. The study focused on the theoretical aspects and highlighted the influence of economic, political, cultural and environmental conditions on the tourism development.

Jaszczak and Zokovskis (2010) studied the status of rural tourism in Finland, Italy and Poland. It established that tourism in Europe played an important role in its economy. The role of agriculture in supporting rural economy declined and tourism in rural areas had grown considerably. Rural tourism in all the three countries started almost at the same time and a comparative study was done on the characteristics in terms of income, accommodation and tourism

products. It proposed to develop touristic facilities, starting new enterprise and expansion of technical infrastructure.

Peterson (2010) studied tourism in the Goris region of Armenia and found that the rural communities are not much benefitted from the tourism. The region has a great potential, as it has sufficient rural tourism resources, but poor infrastructure and accessibility were found as major problems in its development. It analyzed various dimensions like networking, scale, endogeneity, sustainability, embeddedness, complementarity, empowerment etc. in the study region. Its natural and cultural resources, community valuation of tourism and complementarity were found as its main strengths, whereas inadequate infrastructure, poor connectivity were some of the hindrances in its development.

Destination analysts prepared a research report for the California Travel and Tourism Commission (CTTC, 2011) to evaluate the rural marketing program. The main purpose of this study was to evaluate rural tourism products and develop tourism so that rural areas get maximum benefits. The study was planned in such a way that travelers viewpoint on their trip planning, their perception about geographic divisions, their interest and experiences with regard to rural areas of California were known based on the in depth interviews of the travelers from rural and urban areas of California and some foreign tourists. It was found that agriculture had very important place in the state economy. The region had diverse geographic resources like beaches, mountains, forests, deserts which make its strength in terms of tourism products. Tourists perceived natural beauty, friendly local people, recreational activities, historical sites and food as important elements attracting for rural tourism there.

Dimitrovski, Todorovic and Valjarevic (2011) studied tourism in the Gruza region of Serbia. The study area had great potential to develop rural tourism. The study was based on the responses of employees from the organizations, rural hosts and tourists. It was found that rural tourism was important for income generation and preservation of culture. The tourists were mainly

interested in experiencing rural activities, farm operations and also wanted to enjoy nature in rural environment.

Muhi and Jovanovic (2012) in their study found importance of rural tourism for the sustainable development of rural areas in Serbia and Voivodina. It was considered as appropriate tool for preserving the rural heritage. There were many natural sites with good climate and natural scenic beauty, which could be used as tourism product. Some activities like fishing, horse riding, farming operations and other recreational activities were offered to the tourists. Thus linking agriculture with tourism was considered to be an important option for diversification of economy of rural areas.

Harmonious development in rural tourism community was studied by Feng (2013) in Hongcun region of China. It was an empirical study based on primary survey. It made recommendations in order to insure the harmonious development of tourism community. Suggestions for broadening the tourism thinking, diversification of tourism resources, making best use of natural environment and exploring the rich culture of the region were made. Strengthening tourism education and awareness, improvement of relationship among government, local community & tourism companies, taking legal measures and revision of tourism plan were also proposed.

Songkhla and Somboonsuke (2013) investigated seven destinations of agro-tourism in Chang Klang district of Southern Thailand. The data was collected from primary as well as secondary sources. Semi-structured interviews were conducted to get primary information on agro-tourism and agricultural resources management. On the other hand, secondary data was collected from local government and various offices. The study emphasized on the efficient use and management of local agricultural resources for agro tourism in the region

Awan, Saeed and Zhuang (2016) studied the prospects of agri-tourism development in China and submitted that agri-tourism could be proved an important force in sustaining economy and sustainable development of local community. Agri-tourism in China became starting point in combining primary

and tertiary industrial development and registered a rapid growth in the economic development. It was also found that rural tourism had multiplier effects on generating employment opportunities, increasing revenue, reducing poverty and above all raising the standards of living in the region

2.1.2 Role of Culture and Community- Macdonald and Joliffe (2003) examined the role of culture in the tourism development in French Acadian region of Eastern Canada. It explored the stages of rural tourism development in the Canadian region based on the hypotheses that cultural rural tourism had a great potential that could benefit the rural economy. If culture is used as a tourism product, it provides identity to the community and also helps developing rural tourism strategies. There is gradual process of cultural rural tourism development. First stage is the recognition of tourism resources and opportunities and planning and implementing tourism strategies by the community is the second stage. Thereafter, in the third stage tourism, agency and community partnership make efforts to develop that into tourist attraction. In the last stage long term planning and proper marketing of the place is done. The study area has been developed into a tourist attraction along with traditional primary occupation like farming and fishing. It was found that the growth of cultural rural tourism in the study region also developed gradually through four stages and not in the same sequence as mentioned. Local residents also understand development of tourism for the tourists that could lead to the alteration of the local culture. But the local community has done its best to preserve its true culture.

Claiborne (2010) explored the importance and contribution of social capital in community tourism development in the study 'Community participation in tourism development and the value of Social Capital.' It focused on the perceptions and participation of community on tourism development comparing the two communities in the country of Panama. The main objectives of the study were to understand how the community constructs its development, community perceptions and willingness to participate in tourism development. This study was conducted through the field work along with semi-structured interviews, focus groups etc. In the study, social capitals of two communities were

compared and found that the community with strong social bonding and cooperation was better developed than the one with poor cooperation and collective efforts.

Cascante, Brennan and Luloff (2010) researched and studied tourism of La Fortuna region of Costa Rica. They called for the promotion of community based tourism for its sustainable tourism development. The data for the study was collected through interviews and observation. Study established that community agency is of utmost importance for improving tourism and overall community development. Sustainable practices adopted by the community were found to be affecting tourism and also the economic, social and environmental conditions of the community.

Manu and Kunder (2012) studied the community based ecotourism in Sirigu village of Ghana. The study was conducted with the objectives to identify activities related to eco-tourism that generate incomes, to assess the women's participation and also to identify various stakeholders. Data collection was done using semi structured questionnaire. The main respondents were artisans and craftsmen, tour guides, officials, local residents etc. The findings showed that local people were actively involved in tourism. The study area got benefitted a lot in terms of infrastructure development as well as income generation for the local people. The main stakeholders in the Sirigu village were its local community, Ghana Tourism Authority, NGOs and of course tourists. However, there were many challenges which were considered as constraints in the development of tourism, which were identified as inadequate funds and poor facilities.

Ertuna and Kirbas (2012) studied the contribution of local stake holders in developing rural tourism in Kastamonu region in Turkey. Observation and interview techniques were used to identify factors which were helpful in involving rural community for developing rural tourism products. A harvesting event was organised and in-depth interviews were conducted with the local community. It was found that participants enjoyed and were positive about rural

tourism development. The members of the community were ready to develop rural tourism product under the leadership and coordination of Mukhtars.

Jaafar, Bakri and Rasoolimanesh (2015) explored the role of local community in rural tourism development in the Kinabalu National Park, Sabah in Malaysia and was based on the primary survey. The respondents were mainly from villages nearby this national park. These included guides, porters, service staff and others who contribute to the development of tourism in one or the other way. The result of the study explained that tourism provided employment opportunities to the villagers, as there was lack of avenue for formal education in the study region. It concluded that there was a positive relationship between the tourism and rural development. It helped in the development of infrastructure facilities like roads, electricity and promoting entrepreneurship and increasing the income of the local communities. Thus, the study emphasizes the importance of community in the promotion and development of tourism, which in turn has positive impact on the community development.

2.1.3 Expectation-Experience of Tourists- Pizam, Neumann and Reichel (1978)

have discussed the dimensions of tourist satisfaction with a destination area. It identified eight factors of tourist satisfaction in Cape Cod in Massachusetts, United States. This study was based on primary survey and data was collected on various variables. Traffic conditions, extent of commercialization, cost of goods and services, cost of vacationing, quality of service in hotels, facilities at beach, cleanliness, quality of environment and natural attraction were the main variables that were considered in the study. These variables were grouped into beach opportunities, cost, accommodation, hospitality, eating and drinking facilities, environment and extent of commercialization.

Coomber and Lim (2004), in their study on the expectations and perceptions of the tourists in case of farm tourism in Australia, analysed the differences between the expectations and perceptions of participants in farm. The tourists were mainly students and had enjoyable and satisfying experience with their visit. The participants found the tour to be quite informative as it was escorted

by guide. These kinds of farm tours were contributing to the regional rural economy in Australia.

Ju (2011) has done research on expectation of rural tourists in Tuanjie Township in Yunnan Province of China. The research was based on the feedback regarding various dependent variables like rural environment, rural lifestyle, rural sightseeing, crafts and commodities, traffic convenience, price and so on. The researcher also studied the tourists' experience about rural tourism and highlighted the problems of rural tourism and also proposed suggestions to improve it.

Kastenholz and Lima (2011) have studied the three phases of tourists experience about rural tourism. Expectation before tour, events and activities during the tour and satisfaction achieved after experience were evaluated based on the interviews conducted with the tourists. Natural beauty, escape from monotonous and stressful urban life, peaceful and quiet environment were the main motivators for visiting rural area. After experiencing rural tourism, a majority of the tourists were found satisfied and had positive memories about landscape and nature. They were also happy with hospitality, quiet and peaceful environment and were interested in visiting such sites for tourism activity.

Skalova and Peruthova (2016) studied the satisfaction of tourists with regard to rural tourism services. The paper discussed various methods which have been used by various scholars to measure the quality in service like National Indexes of customer satisfaction, Technical-functional model, Servqual, Requal, Servperf, IPA etc. It actually reviewed various techniques and models to assess service quality and their applications in evaluating rural tourism.

Cho, Byun and Shin (2014) studied the factors that affect the satisfaction level of the tourists in rural tourism destinations. It also probed the variation in satisfaction in relation to the sources of information. Questionnaire survey was conducted to collect the data information. The findings of the survey revealed that internet, government and personal sources had positive effects on the

satisfaction level and it was found that information provided by the government sources was more accurate and reliable.

2.1.4 Impact of Rural Tourism- Eruera (2008), in the study of Hokianga region of New Zealand, examined the economic and social impacts of rural tourism in the study region. The study discussed and analyzed the rural tourism development approaches. Besides literature review, interpretive grounded theory and in depth interviews were used. It was found that the retail outlets could contribute to the rural tourism development in the region. Rural tourism had positive impacts on the economy of the region. Lack of awareness was considered as a challenge and it was needed to create awareness among people. The study suggested that there was need to devise a strategy that catered to the rural areas issues like accessibility, financing and marketing.

Kandel (2011), in his thesis ‘Tourism and Impacts on Traditional Culture: A case study of Sirubari, Nepal’ studied the features of Gurung culture and assessed the impact of tourism on traditional culture of Gurung community. It also analyzed the role of rural tourism in the promotion of culture in the study area.

Egbali, Nosrat and Alipour (2011) studied the positive and negative effects of rural tourism in Semnan province of Iran. Income generation, creation of jobs, revival of local culture, preservation of natural and cultural resources, enhancement of national integrity were the positive effects. The study was based on the extensive literature review and field research based on questionnaire. Major challenges in the development of rural tourism in the study region were the negative propaganda against tourism, poor marketing, lack of infrastructure, lukewarm response of private sector and insufficient transportation etc.

2.1.5 Marketing of Rural Tourism- Arroyo (2012) studied agri-tourism and reconciling farmers, residents and extension faculty perspective related to agri-tourism in Missouri and North Carolina. The study suggested that outreach and target marketing efforts were needed to attract more visitors to agri-tourism farms. It was found that agri-tourism was important for majority of the

farmers. It concluded that the farmers wanted to continue operations on their farms and planned to add more agri-tourism activities.

Pesonen (2013) has extensively studied market segmentation in rural tourism in Finland. The researcher explored the various options of market segmentation suitable for the successful rural tourism in future. It also tried to study the various possibilities by which market segmentation theory and methodology could be improved. The study emphasized and established the importance of the market research to meet the requirements of tourists in the rural tourism segment. The role and importance of information and communication technology in tourism was also studied based on the data of rural tourism websites in Finland.

Park and Yoon (2009) studied the rural tourism and its segmentation in Korea. The paper discussed causative factors and the influences that acted as motivational factors for market segment. The study was based on the field survey and four segments were identified, namely, family togetherness seeker, want it all seeker, learning & excitement seeker and passive tourists.

2.1.6 Planning of Rural Tourism- Vanderwerf (2008) in the study ‘Creative Destruction and Rural Tourism Planning: The case of Creemore, Ontario’ assessed the relationship between planning and creative destruction in Creemore village in Ontario province of Canada. The study described the evolution of tourism and its planning in the study region. It suggested measures for future tourism development and planning.

Asadi and Dryavi (2012) in the study ‘Strategic planning of rural tourism in Iran’ formulated strategies and plans to develop rural tourism in Iran. The study analysed the strengths, weaknesses, opportunities and threats (SWOT) for Iran tourism. It emphasized on the need of paying attention to rural tourism and suggested exploring new markets, developing new rural tourism products and improving services etc. Strategies that were suggested to develop rural tourism were sustainable and balanced development, diversifying products and combining them with rural tourism, making cost effective packages, improving

transport services, adopting new technology, improving image and projecting Iran through diplomatic and other measures.

Stetic (2012) worked on the destination management in tourism. The researcher submitted that rural areas were centers for preservation of cultural heritage which could be promoted as tourism product for rural tourism. The researcher focused on destination management and suggested the use of information technology and proper destination web strategy. This could lead to the overall development of rural areas.

2.1.7 Demand for Rural Tourism- Alhemoud (2000) studied the demand for tourism services in Australian tourist resorts. The study was based on the survey of people from GCC (Gulf Cooperation Council) countries, consisting of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. These countries were considered to be a potential market for tourism in Australia. The results showed that Australia was preferred destination for a significant number of GCC tourists. It attempted to know the factors that determine the tourists visit. It was found that the cost, attraction, convenience and image were the factors that determined their visit to Australian tourists' resorts. The result of the study suggested that 'Image Factor' was the main motivator for the tourists whereas 'Cost Factor' was working against the potential tourists of GCC nations.

2.1.8 Sustainable Rural Tourism Development- Sustainability is the key issue for any activity. Tourism, being a service industry, has to be developed in sustainable manner. Many studies have been conducted on the theme. Amir, Ghapar, Jamal and Ahmad (2015) studied the community resilience for rural tourism development and the factors that contribute to the resiliency of rural tourism community.

Lack (1997) studied the factors that were responsible for the success of agri-tourism in British Columbia. It also discussed strategies required to be developed to encourage diversification into agri-tourism. The study was based on primary survey and focus group along with analysis of literature. Collected data was analysed using various statistical techniques like chi square, analysis

of variance etc. Farm activities were categorised into three groups i.e. tours, retail sales and activities. It was found that agri-tourism businesses, which offered wide range of activities, were doing better in terms of financial gains. Sign boards, advertisements in newspapers, brochures, other publications and direct mailing, were some of the methods used for marketing rural tourism. Results showed that there was difference of opinions between operators and agencies with regard to the constraints to agri-tourism development.

Ratz and Puczko (1998) highlighted the rural tourism development in Hungary. Despite being a landlocked country, rural tourism developed a lot due to its cultural heritage, natural resources in rural areas and hospitality which were its strengths. The study analysed the sustainability of rural tourism using economic, ecological, social and cultural indicators.

Kline, Cardenas, Leung and Sanders (2007) studied sustainability of farm tourism in North Carolina. The study found that agri-tourism is becoming popular and is being used to conserve farm and for increasing income. It also evaluated the farmers' awareness about the problems related to visitors' impacts.

Katalin (2010) discussed the concept of comprehensive sustainable tourism development in rural areas in Hungary. The study primarily focused on the knowledge and attitudes towards different aspects of sustainable tourism. Data was collected from local government representatives who were main decision makers. It was found that determining carrying capacity was very significant in effective rural tourism planning. Generally, emphasis was given only to economic aspects and environmental issues were ignored. The study emphasized the government role in preserving environment and natural resources besides making economic policies. Some educational programmes were suggested for the government representatives.

Trukhachev (2015) analyzed the potential of rural tourism for the sustainable rural development. The study explored the avenues of rural tourism as source of supplementary income for the rural people. It also explored the existing and potential rural tourism sites in the study region of Southern Russia. The

methodology included six groups of factors, namely, economic, distribution of population, environmental, cultural, infrastructural and psychological. Data was collected through questionnaires and the respondents were from universities, local authorities, businessmen and local communities. Findings revealed that rural tourism could be developed in two ways i.e. traditional rural tourism and alternative types of rural recreation. It came out with the concept of rural tourism potential and ranked the rural settlements according to its capacity.

Garau (2015) studied the cultural and sustainable rural tourism in Marmilla in Sardinia region of Italy. The study was conducted to identify strategic actions that were required to facilitate cultural planning. It laid emphasis on environmental, economic and social sustainability. Landscape preservation, use of renewable resources, development of market for local products, investment in environment friendly technology and its use, creating awareness about sustainable issues, preservation of cultural heritage. Planning through skill development, increasing competitiveness of local places, integrating agriculture with tourism activity, effective marketing & sustainable approach for rural tourism development were some of the recommendations made by the study.

2.1.9 Geography and Tourism- Geography and tourism are closely related disciplines and lot of research has been conducted on various aspects of geography in relation to tourism. Thus geographers have contributed a lot in the field of tourism.

Martin (2005) studied tourism and examined weather and climate in relation to tourism. There is seasonality of tourism, so tourism activities are influenced by climate and weather. The study submitted that climate itself was a resource and was considered for establishing tourist centres, as many tourists visit places for weather only. The study analyzed the impact of climate on tourism like seasonality of activities, development of tourism infrastructure, the type and design of tourist accommodation & buildings, development of tourist transport. Thus, it established that there was a close link between tourism and climate that affected demand and supply. It suggested considering climate, while planning tourism projects.

Juray (2008), in the doctoral thesis, tried to establish the theoretical base of urban tourism. The study was conducted in the city of Szeged in Hungary. It also studied the tourist spatial use and explored geographical features of the city. Findings revealed that space in tourism is identified in the form of tourism structure like hotels and restaurants which could be further divided into sub spaces.

2.1.10 Spatial Analysis of Rural Tourism- Gholami, Assayesh, Nakhi (2010) studied tourism geography in Balade Kojour village of Noushahr city in Iran. The main objective of this study was to explore and recognize various tourist sites in the study area. Socio-economic and cultural impacts of tourism on the village were also studied. Findings of the study showed that traditional form of development was preferred and had huge effect on rural economy. Majority of the respondents were of the view that tourists were attracted more due to natural attractions than socio-cultural and historical attractions.

Besides these, research on spatial analysis of rural tourism has also taken place. Moostafaii, Salimmnesh, Shaffii and Emami (2012) have studied the features of rural tourism in Iran. The spatial analysis of rural tourism was made in Isfahan region. It analyzed various facilities like banking, water facility, sports facility available there and the variables like distance were also studied. Data was collected from the nineteen villages and correlation and factor analysis methods were used to analyze the data. Spatial analysis was made using grouping parameters and tourism potential areas were identified.

A study on spatial planning of rural tourism was done in Iran by Sabokbar, Salmani, Ghassabi, Khalvati and Ashournejad (2014). The study found lack of systematic ranking process, which helped in location of rural tourism sites. The study was based on the two counties in Iran, namely Khur and Biabanak. The study also explored the tourism potential and identified the tourism spots in the region. The ranking of the places in the study region was done using MAPPAC technique and it was found that older villages had higher ranking.

Spatial evolution of rural tourism areas was studied in China by Xi, Kong and Wang (2015). Field surveys and GIS spatial analysis methods were used to study the evolution of villages Jiaojiekou and Gougezhuang. It was found that

there was difference in the impacts of tourism on villages meaning thereby that only certain villages were benefitted. The researchers recommended for effective rural tourism management and different land use policies for different villages. It also suggested and emphasized the role of government regulations and community participation.

2.1.11 Miscellaneous Studies- Peach (1995) critically examined and evaluated the success of 'Tourism 2000' which was twelve year plan to promote tourism in Prince Edward Island in Canada. The main objectives of the research were to estimate the utility of various sources of data in evaluating the success of tourism. The study was done by using data sources like exit surveys and visitor guides and a questionnaire survey was also conducted in which the response of the residents regarding their perceptions and attitudes towards tourism development strategies was studied. It was found that the existing data sources were inadequate and 'Tourism 2000' plan could not be evaluated on the basis of this limited data. The study emphasized on the importance and urgency of standardizing data collection techniques for making proper comparisons.

Allen, Gabe & McConnon (2006) in their study of 'The Contribution of Agri-Tourism to the Maine (United States) Economy' concluded that agri-tourism was an important component of agriculture in Maine and was an important source of income for small farmers. It was found that roadside stands, on farm retail store, pick your own enterprise and farmers markets were quite popular in the study region.

Aylward (2009) proposed an integrated model of rural stakeholder network relationships for Ireland, as there was great opportunity to develop economic conditions through rural oriented policies (Government of Ireland, 2008). The researcher conducted this research by using various methods of data collection like personal enquiry, observation, interview besides literature review. Trust, commitment, cooperation, reciprocity were the different variables that were required for the social capital model. At the same time role and importance of various stakeholders was also emphasized.

Okech, Haghiri & George (2012) identified the available tourist attractions in Luanda region in western Kenya to promote rural tourism. This study was based on participatory approach and relevant information was collected through focus group discussions. Lunada and Kima shopping centers and Emabungo village were taken as units for analysis. It was found that the community and local residents were in favour of exploring the tourism resources of the region and highlighted the need of having and developing tourism attractions. Though the region had many opportunities, while lack of capital, poor legislation and coordination among different enterprises, poor administration, lack of government support, lack of trained and skilled professionals were main challenges and weakness. They emphasized on the sustainable development of rural tourism and suggested for making rural areas more attractive.

Pavlovic and Dordevic (2012) have done research on the predictions of rural tourism development in Serbia and made a comparative study of two municipalities Kosjeric and Gornji Milanovac. The study discussed about different phases of rural tourism development in the study regions. The researchers have used comparative analysis and market research as research methods. Decrease in the tourists flow was found during the last decade of twentieth century. A comparative analysis of the strengths, weaknesses, opportunities and threats (SWOT) of both the municipalities found some similarities and differences as well. Favourable geographical conditions, hospitality, better accommodation, support of municipalities and promotion were some of the strengths whereas aging population, environmental pollution, poor investment in rural tourism, and lack of strategy were weaknesses. Seasonality was found in rural tourism and tourists' inflow in Kosjeric, whereas there was continuous economic expansion in Gornji Milanovac. The study found potential of rural tourism in study areas and emphasized on the planned and consistent efforts.

Arroyo, Barbieri and Rich (2013) have done a comparative study of various stakeholders' perceptions with regard to agri-tourism in the states of Missouri and North Carolina in USA. The study was based on the response of residents, farmers and extension faculty and discussed the conceptual framework of agri-tourism. It highlighted the definitional inconsistencies, which hindered the formulation of effective promotional policy and marketing strategy.

Tsephe and Obono (2013) studied the motivational factors of rural tourism. The study investigated theoretical framework of motivation for tourism and designed a suitable model of tourists' motivational factors for rural tourism. The researcher also reviewed the motivation theories and various motivation factors. The study concluded that push-pull and inner-outer directed theories were most important of all the motivation theories and suggested their use and application in rural tourism.

Arenliu (2015) in his doctoral thesis titled 'Linking rural tourism to agriculture: Evidences from Comparative Case Studies in Kosovo, Italy and Spain,' analyzed the involvement of various stakeholders. Field survey was conducted and comparative approach was adopted. It also discussed the role of agriculture in rural tourism development. Findings of the study revealed that Kosovo had great potential of linking agriculture with rural tourism. Thus, role of rural tourism in supplementing the farmers' income and boosting the rural economy was established.

Premovic (2016) studied and emphasized the importance of human resource in rural tourism and analyzed the characteristics of human resource in the rural areas of Serbia. The study was based on the primary survey and found that the performance of those professionals were better who were given formal education and training. They were like an asset to their respective organizations and those enterprises were at better competitive position.

The competitiveness of Uruguayan rural tourism has been studied by Federico, Magdalena and Comelia in 2016, in relation to its competitors Brazil and Argentina. The study was done to know its potential with reference to attract German tourists. It was found that hospitality, friendly behaviour, safety and security, natural and cultural resources were its main strengths. However, there was problem in its management and it needed improvement.

2.2 Rural Tourism Research in India

Since India is a nation predominantly inhabited by villagers, there are more than six lakh villages and plenty of rural resources, which provide a great potential for rural tourism. It has attracted the attention of researchers. Many scholars and academicians

in different states have done research on various themes of rural tourism. These are grouped in different broad areas and presented below.

2.2.1 Scope and Potential- Gopal, Varma and Gopinathan (2008) studied the important issues relevant to agri-tourism development in India and the problems faced by it. Primary data was collected by the researchers along with literature review. It discussed tourism resources and potential of the study region for rural tourism development and the role of Agri-Tourism Development Corporation. It was found that economic conditions of the farmers improved considerably after starting agri-tourism venture. It had over all positive impact on the community life of the farmers. However, certain challenges were highlighted that included lack of training, lack of support from government, security issues, insufficient facilities, over-exploitation of resources, fluctuations in demand and so on.

In his research paper titled 'White paper on rural tourism in West Bengal Province, India,' Sarkar (2009) discussed the socio-economic condition in rural areas of West Bengal. The paper identified rural sites and explored potential rural tourism resources like art & craft, culture, adventure, heritage etc. There were many areas of dense forests which could be developed as ecotourism spots. West Bengal also had well developed handicraft sector which could be used to promote rural tourism. Some of the projects were already started to promote rural artisans. Some recommendations for the promotion and development of rural tourism in the state were made including starting home stays in rural areas, use of information and communication technology, public-private partnership, financial support, capacity building & entrepreneurial training to rural females, accreditation and certification of rural tourism sites.

Singh (2010) worked on rural tourism and considered it as a tool for rural development. The study explored the possibilities of agri-tourism business in agriculture dominated areas in India. It also evaluated its potential in terms of employment generation in rural areas. The paper established the importance of various stakeholders. Accommodation, infrastructure, good connectivity,

accessibility and good relations with tourists were the important suggestions given by the researcher.

Bakhare (2011) explored the scope of developing agri-tourism in India. The study was based on interviews of tourism experts and it was found that people were aware of the concept of agri-tourism. It concluded that there was great potential of developing agri-tourism and it should be taken in a big way. It gave some suggestions like consumer friendly packages, co-ordination of various stakeholders, revaluation, effective planning and so on.

Pan (2011) studied the tourism and rural development in Bankura district of West Bengal. The study was based on primary as well as secondary sources of data. Primary data was collected to know the profile and behavior pattern of the tourists. Total of forty four indicators related to various sectors of rural development were considered and the secondary data was also used. It explored the important tourist places, discussed the souvenir industry and its role in tourism development and analyzed the transport network in the study area. It also studied pattern of tourism industry growth, impact of seasonality on tourists flow and impact of tourism on rural economic development. It suggested a tourism development plan for the study area.

Ray projects started by Ram Krishna Mission were also studied. Poor infrastructure, insufficient accommodation, language problem, poor knowledge about history and lack of trained guides were some of the problems in the study region, which were posing hindrances in the tourism development. The paper also suggested that handicraft and rural industries like jute units, weaving units, incense stick units, food processing etc. were to be used to promote rural tourism.

Mili (2012) conducted a study on tourism in Tipam Phakay village in Dibrugarh district of Assam with the aim of studying the potential of rural tourism and challenges in its development. Primary data was collected through field survey and secondary sources were also used. Eco-tourism and cultural tourism was found to be the strength of this region and there were many places of tourist interest ranging from Buddhist monastery to nature based places like

mountains, river, dense forest and rich fauna and flora in the form of Birds and rich natural vegetation. There were many problems and barriers in its development. Lack of finance, trained professionals and tourist guides, poor planning, language and communication barriers were major among them. It was concluded with the potential of tourism in the study region and also it had socio economic impact.

Indolia (2012) studied the potential and prospects of rural tourism in India. The main objective of the study was to examine the impacts of rural tourism. It also identified tourism products of the region in the form of rural industries, handicrafts, traditional art, fairs and festivals, which could be used to develop rural tourism in the country.

Mohanty (2014) discussed the concept of rural tourism and its development in Odisha. The study analyzed the challenges and problems in the development of rural tourism. It focused on the impacts of rural tourism, its marketing plan, perceptions and satisfaction of tourists. It also evaluated the rural tourism projects in Odisha and revealed that project progress at Raghurajpur was satisfactory but tourist flow was not much as there were not many places of sightseeing. It summarized the problems like legislation problems, absence of supporting industry, lack of trained manpower, physical communications and basic planning skills. It emphasized on the strategic marketing approach on various aspects like rural tourism attraction, infrastructure development and its maintenance, accessibility and environmental issues.

Bhattacharjee (2015) studied the scope of rural tourism development in Hallakandi district of Assam. The study also identified the potential centres for rural tourism. It pointed out the problems in the development of rural tourism and suggested possible solutions also. The study was based on the primary and secondary data both. The primary data was collected through field survey and secondary data was gathered from various sources. Language was found to be major problem in the involvement of community in the tourism development. Besides this, lack of trained manpower, poor transport network and corruption were other problems. The study came up with gave some recommendations

like Public Private Partnership, conducting awareness programmes, starting rural tourism project, participation of community, promotion and marketing.

Katoch and Gautam (2015) explored the rural tourism resources of villages in Dharamshala (H.P.). It analyzed the role of rural population in rural development and their understanding of rural tourism development. A comparative study of three villages surrounding Dharamshala namely Satovari, Barnet and Dharmkot was done with regard to rural tourism and the tourism resources. Besides, literature review and observation, the study was based on interaction with the villagers. Findings revealed that majority of the people in these rural areas were aware of the rural tourism and its benefits, but they lacked the understanding about rural tourism. There was potential of rural tourism in the study region but awareness programmes were required to minimize its negative impacts.

Sharma and Yadav (2016) in the study 'Rural tourism as a factor of development for Arunachal Pradesh,' explored the potential of rural tourism in Arunachal Pradesh. The state had so much to offer to tourists. Various art forms like carpet making, wood carving, cane and bamboo work, weaving were preserved by tribal communities. Also these were distinct local festivals, rituals and traditions. It is a mountainous state with bounty of natural beauty. All these resources and products could be used for rural tourism in the state. Though issues related to geographical and political situation posed major hindrance to tourism development yet there was great potential for rural tourism.

Raina (2016) in the research paper 'Dimensions of Rural Tourism and sustainability- An analytical framework' emphasized sustainable rural tourism. The study was conducted to know the knowledge and preferences of the tourists about rural tourism. The objectives of the study were to implement processes to engage various stakeholders, to assess techniques and their application for rural tourism development. It was based on primary data collected through structured questionnaire from one hundred twenty respondents. Various secondary sources were also used. The study also evaluated the success rate of rural tourism projects in various states and the

main reasons for projects being unsuccessful were the low tourists' inflow, lack of information about these projects, inaccessible locations, poor maintenance, lack of state government involvement, poor funds flow. It submitted that location was very important and suggested for setting up rural tourism projects near main tourist attractions.

2.2.2 Impacts of Rural Tourism- Kakkar and Sapna (2012) in their paper 'Impact of Tourism on Indian Economy' tried to study the impact of tourism on economy and vice versa. It discussed India's growing strength at international level which also led to the growth of international tourism. Employment generation, foreign exchange earnings, heritage and environment preservation, infrastructure development were some of the positive impacts of the tourism, whereas, it also had some negative impacts on social fabric, culture, environment etc. It concluded with positive note on growth and development of tourism in the time to come.

Rathore (2012) studied the impacts of rural tourism and discussed its challenges and opportunities in India and it was comparatively new concept. The paper emphasized the role of private stake holders in its development. The primary data was collected in Rajasthan using questionnaire along with observation. SWOT analysis explained that lack of basic education, trained manpower and financial support were the main problems along with legislation and communication issues. There were great opportunities to develop rural tourism and the paper concluded with the recommendations of generating database and developing infrastructure for rural tourism.

Katoch (2017) studied the impacts of rural tourism on the local community development in Himachal Pradesh. It analyzed the economic, cultural, social and ecological impacts of rural tourism. It was based on primary study of six villages selected from six different districts. Data was collected by using structured questionnaires and the respondents included tourists and residents. The impacts were studied on the basis of certain parameters like economic, socio-cultural etc. It was found that rural tourism had benefitted local community, created jobs and infrastructure improved. With regard to socio-

cultural impacts, it was found that rural tourism helped in increasing awareness about preservation of culture. With regard to ecological impacts it was found that rural tourism had not caused any overcrowding and garbage littering. The study also analyzed challenges which included poor participation of local people in decision making, lack of funds and absence of cooperative system in tourism.

2.2.3 Sustainable Development and Rural Tourism- Suroshi (2012) explored the tourist places of Parner Tehsil of Ahmadnagar district in Maharashtra. The study was conducted with the objectives of identifying the potential geographical and religious places to generate employment opportunities in the region. It also studied the sources of wind energy. There were many geomorphic features like pot holes, caves, stalactites and stalagmites. There were many other potential sites like wind mills, dams, historical temples and rich biodiversity that could be used to promote tourism. Thus, there was scope of tourism development in the region and the study recommended for tapping tourism potential. This would create job opportunities and have an overall impact on the economy of the region.

Lal (2012) studied the attitude of rural residents' towards tourism and relating to support for additional tourism in Jammu and Kashmir. Primary data was collected from five hundred eighty four respondents in villages in the periphery of Katra which is the base camp of Shri Mata Vaishno Devi Ji and Shiv Khori. Environmental, economic, social, cultural and infrastructural impacts of tourism were studied. It was found that there was overall a positive impact of tourism in the area.

Thryambakam (2013) carried out his study on perceptions and opinions of tourists and its influence on various sections of people in Maredumilli (Andhra Pradesh). The paper focused on the sustainable tourism development and emphasized the urgent need to develop tourism in sustainable manner. According to the study sustainability could be achieved only with the support and efforts of service providers.

Ramjit (2015) in the study 'Sustainable regional development through rural tourism in Jammu and Kashmir' discussed rural tourism with special reference to Jammu and Kashmir. The study was conducted using existing literature and data from secondary sources like books, journals, official records and state economic survey. The paper discussed tourism resources of the state, which could be used to develop rural tourism. It also highlighted the challenges in its development. It emphasized the infrastructural development and involvement of local people. It concluded with the submission that rural tourism could be harnessed for sustainable rural development.

Manoj (2016) studied the determinants of sustainable rural tourism in the Kumbalangi, a model tourism village in Kerala. The paper aimed to study the pattern of foreign tourist arrivals and comparative growth pattern of foreign tourist in arrivals in Kerala and India. It also discussed the prospects, challenges and sustainability issue of rural tourism in the study region based on primary data which was collected from the tourists in the village. Structured questionnaires were used to collect data. Various parameters were used to know the viewpoint of the respondents. Natural beauty and local culture of the study village was the major attracting factor and its gradual degradation was a worrisome issue. Transportation, cleanliness issues were not satisfactory and there was urgent need to improve it.

There was a need to look into various issues like cost effectiveness, service quality, information and communication technology including online reservation. Foreign tourist arrivals were found to be better than the global trends. Greater care and attention was required with regard to infrastructure development, preservation of natural beauty and environment. It recommended for greater promotion of the rural tourism.

2.2.4 Experience of the Tourists- Sravana & Joseph (2012) studied the services provided by the farm tourism service providers in the state of Kerala and the satisfaction levels of the tourists for those services. These services were divided in four categories i.e. travel management services, hospitality services, agricultural services and the service provided by the employees. It found that majority of the tourists were satisfied by the services provided to them. There was no significant difference between different age groups, sex, nationality and

the satisfaction levels of the visitors. The study made various suggestions like developing more farm tourism centers and activities, emphasis on the use of mass media for promotion, improving the quality of services for the development of the farm tourism in the state.

Masarrat (2012) studied the tourists' satisfaction and effectiveness of tourism market in Uttaranchal. The researcher also studied the gap between the expectations and services received by the tourists during their visit to Uttaranchal. It was based on the primary survey, which included data collection through questionnaire, discussions and observation. Data was collected on twenty parameters, which were broadly categorized into transport facility, local facility, accommodation facility and promotional strategies. These included accessibility, interpretation facility, tourist guide service, telecommunication facility, banking facility, maintenance of tourist place and hygiene in hotels, website information and proper marketing of tourism in the study area. Major findings of the study revealed that tourists were not satisfied with the hygienic conditions at tourist places and restaurants, similarly tourist guides were not available easily. SWOT analysis of the study region revealed that natural beauty, varied tourist attractions and cultural traits, rich biodiversity, handicrafts were its strengths, where as poor condition of roads, and facilities, inadequate parking problems were its weaknesses. There was scope of developing health tourism, pilgrim tourism and adventure tourism. Lack of proper hygiene, pollution, growing population, traffic congestion and negative impact on environment were major threats in Uttaranchal.

Bagri and Kala (2015) studied the tourist satisfaction at Trijuginarayan an emerging spiritual and adventure tourism spot in Uttaranchal. It was based on the primary data collected from the tourists. It used Importance-Performance Analysis method to examine the attributes of the destination and Importance-Performance matrices were prepared. The data of twenty eight attributes was categorized into four groups, namely weather and accessibility, uniqueness of the destination, motivational factors and the quality of tourist facilities. The findings revealed that weather and accessibility were the important

considerations for the tourists with transport facility, road signage and value for money as important attributes. Most important attributes in terms of performance were wilderness and natural beauty, pleasant weather and variety of tourist spots. It recommended for investment in developing tourism facilities tourists' accommodation, transportation, information centers and preserving natural beauty.

2.2.5 Promotion and Marketing of Rural Tourism - Raj, Justy and Anoop (2013)

discussed various issues related to tourism marketing. The paper also highlighted the importance of community based tourism. The economic scenario in the rural areas of Kerala was undergoing a change and more than fifty percent of the rural population was found engaged in other than agriculture activities. There was change in the lifestyle of people due to increase in income and exposure due to media. The basics of rural marketing and its challenges were also discussed. The paper concluded with the benefits of tourism and the opportunities and potential of rural markets.

Ray (2015) has done doctoral research on rural tourism in West Bengal titled 'Role of Marketing in Developing Rural Tourism: A study of Select Villages in West Bengal'. Case study of Kamarpur and Bishnupur villages was undertaken and tourism resources and products of these villages were analyzed. The study discussed role of marketing in promotion of rural tourism. It explained the importance of e-tourism, role of internet and also emphasized on the other means of communication. The study is also based on primary data collected from four hundred tourists, households and other stake holders from both the villages. Main findings found lack of tourism education, lack of accommodation facility, degradation of environment and local culture.

Promotion and marketing of rural tourism is very important to promote this form of tourism. Gangadhara (2015) examined the issues related to rural women identities and prospective strategies in promotion of rural tourism. It suggested for promotion of rural tourism through women.

2.2.6 Miscellaneous Studies- Haldhar (2007) discussed the potential of rural tourism and its impact on our society. The paper also highlighted the challenges and opportunities in rural tourism. Data was collected through survey conducted in Delhi and NCR and other secondary sources also. The questionnaire based survey was conducted to know their willingness to experience rural tourism, ecotourism, health tourism and cultural tourism.

Yavana (2013) has studied the community participation and their support for tourism. The researcher also analyzed the stakeholders' role in the development of rural tourism in the study region of Karaikudi in Tamil Nadu. In the study, a structural model was developed to depict the inter-relationship among tourism impacts, community participation and support for tourism destination.

Paul (2013) analyzed the tourist attractions of Sikkim, specially Gangtok and its surrounding region. The tourist attractions of the study area could be grouped in various categories like natural sites, sanctuaries, religious sites like monasteries, cultural and historical sites, manmade attractions etc. The study was conducted with the objectives of assessing the tourism infrastructure of the Gangtok region, analyzing seasonal pattern of tourists and studying a travel model for the tourists. Questionnaire was prepared to conduct survey to know the attractiveness of different tourist places on Likert scale. Various stakeholders like travel agents, hoteliers, taxi drivers, tourists and local residents were the main respondents for the purpose. Data was analyzed using quantitative and qualitative techniques. Results showed that Gangtok had great tourism potential and there were many tourist attractions. There were two peak seasons of tourist inflow i.e. March to May during summers and October-November during winters. Tsomgo Lake, Nathu la, Tashi View Point, B2 Water Fall were found to be the most preferred sites.

Bhat (2017) studied the perception and attitudes of rural residents of Kashmir region towards impact of rural tourism development. It also studied perceived participation in future tourism development. The results showed that the positive impact could lead to support attitudes towards tourism development. It reiterated the fact that interest of local residents and community was important,

while preparing rural tourism development plan. Therefore, the involvement of community in decision making process was important.

2.3 Rural Tourism Research in Punjab

Only few studies have been done on the theme in the state of Punjab.

Kumar (2013) in his paper 'Potential and challenges of Rural Tourism in Punjab' discussed the importance of rural tourism. It briefly discussed the general features of tourism in Punjab and concluded that rural tourism was in its initial stage in India and had great potential. Kumar and Kaur (2014) studied agri-tourism in their paper titled 'Agri-tourism: A measure to sustain economy and ecology'. It discussed the potential of agri-tourism in the state and emphasized on its development and promotion to sustain economy and ecology in the state. The study concluded and submitted that agri tourism had potential of strengthening rural economy.

Pinky and Kaur (2014) worked on agri-tourism and discussed the prospects and problems of agri tourism in the state. They collected the data through email and personal interaction. It was found that majority of rural tourism service providers were willing to increase facilities at their sites and increase promotional activities for them. The study also discussed the problems faced by the service providers and the employees of Punjab Heritage and Tourism promotion Board. Service providers' viewpoint for promoting agri-tourism was explained.

Pinky (2014) studied the agri-tourism in Punjab and data was collected on the basis of personal interaction with the owners of the registered farms. The research was done to study the historical perspective, the socio-personal characteristics of the farmers, the status and future prospects of agri-tourism in Punjab. It also discussed the problems faced by the farmers. The socio-personal characteristics that were discussed were age, family background, education, operational land holding, risk orientation etc.

Pandey and Lakhawat (2015) in their paper on 'Farm Tourism in Punjab' discussed the concept of farm tourism in Punjab and the role of Punjab tourism. The study also summarized the strengths and weaknesses of farm tourism in Punjab.

Kumar (2015) analyzed rural tourism and studied the demand for this form of tourism in Amritsar in the paper 'Rural tourism in Amritsar: An analysis'. Kumar, Singh and

Aggarwal (2016) have tried to establish the scope and potential of rural tourism in Punjab in their research paper titled 'Rural Tourism and Regional Development in Punjab'. It studied the existing farm properties and examined the scope of rural tourism in the state. It also recommended for setting up more such sites.

Chadha and Choudhary (2016) discussed the problems and prospects of rural tourism in Punjab. The study was based on survey conducted through questionnaire and secondary sources like available literature, Economic Survey, statistical abstracts, published document of tourism policy. Findings of the paper revealed that the tourists mainly visited the state for religious purpose besides holidaying, business and academic purpose. The main motivating factors for the visit were found to rich culture and heritage, religious celebrations, hospitality and behavior of the host. It emphasized on the promotion of tourism through website and brochure. Other suggestions included effective tourism strategy, setting up of art craft pavilion and emporium, organizing youth and cultural exchange programme, integrating excursion with rural tourism, public private partnership.

Kumar, Singh and Aggarwal (2017) have done analysis of existing rural tourism sites registered with Punjab Heritage Tourism Promotion Board in their paper titled 'Spatial Analysis of Rural Tourism Sites in Punjab. It was found that there is uneven distribution of these sites. Malwa region had maximum number of sites followed by Majha and Doaba region. There were eleven districts where there is not even a single registered rural tourism site.

2.4 Research Gap and Selection of Research Problem

After going through the available literature on the theme of rural tourism, it was found that this area of research has been handled for research from various angles in different parts of the world. The theme of rural tourism was new and few research works have been done in the study region. This provided the scope and opportunity to take the initiative and pursue the research. There is a great scope of rural tourism development because of its huge potential in the study region. Overall, the themes which have been covered by researchers range from scope and potential of rural tourism, rural development, sustainability, promotion and marketing, experience of tourists, impact of rural tourism, role of community, planning and spatial analysis of

rural tourism sites at world level and different parts of India. However, in the study region, not much work has been done on the theme. Thus, there was a research gap and it provided the opportunity to take the initiative and pursue this doctoral research.

Chapter-3

Rural Tourism in Punjab

Rural tourism is an activity in which tourists visit rural areas, stay there and experience rural life. Punjab is a small state in India having resources and potential to develop rural tourism. There are some rural tourism sites set up in the state under the Farm Tourism Scheme of Punjab. These provide farm stay accommodation and some activities are also offered at these sites, in which tourists can participate. In this way rural based tourism services are offered to the tourists.

3.1 Introduction

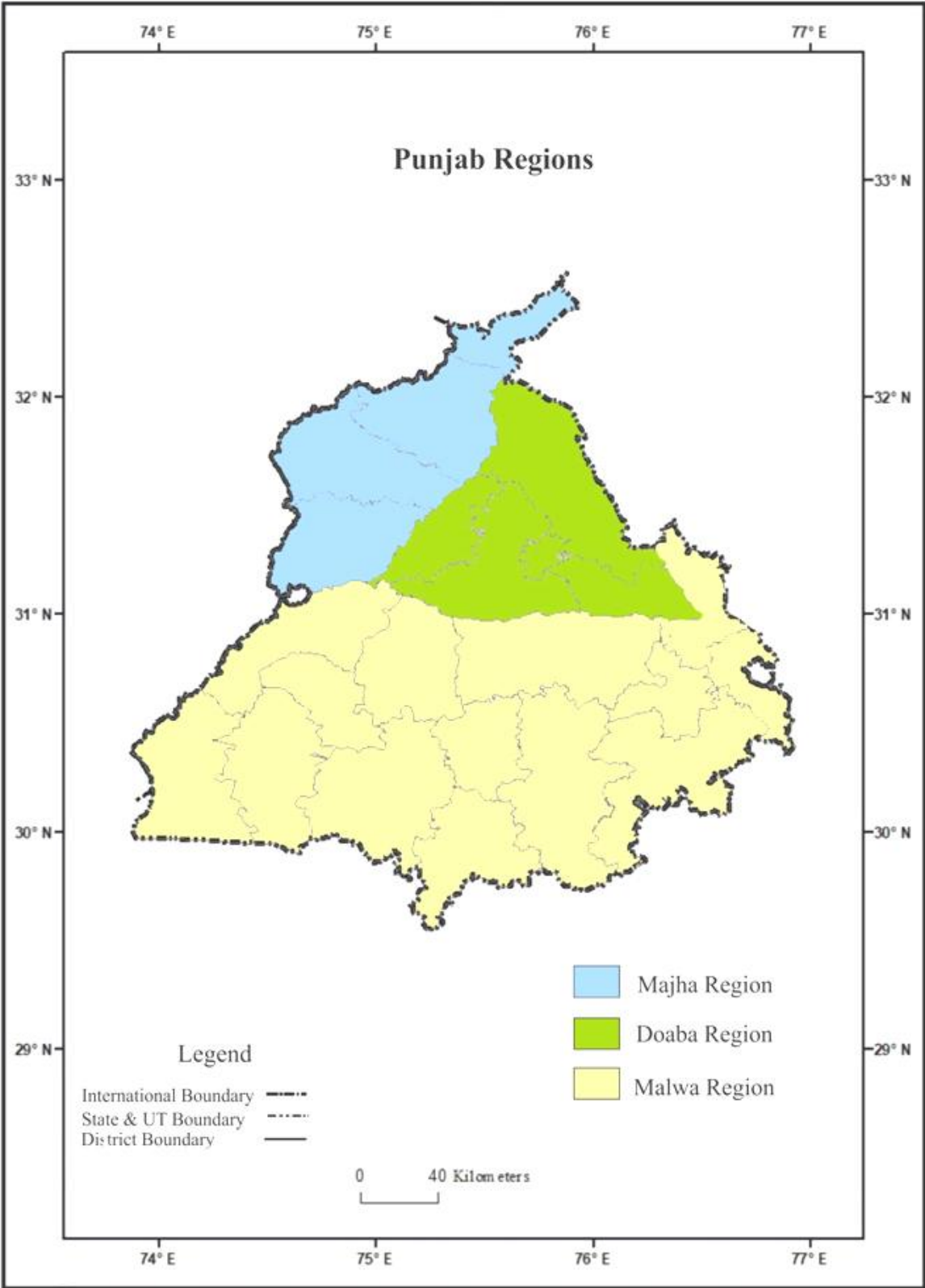
Punjab state is situated in north western part of India having a total geographical area of 50362 sq. kilometers. Its extent on the globe is 29⁰30'N to 32⁰32'N latitudes and 73⁰55'E to 76⁰50'E longitudes. Settlement pattern in the state date back to Indus Valley period and it was known by different names Saptasindhu, Panchnad, Pentapotamia and Punjab, in different periods of its history. The word Punjab is derived from Persian language 'Punj+Aab' that means land of five rivers. Its present day boundaries touch Himachal Pradesh and Union Territory of Chandigarh in the east, Rajasthan and Haryana in the south, Jammu and Kashmir in the north and in the west is international border with Pakistan. The present geographical extent of the state was demarcated on 1st November 1966, when the state was divided on the language basis. Hindi speaking areas of the southern Punjab were formed into a new state of Haryana and Pahari speaking hilly areas were merged into Himachal Pradesh. Thereafter, the total geographical area has witnessed no alteration, but the numbers of districts have been increasing. Presently it is divided into twenty two districts and its capital is Chandigarh. Districts are further sub-divided into tehsils and sub tehsils. There are eighty seven tehsils and eighty one sub tehsils in Punjab (Government of Punjab, 2019 and Manku 2018)

3.2 Regions of Punjab

Punjab is the land of rivers and these rivers divide the state into different geographic regions and thus form natural boundaries. Majha region lies between Ravi and Beas and is called as Bari Doab meaning land between two rivers (Beas and Ravi). Its area

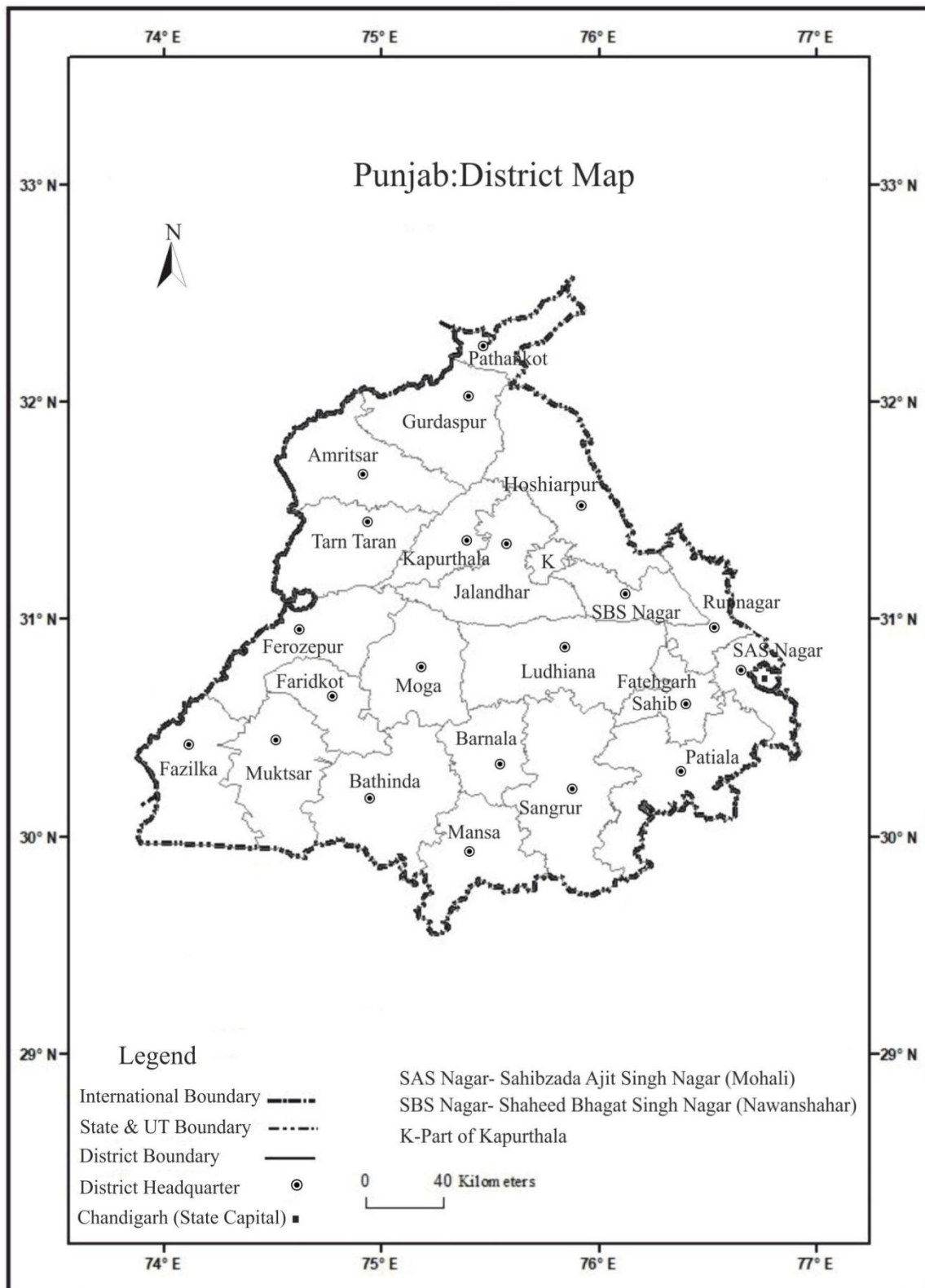
is 8660 square kilometers, which is about 17.20 percent of the total area of the state. There are four districts in it, namely, Amritsar, TarnTaran, Gurdaspur and Pathankot. Doaba region lying between river Beas and Satluj is called Bist Doab having a total area of 8896 square kilometers comprising 17.66 percent area of the state. Malwa is the largest region of the state which is to the south of river Satluj and its southern boundary is formed by river Ghagghar flowing along Haryana-Punjab border (Table 3.1 and Fig.3.1). Its area is 32806 square kilometers covering 65.14 percent area of the state (Manku, 2018). There is yet another region called 'Powadh' or 'Puadh', which is mainly a cultural region as 'Powadhi' dialect is spoken here, which is a mixture of Malwai Punjabi and Haryanvi. It is a combination of two words Purva (Eastern) and Addha (Half), meaning thereby eastern half. It covers parts of Patiala, Mohali, Rupnagar in Punjab and some parts of Haryana adjoining Chandigarh. But it is counted as part of Malwa and not a separate region (Government of Punjab, 1970).

Fig: 3.1 Regions of Punjab



Source: Government of Punjab, 2019

Fig: 3.2 District Map of Punjab



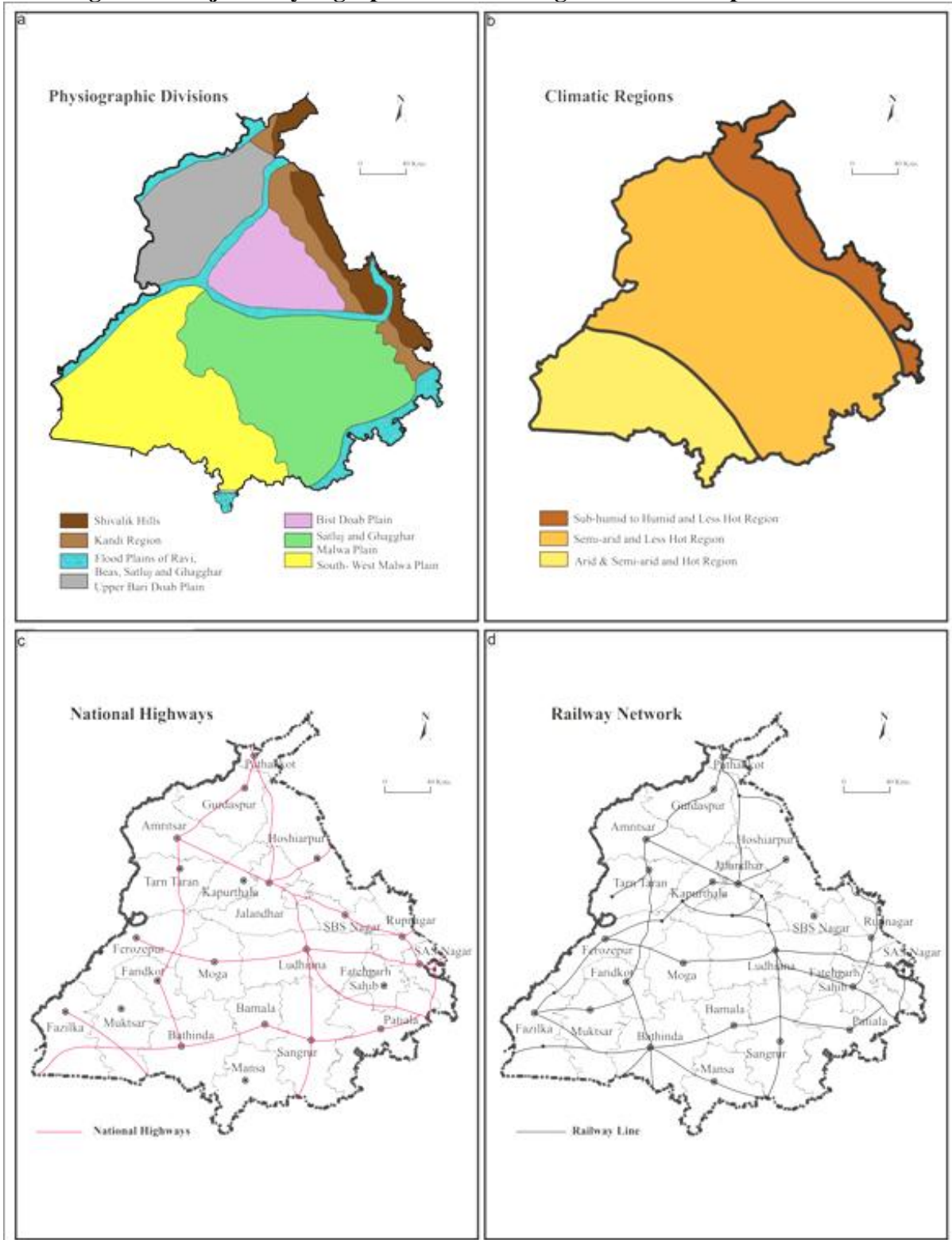
Source: Government of Punjab, 2019

Table 3.1 Regions, Districts and Divisions of Punjab

Region	District	Division
Majha	Amritsar	Jalandhar
	Gurdaspur	
	Pathankot	
	Tarn Taran	
Doaba	Hoshiarpur	Rupnagar
	Jalandhar	
	Kapurthala	
	Shaheed Bhagat Singh Nagar (Nawanshahar)	
Malwa	Rupnagar	Ferozepur
	SAS Nagar (Mohali)	
	Ferozepur	
	Fazilka	
	Moga	Faridkot
	Muktsar	
	Faridkot	
	Bathinda	
	Mansa	Patiala
	Ludhiana	
	Barnala	
	Sangrur	
	Fatehgarh Sahib	
	Patiala	

Source: Government of Punjab, 2019

Fig: 3.3 Punjab: Physiographic-Climatic Regions and Transport Network



Source: Government of Punjab.

3.3 Relief

Though Punjab is primarily a plain area, forming a part of Indo-Gangetic plains, but there are other relief features also and it can be divided into various physiographic divisions like Shivalik hills, Kandi region, flood plains and plains with sand dunes. Shivalik hills are the outermost range of Himalayas, which are low hills and form north-eastern boundary along Himachal Pradesh and Jammu and Kashmir. Kandi region is the high upland plain on the foot hills of Shivalik hills. It is dissected by rivers and choes (seasonal streams) which are small channels having water mainly in rainy seasons. Flood plains are formed by deposition of alluvium brought down by the rivers (Satluj, Beas, Ravi and Ghagghar) and as a result these are very fertile. Plain with sand dunes is semi arid area and lies in the south western part of the state (Manku, 2018 and Mavi & Tiwana, 2008).

3.4 Climate

Punjab has mainly tropical monsoon climate. For most part of the year, it has warm climate. April to June is summer season with temperature reaching above 45° C. Hot and dry winds, called as Loo, blow in this season and it is generally dry. Punjab receives maximum rainfall during advancing monsoon from July to mid-September and thereafter monsoon winds start retreating. November onwards there starts cold season which continues till the end of February. The region also receives rainfall in this season by western disturbance coming from Mediterranean region. The state of Punjab can be divided into three climatic regions namely, Arid & Semi-arid and Hot region comprising south western part of the state, Semi-arid and Less Hot region that covers maximum area comprising flood plains, Sub-humid to Humid & Less Hot region covering north eastern areas of Shivalik Hills. The amount of rainfall decreases and temperature increases from north-eastern to south western region of the state (Manku, 2018).

3.5 Transport Network

Punjab is mainly a plain region except Shivalik hilly areas in the north east. It has well developed network of transport and is connected by rail, road and air transport with other parts of the country. It has good network of railway with total rail length of

more than four thousand four hundred kilometers (Manku, 2018). Amritsar, Jalandhar, Ludhiana, Pathankot, Bathinda, Ferozpur are the major railway junctions. Road network is also quite good with total road length of more than seventy thousand kilometers. There are different types of roads like national highways, state highways, district roads and village roads. Parts of national highways that pass through the state are National Highway No. 1 connecting Delhi with Amritsar, National Highway No. 1A connecting Jalandhar with Srinagar and Uri, National Highway No. 10 connecting Delhi-Fazilka, National Highway No.15 connecting Kandla in Gujarat with Pathankot passing through Abohar-Bathinda-TarnTaran-Amritsar in Punjab. National Highway No. 20 connects Pathankot with Mandi in Himachal Pradesh, National Highway No.21 connects Chandigarh-Manali passing through Rupnagar and Anandpur Sahib in Punjab, National Highway No.22 connects Ambala-Shimla passing through Zirakpur in Punjab, National Highway No.64 connects Dabwali with Chandigarh via Bathinda and Patiala, National Highway No. 70 connects Jalandhar with Mandi in Himachal Pradesh via Hoshiarpur, National Highway 71 connects Jalandhar with Bawal in Haryana passing through Jagraon, Barnala and Sangrur and National Highway No. 95 connects Kharar with Ferozpur via Ludhiana-Jagraon-Moga. These highways have been renumbered and as per new numbering National Highway No. 44 connecting Delhi-Jalandhar-Pathankot-Srinagar, National Highway No.3 connecting Amritsar, Jalandhar and Hoshiarpur, National Highway No.5 connecting Ferozpur, Ludhiana, Chandigarh with Shimla, National Highway No. 7 connecting Fazilka, Bathinda, Ambala with Dehradun, National Highway no 52 connecting Sangrur with Ankola in Karnataka, National Highway no.54 connecting Hanumangarh in Rajasthan with Bathinda , Amritsar and Pathankot, National Highway no. 62 connecting Abohar with Pindwara in Rajasthan (National Highway Authority of India, 2018). There is one International Highway, also called Asian Highway (AH1) that connects Amritsar with Lahore in Pakistan across the border. The state is also connected by air through domestic and international flights. Shri Guru Ramdas Ji International Airport at Amritsar provides domestic and international air services. Amritsar is connected by air with Delhi, Jammu, Srinagar, Bengaluru, Mumbai and Pune within India. There are International flights to Dubai, Doha, Kualalumpur, Singapore, Tashkent and

Birmingham. Other airports are at SAS Nagar (Mohali), Ludhiana and Adampur (Jalandhar).

3.6 Population

As per 2011 census, population of Punjab was 27.7 million and it constituted 2.29 percent of the total population of India. Decadal population growth from 2001-2011 in the state was 13.89 percent. Region wise Malwa had maximum population of 16.6 million comprising 59.93 percent of the state followed by Majha with 5.9 million (21.30 percent) and Doaba region 5.2 million (18.77 percent). Ludhiana district had the maximum population of 34.98 lacs and Barnala with population of 5.95 lacs had least population. The average density of population for Punjab for 2011 census was 551 persons per square kilometer. Ludhiana with 978 persons per square kilometer was the most densely populated district and Muktsar with 348 persons per square kilometer was at the bottom. Urban population in Punjab was 37.48 percent which is higher than the national urbanization rate. There were 12581 villages in Punjab and out of that 12168 were inhabited, accommodating 62.52 percent of total population of the state. Ludhiana and Amritsar were two metropolitan cities with population of 1.6 million and 1.1 million respectively (Government of India, 2011).

3.7 Tourism in Punjab

Punjab is emerging as an important tourism destination in India and there are so many places of tourist interest. The tagline of Punjab tourism is 'India begins here'. The data on tourist arrival shows that there is a steady growth of number of tourists in the state. The number of domestic tourist arrival is increasing continuously, whereas there have been fluctuations in the number of foreign tourist arrivals. There were 40.2 million domestic and 1.1 million foreign tourist arrivals in Punjab in the year 2017 and 44.5 million and 1.2 millions foreign tourist arrivals in 2018 (Table 3.2). Over the years, tourist arrivals in Punjab are on the rise and it reached at 11th rank in India as far as the tourist arrivals is concerned (Kunnappally, 2019)

For the year 2018, tourist arrivals in Punjab shows that Amritsar is the main tourist destination as it attracts maximum tourists among all districts in Punjab (Table 3.3). The main attractions in Amritsar are Shri Harmandir Sahib (Golden Temple),

Jallianwala Bagh, Durgiana Mandir, Retreat Ceremony at Attari Border, Gobindgarh Fort and recently developed Partition Museum, War Museum, Saada Pind, the created heritage village. Thus, Amritsar is mainly known for its religious and historical tourism. It is followed by Ludhiana and SAS Nagar (Mohali). Tourists visit Ludhiana mainly for business purpose and SAS Nagar (Mohali) is visited for various purposes and because of its proximity with the capital city of Chandigarh. Patiala has historical and religious tourists' attractions. Devi Talab Mandir and Rangla Punjab are the main attractions of Jalandhar. Pathankot is gateway to Jammu & Kashmir and Himachal Pradesh.

Table 3.2 Tourists Arrivals in Punjab

Year	Domestic Tourist Arrivals	Foreign Tourist Arrivals	Total
2009	53,69,995	1,10,404	54,80,399
2010	1,05,83,509	1,37,122	1,07,20,631
2011	1,64,16,638	1,50,958	1,65,67,596
2012	1,90,56,143	1,43,805	1,91,19,948
2013	2,13,40,888	2,04,074	2,15,44,962
2014	2,42,71,302	2,55,449	2,45,26,751
2015	2,57,96,361	2,42,367	2,60,38,728
2016	3,87,03,325	6,59,736	3,93,63,061
2017	4,02,93,352	11,08,635	4,14,01,987
2018	4,45,95,061	12,00,969	4,57,96,030

Source: Tourism Department, Government of Punjab, 2019.

Table 3.3 District Wise Distribution of Tourists Arrival in, 2018

District	Domestic Tourist Arrivals	Foreign Tourist Arrivals	Total
Amritsar	25901911	1033106	26935017
Barnala	97856	9	97865
Bathinda	1518036	662	1518698
Fardikot	51324	0	51324
Fatehgarh Sahib	83808	421	84229
Fazilka	296036	111	296147
Ferozepur	100298	114	100412
Gurdaspur	66339	131	66470
Hoshiarpur	170385	146	170531
Jalandhar	2323575	68278	2391853
Kapurthala	26817	3208	30025
Ludhiana	5856227	41127	5897354
Mansa	116479	2543	119022
Moga	92284	0	92284
Pathankot	1244793	1177	1245970
Patiala	824193	4380	828573
Rupnagar	378609	7374	385983
SAS Nagar	5091382	37625	5129007
SBS Nagar	93574	524	90667
Sangrur	90667	0	90667
Sri Muktsar Sahib	153401	31	153432
Tarn Taran	17067	2	17069
Total	44595061	1200969	45796030

Source: Tourism Department, Government of Punjab, 2019.

3.8 Tourism Resources in Punjab

Although Punjab has a variety of tourism resources, yet religious tourism is its main strength. There are Gurudwaras and many other places which are associated with Sikh Gurus. There are many temples and places associated with Hindu mythology like Ram Tirath in Amritsar district. Qadian an important holy shrine associated with Ahmadiya sect of Muslims in Gurdaspur district. Vibrant Punjabi culture offers folk dance and music. Phulkari is unique embroidery style of the region. Punjabi food is popular all over the world. Fairs and festivals are other cultural resources that contribute to promotion of tourism. There are many heritage sites like forts, palaces and other places, which can be used as tourism products. Some places having natural resources like wetlands can also be used to develop nature based tourism. But, primarily, religious and historical tourism are its strength and attracts maximum number of tourists in the state.

3.9 Rural Tourism in Punjab

Punjab Heritage and Tourism Promotion Board introduced the Farm Tourism Scheme in 2008, with a view to promote rural tourism in the state. Under the scheme those private sector farm house owners were registered, who fulfilled the norms as specified by the board, for providing rural tourism experience to the tourists. They were supposed to provide clean, hygienic environment with modern facilities as per the standards set by the board. State tourism department assists with operational guidelines and publicity in partnership with them (Government of Punjab, 2015).

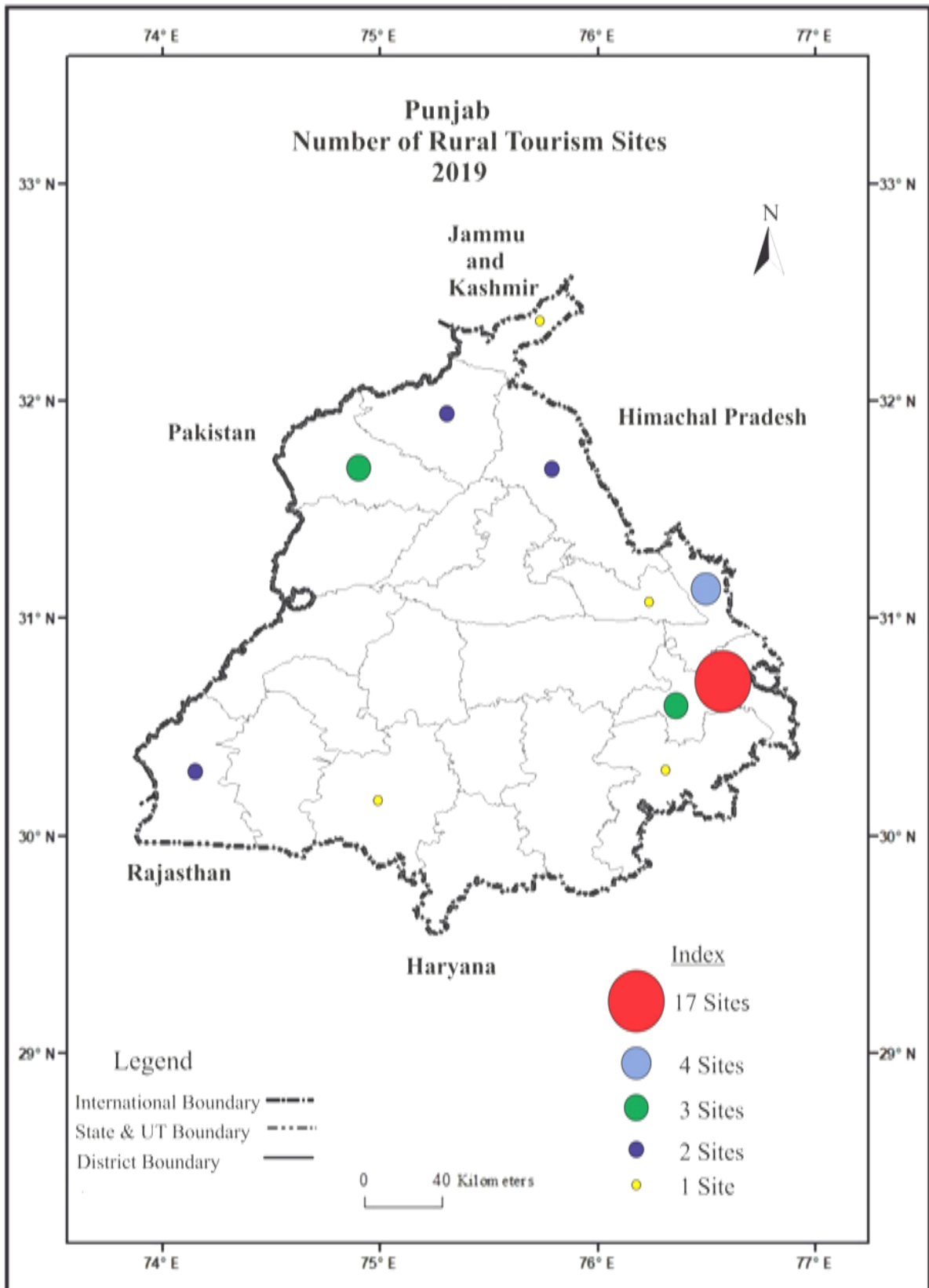
This measure promotes farm accommodation and activities in partnership with the farm house owners. The service providers provide home cooked food, accommodation and visitors are shown various farm based activities. Tourists participate in various activities like animal & tractor ride, folkdance and music. They can also participate or witness rural games like wrestling. Visit to fields, community life, interaction with artisans like carpenter & blacksmith can be wonderful experience for the visitors from the urban areas. Cultural programmes including folk dance and songs can be organised. They can also be motivated to participate and enjoy local fairs, festivals and rituals like marriage ceremony.

There were certain term and conditions which were to be fulfilled by farm property owners to get it registered. These were as under-

1. Farm houses should be fully developed and worth visiting by the tourists.
2. There should be at least one room with an attached bathroom.
3. It should provide food service to the tourists.
4. Maintaining the visitors' book is mandatory.
5. It will have to maintain a record of tourists staying there and it will have to be forwarded to the office of Punjab Heritage Tourism Promotion Board.
6. Information of foreign tourists will have to be given to the Foreigner's Registration Officer.
7. It will provide documentary proof of the ownership of the property and in case of joint ownership 'No Objection Certificate' from all the owners is to be given.
8. The owner of the property will be liable for any casualty that occurs during the period of stay.
9. They will have to provide services and facilities as specified by the Board and inspection shall be held at the time of registration and thereafter at regular intervals.
10. The registration of farm property may be cancelled if any complaint is received against it and found to be correct.
11. The property could not be used for other commercial activities like marriage or any such functions.
12. No illegal activity could be carried out on the premises of the farm property and if such activity is found, then the registration will be cancelled and action will be taken as per the law.

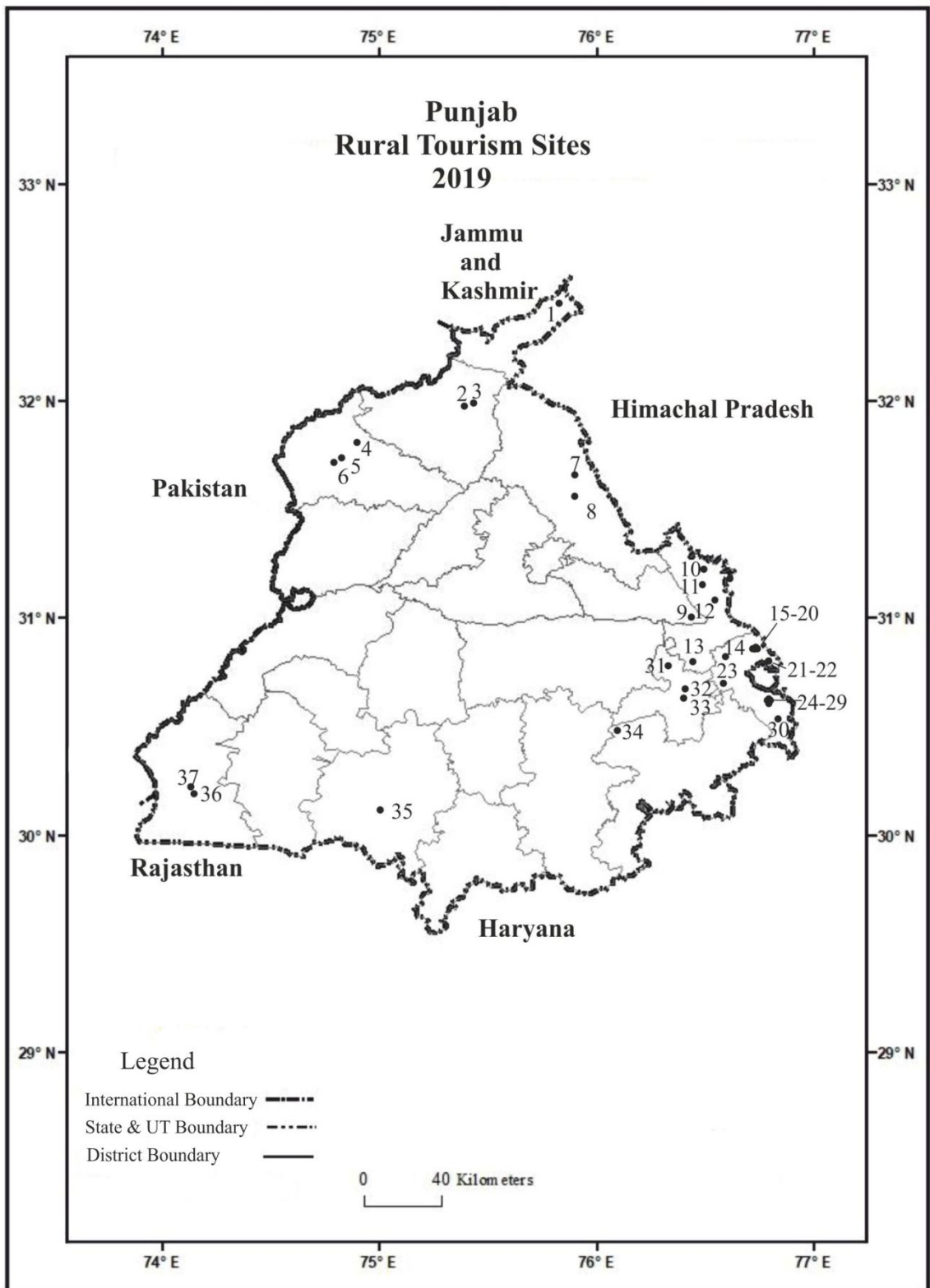
The guidelines and terms & conditions may be changed and modified by the board. Rural tourism service providers offer quality service to the visitors and these are verified by Punjab Tourism. The board also provides basic training to the service providers and gives advice. The board is also responsible for promotion of this scheme.

Fig: 3.4 Number of Rural Tourism Sites in Punjab



Source: Tourism Department, Government of Punjab, 2019.

Fig: 3.5 Punjab: Rural Tourism Sites



Source: Tourism Department, Government of Punjab, 2019.

Table 3.4 Index: Rural Tourism Sites in Punjab

1.	Kartar Farms, Dunera (Pathankot)
2.	The Kothi, Nawan Pind Sardara (Gurdaspur)
3.	Punjabiya, Gunopur (Gurdaspur)
4.	Framers Villa, Pathan Nangal (Amritsar)
5.	Green Acres Haveli and Retreat, Heir (Amritsar)
6.	Ranjit Vilas Farm Stay, Heir (Amritsar)
7.	Kailash Farm, Chohal (Hoshiarpur)
8.	Citrus County (Hoshiarpur)
9.	Prakriti Farms, Rail Majra (SBS Nagar)
10.	Satluj Farm Stay, Lodhipur (Rupnagar)
11.	Sukh Amrit Farm Stay (Rupnagar)
12.	Bharat Garh Fort, BharatGarh (Rupnagar)
13.	Deep Root Retreat, Akbarpur (Rupnagar)
14.	Baag-e Fursat, Rakouli (SAS Nagar)
15.	Hindurgarh, Siswan (SAS Nagar)
16.	Kudrat Farm Stay, Siswan (SAS Nagar)
17.	Baans Bagh, Siswan (SAS Nagar)
18.	Mejie Farm, Siswan(SAS Nagar)
19.	Sidhu Farm Stay, Majra (SAS Nagar)
20.	Whistling Hills, Paraul (SAS Nagar)
21.	Mystic Meadows, Chahar Majra(SAS Nagar)
22.	Ground Zero Farm Stay, Nayagaon (SAS Nagar)
23.	Inderjeet Farm Stay, Karoran(SAS Nagar)
24.	Casba Farm Retreat, Swara(SAS Nagar)
25.	Virsa- The Heritage Farm, Bakarpur (SAS Nagar)
26.	Master Farms, Rampur Kalan (SAS Nagar)
27.	Westonel Farm, Bari (SAS Nagar)
28.	The Village, Pabat (SAS Nagar)
29.	Gul- e- Punjab, Baltana(SAS Nagar)
30.	Tree House, Dappar (SAS Nagar)
31.	Chandigarh Sardar Farm, Pohlo Majra (Fatehgarh Sahib)
32.	Orange Farm, Makrampur (Fatehgarh Sahib)
33.	Hansali Organic Farm, Badli Ala Singh (Fatehgarh Sahib)
34.	Gary Farms, Nanoki (Patiala)
35.	Mann Makkhi Farm, Tungwali (Bathinda)
36.	Jyani Natural Farm, Katehra (Fazilka)
37.	Forest view Farm Stay, Bodiwala Petha (Fazilka)

Table 3.5 Rural Tourism Sites in Punjab

Region	District	Rural/FarmTourim Site
Doaba (3)	1. Hoshiarpur (2)	1. Citrus county
		2. Kailash Farm
	2. Shahid Bhagat Singh Nagar (Nawanshahr) (1)	1. Prakriti Farm Stay
Majha(6)	1. Amritsar (3)	1. Farmers Villa
		2. Green Acres Haveli and Retreat
		3. Ranjit Vilas Farm Stay
	2. Gurdaspur (2)	1. Punjabiyat
		2. The Kothi
3. Pathankot (1)	3. Kartar Farms	
Malwa(28)	1. Bathinda (1)	1. Mann Makhhi Farm
	2. Fatehgarh Sahib(3)	1. Chandigarh Sardar Farm
		2. Hansali Organic Farm
		3. Orange Farm
	3. Fazilka (2)	1. Forest View Farm Stay
		2. Jyani Natural Farm
	4. Mohali (SAS Nagar) (17)	1. Baag-e-Fursat
		2. Baans Bagh
		3. Casba Farm Retreat
		4. Ground Zero Farm Stay
		5. Gul-e-Punjab
		6. Hindurgarh Fort
		7. Inderjet Farm Stay
		8. Kudrat Farm Stay
		9. Master Farms
		10. Mejie Farm Stay
		11. Mystic Meadows
		12. Sidhu Farm Stay
		13. The Village
		14. Tree house Farm Stay
		15. Virsa-The Heritage Farm
		16. Westonel Farm House
		17. Whistling Hills
5. Patiala (1)	1. Gary Farm	
6. Rupnagar (4)	1. Bharatgarh Fort	
	2. Deeproot Retreat	
	3. Sukh Amrit Farm Stay	
	4. Satluj Farm stay	

Source: Tourism Department, Government of Punjab, 2019.

3.10 Rural Tourism Sites in Punjab

Rural tourism sites in the present study refer to the farm stays or properties which are offering accommodation services to the tourists. In the present study, spatial analysis of farm tourism stays or farm properties has been done. Following are the rural tourism sites in the state of Punjab (Table 3.5).

3.10.1 Citrus County- It is in village Chhauni Kalan near Hoshiarpur, a town situated at the foothills of Shivalik hills. It derives its name from citrus orchard. It has a website whose web address is mentioned in the official website of Punjab Tourism. Tourists are its brand ambassadors and they help in promotion by word of mouth. It is doing business in a professional way as it also organizes 'FamTour' for tour operators and thus the travel agencies and tour operators promote this property. Its geo-coordinates are 31°29'41" N latitudes and 75°56' 17" E longitudes. Hoshiarpur is well connected by road with cities like Jalandhar, Pathankot, Jammu, Chandigarh, Delhi etc. It also connects many cities of Himachal Pradesh and acts as gateway to the Hills. The city is also connected by railway routes with Jalandhar and New Delhi. It is about five kilometers from district head quarter Hoshiarpur. Chandigarh, Amritsar and Adampur are the nearest airports. It has suites and luxury tents with all the comforts. There is uninterrupted power supply, as it has its own power back up. Village safari, exploration of village life, visit to a dairy farm gives authentic rural experience to the tourists. They can also participate in cultural events and fruit plucking. Culinary tours can be a learning experience, where they can learn cooking traditional Punjabi food.

Hoshiarpur is situated on the foothills of Shivalik range and it has the highest percentage of forest cover in the state, so it is also the greenest district in the state. The climate is quite good as it is sub-humid and less hot region comparatively. It is also famous for woodcraft (Manku, 2009). It is the place, where original script of 'Bhrihu Samhita' is available and people from various parts of the country come here. There are many religious places nearby in Himachal Pradesh like Mata Chintpurni, Jwala Ji, Naina Devi and Anandpur Sahib to name a few (www.citruscountyfarmstays.com).

3.10.2 Kailash Farms- Kailash Farms is located at the foot hills of Shivalik range in village Chohal in Hoshiarpur. It is located on Chintpurni road and can be easily reached as it is about eleven kilometers from Hoshiarpur city. Hoshiarpur is well connected by road and rail. Its geo-coordinates are 31° 35' 4" N latitudes and 75° 57' 13" E longitudes.

There are big rooms with attached bathrooms, air-conditioning, TV and wifi facility. There is a twenty four hour power supply and security. The farm has a swimming pool and conference room also. Tourists can participate in indoor games like table tennis, carom, chess etc. There is provision of outdoor games like tennis, basketball, badminton, cricket etc. Tourists can participate in picking fruits and vegetables, plucking flowers, Farm tours are also specially organized. Other activities include tractor ride and cycle ride. Hoshiarpur and nearby religious places like Chintpurni and Jwalaji in Himachal Pradesh are important attractions (www.kailashfarms.com).

3.10.3 Prakriti Farms- Also known as Colonel's Farm it is in village Rail Majra in Nawanshahar (Shahid Bhagat Singh Nagar) district. It is a farm with organic practices and based on the principles of conservation of biodiversity. Its geo-coordinates are 31°0'29" N latitude and 76°27'51" E longitude. It is situated in foothills of Shivaliks, about seven kilometers from Ropar wetland and about fifty kilometers from Chandigarh and both the cities are well connected by road and rail. Chandigarh has international airport also. It offers Swiss cottage tents with an attached bathroom, safari tents, deluxe cottage made from mud and thatch. It has all the basic amenities required for a comfortable living like cold and hot water, parking space etc. It provides home like comforts to the guests. This farm provides opportunity for learning environmental practices like soil conservation, use of manure instead of chemical fertilizers. Besides educational tour it is a good place to enjoy nature. Watching migratory birds is also a wonderful experience here. Tourists can visit kinnow and guava orchard. There are wild animals around farm like antelope, wild boar, deer and birds like peacock, partridge etc. Ropar Wetland, a man made fresh water lake,

is about seven kilometers from here and is rich in aquatic biodiversity (www.prakritifarms.com).

3.10.4 Farmers Villa- This property is in Pathan Nangal village in district Amritsar on Fatehgarh Churian road. It is an organic farm, where no chemicals and pesticides are used. Its geo-coordinates are 31°38'28"N latitude and 74°51'30"E longitude. It can be easily reached with fifteen minutes drive from Amritsar and situated on link road on Amritsar-Fatehgarh Churian road. Amritsar is well connected by rail, road and air routes. It provides comfortable air-conditioned deluxe rooms with all the modern facilities of a hotel. It offers delicious home cooked food. It provides wifi internet and 24 hour power supply. Bicycle ride, bullock cart ride, visit to tube well, farm visit, milking, kite flying, tractor ride, participation in cooking are some of the activities offered to the tourists. Nearest tourist destination is Amritsar, so Golden Temple, Durgiana Mandir, Jallianwala Bagh, Gobindgarh Fort and Retreat Ceremony at Attari Wagah border are the major attractions to the tourists (www.farmersvilla.in)

3.10.5 Green Acres Haveli and Retreat-This farm property is located near Amritsar airport on the main Amritsar-Ajnala Road. It is a perfect place to experience the life in farm ambience in green surroundings. Its geo-coordinates are 31°41'14" N latitudes and 74°49' 57" E longitudes. Green Acres Haveli can be easily reached, as it is on airport road and is only eleven kilometers from Amritsar and about four kilometers from airport. The architecture of the Haveli is perfect blend of traditional Punjabi village and Mughal architecture. It was an old haveli that was renovated and modern amenities have been added. There is a spacious lawn, a play area for children, a swimming pool, a gym and a billiards table. All the rooms are air-conditioned with intercom and wifi internet facility. They can participate in various farming activities like sowing, weeding, harvesting, plucking fruits etc. Cultural evenings are organized with folk dance and music performances. City trip is arranged that includes visit to Golden Temple, Retreat Ceremony at border, Amritsar Heritage Walk, Jallianwala Bagh etc. Trips to places of tourist interest around

Amritsar are also arranged on demand covering Sikh shrines, Harike Wetland and Bird Sanctuary (www.greenacreshaveli.com).

3.10.6 Ranjit Vilas Farm Stay- Ranjit Vilas Farm Stay is set up in Heir village in the district of Amritsar. Its geo-coordinates are 31°35'13" N latitude and 74°44' 32" E longitude. Heir village is on the main Amritsar-Ajnala road near international airport. Amritsar is well connected by rail, road and air transport.

It offers executive rooms and suites which are well furnished with traditional Punjabi furniture and all modern facilities. Various cultural and farm based activities are organized for the tourists that includes cooking classes, turban wearing, kite flying and other traditional games, folk dance Giddha and Bhangra. Festivals are also celebrated according to seasons. Amritsar's main tourist spots include Golden Temple, Jallianwala Bagh, Durgiana Temple, Gobindgarh Fort and Retreat Ceremony at Wagah-Attari border (ranjitfarms.com).

3.10.7 Punjabiyat-This farm property is set in green fields in village Gunopur near Saidowal Khurd in Gurdaspur district. Its geo-coordinates are 31°57'23" latitude and 75°30'1" E longitude. It is about sixteen kilometers from district headquarter Gurdaspur. It is connected by link road as it is slightly inside Gurdaspur-Mukerian road. Amritsar international airport is about seventy five kilometers from here.

This has been constructed in traditional Punjabi style using locally available material like bricks, mud, wooden beams. But all the modern facilities have been provided to make a comfortable living for the guests. Tractor and Tonga rides can be enjoyed by tourists. All the major tourist attractions of Amritsar are easily approachable and are in its periphery as it is about seventy kilometers from here. Dhianpur, Dera Baba Nanak, Kalanaur are other tourist attractions in Gurdaspur district.

3.10.8 The Kothi -This farm house property is in village Nawanpind Sardaran in Gurdaspur district. It is a traditional type of accommodation and was set in 2010. It gives authentic rural experience to the tourists. Its geo-coordinates are

31°59'4" N latitude and 75°24'31" E longitude. It is about nine kilometers from Gurdaspur on Khanuwan road. Gurdaspur is on main rail and road route between Amritsar and Pathankot. Nearest airport is Amritsar, which is about seventy kilometers from here. It has well furnished rooms with modern amenities and internet facility. Village tour is arranged for the tourists besides tractor ride and horse cart ride. Tourists can participate in various farm based activities milking, traditional cooking, basket weaving etc. Yoga and meditation classes are also arranged. All the major tourist attractions of Amritsar are easily approachable. Dhianpur, Dera Baba Nanak, Kalanaur are other tourist attractions in district Gurdaspur.

3.10.9 Kartar Farms- This farm property is in Dunera village of Pathankot district. It offers group packages for students also. Its geo-coordinates are 32°25'41" N latitudes and 75°53' 21" E longitudes. Pathankot is a town which connects Jammu and Kashmir with the rest of India. Dunera is a small town on Punjab-Himachal border at a distance of about fifty kilometers from Pathankot. Kartar Farms is about two kilometers from this road. Pathankot is the nearest station from where it is easily accessible by road. Nearest airports are Amritsar and Jammu. It provides homely accommodation with twenty four hour power back up and security and parking. Tourists are taken to fruit orchards, nursery and farm. Participation in farming operations and animal care are important educational activities. Bird watching, tractor ride, trekking and camping are other activities. Tourists can enjoy traditional games like guli danda, kho-kho and also folk dance and music programmes. Visit to Shri Guru Nanak Mission centre for meditation and well being of health, Lunsu Temple, Ranjit Sagar Lake and Dam, Dalhousie and Khajiar are important tourist attractions in Himachal Pradesh.

3.10.10 Mann Makkhi Farm- This property is in village Tungwali near Bhucho Mandi in Bathinda District. The owner of the farm practice apiculture on commercial basis, so it is a renowned place known for apiculture and is in the news on media like television, news paper, magazines etc. It is very popular

and many programmes have been telecast on television. Its geo coordinates are 30°10' 3" N latitudes and 75° 2' 50" E longitudes.

Tungwali is a village about fifteen kilometers from Bathinda which is well connected by rail and road. It is a major railway junction of Punjab and has train connectivity to Delhi, Mumbai, Bikaner, Patiala, Ferozepur, Hisar, Rewari, Ludhiana etc. It provides basic facilities and home cooked food. It also organizes training programme in apiculture for trainees. Tractor ride and cultural programmes are arranged and tourists can also participate in farming operations, jaggery making, picking vegetables etc. Bathinda is the nearest major city which has many places of tourists' interests like fort, Rose Garden, Guru Nanak Thermal Power Plant. Takht Damdama Sahib at Talwandi Sabo is a place of religious importance nearby.

3.10.11 Chandigarh Sardar Farm- This is a farm house property in Pohlo Majra in district Fatehgarh Sahib. Its geo coordinates are 30°47'25"N latitudes and 76°24'36"E longitudes. It is about forty kilometers from Chandigarh and is situated on main Chandigarh-Ludhiana highway, so it can be easily reached by road. Bus service is quite frequent on this route. It is a budget accommodation with modern facilities. Village tours and visit to farms are also organized. Folk dance and music programme are also organized. Sanghol is a historical village and there is a museum having articles of Indus Valley Civilization period. Sirhind and Fatehgarh Sahib are nearby places of religious and historical importance and can be covered in a day trip. Chandigarh, about forty kilometers from here, is another attraction.

3.10.12 Hansali Organic Farm Stay- It is a complete organic and eco-tourism farmstay spread in fourteen acres in village Hansali, district Fatehgarh sahib. Its geo coordinates are 30°35'30" N latitudes and 76°28'16" E longitudes. This farm is in village Hansali on main Badali Ala Singh-Hansali road in Fatehgarh Sahib. It is about sixteen kilometers from Fatehgarh Sahib, thirteen kilometers from Sirhind and thirty six kilometers from SAS Nagar (Mohali). All these places have good road and rail connectivity. Farm stays are provided to the guests and there are air conditioned suites with TV and attached bathrooms.

Fresh homemade food is provided to the guests. It has a small swimming pool, garden and parking space. Various activities are arranged for the guests like village tour, cycling, trekking, bird watching, tractor ride, yoga and meditation retreats etc. Educational programmes are also arranged for students to learn about organic farming practices. It offers many things to nature loving tourists like vegetable farming in net houses, organic multi fruit orchard, organic dairy farm, natural goat farm, organic farm produce. There are many places of tourist interests nearby like Sukhna Lake, Rock Garden, Rose Garden in Chandigarh, Sheesh Mahal and Dukh Nivaran Gurudwara in Patiala, Gurudwaras and historical places of Sirhind and Fatehgarh Sahib (www.hunsalifarm.org.in).

3.10.13 Orange Farm- It is a big farm in village Makarampur in district Fatehgarh Sahib. Its geo-coordinates are 30°38'40" N latitude and 76°29'38" E longitude. It is about thirty kilometers from Chandigarh and eleven kilometers from Fatehgarh Sahib and is easily approachable. It offers well furnished rooms having all the modern facilities for comfortable living like air conditioner, TV, hot and cold water etc. It offers home cooked food. There is kids play area, electricity backup, dining area and wifi facility. Tourists can enjoy tractor, jeep and bullock cart rides. Milking, nature walk, tube well dip bath and picking vegetables are other activities in which tourists can participate. There are many places of tourist attractions nearby like Sukhna Lake, Rock Garden, Rose Garden in Chandigarh, Sheesh Mahal and Dukh Nivaran Gurudwara in Patiala, Gurudwaras and historical places of Sirhind and Fatehgarh Sahib (www.orangefarms.in).

3.10.14 Forest View Farm Stay- This is recently registered property in village Bodiwala Pitha of Fazilka and is in its initial stage. Its geo-coordinates are 30°17'43" N latitude and 74°6'36" E longitude. Farmstay service providers have plan to construct mud houses and tented accommodation for the tourists. There are food court, plunge bath pool and children rides for the tourists, who can also enjoy village tour, tractor ride and farming activities in and around the farm. Nearby attractions include Indo-Pak International Border, Abohar

Black Buck Sanctuary, Asafwala War Memorial and Fazilka TV Tower (popularly called as Eiffel Tower).

3.10.15 Jyani Natural Farm- It is in village Katehra in newly created district of Fazilka, which was earlier, a part of district Ferozepur. Its geo coordinates are 30°17' 2" N latitude and 74° 8' 51" longitude. It is an 'Eco Farm Tourism Resort'. As the name suggests, Jyani Natural Farm is known for its organic farming and also makes use of solar energy. Natural living and pure organic food is its tagline. Word of mouth suffices their marketing, though they have their own website. They have plan to further develop this place as centre of 'Holistic Tourism', where tourists can stay for longer period and enjoy natural living and rejuvenation therapy. Group package for students are available. The farm can be easily reached by road, as it is three kilometers inside Abohar-Fazilka road. Abohar railway station is about fifteen kilometers and Fazilka nineteen kilometers from here. In the farm rooms and dormitories have modern amenities with air conditioning. It also offers tented accommodation. Various packages are available with different tariff plan. There is swimming pool and a separate pool for kids, one dancing room, a library and one audio-visual room for watching movies, snooker room also. Other facilities include wifi internet, laundering and ironing. Visit to a dairy farm and an organic farm is arranged for the guests. Tourists can enjoy tractor ride and horse riding. They can also participate in wheat grinding to prepare flour, milking, outdoor sports, cooking activity etc. There is arrangement of indoor games like snooker, carom board, table tennis etc. Boating activity is also available and a small lake has been specially created for the purpose. Since this farm is known for organic farming, so it is visited by agricultural scientists, agricultural officers and other officials from NABARD (National Bank for Agriculture and Rural Development) and Punjab Agriculture University etc. Educational programmes are generally conducted for students. Cultural programme are also organized in the farm where local culture is exhibited. Visit to the nearby Indo-Pak International Border is an important attraction for the tourists. Abohar Black Buck Sanctuary, Asafwala War Memorial, Fazilka TV Tower

(popularly called as Eiffel Tower) are other attractions for the tourists (www.jyani.in).

3.10.16 Baag-e-Fursat- This farm property is located in Rakouli village in Mohali district and natural living and organic farming is their USP. Its geo-coordinates are 30°48' 0"N latitude and 76°36' 35" E longitude. It is easily accessible as it is located in between Kharar-Kurali Highway and is about one and half kilometres inside the main road. As Chandigarh is well connected by rail, road and air transportation, so, it is very easy to reach here. There are deluxe air conditioned rooms with all the modern facilities. Home cooked food is served to the guests. Pick and drop service is also provided. Many activities are arranged for the tourist and they can participate in cooking, folk dance, folk music, picking vegetables, other farming activities and enjoy tractor ride.

3.10.17 Baans Bagh- It is situated in the forested foot hills of Shivaliks in village Siswan, an ideal place for nature lovers. Its geo-coordinates are 30°51'28"N latitude and 76°44'27" E longitude. Baans Bagh is about twenty kilometers from Chandigarh and Kurali. It can be easily reached by road from Chandigarh, Kurali and Baddi. It is on the road that connects Baddi while coming from Kurali and Chandigarh. It has well furnished spacious rooms with modern facilities like air conditioner, television etc. Owners of the farm property have future plans to add tented accommodation for the tourists. Home cooked food is served to the guests. Visit to bamboo grove, trekking in the hills and watching wildlife is their main unique selling proposition. Visit to Siswan earthen dam, animal ride, tractor ride, open jeep ride and visit to farm are the other activities for the tourists (www.baansbagh.com).

3.10.18 Casba Farm Retreat- It is situated in Swara village in Mohali (SAS Nagar) district on Chandigarh-Landran-Sirhind road. It is about ten kilometers from Chandigarh Bus Terminal (Sector- 43) and fifteen kilometers from airport. It has its own website for promotion. Its geo-coordinates are 30°38'38" N latitude and 76°39'8" E longitude. It is about half an hour drive from Chandigarh which is connected by rail, road and air. It has elegantly designed spacious guest rooms and suites with warm and homely environment. All the

rooms have wifi, air conditioner, television and coffee maker. The farm property has swimming pool and provides high quality farm fresh organic food in authentic Punjabi style. There is village museum which depicts rural life through sculptures. Tourists can participate in many activities which include Guava plucking from the orchards, village tour, crop harvesting tour, gulli danda traditional game, jaggery making, milking cow, folk dance and so on.

3.10.19 Ground Zero Farm Stay- This farm property is located on the outer skirts of Chandigarh and thus lies in the periphery of the state capital. It is on Tanda Tandi Road Nayagaon. Its geo-coordinates are 30°47'48" N latitude and 76°48'29" E longitude. Room service is not yet provided but there is plan to develop and provide accommodation in future. Presently it is available for day visitors and being used as picnic spot.

3.10.20 Gul-e-Punjab- It is a registered farm house property in Baltana village in Tehsil Zirakpur of Mohali district. Its geo-coordinates are 30° 39' 29"N latitude and 76°50' 7" E longitude. It is in its initial stage and they have not started offering service yet.

3.10.21Hindurgarh Fort Farm Stay- This farm property is near Siswan Dam and is in its initial stage. The geo-coordinates of Siswan village are 30°51' 39" N latitude and 76° 44' 20" E longitude. It has not started its services properly yet.

3.10.22Inderjit Farm Stay- This is recently registered property in village Karoran Nayagaon, Tehsil Kharar in district Mohali. Its geo coordinates are 30°48'2" N latitude and 76°49'39" E longitude. It is also in its infancy

3.10.23 Kudrat Farm Stay- It is in village Siswan in Kharar tehsil of Mohali. It is in its initial stage and they have not started their services yet. The geo-coordinates of Siswan village are 30°51' 39" N and 76° 44' 20" E.

3.10.24 Master Farms- It is an approved farm property and is located in Rampur Kalan village in SAS Nagar. It is quite spacious with pool. Its geo-coordinates are 30° 35' 56" N latitude and 76°46'35" E longitude. It is located on Zirakpur-Patiala Highway and thus is very easy to reach. It has well furnished air-

conditioned rooms and cottages with television and wifi facility. There is a spacious lawn, air conditioned lounge, separate billiard and table tennis room. Tourists can enjoy kite flying and they can see farming operations, horticulture and dairy farming activity and can participate in it also. Traditional rural games are also arranged for the visitors (www.masterfarms.in).

3.10.25 Mejie Farm Stay- It is in village Siswan in Kharar Tehsil of Mohali. Its geo-coordinates are 30° 51' 14" N latitude and 76° 43' 57" E longitude. It is on main Kurai-Baddi road and is about sixteen kilometers from Chandigarh and about twenty kilometers from Kurali. They don't have any room service yet. It is just like only a picnic spot and shortly rooms and cottages would be added to the farm.

3.10.26 Mystic Meadows- This is another property located in the periphery of Chandigarh. It is in village Chahar Majra, Mulanpur in district SAS Nagar. Its geo-coordinates are 30°47'13"N latitude and 76°43' 33" E longitude. It is located on the outskirts of Chandigarh, in village Chahar Majra and is near to Ratwara Sahib Gurudwara. It offers deluxe rooms and huts on very reasonable price. Rooms have attached bathrooms, air conditioners and television. There is a swimming pool and a spacious lawn. Wide range of activities are arranged for the tourists like visit to farms, tractor and animal rides, picking fruits and vegetables, folk dance and music programme etc.

3.10.27 Sidhu Farm Stay- This farm property lies in village Majra, district Mohali (SAS Nagar). Its geo-coordinates are 30°50'40" N latitude and 76°42'49" E longitude. Majra village is on Kurali Baddi road and is about sixteen kilometers from Chandigarh. It can be easily reached from Chandigarh and Kurali by road. It has three rooms with attached bathrooms. Accommodation is provided with kitchen and catering is not done. There is a spacious lawn with a small pool in it. Village tour is also arranged for the tourists and they can have tractor ride and participate in farming activities.

3.10.28 The Village-This property is in village Pabat near Zirakpur in Mohali. Its geo-coordinates are 30°39'26" N latitude and 76°48'13" E longitude. It is near Zirakpur and nineteen kilometers from district headquarter, Mohali and about

fifteen kilometers from Chandigarh. It is in its initial stage and has not started properly with their services yet. It is a nice place for picnic and adventure activities like ropeway. There is a pool and a restaurant.

3.10.29 Tree House Farm Stay- This farm property is located in Dappar village in Dera Bassi Tehsil of Mohali. Its geo-coordinates are 30°31'45" N latitude and 76° 48' 51" E longitude. It is about twenty eight kilometers from Chandigarh on main Chandigarh-Ambala highway and both the cities have excellent rail and road connectivity. Rooms are air conditioned with all the basic facilities in it. This farm stay has swimming pool and big lawn. It arranges various activities for the tourists like swings, tractor ride, bullocks cart ride, net climbing and kite flying. It exhibits organic farming practices. There is arrangement for outdoor games like badminton, obstacle course, cricket and indoor games like carom, scrabble, ludo, chess etc. There is a school for the under privileged in the premises and tourists are also taken to this school. Adventure activities like rope walk and tent pitching is also arranged (www.thetreehousefarm.com)

3.10.30 Virsa-The Heritage Farm-This farm property is located in village Bakarapur in district Mohali near Chhatbir zoo. It is about fifteen kilometers from Chandigarh airport. Its geo-coordinates are 30° 35' 49" N latitude and 76°48' 55" E longitude. This farm property is very near to Chandigarh-Ambala highway. Chandigarh is well connected by road, rail and air route. Visitors can easily reach the farm by road. The accommodation that it offers is blend of tradition and modernity. It has all the amenities required for modern living like attached bathrooms, air conditioner, television, internet etc. and arranges various educational programmes about eco-friendly methods and sensitization about ecological degradation. It also helps in encouraging sustainable agricultural practices, including organic farming, agro-forestry, pest management, conservation of natural resources etc.

3.10.31 Westonel Farm House-This farm property is in village Bari, district Mohali. Its geo-coordinates are 30°37'29" latitude and 76°45'33" longitude. It is about twelve kilometers from Mohali on Bari-Bakarapur road near Aerocity highway.

This property provides homely environment. Its USP is natural living and having tie ups with embassies to attract tourists. It mainly caters to foreign tourists and their word of mouth suffices for promotion and marketing. It is no more a rural area now and is a part of Zirakpur town on main Chandigarh-Ambala highway. Chandigarh and Mohali are nearby railway stations. Chandigarh is also connected by air as there are number of flights to Delhi, Mumbai, Kulu, Leh, Srinagar, Bengaluru, Jaipur, and also to Sharjah. So, it is easily approachable by rail, road and air transport. It is suitable for traditional and natural living providing them homely environment. Tourists can practice yoga and enjoy cycling also. It also has a library with books on various topics (www.westonel.com).

3.10.32 Whistling Hills- This farm property is located in village Paraul in Mohali district on Kurali-Chandigarh road. Its geo-coordinates are 30°49'50" N latitude and 76°44'13"E longitude. The farm is near Gurudwara Sheesmahal Sahib and Gurudwara Hemkunt Sahib on Paroul-Nangal road. It is located at a distance of about fifteen kilometers from Chandigarh. The property has air-conditioned rooms with wifi internet facility. Pick and drop facility is provided on the demand of the tourists. They can enjoy horse and camel ride, open jeep and tractor ride. Visit to farms, traditional festivals, dance and music programs are also arranged for the tourists.

Attractions surrounding rural tourism sites of Mohali (SAS Nagar) - The rural tourism sites of Mohali (SAS Nagar) are in the periphery of 'The City Beautiful' Chandigarh. It has so much to offer like Rock garden, Rose Garden, Sukhna Lake, Leisure Valley, Downtown Sector -17. Yadvindra Garden Pinjore, Mansa Devi Temple, Nadda Sahib Gurudwara, Morni Hills (Haryana), Kasauli, Nalagarh Fort (Himachal Pradesh), Chhat Bir Zoo (Punjab) are some of the tourist spots just in the vicinity of Chandigarh. Anandpur Sahib, Virasat-e-Khalsa in Punjab and Naina Devi in Himachal Pradesh can also be visited in a day trip.

3.10.33 Gary Farms- Gary farm house property is located in village Nanoki near Bhadson in Patiala district of Punjab. It is unique place set in the backdrop of

lush green fields. Its geo-coordinates are 30° 20' 7" N latitude and 76° 24' 23" E longitude. It is about forty kilometers from Patiala Airport and three kilometers from Bhadson, a town between Nabha and Mandi Gobindgarh. Chandigarh airport is about fifty eight kilometers from this place. It has air conditioned well furnished room. It has spacious parking facility and round the clock power back up. Tourists can participate and enjoy in various village games and activities like Gulli Danda, Kite flying, pottery, tractor ride, tonga ride and bullock cart ride. Tourist can also enjoy an exciting experience of having bath on tube wells and jumping on the hay. Folk song and dance programmes are also arranged for the tourists. Patiala, Sirhind fort and Fatehgarh Sahib Gurudwara are nearby attractions.

3.10.34 Bharatgarh Fort- This place is situated on the hill top in Shivalik range in village Bharatgarh in district Rupnagar. The farm property is in fort, which was constructed in 1783. So, it gives an opportunity to stay in Heritage Homestay. Its geo-coordinates are 31°6'35" N latitude and 76°37'8" E longitude. The village Bharatgarh is located on the main Ropar-Anandpur Sahib road near Punjab Himachal Pradesh border. Tourist can reach there by road. Nearest Airport is at Chandigarh and nearest railway station is in Ropar. Due to its location near the river, adventure activity is organized like forest trek along the river Satluj, birds watching can also be a wonderful experience. Tourists can have a tour of Sikh shrines like Anandpur Sahib, the birth place of Khalsa Panth and Virast- E- Khalsa museum (www.bharatgarhfort.com).

3.10.35 Deep Root Retreat- Deep Roots Retreat is farm property, where guests can enjoy and have the true Punjabi rural experience in the midst of farm land with green fields and orchards. It is located in village Akbarpur which is in Morinda Tehsil of district Rupnagar. Its geo-coordinates are 30°48' 8" N latitude and 76° 32' 4" E longitude. It is about thirty five kilometers from Chandigarh on main Kurali-Morinda road. So, it is easily accessible by road. It offers suites with all amenities and comforts. Tourist can enjoy tractor ride, picnic in orchard, vegetable picking, cow-milking. There is arrangement of indoor and outdoor games. Visit to village is also arranged for the tourists to

meet and interact with villagers and have a feel of rural Punjab. Tourists can have a tour of Sikh shrines like Anandpur Sahib, the birth place of Khalsa Panth and Virasat-E-Khalsa museum (www.deeproofsretreat.com).

3.10.36 Satluj Farm Stay- This is a luxury farm tourism site located in village Lodhipur near Anandpur Sahib in Rupnagar District. It faces river Satluj and is an eco-tourism farm site. Its geo-coordinates are 31°13'3" N latitude and 76°28'56" E longitude. It is located near Anandpur Sahib which is easily accessible by rail and road. Chandigarh International Airport is the nearest airport having flights to Mumbai, Delhi, Bangalore, Dubai etc. It offers tented accommodation with all modern facilities. There are two categories of cottages premier and luxury tented cottage. It offers indoor games like chess, carom and outdoor games football table tennis, volley ball, badminton, cricket etc. Many activities are arranged for the tourists like village tour, hiking and trekking tour, bicycle tour, bird watching, tractor ride and visit to organic farm. Yoga and meditation retreats, festivals, Bhangra and Giddha dance classes and performances are also arranged. Anandpur Sahib, Kiratpur Sahib and Naina Devi Temple are the attractions of religious importance nearby. Virasat-e-Khalsa museum is another important attraction depicting Sikh history and culture. Tourist places of Himachal are also nearby (www.anandatthesatluj.com).

3.10.37 Sukh Amrit Farm Stay- This is in village Kalwan near Nurpur Bedi in Rupnagar district. Its geo-coordinates are 31°12'31" N latitude and 76°22' 56" E longitude. It has spacious well furnished air-conditioned rooms with wifi facility. It is about eleven kilometers from Anandpur Sahib. Trekking, cycling, visit to village, bath at tube well, camp fire, indoor activities and other farm based activities are arranged for the tourists. Anandpur Sahib, Kiratpur Sahib and Naina Devi Temple are the attractions of religious importance nearby. Virasat-e- Khalsa museum is another important attraction depicting Sikh history and culture.

3.11 Other Rural Tourism Sites

There are some other rural tourism sites which are not registered with Punjab Heritage Tourism Promotion Board, but they are offering farm stay in their farm house. They are equally important and contributing in rural tourism in the state and tourists can have opportunity to experience rural life at these sites. Some of these are Aura Vaseela (Mohali), Virasat Haveli (Amritsar), Sran Farm House (Gurdaspur), Mohindra Fruit Farm (Fazilka), Mand Farm House (Rupnagar) Green Valley Farm (Nawanshahar) and Deeproot Heritage (Ludhiana).

3.11.1 Aura Vaseela -This property is located in village Nadiali in the district of Mohali (SAS Nagar). Its geo-coordinates are 30°39'16" N latitude and 76°46'32" E longitude. It is about twenty seven kilometers from Mohali and thirty three kilometers from Chandigarh. It is situated near Mohali-Zirakpur road. It has well equipped air-conditioned room with television, phone, mini bar etc. There is multi-cuisine restaurant and bar, conference hall, gym, swimming pool, steam and sauna bath. Currency exchange, arrangement of taxi service, flight booking facility is also available. Tourists are taken to the village to have experience of rural life. Tourist places of Chandigarh, Pinjore, Patiala, Kasauli are nearby attractions (www.auravaseela.com).

3.11.2 Deep Root Heritage- It is a heritage property in village Sohian near Kup Kalan in district Ludhiana. It is a perfect blend of old architecture with modern amenities. Its geo-coordinates are 30° 36' 58" N latitude and 75° 53' 47" E longitude. It is in village Sohian, which is located near Kup Kalan on Ludhiana-Hisar road. It is about 35 kilometers from Ludhiana. Kup Kalan is connected by rail and road, and it is linked with Sohian. Tourists can participate and enjoy vegetable picking, tractor ride, visit to farm, milking cows. There is arrangement of both indoor and outdoor games.

3.11.3 Green Valley Farm- It is a farm located in foothills of the Shivalik range in Pojewal village of Nawanshahar district. Its geo-coordinates are 32° 1' 16" N latitude and 75°39' 28" E longitude. It is about twelve kilometers from the town of Garhshankar on main Garhshankar-Anandpur Sahib Road. It is about thirty three Kilometers from district head quarter Nawanshahar (Shaheed

Bhagat Singh Nagar) and fifty four kilometers from Hoshiarpur. It has a two hundred acres big farm where Stevia and Aloe Vera are grown. Stevia is herbal plant which is used as a natural sweetener and substitute for sugar. This farm was set up in 2002 on virgin land which was never cultivated earlier and it is a complete organic farm. Rooms are air conditioned with television and internet facility. It offers activities like horse cart ride, cycling, ayurvedic massage. Besides this tourists can enjoy bird watching and visit forest area. Yoga and meditation classes are also arranged for the tourists. Farm itself gives a unique experience as it is organic herbal farm. Besides Stevia and Aloe Vera farm, there is citrus orchard and apiary also. Other tourists attractions nearby include Virasat-e-Khalsa Heritage Complex, Ananadpur Sahib Gurudwara, Naina Devi Temple etc.

3.11.4 Mand Farm House- It is a home stay in village Barri in Rupnagar district of Punjab and located near Punjab Himachal border. Its geo-coordinates are 30°58'9"N latitude and 76°38' 46" E longitude. This site can be easily reached as Rupnagar is well connected by road and rail. Nearest air port is at Chandigarh. It provides comfortable and homely accommodation with all the basic facilities like attached bath room. The farm provides free parking, twenty hour power back-up and security. Various village activities are arranged for the tourists. Anandpur Sahib Gurudwara, Naina Devi Temple and attractions of Chandigarh are nearby places of tourists' interest.

3.11.5 Sran Farm House-This is located in village Niko Sarai, tehsil Dera Baba Nanak in Gurdaspur district. Its geo-coordinates are 31°58'0"N latitude and 75° 2' 53"E longitude. It is about fifty kilometers from Gurdaspur. It can be easily reached by road. However, nearest railway station is Fatehgarh Churian, a small town about 12 kilometers from here. Amritsar is about forty kilometers from here, which is well connected by rail, road and airways. Nearest airport is Guru Ram Das Ji International Airport, Amritsar. The farm property has all the basic facilities for a good living. Village tour is arranged and tourists can participate in various activities like tractor ride, farm visit and farming activities. There are many historical and religious shrines, which are located

nearby. Historical place of Kalanaur, where coronation of Akbar took place, is about twenty five kilometers. Gurudwara Dera Baba Nanak, where clothes of Guru Nanak Dev Ji are kept, is also nearby. Kartarpur Sahib Gurudwara in Pakistan can be seen through telescope.

3.11.6 Virasat Haveli- It is a unique ‘Punjabi Theme Resort’ located in Rajewal village which is on the outskirts of Amritsar on Amritsar-Bathinda National Highway. Its geo-coordinates are 31°34’5” N latitude and 74° 58’49” E longitude. Earlier it was a registered property and was mentioned in the website of Punjab Tourism. ‘Your comfort and satisfaction are prime concern to us’ is tagline of Virasat Haveli. It has its own website which helps in promoting the site. It has the advantage of being in proximity of tourist city of Amritsar and is only fifteen kilometers from here. It can be easily reached as Amritsar is well connected by rail, road and airways. It has international airport, which provide both domestic and international air services. They charge one thousand rupees plus taxes for per person that includes stay on sharing basis and three vegetarian meals. The farm property has car parking, swimming pool, generator for uninterrupted power supply. It also provides cab service on payment basis to visit Gurudwaras and other places of interest. Many activities are arranged for tourists, which they can enjoy and participate. The activities include horse ride, camel ride, tractor ride, visit to field, Gatka, the martial art show etc. In the evening there is cultural programme, where live performance of the folk dances Bhangra and Giddha are also arranged. The haveli itself is an attraction as it is built with Nanakshahi bricks. It is an ancient architectural marvel and was renovated in 2003 with modern facilities for comfort living. There are so many places to visit nearby, Sri Harimandir Sahib popularly known as Golden Temple, Durgiana Temple, Jallianwala Bagh, Govindgarh fort within the city. Retreat ceremony at Attari-Wagah International Border between India and Pakistan is another important attraction. Harike wetland is about fifty five kilometers and Gurudwaras at Tarn Taran, Khadoor Sahib and Goindwal Sahib are other places of pilgrimage (www.virasathaveli.com).

3.12 Promotion of Rural Tourism

Promotion refers to the communication with the target group to create awareness and generate interest in the buyer. It is done by different methods like advertising, personal selling, sales promotion etc. (Chaudhary, 2010). These rural tourism sites are promoted by different ways.

3.12.1 Punjab Tourism Website- All the approved and registered farm properties are mentioned in the official website of Punjab Tourism <http://punjabtourism.gov.in>. This site provides the basic information about the registered farm stay accommodations in the state of Punjab.

3.12.2 Personal Website (Internet)- There are many rural or farm tourism sites, which have their own websites providing details of farm stay. The rural tourism properties having their own websites are Citrus County, Casba, Aura Vaseela, Green Valley Stevia, Virasat Haveli, Virsat-The Heritage Farm, Green acres Haveli, Jyani Natural Farm, Deep Roots Retreat, Bharat Garh Fort, Kailasfarms, Master Farms, Prakriti Farms, Farmers Villa, Ranjit Farms, Baans Bagh, Hunsali Farms, Orange Farms etc.

3.12.3 Word of Mouth- A satisfied customer recommends a good tourism site to others by word of mouth and also visits repeatedly to that place. Tourists who visit and stay in the farm property further recommend to their friends and relatives and thus help in promotion of such rural tourism sites.

3.12.4 Through Tour Operators-Tour operators also help in promoting these properties. Rural tourism site or farm stay owners have tie up with travel agencies. There are many online travel agencies and sites which recommend and provide information for these farm stay accommodations e.g. tripadvisor, makemytrip, holidayiq etc.

3.13 Spatial Analysis of Rural Tourism Sites

All events and activities happen at some place and tourism is no exception. Analysis of the approved farm properties showed that there were thirty seven farm properties registered with Punjab Heritage Tourism Promotion Board. Besides these there were some other rural tourism sites which provided farm

accommodation. It was found that the distribution of these rural tourism sites in the state was highly uneven. Region wise spatial distribution of rural tourism sites is given as under:

3.13.1 Malwa Region- Malwa region has maximum number of rural tourism sites.

There are twenty eight rural tourism sites registered under Punjab Heritage Tourism Promotion Board constituting 75.67 percent of the registered rural tourism sites of the state.

Mohali with seventeen approved farm properties is leading district, adjacent to Chandigarh. This is due to the proximity of capital city Chandigarh, there is concentration of rural and farm tourism sites. It is followed by Rupnagar district, with four registered rural tourism properties approved by Punjab Heritage Tourism Promotion Board. Fatehgarh Sahib has three and Fazilka has two approved properties. Bathinda and Patiala have one registered property each. There are eight districts in the region which do not have even a single rural tourism property. These are Ferozepur, Faridkot, Muktsar, Moga, Ludhiana, Mansa, Sangrur and Barnala, which have lot of potential rural tourism sites (Table 3.5, Fig.3.3 and Fig 3.4).

3.13.2 Majha Region- Majha has six registered rural tourism sites registered by

Punjab Heirtage Tourism Promotion Board constituting 16.22 percent of the total registered rural tourism sites. Amritsar district has three registered rural tourism sites, Gurdaspur has two and Pathankot has one site namely Kartar Farms. Tarn Taran is the only district in the region which does not have any rural tourism property/site (Table 3.5, Fig.3.3 and Fig 3.4).

3.13.3 Doaba Region- Doaba region has only three registered rural tourism sites

approved by Punjab Heirtage Tourism Promotion Board. There are two rural tourism sites in Hoshiarpur district and one in Nawanshahar district. Thus, Doaba region has only 8.11 percent of the total rural tourism sites. Jalandhar and Kapurthala do not have any rural tourism site or property (Table 3.5, Fig.3.3 and Fig 3.4).

Table: 3.6 Geographical Area and Rural Tourism Sites

Sr. No.	Region	Geographical Area in sq. Km	Geographical area in percent of the State	percent of Rural Tourism Sites in State
1	Malwa	32806	65.14	75.67
2	Majha	8660	17.20	16.22
3	Doaba	8896	17.66	08.11
4.	Punjab	50362	100.00	100.00

Source: Government of Punjab, 2019

When compared with the geographical area of the region, percentage of rural tourism sites is more in the case of Malwa region only. Malwa region has 65.1 percent of total geographical area and has 75.67 percent of rural tourism sites. Majha region has 16.22 percent of rural tourism sites with 17.20 percent of geographical area. Doaba region has only three sites that constitute only 8.11 percent of total sites while geographical area of Doaba region is 17.66 percent of the state (Table 3.6).

Thus, it has been observed that distribution pattern of rural tourism site is highly uneven in the state as maximum number of such sites are in the vicinity of Chandigarh. Out of thirty seven rural tourism sites, twenty five are in the neighbouring districts of Mohali, Rupnagar, Patiala and Fatehgarh Sahib and remaining sites are spread in rest of Punjab. There are eleven districts which do not have even a single rural tourism site. These are Tarn Taran in Majha region, Jalandhar and Kapurthala in Doaba region and Ferozepur, Moga, Faridkot, Muktsar, Mansa, Barnala, Sangrur and Ludhiana in Malwa region. Thus, fifty percent of the total districts do not have any rural tourism site registered with Punjab Heritage Tourism promotion Board. There is need to identify and develop potential rural tourism sites in the state.

3.14 Conclusion

Present state of Punjab is having 50362 sq km area which is only 1.5 percent of India's total landmass where 2.3 percent population resides. Punjab is emerging as an important tourism destination in India and there are so many places of tourist interest. The data on tourist arrival shows that there is steady growth of number of tourists in

the state. The number of domestic tourist arrival is increasing continuously, whereas there has been fluctuation in the foreign tourist arrivals. There were 44.59 million domestic and 1.2 million foreign tourist arrivals in Punjab in the year 2018.

Punjab, primarily being an agricultural state, its economy is also based on agricultural production. Off late, there has been stagnation in agricultural productivity. Planned and well structured rural tourism development can also rejuvenate the development of rural areas as well as strengthen state's economy.

Punjab Heritage and Tourism Promotion Board, with a view to promote rural tourism in the state introduced the Farm Tourism Scheme in the year 2008. Under the scheme private sector farm owners were registered. There are thirty seven farm stays registered with Punjab Heritage Tourism Promotion Board. Distribution pattern of rural tourism sites is highly uneven and maximum number of such sites are located in the periphery of Chandigarh. There is need to develop and promote more number of such sites in other parts the state.

Chapter-4

Data Analysis and Results

This chapter is devoted to data analysis and results. The data was collected, processed and analyzed as per the requirement of the research. According to Cambridge English Dictionary ‘analysis means the process of studying and examining something in an organized manner to learn more about it.’ Analysis of data has been done using various statistical techniques and results and findings are elaborated in this chapter. It includes response of tourists, residents and potential service providers. Here tourists have been taken in two different categories. First category of tourists comprises of those who visited rural tourism site and their expectation before visit and experience after visit has been studied. The second category of tourists includes, who have come to Punjab but they have not visited rural tourism site and their willingness and expectations along with residents’ with regard to rural tourism have been studied. Expectations and perceptions along with motivation are the factors which are used to measure satisfaction and tour quality (Coomber and Lim, 2004).

4.1 Profile of the Tourists at Rural Tourism Site

Profiling of the respondent is very important in any study as the preferences vary according to gender, age, education and social & cultural background.

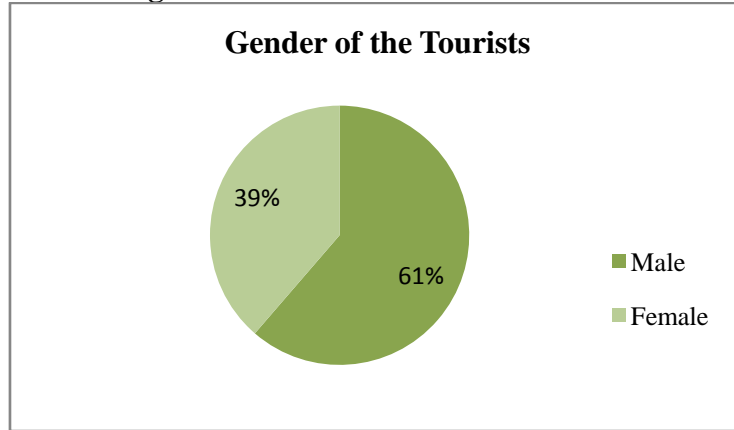
4.1.1 Gender of the Tourists at Rural Tourism Site - Out of total seventy five tourists in this category, there were forty six males and twenty nine females constituting 61.3 percent and 38.7 percent respectively (Table 4.1).

Table 4.1 Profile of the Tourists at Rural Tourism Site

Gender	Number of Tourists	Percentage
Male	46	61.3
Female	29	38.7
Age in Years		
20-30	12	16
31-40	27	36
41-50	22	29.33
51-60	10	13.33
61 and above	4	5.33
Education		
Undergraduate	11	14.7
Graduate	43	57.3
Post Graduate	21	28
Occupation		
Service	23	30.7
Business	27	36
Others	25	33.3
Nationality		
Indian	62	82.7
Foreigner	13	17.3
Residence		
Rural	3	4
Urban	72	96
Total	75	100

Source: Primary data based on field survey.

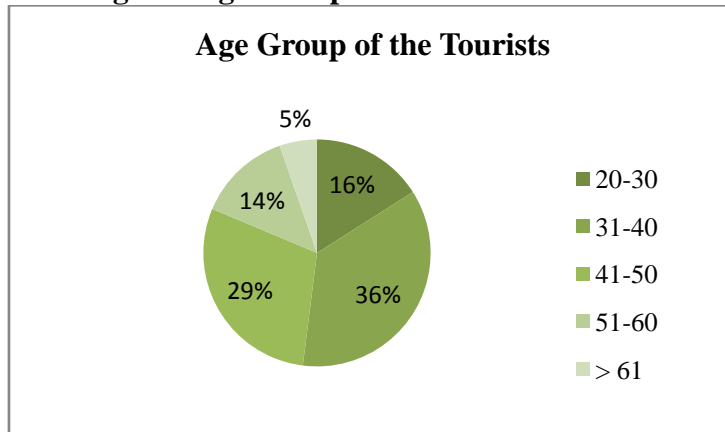
Fig: 4.1 Gender of the Tourists at Site



Source: Primary data based on field survey.

4.1.2 Age Group of the Tourists at Rural Tourism Site - Respondents were from different age group ranging from 20-30, 31-40, 41-50, 51- 60 and above 61 years. There were 12 tourists in the age group of 20-30 years, 27 tourists in 31-40 years, 22 in 41-50 years, 10 in 51-60 years and 4 were above the age of 61 years comprising 16 percent, 36 percent, 29.33 percent 13.33 percent and 5.33 percent respectively. Thus maximum respondents were in the age group of 31-40 years (Table 4.1).

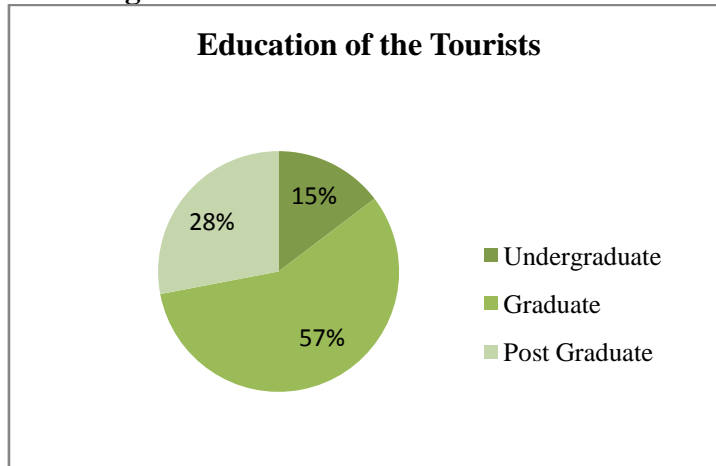
Fig: 4.2 Age Groups of the Tourists at Site



Source: Primary data based on field survey.

4.1.3 Education of the Tourists at Rural Tourism Site - The analysis of educational background of the tourists revealed that there were 43 graduates, 21 post graduates and 11 under graduates constituting 57.3 percent, 28 percent and 14.7 percent respectively (Table 4.1).

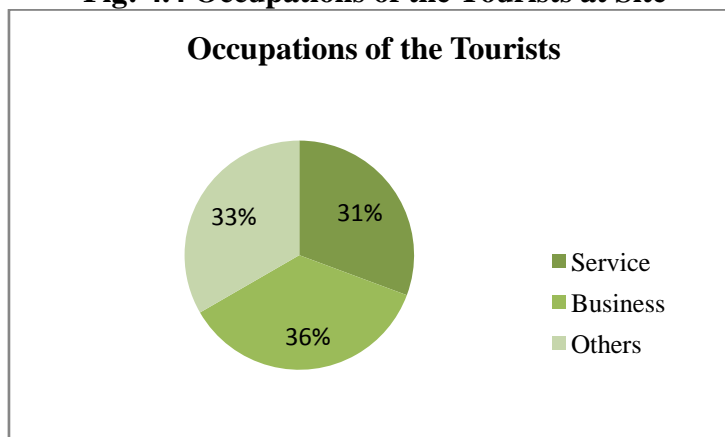
Fig:4.3 Education of the Tourists at Site



Source: Primary data based on field survey.

4.1.4 Occupations of the Tourists at Rural Tourism Site - Out of the total 75 tourists, 23 were from service class constituting 30.7 percent, 27 were in business constituting 36 percent whereas remaining 25 i.e. 33.3 percent belonged to other category that included house wives, retired people, students and unemployed etc (Table 4.1).

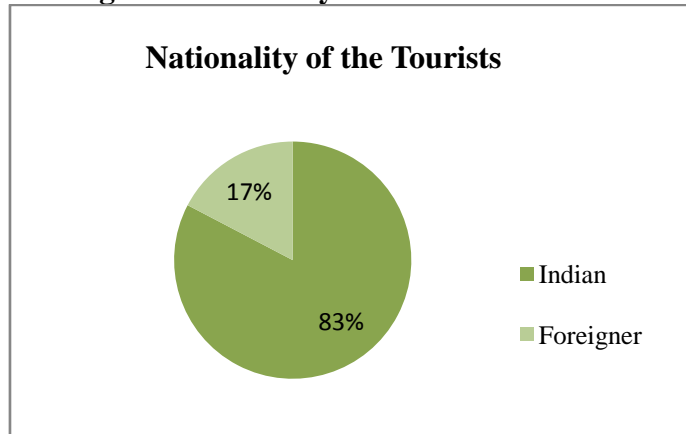
Fig: 4.4 Occupations of the Tourists at Site



Source: Primary data based on field survey.

4.1.5 Nationality of the Tourists at Rural Tourism Site- Majority of the tourists contacted at the rural tourist site were Indian. There were 62 domestic and 13 foreign tourists. Among the foreign nationals ten tourists were from USA, one from Israel and two were Non Resident Indians (NRI) from United Kingdom. Though in general tourists from various countries like US, Canada, Australia, New Zealand, Brazil, England, France visit these rural tourism sites (Table 4.1).

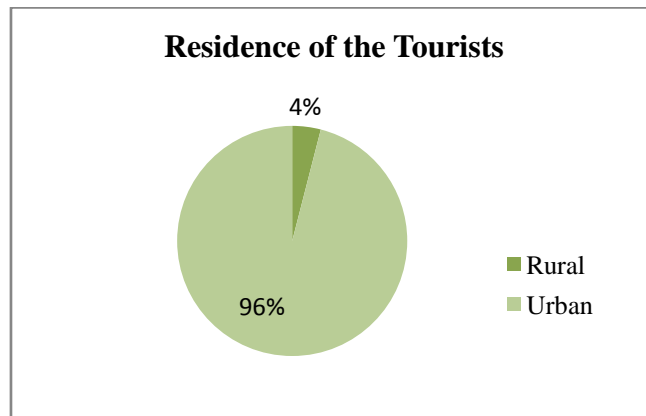
Fig:4.5 Nationality of the Tourists at Site



Source: Primary data based on field survey.

4.1.6 Residential Background of the Tourists at Rural Tourism Site - There were seventy two tourists from urban area whereas only three were from rural area (Table 4.1).

Fig:4.6 Residence of the Tourists at Site



Source: Primary data based on field survey.

4.2 Behaviour and Response of the Tourists-

Tourists were also asked about the distance travelled, duration of stay and source of information etc.

4.2.1 Distance Travelled by the Tourists- Tourists were asked about the distance they had travelled to reach that particular rural tourism site. It was found that thirty four tourists constituting 45.3 percent had travelled more than 401 kilometers, sixteen tourists (21.3 percent) travelled between 201-300 kilometers, fourteen tourists (18.7 percent) travelled less than 100 kilometers, nine tourists

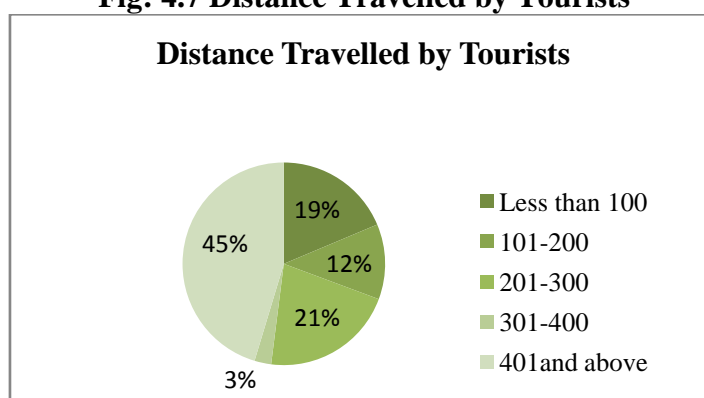
(12 percent) between 101-200 kilometers and only two tourists (2.7 percent) between 301-400 kilometers. Thus maximum tourists travelled more than 401 kilometers (Table 4.2).

Table: 4.2 Distance Travelled by the Tourists

Distance in Kilometers	Number/ Frequency	Percent
Less than 100	14	18.7
101-200	9	12
201- 300	16	21.3
301-400	2	2.7
401 and above	34	45.3
Total	75	100

Source: Primary data based on field survey.

Fig: 4.7 Distance Travelled by Tourists



Source: Primary data based on field survey.

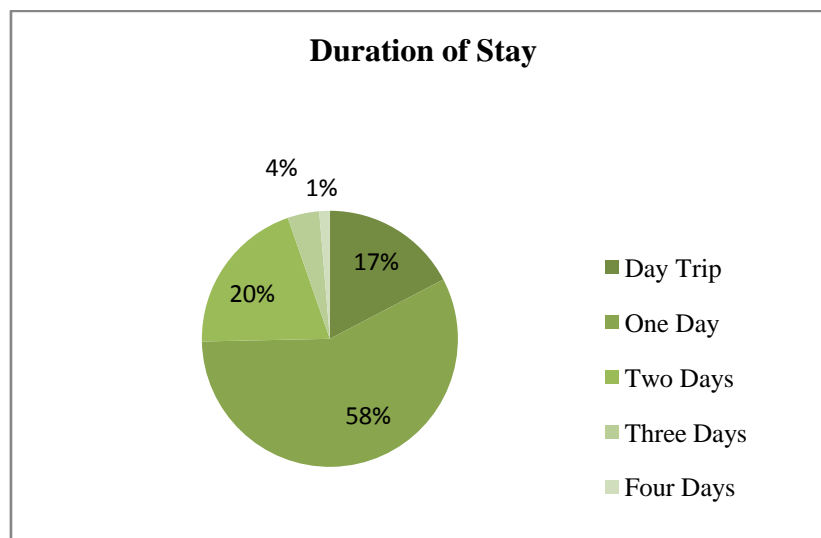
4.2.2 Duration of Stay at Rural Tourism Site-Tourists who had come to visit rural tourism site had varied duration of stay. Thirteen tourists visited for day trip only. Forty three out of seventy five tourists i.e. 57.33 percent stayed there for one day, while fifteen (20 percent) stayed there for two days and three tourists (4 percent) for three days. One tourist had planned to stay there for four days. Thus majority of the tourists stayed there for one day (Table 4.3).

Table: 4.3 Duration of Stay at Rural Tourism Site

Duration of Stay	Number/ Frequency	Percent
Day Trip	13	17.33
One Day	43	57.33
Two Days	15	20
Three Days	3	4
Four Days	1	1.33
Total	75	100

Source: Primary data based on field survey.

Fig: 4.8 Duration of Stay at Rural Tourism site



Source: Primary data based on field survey.

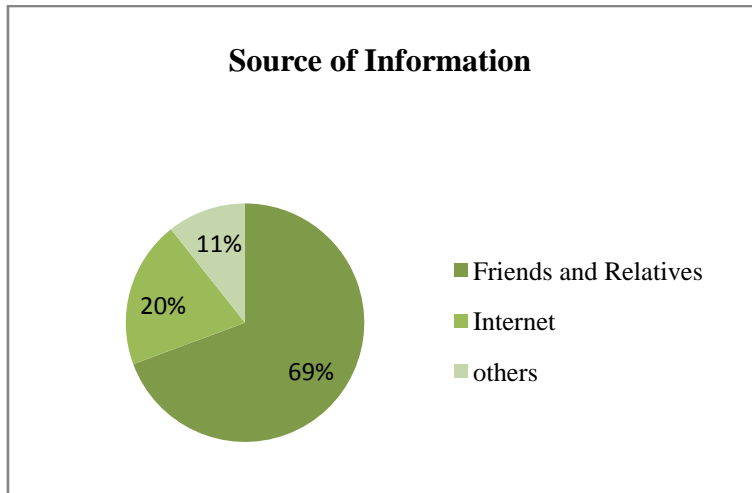
4.2.3 Source of Information for Rural Tourism Site- Data analysis revealed that majority i.e. fifty two tourists visited rural tourism site and stayed there on the recommendations and information provided by friends and relatives. Internet was the source of information for fifteen tourists and remaining eight tourists used other sources (Table 4.4).

Table: 4.4 Source of Information for Rural Tourism Site

Source of Information	Number/ Frequency	Percent
Friends and Relatives	52	69.3
Internet	15	20
Newspaper and Magazine	--	--
Other	8	10.7
Total	75	100

Source: Primary data based on field survey.

Fig. 4.9 Source of Information for Rural Tourism Site



Source: Primary data based on field survey.

4.2.4 Repeat Visit or Recommendations- All the tourists were interested in visiting again in future and would also recommend it others. It showed that overall they were satisfied.

4.3 Analysis of Expectations-Experience of the Tourists at Rural Tourism Site

Tourists were asked to give their ratings of expectation with regard to their visit to rural tourism site. These ratings on the likert scale ranged from 1 to 5 for 1 being least

important and 5 most important. Similarly experience ratings ranged from 1 being fully dissatisfied and 5 fully satisfied.

There were nine attributes namely rural environment, better connectivity, safe journey, affordable accommodation, safety and security at site, neat and clean accommodation, service and quality, hospitable staff and safe drinking water whose expectation mean was higher than 4.5 on likert scale of 5. That means tourists gave high priority to these factors. Safety and security at site and during journey was their main concern and the mean for both factors was perfect 5. Participation in traditional cooking and wifi were at the bottom with average mean of 2.12 and 2.14 respectively. Other attributes with low expectation mean of 3 on likert scale were television in room and participation in farming activities. Overall experience of the tourists was certainly better than the expectation. The experience mean was 4.20 and the expectation mean was 3.91, which explains that they go back as satisfied tourists (Table 4.5).

4.3.1 Satisfying Attributes- These were those attributes where experience was better than the expectation. The analysis of the data revealed that there were twenty five attributes where experience was better than or at par with expectations. These were historical place, rural environment, traditional food at site, religious place, local culture, traditional articles, better connectivity, multiple mode of transport, safe journey, affordable accommodation, safety and security of at site, neat and clean accommodation, service and quality, hospitable staff, wi-fi, parking facility, safe drinking water, air-conditioned room, television, folk dance and music, tractor ride, visit to fields, participation in traditional cooking, participation in farming activities and animal ride (Table 4.5).

There were three attributes where experience was perfect 5 namely safety & security at site, safe journey and safe drinking water. Highest mean difference between expectations and experience in satisfying attributes was 1.36 for multiple mode of transport. The expectation and experience was at par in case of safety and security at site and safe journey with perfect 5, whereas expectation and experience for folkdance and music was 4.20 (Table 4.5).

4.3.2 Dissatisfying Attributes- There were only three attributes, in which experience was poor than the expectations, namely participation in festivals, participation in rural games and participation in pottery/weaving. Though many activities were offered at these sites yet there is need to have more activities. As tourists were not satisfied with these and mean difference between expectations and experience among dissatisfying attributes was found to be 1.18 with regard to participation in festivals followed by participation in activities like pottery/weaving and rural traditional games (Table 4.5).

Fig:4.10 Citrus County- A feel of Rural Punjab



Fig:4.11 Jyani Natural Farm- A Complete Organic Farm



Fig: 4.12 Virasat Haveli- A Punjabi Rural Theme Resort



Source: Taken by researcher during field survey.

Table: 4.5 Expectations and Experience of Tourists at Rural Tourism Site

Sr. No.	Components and Variables	Expectation Mean	Experience Mean	Mean Difference
A	Attraction	4.15	4.56	+0.41
1.	Historical Place	3.73	4.33	+0.60
2.	Rural Environment	4.93	4.97	+0.04
3.	Traditional Food at site	4.34	4.74	+0.40
4.	Religious Places	3.45	4.32	+ 0.87
5.	Local culture	4.32	4.74	+0.42
6.	Traditional articles	4.16	4.30	+0.14
B	Accessibility	4.38	4.87	+ 0.49
1.	Better Connectivity	4.77	4.89	+0.12
2.	Multiple modes of transport	3.37	4.73	+1.36
3.	Safe journey	5.00	5.00	0.00
C	Accommodation	4.82	4.85	+0.03
1.	Affordable Accommodation	4.76	4.84	+0.08
2.	Safety and Security at site	5.00	5.00	0.00
3.	Neat and clean accommodation	4.70	4.72	+0.02
4.	Service & quality	4.86	4.89	+0.03
5.	Hospitable staff	4.82	4.84	+0.02
D	Amenities	3.39	4.08	+0.69
1.	Wifi	2.14	2.92	+0.78
2.	Parking facility	4.06	4.92	+0.86
3.	Safe Drinking Water	4.85	5.00	+0.15
4.	AC room	3.61	4.86	+1.25
5.	TV in room	2.32	2.73	+0.41
E	Activities	3.39	3.44	+0.05
1.	Folk Dance and music	4.20	4.20	0.00
2.	Tractor ride	3.76	4.73	+0.97
3.	Visit to fields	4.09	4.81	+0.72
4.	Participation in Traditional cooking	2.12	2.62	+0.50
5.	Participation in festivals	3.88	2.70	-1.18
6.	Participation in rural traditional games	3.16	2.69	-0.47
7.	Participation in farming activities	2.52	2.80	+0.28
8.	Animal ride	3.54	4.28	+0.74
9.	Participation in Pottery/weaving	3.26	2.21	-1.05
	Grand Mean	3.91	4.20	+0.29

Source: Primary data based on field survey.

All the attributes were divided into five components namely attraction, accessibility, accommodation, amenities and activities. Swan and Combs (1976) explained the two dimensions of satisfactions, instrumental and expressive. Instrumental refers to the physical performance of the product whereas the expressive is related to the psychological aspect of performance. The ratio of the two dimensions varies from the kind of product and the services. Generally it is seen that expressive dimension is more in case of service sector like tourism. Many scholars have given their viewpoint regarding expectation and satisfaction. Tourist satisfaction is defined as a result of comparing tourists experiences in a destination visited and expectations about the destination (Pizam, Neumann & Reichel, 1978). Thus satisfaction is regarded as an evaluation of product and service experienced by the tourists.

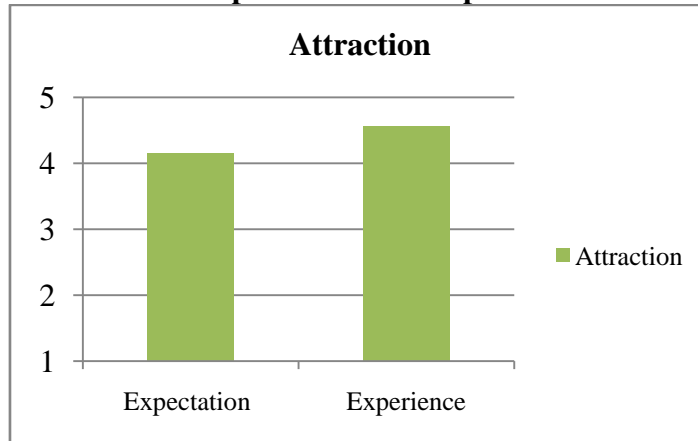
4.3.3 Attraction- A tourist attraction is a place that is visited by tourists and it can be any historical, geographical, religious, cultural or natural tourist attraction. Attributes like historical place, rural environment, traditional food, religious place, local culture and traditional articles related to attraction were included in the present study. Analysis of the data revealed that for all the six attributes of attraction experience was better than the expectations (Table 4.5). There was significant difference in the expectation and experience of tourists with regard to historical place (.000), traditional food (.000), religious place (.000) and local culture (.000) as the p value was less than .050, while there was no significant difference with regard to rural environment (.181) and traditional articles (.146) (Table 4.6).

Table: 4.6 Paired t-test between Expectations and Experience of Tourists

Sr. No.	Components and Variables	t	Df	Sig.(1-tailed) p-value
A	Attraction			
1.	Historical Place	5.869	74	.000
2.	Rural Environment	1.349	74	.181
3.	Traditional Food at site	4.967	74	.000
4.	Religious Places	10.383	74	.000
5.	Local culture	5.424	74	.000
6.	Traditional articles	1.468	74	.146
B	Accessibility			
1.	Better connectivity	1.828	74	.072
2.	Multiple mode of transport	12.540	74	.000
3.	Safe journey	.00	74	.00
C.	Accommodation			
1.	Affordable accommodation	1.932	74	.057
2.	Safety and Security at site	.00	74	.00
3.	Neat and Clean Accommodation	.155	74	.877
4.	Service & quality	.445	74	.658
5.	Hospitable staff	.191	74	.849
D	Amenities			
1.	Wi-fi	3.032	74	.003
2.	Parking facility	16.207	74	.000
3.	Safe Drinking water	3.566	74	.001
4.	AC room	10.058	74	.000
5.	TV in room	1.909	74	.060
E	Activities			
1.	Folk Dance and music	.000	74	1.000
2.	Tractor ride	10.938	74	.000
3.	Visit to fields	7.653	74	.000
4.	Participation in Traditional cooking	3.620	74	.001
5.	Participation in festivals	8.232	74	.000
6.	Participation in Rural Traditional Games	3.612	74	.001
7.	Participation in Farming Activities	2.375	74	.020
8.	Animal ride	7.014	74	.000
9.	Participation in Pottery/weaving	8.472	74	.000

Source: Primary data based on field survey.

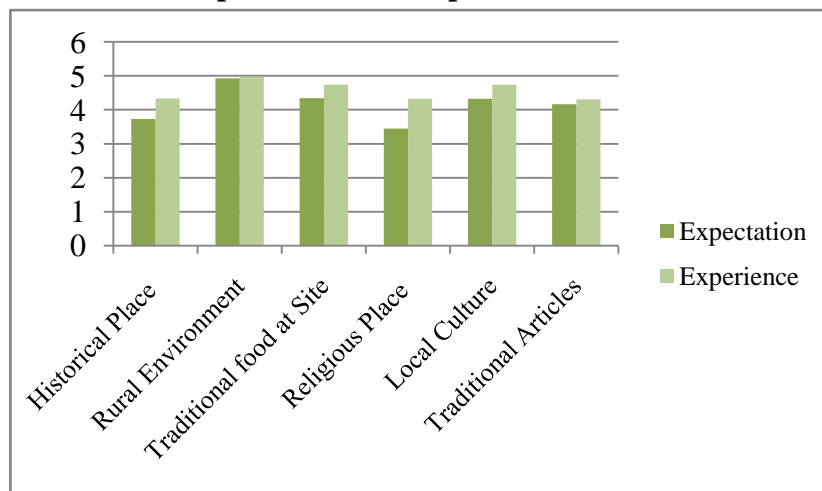
Fig:4.13 Tourists' Expectation and Experience for Attraction



Source: Primary data based on field survey.

The highest expectation and experience was found for rural environment and it was 4.93 and 4.97 respectively. Among others expectation mean value for traditional food was 4.34 and experience was 4.74 and for local culture it was 4.32 and 4.74 respectively. Expectation and experience mean for traditional articles was 4.16 and 4.30, historical place 3.73 and 4.33 and religious place was 3.45 and 4.32 respectively. Mean difference between expectation and experience was 0.87 for religious places and 0.60 for historical places. The average expectation mean for attraction component was 4.15 and experience mean was 4.56 so, tourists had better experience as far as attraction component was concerned (Table 4.5).

Fig: 4.14 Tourists' Expectation and Experience for Attraction Variables

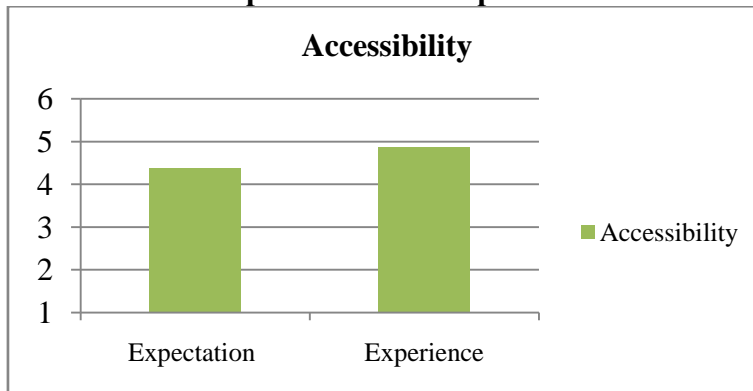


Source: Primary data based on field survey.

4.3.4 Accessibility- Tourist destination should be easily accessible with better connectivity. The experience of the tourists with regard to attributes of accessibility was better than or at par with expectations. There was no significant difference (.072) between the expectations and experience of the tourists with regard to better connectivity but there was significant difference (.000) with regard to multiple mode of transport. The expectation and experience with regard to safe journey was at par (Table 4.6).

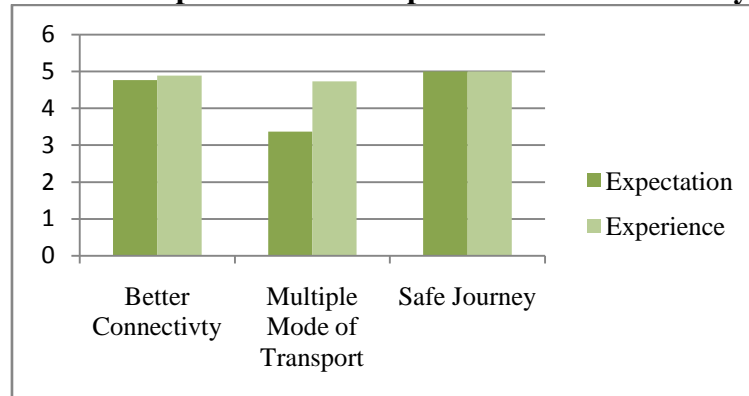
The analysis of the data revealed that better connectivity, multiple modes of transport and safe journey were the main attributes with expectation mean of 4.77, 3.37 and 5.00 respectively and experience mean of 4.89, 4.73 and 5.00 respectively. Thus experience mean for better connectivity and multiple mode of transport was higher than the expectations with maximum mean difference of 1.36 for multiple mode of transport whereas experience for safe journey was at par with expectation. Overall expectation mean for accessibility was 4.38 and experience mean was 4.87, thus experience was better than the expectation (Table 4.5).

Fig. 4.15 Tourists' Expectation and Experience for Accessibility



Source: Primary data based on field survey.

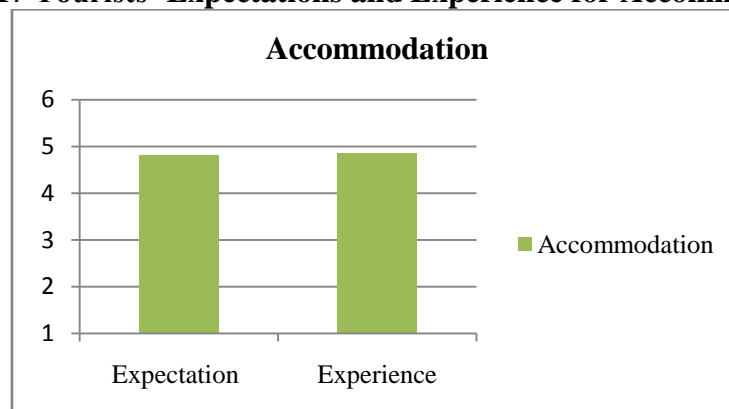
Fig: 4.16 Tourists' Expectation and Experience for Accessibility Variables



Source: Primary data based on field survey.

4.3.5 Accommodation- Accommodation in tourism is the place where tourists stay when they are away from their home during their tour and it is the basic need for tourism. Affordable accommodation, safety and security at site, neat and clean accommodation, service & quality and hospitable staff were the variables related to accommodation. There was no significant difference between the expectations and experience of tourists with regard to affordable accommodation (.057), neat and clean accommodation (.877), service and quality (.658) and hospitable staff (.849). The expectation and experience with regard to safety and security at site was at par with mean value of perfect 5 (Table 4.6).

Fig: 4.17 Tourists' Expectations and Experience for Accommodation

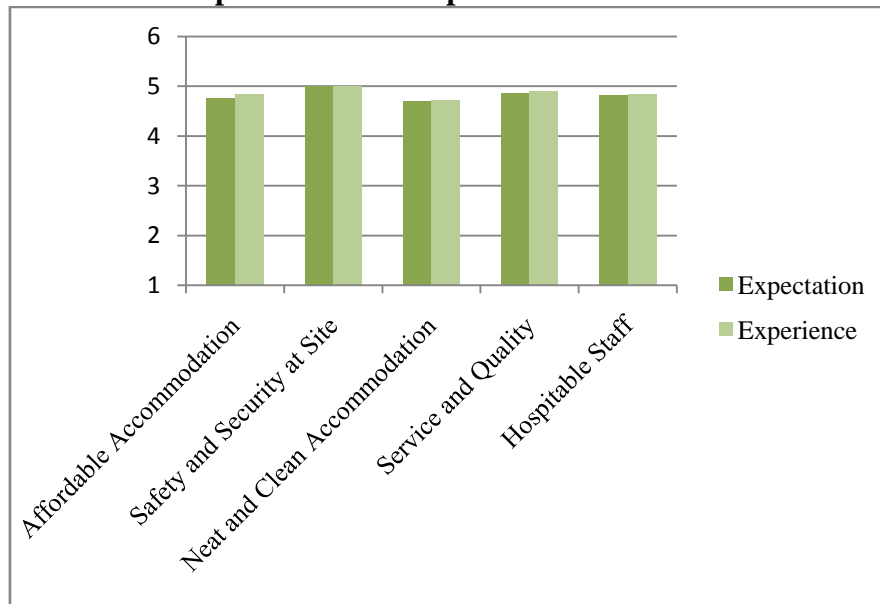


Source: Primary data based on field survey.

Tourists were concerned about their safety and security at site with average mean of 5.00 on likert scale of 5. It was followed by service and quality 4.86, hospitable staff 4.82, affordable accommodation 4.76, neat and clean accommodation 4.70, while

experience mean for these attributes was 5.00, 4.89, 4.84, 4.84 and 4.72 respectively. The expectation and experience with regard to safety and security at site was at par with mean value of perfect 5. Overall mean of expectation and experience with regard to accommodation component was 4.82 and 4.85 respectively and thus experience mean was better than the expectation (Table 4.5).

Fig: 4.18 Tourists' Expectation and Experience for Accommodation Variables



Source: Primary data based on field survey.

4.3.6 Amenities- In amenities components five attributes were included. It was found that experience was better than the expectations for all the five attributes. There was significant difference between the expectations and experience of tourists with regard to wifi (.003), parking facility (.000) safe drinking water (.001) and air-conditioned room (.000) while there was no significant difference as far as television (.060) was concerned (Table 4.6).

Analysis of the data revealed highest expectation mean of 4.85 for safe drinking water followed by 4.06 for parking facility, 3.61 for AC room, 2.32 for TV in room and 2.14 for wi-fi, while the experience mean for these attributes was 5.00, 4.92, 4.86, 2.73 and 2.92 respectively. Findings revealed that the tourists gave priority to safe drinking water and parking facility. As far as experience is concerned it was better than the expectations with highest mean difference of

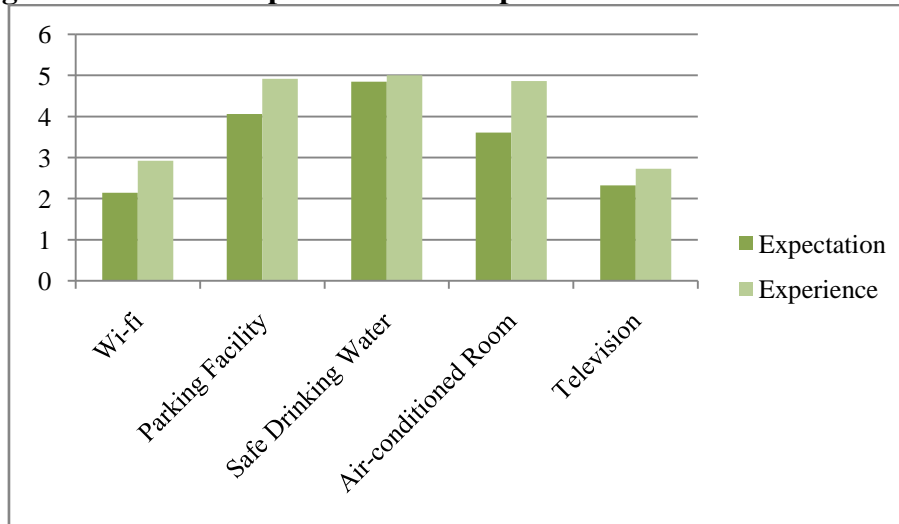
1.25 for air-conditioned room. Overall expectation and experience mean for amenities was 3.39 and 4.08 respectively (Table 4.5).

Fig. 4.19 Tourists' Expectation and Experience for Amenities



Source: Primary data based on field survey.

Fig. 4.20 Tourists' Expectation and Experience for Amenities Variables



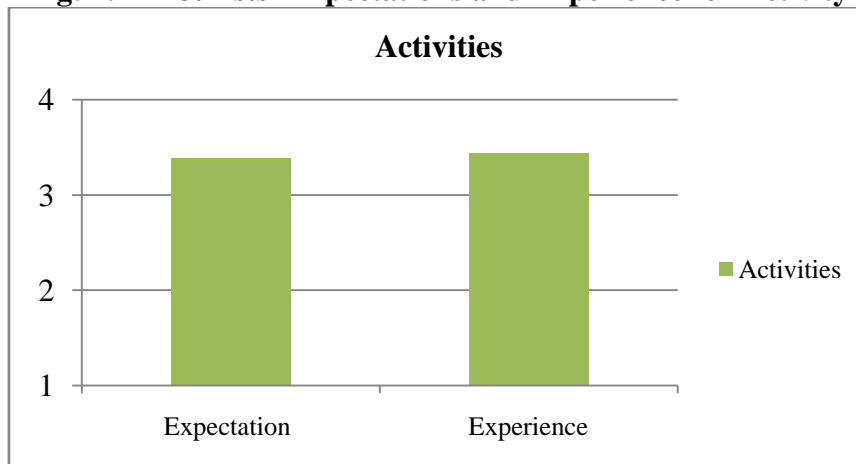
Source: Primary data based on field survey.

4.3.7 Activities- Tourists who visit any rural tourism destination to experience rural life are to be involved in various activities. They wish to participate in some activities. In the present study nine variables were included. With regard to tractor ride (.000), visit to fields (.000), participation in cooking (.001) and animal ride (.000) there was significant difference with better experience. There was no significant difference with better experience for participation in farming activities (.020). There were three attributes with poor experience than the

expectations and significant difference namely participation in festivals (.000), rural games (.001) and weaving & pottery (.000) (Table 4.6).

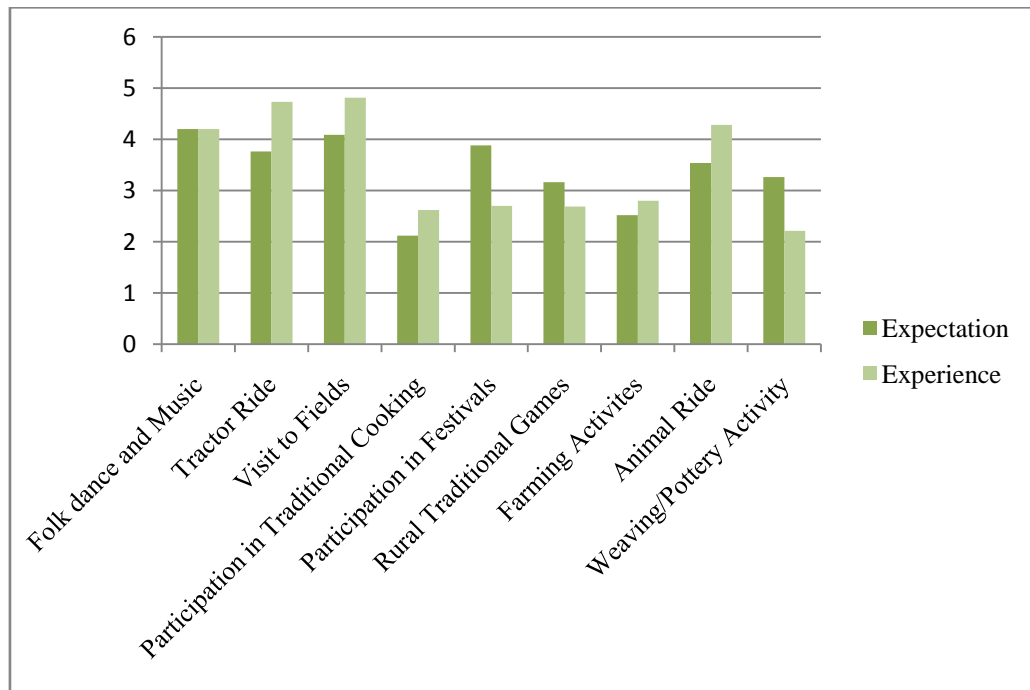
Mean expectation for these attributes in descending order were folk dance and music 4.20, visit to fields 4.09, participation in festivals 3.88, tractor ride 3.76, animal ride 3.54, pottery/weaving 3.26, participation in rural games 3.16, participation in farming activity 2.52 and participation in traditional cooking 2.12. So, the tourists gave maximum priority to folk dance & music and were interested in participating in it, whereas they were least interested in cooking activity. After experiencing rural tourism they were satisfied with some activities as the experience mean was better than the expectation. These were visit to fields 4.81, tractor ride 4.73, animal ride 4.28, farming activity 2.80 and participation in cooking 2.62. Experience was poor than the expectation for participation in festivals 2.70, participation in rural games 2.69 and weaving/pottery 2.21. The experience for folk dance and music was at par with the expectation with mean value of 4.20. After comparison between expectation and experience maximum difference was found for participation in festivals 1.18 and followed by weaving/pottery 1.05. They were satisfied most with tractor ride. Overall expectation mean for activity was 3.39 and experience mean 3.44 (Table 4.5).

Fig: 4.21 Tourists' Expectations and Experience for Activity



Source: Primary data based on field survey.

Fig: 4.22 Tourists' Expectation and Experience for Activity Variables



Source: Primary data based on field survey.

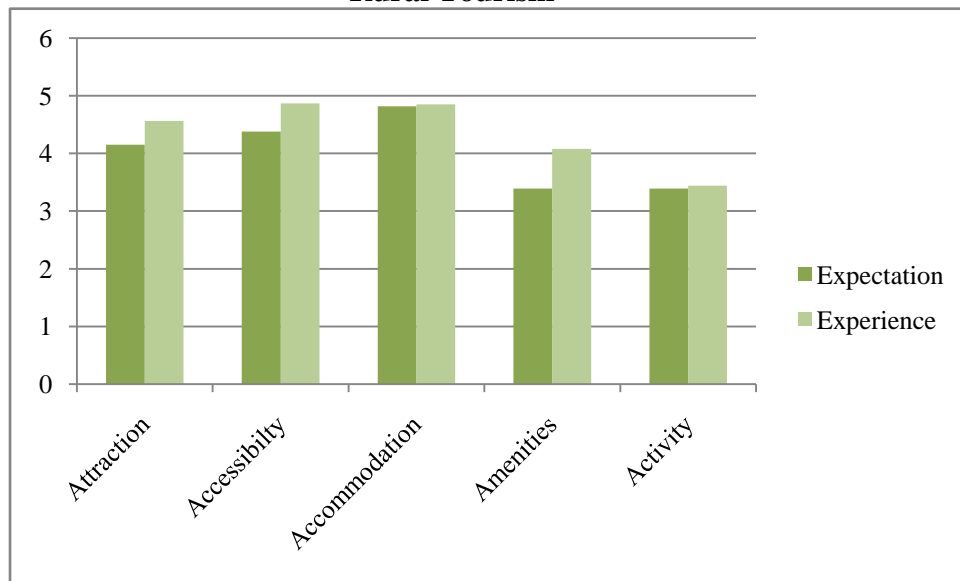
Component wise maximum expectation was observed in accommodation 4.82 followed by accessibility 4.38, attraction 4.15, activity and amenities 3.39 each, whereas highest experience was observed in accessibility 4.87 followed by accommodation 4.85, attraction 4.56, amenities 4.08 and activity 3.44. Thus, the findings revealed that the experience was better for all the components (Table 4.7).

Table: 4.7 Tourists' Expectations and Experience for Components of Rural Tourism

Sr. No.	Component	Expectation Mean	Experience Mean	Mean Difference
1.	Attraction	4.15	4.56	+0.41
2.	Accessibility	4.38	4.87	+0.49
3.	Accommodation	4.82	4.85	+0.03
4.	Amenities	3.39	4.08	+0.69
5.	Activity	3.39	3.44	+0.05

Source: Primary data based on field survey.

Fig: 4.23 Tourists' Expectations and Experience for Components of Rural Tourism

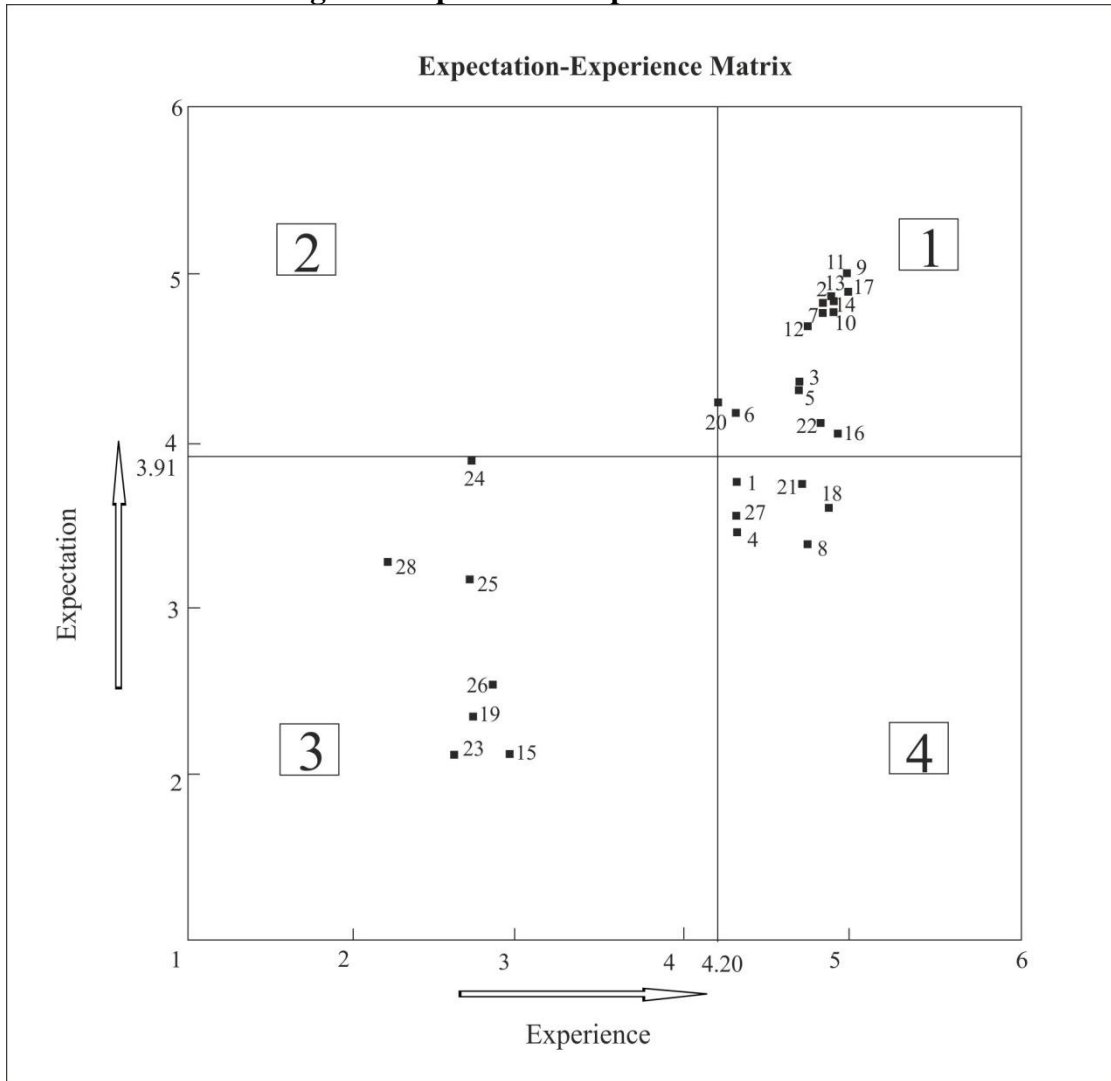


Source: Primary data based on field survey.

4.3.8 Expectation-Experience Matrix-The grand means of experience (4.20) and expectation (3.91) were placed on X-axis and Y-axis respectively (Table 4.5 and Fig.4.24). The expectation and experience of tourists at rural tourism sites can be analyzed by identifying the quadrant in which various variables fall. The analysis revealed that there were fifteen variables in Quadrant-1 namely rural environment, traditional food at site, local culture, traditional articles, better connectivity, safe journey, affordable accommodation, safety and security at site, neat and clean accommodation, service and quality, hospitable staff, parking facility, safe drinking water, folk dance and music and visit to fields. These were important variables with high expectation and high experience. Service providers should keep up the good work regarding these variables. There was no variable lying in second quadrant. Quadrant-3 is of low expectation and low experience and there were seven variables in it namely, wifi, TV in room, participation in traditional cooking, participation in festivals, participation in rural traditional games, participation in farming activities, participation in pottery/weaving. Quadrant 4 consists of variables with low expectation and high experience. There were six variables in this quadrant

namely historical place, religious place, multiple modes of transport, air conditioned room, tractor ride and animal ride (Fig.4.24).

Fig 4.24 Expectation-Experience Matrix



Source: Primary data based on field survey.

Table 4.8 Index: Expectation and Experience mean of Variables

Sr. No.	Variable	Expectation Mean	Experience Mean
1.	Historical Place	3.73	4.33
2.	Rural Environment	4.93	4.97
3.	Traditional Food at site	4.34	4.74
4.	Religious Places	3.45	4.32
5.	Local culture	4.32	4.74
6.	Traditional articles	4.16	4.30
7.	Better Connectivity	4.77	4.89
8.	Multiple modes of transport	3.37	4.73
9.	Safe journey	5.00	5.00
10.	Affordable Accommodation	4.76	4.84
11.	Safety and Security at site	5.00	5.00
12.	Neat and clean accommodation	4.70	4.72
13.	Service & quality	4.86	4.89
14.	Hospitable staff	4.82	4.84
15.	Wi-fi	2.14	2.92
16.	Parking facility	4.06	4.92
17.	Safe Drinking Water	4.85	5.00
18.	AC room	3.61	4.86
19.	TV in room	2.32	2.73
20.	Folk Dance and music	4.20	4.20
21.	Tractor ride	3.76	4.73
22.	Visit to fields	4.09	4.81
23.	Participation in Traditional cooking	2.12	2.62
24.	Participation in festivals	3.88	2.70
25.	Participation in rural traditional games	3.16	2.69
26.	Participation in farming activities	2.52	2.80
27.	Animal ride	3.54	4.28
28.	Participation in pottery/weaving	3.26	2.21
	Grand Mean	3.91	4.20

Source: Primary data based on field survey.

4.3.9 Tourists' Gender and their Expectations and Experience- It was found that for attraction component, expectations and experience of females' were higher than the males'. Mean value of expectation was 4.14 for males and 4.16 for females and experience was 4.6 for females and 4.54 for males on the likert scale of 5. For accessibility, expectations mean were 4.38 and 4.37 for males and females respectively and experience mean was 4.42 and 4.41 respectively, for accommodation expectation mean was 4.80 and 4.85 for males and females respectively and experience mean 4.83 and 4.87 respectively, for amenities expectation mean were 3.34 and 3.47 for males and females respectively and experience mean 4.13 and 4.01 respectively, for activities expectation mean were 3.42 and 3.32 for males and females respectively and experience mean 3.47 and 3.40 respectively. Thus, it was observed that experience of both males and females was higher than their expectations for all the components. Females expectations were higher than males for three components i.e. attraction, accommodation and amenities, whereas experience of females was better than males only in two components i.e. attraction and accommodation (Refer Appendix 1).

4.3.10 Tourists' Education and their Expectations and Experience- If education of the tourists at rural tourism site was considered then the under graduate had more expectations and experience for attraction component with mean value of 4.26 and 4.63 respectively, while for accessibility post graduate had maximum expectation and experience with mean value of 4.39 and 4.90 respectively, for accommodation component post graduate had maximum expectation with 4.85 while experience mean for all the categories of education was 4.85. For amenities component undergraduate had maximum expectation with mean value of 3.63 while in experience maximum mean value was 4.16 for graduates. In activities component highest mean value in expectation was by post graduate tourists, while experience mean value was 3.52 by graduate tourists (Refer Appendix 2).

4.3.11 Tourists' Occupation and their Expectations and Experience- Analysis of expectation and experience vis-a-vis occupation of the tourists revealed that the experience was better for all the major components except one category. Experience for accommodation was poor for business category than their expectations. Tourist belonging to service class had more expectations for accessibility and activity, while tourists from business class had more expectation for attraction and others had more expectation for accommodation and amenities. On the other hand tourists belonging to other category had better experience in three components namely attraction, accessibility and accommodation. While in amenity and activity components service class had better experience than both the other categories of occupation (Refer Appendix 3).

4.3.12 Tourists Nationality and their Expectations and Experience- As far as nationality of the tourists was concerned foreigners had more expectations for accessibility and activities than the Indian tourists while they had better experience than the Indian tourists for amenities and activities components (Refer Appendix 4).

4.3.13 Tourists Residence and their Expectations and Experience- There were only three tourists from rural background and seventy two tourists were from urban background. The analysis of their expectations and experience revealed that tourists from urban background had more expectations than tourists from rural background with regard to all the components namely attractions, accessibility, accommodations, amenities and activities. On the other hand urban tourists had better experience in attraction and accessibility whereas rural tourists had better experience in accommodation and amenity components. For activity component experience was at par. However both categories of tourists had better experience as compared to their respective expectations (Refer Appendix 5).

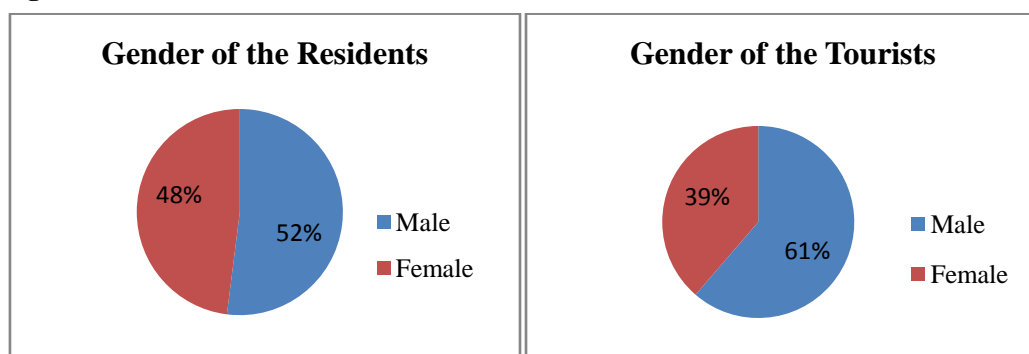
4.4 Profile of the Residents and Tourists who did not visit Rural Tourism Site

Tourists, who visit Punjab and residents are potential tourists for rural tourism and their response in this regard is important. To know the willingness and expectations of residents and tourists, who had never visited rural tourism site, a total of five hundred and fifty five respondents were contacted comprising two hundred seventy two residents and two hundred eighty three tourists. Out of five hundred and fifty five tourists, one hundred fifty residents and one hundred fifty tourists knew about the concept of rural tourism and were willing to experience it. For residents data was collected from Amritsar, Hoshiarpur, Bathinda and capital city of Chandigarh and for the tourists from Amritsar, Kapurthala, Patiala and capital city of Chandigarh. Thus, a total of three hundred respondents were taken for analysis in this category.

4.4.1 Gender of the Residents and Tourists who did not visit Rural Tourism Site -

Gender is an important aspect in choices and likings about tourism as there can be gender based variation in decision making. Among the residents there were 78 males and 72 females constituting 52 percent and 48 percent respectively. In case of tourists there were 92 males and 58 females constituting 61.3 percent and 38.7 percent respectively (Table 4.9).

Fig. 4.25 Gender of the Residents and Tourists who did not visit Rural Tourism Site



Source: Primary data based on field survey.

Table 4.9 Profile of Residents and Tourists who did not visit Rural Tourism Site

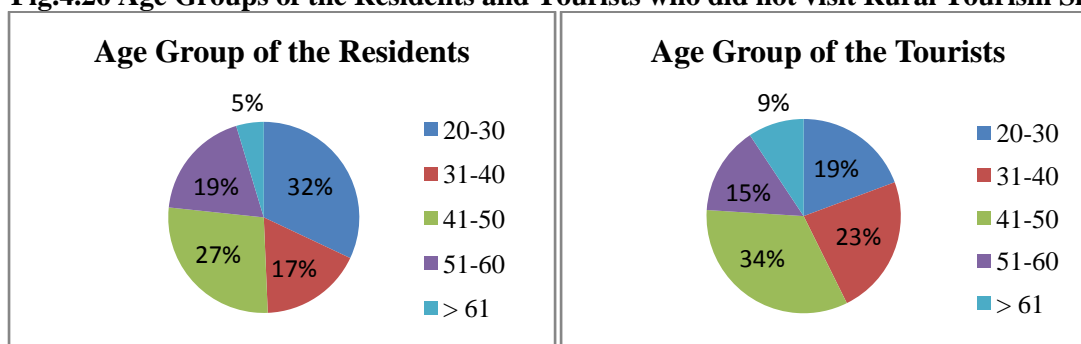
	Residents		Tourists	
Gender	Number	Percent	Number	Percent
Male	78	52	92	61.3
Female	72	48	58	38.7
Total	150	100	150	100
Age Group in years				
20-30	48	32	29	19.3
31-40	26	17.3	35	23.3
41-50	41	27.3	50	33.3
51-60	28	18.7	22	14.7
61 and above	7	4.7	14	9.3
Total	150	100	150	100
Nationality				
Indian	150	100	121	80.7
Foreigners	--	--	29	19.3
Total	150	100	150	100
Education				
Undergraduate	27	18.0	17	11.3
Graduate	67	44.6	77	51.3
Postgraduate	52	34.7	56	37.3
Others	4	2.7	--	--
Total	150	100	150	100
Occupation				
Service	58	38.7	75	50.0
Business	33	22.0	34	22.7
Others	59	39.3	41	27.3
Total	150	100	150	100
Residence				
Rural	--	--	6	4.0
Urban	150	100	144	96.0
Total	150	100	150	100

Source: Primary data based on field survey.

4.4.2 Age Groups of Residents and Tourists who did not visit Rural Tourism Site-

Respondents in both the categories were taken from different age groups ranging from 20-30, 31-40, 41-50, 51- 60 and above 60 years. Forty eight residents and twenty nine tourists were in the age group of 20-30 years, twenty six residents and thirty five tourists were in 31-40 years, forty one residents and fifty tourists in 41-50 years, twenty eight residents and twenty two tourists were in 51-60 years and seven residents and fourteen tourists were of more than 60 years. Thus maximum respondents were in the age group of 20-30 years among residents and 41 to 50 years among tourists (Table 4.9).

Fig.4.26 Age Groups of the Residents and Tourists who did not visit Rural Tourism Site

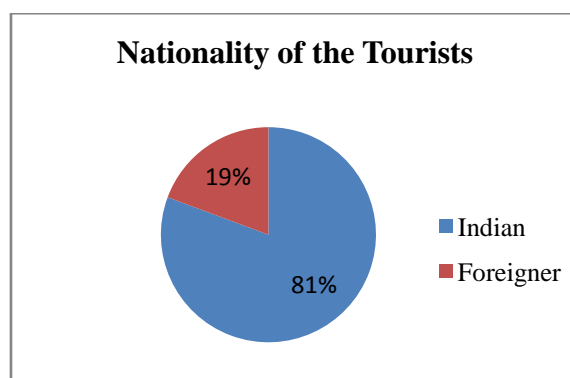


Source: Primary data based on field survey.

4.4.3 Nationality of Tourists who did not visit Rural Tourism Site - Both domestic

and foreign tourists were surveyed. Out of total tourists, 121 were domestic and 29 were foreigners constituting 80.7 percent and 19.3 percent respectively. Since residents were from different cities of Punjab so it is quite obvious all were Indian. Domestic tourists were from states like Himachal Pradesh, Jammu and Kashmir, Haryana, Delhi, Uttar Pradesh, Rajasthan, Madhya Pradesh, Maharashtra, Karnataka, Kerala, West Bengal, etc. Foreign tourists were from England, Spain, Italy, Austria, France, Russia, Ukraine (Europe), USA, Canada (North America), Japan, Nepal, Sri Lanka (Asia), Australia and New Zealand (Australia) (Table 4.9).

Fig. 4.27 Nationality of the Tourists who did not visit Rural Tourism Site

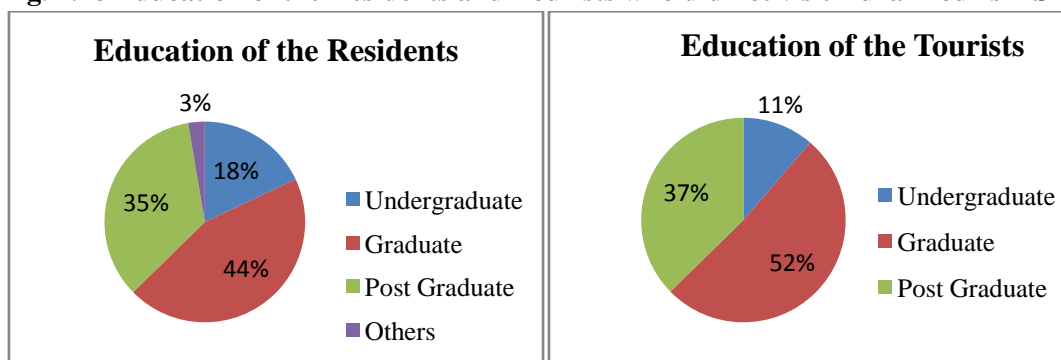


Source: Primary data based on field survey.

4.4.4 Education of Residents and Tourists who did not visit Rural Tourism Site -

There are four categories namely undergraduate, graduate, post graduate and others which include all other qualifications and miscellaneous courses. Out of the total respondents, 27 residents and 17 tourists were under graduate, 67 residents and 77 tourists were graduates, 52 residents and 56 tourists were postgraduates. There were 4 residents who were from other category of educational qualification while there was no tourist in this category. Thus, maximum respondents were graduates, followed by post graduates and undergraduates (Table 4.9).

Fig. 4.28 Education of the Residents and Tourists who did not visit Rural Tourism Site



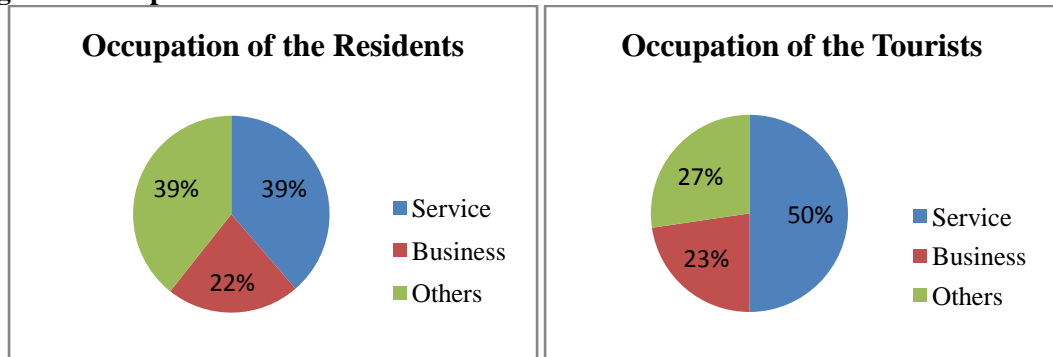
Source: Primary data based on field survey.

4.4.5 Occupation of the Residents and Tourists who did not visit Rural Tourism Site -

Among the residents 58 were from service class, 33 from business class and 59 belonged to others category. On the other hand 75 tourists belonged to service class, 34 to business class and 41 to others category. Third category of

any other constituted of housewives, students, retired people and unemployed etc (Table 4.9).

Fig. 4.29 Occupation of the Residents and Tourists who did not visit Rural Tourism Site

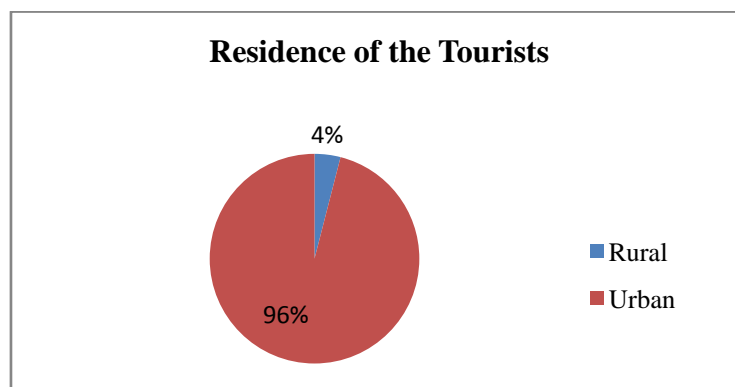


Source: Primary data based on field survey.

4.4.6 Residential Background of Residents and Tourists who did not visit Rural

Tourism Site- Residential background also influences willingness and expectations about rural tourism. Urban people want to experience rural life and people from rural background of other states also like to see and experience rural life in Punjab. All the residents were taken from urban areas of Amritsar, Hoshiarpur, Bathinda and capital city of Chandigarh, whereas majority (96 percent) of the tourists were from urban areas, only six respondents (4 percent) were from rural areas (Table 4.9).

Fig. 4.30 Residential Background of the Tourists who did not visit Rural Tourism Site



Source: Primary data based on field survey.

4.5 Response about Rural Tourism

Residents and tourists were asked questions on their knowledge about rural tourism. Total of 272 residents and 283 tourists were contacted and out of total 555 respondents 150 residents and 150 tourists knew about concept of rural tourism. Thus 55.14 percent of residents and 53 percent of tourists were considered for analysis. The various reasons for not visiting these rural tourism sites were lack of awareness about these sites, apprehensions about cleanliness, amenities, safety & security issues, lack of promotion & marketing. However, Out of these three hundred respondents, who did not visit rural tourism site, one hundred forty two residents and one hundred forty nine tourists were willing to visit rural tourism site and experience rural tourism constituting 94.66 percent and 99.33 percent in their respective category.

4.6 Expectations of the Residents and Tourists who did not visit Rural Tourism Site

The objective of this analysis was to examine willingness and expectations of the residents and tourists, who did not visit rural tourism site. In the light of this objective it was hypothesized that there is no significant difference in the willingness and expectations of residents and tourists, who did not visit rural tourism site in the state (Null Hypothesis). Respondents were asked to give their ratings on likert scale ranging from 1 to 5 with regard to importance of the certain attributes in deciding their visit to rural tourism site as their destination. There were twenty eight attributes related to attraction, accessibility, accommodation, amenities and activities.

The analysis of data revealed that for residents there were thirteen attributes whose average mean of expectations was above 4 on likert scale of 1 to 5 and for tourists fifteen attributes had mean value above 4 on the same likert scale. These were historical place, rural environment, traditional food, local culture, traditional articles, better connectivity, safe journey, affordable accommodation, safety and security at site, neat and clean accommodation, service and quality, hospitable staff, safe drinking water, folk dance & music and participation in festivals. There were fourteen attributes of expectations for residents and ten for tourists whose mean value lies between 3 and 4 on same likert scale. Only one attribute namely wifi for residents and

three attributes namely wifi, TV and participation in traditional cooking for tourists had mean values lying between 2 and 3 on likert scale of 5 (Table 4.10).

Tourists' expectations were higher than the residents' for twenty attributes, whereas only in case of eight attributes residents' expectations were higher. Overall tourists' expectation was 4.07 and residents' expectation 3.99 on the likert scale of 5. Thus tourists' expectation was slightly higher by 0.08 than the residents' which is negligible difference (Table 4.10).

Table 4.10 Expectations of Residents and Tourists Who did not visit Rural Tourism Site

Sr. No.	Components and Variables	Residents (N= 150)		Tourists (N=150)	
		Mean	Standard Deviation	Mean	Standard Deviation
A	Attraction	4.21		4.33	
1.	Historical Place	4.03	.87	4.08	.80
2.	Rural Environment	4.62	.66	4.86	.35
3.	Traditional Food at site	4.49	.67	4.46	.62
4.	Religious Place	3.83	.95	3.79	1.01
5.	Local culture	4.34	.83	4.48	.55
6.	Traditional articles	3.99	.97	4.33	.60
B	Accessibility	4.30		4.40	
1.	Better Connectivity	4.42	.70	4.58	.54
2.	Multiple modes of transport	3.70	1.12	3.65	.81
3.	Safe journey	4.79	.45	4.98	.11
C	Accommodation	4.68		4.87	
1.	Affordable Accommodation	4.54	.66	4.73	.50
2.	Safety and Security at site	4.87	.37	4.96	.18
3.	Neat and clean accommodation	4.77	.45	4.93	.25
4.	Service & quality	4.58	.62	4.88	.34
5.	Hospitable staff	4.64	.53	4.86	.34
D	Amenities	3.51		3.51	
1.	Wi-fi	2.55	1.47	2.21	1.08
2.	Parking facility	3.90	1.09	3.97	.63
3.	Safe Drinking Water	4.89	.35	4.94	.23
4.	AC room	3.24	1.39	3.80	.95
5.	TV in room	3.01	1.39	2.63	.90
E	Activities	3.63		3.67	
1.	Folk Dance and music	3.95	.94	4.21	.77
2.	Tractor ride	3.74	.92	3.88	.92
3.	Visit to fields	4.06	.99	3.95	.85
4.	Participation in Traditional cooking	3.21	1.43	2.60	1.24
5.	Participation in festivals	3.93	.97	4.16	.62
6.	Participation in rural traditional games	3.56	1.11	3.64	.98
7.	Participation in farming activities	3.32	1.21	3.03	1.22
8.	Animal ride	3.55	1.18	3.74	1.06
9.	Participation in pottery / weaving	3.36	1.13	3.84	.85
	Grand Mean	3.99		4.07	

Source: Primary data based on field survey.

**Table: 4.11 Independent t-test of Expectations of Residents and Tourists
Who did not visit Rural Tourism Site**

Sr. No.	Components and Variables	t	df	Sig. 2 tailed (p value)
A	Attraction			
1.	Historical Place	.311	298	.583
2.	Rural Environment	3.825	298	.000
3.	Traditional Food at site	.357	298	.721
4.	Religious Place	.350	298	.726
5.	Local culture	1.795	298	.074
6.	Traditional articles	3.609	298	.000
B	Accessibility			
1.	Better Connectivity	2.192	298	.029
2.	Multiple modes of transport	.469	298	.639
3.	Safe Journey	5.065	298	.000
C	Accommodation			
1.	Affordable Accommodation	2.854	298	.005
2.	Safety and Security at site	1.349	298	.178
3.	Neat and clean accommodation	3.800	298	.000
4.	Service & quality	5.023	298	.000
5.	Hospitable staff	4.260	298	.000
D	Amenities			
1.	Wi-fi	2.273	298	.024
2.	Parking facility	.709	298	.479
3.	Safe Drinking Water	2.377	298	.019
4.	AC room	3.999	298	.000
5.	TV in room	2.803	298	.005
E	Activities			
1.	Folk Dance and music	2.610	298	.010
2.	Tractor ride	1.311	298	.191
3.	Visit to fields	.998	298	.319
4.	Participation in Traditional cooking	3.921	298	.000
5.	Participation in festivals	2.446	298	.014
6.	Participation in rural traditional games	.659	298	.510
7.	Participation in farming activities	2.082	298	.038
8.	Animal ride	1.484	298	.139
9.	Participation in pottery/ weaving	4.138	298	.000

Source: Primary data based on field survey.

Most important attributes were safety and security at site, safe journey, safe drinking water, neat & clean accommodation, hospitable staff, rural environment, service and quality, affordable accommodation, better connectivity and traditional food whose mean value were found to be above 4.5 (Table 4.10).

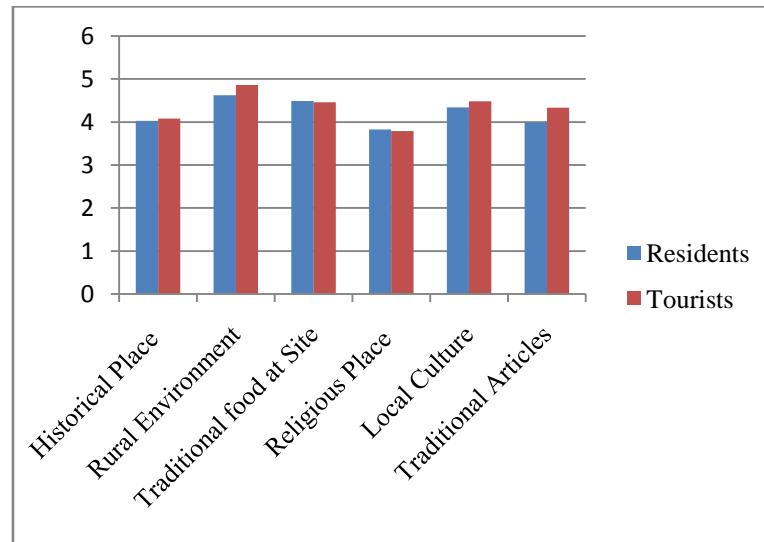
So, it is very important that these variables with very high expectation mean value should be given high priority. Service providers should consider them and do their best in providing these to the tourists. Government should develop good infrastructure so that there is better connectivity. At the same time law and order should be good so that visitors feel safe while visiting the state.

4.6.1 Attraction- A tourist attraction is a destination place that is visited by the tourists and in the present study it is rural destination site. Since the study is about the expectations with regard to visit to rural and farm tourism site in Punjab, so, the various variables which were included in the attraction were historical place, rural environment, religious place, traditional food, local culture and traditional articles at site. There was no significant difference between the expectations of residents and tourists with regard to historical place, traditional food, religious place and local culture as the p value is greater than .050 thus null hypothesis is accepted for these four attributes. On the other hand p value for rural environment and traditional articles was less than .050 which means there was a significant difference between the expectations of residents and tourists (Table 4.10). It was observed that the mean values of expectations of tourists' were higher than the residents' for historical place, rural environment, local culture and traditional articles. It was 4.08, 4.86, 4.48 and 4.33 for tourists and 4.03, 4.62, 4.34 and 3.99 for residents respectively (Table 4.10).

Rural environment was most important attraction while experiencing rural tourism followed by local culture, traditional food, traditional articles, historical place and religious place for the tourists, while for the residents it was rural environment, traditional food, local culture, historical place, traditional articles and religious place in that order. For the tourists mean value of five attributes of was above 4 while for residents four attributes had mean

value above 4. Among all the attributes of attraction highest mean difference was observed for traditional articles and lowest for traditional food. Overall mean value of attraction for residents and tourists was 4.21 and 4.33 respectively (Table 4.10).

Fig. 4.31 Residents' and Tourists' Expectations for Attraction

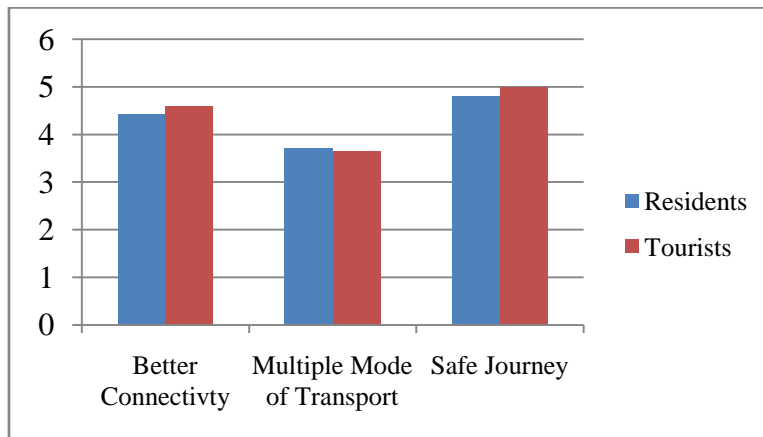


Source: Primary data based on field survey.

4.6.2 Accessibility- It refers to approachability of the destination. Therefore means of transportation should be available to that place. Better connectivity, multiple modes of transport and safe journey were three attributes for accessibility. There was no significant difference in the expectations of residents and tourists with regard to multiple mode of transport while for the better connectivity and safe journey there was significant difference as the P value was less than .050. Thus null hypothesis for multiple mode of transport is accepted (Table 4.11).

Analysis of the data revealed that the average mean of accessibility for residents and tourists was 4.30 and 4.40 respectively. Safe journey was most important factor for visiting rural tourism destination as the average mean of all the tourists was 4.98 and for residents it was 4.79. Average mean for all the tourists for better connectivity and multiple mode of transport was 4.58 and 3.65 respectively and for residents it was 4.42 and 3.70 respectively. Thus, safe journey was the most important factor in accessibility (Table 4.10).

Fig. 4.32 Residents' and Tourists' Expectations for Accessibility

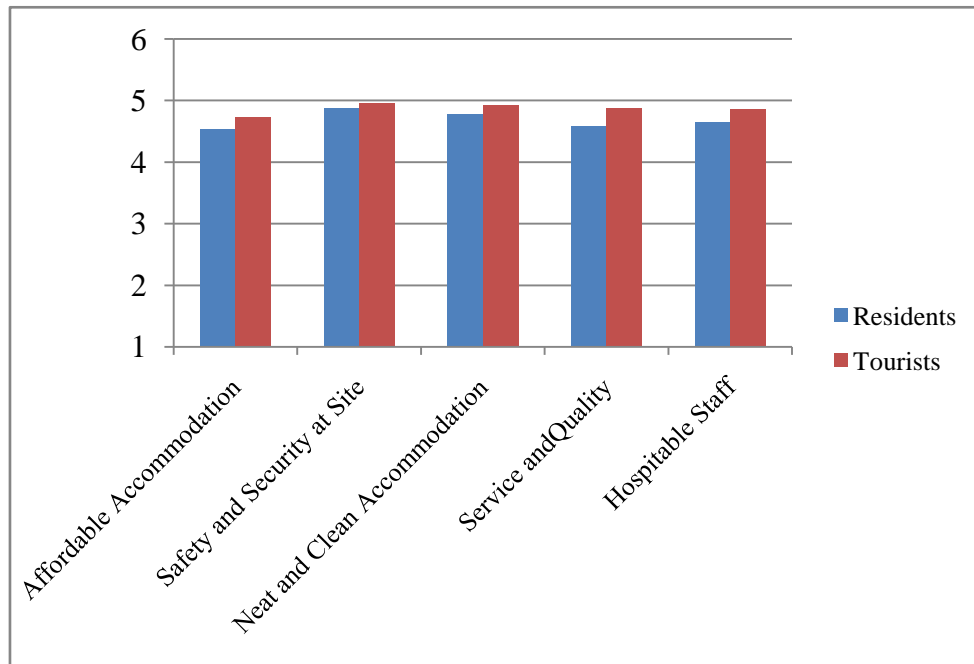


Source: Primary data based on field survey.

4.6.3 Accommodation- Accommodation is essential and one of the important components in tourism. In rural tourism, it is very important that farm stay accommodation should be available in the village that they visit. Affordable accommodation, safety and security at site, neat and clean accommodation, service and quality and hospitable staff were the attributes related to accommodation at rural tourism site. There was no significant difference between the expectations of residents and tourists with regard to safety and security at site while there was significant difference for other four variables of accommodation as the p- value for all these was less than .050. Thus, null hypothesis for these four attributes of accommodation is rejected (Table 4.11).

Average mean of tourists' expectations for all the attributes of accommodation was higher than that of the residents'. Average mean of affordable accommodation, safety and security at site, neat and clean accommodation, service & quality and hospitable staff for the tourists was 4.73, 4.96, 4.93, 4.88 and 4.86 respectively while for residents it was 4.54, 4.87, 4.77, 4.58 and 4.64 respectively. Safety and security at site was the most important factor for both tourists and residents, followed by neatness, hospitable staff, service & quality and affordability of the accommodation. Maximum mean difference between tourists' and residents' expectations was in case of service and quality and minimum mean difference was in safety and security at site (Table 4.10).

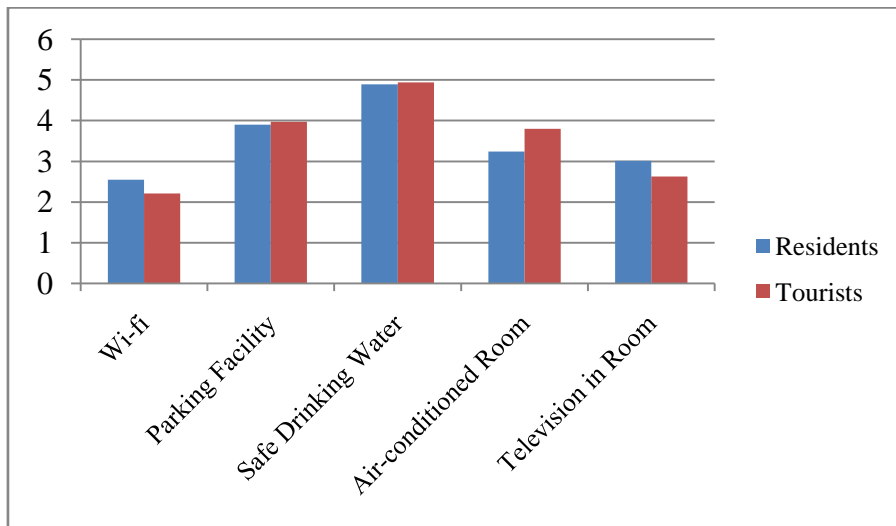
Fig. 4.33 Residents' and Tourists' Expectations for Accommodation



Source: Primary data based on field survey.

4.6.4 Amenities- There were five variables regarding amenities at rural tourism site and there was no significant difference between the expectations of residents' and tourists' with regard to parking facility as the p value was above .050 and the null hypothesis is accepted in this case. There was significant difference for other four attributes namely wifi, safe drinking water, air conditioned room and television in room (Table 4.11). It was found that expectations of tourists were higher than that of residents for three attributes namely parking facility, safe drinking water and air-conditioned room with average mean value of 3.97, 4.94 and 3.80 respectively whereas average mean for wifi and television was 2.21 and 2.63 respectively. On the other hand, mean values of residents' expectations for safe drinking water, parking facility, air-conditioned room, television in room and wifi were 4.89, 3.90, 3.24, 3.01 and 2.55 respectively. Maximum difference between tourists and residents expectation was found in case of air-conditioned room while minimum in safe drinking water. There was no difference in overall mean expectations of tourists' and residents' with regard to amenities (Table 4.10).

Fig. 4.34 Residents' and Tourists' Expectations for Amenities



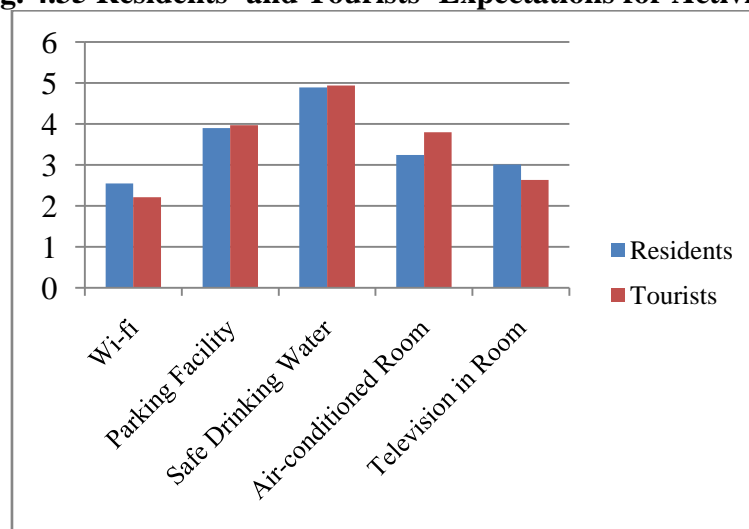
Source: Primary data based on field survey.

4.6.5 Activities- When the tourists visit rural tourism site it is very important that they are involved in some activities. Therefore service providers at rural tourism site should plan and offer some activities. In the present study, there were nine attributes related to activities. There was no significant difference between expectations of residents' and tourists' for tractor ride, visit to fields and participation in rural games. Thus null hypothesis for these three attributes is accepted. There was significant difference in expectations of residents' and tourists' with regard to folk dance and music, participation in traditional cooking, participation in festival, participation in farming activity, animal ride and participation in weaving and pottery (Table 4.11).

The analysis of data revealed that the mean values of expectations of tourists' for six attributes of activities were higher than that of residents. These were folk dance and music 4.21, tractor ride 3.88, participation in festivals 4.16, participation in rural games 3.64, animal ride 3.74 and pottery and weaving 3.84 while for residents these values were 3.95, 3.74, 3.93, 3.56, 3.55 and 3.36 respectively. There were three activities visit to field, participation in traditional cooking and participation in farming activities where expectations mean of residents was higher than that of tourists'. For the residents it was 4.06, 3.21 and 3.32 and for tourists it was 3.95, 2.60 and 3.03 respectively. However, overall mean expectations of tourists' was higher than that of

residents' for activities. It was 3.67 for tourists' and 3.63 for residents' (Table 4.10).

Fig. 4.35 Residents' and Tourists' Expectations for Activities



Source: Primary data based on field survey.

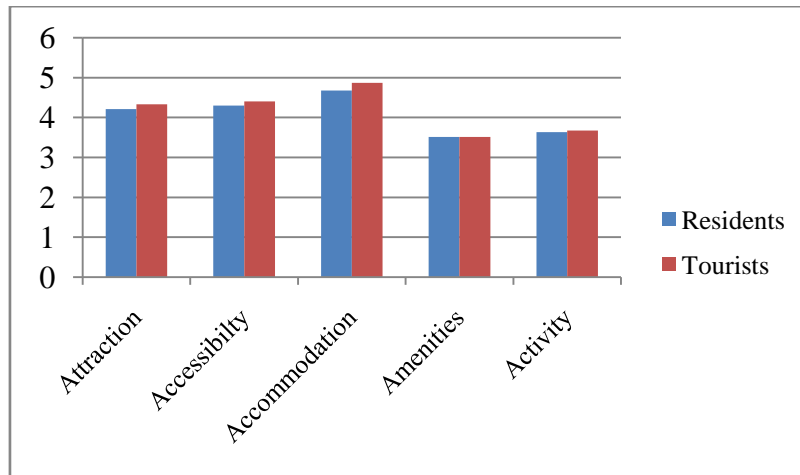
Table 4.12 Residents' and Tourists' Expectations for Components of Rural Tourism

Sr. No.	Component	Residents Mean	Tourists Mean
1.	Attraction	4.21	4.33
2.	Accessibility	4.30	4.40
3.	Accommodation	4.68	4.87
4.	Amenities	3.51	3.51
5.	Activity	3.63	3.67

Source: Primary data based on field survey.

Analysis of component wise data revealed that expectations of tourists' for four components were higher than that of residents. In descending order, for tourists' it was accommodation (4.87), accessibility (4.40), attraction (4.33), activity (3.67) while for residents it was accommodation (4.68), accessibility (4.30), attraction (4.21) and activity (3.63). Expectation mean of residents and tourists for amenities was 3.51 (Table 4.12).

Fig. 4.36 Residents' and Tourists' Expectations for Components of Rural Tourism



Source: Primary data based on field survey.

Thus, it was found that residents and tourists are interested in experiencing rural life. But the main problem was lack of awareness about it. Tourists expressed their willingness to visit rural tourism site in future and were interested in experiencing rural life. After analyzing the data it was found that all the respondents gave their response in affirmative and wished to visit rural tourism site in future. As far as their expectations about various components of rural tourism was concerned, it was found that overall mean of residents' and tourists expectations was 3.99 and 4.07 respectively. Thus it was observed that the difference between tourists and residents expectations is only 0.08 which is negligible.

4.6.6 Residents' and Tourists' Gender and their Expectations about Rural

Tourism- There were 150 residents comprising 78 males and 72 females and in tourists category there were 92 males and 58 females. For Residents males and females the average mean was 4.12 and 4.31 for attraction, 4.18 and 4.43 for accessibility, 4.60 and 4.76 for accommodation, 3.40 and 3.63 for amenities, 3.56 and 3.70 for activities respectively. On the other hand these values for males and females in tourists were 4.31 and 4.37 for attraction, 4.39 and 4.41 for accessibility, 4.86 and 4.88 for accommodation, 3.50 and 3.52 for amenities, 3.70 and 3.62 for activities respectively (Refer Appendix 6).

It was found that the expectations of females' were higher than the males for all the five major components in both the residents' and tourists' category.

There were certain variables where the expectations of males are higher. In residents category males expectations was higher for historical place, folk dance, visit to fields, rural traditional games, where as in tourists' category males expectations were higher for local culture, better connectivity, service & quality, parking facility, safe drinking water, folk dance and music, tractor ride, visit to fields, rural traditional games and farming activities.

4.6.7 Residents' and Tourists' Age Groups and their Expectations about Rural Tourism- The age wise analysis of expectations of residents and tourists depicted that mean values for major component of attraction, accessibility and accommodation were above 4 on likert scale of 1 to 5 where as mean values for amenities, and activities were below 4 in all the age groups of residents and tourists. It was found that residents' of age group 20-30 years gave maximum importance to all the major components meaning thereby they had more expectations. For attraction component, tourists of above 60 years age had maximum expectation mean of 4.48, while there were two components where expectations were maximum for age group 20-30 years, these were amenities 3.69 and activities 3.85 and for accessibility and accommodation components tourists of age group 31-40 had maximum expectations (Refer Appendix 7).

4.6.8 Residents' and Tourists' Education and their Expectations about Rural Tourism- Expectations of residents' and tourists' vis-a-vis their education are concerned were as follows. For residents' maximum mean value for attraction component was 4.41 by any other category followed by 4.29 by postgraduates, for accessibility it was 4.55 by undergraduate, for accommodation 4.78 by under graduate, for amenities it was 3.81 for undergraduates and for activities it was 3.70 for under graduates. In case of tourists' maximum mean value for three components was for undergraduates. It was 4.52 for attraction, 4.44 for accessibility and 4.89 for accommodation, while for amenities highest mean value was 3.56 for graduates and for activities the highest mean value was 3.75 for post graduates (Refer Appendix 8).

4.6.9 Residents' and Tourists' Occupation and their Expectations about Rural

Tourism- With regard to occupation of residents and tourists maximum expectation mean value for attraction was 4.32 by service class, for accessibility 4.39 by others, for accommodation 4.74 by others, for amenities 3.69 by business class, for activities 3.65 by others category. On the other hand for tourists the highest expectations mean value for attraction was 4.46 by others, for accessibility 4.43 by service class, for accommodation 4.88 by service class, for amenities 3.57 by any others, for activities 3.75 by service class (Refer Appendix 9).

4.7 Analysis of Potential Service Providers

The group or individual offering tourism services are known as tourism service providers. In rural tourism, owners of rural or farm tourism property are service providers. They should have basic entrepreneurship quality. Entrepreneurship represents the process of identifying, putting in practice, developing a vision that may be an innovative idea, an opportunity or simply a better way to do something (Surugu, n.d.).

4.7.1 Education of Potential Service Providers - The analysis of the data revealed that twelve (24 percent) of the respondents were undergraduate, twenty (40 percent) graduate and eighteen (36 percent) postgraduate (Table 4.13).

Table: 4.13 Education of Potential Service Providers

	Number	Percent
Undergraduate	12	24
Graduate	20	40
Post Graduate	18	36
Total	50	100

Source: Primary data based on field survey.

4.7.2 Occupation of Potential Service Providers - As far as their present occupation is concerned, thirty respondents (60 percent) were engaged in farming, nine (18 percent) in hotels, five (10 percent) in travel and tour businesses and six (12 percent) in other miscellaneous occupations (Table 4.14).

Table: 4.14 Present Occupation of the Potential Service Providers

Occupation	Number	Percent
Farming and allied occupation	30	60
Hotel Business	9	18
Travel and Tourism Business	5	10
Others	6	12
Total	50	100

Source: Primary data based on field survey.

4.7.3 Response about Rural Tourism- As far as knowledge about rural tourism is concerned only twenty respondents knew about rural tourism and had heard about it and thirty do not know about this. However, it was found that thirty seven respondents were willing to start and develop rural tourism sites if some training and support is given to them (Table 4.15). Twenty nine respondents understood the requirements of service industry and twenty four had sufficient resources in the form of land, building or other infrastructure and resources.

Table: 4.15 Wish to start Rural Tourism Venture

	Number	Percent
Yes	37	74
No	13	26
Total	50	100

Source: Primary data based on field survey.

4.7.4 Expectations from Government- Out of total fifty respondents in this category thirty seven were willing to start rural tourism venture and set up farm stay accommodation (Table 4.15). These potential service providers had some expectations from the government. Analysis of the data revealed that majority of the respondents wanted support in terms of infrastructure in the village, financial support, tax relief, training, promotional support, subsidized electricity, better transport connectivity in the form of good roads, support in business plan and also assistance from tourism expert (Table 4.16).

The infrastructure development in the village is the responsibility of the government, so the facilities like transport, water facility, sanitation etc. should be developed by the government. Public transport should be developed and link roads connecting rural areas should be well maintained. Support from tourism

expert and training in this regard should also be given to the service providers. At the same time it could popularize the farm tourism scheme in such a way that there are many takers of this tourism scheme. State tourism department should give priority to rural tourism. It should give emphasis on promotion and marketing through participation in travel mart, travel exhibition etc. More events and festivals should be organized at these places for promotion. The success lies in the promotion part and different forms of media should be used for this including social media. Government cannot provide financial support but it could certainly impress upon the banks to sanction loans for rural tourism projects. Some tax relief could be given in the beginning for certain period of time, so that the venture runs smoothly and get established in due course of time.

4.7.5 Tourism Resources of the Region- It was found that there were many tourism resources like historical places, gurudwaras, temple and other recreational places which are good attractions for the tourists. Similarly organic farming, cultivation of exotic vegetables and fruits could also be used as tourism products. Thus, there were variety of tourism resources and products to showcase to the tourists.

Table: 4.16 Expectations of Potential Service Providers from the Government

	Response	Number of Respondents	Percentage
Infrastructure	Yes	34	91.9
	No	3	8.1
Financial Support	Yes	26	70.3
	No	11	29.7
Tax Relief	Yes	29	78.4
	No	8	21.6
Training	Yes	35	94.6
	No	2	5.4
Promotional Support	Yes	37	100
	No	--	--
Subsidized Electricity	Yes	28	75.7
	No	9	24.3
Better Connectivity	Yes	35	94.6
	No	2	5.4
Help in Business Plan	Yes	31	83.8
	No	6	16.2
Help from Tourism Expert	Yes	35	82
	No	2	18
Total		37	100

Source: Primary data based on field survey.

4.8 Conclusion

The analysis of the data for tourist at rural tourism site revealed that there were twenty five attributes where experience was better than or at par with expectations. These were historical place, rural environment, traditional food at site, religious place, local culture, traditional articles, better connectivity, multiple mode of transport, safe journey, affordable accommodation, safety and security of at site, neat and clean accommodation, service and quality, hospitable staff, wifi, parking facility, drinking water, AC room, TV, folk dance and music, tractor ride, visit to fields, participation in traditional cooking, participation in farming activity, animal ride, etc.

There were three attributes where experience was perfect 5 namely safety & security at site, safe journey and safe drinking water. Highest mean difference between expectations and experience in satisfying attributes was 1.36 for multiple mode of transport. The expectation and experience was at par in case of safety and security at site and safe journey with perfect 5 and for folkdance and music, expectation and experience was 4.20. There were only three attributes of activities where experience was poor than the expectations. Though many activities were offered at these sites yet there is need to arrange more activities such as arrangement of festivals, rural games and activities like pottery/weaving etc. As tourists were not satisfied with these and mean difference between expectations and experience among dissatisfying attributes was found to be 1.18 with regard to participation in festivals followed by participation in activities like pottery and weaving and rural traditional games.

For residents and tourists, who did not visit rural tourism site, there were thirteen attributes whose average mean of expectations was above 4 and for tourists fifteen attributes had mean value above 4. There were fourteen attributes of expectations for residents and ten for tourists whose mean value was between 3 and 4. Only one attribute namely wifi for residents and three attributes namely wifi, TV and participation in traditional cooking for tourists had mean values lying between 2 and 3. Most important attributes were safety and security at site, safe journey, safe drinking water, neat & clean accommodation, hospitable staff, rural environment, service and quality, affordable accommodation, better connectivity and traditional food whose mean value were found to be above 4.5. Tourists' expectations were higher than the residents' for twenty attributes, whereas only in case of eight attributes residents' expectations were higher. Overall tourists' expectation was 4.07 and residents' expectation 3.99 on the likert scale of 5. There were thirty seven potential service providers who were willing to start and develop rural tourism site.

Chapter -5

Rural Tourism Plan for Punjab

Tourism is growing at a rapid rate and international tourist arrival has already crossed 1.4 billion in the year 2018 besides domestic tourists (United Nations World Tourism Organization, 2019). Many tourists' destinations remain overcrowded which puts pressure on the tourism resources of urban areas. Tourism planners all over the world are emphasizing the need of development and management of alternate tourism destinations to divert the tourists to new destinations and countries like India, where there are large rural areas, have ample scope for this. So, rural tourism resources should be explored and accommodation for tourist be developed in countryside reducing the pressure on urban areas.

5.1 Tourism Planning

Planning is very important for the proper development of any phenomenon or activity. Being an important issue, tourism planning has gained significance in recent years specially with increasing volume in tourism. Tourism Planning has passed through different phases and stages over the period. Initially there was little planning but gradually different aspects of tourism planning became part of it. Following are the stages and paradigms of tourism planning as discussed by Tosun and Jenkins (1998), Wilosn, Fesenmaier, Fesenmaier and Van Es (2001) and Vanderwerf (2008)-

- 5.1.1 Unplanned Tourism-**In the beginning tourism planning was absent and there was little concern about it. There was not much emphasis on the tourism planning especially in the developing countries and things evolved in an unplanned manner.
- 5.1.2 Pre-Supply Oriented Planning-** Gradually some emphasis was given on physical planning in which buildings, hotels, restaurant and other physical infrastructure like transportation were developed.
- 5.1.3 Supply Oriented Planning-** In this phase tourism facilities were developed at the destinations to meet the increasing demand and fulfill the requirement of the tourists. But it had adverse impact on the environment as tourists flow

increased beyond carrying capacity. Sadly these facilities were developed in an unplanned and a haphazard manner (Gunn and Var, 2002).

5.1.4 Market Oriented Planning- With tourism becoming a commercial activity stress was laid on the marketing in which various methods of promotion were used. So, in this phase focus of planning was on marketing of tourist destinations.

5.1.5 Contemporary Planning- This is based on holistic planning in which physical, environmental, socio-economic aspects are considered while planning. Since the volume of tourism has grown considerably which has adversely affected the environment, so, contemporary planning is based on mitigating the negative effects of environment. Thus, this form of planning gave prominence to sustainable tourism in all respect

5.2 Paradigms of Tourism Planning and Development

5.2.1 Boosterism- This is one of the earliest form of planning when the resources were overexploited without considering the negative impacts. It mainly gave emphasis on developing tourism and using resources.

5.2.2 Spatial Planning- This type of planning focused on the land use planning and emphasized the physical planning of the tourist places.

5.2.3 Continuous Planning- It was based on the latest information and ground realities. With changing scenario planning is reviewed regularly. It continuously considers the latest feedback and planning is suitably changed.

5.2.4 Collaborative or Integrated Planning- It is also called interactive planning. It is a collaborative effort in which viewpoint of various stakeholders including local community are considered (Jamal and Getz. 1995). As it is not possible to develop rural tourism without the active participation and collaboration of businessmen. So, their involvement is important in tourism (Wilson, Fesenmaier, Fesenmaier and Van Es 2001).

5.2.5 Community Based Planning- It is also an integrated planning in which the community is given prominence in decision making and planning. As Wilson,

Fesenmaier, Fesenmaier and Van Es (2001) emphasized on community approach to tourism development.

5.2.6 Regional Tourism Planning- This is based on changing demand and supply of the tourism resources and facilities in the region. It provides basis for regional tourism plan and is considered good for the regional development.

5.3 Rural Tourism Planning

There has been considerable focus on the tourism planning in the world. But rural tourism planning has not received its due attention. However gradually rural tourism has attracted the attention of various stake holders. In India also this field has got lukewarm response till now but there is growing awareness and demand for rural tourism. Farm diversification is the need of the hour and has great scope as it can increase the income of the farmers and lowers the risk and uncertainties due to market situations (Lowry, 1996). In the European Union, tourism has been recognized as an important industry for the economy. It is an alternative option to revitalize the local economy for many rural communities (Neves, 2006).

5.4 Issues and challenges in Rural Tourism Development in Punjab

Traditional methods of farm are not viable and farm incomes have declined in Punjab. Traditional agriculture has reached its saturation point and is no more a profitable occupation. Agricultural tourism or agri-tourism is one form of farm diversification and combining agriculture and tourism is not a new phenomenon (Lack, 1997). So, there is need of diversification in agriculture in Punjab and hence it requires new avenues where the resources of rural areas can be utilized.

Rural tourism as an economic activity within tourism faces certain challenges which are hampering its growth. These may be related to commercial, economic and logistical issues related to product quality, infrastructure at destination, investors' interests etc. Besides these, there are certain other challenges faced by rural areas that include political and institutional obstacles. There is also poor coordination between rural development and tourism. At the same time government also pays less attention and gives low priority to rural tourism (Tsephe and Obono, 2013). In India also rural tourism has not picked up significantly and was hindered by issues like lack of

information, difficult booking procedure and payment processes, non-availability of quality budget accommodations and other quality issues (Kharagpur Consulting Group, 2010).

Some of the challenges and problems regarding rural tourism in the state can be summarized as follows-

5.4.1 Uneven Distribution of Sites - There is uneven distribution of registered farm tourism properties. Spatial analysis of these registered properties revealed that maximum numbers of these sites are around Chandigarh in the district of Mohali. It has seventeen approved farm properties followed by four in Rupnagar. While there are eleven districts which do not have even a single farm tourism property. Out of thirty seven approved properties, twenty eight are in Malwa region, six in Majha region and only three in Doaba region.

5.4.2 Poor Promotion- These farm properties set up in the state are not promoted well. Not many people know about these farm properties even the local residents are not aware about these. The farm tourism scheme has not been advertised properly. As a result the state with such a huge potential of rural tourism is having limited number of farm properties.

5.4.3 Website of Punjab Tourism- Official website of Punjab Tourism does not provide sufficient information. For many farm stay accommodation only name and phone numbers are given and no information is given regarding accommodation, accessibility, activities, attractions, amenities and other facilities etc. There are only few farm properties which have their own website providing detailed information.

5.4.4 Lack of Awareness about Rural Tourism- There is lack of awareness about rural tourism among the tourists visiting Punjab and even the local residents of the state do not know about it. Tourists visit only the popular tourist destination in the state. In absence of information and knowledge, tourists are forced to visit the limited numbers of known tourist destinations which results in carrying capacity issues and high tariffs at these destinations. (The Rising Potential of Rural Tourism Market in India, 2010).

5.4.5 Big Landlords- Most of the farm properties in Punjab are owned by big and wealthy landlords. It is not their main profession and as such not a priority for them. They have spare land and farm house so they have got registered with Punjab Tourism Department under the Farm Tourism Scheme. They consider it as secondary occupation and have other business priorities. So, they are not bothered about this and do not devote much time for this venture.

5.4.6 Lack of Support and Low Priority to Rural Tourism-Till date too much emphasis has been given to agriculture, which has resulted in the depletion of water resources and other environmental problems. Tourism has never been a priority area for the government and rural tourism is even more neglected. There are so many areas where support from government is required in developing basic infrastructure like transport network, electricity, sewerage, permissions from various government departments etc. Farm tourism service providers have to face many problems in getting the permission and things done from various government departments.

5.4.7 Lack of Incentives to Service Providers- Government does not give any incentive to attract service providers and entrepreneurs to start rural tourism ventures. No tax rebate or subsidy is given to them. The result is that there are not many takers for the scheme.

5.5 Rural Tourism Development Plan for Punjab

The analysis of rural tourism in the study area revealed that though there are certain rural tourism sites offering accommodation and services. There are total thirty seven farm properties or rural tourism sites, which are approved by Punjab Heritage Tourism Promotion Board. Some other rural tourism sites are, there which were earlier approved but now these are not in ambit of Punjab tourism, but they are offering farm accommodation and doing good businesses. Though all these places are providing services to the tourists but the potential has not been fully exploited yet. There is an urgent need to promote rural tourism in the state and following suggestions and recommendations are pertinent for developing and promoting rural tourism in Punjab.

5.5.1 Attraction Centers- New sites should be identified in rural areas where farm accommodation properties could be set up. Every effort is to be made to tap and develop variety of rural tourism resources, products and places known for art, handicraft, folklore, folkways, specialized farming and natural sites etc. Core product of each area should be identified and developed for rural tourism. Admittedly there are various kinds of resources and products ranging from hills, rivers, historical buildings, monuments, religious places etc which if developed in a meticulous way.

5.5.2 Involve Potential Service Providers- Government should promote and popularize farm tourism policy in an impressive manner and involve people from different related sectors. Farmers specially the small farmers should be involved in large numbers who can provide budget accommodation to the tourists. Small farmer is the one who cultivates on the land above 1 hectare but less than 2 hectares (Press Information Bureau, Government of India 2019). Similarly people from hospitality and tourism background should be involved and motivated to start and set up such properties in rural areas. They can do better as they understand the requirements of hospitality and tourism industry. Ultimate aim should be to take capacity building measures where farmers and other potential service providers become capable of starting and running these rural tourism sites.

5.5.3 Accessibility- Rural tourism sites should be easily accessible. Visitors want better connectivity and safety during journey so there should be proper connectivity. Signboards should be placed at various places so that tourists do not find any problem reaching the destination. Main city near these sites should be well connected with road and railway. There should be taxi and auto service from station, bus stand, air port to rural tourism site. Location is very important aspect, so rural tourism properties should be developed near popular tourist destinations, urban and business centers, even if there is no historical, religious or any other attraction in that village. Rural environment, farms, local culture itself are attractions for the tourists and some activities can be developed there.

5.5.4 Activities at Site- Some activities should be arranged at these sites in which tourists can be involved. Service providers should arrange wide range of theme based activities like cultural, educational workshops, animal fair, display garden (Lack, 1997). Tourists, specially foreigners and urbanites are keen to see and participate in farm based activities or visit to specialized crop farm can also be organized e.g. Abohar, known as ‘California of Punjab’ is famous for Kinnow growing, Pathankot for Litchi growing. It should give tourists a feel of traditional rural life of Punjab. At the same time tourists should feel participating in some cultural activities like dance and music, rural folk ways. There should be some arrangement of celebration of festivals and fairs also and tourists should be made to participate in it. More alluring the activities and attractions, the longer will be the stay of the tourists. Animal and tractor rides are other activities for the tourists. Some other activities like rural games, weaving and pottery should also be arranged.

5.5.5 Punjab Tourism Website- Official website of Punjab Tourism should be updated regularly. Data on tourist arrivals and other important information related to state tourism should be given. Similarly rural tourism resources, rural tourism circuits and detail information of rural tourism sites in the state should also be displayed. Information regarding amenities and facilities available, nearby attractions, activities, accessibility etc. should also be displayed. Rural tourism service providers should also have their own website.

5.5.6 Tourist Information Centers- Tourist information centers should be set up at important places in Punjab. These centers should provide detailed information related to rural tourism sites and properties set up in the state in addition to other information related to tourism in Punjab. Booking facility should also be available there. Visitors’ bureau should also be maintained at these centers.

5.5.7 Safety and Security- Law and order situation of the state also has an impact on economic and social condition of the state. Tourists are concerned about their safety and security during their stay. So, there should be safe and secure environment. Role of general administration and police is very crucial in this regard. Incidents like snatching, robbery, theft bring bad name to the

destination and it is the responsibility of the police to check this. Prepaid auto and taxi service can be started to curb menace of cheating and harassing tourists. Government should give emphasis on tourism police in Punjab. Thus the image of the destination is very important in service industry like tourism. Proper information regarding guests visiting the sites is also to be maintained by service providers.

5.5.8 Financial Support- Government should develop some sort of mechanism where potential service providers are given financial support. There are financial constraints with the government, but it can certainly influence banks and other financial institutions to provide loans for rural and farm tourism ventures on the pattern of agriculture loans. Initially some tax relief can be given on income from rural tourism site provided proper record of tourists is maintained.

5.5.9 Rural Tourism Circuit Formation- The government should form various theme based circuits in which tourist attractions of the city and rural sites of the circuits are included. There are so many historical gurudwaras in Bathinda which can be developed as ‘Bathinda Gurudwara Circuit’ similarly ‘Hoshiarpur’ can be developed as Eco-tourism-Historical Circuit’, Amritsar along with Tarn Taran as ‘Religious, Historical-Eco-Tourism Circuit’, Gurdaspur as Religious-Historical-Eco-Tourism Circuit, Jalandhar and Kapurthala can also be developed as ‘Religious-Historical-Eco-Tourism Circuit’, Patiala as ‘Cultural-Historical Tourism Circuit’ So, depending on the tourism resources and potential there can be many circuits.

5.5.10 Cleanliness at Rural Tourism Site- Service providers should offer neat and clean accommodation at reasonable price. Sanitation and hygienic condition should be properly maintained. Clean drinking water should be provided to the tourists. There should be provision of safe drinking water and preferably packaged water should be provided to the guests.

5.5.11 Service and Quality- Tourists want value for their money. Though they understand the limitations of rural areas. On the part of service providers they should understand that customer satisfaction is basic condition required in

hospitality industry and that can be attained only by providing quality products and services.

5.5.12 Hospitable Staff- Tourism is a service industry in which tourists come out of their place of residence and stay at the destination. The hospitality of the host is of vital importance as it leads to the satisfaction of the tourists. So, it is essential that the staff at the rural tourism property be courteous and hospitable.

5.5.13 Training and Educating the Potential Service Providers - Potential service providers should be motivated to start this kind of venture and for that training and other required information should be provided to them. Government should start training and skill development programme for service providers.

5.5.14 Marketing of Rural Tourism Sites - Tourists should be motivated to stay in the rural farm properties and it should become the automatic choice of the tourists. Any product or service needs to be marketed well and for that, businesses need to market right offer to the right buyers at the right time with the right prices under the right ambience and using the right systems and marketing mix help in it. These are basically the elements and tools which are used to achieve marketing objectives (Chaudhary, 2010). Marketing mix is a combination of tactics used to market the products or services.

Service is an intangible product and is difficult to market than tangible products (Chaudhary, 2010). There are many components of tourism like transportation, accommodation, entertainment, food and beverage, events, activities and many more.

In case of rural tourism the product is the total rural experience that includes the stay, activities and the services offered at the rural tourism sites. All the elements of marketing like product, pricing, place, promotion, people, process, physical evidence should be considered while offering service to the tourists.

i) Products- There is a need to identify and develop product and services according to the availability of the tourism resources near that particular site. The products at the rural tourism sites are rural environment, places of

historical and religious importance, rural culture, food, accommodation, various facilities, activities and attractions nearby. A complete package should be offered to the tourists.

- ii) Price** -Visit to rural tourism site should be economical, so that it is affordable and it caters to large number of people. Low tariff will attract large number of tourists. In fact there should be at least two categories of rooms available which serve to different segments of clients as per their budget.
- iii) Place** -The place refers to distribution element and is concerned with transfer of goods and services from the manufacturers to the buyers (Chaudhary, 2010). With regard to rural tourism, it refers to the movement of tourist to rural areas for experiencing rural life. It involves various channels and mediators which facilitate the tourists to reach the destinations. Since tourism is a service where instead of movements of the products to the consumers, the tourists move to the destination to avail the service. Number of rural tourism properties should be setup and these should be widely distributed. An effort must be made to open such properties near popular tourist destinations. New places should also be explored, developed and promoted. Various channels like travel agencies, tour operators should facilitate the tourists so that they visit these rural tourism sites.
- iv) Promotion**- Promotion refers to the communication with the target group to create awareness and generate interest in the buyer. It is done by different methods like advertising, personal selling, sales promotion etc. (Chaudhary, 2010). In rural tourism, promotion of these farm properties is done by the Punjab Heritage and Tourism Promotion Board. They have displayed the information of rural tourism properties on the official website of the board. Besides many farm properties have their own website which provides detailed information. Words of mouth from a satisfied tourist also help in promotion.

Rural and farm tourism properties should be promoted aggressively by Government and service providers. Signboards should be set up at main

landmark like railway stations, bus stand, airport etc. All forms of mass media like internet, electronic and print media should be used. Tourist Information Centers of Punjab Tourism department should also help in promoting rural tourism sites. These sites should be highlighted at ITDC, Ministry of Tourism Government of India and tourism departments of various states in the country. Punjab Tourism Department should also participate to travel marts at national and international level.

Various stakeholders should be involved in this process. The services of experts, artists and various artisans can also be taken in this regard. Efforts should be made to involve various travel agencies, tour operators, transporters and airlines in promoting these farm properties. Image and branding of each rural tourism site should be done and each site should have its Unique Selling Proposition. Government should also focus on the local market. Educational tours of schools and colleges can be arranged to these rural tourism sites.

- v) **People-** In rural tourism sellers i.e. service providers and the buyers i.e. the tourists form the people or human element. The workforce engaged in providing rural tourism services should be professionally trained and skilled. They should have understanding of tourism and hospitality industry. They should also have knowledge of the rural tourism resources of the region. Ultimate aim of the service providers should be to give tourists a satisfying experience.
- vi) **Process-** It refers to the procedures by which products or services are delivered to the clients. Tourism is a service industry where tourists themselves visit the destination and avail the services. In rural tourism the tourists enjoy the services of farm property that includes accommodation, food, activities and sightseeing at rural tourism site. These services should be delivered timely and efficiently to the tourists.
- vii) **Physical Evidence-** It means creating tangibility for the intangible services. Since tourism is service industry and so requires physical evidence (Chaudhary, 2010). In rural tourism it refers to attractive

traditional look of the farm tourism property or site. It should be neat and clean with a heritage look.

5.5.15 Sustainable Rural Tourism Development- Tourism should not have any negative environmental impact. It is the responsibility of the service provider to have proper garbage disposal system and they can make use of vegetable waste to prepare compost. They should make use of solar power as well. They should use locally available resources. Tourist should not be allowed to litter. Panchayats should also play an important role in creating awareness about environmental issues. Rural tourism is to be developed and promoted as an alternate to mass tourism in a sustainable way.

5.5.16 Holistic Approach- Tourists who visit rural tourism site also visit nearby attractions. So, there is an urgent need to have proper touristic facilities in the region as a whole. These may be related to sanitation, garbage disposal, water, tourist information centers, tourism police, availability of good transport etc. It is the overall image of the destination that attracts the tourists.

5.6 Identification of Tourism Resources in Punjab

Punjab has variety of tourism products and resources and it can be categorized as follows-

5.6.1 Geographical/Natural Resources- Hilly areas of Shivaliks, wetlands of Harike, Ropar and Kanjli, Satluj, Ravi and Beas rivers, Chhat Bir, Abohar Black Buck Sanctuary and Tiger Safari at Ludhiana etc.

5.6.2 Religious Sites- Besides Golden Temple Amritsar, Anandpur Sahib, Muktsar Sahib there are many other shrines in different parts of Punjab like Dear Baba Nanak, Sultanpur Lodhi, Khadoor Sahib, Goindwal Sahib etc.

5.6.3 Historical/Heritage Sites- Forts at Bathinda, Faridkot and Patiala, palaces, old havelis and places of historical importance like Kalanaur in Gurdaspur, Nurnmahal, Sarai Amanat Khan etc.

5.6.4 Cultural Resources- Fairs, festivals, folk ways, customs, folk music, folk dance, handicrafts, carpet making, Phulkari, woodcraft, traditional Punjabi Juttis (footwear) etc.

5.6.5 Specialized Farming and Crops- Organic farming, cultivation of fruits and exotic vegetables etc. e.g. cultivation of Kinnow fruit in south west Punjab.

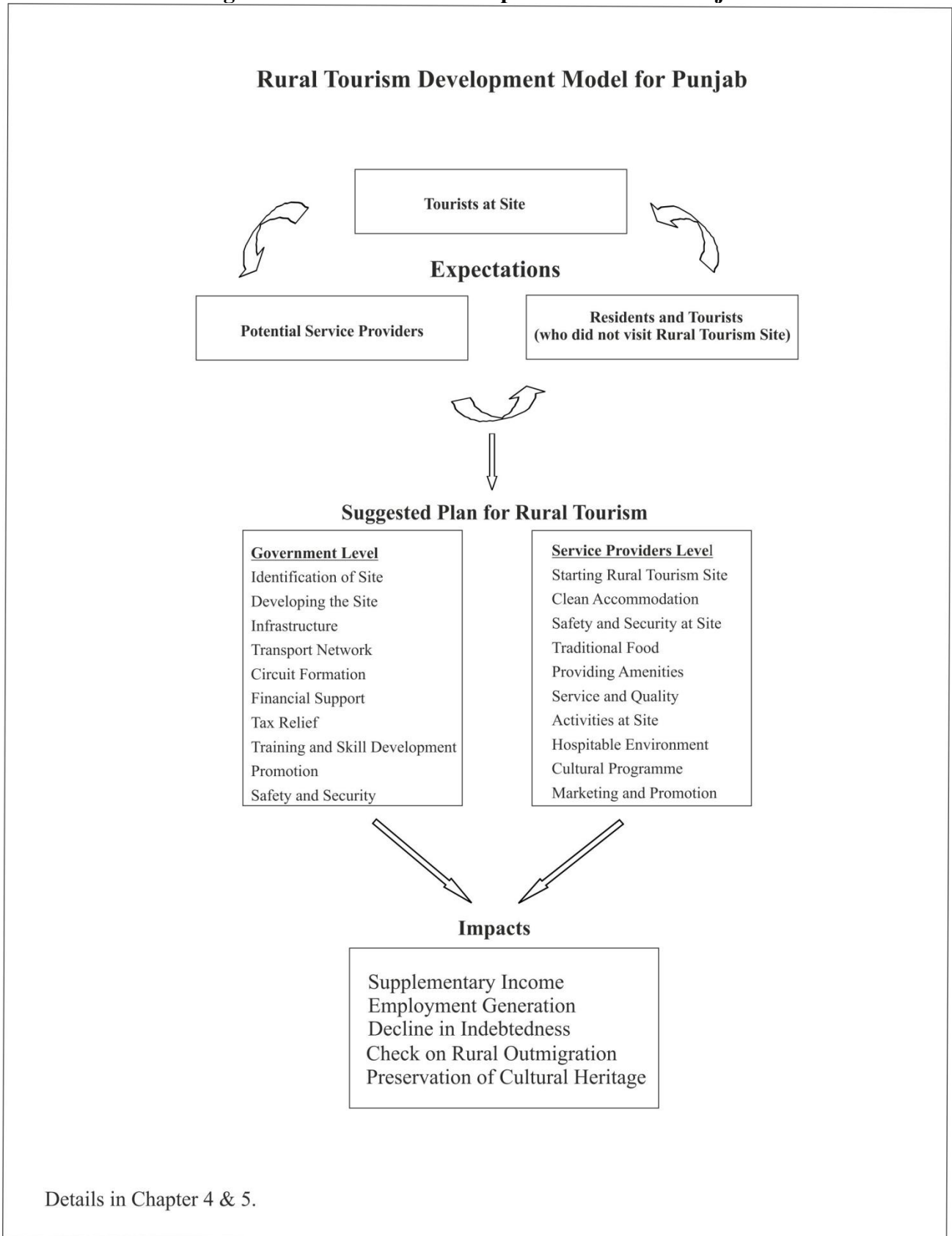
5.6.6 Miscellaneous-Rural Sports event of Kila Raipur in Ludhiana district should be promoted and rural tourism sites be set up there.

5.7 Rural Tourism Development Model for Punjab

Considering the potential and variety of tourism resources available in the state, there is an urgent need to prepare a comprehensive plan for the development and promotion of rural tourism in the state. Based on the response of various stakeholders including expectations and experience of the tourists at rural tourism site, expectations of the tourists and residents, who did not visit rural tourism site and the expectations of potential service providers, rural tourism development model has been prepared and suggested.

Policy makers in the state should take into consideration it, while making any plan regarding rural tourism. The suggestions given in the model are to be implemented at government and service provider level. Government is expected to identify and develop rural tourism sites, provide good infrastructure, financial support and extensive training to the service providers, while service providers should provide neat and clean accommodation, good food, service and quality and offer various activities to the tourists. Promotion of rural tourism and safety and security of the visitors is the responsibility of both government and service providers. If implemented in comprehensive manner, it will help supplement income, generate job opportunities, curb rural outmigration and preserve cultural heritage (Fig 5.1).

Fig 5.1 Rural Tourism Development Model for Punjab



5.8 Potential Rural Tourism Sites in Punjab

There are large numbers of tourists who are coming to Punjab and the number is increasing day by day. Punjab has so many places in rural areas having great potential of tourism. Various tourism resources and products should be identified in rural areas and more numbers of rural tourism sites should be identified and farm stay accommodation should be set up. Some tourism areas are generally under pressure as they receive tourists beyond their carrying capacity. But in case of rural tourism destinations it is otherwise as their potential has not been fully explored.

On the basis of above mentioned products and resources some potential sites have been suggested. These are the main attractions which are accessible also. There is a need to set up farm accommodation to develop them as rural tourism sites. Service providers should also provide amenities and facilities for a comfortable living. At the same time they should also arrange certain activities in which tourists can participate. Based on literature review and field surveys, following potential rural tourism sites have been identified. These are some of the suggestive attractions where rural tourism sites or farm stay accommodations can be set up (Table 5.1 and Fig. 5.2).

Table: 5.1 Punjab: Potential Rural Tourism Sites

Majha Region	Doaba Region	Malwa Region	
Pathankot	Hoshiarpur	Ferozepur	Mansa
1. Shahpur Kandi	17. Gaunspur	25. Makhu	38. Sardulgarh
Gurdaspur	18. Dholbaha	26. Hussainiwala	Barnala
2. Kalanaur	19. Rehmapur	Moga	39. Bhadaur
3. Dera Baba Nanak	20. Bajwara	27. Dhudike	Ludhiana
4. Dhianpur	Kapurthala	Faridkot	40. Kila Raipur
5. Qadian	21. Kanjli	28. Fardikot	Sangrur
Amritsar	22. Sultanpur Lodhi	Muktsar	41. Maler Kotla
6. Jastarwal	Jalandhar	29. Muktasr	42. Sunam
7. Raja Sansi	23. Nurmahal	Fazilka	Patiala
8. Preet Nagar	SBSNagar	30. Abohar- Fazilka	43. Thuha
9. Ram Tirath	(Nawanshahar)	Bathinda	Fatehgarh Sahib
10. Attari	24. Khatkar Kalan	31. Kot Shamir	44. Fatehgarh Sahib
11. Jandiala		32. Talwandi Sabo	45. Sanghol
Tarn Taran		33. Jangirana	Rupnagar
12. Sarai Amanat Khan		34. Bajak	46. Ropar Wetland
13. Khadoor Sahib		35. Bhagta Bhai Ka	
14. Goindwal Sahib		36. Dayal Bhai ka	
15. Chohla Sahib		37. Amargarh	
16. Harike			

Fig: 5.2 Punjab: Existing and Potential Rural Tourism Sites

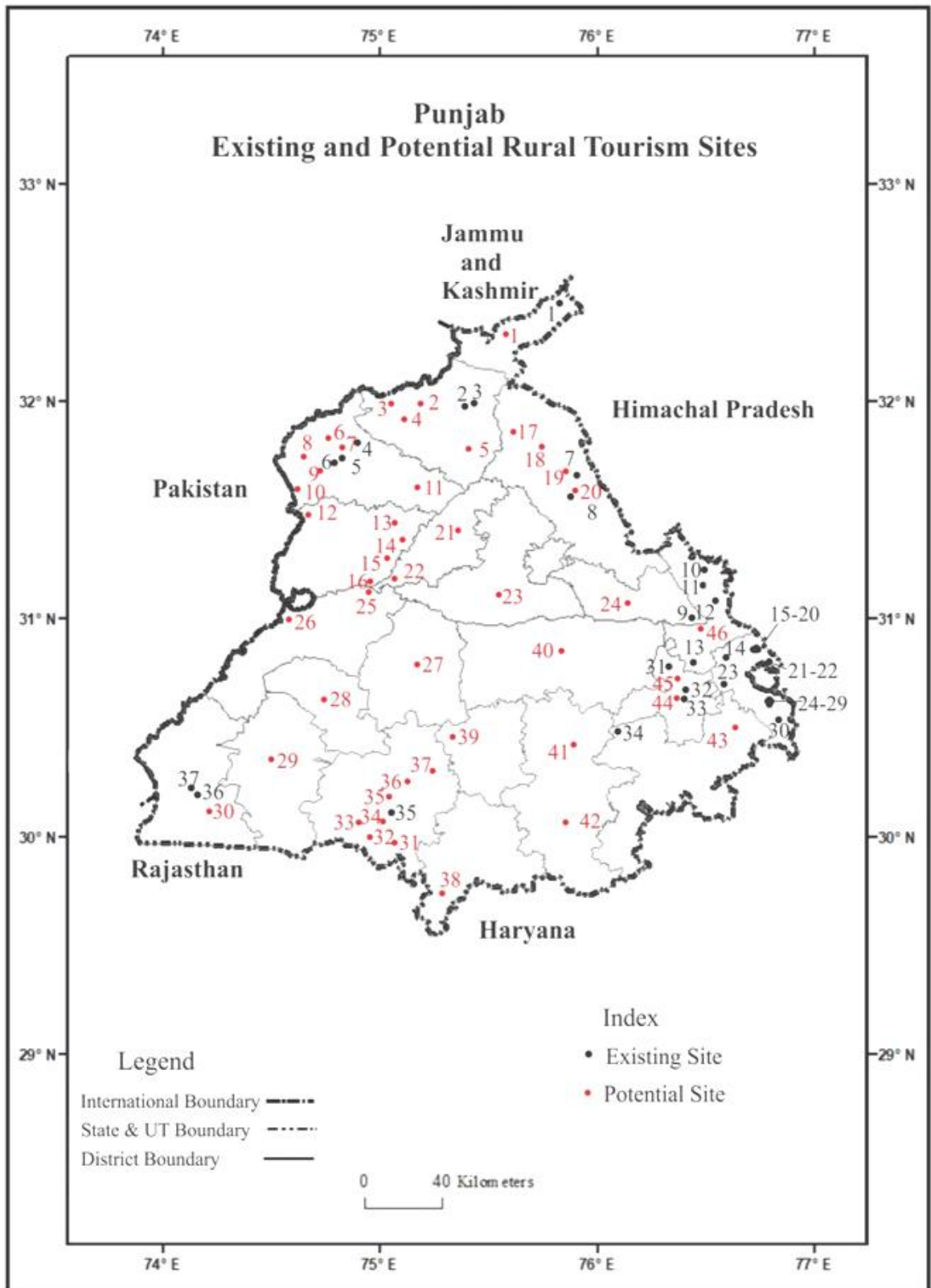


Table: 5.2 Index- Punjab: Existing and Potential Rural Tourism Sites

Sr. No.	Existing Rural Tourism Sites	Sr. No.	Potential Rural Tourism Sites
1.	Kartar Farms, Dunera	1.	Shah Pur Kandi
2.	The Kothi, Nawan Pind Sardara	2.	Kalanaur
3.	Punjabiyat, Gunopur	3.	Dera Baba Nanak
4.	Framers Villa, Pathan Nangal	4.	Dhian Pur
5.	Green Acres Haveli and Retreat, Heir	5.	Qadian
6.	Ranjit Vilas Farm Stay, Heir	6.	Jastarwal
7.	Kailash Farm, Chohal	7.	Raja Sansi
8.	Citrus County	8.	Preet Nagar
9.	Prakriti Farms, Rail Majra	9.	Ram Tirath
10.	Satluj Farm Stay, Lodhipur	10.	Attari
11.	Sukh Amrit Farm Stay	11.	Jandiala
12.	Bharat Garh Fort, BharatGarh	12.	Sarai Amanat Khan
13.	Deep Root Retreat, Akbarpur	13.	Khadoor Sahib
14.	Baag-e Fursat, Rakouli	14.	Goindwal Sahib
15.	Hindurgarh, Siswan	15.	Chohla Sahib
16.	Kudrat Farm Stay, Siswan	16.	Harike
17.	Baans Bagh, Siswan	17.	Gaunspur
18.	Mejie Farm, Siswan	18.	Dholbaha
19.	Sidhu Farm Stay, Majra	19.	Rehmapur
20.	Whistling Hills, Paraul	20.	Bajwara
21.	Mystic Meadows, Chahar Majra	21.	Kanjli
22.	Ground Zero Farm Stay, Nayagaon	22.	Sultanpur Lodhi
23.	Inderjeet Farm Stay, Karoran	23.	Nurmahal
24.	Casba Farm Retreat, Swara	24.	Khatkar Kalan
25.	Virsa- The Heritage Farm, Bakarpur	25.	Makhu
26.	Master Farms, Rampur Kalan	26.	Hussainiwala
27.	Westonel Farm, Bari	27.	Dhudike
28.	The Village, Pabat	28.	Faridkot
29.	Gul-e- Punjab, Baltana	29.	Muktsar
30.	Tree House, Dappar	30.	Abohar- Fazilka
31.	Chandigarh Sardar Farm, Pohlo Majra	31.	Kot Shamir
32.	Orange Farm, Makrampurpur	32.	Talwandi Sabo
33.	Hansali Organic Farm, Badli Ala Singh	33.	Jangirana
34.	Gary Farms, Nanoki	34.	Bajak
35.	Mann Makkhi Farm, Tungwali	35.	Bhagta Bhai Ka
36.	Jyani Natural Farm, Katehra	36.	Dialpura Bhai Ka
37.	Forest view Farm Stay, Bodiwala Petha	37.	Amargarh
		38.	Sardulgarh
		39.	Bhadaur
		40.	Kila Raipur
		41.	Maler Kotla
		42.	Sunam
		43.	Thuha
		44.	Fatehgarh Sahib
		45.	Sanghol
		46.	Ropar Wetland

5.8.1 Majha Region- Majha region lies between river Ravi and Beas and there are four districts namely Amritsar, Tarn Taran, Pathankot and Gurdaspur. There are only six farm properties in the region. Greenacres Haveli, Farmers Villa and Ranjit Vilas Farm stay in Amritsar, The Kothi and Punjabiya in Gurdaspur and Kartar Farms in Pathankot.

Pathankot

Pathankot district has only one farm tourism property. Pathankot is strategically located at the convergence zone of Punjab, Himachal and Jammu and Kashmir thus it acts as gateway to the neighbouring states of Himachal and Jammu & Kashmir. Tourists visiting Jammu, Kashmir, Dalhousie and Dharamshala have to cross it and as such this place is visited as a transit point. Kila Shahpur Kandi, a fort near Pathankot city, is a historical site and potential tourism product for developing rural tourism (Punjab Tourism, 2019). Farm properties can be set up on various highways connecting Pathankot with other famous tourist destinations like Dalhousie, Dharamshala, Jammu etc. Dhar and Dunera on Pathankot-Dalhousie highway are also suitable place for nature based rural tourism. Tourists should be motivated to include these in their tour itinerary. So, some rural tourism properties should set up here. (Table 5.3 and Fig.5.3).

Gurdaspur

Presently there are only two farm tourism properties in the district. Following potential sites have been identified, where rural tourism can be developed by setting up rural tourism properties.

Kalanaur-Dera Baba Nanak-Dhianpur- Kalanaur is a place in Gurdaspur and located about twenty five kilometers on Gurdaspur-Dera Baba Nanak road. It is a historical place as Mughal Emperor Akbar was crowned here. There is a historical temple dedicated to Lord Shiva and there is Shivlingam lying in horizontal position. Thus, it is a place of historical importance and should be promoted as tourist place for rural tourism also (Teja, 2018).

Dera Baba Nanak is associated with Guru Nanak dev Ji, where Guru Ji spent about twelve years. There is famous Gurudwara Chola sahib, where Chola (Clothes) of

Guru Ji are kept. It is visited by large number of pilgrims. Across the border there is a place called Kartarpur where Guru Nanak Dev Ji breathed his last and a Gurudwara is built there which is visible from the border (Singh and Ahuja, 2004). Thus Kalanaur along with Dera Baba Nanak should be developed as tourist centers. There is another place namely 'Dhianpur Shrine'. It is about twenty two kilometers from Batala inside the road connecting Batala-Dera Baba Nanak. It was founded by Bawa Lal Dyal Ji and it is sacred place for the devotees of Shri Bawa Lal Ji sect (Naresh, 2011). Thus, this belt comprising Kalanaur-Dera Baba Nank-Dhianpur also has the potential of rural tourism which offer variety to the tourists (Table 5.3 and Fig.5.3).

Qadian- This place is associated with the Ahmadiya sect of Islam, where Mirza Ghulam Ahmad, the founder of the sect was born. It is about twenty kilometers from Batala and about 65 kilometers from Amritsar. It is well connected by road, rail and air transport with nearest airport at Amritsar. This place should be promoted as tourist destination and should be included in the tourism circuit (Table 5.3 and Fig.5.3).

Amritsar

Amritsar is the most important tourist destination in the state. There are so many tourist attractions within the city like Golden Temple, Jallianwala Bagh, Durgiana Mandir, Kila Govindgarh and Retreat Ceremony at the Indo-Pak border. These are the core tourism products, but there is need to explore the tourism potential in the rural areas also. So that tourists can have longer duration of stay. There are some places and products of the rural areas which have the potential to develop and promote rural tourism so some rural tourism properties should be set up at these places.

Preet Nagar- Preet Nagar is a village community based on love, specially created by Punjabi writer Gurbaksh Singh Preetlari in 1933 near Lopoke-Chogawan village. It is located on Lopoke-Ajnaala road and spread in about one hundred seventy five acres of land. It is a historical place and there was Jahangir's 'Aramgah' where Noorjahan, wife of Mughal emperor Jahangir used to stay here on her way to Kashmir. It is located at an equal distance from Amritsar and Lahore. He wanted to set up this village as cultural hub where artists and writers would visit. It became a centre of cultural activity after it was inhabited and created by Gurbaksh Singh Preetlari, where artists and actors like Balraj Sahni, Achla Sahdev, painter Shobha Singh, writers Sahir

Ludhianvi, Nanak Singh, Upendra Nath Ashq, Balwant Gargi, Kartar Singh Duggal, Amrita Pritam, Faiz Ahmad Faiz, Dhani Ram Chatrik, Norah Richards used to stay whenever they visited here for cultural meets called ‘Preet Milnis’ (Walia, 2008). In fact this is considered to be first planned township of Punjab. This is a historical place and it should be promoted in a big way not only for writers and artists but for general tourists as well. In fact it is already being revived as ‘Preetnagar Residency’ (www.preetnagarresidency.in) (Table 5.3 and Fig.5.3).

Ram Tirath- It is an important tourist destination known as ‘Valmiki Tirath’ on Chogawan road. It is popularly called as Ram Tirath and is situated at about 15 kilometers from Amritsar. This is the place where Sita, wife of Lord Rama spent her exile period and gave birth to two sons Luv and Kush. There was an ashram of Valmiki and Ramayana, the great Hindu epic was written here. There is a pond (Sarovar) believed to be dug by Hanuman (Punjab Tourism, 2019). This is a place of great importance for Hindu devotees and a fair is organised here every year. This is also a good location to be developed as rural tourism site (Table 5.3 and Fig.5.3).

Table 5.3 Majha Region: Potential Rural Tourism Sites

Pathankot	Gurdaspur	Amritsar	Tarn Taran
1. Shahpur Kandi	2. Kalanaur 3. Dera Baba Nanak 4. Dhianpur 5. Qadia	6. Jastarwal 7. Raja Sansi 8. Preet Nagar 9. Ram Tirath 10. Attari 11. Jandiala	12. Sarai Amanat Khan 13. Khadoor Sahib 14. Goindwal Sahib 15. Chohla Sahib 16. Harike

Raja Sansi- Traditionally Amritsar has been a major trading centre. But it emerged as the centre of embroidery, shawl and carpet making, when Kashmiri workers settled here during the period of Maharaja Ranjit Singh. Raja Sansi is a village near airport and is famous for hand knotted woolen carpet. It is about twelve kilometres from Amritsar on Ajnala road. There are only few families who engage in weaving of woolen carpet and only a few workers are left who are still engaged in this occupation (Bajwa and Joseph, 2010). Every effort should be made to preserve this art and this can be done by promoting rural tourism only. This has already been selected as Rural

Tourism Project under Rural Tourism Scheme of Government of India. This scheme was started by the Ministry of Tourism, Government of India with the objective of exhibiting rural life, art, culture and heritage in rural areas. But it has not been very successful. It should be promoted and tourism property should be set up here under the Farm Tourism Scheme of Punjab. There are other villages also known for woollen carpet weaving. Jastarwal, another village is located about thirty kilometers from Amritsar and about nine kilometers from Ajnala. According to mythology it is believed that Shraavan was killed by mistake by Dasrath, the king of Ayodhya. As such, the place is known for Samadh of Shraavan (Aggarwal, 2012) (Table 5.3 and Fig.5.3).

Attari-Pul Kanjari- These are historical places near Indo-Pak border Pul Kanjari is near village Dhanoa Kalan on international border. There is very famous heritage monument built by Maharaja Ranjit Singh and he used to rest here while travelling between Amritsar and Lahore. A bridge (Pul) over a canal was built here on the name of Moran, a dancing girl (Kanjari). That is why it is known as 'Pul Kanjari'. This historical site along with, Sham Singh Attariwala Fort and Retreat Ceremony of Attari-Wagah Border (Indo- Pak border) can be used to develop rural tourism near the border areas. Large number of tourists visit border in the evening so some rural tourism properties should be developed near these villages so that the tourists stay there (Table 5.3 and Fig.5.3).

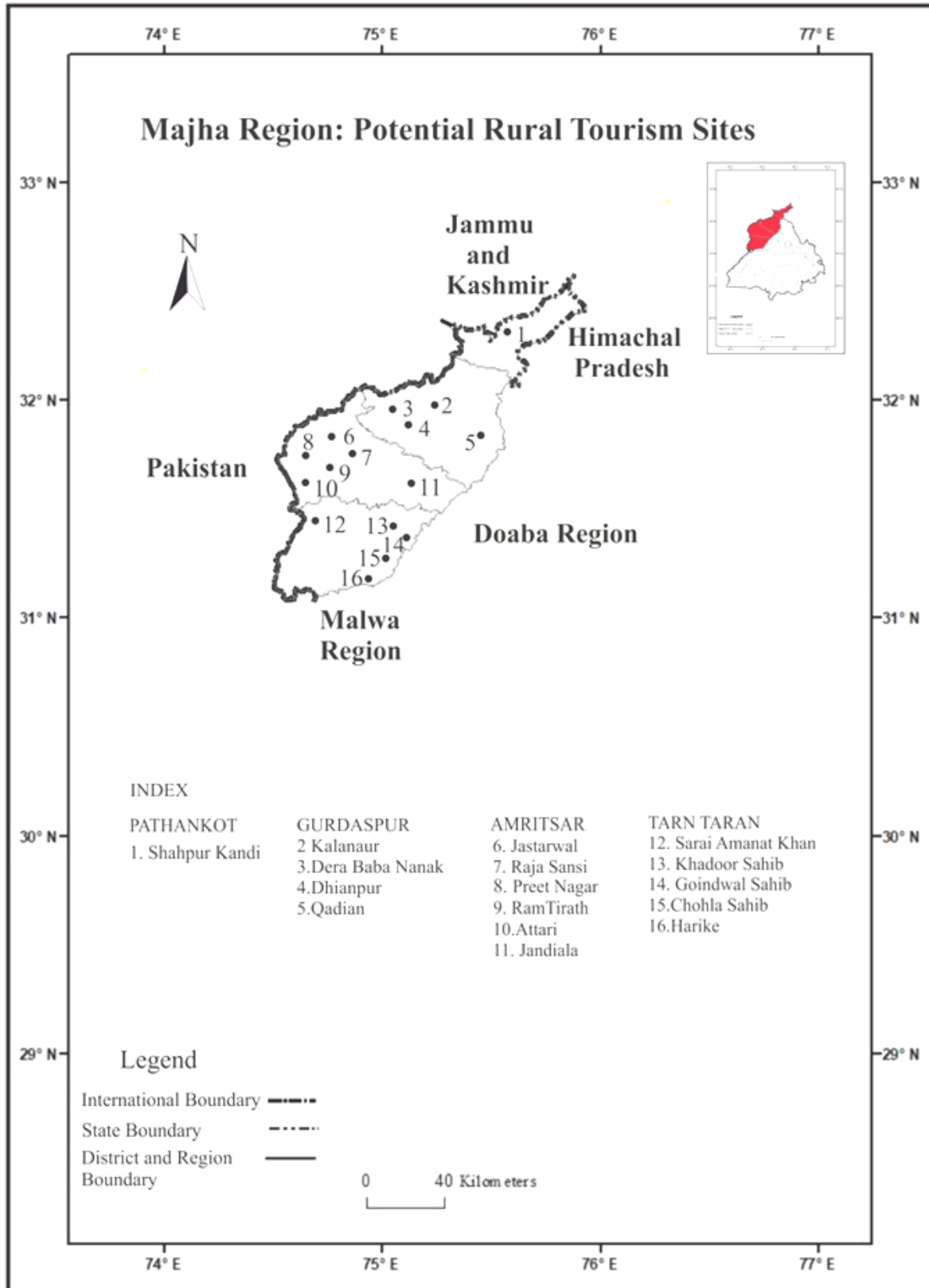
Jandiala Guru- This small town is famous for making brass and copper utensils. Though this art is disappearing and there are few artisans left. Efforts are being made to revive this art and provide help to the families of artisans. It was also included in the heritage list by UNESCO in 2014 (Amritsar Bhaskar, 2017). The district administration is also making efforts to promote the use of these utensils in the hotels and also as decorative articles (Table 5.3 and Fig.5.3).

Tarn Taran

Tarn Taran was founded by fifth Guru Shri Arjan Dev Ji. It was earlier a tehsil of Amritsar district and was formed into a district in 2006. There is historical Gurudwara Darbar Sahib in Tarn Taran itself. Khadoor Sahib, a small town in the district was founded by second Guru Angad Dev Ji. It is about twenty kilometers from Tarn Taran

and forty kilometers from Amritsar. Gurudwara Darbar Sahib, Angitha Sahib and Gurudwara Thara Sahib are the historical Gurudwaras here and are associated with Sri Guru Angad Dev Ji and Sri Guru Amar Das Ji. Goindwal Sahib located about eight kilometers from Khadoor Sahib is another place founded by Guru Amar Das ji. It is also the birth place of Guru Arjan Dev Ji. There are many gurudwaras like Sri Darbar Sahib, Sri Baoli Sahib, Gurudwara Thara Sahib and Gurudwara Janam Asthan Guru Arjan Dev Ji. Chohla Sahib is a place situated at about twenty eight kilometers from Tarn Taran and about five kilometers from Sarhali Kalan located on Amritsar-Bathinda Highway. This is the place visited by Shri Guru Arjan Dev Ji and later by Shri Guru Hargobind Ji. There are three gurudwaras at this place. Though Sultanpur Lodhi associated with Guru Nanak Dev Ji is in district Kapurthala and is about fifty kilometers from Tarn Taran yet it can be included in the Gurudwara circuit of this district as it is easily approachable (Singh and Ahuja, 2004) (Table 5.3 and Fig.5.3).

Fig. 5.3 Majha Region: Potential Rural Tourism Sites



Sarai Amanat Khan- This is a historical place which lies on Tarn Taran-Attari road in Tarn Taran district. This place actually lies on the medieval period route. The place is associated with Amanat Khan, known for calligraphic work on Taj Mahal. There was an inn (Serai) which was used as residence by him. After death he was also buried here, so this place is also his mausoleum. It is known for its architectural grandeur and is listed as archeological sites under the act (www.viewpunjab.com). This place is near Attari, so it is suitable place along with Attari and Pul Kanjari in Amritsar district. There are some historical Gurudwaras also in its vicinity like Pahuwind, the birth place of Baba Deep Singh, Baba Budha Sahib Gurudwara near Chabhal, Sann Sahib Gurudwara etc. (Table 5.3 and Fig.5.3).

There is famous 'Harike Wetland' a lake formed at the confluence of river Satluj and Beas near the place called Harike. It is very important aquatic ecosystem and one of the Ramsar sites in India. This place is known for migratory birds which migrate from colder regions during winter and it was declared a bird sanctuary in 1982. It is rich in biodiversity and home to resident and migratory birds, ducks, turtles, fishes, Indian Otter, Mongoose etc (Kumar, 2018). It is a perfect place for Eco-tourism and offers suitable conditions for it. Additionally, Tarn Taran is also known for durries weaving. Thus, this region is suitable for developing rural tourism and some rural tourism properties can be set up near these places. At present there is not even a single approved farm tourism site in the district. Thus the districts of Amritsar and Tarn Taran can be developed as Religious-Historical-Cultural circuit (Table 5.3 and Fig.5.3).

5.8.2 Doaba Region- This region lies in between river Beas and Satluj and thus it is also called as Bist Doab region. It has four districts namely Jalandhar, Kapurthala, Hoshiarpur and Nawanshahar. Doaba region boasts of having large number of NRIs. There are only three approved rural tourism sites. So, there is scope of developing and promoting more such sites.

Hoshiarpur

This district has so much to offer as it is gateway to Himachal Pradesh. There are many pilgrim centres in Himachal in the vicinity of Hoshiarpur like Chintpurni, Jwalaji, Baba Balak Nath etc. So, it also acts as the transit point for the pilgrims.

Dholbaha is a village near Shivalik range in district Hoshiarpur. It is an ancient village and considered to be one of the oldest habitations in the world. It is about thirty kilometers from Hoshiarpur and twenty seven kilometers from Dasuya. There is a wildlife sanctuary ‘Takhani-Rehmapur Wildlife Sanctuary’ southeast of Dholbaha. It is habitat to various species of deer like barking deer, sambar, jackal, jungle cat, wild boar, hare and many bird species etc. It is about thirteen kilometers from Dholbaha (www.holidayiq.com) (Table 5.4 and Fig.5.4).

Gaunspur is a village where Guru Hargobind Ji used to tie horses on Tahli (Shisham) tree. There is a very famous gurudwara near it known as Guru Dian Tahlia. This village is about nine kilometers from Dasuya. It lies in between Mukerian and Dasuya and is slightly inside the main highway (Table 5.4 and Fig.5.4).

Bajwara is another historical village located just six kilometers from the city. It was named after ‘Baiju Bawra’. Every year a fair on the eve of Basant Panchmi is held here. There is a fort which was built by Raja Sansar Chand. This place is also the birth place of Hans Raj Ji, a great Arya Samaji, who founded Dayanand Anglo-Vedic school system. Vishvesvaranand Vishva Bandhu Institute of Sanskrit and Indological Studies is also nearby and it is popularly called as Sadhu Ashram. It has rich collection of sculptures, paintings, rare Sanskrit literature and other artefacts. Hoshiarpur district covers main Shivalik range and it is having the maximum forest cover in the state, so this district can be promoted for Ecotourism. Hoshiarpur is also famous for wood craft. Thus the district has rich variety to offer from ecotourism to culture and heritage tourism (Table 5.4 and Fig.5.4).

Table: 5.4 Doaba Region: Potential Rural Tourism Sites

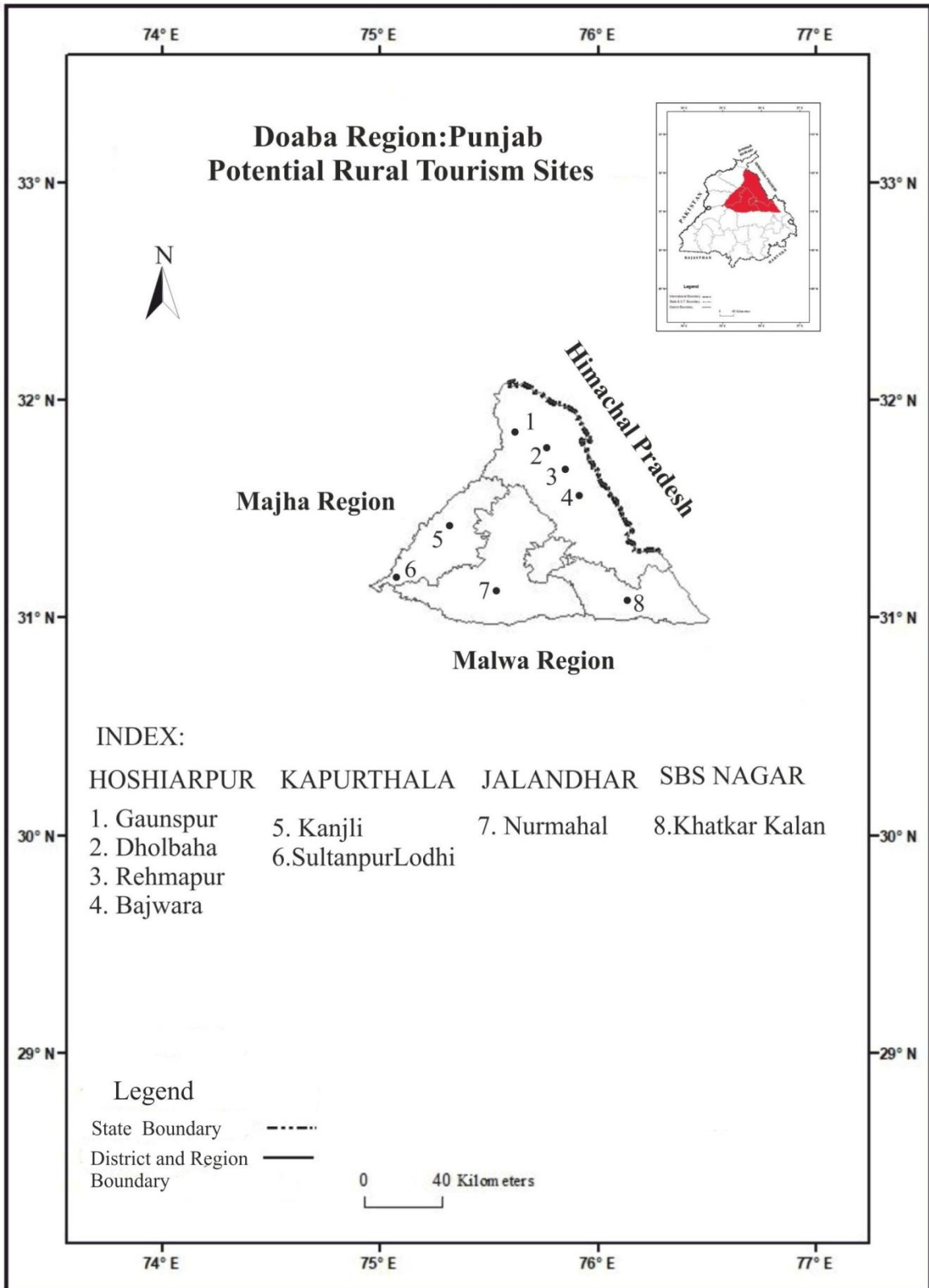
Hoshiarpur	Kapurthala	Jalandhar	Shaheed Bhagat Singh Nagar (Nawanshahar)
1. Gaunspur 2. Dholbaha 3. Rehmapur 4. Bajwara	5. Kanjli 6. Sultanpur Lodhi	7. Nurmahal	8. Khatkar Kalan

Kapurthala

Kanjli wetland is a manmade lake which was created when a barrage was built on river Black Bein one of the tributary of River Beas in the year 1870. It is easily accessible just seven kilometers from the Jalandhar-Amritsar main highway and about six kilometers from Kapurthala. Its rich biodiversity was recognized and is one of the Ramsar convention wetlands of the world. This place can be promoted as place for ecotourism and also has good potential to develop rural tourism. Other notable attractions of the city can also be included in this circuit. These are Moorish mosque, Jagatjit Palace, Shalimar Garden, Panch Mandir, Pushpa Gujral Science City (Table 5.4 and Fig.5.4).

Sultanpur Lodhi is about twenty seven kilometers from Kapurthala. This place is associated with Guru Nanak Dev Ji. Gurudwara Ber Sahib is the place where He meditated under the Ber tree and another Gurudwara Hatt Sahib where the weights used by Guru Ji are still preserved. This place can also be included along with the other places of Tarn Taran in the Gurudwara Circuit (Singh and Ahuja, 2004) (Table 5.4 and Fig.5.4).

Fig.5.4 Doaba Region: Potential Rural Tourism Sites



Jalandhar

Jalandhar district has some places which can be used to develop rural tourism. Nurmahal is a place on Phillaur-Nakodar road and is about twelve kilometers from Nakodar and twenty four kilometers from Phillaur. It is a historical place and named after Noorjahan, wife of Jahangir. There is a famous Serai called 'Mughal Serai' and is looked after by archaeological department. Rural tourism site can be developed near this place (Table 5.4 and Fig.5.4).

Nawanshahar (SBS Nagar)

Khatkar Kalan is a village in Shaheed Bhagat Singh Nagar (Nawanshahar). The village is the birth place of Sardar Bhagat Singh, the great freedom fighter and martyr. Bhagat Singh memorial has also been set up here. This is an ideal site and should be developed and promoted for rural tourism. The district has nature based tourism resources also as it is situated on the foothills of Shivalik range. The natural beauty of these hills should be used to develop rural tourism (Table 5.4 and Fig.5.4).

5.8.3 Malwa region- Malwa region lies between rivers Satluj in the north and Ghaghar in the south on the Punjab and Haryana border. There are fourteen districts in it. Following places have potential to be developed for rural tourism.

Ferozepur

There are some places which has the potential of rural tourism. Hussainiwala border about ten kilometers from Ferozepur is the place where the great martyrs Bhagat Singh, Sukhdev and Rajguru were cremated after they were hanged in Lahore Jail. National Martyrs Museum has been set up here. Tourists can also witness Retreat Ceremony in the evening. Harike Wetland is at the tri-junction of Tarn Taran, Ferozepur and Kapurthala district. So, some rural tourism site can be developed near Makhu which is near Harike Wetland. Talwandi Nepal village is very near to Harike Wetland and Makhu and is suitable for setting up rural tourism property (Table 5.5 and Fig.5.5).

Fig: 5.5 Malwa Region: Potential Rural Tourism Sites

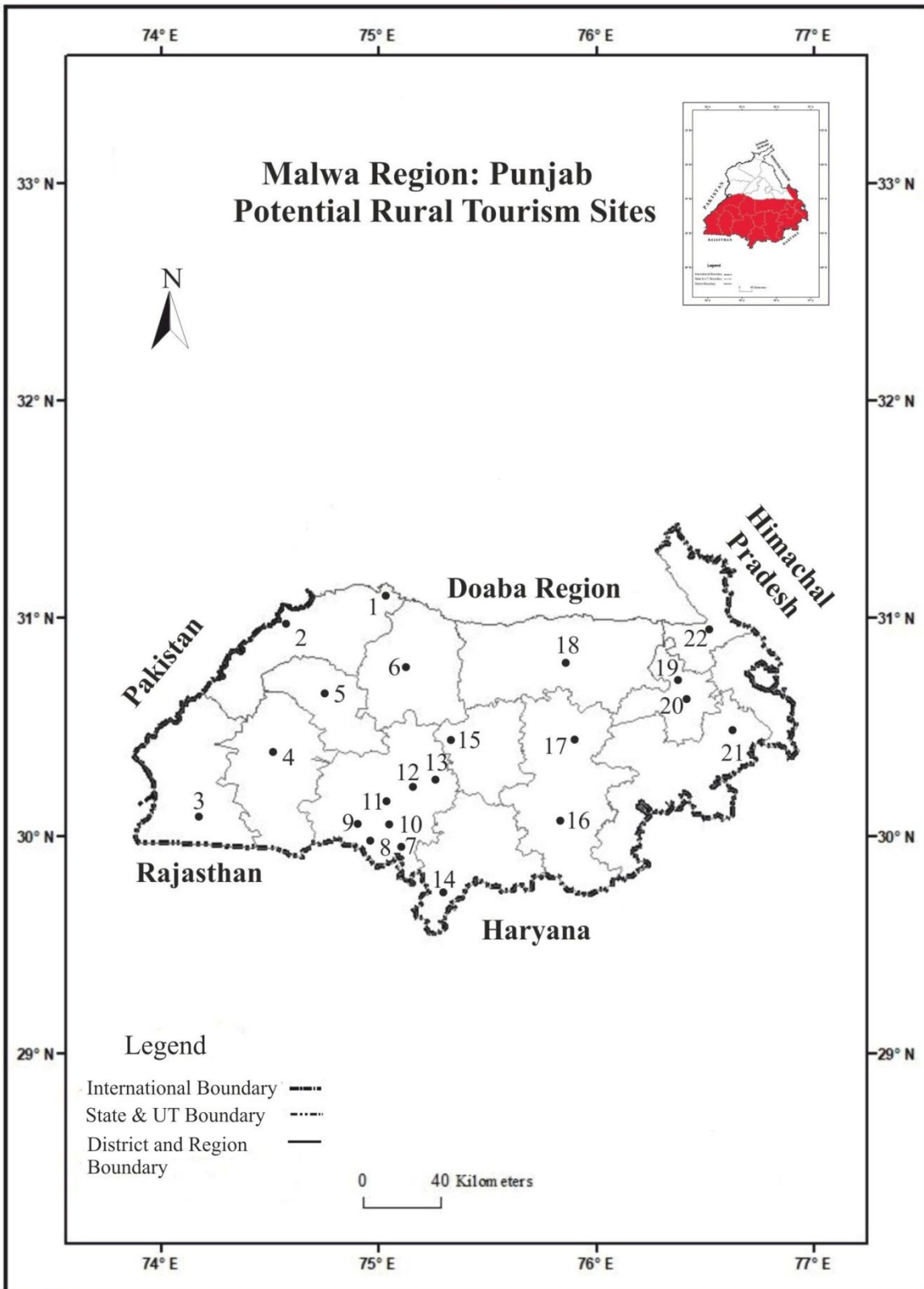


Table and Index: 5.5 Malwa Region: Potential Rural Tourism Sites

Ferozepur	Fazilka	Muktsar	Faridkot
1. Makhu 2. Hussainiwala	3. Abohar- Fazilka	4. Muktsar	5. Faridlot
Moga	Bathinda	Mansa	Barnala
6. Dhudike	7. Kot Shamir 8. Talwandi Sabo 9. Jangirana 10. Bajak 11. Bhagta Bhai Ka 12. Diapura Bhai ka 13. Amargarh	14. Sardulgarh	15. Bhadaur
Sangrur	Ludhiana	Fatehgarh Sahib	Patiala
16. Sunam 17. Maler Kotla	18. Kila Raipur	19. Sanghol 20. Fatehgarh Sahib	21. Thuha
Rupnagar			
22. Ropar Wetland			

Fazilka

Fazilka is in south western part of the state. This region is away from the major urban industrial region of Punjab and is comparatively calm and quiet region. Jyani farm is about fifteen kilometers from here. This along with other farms can be developed as ‘Rejuvenation centres’. These centres would provide the required environment to those tourists who wish to stay for a long break and want to rejuvenate themselves. Here they will lead a life without modern gadgets. Retreat ceremony at Indo-Pak border at village Sadqi can also be promoted as tourist attraction. It is about fourteen kilometers from Fazilka. ‘Asafwala War Memorial’, built in the memory of 1971 war martyrs, is another place of tourists’ interest on the way to Sadqi village. Abohar, a town situated about thirty kilometers from Fazilka is known as California of Punjab as it is famous for Kinnow (a kind of citrus fruit) cultivation. Abohar Black Buck

Sanctuary known for indigenous antelope is important tourist attraction. This is a typical semi arid region and desert landscape can be created by making sand dunes (www.fazilka.nic.in) (Table 5.5 and Fig.5.5).

Muktsar-Faridkot

This place is known for historical gurudwara Sri Muktsar Sahib. There is annual Maghi Mela which is celebrated here in the month of January. There are other Gurudwaras in the vicinity of Muktsar. Faridkot was a princely state and Faridkot Fort is the oldest fort in the state. This place is also known for Punjabi Juttis (Footwear). These are the potential areas and rural tourism sites should be established in the villages nearby these places. These should be promoted on massive scale and the tourists and the local residents should be motivated to stay there (Table 5.5 and Fig.5.5).

Moga

Dhudike is a village in district Moga and is the birth place of Lala Lajpat Rai, the great freedom fighter and Jaswant Singh Kanwal, the renowned Punjabi novelist. This place is also associated with many other freedom fighters of Gadri Movement. This place should be developed and promoted as rural tourism site (Table 5.5 and Fig.5.5).

Bathinda

It is a major town of Malwa region and there are many places in and around Bathinda which can be used in promoting the rural tourism. It is well connected by rail and road. There are many historical Gurudwaras in the vicinity of Bathinda. Notable among them are Takht Sri Damdama Sahib at Talwandi Sabo which is about thirty kilometres from Bathinda. There is one zoological park about six kilometres from Bathinda and historical temple called 'Maiser-Khana' twenty nine kilometres away on Bathinda-Mansa highway. It is believed that divine flame of Mata Jwala appeared here. This is the place where fairs (Melas) are organised every year and devotees visit this place in large numbers. Fort of Bathinda, called Qila Mubarak is another tourist destination which should be promoted. Rose Garden and thermal power plants are other places which can be included in itinerary (Naresh, 2011) (Table 5.5 and Fig.5.5).

Bathinda has many Gurdawaras which are built at the places which were visited by sixth guru Shri Guru Hargobind Ji, seventh guru Shri Guru Har Rai Ji, ninth guru Shri Guru Teg Bahadur Ji and tenth guru Shri Guru Gobind Singh Ji. Kot Shamir, Bhagi Bandar, Jangirana, Bajak, Kal Jhirani, Jiwan Singh Wala, Pakka Kalan, Chak Fateh Singh Wala, Bhagu, Bhagta Bhai Ka, Maluka, Jassi Bagwali, Maximum gurudwaras are associated with Guru Gobind Singh Ji and all these places were visited by Guru Ji. Dialpur Bhai ka, Gilla Kalan, Nathana, Gumti Kalan, Bhai Rupa, Bhundar, Mehraj are the places where Guru Hargobind visited and gurudwaras have been built there. Similarly Maur Kalan, Tahla Sahib, Maisar Khana, Dikkh are places where gurudwaras are dedicated to Guru Teg Bahadur Ji. Har Raipur and Amargarh have gurudawaras in the memory of Guru Har Rai Ji. There are two historical gurudwaras in Bathinda itself. Thus these places can be included in the gurudwara circuit of Bathinda district and rural tourism sites can be developed there (Singh and Ahuja, 2004). The district lies in semi arid region of Punjab and has sandy soil. Sand dunes have been eliminated for cultivation. But some sand dunes and desert landscape can be recreated to promote tourism. Camel Safari can also be arranged at such places, which will be an attraction to the tourists (Table 5.5 and Fig.5.5).

Mansa

Sardulgarh is a small town in Mansa and situated along river Ghaggar. There is a fort built by Prince Shardul Singh of Patiala so the place is named after Prince. The fort should be preserved and renovated without damaging its historical heritage. Rural tourism property should be set up near Sardulgarh and historical site of the fort should be promoted and some light and sound programme could also be organized here (www.holidayiq.com) (Table 5.5 and Fig.5.5).

Sangrur

Maler Kotla is in Sangrur district but it is forty five kilometers from Ludhiana and can also be included in the circuit of Ludhiana also. There are many places here which can be promoted as tourist destination like Kila Rahmatgarh, Dargah Hajrat Shaikh. Dera Baba Atma Ram, Bagh Bakar Ali Khan. Maler Kotla is also known for badge making and every kind of badge is made here including military badge, police badge, school badges etc. This art of badge making can be promoted and showcased to tourists.

There are many Muslim artisans who know this art. There is another village Hathan where Vaishnav Dera and Bakhshish Mian ki are important places. It is about fifteen kilometers from Maler Kotla and Dhuri (Naresh, 2011) (Table 5.5 and Fig.5.5).

Sunam is the birth place of Sardar Udham Singh, the great freedom fighter. He killed Michael O' Dawyer, former Governor of Punjab, considered to be responsible for infamous Jalliawala Bagh Massacre. A memorial and museum should be set up here and the place developed and promoted as a tourists attraction. There are other important places like Sitasar named after Sita, wife of Lord Ram. Some of the rural tourism properties should also be developed near Sunam and Maler Kotla (Table 5.5 and Fig.5.5).

Barnala

The district is surrounded by Ludhiana, Moga, Bathinda, Mansa and Sangrur. It was earlier a part of Sangur district and was created as a separate district in 2006. Bhadaur is a small historical town and there is a fort called Bhadaur fort though it is under private ownership now. The town is very near to Bathinda branch of Sirhind Canal System. Some of the villages along canal can also be developed for rural tourism (Table 5.5 and Fig.5.5).

Ludhiana

Ludhiana is the largest city and industrial town of Punjab. It is a big business centre and people from different parts of India come here. Though primarily people visit this place for business but they can also be motivated to visit rural tourism sites and combine their business tour with relaxation. Rural tourism site near the city can also provide local residents, a place where they can stay in calm and peaceful rural environment away from the noise burst of urban area. There are certain places which can be promoted as rural tourism site and some farm accommodation can be started.

Kila Raipur is a village about twenty kilometers from Ludhiana and known for annual rural games popularly called as 'Rural Olympics' where people participate in both traditional rural games along with recognized games. The participants come from all over the world as there are large numbers of Punjabi Non Resident Indians settled in various countries. In this way, sports are being promoted among the youth. The

organisers of the event ‘Grewal Sports Association’ also runs a Hockey academy. There is a plan of extending the stadium so that other games are also included (www.ruralolympic.net). This could be promoted for rural tourism specializing in sports where sports lovers can come and stay there. Some farm tourism properties should be developed near Kila Raipur. Along with sports there should be other cultural and farm based activities for the visitors. So this can be promoted as rural sports based rural tourism site. ‘Visitors can also be taken to Museum of Rural Life established in the premises of Punjab agricultural University Ludhiana. Traditional articles which were used in the villages are preserved in this museum (Table 5.5 and Fig.5.5).

Fatehgarh Sahib

This district was created in 1992 and named after Sahibzada Fateh Singh, son of Guru Gobind Singh Ji. This place is known for Gurudwaras Fatehgarh Sahib, Jyoti Sarup and Shaheed Ganj. This is the place where two sons of Guru Gobind Singh Ji were bricked alive. Gurudwara Jyoti Sarup is built where mortal remains of Mata Gujri and two sons of Guru Gobind Singh Ji were cremated. Every year Shaheedi Jor Mela is organised here which attracts devotees in large numbers. Dargah of Shaikh Ahmad Faruqi Sirhindi, Dasnami Akhara, Mata Chakraeshwari Devi Jain Mandir, Sant Namdev temple, Sadhna Kasai Mosque at Sirhind are other places, which can be included in Religious circuit of Fatehgarh Sahib. Other important attractions which could be promoted and included in tourism circuit are historical Aam-Khas Bagh and floating restaurant at Sirhind (www.fatehgarhsahib.nic.in). There is potential of developing rural tourism site near Fatehgarh Sahib. Sanghol Museum is archeological site of Indus Valley Civilization. It is in village Sanghol on the main Ludhiana-Chandigarh highway and is about sixty kilometers from Ludhiana and fifty four kilometers from Patiala. So, rural tourism sites can be set up near these places (Naresh, 2011 and Punjab Tourism, 2019) (Table 5.5 and Fig.5.5).

Patiala

Patiala is popular historical and cultural town of Punjab. It has many attractions to offer to the tourists. Sheesh Mahal, Qila Mubarak, Moti Bagh Palace, Baradari garden, Kali Temple, Gurudwara Dukh Nivaran are some of the tourist attractions of

the city. Thuha, is a village in Patiala district which has come up as a place for ‘Phulkari’, a traditional form of embroidery of Punjab. This village has been developed as a centre for handicraft making because of the efforts of Patiala Handicraft Workshop Cooperative Society. This society runs a training and facilitation centre where women are given training in embroidery along with the latest trends in this craft. This has helped in reviving and conserving the art of Phulkari. It is a good example of rural women empowerment (Gera, 2011). Patiala is also known as cultural and historical centre. Bahadurgarh Fort another monument of historical importance is about six kilometers away from Patiala. Presently, it is being used as a venue for police training (Naresh, 2011 and Punjab Tourism, 2019) (Table 5.5 and Fig.5.5).

Rupnagar

Ropar Wetland in Rupnagar district is one of the Ramsar sites and is known for variety of fauna and flora. Migratory birds migrate from far flung cold regions during winters. This is also a good place to develop educational tourism (Table 5.5 and Fig.5.5).

These are only some suggestive sites where rural tourism can be developed and some farm stay accommodations can be developed.

5.9 SWOT Analysis of Rural Tourism in Punjab

Punjab has variety of tourism resources and products and has so much to offer to the tourists. These provide opportunities for the rural tourism. At the same time, there are certain challenges and threats in the development of rural tourism (Table 5.6). In order to understand and exploit the potential of rural tourism in Punjab, there is need to do SWOT analysis of the state in terms of tourism and discuss its strengths, weaknesses, opportunities and threats.

5.9.1 Strengths

- 1. Historical Places-** Punjab is a historical state and home to Indus Valley Civilization. There are so many historical monuments of ancient and medieval period. Notable among them are Govindgarh Fort, Amritsar, Summer Palace of Maharaja Ranjit Singh, Amritsar, Takht-i-Akbari Kalanaur, Kapurthala

Palace, Qila Mubarak and Sheeshmahal at Patiala, Bathinda Fort. These places should be promoted as tourist destinations.

2. **Religious Places**-Punjab is land of saints, sages and preachers. There are places dating back to Ramayana period like Ram Tirath near Amritsar, Dera Baba Nanak, Dhyanpur, Qadian in Gurdaspur. There are many religious shrines like Shri Harmandir Sahib (Golden Temple), Shri Anandpur Sahib, Durgiana Mandir Amritsar, Devi Talab Mandir Jalandhar, Kali Mata Mandir Patiala which are in urban areas.
3. **Cultural Resources**- Punjabi culture is popular all over the world. There are many art forms like Phulkari, a kind of embroidery, wooden craft at Hoshiarpur, carpet weaving at Raja Sansi. Similarly folk music and folk dance can be used to promote tourism.
4. **Natural Resources**- Though Punjab is a state mainly with plain topography, yet there are some hills namely Shivalik Hills in the north east of Punjab. These hills along with wetlands like Harike, Ropar and Kanjli are the places which are suitable for eco-tourism.
5. **Local Cuisines**-Mouth watering Punjabi cuisines known for their flavour can be another attraction for the tourists.
6. **Infrastructure**- Punjab has quite good infrastructure in terms of roads, electricity, railways which are basic requirements for tourism. International airport at Amritsar and Chandigarh are also significant contributors in promoting tourism in Punjab.

5.9.2 Weaknesses

1. Tourism policy of Punjab is not comprehensive. Though farm tourism scheme has been started, yet no effective measures have been taken to promote rural tourism.
2. Rural tourism is not a priority area for tourism policy makers. It is being ignored despite having great potential.

3. There are only thirty seven approved rural tourism sites and distribution of these existing rural tourism sites is uneven (Farm Tourism accommodation) in the state.
4. Lack of awareness about these farm properties among tourists and residents.
5. In Punjab, most of the rural tourism service providers are big landlords. There is need to involve small farmers also.

5.9.3 Opportunities

1. Punjab attracts large numbers of tourists and there is steady increase in tourist arrivals every year.
2. Punjab is gateway to Jammu & Kashmir and Himachal Pradesh. So, tourists going to these states should be motivated and made to stay in rural Punjab.
3. Punjab has large number of NRI (Non Resident Indian) population living abroad. They should be targeted and motivated to visit rural Punjab and they can also help in promoting these rural tourism sites abroad.
4. Recently some positive developments have taken place. Schemes like ‘Connect to Your Roots’, resumption of Heritage Festivals are such developments to promote tourism. These initiatives on the part of government should be used to promote rural tourism in the state. Similarly, renovation of Takht-i-Akbari and Pul Kanjari as tourist destination are good signs which will help in promoting rural tourism.
5. Rural tourism resources like farms, havelis, rural environment, tube wells and Punjabi culture are to be used for rural tourism.
6. There is problem of congestion, pollution and myriad other irritants of mundane life in cities has created sort of change in the perception in favour of rural ambience. So, it gives an opportunity to develop rural tourism sites in villages.

5.9.4 Threats

1. The law and order situation in the state is deteriorating day by day. This poses threat to tourism and has negative impact on it.
2. Punjab is strategically located on international border where there is always threat to its peace and security.
3. There are many tourist attractions in the state which are not properly maintained.
4. Lack of cleanliness around tourist attractions is a big issue. Garbage dump can be seen here and there, which are an eye sore and cause aesthetic pollution also.
5. Service providers are not given any incentives and there is a threat that they might not continue.

Table 5.6 SWOT Analysis of Rural Tourism in Punjab

<p>Strengths</p> <ol style="list-style-type: none"> 1. Historical places 2. Religious places 3. Cultural resources 4. Natural resources 5. Local cuisines 6. Infrastructure 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Poor promotion of Rural Tourism 2. Uneven distribution of rural tourism sites. 3. Lack of awareness about rural tourism sites 4. Big landlords as service providers.
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Increase in tourist arrivals in Punjab. 2. Large number of Non Resident Indians. 3. Recent developments for rural tourism. 4. Demand for rural ambience. 	<p>Threats</p> <ol style="list-style-type: none"> 1. Law and order situation. 2. Strategic location of the state. 3. Poor maintenance of tourist attractions. 4. Lack of cleanliness. 5. Lack of incentives to service providers.

5.10 Recent Developments in Punjab

Tourism department Punjab has announced that places like Kalanaur (Gurdaspur), Sarai Amanat Khan (Tarn Taran), Pul Kanjari (Amritsar), Keshopur Chamb will be developed as tourist centers. Government should focus on developing rural tourism

sites at these places. There was a provision of funds for tourism in the 2017-18 budget of the state. Rupees five crores were allocated for promoting the tourism and creating a brand image of the state as tourist destination. Special provision of rupees twenty six crores has been made for preserving Qila Mubark and developing museums at Patiala and Bathinda both. Similarly three crores have been allocated for exhibiting historical importance and beauty of Bein River which is tributary of river Beas. Recently Punjab government has decided to resume Heritage Festivals which were discontinued earlier. These used to be organized at Amritsar, Patiala, Kapurthala and Bathinda. Budgetary provisions have been made and seven crore rupees have been allocated for this. These festivals will provide a platform to promote various art forms. Rural tourism sites of Punjab should be promoted at these festivals and information should be provided to the visitors (Bariana, 2017).

Growth and promotion of rural tourism will lead to the overall development of the region. There will be infrastructure development like roads, railway, electricity, water supply, and many other civic amenities. Thus rural tourism can act as engine of growth for the region as a whole with focus on rural development.

5.11 Conclusion

There has been considerable focus on the tourism planning in the world. But rural tourism planning has not received its due attention. However in the last two decades rural tourism has attracted the attention of various stake holders. In Punjab farm tourism scheme was started to promote rural tourism. There are certain problems and challenges like uneven distribution of rural tourism sites, poor promotion poor support from government, poor maintenance of historical sites, lack of awareness, big landlords as service providers etc. There is need to develop and promote rural tourism by involving farmers and other potential service providers, exploring various attraction centers, circuit formation, tapping NRI market, taking various administrative measures, marketing and promoting, organizing various events. Various resources should be used to promote rural tourism in the state like hills, wetlands, religious places, historical sites, centers of cultural importance, specialized crops and so on to develop rural tourism. Suggested potential rural tourism sites should be developed as rural tourism sites. With the joint efforts of various

stakeholders, rural tourism can be developed and it can become Unique Selling Proposition of the state tourism.

Chapter-6

Main Findings and Conclusion

Considering the limited number of researches done on the theme in the study area, present research attempted to study and present a comprehensive view of the rural tourism scenario of the state of Punjab and suggested a tentative rural tourism development plan for the state. This chapter provides an overview of the main findings and conclusions vis-a-vis the objectives of the research. It also discusses the whole study in a summarized form.

Rural tourism showcases the rural life, art, culture and heritage at rural locations. It gives rural experience to the tourists. Rural tourism is a big umbrella which includes various forms like agri-tourism, farm tourism, nature tourism, eco-tourism, green tourism, ethno tourism, sports tourism etc. These different forms of rural tourism can make use of variety of resources and products available in a particular region. These can range from cultural resources like folk music and dance, cultural fairs, places related to various art and craft forms, religious shrines, religious fairs and festivals, historical resources like palaces, forts and other heritage sites. It can also make use of natural resources like hills, valleys, waterfalls, wildlife sanctuaries, agricultural resources including farming techniques, specialized crops etc. Rural environment is the biggest resource and the main attraction in rural tourism. Tourists are involved in different activities at the rural tourism site which includes animal ride, bullock cart ride, tractor ride, bicycling, cooking, dance and music, pottery, weaving, visit to farm, picking fruit and vegetables etc.

Of late a sense of fatigue and disgust has been growing among people all over regarding the falling quality of life in urban centers. Consequently, demand of rural tourism is on the rise as people want serene environment and experience rural life as an escape, temporarily though. Rural areas provide different resources to cater to the needs of the tourists, who are interested in experiencing rural life. Tourism as an economic activity has developed a lot and has economic, social, cultural and environmental impacts both positive and negative. Rural tourism needs to be developed in a sustainable manner.

In India, this form of tourism is comparatively new. In National Tourism Policy 2002, emphasis was laid on rural tourism and collaboration was made between different departments and ministries to initiate collective effort to start and promote rural tourism in India. These were ministry of Tourism and Culture, Ministry of Rural Development and FICCI etc. In 2003, Endogenous Tourism Project-Rural Tourism Scheme was started with the aim of overall rural development. States and Union Territories were asked to identify the villages and rural tourism projects were started by the government. These also included thirty six sites which were supported by United Nations Development Programme (UNDP) for capacity building. One hundred seventy two sites were selected in the whole country. These sites were known for culture, embroidery, handloom, dance, painting, cuisines, natural sites, adventure, pilgrimage, spirituality, plantation and these were its Unique Selling Propositions (USP) also.

Rural tourism has established all over the world and it is an important branch of tourism. Lot of research has been done on various aspects of rural tourism in different parts of the world. Broadly studies are conducted on scope and potential of rural tourism, demand of rural tourism, role of culture and community, expectation and experience of tourists, impacts of rural tourism, spatial analysis, promotion, marketing, planning and sustainable development of rural tourism. There was a lot of scope in conducting research in the state of Punjab as few research works have been done in the study region. This provided the scope and opportunity to take the initiative and pursue the research.

The present study attempted to fulfil following objectives-

- To examine the spatial pattern and current status of rural tourism sites in Punjab.
- To study the tourists' expectations before visit and experience after visit to the rural tourism sites in the state.
- To examine willingness and expectations of the residents and tourists about rural tourism, who did not visit rural tourism site.
- To identify the potential rural tourism sites in the state.

- To examine the response of the potential service providers for developing rural tourism sites in the state.
- To formulate and suggest a tentative rural tourism development plan for Punjab.

Based on the objectives of the study, four research questions were framed- What is the spatial pattern and current status of the existing rural tourism sites in Punjab? Which are the potential rural tourism sites in the state? What is the response of the potential service providers for developing rural tourism sites in the state? Which is the suitable rural tourism development plan for Punjab?

Two hypotheses were purported to support the statistical explanation for the present research -There is no significant difference in the tourists' expectation before visit and experience after visit to rural tourism site in the state (Null hypothesis for objective 2). There is no significant difference in the willingness and expectations of residents and tourists about rural tourism, who did not visit rural tourism site in the state (Null Hypothesis for objective 3).

'Farm Tourism Scheme' in Punjab was launched by Punjab Heritage Tourism Promotion Board in the year 2008. Under the scheme, some farm properties were registered which met the norms as specified by the board. It promotes farm accommodation and activities in partnership with the farm house owners. These provide home cooked food, accommodation and visitors are also offered various farm based and other activities. Cultural programmes displaying folk dance and music are also organized.

Spatial pattern of existing approved rural tourism sites has been discussed in 3rd chapter, titled Rural Tourism in Punjab. It was found that there was an uneven distribution of these sites. Malwa region, with twenty eight sites, has maximum number of rural tourism sites registered with Punjab Heritage Tourism Promotion Board. Mohali, with seventeen registered rural tourism sites or farm properties, is the leading district. This is due to the proximity of capital city Chandigarh. It is followed by Rupnagar district having four registered sites or farm properties approved by Punjab Heritage Tourism Promotion Board. Fatehgarh Sahib has three, Fazilka two

while Bathinda and Patiala have one site each. There are eight districts in this region which do not have even a single registered rural tourism site or farm property. These are Ferozepur, Faridkot, Muktsar, Moga, Ludhiana, Mansa, Sangrur and Barnala.

Majha region has six registered rural tourism sites with Amritsar having three out of six. Gurdaspur has two sites and Pathankot has one namely Kartar Farms. Tarn Taran is the only district in the region which does not have any rural tourism site. Doaba region has only three registered rural tourism sites in all, with Hoshiarpur having two and Nawanshahar one. Jalandhar and Kapurthala do not have any registered rural tourism site.

When compared with the geographical area of the region percentage of rural tourism sites are more in case of Malwa region only. Malwa region has 65.14 percent of total geographical area and has 75.67 percent of approved rural tourism sites. Majha region has six sites constituting 16.22 percent rural tourism sites and 17.20 percent of total geographical area. Doaba region with three sites constitute only 8.11 percent of total sites while geographical area of Doaba region is 17.66 percent of the state.

Thus, it was observed that distribution pattern of rural tourism site is highly uneven as maximum number of such sites are in the vicinity of Chandigarh. There are twenty five sites in the neighbouring districts of Mohali, Rupnagar, Patiala and Fatehgarh Sahib and remaining twelve sites are spread in the rest of Punjab. There are eleven districts which do not have even a single rural tourism site. These are Tarn Taran in Majha region, Jalandhar and Kapurthala in Doaba region and Ferozepur, Moga, Faridkot, Muktsar, Mansa, Barnala, Sangrur and Ludhiana in Malwa region. Thus, fifty percent of the total districts do not have any registered rural tourism site. There is need to identify and develop more rural tourism sites in the areas where there is potential but presently no sites have been developed .

The findings of the data analysis revealed that there were twenty two attributes where the experience was better than the expectation, while the experience fell short of expectation for three attributes only. Expectation and experience was at par for three attributes. Overall experience was 4.20 and expectation was 3.91 on the likert scale of 5 and thus the overall experience was better than the expectation.

Out of three hundred respondents, who did not visit rural tourism site, one hundred forty two residents and one hundred forty nine tourists were willing to visit rural tourism site and experience rural tourism constituting 94.66 percent and 99.33 percent in their respective category. Tourists' expectations were higher than the residents' for twenty attributes, whereas only in case of eight attributes residents' expectations were higher. Overall tourists' expectation was 4.07 and residents' expectation 3.99 on the likert scale of 5. Thus tourists' expectation was slightly higher than the residents'.

Some of the potential rural tourism sites have been discussed and suggested in 5th chapter. These are important attractions and rural tourism sites should be set up at these places. These are suggestive sites and there could be many other places also. Response of potential service providers has been discussed in chapter 4 and the findings revealed that majority i.e. 74 percent of the potential service providers wished to start rural tourism venture. However, they expected government support with regard to infrastructure in the village, tax relief, training, marketing and support in business plan and expertise etc. Rural tourism plan has also been discussed in the 5th chapter. It is on the part of planners and policy makers to consider these suggestions to develop and promote rural tourism in the state.

6.1 Suggestions and Recommendations

Proper implementation of the following suggestions and recommendations can provide the push to rural tourism activities in the study region.

1. New sites should be identified where rural tourism properties can be set up. Every effort is to be made to tap and develop variety of rural tourism products and places known for art, handicraft, folklore, folkways, specialized farming and natural sites are good potential places. Core product of each area should be identified and developed for rural tourism. Natural tourism resources and

products like mountains, fauna, flora, wetlands, hills, riverside and agri-tourism resources and products like farm lands, tube wells, organic farming, specialized crop and fruit cultivation are essential assets. There are many havelis and old buildings in villages which need to be identified, maintained and preserved. Similarly other centers of arts and crafts, pottery, weaving, embroidery etc. can be developed for rural tourism. Historical places in rural areas like palaces, forts and other heritage places of historical importance should be promoted for rural tourism. Religious places and shrines should be identified for developing rural tourism. Punjabi cuisines are famous all over the world and are one of the attractions for the tourists. Traditional Punjabi food should be served at these rural tourism sites. Other potential places and activities like rural games can also be developed.

2. Potential service providers including farmers should be involved in large numbers who can provide budget accommodation to the tourists. Similarly people from hospitality and tourism background should be involved and motivated to start and set up such properties in rural areas. They can do better as they understand requirements of hospitality and tourism industry. So, there should be more number of rural tourism properties in the state and these should be set up at suitable location and also near major tourist destinations.
3. Rural tourism sites should be easily accessible. Visitors want better connectivity and safety during journey so there should be proper connectivity. Signboards should be placed at various places so that tourists do not find any problem reaching the destination. Main city near these sites should be well connected with road and railway. There should be taxi and auto service from station, bus stand, air port to these rural tourism site.
4. Tourists can be involved in various activities like visiting fields and other farm based activities. Tourists, specially foreigners and urbanites are keen to see and participate in farm based activities. It should give tourists a feel of traditional rural life of Punjab. At the same time tourists should be involved in some cultural activities like dance and music, rural folk ways. More the activities and attractions longer will be the stay. Service providers should

arrange animal and tractor ride for the tourists. There should be some arrangement of celebration of festivals and fairs. Tourists should be made to participate in it. Some other activities like weaving and pottery should also be there. Thus service providers should arrange wide range of theme based activities.

5. Official website of Punjab Tourism should be updated regularly. Data on tourist arrivals and other important information related to state tourism should be provided. Similarly rural tourism resources, rural tourism circuits and detail information of rural tourism sites and properties should be displayed. Information regarding amenities and facilities available, nearby attractions, activities, accessibility etc. also be explicitly given. Rural tourism service providers should also have their own website.
6. Tourist Information Centers should be set up at focal places in Punjab. These centers should provide detailed information related to rural tourism sites and properties set up in the state in addition to other information related to tourism in Punjab. Booking facility should also be made available there. Visitors' bureau should also be maintained at these centers.
7. There should be safe and secure environment. Role of general administration and police is very crucial in this regard. Incidents like snatching, robbery, theft bring bad name to the destination and it is the responsibility of the police to check this. Prepaid auto and taxi service can be started to curb menace of cheating and harassing tourists. Government should give emphasis on the Tourism Police in Punjab. Thus the image of the destination was very important in service industry like tourism. Service providers should also ensure the safety and security of the guests at the site of accommodation.
8. Government should develop some sort of mechanism where potential service providers are given financial support. There are financial constraints with the government, but it can certainly influence banks and other financial institutions to provide loans for rural and farm tourism ventures on the pattern of agriculture loans. Initially some tax relief can be given on income from rural tourism site.

9. The government should form various theme based circuits in which tourist attractions of the city and rural sites of the circuit are included. For example in Bathinda so many historical gurudwaras can be developed as 'Bathinda Gurdwara Circuit' similarly 'Hoshiarpur' can be developed as Eco-tourism-Historical Circuit', Amritsar along with Tarn Taran as 'Religious-Historical-Eco-tourism Circuit', Gurdaspur as Religious-Historical-Eco-tourism Circuit, Jalandhar and Kapurthala can also be developed as 'Religious-Historical-Eco-tourism Circuit', Patiala as 'Cultural-Historical-Tourism Circuit'. So, depending on the tourism resources and potential such like circuits can be developed.
10. Service providers should offer neat and clean accommodation with quality service at reasonable price. Clean drinking water is also an important condition which should be provided to the tourists preferably packaged water should be provided to the guests. Service providers should understand that customer satisfaction is the basic condition required in hospitality industry and that can be attained only by providing quality products and services.
11. Tourism is service industry in which tourists come out of their place of residence and stay at the destination. The hospitality of the host is of vital importance as it leads to the satisfaction of the tourists. So, it is essential that the staff at the rural tourism property should be courteous and hospitable.
12. Government should provide training and skill development programmes be arranged for them.
13. Any product or service needs to be marketed well and for that, businesses need to market right offer to the right buyers at the right time with the right prices under the right ambience and using the right systems and marketing mix help in it. In case of rural tourism the product is the total rural experience that includes the stay, activities and the services offered at the rural tourism sites. All the elements of marketing like product, pricing, place, promotion, people, process, physical evidence should be considered while offering service to the tourists. Tourists should be motivated to stay in the rural farm properties and it should become the first choice of the tourists.

14. Tourism should not have any negative environmental impact. It is the responsibility of the service provider to have proper garbage disposal and they can make use of vegetable waste to prepare compost. They should make use of solar power as well. They should use locally available resources. Tourist should not be allowed to litter. Panchayat should also play an important role in creating awareness about environmental issues. Rural tourism is to be developed and promoted as an alternate to mass tourism in sustainable way.
15. Tourists who visit rural tourism site also visit nearby attractions. So, there is an urgent need to have proper touristic facilities in the region as a whole. These may be related to sanitation, garbage disposal, water, tourist information centers, tourism police, availability of good transport like pre-paid auto and taxi service etc. It is the overall image of the destination that attracts the tourists.

6.2 Concluding Remarks

The study is a sincere effort to fill the research gap by analyzing the potential of rural tourism in the study region. The suggestions and recommendations and the imperatives announced by the research will certainly help in the development of rural tourism in the state. If all the stakeholders abide by in this regard it will lead to profound growth and development of rural tourism in Punjab.

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Appendix 1

Tourists' Gender and their Expectations and Experience

Sr. No.	Components and Variables	Expectation		Experience	
		M (46)	F (29)	M(46)	F(29)
A	Attraction	4.14	4.16	4.54	4.6
1.	Historical Place	3.71	3.75	4.28	4.41
2.	Rural Environment	4.93	4.93	4.95	5.00
3.	Traditional Food at site	4.39	4.27	4.76	4.72
4.	Religious Place	3.34	3.62	4.26	4.41
5.	Local culture	4.36	4.24	4.73	4.75
6.	Traditional articles	4.15	4.17	4.30	4.31
B	Accessibility	4.38	4.37	4.42	4.41
1.	Better Connectivity	4.73	4.82	4.86	4.93
2.	Multiple modes of transport	3.41	3.31	3.41	3.31
3.	Safe journey	5.00	5.00	5.00	5.00
C	Accommodation	4.80	4.85	4.83	4.87
1.	Affordable Accommodation	4.73	4.79	4.84	4.82
2.	Safety and Security at site	5.00	5.00	5.00	5.00
3.	Neat and clean accommodation	4.65	4.79	4.69	4.75
4.	Service & quality	4.84	4.89	4.86	4.93
5.	Hospitable staff	4.82	4.82	4.80	4.89
D	Amenities	3.34	3.47	4.13	4.01
1.	Wi-fi	2.13	2.17	3.06	2.68
2.	Parking facility	4.02	4.13	4.91	4.93
3.	Safe Drinking Water	4.82	4.89	5.00	5.00
4.	AC room	3.52	3.75	4.84	4.89
5.	TV in room	2.23	2.44	2.84	2.55
E	Activities	3.42	3.32	3.47	3.40
1.	Folk Dance and music	4.17	4.24	4.06	4.41
2.	Tractor ride	3.73	3.79	4.73	4.72
3.	Visit to fields	4.15	4.00	4.80	4.82
4.	Participation in Traditional cooking	1.82	2.58	2.67	2.55
5.	Participation in festivals	3.86	3.89	2.73	2.65
6.	Participation in rural traditional games	3.39	2.79	2.78	2.55
7.	Participation in farming activities	2.80	2.06	3.00	2.48
8.	Animal ride	3.71	3.27	4.26	4.31
9.	Participation in pottery weaving	3.21	3.34	2.26	2.13

Source: Primary data based on field survey.

Appendix 2

Tourists' Education and their Expectations and Experience

Sr. No.	Components and Variables	Expectation				Experience			
		UG	G	PG	Others	UG	G	PG	Others
A	Attraction	4.26	4.09	4.21	--	4.63	4.53	4.59	--
1.	Historical Place	3.90	3.58	3.95	--	4.63	4.18	4.47	--
2.	Rural Environment	5.00	4.90	4.95	--	4.90	4.97	5.00	--
3.	Traditional Food at site	4.36	4.32	4.38	--	4.81	4.69	4.80	--
4.	Religious Place	3.81	3.34	3.47	--	4.63	4.23	4.33	--
5.	Local culture	4.36	4.32	4.28	--	4.81	4.69	4.80	--
6.	Traditional articles	4.18	4.09	4.28	--	4.00	4.46	4.14	--
B	Accessibility	4.36	4.37	4.39	--	4.87	4.85	4.90	--
1.	Better Connectivity	4.72	4.79	4.76	--	4.81	4.90	4.90	--
2.	Multiple modes of transport	3.36	3.34	3.42	--	4.81	4.67	4.80	--
3.	Safe journey	5.00	5.00	5.00	--	5.00	5.00	5.00	--
C	Accommodation	4.77	4.82	4.85	--	4.85	4.85	4.85	--
1.	Affordable Accommodation	4.72	4.76	4.76	--	5.00	4.76	4.90	--
2.	Safety and Security at site	5.00	5.00	5.00	--	5.00	5.00	5.00	--
3.	Neat and clean accommodation	4.54	4.69	4.80	--	4.45	4.79	4.71	--
4.	Service & quality	4.72	4.88	4.90	--	4.90	4.90	4.85	--
5.	Hospitable staff	4.90	4.81	4.80	--	4.90	4.83	4.80	--
D	Amenities	3.63	3.25	3.54	--	3.75	4.16	4.08	--
1.	Wi-fi	2.54	2.02	2.19	--	2.09	3.18	2.80	--
2.	Parking facility	4.09	4.06	4.04	--	4.90	4.90	4.95	--
3.	Safe Drinking Water	4.81	4.83	4.90	--	5.00	5.00	5.00	--
4.	AC room	3.81	3.32	4.09	--	4.90	4.83	4.90	--
5.	TV in room	2.90	2.06	2.52	--	1.90	2.93	2.76	--
E	Activities	3.11	3.42	3.45	--	3.18	3.52	3.44	--
1.	Folk Dance and music	4.09	4.16	4.33	--	4.00	4.20	4.28	--
2.	Tractor ride	3.54	3.83	3.71	--	5.00	4.62	4.80	--
3.	Visit to fields	3.72	4.06	4.33	--	4.63	4.86	4.80	--
4.	Participation in Traditional cooking	1.54	2.34	1.95	--	2.00	2.93	2.33	--
5.	Participation in festivals	3.81	3.95	3.76	--	2.00	2.93	2.76	--
6.	Participation in rural traditional games	2.72	3.20	3.28	--	2.18	2.83	2.66	--
7.	Participation in farming activities	1.90	2.58	2.71	--	2.18	2.93	2.85	--
8.	Animal ride	3.36	3.46	3.80	--	4.81	4.04	4.47	--
9.	Participation in pottery weaving	3.36	3.27	3.19	--	1.90	2.37	2.04	--

UG - Undergraduate, G - Graduate, PG - Post graduate.

Source: Primary data based on field survey.

Appendix 3

Tourists' Occupation and their Expectations and Experience

Sr. No.	Components and Variables	Expectation			Experience		
		Service	Business	Others	Service	Business	Others
A	Attraction	4.16	4.19	4.10	4.49	4.57	4.62
1.	Historical Place	4.08	3.62	3.52	4.21	4.37	4.40
2.	Rural Environment	4.91	4.96	4.92	4.91	5.00	5.00
3.	Traditional Food at site	4.26	4.44	4.32	4.82	4.66	4.76
4.	Religious Place	3.34	3.59	3.4	4.08	4.44	4.40
5.	Local culture	4.26	4.37	4.32	4.65	4.70	4.88
6.	Traditional articles	4.13	4.18	4.16	4.30	4.29	4.32
B	Accessibility	4.51	4.28	4.36	4.85	4.83	4.93
1.	Better Connectivity	4.86	4.66	4.80	4.86	4.85	4.96
2.	Multiple modes of transport	3.69	3.18	3.28	4.69	4.66	4.84
3.	Safe journey	5.00	5.00	5.00	5.00	5.00	5.00
C	Accommodation	4.76	4.84	4.87	4.89	4.78	4.90
1.	Affordable Accommodation	4.65	4.85	4.76	4.73	4.96	4.80
2.	Safety and Security at site	5.00	5.00	5.00	5.00	5.00	5.00
3.	Neat and clean accommodation	4.65	4.66	4.80	4.86	4.48	4.84
4.	Service & quality	4.82	4.85	4.92	4.95	4.77	4.96
5.	Hospitable staff	4.69	4.88	4.88	4.91	4.70	4.92
D	Amenities	3.35	3.36	3.49	4.18	4.06	4.06
1.	Wi-fi	2.13	2.07	2.24	3.21	2.85	2.72
2.	Parking facility	4.00	4.03	4.16	4.86	4.92	4.96
3.	Safe Drinking Water	4.73	4.85	4.96	5.00	5.00	5.00
4.	AC room	3.52	3.51	3.80	4.78	4.88	4.92
5.	TV in room	2.39	2.35	2.32	3.08	2.66	2.48
E	Activities	3.48	3.38	3.31	3.51	3.40	3.43
1.	Folk Dance and music	4.21	4.25	4.12	4.34	3.88	4.40
2.	Tractor ride	3.86	3.59	3.84	4.47	4.85	4.84
3.	Visit to fields	4.13	4.11	4.04	4.86	4.74	4.84
4.	Participation in Traditional cooking	2.21	1.59	2.60	2.82	2.48	2.60
5.	Participation in festivals	3.86	3.88	3.88	2.95	2.48	2.72
6.	Participation in rural traditional games	3.39	3.29	2.80	2.91	2.62	2.56
7.	Participation in farming activities	2.95	2.59	2.04	3.13	2.74	2.56
8.	Animal ride	3.56	3.85	3.20	3.95	4.55	4.28
9.	Participation in pottery/weaving	3.17	3.29	3.32	2.21	2.33	2.08

Source: Primary data based on field survey.

Appendix 4

Tourists' Nationality and their Expectations and Experience

Sr. No.	Components and Variables	Expectation		Experience	
		Indian	Foreigners	Indian	Foreigners
A	Attraction	4.15	4.13	4.62	4.16
1.	Historical Place	3.67	4.00	4.48	3.61
2.	Rural Environment	4.96	4.76	4.98	4.15
3.	Traditional Food at site	4.30	4.53	4.74	4.76
4.	Religious Place	3.58	2.84	4.46	3.61
5.	Local culture	4.27	4.53	4.77	4.61
6.	Traditional articles	4.16	4.15	4.32	4.23
B	Accessibility	4.30	4.74	4.87	4.84
1.	Better Connectivity	4.72	5.00	4.88	4.92
2.	Multiple modes of transport	3.19	4.23	4.75	4.61
3.	Safe journey	5.00	5.00	5.00	5.00
C	Accommodation	4.83	4.81	4.86	4.83
1.	Affordable Accommodation	4.88	4.15	4.98	4.15
2.	Safety and Security at site	5.00	5.00	5.00	5.00
3.	Neat and clean accommodation	4.64	5.00	4.66	5.00
4.	Service & quality	4.85	4.92	4.87	5.00
5.	Hospitable staff	4.79	5.00	4.80	5.00
D	Amenities	3.41	3.30	4.08	4.09
1.	Wi-fi	2.25	1.61	2.93	2.84
2.	Parking facility	4.01	4.30	4.96	4.69
3.	Safe Drinking Water	4.82	5.00	5.00	5.00
4.	AC room	3.54	3.92	4.83	5.00
5.	TV in room	2.45	1.69	2.69	2.92
E	Activities	3.31	3.73	3.39	3.68
1.	Folk Dance and music	4.16	4.38	4.20	4.15
2.	Tractor ride	3.72	3.92	4.82	4.30
3.	Visit to fields	4.01	4.46	4.82	4.76
4.	Participation in Traditional cooking	1.83	3.46	2.32	4.07
5.	Participation in festivals	3.79	4.30	2.50	3.69
6.	Participation in rural traditional games	3.11	3.38	2.62	3.00
7.	Participation in farming activities	2.30	3.53	2.56	3.92
8.	Animal ride	3.70	2.76	4.59	2.76
9.	Participation in pottery/ weaving	3.24	3.38	2.14	2.53

Source: Primary data based on field survey.

Appendix 5

Tourists Residence and their Expectations and Experience

Sr. No.	Components and Variables	Expectation		Experience	
		Rural	Urban	Rural	Urban
A	Attraction	3.88	4.16	4.22	4.58
1.	Historical Place	3.33	3.75	3.66	4.36
2.	Rural Environment	5.00	4.93	5.00	4.97
3.	Traditional Food at site	3.66	4.37	4.00	4.77
4.	Religious Place	3.00	3.47	4.00	4.33
5.	Local culture	4.33	4.31	3.66	4.79
6.	Traditional articles	4.00	4.16	5.00	4.27
B	Accessibility	4.22	4.38	4.33	4.89
1.	Better Connectivity	4.66	4.77	4.00	4.93
2.	Multiple modes of transport	3.00	3.38	4.00	4.76
3.	Safe journey	5.00	5.00	5.00	5.00
C	Accommodation	4.59	4.83	4.86	4.85
1.	Affordable Accommodation	5.00	4.75	4.66	4.84
2.	Safety and Security at site	5.00	5.00	5.00	5.00
3.	Neat and clean accommodation	4.00	4.73	5.00	4.70
4.	Service & quality	4.66	4.87	5.00	4.88
5.	Hospitable staff	4.33	4.84	4.66	4.84
D	Amenities	2.53	3.42	4.53	4.06
1.	Wi-fi	1.66	2.16	4.66	2.84
2.	Parking facility	4.00	4.06	5.00	4.91
3.	Safe Drinking Water	4.00	4.88	5.00	5.00
4.	AC room	1.33	3.70	4.00	4.90
5.	TV in room	1.66	2.34	4.00	2.68
E	Activities	3.07	3.40	3.44	3.44
1.	Folk Dance and music	4.00	4.20	4.00	4.20
2.	Tractor ride	3.33	3.77	3.33	4.79
3.	Visit to fields	2.33	4.16	5.00	4.80
4.	Participation in Traditional cooking	1.66	2.13	3.00	2.61
5.	Participation in festivals	4.00	3.87	3.00	2.69
6.	Participation in rural traditional games	3.33	3.15	3.66	2.65
7.	Participation in farming activities	2.00	2.54	3.00	2.79
8.	Animal ride	3.66	3.54	3.33	4.31
9.	Participation in pottery/ weaving	3.33	3.26	2.66	2.19

Source: Primary data based on field survey.

Appendix 6

Residents' and Tourists' Gender and their Expectations

Sr. No.	Components and Variables	Residents (N= 150)		Tourists (N=150)	
		M (78)	F (72)	M(92)	F(58)
A	Attraction	4.12	4.30	4.31	4.37
1.	Historical Place	4.03	4.02	4.06	4.12
2.	Rural Environment	4.60	4.65	4.85	4.86
3.	Traditional Food at site	4.35	4.63	4.44	4.50
4.	Religious Place	3.65	4.02	3.68	3.96
5.	Local culture	4.20	4.48	4.52	4.43
6.	Traditional articles	3.93	4.05	4.31	4.36
B	Accessibility	4.18	4.43	4.39	4.41
1.	Better Connectivity	4.26	4.58	4.58	4.56
2.	Multiple modes of transport	3.53	3.88	3.64	3.67
3.	Safe Journey	4.75	4.83	4.97	5.00
C	Accommodation	4.60	4.76	4.86	4.88
1.	Affordable Accommodation	4.46	4.62	4.68	4.81
2.	Safety and Security at site	4.82	4.93	4.96	4.96
3.	Neat and clean accommodation	4.70	4.84	4.92	4.94
4.	Service & quality	4.52	4.65	4.92	4.81
5.	Hospitable staff	4.52	4.77	4.84	4.89
D	Amenities	3.40	3.63	3.50	3.52
1.	Wi-fi	2.41	2.70	2.19	2.24
2.	Parking facility	3.80	4.00	4.01	3.91
3.	Safe Drinking Water	4.85	4.93	4.95	4.91
4.	AC room	3.08	3.41	3.79	3.81
5.	TV in room	2.88	3.15	2.56	2.74
E	Activities	3.56	3.70	3.70	3.62
1.	Folk Dance and music	3.97	3.93	4.27	4.12
2.	Tractor ride	3.71	3.76	4.06	3.58
3.	Visit to fields	4.07	4.04	3.98	3.89
4.	Participation in Traditional cooking	2.88	3.56	2.03	3.51
5.	Participation in festivals	3.80	4.06	4.15	4.18
6.	Participation in rural traditional games	3.62	3.50	3.90	3.24
7.	Participation in farming activities	3.32	3.33	3.18	2.79
8.	Animal ride	3.48	3.62	3.96	3.39
9.	Participation in pottery/ weaving	3.21	3.51	3.77	3.94

Source: Primary data based on field survey.

Appendix7

Residents' and Tourists' Age Groups and their Expectations

Sr. No.	Components and Variables	Residents Age Group (in years)					Tourists Age Group (in years)				
		20-30	31-40	41-50	51-60	>60	20-30	31-40	41-50	51-60	>60
A	Attraction	4.28	4.16	4.26	4.08	4.13	4.45	4.3	4.27	4.28	4.48
1.	Historical Place	4.18	3.96	4.14	3.75	3.71	4.24	4.02	4.06	4.13	3.92
2.	Rural Environment	4.68	4.30	4.68	4.67	4.85	4.89	4.85	4.88	4.72	4.92
3.	Traditional Food at site	4.60	4.61	4.34	4.42	4.42	4.62	4.51	4.38	4.50	4.28
4.	Religious Place	3.70	4.03	3.90	3.67	4.14	3.96	3.57	3.66	3.72	4.57
5.	Local culture	4.62	4.19	4.31	4.03	4.28	4.62	4.54	4.42	4.36	4.50
6.	Traditional articles	3.95	3.92	4.19	3.96	3.42	4.41	4.31	4.22	4.27	4.71
B	Accessibility	4.45	4.13	4.31	4.23	4.09	4.40	4.42	4.40	4.40	4.33
1.	Better Connectivity	4.62	4.26	4.46	4.25	4.00	4.44	4.60	4.58	4.63	4.71
2.	Multiple modes of transport	3.89	3.42	3.68	3.75	3.42	3.82	3.71	3.64	3.59	3.28
3.	Safe Journey	4.85	4.73	4.80	4.71	4.85	4.96	4.97	5.00	5.00	5.00
C	Accommodation	4.72	4.56	4.71	4.67	4.65	4.87	4.92	4.86	4.81	4.86
1.	Affordable Accommodation	4.68	4.26	4.60	4.50	4.28	4.79	4.85	4.66	4.59	4.78
2.	Safety and Security at site	4.89	4.88	4.87	4.78	5.00	5.00	4.94	5.00	4.86	5.00
3.	Neat and clean accommodation	4.75	4.73	4.85	4.75	4.71	4.93	5.00	4.92	4.90	4.85
4.	Service & quality	4.56	4.46	4.68	4.60	4.57	4.86	4.91	4.90	4.81	4.85
5.	Hospitable staff	4.72	4.50	4.56	4.75	4.71	4.79	4.94	4.84	4.90	4.85
D	Amenities	3.74	3.35	3.31	3.60	3.28	3.69	3.58	3.38	3.40	3.55
1.	Wi-fi	3.14	2.50	2.24	2.28	1.57	2.93	2.31	1.98	1.81	1.92
2.	Parking facility	3.95	3.73	3.95	3.92	3.71	4.06	4.05	3.84	4.00	4.00
3.	Safe Drinking Water	4.89	4.71	4.87	5.00	4.85	5.00	4.94	4.92	4.90	4.92
4.	AC room	3.62	2.96	2.85	3.35	3.57	3.86	3.97	3.56	3.95	3.85
5.	TV in room	3.14	2.88	2.68	3.46	2.71	2.62	2.65	2.62	2.36	3.07
E	Activities	3.92	3.44	3.72	3.23	3.28	3.85	3.74	3.61	3.70	3.25
1.	Folk Dance and music	4.16	3.96	3.95	3.64	3.71	4.27	4.37	4.14	4.31	3.78
2.	Tractor Ride	3.91	3.61	3.97	3.28	3.42	4.20	4.22	3.70	3.77	3.14
3.	Visit to Fields	4.08	4.03	4.19	3.85	4.00	4.27	3.91	3.88	3.95	3.64
4.	Participation in Traditional cooking	3.58	3.07	3.17	2.92	2.57	2.72	2.62	2.66	2.68	2.00
5.	Participation in festivals	4.33	3.53	3.95	3.67	3.57	4.24	4.28	4.10	4.09	4.07
6.	Participation in rural traditional games	3.97	3.15	3.68	3.14	3.28	3.72	3.51	3.74	3.81	3.21
7.	Participation in farming activities	3.64	3.38	3.51	2.57	2.85	3.06	3.20	2.98	3.13	2.57
8.	Animal ride	3.91	3.23	3.78	3.00	3.14	4.13	3.79	3.52	3.54	3.07
9.	Participation in pottery/weaving	3.77	3.00	3.36	3.07	3.00	4.07	3.80	3.78	4.09	3.85

Source: Primary data based on field survey.

Appendix 8

Residents' and Tourists' Education and their Expectations

Sr. No.	Components and Variables	Residents Education				Tourists Education			
		UG	G	PG	Others	UG	G	PG	Others
1.	Historical Place	3.77	3.97	4.23	4.25	4.23	4.06	4.07	--
2.	Rural Environment	4.51	4.58	4.71	5.00	4.94	4.88	4.80	--
3.	Traditional Food at site	4.51	4.58	4.32	5.00	4.47	4.46	4.46	--
4.	Religious Place	4.03	3.94	3.53	4.50	4.58	3.74	3.62	--
5.	Local culture	4.48	4.04	4.69	3.75	4.47	4.45	4.53	--
6.	Traditional articles	3.70	3.86	4.30	4.00	4.47	4.41	4.17	--
B	Accessibility	4.55	4.32	4.17	3.66	4.44	4.42	4.36	
1.	Better Connectivity	4.62	4.35	4.40	4.25	4.76	4.61	4.48	--
2.	Multiple modes of transport	4.11	3.89	3.38	2.00	3.64	3.66	3.64	--
3.	Safe journey	4.92	4.77	4.75	4.75	4.94	5.00	4.98	--
C	Accommodation	4.78	4.68	4.72	4.59	4.89	4.88	4.84	
1.	Affordable Accommodation	4.74	4.49	5.00	4.46	4.82	4.68	4.76	--
2.	Safety and Security at site	5.00	4.92	4.73	5.00	5.00	4.97	4.94	--
3.	Neat and clean accommodation	4.81	4.80	4.69	5.00	4.88	4.96	4.91	--
4.	Service & quality	4.62	4.55	4.63	4.25	4.88	4.90	4.83	--
5.	Hospitable staff	4.77	4.67	4.57	4.25	4.88	4.90	4.80	--
D	Amenities	3.81	3.5	3.39	3.3	3.48	3.56	3.44	
1.	Wi-fi	3.14	2.59	2.15	3.00	1.94	2.12	2.41	--
2.	Parking facility	4.14	3.82	3.92	3.25	4.00	4.05	3.85	--
3.	Safe Drinking Water	4.88	4.94	4.82	5.00	4.76	4.97	4.94	--
4.	AC room	3.44	3.16	3.26	3.00	3.88	3.87	3.67	--
5.	TV in room	3.48	3.00	2.84	2.25	2.82	2.80	2.33	--
E	Activities	3.70	3.73	3.49	3.08	3.37	3.67	3.75	
1.	Folk Dance and music	4.00	3.94	3.90	4.50	4.11	4.24	4.19	--
2.	Tractor ride	3.74	3.80	3.75	2.50	3.47	3.92	3.94	--
3.	Visit to fields	4.03	3.89	4.32	3.50	4.00	3.77	4.17	--
4.	Participation in Traditional cooking	3.59	3.38	2.75	3.75	2.11	2.64	2.69	--
5.	Participation in festivals	4.14	4.02	3.78	2.75	4.00	4.20	4.16	--
6.	Participation in rural traditional games	3.62	3.65	3.50	2.50	3.11	3.68	3.75	--
7.	Participation in farming activities	3.18	3.61	3.09	2.50	2.64	2.92	3.30	--
8.	Animal ride	3.59	3.80	3.26	2.75	3.41	3.83	3.73	--
9.	Participation in pottery/weaving	3.48	3.52	3.11	3.00	3.52	3.90	3.83	--

UG - Undergraduate, G - Graduate, PG - Post graduate.

Appendix 9

Residents' and Tourists' Occupation and their Expectations

Sr. No.	Components and Variables	Residents' Occupation			Tourists' Occupation		
		Service	Business	Others	Service	Business	Others
A	Attraction	4.32	4.06	4.21	4.31	4.22	4.46
1.	Historical Place	4.31	3.75	3.91	4.14	3.88	4.14
2.	Rural Environment	4.74	4.60	4.52	4.84	4.88	4.87
3.	Traditional Food at site	4.50	4.33	4.57	4.49	4.35	4.51
4.	Religious Place	3.72	3.54	4.10	3.64	3.55	4.26
5.	Local culture	4.55	4.18	4.32	4.52	4.41	4.48
6.	Traditional articles	4.12	3.96	3.88	4.26	4.26	4.51
B	Accessibility	4.15	4.30	4.39	4.43	4.32	4.42
1.	Better Connectivity	4.36	4.39	4.49	4.53	4.55	4.68
2.	Multiple modes of transport	3.53	3.75	3.84	3.77	3.41	3.63
3.	Safe journey	4.58	4.77	4.84	5.00	5.00	4.95
C	Accommodation	4.61	4.68	4.74	4.88	4.84	4.86
1.	Affordable Accommodation	4.55	4.45	4.57	4.77	4.67	4.70
2.	Safety and Security at site	4.74	4.96	4.94	4.97	4.91	5.00
3.	Neat and clean accommodation	4.67	4.84	4.83	4.93	4.94	4.92
4.	Service & quality	4.50	4.63	4.64	4.90	4.88	4.82
5.	Hospitable staff	4.62	4.54	4.72	4.86	4.82	4.90
D	Amenities	3.28	3.69	3.65	2.9	3.48	3.57
1.	Wi-fi	2.27	2.72	2.72	2.40	1.70	2.29
2.	Parking facility	3.63	4.15	4.12	3.92	4.08	3.97
3.	Safe Drinking Water	4.82	4.96	4.91	4.96	4.91	4.94
4.	AC room	3.00	3.48	3.35	3.65	4.05	3.85
5.	TV in room	2.77	3.15	3.16	2.50	2.67	2.82
E	Activities	3.62	3.65	3.62	3.75	3.53	3.64
1.	Folk Dance and music	3.89	4.21	3.86	4.25	4.14	4.19
2.	Tractor ride	3.82	3.75	3.64	4.00	3.82	3.84
3.	Visit to fields	4.25	3.93	3.93	4.12	3.67	3.87
4.	Participation in Traditional cooking	2.93	3.30	3.44	2.66	2.05	2.95
5.	Participation in festivals	4.06	3.69	3.93	4.14	4.17	4.19
6.	Participation in rural traditional games	3.70	3.57	3.42	3.80	3.61	3.39
7.	Participation in farming activities	3.24	3.48	3.32	3.17	2.94	2.85
8.	Animal ride	3.51	3.57	3.57	3.84	3.82	3.51
9.	Participation in pottery/weaving	3.24	3.36	3.47	3.84	3.61	4.02

Source: Primary data based on field survey.

Rural Tourism in Punjab: A Geographical Study

Tourists Questionnaire

Dear Sir/ Madam,

This questionnaire is a part of the survey being conducted to study Rural Tourism in Punjab. Your cooperation is solicited in this regard and this will be used for purely academic purpose. You are requested to spare some time and help in completing this questionnaire.

1. Name (optional)
2. Gender-
3. Age (in years) - 1) 20-30 2) 31-40 3) 41-50 4) 51- 60 5) 61 and more
4. Education- 1) Undergraduate 2) Graduation 3) Post graduation 4) other.
5. Occupation- 1) Service 2) Business 3) other
6. Nationality/ State-
7. Where do you live- 1) Rural 2) Urban
8. Approximate distance travelled by you to reach this destination?
1) < 100 kms 2) 101-200 kms 3) 201- 300 kms. 4) 301-400 kms 5) > 401 kms
9. What is your duration of stay at rural tourism site?
1) Day Trip 2) 1 day 3) 2 days 4) 3 days 5) 4 days.
10. What was the source of information for this rural tourism destination/site?
1) Friends & relatives 2) Newspaper & magazines 3) Internet 4) other.
11. What kinds of problems did you face here?

12. Any suggestions/comments for improvement.

13. Will you come again or recommend it to others? 1) Yes 2) No

14. How important were the following variables/factors in deciding rural tourism site as your tourist destination? (Expectations)

Sr. No.	Components and Variables	Very Important (5)	Important (4)	Moderately Important (3)	Less Important (2)	Not Important (1)
A	Attraction Component					
1.	Historical Place					
2.	Rural Environment					
3.	Traditional Food at site					
4.	Religious Places					
5.	Local culture					
6.	Traditional articles					
B	Accessibility					
1.	Better Connectivity					
2.	Multiple modes of transport					
3.	Safe journey					
C.	Accommodation					
1.	Affordable Accommodation					
2.	Safety and Security at site					
3.	Neat and clean accommodation					
4.	Service & quality					
5.	Hospitable staff					
D	Amenities					
1.	Wifi					
2.	Parking facility					
3.	Safe Drinking water					
4.	AC room					
5.	TV in room					
E.	Activity					
1	Folk Dance and music					
2.	Tractor ride					
3.	Visit to fields					
4.	Participation in Traditional cooking					
5.	Participation in festivals					
6.	Participation in rural traditional games					
7.	Participation in farming activities					
8.	Animal ride					
9.	Participation in pottery/weaving					

15. What was your experience in terms of following variables/factors during your visit? (Experience)

Sr. No.	Components and Variables	Fully Satisfied (5)	Satisfied (4)	Moderately Satisfied (3)	Less Satisfied (2)	Fully Dissatisfied (1)
A	Attraction					
1.	Historical Place					
2.	Rural Environment					
3.	Traditional Food at site					
4.	Religious Places					
5.	Local culture					
6.	Traditional articles					
B	Accessibility					
1.	Better Connectivity					
2.	Multiple modes of transport					
3.	Safe journey					
C.	Accommodation					
1.	Affordable Accommodation					
2.	Safety and Security at site					
3.	Neat and clean accommodation					
4.	Service & quality					
5.	Hospitable staff					
D	Amenities					
1.	Wifi					
2.	Parking facility					
3.	Safe Drinking water					
4.	AC room					
5.	TV in room					
E.	Activity					
1	Folk Dance and music					
2.	Tractor ride					
3.	Visit to fields					
4.	Participation in Traditional cooking					
5.	Participation in festivals					
6.	Participation in rural traditional games					
7.	Participation in farming activities					
8.	Animal ride					
9.	Participation in pottery/ weaving					

Thank you for your support and patience.

11. How important are the following variables/factors in deciding your visit to rural tourism site as your destination? (Expectations)

Sr. No.	Components and Variables	Very Important (5)	Important (4)	Moderately Important (3)	Less Important (2)	Not Important (1)
A	Attraction					
1.	Historical Place					
2.	Rural Environment					
3.	Traditional Food at site					
4.	Religious Places					
5..	Local culture					
6.	Traditional articles					
B	Accessibility					
1.	Better Connectivity					
2.	Multiple modes of transport					
3.	Safe journey					
C.	Accommodation					
1.	Affordable Accommodation					
2.	Safety and Security at site					
3.	Neat and clean accommodation					
4.	Service & quality					
5.	Hospitable staff					
D	Amenities					
1.	Wifi					
2.	Parking facility					
3.	Safe Drinking water					
4.	AC room					
5.	TV in room					
E.	Activity					
1	Folk Dance and music					
2.	Tractor ride					
3.	Visit to fields					
4.	Participation in Traditional cooking					
5.	Participation in festivals					
6.	Participation in rural traditional games					
7.	Participation in farming activities					
8.	Animal ride					
9.	Participation in pottery/weaving					

Thank you for your support and patience.

Rural Tourism in Punjab: A Geographical Study
Questionnaire for Potential Service Providers

Dear Sir/ Madam,

This questionnaire is a part of the survey being conducted to study Rural Tourism in Punjab. Your cooperation is solicited in this regard and this will be used for purely academic purpose. You are requested to spare some time and help in completing this questionnaire.

1. Name (optional)
2. Age
3. Education- 1) Undergraduate 2) Graduate 3) Postgraduate 4) Others
4. Present occupation -
5. Are you satisfied with your present occupation? Yes No
6. Do you want to diversify your occupation? Yes No
7. Have you heard about Rural tourism- Yes No
8. Would you like to start rural tourism venture- Yes No
If No, then what are your apprehensions/reservations?
9. Do you understand the requirements of Service industry? Yes No
10. Do you have sufficient resources to start this venture? Yes No
11. What is the main tourism product of the area that can be offered to the tourists?
12. Specialized crop or farming technique which can be exhibited to the tourists at your place.
1. Exotic Vegetables 2. Fruits 3. Flowers 4. Organic Farming 5. Any other

13. Do you want some help from the government for starting such rural tourism site?

Sr. No.	Attribute	Yes	No
1	Infrastructure in village		
2	Financial support		
3.	Tax Relief		
4.	Training		
5	Promotion and Marketing		
6	Subsidized Electricity		
7	Better connectivity		
8	Help in Business Plan		
9	Help from Tourism Experts		
10	Any Other (Please specify)		

14. Any other comment/suggestion.

Thank you so much for your support and patience.



Certificate of Publication of Papers for Ph.D.

This is to certify that Mr. Naresh Kumar pursuing Ph.D.(Part Time) program in Department of Geography with Registration 41500066 under the guidance of Dr. Ripudaman Singh and Dr Abhishek Aggarwal has the following Publications in Referred Journals/conference mentioned thereby fulfilling the minimum program requirements as per the UGC.

Sr. No.	Title of the Paper with Author Names	Name of the Journal/ Conference	Published Date	ISSN No/ Vol No, Issue No.
1	Spatial Analysis of Rural Tourism Sites in Punjab By Naresh Kumar, Dr. Ripudaman Singh, Dr. Abhishek Aggarwal	International Journal of Applied Business and Economic Research	2017	0972-7302 Vol. 15 No. 21 (Part 2)
2.	Rural Tourism and Regional Development in Punjab By Naresh Kumar, Dr. Ripudaman Singh, Dr. Abhishek Aggarwal	Prospects and Competitive Challenges in Global Hospitality and Tourism Industry	April, 2016	International Conference Paper
3.	Rural Tourism in Amritsar: An Analysis By Naresh Kumar	The Achievers Journal	December, 2015	2395-0897 vol 1 Issue 4

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Signature of Guide with Date & UID

Signature of Co-Guide with Date