

**YOUTHS' PERCEPTION ABOUT RURAL TOURISM SCOPE,
DEVELOPMENT AND IMPACTS: A GEOGRAPHICAL STUDY
OF BANI TEHSIL OF KATHUA DISTRICT (JAMMU AND
KASHMIR, UNION TERRITORY)**

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

In

Geography

By

Bhawani Singh

Registration Number: 12021138

Supervised By

Dr. Anand Kumar (25230)

Geography (Assistant Professor)

School of Social Sciences and Languages

Lovely Professional University, Punjab



Transforming Education Transforming India

LOVELY PROFESSIONAL UNIVERSITY, PUNJAB

2026

DECLARATION

I, hereby declared that the presented work in the thesis entitled “**Youths’ Perception About Rural Tourism Scope, Development And Impacts: A Geographical study of Bani Tehsil of Kathua District (Jammu And Kashmir, Union Territory)**” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of Dr. Anand Kumar, working as Assistant Professor, in the Department of Geography, School of Social Sciences and Languages of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



(Signature of Scholar)

Name of the scholar: Bhawani Singh

Registration No.:12021138

Department/school: Department of Geography, School of Social Sciences and Languages
Lovely Professional University,
Punjab, India

CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “**Youths’ Perception About Rural Tourism Scope, Development And Impacts: A Geographical study of Bani Tehsil of Kathua District (Jammu And Kashmir, Union Territory** ” submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the Department of Geography, School of Social Sciences and Languages, is a research work carried out by Bhawani Singh, 12021138, is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.



(Signature of Supervisor)

Name of supervisor: Dr. Anand Kumar

Designation: Assistant Professor

Department/school: Department of Geography, School of Social Sciences and Languages

University: Lovely Professional University, Punjab

ABSTRACT

The present study aims to explore the perceptions of youth regarding the potential, development, and impacts of rural tourism in the Bani area of Kathua district, Jammu and Kashmir. Bani is characterized by its natural beauty and rich resources, including forests and natural beauty. However, like many rural regions, it faces challenges such as poverty, unemployment, and inadequate access to essential services. Despite these challenges, the area holds significant potential for tourism development, which could address these issues by providing economic opportunities and improving living conditions. The primary objective of this research is to understand how the youth in Bani perceive the future of tourism and to develop strategies for tourism growth that would benefit all residents.

The study focuses on seven villages—Bani, Sarthal, Dhaggar, Siara, Gatti, Banjal and Chila—which are identified in the Jammu and Kashmir Draft Tourist Policy 2020 for various tourism-related projects, including luxury tent lodgings, skiing resorts, and adventure sports. The selection of these villages is particularly relevant for understanding tourism development due to their distinct character. The sample for this study is youth aged 15 to 29, in accordance with the National Youth Policy of India, 2014. Given the absence of official data on the youth population at the village level, purposive sampling was employed to identify members within this age group, resulting in a final sample size of 200 young individuals.

The study reveals a high level of awareness about rural tourism among the youth, with 79% of respondents familiar with the concept. Additionally, 68% believe that the Bani area is well-suited for tourism development, citing its natural beauty and cultural heritage as key attractions. However, the study also highlights significant infrastructure challenges, such as inadequate accommodation facilities and basic amenities, which hinder the area's full tourism potential. Only 31% of respondents expressed willingness to participate in tourism activities, such as offering homestay services, indicating a moderate level of engagement in the sector.

The youth perceive tourism as a possible solution for mitigating issues like migration and unemployment, as it could diversify job opportunities and support local businesses. Many respondents expressed optimism that tourism development could lead to improved living standards by generating income and creating employment opportunities in sectors such as hospitality, transportation, and local crafts. However, there are concerns about the environmental impacts of tourism, particularly the potential degradation of natural resources and cultural sites. This emphasises the importance of implementing sustainable tourism practices that balance economic benefits with environmental conservation.

A key finding of the study is the connection between favourable economic views and participation in tourism. Respondents who view tourism as a positive economic force are more likely to engage in tourism-related activities. This relation suggests that economic incentives could play a crucial role in encouraging local participation in tourism. Gender differences were also observed, with men showing a higher likelihood of engaging in tourism activities compared to women. This disparity is due to cultural norms and socioeconomic factors that influence participation.

The study identifies several challenges that need to be addressed to foster sustainable rural tourism development in the Bani area. These include poor connectivity, limited infrastructure, and a perceived lack of government support. The inadequate road network and unreliable transportation services are major obstacles to attracting tourists and facilitating tourism-related business operations. Additionally, the lack of basic amenities such as healthcare, sanitation, and communication facilities further diminishes the area's appeal as a tourist destination. The study also highlights the need for more proactive government involvement in tourism development, particularly in terms of infrastructure investment and policy support.

The research suggests that enhancing stakeholder engagement is crucial for the sustainable development of rural tourism. This involves not only involving local communities (youths specially) in tourism planning and decision-making processes but also ensuring that they benefit equitably from tourism activities. The study advocates for a participatory approach that includes training and capacity-building programs to equip local youth with the skills needed for tourism-related jobs. It also recommends the promotion of local culture and traditions as part of the tourism experience, which can help preserve cultural heritage while providing unique attractions for tourists.

In conclusion, the study emphasizes on the potential of rural tourism as a catalyst for economic development in the Bani area. However, it also points to significant challenges that must be addressed to realize this potential fully. The findings highlight the need for improved infrastructure, greater government involvement and increased stakeholder engagement to develop a sustainable and inclusive tourism sector. By addressing these issues, it is possible to create a tourism strategy that not only attracts visitors but also enhances the well-being of local communities(youth), thus ensuring long-term benefits for the region.

ACKNOWLEDGEMENT

First and foremost, I want to express my deep gratitude to my God, Bawaji & Ma Bhagwati, for blessing and supporting me throughout this journey. I am also very thankful to my parents and family members for their unwavering support. Special thanks go to my sisters, Rimzim and Megha, whose help and encouragement were invaluable in completing this work.

My father has been a constant source of inspiration, always standing by me, especially during moments of self-doubt. His faith in me gave me the strength to persevere.

I am sincerely thankful to my supervisor, Dr. Anand Kumar, for his patience, expertise, and support. His guidance was instrumental in navigating the challenges of this research.

I also want to extend my gratitude to Dr. Karuna Raj for her valuable suggestions, which significantly improved this research.

This acknowledgement would not be complete without mentioning my colleagues Yasir Ahmed, Manju Kumari and Navdeep Singh. Their friendship and support have been invaluable. Lastly, I thank Lovely Professional University for providing me with the opportunity and resources to conduct this research. The university's support was crucial in completing this project.

To everyone who has helped me along the way, I am truly grateful. Your support has been invaluable to me.

Contents

S.no.	Contents	Page No.
Chapter 1	Introduction	17-53
1.1	Introduction	17-19
1.2.	World's tourism trends	19-20
1.3.	Tourism trends in India	20-22
1.4.	Tourism and geography	22-23
1.5.	Development of tourism geography as a subfield of human geography	23-24
1.6.	Research trends in tourism studies	24-26
1.7.	Behavioural study Importance in Tourism	27-28
1.8.	Conceptual and Theoretical framework	28-33
1.9.	Study area profile	33-43
1.10.	Research design, methodology, sampling and data database	43-52
1.11.	Chapterisation scheme	52-53
Chapter 2	Review of Literature	54-70
2.1.	Literature review	54-70
2.2	Research Gaps	70
Chapter 3	Concept And Status of Rural Tourism	71-110
3.1.	Introduction	71
3.2.	What are rural areas?	71-72
3.3.	Rural tourism	72-77
3.4.	History and development of rural tourism	78-80
3.5.	Rural tourism resources	80-82
3.6.	Operational definition of rural tourism	82
3.7.	Rural tourism status globally	82-94
3.8.	Rural tourism in India scope and status	94-102
3.9.	Rural tourism scope and status in Jammu and Kashmir	102-105

3.10.	Rural tourism scope and status in study area (Bani)	105-110
3.11.	Conclusion	110
Chapter 4	Rural Tourism Policies/initiatives	111-144
4.1	Introduction	111
4.2	Rural tourism policies and initiatives	111
4.3.	Goals of Tourism policy	111-112
4.4.	Origin and History of Tourism policy development	112-113
4.5.	Development of Tourism policy under Five Year Plans	113-114
4.6.	National Tourism policies	114-120
4.7.	Findings	121-122
4.8.	Rural tourism policies and initiatives in India	122-134
4.9.	Findings	134-136
4.10.	Rural tourism policies and initiatives in Jammu and Kashmir	136-141
4.11.	Findings	141-142
4.12.	Common themes	142
4.13.	Conclusion	143-144
Chapter 5	Perception on Rural tourism Scope, development and impacts	145-204
5.1.	Introduction	145
5.2.	Socio economic profile of respondents	145-151
5.3.	Perception about rural tourism scope and resources	151-157
5.4.	Perception about Participation and impacts on rural tourism	157-174
5.5.	Perception about Govt. role/efforts for the development of tourism sector	174-185

5.6.	Problems in the path of tourism development	185-186
5.7.	Suggestions for tourism development	186-187
5.8.	Hypotheses testing	187-203
5.9.	Conclusion	203-204
Chapter 6	Potential Rural Tourism Resources	205-213
6.1.	Introduction	205
6.2.	Potential Rural Tourism Resources	205-213
6.3.	Conclusion	213
Chapter 7	Summary, Conclusion and Suggestions	214-219
7.1	Strategy for Rural Tourism Development in Bani Tehsil	217
7.2	Research implications	219
7.3	Research Limitations and Future Directions	219
	Bibliography	220-236
	Appendix	237-248

List of Tables

S.no	List of Tables	Page no.
1.1.	Table showing the trends of visitors (Domestic and Foreign) visiting India	20-22
1.2.	Table showing Bani tehsil villages	34-36
1.3.	Table showing demographic attributes of Bani Tehsil	41-42
1.4.	Table shows Population (by religion)	42
1.5.	Table showing the list of proposed tourism projects for tehsil Bani in JK tourism policy 2020	46-47
1.6.	Table showing Villages included these listed locations	47

1.7.	Table showing Youths' definition by different entities	47-48
1.8	Table showing Specific methods (objectives wise)	50-52
1.9.	Table showing rural and urban area difference	71-72
1.10.	Table showing rural tourism definitions given by prominent scholars	73-74
1.11.	Table showing rural tourism definitions from different nations	74-77
1.12.	Table showing the list of UN Best tourism villages 2021	84-87
1.13.	Table showing the list of UN best tourism village 2022	87-90
1.14.	Table showing the list of UN Best tourism village tourism 2023	91-94
1.15	Table showing the list of rural tourism sites in India	95-102
1.16.	Table showing the list of rural tourism sites in Jammu and Kashmir	103-104
1.17.	Table showing the proposed tourism projects for Bani tehsil	109
1.18.	Table showing the policy goals for India's tourist industry	117-118
1.19	Table showing the survey responses for the statement "Study area possesses all the conditions required for rural tourism i.e., natural beauty, picturesque, attraction points"	152
1.20.	Table showing the survey responses for the statement "Study area is ideal location for rural tourism"	153

1.21.	Table showing the survey responses for the statement “Study area has good connectivity/accessibility by roads”	154
1.22.	Table showing the survey responses for the statement “Area has adequate infrastructure for various kinds of accommodations like hotels, guesthouses etc.”	155
1.23.	Table showing the survey responses for the statement “Area has adequate basic facilities like ATM, hospitals, markets, security, good telecommunication facilities etc.”	156
1.24.	Table showing the survey responses for the statement “Rural tourism development will reduce migration to cities and other areas”	159
1.25.	Table showing the survey responses for the statement “Rural tourism development will enhance the standard of living”	160-161
1.26.	Table showing the survey responses for the statement “Rural tourism development will help in the promotion of local practices/culture (famous bani mela)”	161
1.27.	Table showing the survey responses for the statement “Rural tourism development helps in learning modern culture”	162
1.28.	Table showing the survey responses for the statement “Demand for education and skills will increase with the development of rural tourism”	163
1.29.	Table showing the survey responses for the statement “Rural tourism development will result in disharmony among village”	164

1.30.	Table showing the survey responses for the statement “Will strengthen existing govt. services and facilities (Govt. Guesthouses, huts etc.)”	164-165
1.31.	Table showing the Survey responses for the statement “Rural tourism development will result in diversification of employment specially for youths”	165
1.32.	Table showing the survey responses for the statement “Land prices will increase with rural tourism”	166
1.33.	Table showing the survey responses for the statement “Local businessmen/Entrepreneurs will be benefitted”	167
1.34.	Table showing the Survey responses for the statement “Will promote local products”	168
1.35.	Table showing the survey responses for the statement “Rural tourism development will help in the maintenance and conservation of natural resources like forests, pastures, meadows etc.”	170
1.36.	Table showing the survey responses for the statement “Rural tourism activities like trekking, camping and adventure will cause negative effect on environment”	171
1.37.	Table showing the survey responses for the statement “Increasing tourists with development will results in the deterioration of the scenic beauty”	172
1.38.	Table showing the survey responses for the statement “Rural tourism development will	173

	result in the overexploitation of natural resources (forests, pastures etc.”	
1.39	Table showing the survey responses for the statement “Govt. putting emphasis to tourism its development policies”	174
1.40.	Table showing the survey responses for the statement “Tourism plans also formulate for specific destinations”	175
1.41.	Table showing the survey responses for the statement “Stakeholders’ consultation will include in tourism policy formulation”	176
1.42.	Table showing the survey responses for the statement “Implementation of the tourism policy is effective”	177
1.43.	Table showing the survey responses for the statement “Review of the progress being done”	178
1.44.	Table showing the survey responses for the statement “For the development of the tourism govt. should engage with regional bodies like state/district/village level authorities”	179
1.45.	Table showing the survey responses for the statement “Governance bodies related to tourism effectively operate”	180
1.46.	Table showing the survey responses for the statement “Tourism governance structures will include NGO’s; educational and other civil bodies related to tourism”	181
1.47.	Table showing the survey responses for the statement “Tourism governance will include local communities’ involvement”	182

1.48.	Table showing the survey responses for the statement “For the promotion of the sustainable tourism development, locals play an important role by providing basic requirements like infrastructure and amenities”	183
1.49.	Table showing the survey responses for the statement “For tourism development local govt. should allocate budget”	184
1.50.	Table showing the survey responses for the statement “Govt. frequently organising awareness/skill enhancement programme related to tourism development”	185

List of graphs

S. No.	Title	Page no.
1.1.	Graph showing world tourism Trends	20
1.2.	Graphical representation of age Group	146
1.3.	Graphical representation of Marital status	147
1.4.	Graphical representation of employment status	148
1.5.	Graphical representation of Family size	150
1.6.	Graphical representation of survey responses for the statement “Are you aware about rural tourism?”	152

List of diagrams

S. No.	Title	Page no.
1.1.	Diagrammatic representation of Place of residence	145

1.2	Diagrammatic representation of Sex composition	146
1.3.	Diagrammatic representation of Qualification	148
1.4.	Diagrammatic representation of Monthly income/Family monthly income	149
1.5.	Diagrammatic representation of Land holding size	151
1.6	Diagrammatic representation of survey responses for the statement “Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.”	157
1.7.	Diagrammatic representation of survey responses for the statement “Willing to provide homestay service”	158

List of photographs

S. No.	Title	Page no.
1.1.	Photograph showing village /town wise-primary census abstract 2011 data information for Jammu-Kashmir Union Territory	49
1.2.	Photograph showing the Jodi Mata Mandir	106
1.3.	Photograph showing the Dhaggar’s Meadow	107
1.4.	Photograph showing Chatargala’s view	107
1.5.	Photograph showing Sarthal’s meadow	108
1.6.	Photograph showing Chandel Valley view	109
1.7.	Photograph showing the Seven waterfall	206
1.8.	Photograph showing the Shakti Mata temple	207

1.9.	Photograph showing the Chauri Shiv Mandir	208
1.10.	Photograph Showing the Sandroon meadow	209
1.11.	Photographs showing the Naukali Mata mandir	210-211
1.12.	Photograph showing the Gatti dam	212
1.13.	Photograph showing the Dhansoo waterfall	213

List of maps

S. No.	Title	Page no.
1.1.	Map 1	36
1.2.	Map 2	37
1.3.	Map 3	38
1.4	Map 4	39
1.5	Map 5	40

Chapter 1

Introduction

1.1. Introduction

The phenomenon of tourism is highly geographical. If we understand human geography to be primarily concerned with the patterns and effects of the interactions between people on an economic, social, cultural and political level as well as between people, places & spaces that make up their environment, then annual global migration of millions of tourists—an activity we refer to as "tourism"—is a process that human geographers should not exclude. The sheer magnitude of this industry and its speedy growth are two factors that contribute to its current relevance. Foreign tourists' number has increased dramatically since the end of World War II, when less than 25 million individuals travelled overseas for vacations. Over 900 million individuals travelled abroad for tourism in 2007—a significant increase from the figures recorded just after the war. In 2004, \$620 billion was spent by tourists, accounting for over 9% of all business conducted worldwide. It's crucial to consider local tourists who travel within their own nation in addition to these foreign visitors. Domestic travellers are much prevalent than foreign ones, particularly in developed nations. For instance, in the UK's tourism industry, for every foreign visitor, there are about three domestic travellers and over 100 individuals traveling for a single day. Large-scale travel has a wide-ranging impact on local, regional, national, and worldwide regions, that's why tourism is growing more and more significant. Also, tourism has gained significance as a representation of modernity showing current interests and ways of living, and become a vital component of modern society (William, 2009). Tourism has a wide-ranging impact, including economy, society, culture and environment. It is a huge global industry, directly employing over 200 million people in areas such as travel, lodging, entertainment, marketing, visitor attractions and tourist shopping. (Milne, Ateljevic, 2001). Tourism plays a significant role in globalization (Shaw and Williams, 2004) and is viewed in a numerous ways including as a means of improving international integration within regions such as the European Union; as a driver of modernization, economic growth and prosperity in developing countries (Britton, 1989); and as a means of revitalizing economies in developed countries that have moved away from industrial economy (Robinson, 1999). Tourism may support the conservation and restoration of particular natural ecosystems, foster international peace and understand and protect local cultures from the homogenizing effects of globalization (Higgins Desbiolles, 2006). An important approach to understanding

the importance of tourism has been to analyze its repercussions, an approach made possible by the groundbreaking work of writers such as Mathieson and Wall in the 1970s. New tourism destinations have been discovered through recent research in anthropology and related subjects such as cultural geography. As consequently, tourism and visitor experiences are increasingly seen as vital means for social differentiation (Ateljevic and Doorne, 2003); as a way for people to create and preserve their identities and find their identity in the modern world (Franklin, 2004); as a major source of what Bourdieu (1984) called "cultural capital"; as an essential tool for assisting people in navigating the changing and dynamic landscape of contemporary business.

Murphy (1985) noted quite correctly that travellers have a wide range of motivations for their travels. Several attempts to classify various forms of tourism and travellers were made in response to this early recognition of the complication of the industry, with the goal of bringing some order and improving comprehension of the field. However, there has recently been a lot of criticism directed towards the use of these typologies. Franklin (2004) and other critics argue that these frameworks have limitations. Despite this criticism, it is beneficial to identify various tourist categories and tourism since it brings attention to important facets of the events and the people participating. Typological analysis, in particular, aids in this understanding

- differentiating types of tourism (e.g., business, recreational or tourism);
- differentiating types of tourists (e.g., independent travellers or mass tourists);
- anticipating contrasting motives for travel;
- expect differences in impacts within host areas according to motives and travel forms;
- expect variances in the structural elements within tourism (e.g., travel, entertainment & accommodation) that different groups of tourists will generate.

From a geographic standpoint, these crucial factors are also essential to the processes that differentiate many types of geographic places where tourism may take place & the various associations that tourism has with those spaces. For example, in the upscale cities that attract corporate travellers; in the well-developed resorts; in accessible countryside; or in more isolated, underdeveloped sites that draw travellers and tourists on existential journeys of "discovery." (William, 2009)

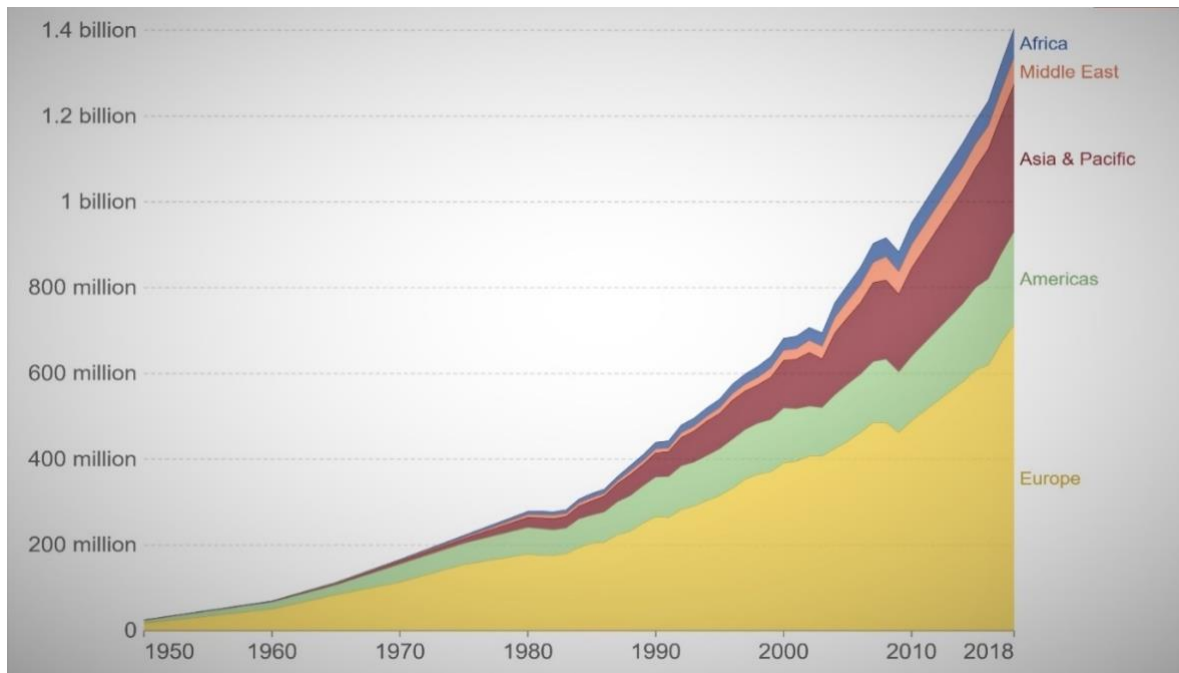
In order to effectively draw tourists, Dickman (1989) proposed that each tourism site should be developed on the 5 "A's": attraction, accessibility, accommodations, amenities and activities. Cohen (1972) made the first and most notable attempts to classify tourists. Cohen divided

travellers into groups according to whether they were non-institutionalized (i.e., very lightly attached or independent of the tourism establishment) or institutionalized (i.e., efficiently handled through the travel company). Then, Cohen makes a distinction between institutional groups (organized mass tourists and unorganized mass tourists) & non-institutional (Drifters and adventurers).

1.2. World's tourism trends

The travel and tourism industry is an important contributor to the global economy, accounting for 3.6% of direct GDP contribution and 10.3% of indirect GDP. This sector is a significant contributor to global economic activity, employing around 77 million people globally and accounting up 3% of all jobs worldwide. International market trends currently indicate a wide range of expanding traveller interests, including long-distance travel, travel to nearby nations, travel to rural and ethnic areas, wellness and health vacations, travel to places of spirituality, travel for sports and adventure, trips to the coast, and cruises. The notable rise in visitors from China and other East Asian nations suggests that the tourism sector will continue to grow quickly in the future. By 2010, the World Tourism Organization (WTO) projects that there will be more than 1 billion tourists worldwide, up from the current projection of 693 million. International long-distance travel is predicted to rise by 5.4% year, while regional travel is projected to grow at a more moderate rate of 3.8%. Over the next ten years, a number of factors will contribute to this growth including the continued strength of the global economy, an increasing understanding of the advantages of tourism for job creation & economic expansion, better infrastructure, focused marketing, the deregulation of air travel, enhanced regional collaboration and an increase in Public-Private Partnerships (PPPs). (<https://www.gidb.org/tourism-current-global-tourism>)

1.1. Graph showing world tourism Trends



Source-United Nation World Tourism Organisation - World Tourism Barometer 2019

This graph shows the increase in foreign travel to different areas between 1950 and 2018. The greatest increase in tourists has been witnessed by the Asia & Pacific region, where there were less than 200 million travellers in 1950 and approximately 1.2 billion by 2018. Africa too has experienced a significant increase in tourists, almost 1.4 billion, particularly after 2000. On the other hand, the number of travellers visiting the Americas and the Middle East has been rising rapidly; in 2010, the Middle East surpassed Europe in terms of visitors, with the Americas now home to close to 600 million people. Tourists visiting Europe has increased more moderately, from less than 200 million to over 600 million up until 2018. This boost in tourism numbers across these regions is due to more accessible travel, economic growth in many countries, and global efforts to promote tourism and cultural interactions.

1.3 Tourism trends in India

1.1. Table showing the trends of visitors (Domestic and Foreign) visiting India

Year	Domestic	Foreign	Domestic	Foreign
1991	66670303	3146652	-	-
1992	81455861	3095160	22.1%	-1.6%
1993	105811696	3541727	29.9%	14.4%

1994	127118655	4030216	20.1%	13.7%
1995	136643600	4641279	7.4%	15.1%
1996	140119672	5030342	2.5%	8.3%
1997	159877208	5500419	14.1%	9.3%
1998	168196000	5539704	5.2%	0.7%
1999	190671034	5832015	13.3%	5.2%
2000	220106911	5893542	15.4%	1.0%
2001	236469599	5436261	7.4%	-7.7%
2002	269598028	5157518	14.0%	-5.1%
2003	309038335	6708479	14.6%	30.0%
2004	366267522	8360278	18.5%	24.6%
2005	392044495	9949671	7.0%	19.0%
2006	462439634	11747937	17.9%	18.0%
2007	526700493	13267612	13.9%	12.9%
2008	563034107	14380633	6.9%	8.3%
2009	668800482	14372300	18.7%	-0.0%
2010	747703380	17910178	11.8%	24.6%
2011	864532718	19497126	15.6%	8.8%
2012	1045047536	18263074	20.8%	-6.3%

2013	1142529465	19951026	9.3%	9.2%
2014	1282801629	22334031	12.8%	11.9%
2015	1431973794	23326163	11.6%	4.4%
2016	1615388619	24714503	12.8%	5.9%
2017	1657546152	26886684	2.6%	8.8%
2018	1853787719	28851130	11.8%	7.3%
2019	2321982663	31408666	25.3%	8.9%
2020	610216157	7171769	-73.7%	-77.2%

Source: India Tourism Statistics 2021

Shows trends in both domestic and foreign travel between 1991 and 2020. The yearly percentage changes reflect the tourist sector's overall growth and variability. For example, there was a significant 25.3% increase in domestic tourism in 2019 & there was also remarkable growth in international visitors, as evidenced by the 24.6% increases in both 2003 and 2010. The pandemic in 2020 had a significant influence on travel, as evidenced by the 77.2% fall in foreign travel and the 73.7% decline in domestic travel due to covid 19 crisis.

1.4 Tourism and geography

Due to the geographical character of tourism, geography is important for tourism studies. Travel is an activity that takes place in locations, involves travel and activities between locations, and fosters the development of linkages between locations, landscapes, and people that contribute to the formation of both place features and individual self-identities.

How tourism characteristics sync with geography?

- Rural tourism: Emphasized on countryside
- Urban tourism: Emphasized on town & cities
- Sport tourism: Emphasized on spectators travelling to sports events.
- Eco tourism: Based on nature areas.
- Heritage tourism: Emphasized on heritage buildings and Heritage cities.

The terms "space, location, scenery, vegetation, climate, terrain, etc." refer to the physical geography. It is evident that the many beaches along the coastline and the area's picturesque beauty serve as the primary tourist attractions. For example, the breathtaking geological settings of the Grand Canyon in the United States, the Himalayan area, the American Niagara Falls, the Jog Falls in Karnataka, and many more destinations attract more tourists. Apart from the physical geography, human geography plays a key role in tourism. Different types of tourists engage with one another and exchange cultural values.

Travelers from developed nations are generally well-off people, so their interactions with people from developing nations have a big impact on local traditions and society at large. Still, there are plenty of intriguing aspects of the lives and cultures of tribal or prehistoric people that entice travellers. In several nations, tribal villages are growing in popularity as tourist and travel destinations. Tourism growth is affected by the climate. Since the sole goals of travel are leisure and enjoyment, cooler temperate climates should be used to construct tourist destinations rather than scorching tropical ones. Lastly, it should be mentioned that geography and travel are connected. In simple terms, the idea of tourism would be meaningless without geography, hence studying geography is essential to understanding the tourism. (Gautum et al.,2022)

1.5 Development of tourism geography as a subfield of human geography

Tourism, characterized by its focus on mobility & the movement of individuals, goods & services across various locations and periods, is fundamentally a geographical phenomenon, yet it has been positioned in what Coles (2004) labels as a 'curiously isolated' realm within the discipline of human geography. Formerly, the issue revolved around the legitimacy and credibility of carrying out rigorous academic research on a recreational activity; nonetheless, despite increased acceptance, the representation of tourism in human geography literature has remained conspicuously inconsistent. As an illustration, initially popular human geography textbook in the United Kingdom (Daniels et al., 2005) dedicates merely a single page to the discussion of tourism. With time, fortunately some researchers, such as Aitchison et al., 2001; Crouch, 1999, have been more open to recognising the importance of tourism within human geography both as a legitimate field in and of itself and, more importantly, as a "lens" through which a variety of current issues can be studied. Geographical strategies for studying tourism have evolved over time. Butler, (2004) identified three stages of tourism geography development: pre-1950, 1950–around 1980, and 1980–present. These are: -

- **Descriptive era-** Butler describes the earlier part of the 20th century as "the descriptive age." At this time, tourism study was not commonly explored within human geography and

was considered somewhat irrelevant or uninteresting. The work carried out during this period often took in a descriptive style and was linked to conventional, well-established interests in the broader field. For instance, Gilbert (1939) examined urban geography through an analysis of the growth of coastal resorts.

- **Thematic era-** Secondly, Butler (2004) argues that the field of tourism geography entered the 'thematic era' from 1950 to the early 1980s, marking a period where the connections between tourism and broader disciplinary themes became increasingly evident. Ateljevic (2000) states that during this period, the geographical approach predominantly focused on spatial aspects and relied heavily on positivist perspectives to define and depict tourism-related landscapes. The examination of human-environment interactions, the tourism effects assessment & the spatial analysis of tourism growth were key themes in geographical research, laying the groundwork for the field of tourism geography and maintaining significance through the 1990s.

- **Era of Diversity-** Third, according to Butler, the period from the mid-1980s onwards is labelled as "the era of diversity." The extent of diversity has expanded and diversified in its array (for instance, due to the ascent of niche markets such as eco-tourism and adventure tourism or the increasing trend of heritage tourism) leading to a widening of the methodologies utilized in examining it.

Beyond the topics that defined Butler's "thematic" era, the work's focus has broadened to include new areas of interest- Tourism and communities (Murphy, 1985), tourism and capitalist political economies (Britton, 1991), tourism, consumption, production and the "new" economic geography (Shaw and Williams, 1994), cultural change and new cultural readings of tourism (Crouch, 1999), tourism as an agent of urban regeneration and place promotion and tourism as a sustainable form of development are a few of the notable research areas that fall under this category. Finally, deeper networks to a variety of new critical & conceptual perspectives within human geography and the broader social sciences have enhanced our knowledge of tourism. In some ways, this association has taken on a reciprocal character in that just as new critical viewpoints have helped our further understanding of tourism, so tourism come to be widely recognized as a useful "lens" through which those viewpoints might be studied. It is significant to emphasise on these conceptual areas that are related to tourism geography.

1.6. Research trends in tourism studies

- **Sustainability:**

Emphasizes eco-tourism and conservation strategies while concentrating on sustainable methods and reducing environmental effects (Hall et al., 2015). Research on tourism has shown that sustainability is an important trend, emphasizing the need for actions that save the environment, conserve cultural assets and profit local populations both socially and economically. Highlights the need to apply techniques that lessen their negative effects on the environment, like reduce waste and using less water and energy while also making sure that tourism growth helps to preserve biodiversity and natural habitats. Furthermore, fair economic gains for local communities are promoted by sustainable tourism, which seeks to lower poverty and improve quality of life by incorporating people in tourism-related activities. This trend also looks at how governance and policy relate to sustainability analysing how rules, laws and policies either help sustainable practices.

- **Tourist/Host Behaviour and Experience**

Comprehending the behaviour and experience of tourists and hosts is essential for customizing tourism offerings to fulfil changing customer demands. Scholarly inquiry in this domain explores the psychological drivers of travel, including the need for excitement, leisure, or immersion in local culture. It also focuses how various demographic characteristics—like age, gender, and cultural background—affect people's decisions and experiences when traveling. Examines how visitors' and hosts' experiences are tracked from the beginning to the end, examining the impact of each phase on satisfaction levels and the probability of returning. Other important topics include the influence of experiential components like in-person interactions and real-life experiences as well as the part that emotions play in moulding memories. This aims to improve destination competitiveness by recognizing the complexity of tourist behaviour and interpreting it. (William, 2009)

- **Economic Impacts and Development:**

Tourism's effects on the local, regional & national economies are evaluated via the lens of development trends and economic implications in tourism studies. Generally, measures the direct economic gains, like income from tourism-related enterprises, as well as the indirect effects, like job openings in the supply and service sectors. Investigate the multiplier effect, which happens when visitor spending passes through the community's economy several times, enhancing its economic influence. Furthermore, more attention is paid to how tourism contributes to rural development, fight against poverty and the economic empowerment of marginalized populations. In order to ensure inclusive and sustainable growth, policymakers

and stakeholders must take note of this trend while attempting to use tourism as an instrument for economic development. (William, 2009)

- **Cultural Heritage and Preservation:**

The connection between tourism & cultural heritage is also the significant topic in tourism studies which looks at how tourism may aid in the preservation of both tangible and intangible cultural assets. Research looks on the possibility of using cultural tourism to bring in money for heritage preservation. But there's also a serious worry that excessive tourism could deteriorate historically significant locations. Focuses on methods for controlling tourist numbers and improving visitor education to reduce damage and increase respect and knowledge of cultural assets. In order to make sure that tourism enhances rather than hinders cultural preservation, the effects of tourism on regional cultures—including modifications to customs and community dynamics—are assessed. (William, 2009)

- **Crisis and Resilience:**

Topics of crisis and resilience have gained relevance in light of worldwide occurrences that affect tourism like pandemics and natural catastrophes. Investigation in this area provide frameworks that help places respond to, prevent and effectively recover from crises. This involves investigating social, environmental and economic weaknesses that increase a given location's susceptibility to disasters. The tourism industry's resilience is further assessed by means of adaptable strategies that guarantee rapid recovery and ongoing expansion following a disaster. This entails expanding the range of tourism options, enhancing the infrastructure, and developing close ties with the local population. In order to better manage tourism demand during and after disruptive events, researchers are also examining the psychological resilience of tourists as well as how they alter their views and behaviours in response to crises.

- **Technology & Innovation:**

Technology & innovation are drastically revolutionizing this tourism sector, with study concentrating on how digital tools and platforms improve tourism operations and the quality of the visitor experience (Illeva, &Todorova,2023). Virtual reality (VR) provides immersive experiences of destinations before going, while artificial intelligence (AI) personalizes travel recommendations based on user interests. Studies also look at how social media affects destination marketing as well as the impact of online reviews and user-generated content on travel decisions. This trend is especially significant because it not only opens up potential for the tourism industry but raises concern about privacy, data security and the digital divide as well.

1.7. Behavioural study Importance in Tourism

- **Tourist Spending Patterns**

Behavioural study helps to determine what motivates tourists to spend money on specific activities, services or items. Understanding preferences, perceived value and satisfaction allow stakeholders to adjust offerings to maximize expenditure and economic benefits. For example, research have found that tourists' views of value have a major impact on their purchasing habits, which in turn affect local economies (Kozak et al., 2008).

- **Tourist Decision-Making Processes:**

Understanding tourists' decision-making processes, such as destination choice, travel mode, length of stay, and type of accommodation, is crucial for predicting economic implications. Behavioural studies that use theories like the Theory of Planned Behaviour (Ajzen, 1991) can predict changes in tourist flows and expenditure based on changing attitudes, subjective standards, and perceived behavioural control.

- **Impact on Local Employment & Income:**

Behavioural studies examine how tourism affects resident employment opportunities and income levels, revealing both positive and negative economic impacts. For example, increased tourist activity can lead to more jobs and higher wages in service sectors but it can also lead to displacement of traditional jobs if not managed properly (Baum & Hagen, 1999).

- **Community Response to Tourism:**

How local communities perceive and respond to tourism growth has a big impact. Behavioural research using Social Exchange Theory (Ap, 1992) suggest that good attitudes of tourism among locals (viewing it as useful) can lead to increased community support and involvement, improving the tourism experience and potentially increasing economic advantages. Conversely, bad perceptions might lead to opposition and ineffective tourism growth.

- **Sustainable Tourism Practices:**

Behavioural research helps us to learn how to incorporate sustainable practices into tourism to secure long-term economic benefits. Studying tourist and local behaviours in response to sustainability activities (for example, eco-tourism) can help drive the development of tourism that supports conservation efforts and community well-being, resulting in long-term economic advantages (Miller, Rathouse, Scarles, Holmes, & Tribe, 2010).

- **Policy and Planning:**

Behavioural studies can help policymakers and planners create effective tourism policies and strategies that maximize economic benefits while minimizing potential negative impacts. Understanding behavioural trends allows destinations to develop more targeted marketing, better resource management, and more effective community engagement plans.

1.8. Conceptual and Theoretical framework

1.8.1 Conceptual Framework

The conceptual framework for analysing behaviour in tourism focuses on how tourism expansion affects local communities and how they respond. The framework can be separated into several major components

- **Impact Assessment:**

- i. Economic Impacts: Determine how tourism affects local employment, revenue and business potential.
- ii. social and cultural impacts: Examine the social structures changes, cultural behaviours, and community cohesion.
- iii. Environmental Impacts: Determine the tourism impact on local natural resources & the quality of the environment.

- **Behavioural responses regarding participation:**

- i. Active Acceptance: active participation entails community involvement in tourism planning, management and decision-making.
- ii. Passive Acceptance: The acceptance of tourism with minimal active participation or activity.
- iii. Resistance and Opposition: Actions performed by the community to resist or protest tourism development owing to perceived negative consequences.

- **Mediating Factors:**

- i. Community characteristics include demographic, social and cultural factors that determine community responses.
- ii. Government Influence: How local and national govt. support/role shape tourism development process and community responses.

1.8.2. Theoretical framework

Some models which make up the start of the construction of a conceptual framework for the assessment of social impacts have emerged from a large body of academic research on tourism impacts & people's views toward tourism. These models are used to understand tourism impacts and their relationship to residents' viewpoints. Whereas some of these models emphasize how

local views toward tourism vary over time, others have focused on potential resident reactions that form an ordered structure for responding to tourist effects. (Monterrubio Cordero, 2008)

- **Doxey Index**

Doxey's Index of Tourist Irritation (Irridex), created in 1975, is a foundational model that divides the host community's reaction to tourist expansion into 4 stages: euphoria, apathy, irritation & antagonism. As per this concept, as tourism grows and visitor numbers rise, the local community's attitude converts from positive to increasingly negative reactions due to the perceived negative effects of tourism. Useful for examining how community views change as tourism grows.

However, criticisms of the model highlight serious flaws. Firstly, it implies a linear trend that may not fully represent all community responses, which can be more complex and variable. The approach also sees communities as homogeneous, ignoring the various reactions of community members based on their particular traits. Lastly, it does not take into account the possibility for active visitor management or community-driven tourist planning to reduce negative impacts and positively affect tourism development. These criticisms highlight the need for a more sophisticated approach to analysing host-tourist relationships and tourism's influence on communities. (Monterrubio Cordero, (2007)

- **Butler's Tourism Destination Lifecycle**

Butler's Tourist Destination Lifespan Model, initially proposed by R.W. Butler in 1980 and still widely used in academia today, asserts that tourist destinations follow a predictable development cycle comparable to a product's lifespan. According to this model, places have slowed tourist development due to restricted services and accessibility. As awareness and infrastructure improve, tourism grows rapidly and eventually stabilizes. After this peak, places may see a fall until revitalized or renovated. This lifecycle concept aids in understanding how tourist destinations grow over time, providing useful insights into managing tourism responsibly and effectively. It emphasizes Butler's model's continuous relevance and acceptance in academic circles, as well as its utility in analysing tourism development dynamics.

- **Butlers' Dynamic matrix**

Butler's 1974 model focuses on the complex and dynamic social interactions between visitors and local people at tourism locations. Recognizing that communities are not homogeneous; Butler's model includes a matrix that categorizes local citizens' attitudes and behaviours regarding tourism and visitor activities. This model suggests that local reactions may differ

greatly, resulting in a range of possible attitudes and behaviours that are both dynamic and context-dependent. In this matrix:

Behavioral responses are classified as active or passive. Active behaviours may include direct participation or engagement in tourism development, as well as particular activities to favour or oppose tourism. In contrast, passive behaviours require less direct interaction, such as disinterest or silent acceptance.

There are two types of attitude responses: positive & negative. Positive attitudes regarding tourism can be shown in support of and excitement for travel-related activities and the advantages they are thought to offer. Negative attitudes might result from disagreement or resentment over perceived disruptions or disadvantages brought on by tourism.

Butler emphasizes the importance of taking into account the varying viewpoints within a community offering researchers and practitioners a tool to evaluate and forecast community reactions to tourism.

- **Dogan's Framework**

Unlike earlier models like those put forward by Doxey and Butler, Dogan's 1989 framework takes a more advanced approach to understanding how local people respond to the effects of tourism. Dogan offers a deeper understanding of how communities actively deal with the changes brought about by tourism by emphasizing behavioural reactions to tourist impacts rather than opinions.

Dogan identifies five primary behavioural responses or coping mechanisms that localities could implement in reaction to the tourism.

Resistance: When the perceived drawbacks of tourism growth outweigh the advantages, locals oppose to tourism development.

Retreatism: Some members of the community may choose to reduce their involvement in the tourism industry and avoid interacting with tourists and related activities.

Boundary maintenance: The community must take action to establish and uphold social or cultural borders in order to protect them from the influence of tourists.

Revitalization: As a means of enhancing their identity (community identity), communities may try to reinforce or restore their cultural history and customs in reaction to tourism.

Adoption: When the benefits of tourism are seen to be significant and evident communities may welcome it and adjust to its demands.

According to Dogan, the variety of consequences as tourism grows pushes the community's response from homogenous to heterogeneous. Due to this diversification, the effects of tourism

will be felt differently by different groups within the community, resulting in a range of reactions depending on how advantages and disadvantages are allocated. Dogan also emphasizes how important it is for government policies and actions to shape how a community reacts to tourism. Government intervention has the potential to both reduce and intensify local disputes, and how they manage tourism development will determine whether the community responds generally in favour of tourism or against it.

- **Social exchange theory**

A fundamental idea in sociology and psychology, social exchange theory (SET) views social activity as a sequence of exchanges. People exchange concrete and intangible expenses and advantages in social relationships. Contributions to the development of SET came from important theorists such as Homans (1958), Thibaut and Kelley (1959), Emerson (1962) and Blau (1964) who examined the ways in which social behaviours impact exchanges, the significance of perceived advantages in relationships, the power dynamics within exchanges, and the social nature of interactions. According to SET, people engage in social exchanges in an effort to maximize gains and minimize expenses, based on an own assessment of the costs and advantages of each action.

According to SET, depending on how tourism is considered to affect the economy, society, and environment, interactions between host communities and tourists may result in either mutually beneficial relationships or exploitation. These views influence attitudes toward tourism and demonstrate the way in which social interactions can affect the feelings of the community.

- **Social representation theory**

Originally created by Serge Moscovici, Social Representations Theory (SRT) provides a paradigm for comprehending how shared information and belief systems within cultures or groups impact both individual and group perceptions of the world, hence impacting decisions and behaviours. According to SRT, social representations are more than simply theoretical ideas; they also include commonplace beliefs, attitudes, and behaviours that support people in navigating and making sense of their social and physical environments. These depictions facilitate communication within a group, the categorization of individuals and things, and the justification of actions.

According to Moscovici, social representations are networks of concepts, metaphors, and pictures that work together to bring about order in the world and promote social interaction by giving people a common language to use when naming, categorizing, and discussing the world

and its phenomena. This theory helps disclose the underlying common sense and collective thoughts that shape community responses to tourism activities, making it particularly valuable for assessing how communities perceive and interact with tourism explains why locals may be in favour of or against tourism depending on the estimated net benefits

The theory's application to the tourism industry may offer a thorough, process-oriented comprehension of how local communities view and interact with tourism throughout time.

- **Dependency theory**

According to Dependency Theory, the exploitative political and economic linkages established by the wealthier countries create the economic divide between developed and developing nations. Dependency Theory highlights the economic disparities in the global tourism industry by critiquing the relationships between developed (core) and developing (peripheral) countries. It demonstrates how foreign businesses from more developed countries frequently control the tourism industry in developing countries, which causes capital flight—the transfer of a sizable amount of the money earned from tourism in peripheral countries back to core countries. This dominance also exists in the workplace, as foreign nationals are usually employed in higher-paying, skilled roles which limits the opportunities for local workers to advance in their careers. Draws attention to the relationships of power and economic reliance that shape community reactions. Furthermore, an excessive dependence on tourism exposes local economies to changes in the worldwide market and places a higher priority on the development of tourism than on other economic sectors, possibly at the price of the environment in the area. Dependency Theory emphasizes the necessity of measures to ensures advantages of tourism are more fairly distributed and in line with the requirements of local communities, including encouraging local ownership, diversifying economies, and putting into practice sustainable and community-based tourist practices.

- **Community-Based tourism Model**

Community-Based Tourism (CBT) is a tourism strategy that places emphasis on local involvement, benefits, and decision-making. Its goal is to safeguard that the tourism profits flow directly to the community members, both socially and economically. Encourages eco-friendly tourism methods that fit the beliefs and interests of the local community. Local ownership, sustainable environmental practices, maintaining cultural authenticity, and distributing economic rewards fairly are all important components of CBT. Together with encouraging meaningful interactions between guests and the community, the concept also places a strong emphasis on resident capacity building and educational opportunities.

Ultimately, CBT seeks to use tourism as an instrument for comprehensive community development by empowering local communities, protecting natural and cultural resources, producing sustainable income and improving the visitor experience.

- **Stakeholders' theory**

R. Edward Freeman's Stakeholder Theory states that businesses must consider all parties interests which is impacted by their decisions including suppliers, customers, employees, governments, communities, and shareholders. This approach places a strong emphasis on making moral decisions, communicating honestly, and acknowledging that companies have a social duty to do more than just maximize shareholder value.

1.8.3(Important claims by some prominent scholars)

In their study of Montanans' perceptions, Martin and McCool (1992) found an unequal distribution of advantages between males and females.

According to Mason and Cheyne's (2000) study on the views of the residents toward the expansion of tourism in a rural area of New Zealand, there are differences in how different genders perceive the effects. Due to alleged negative consequences such increased traffic, noise, and crime.

In their study of locals' opinions about tourism in Rural Victoria, (Australia), Jackson & Inbakaran (2006) assert that gender disparities in attitudes towards tourism are caused by the politics of non-metropolitan development and the masculinized political structure.

1.9. Study area profile

Study area

Bani is a beautiful tehsil situated between 32° 36'0" to 32° 53'0" N and 75° 40'0" to 75° 55'0" E lying in the lofty mountains of Kathua district of Jammu and Kashmir with area about 468 sq km. Tehsil is surrounded by Doda district in the north, Himachal Pradesh in east, Basholi tehsil in south and Udhampur district in west. There are 2 blocks in the tehsil i.e. Bani and Duggan having 33 villages total. Entire tehsil is hilly in terrain, having numerous sightseeing like Sarthal, Jaurain mata temple, Shakti mata temple, numerous orchids, meadows of Dhaggar, duggan etc. The valley, one of the most northern sections of the Kathua district is located on the bank of the Sewa River and is a part of the Western Himalaya. This region is located 85 kilometres from the Basohli tehsil, 152 km from Kathua town and 236 km from Jammu city. The Bani Valley can only be reached by road. Climate ranges from sub-tropical to temperate type. Every year, snow and ice blanket the high alpine hills of the tehsil. Summer, spring, rainy and winter are the four distinct seasons that may be found in Bani Valley. etc. Bani is an oval

shaped valley surrounded by high mountains having thick cover of trees of deodar. Steep slope is the characteristics of the houstype of the area due to temperate type of climate. Lush green pastures, meadows, springs, thick groves of oak and deodar, scenic beauty are the important features of the area which are suitable for enhancing tourism and its development. About 66 % of the total geographical area of tehsil is covered under forests. It is rich in terms of Natural beauty, forest & mineral wealth but poor due to unemployment of the area. People still live a miserable life due to unemployment. Very few people are in government sector and have a stable source of income. (Padha,2013)

1.2. Table showing Bani tehsil villages

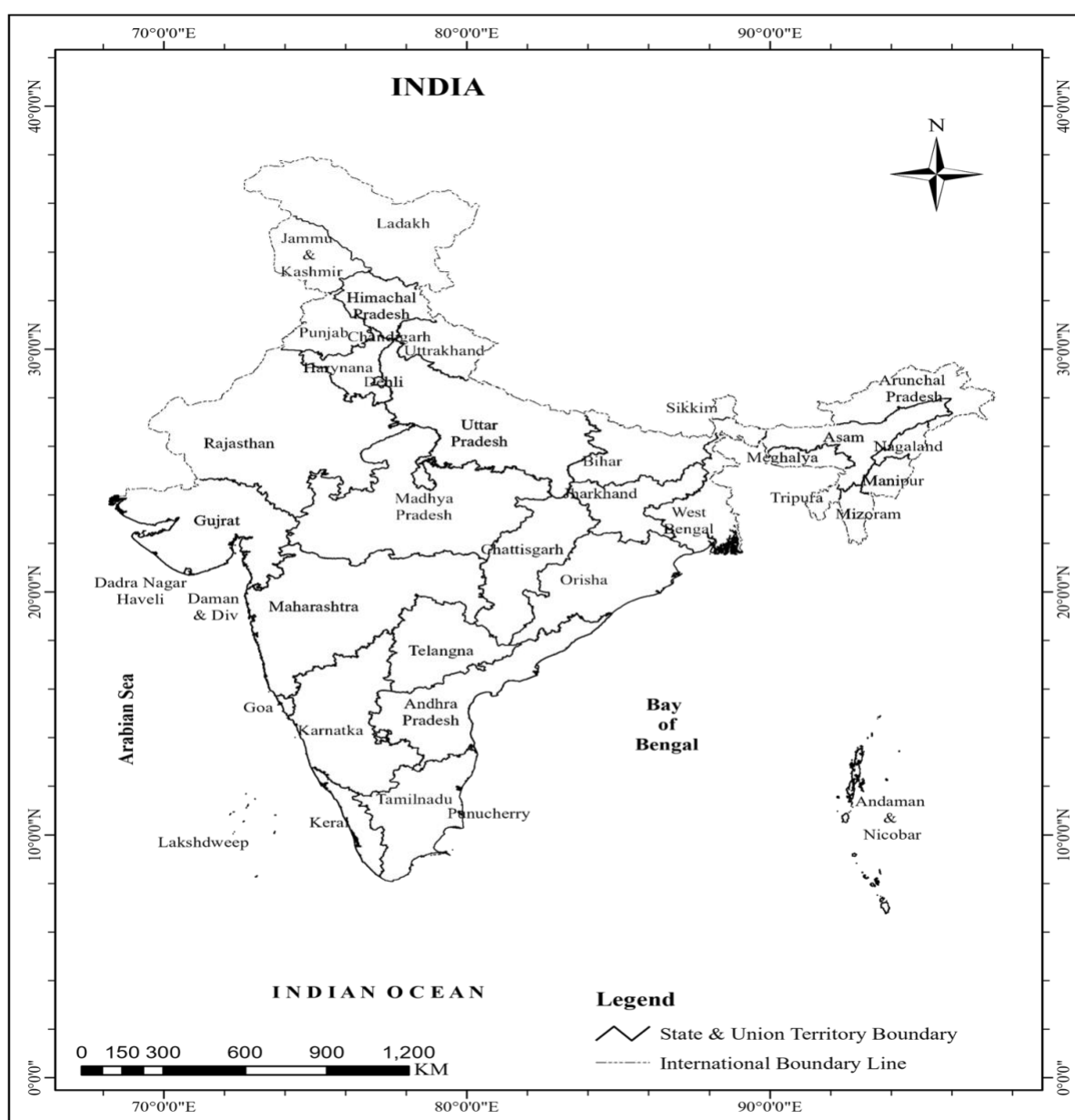
S.No.	Villages
1	Asooh
2	Bani
3	Banjai
4	Bari
5	Barmota
6	Begoga
7	Bhandar
8	Bholri
9	Chalog
10	Chandal
11	Chila
12	Daulka

13	Dhaggar
14	Dhaman
15	Dharor
16	Duggan
17	Dulangal
18	Fatehpur
19	Gatti
20	Kachir
21	Kanthal
22	Kardoh
23	Kilore
24	Koti
25	Lawang
26	Madhota
27	Raulka
28	Sand Roohn
29	Sandhi

30	Sarthal
31	Satti
32	Siyara
33	Surjan

Source: Based on Census of India (2011) information

Map.1.



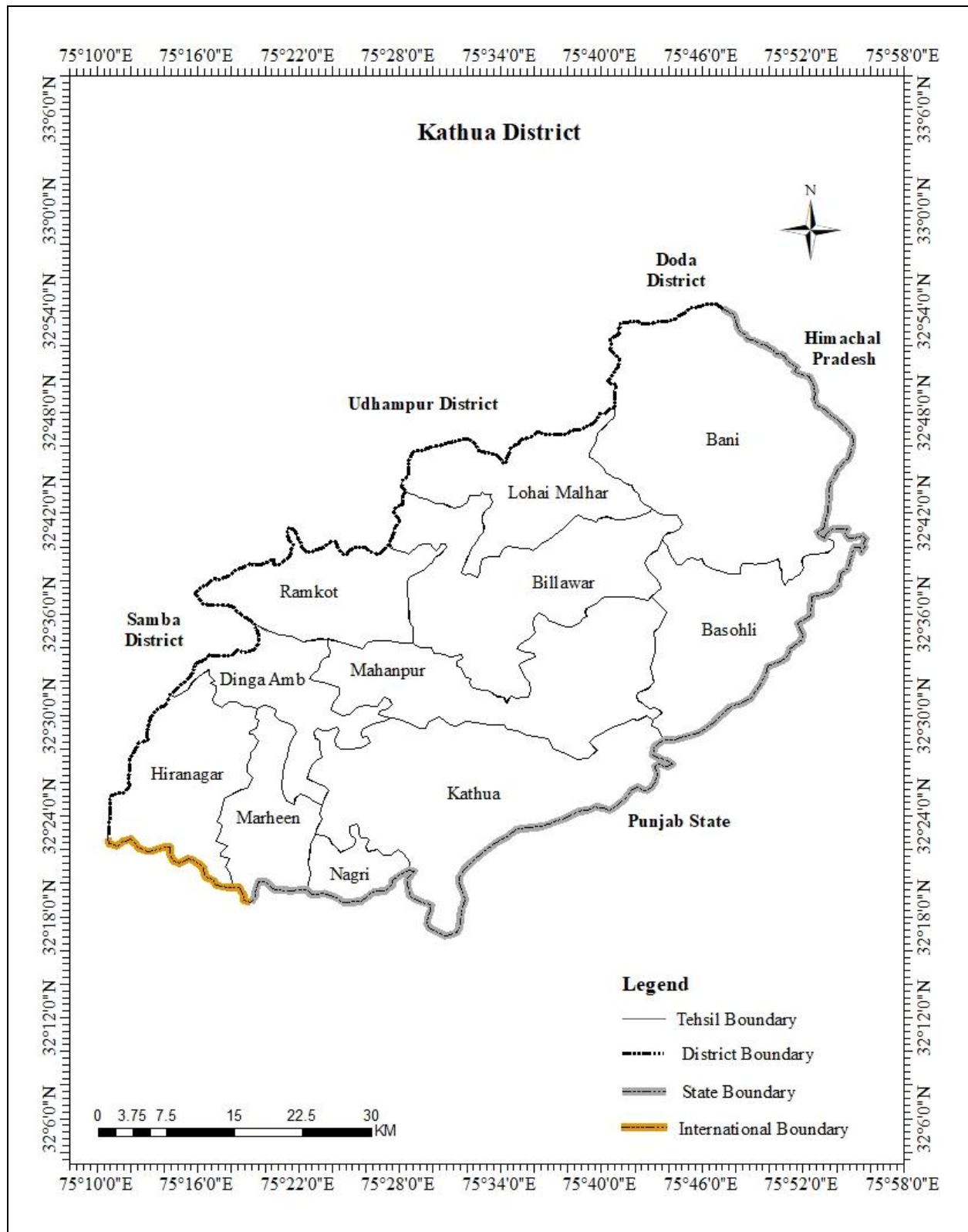
Source: Prepared by scholar based on Survey of India,2020 information

Map.2.



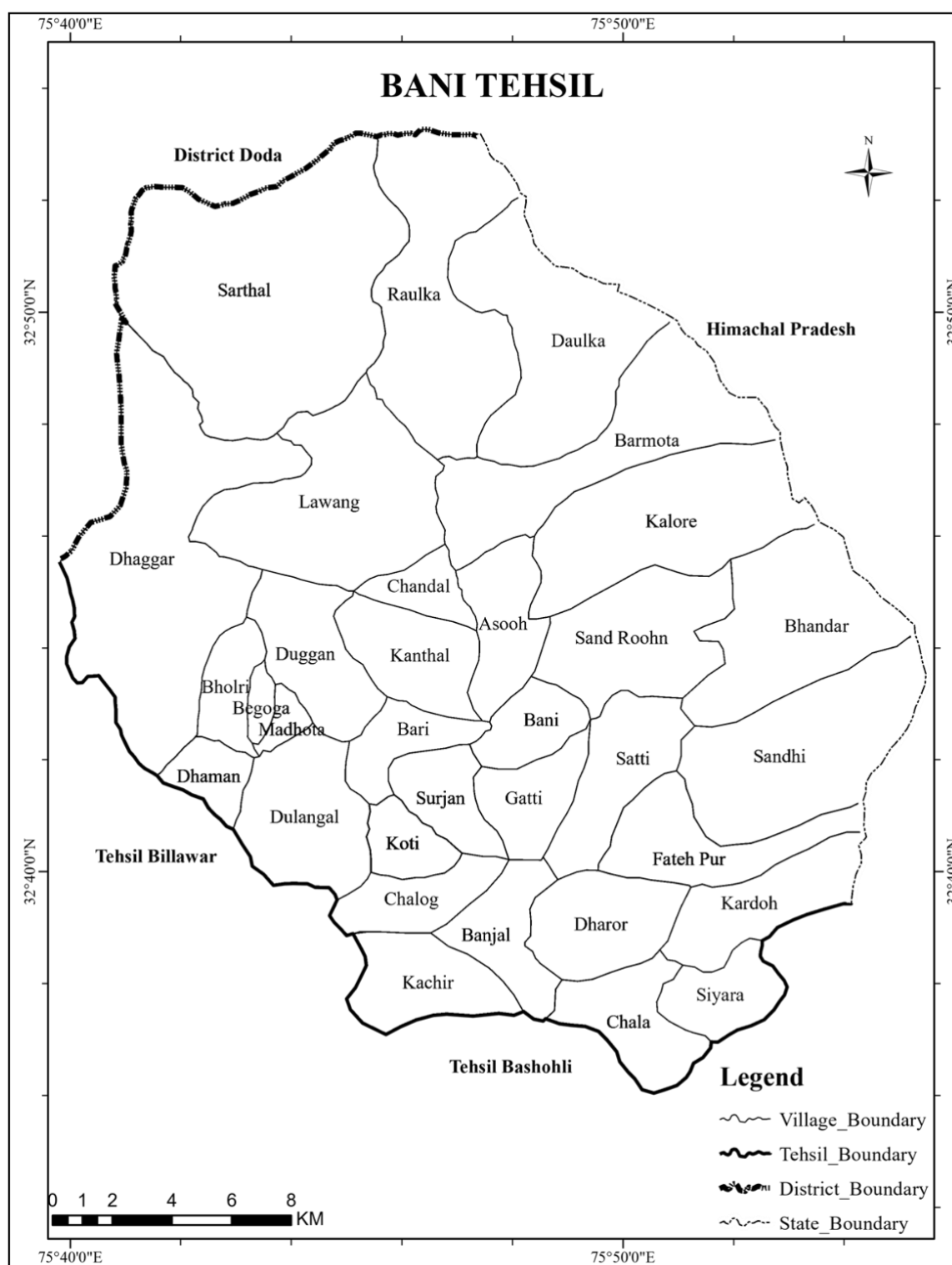
Source: Prepared by scholar based on Survey of India,2020 information

1.3. Map 3

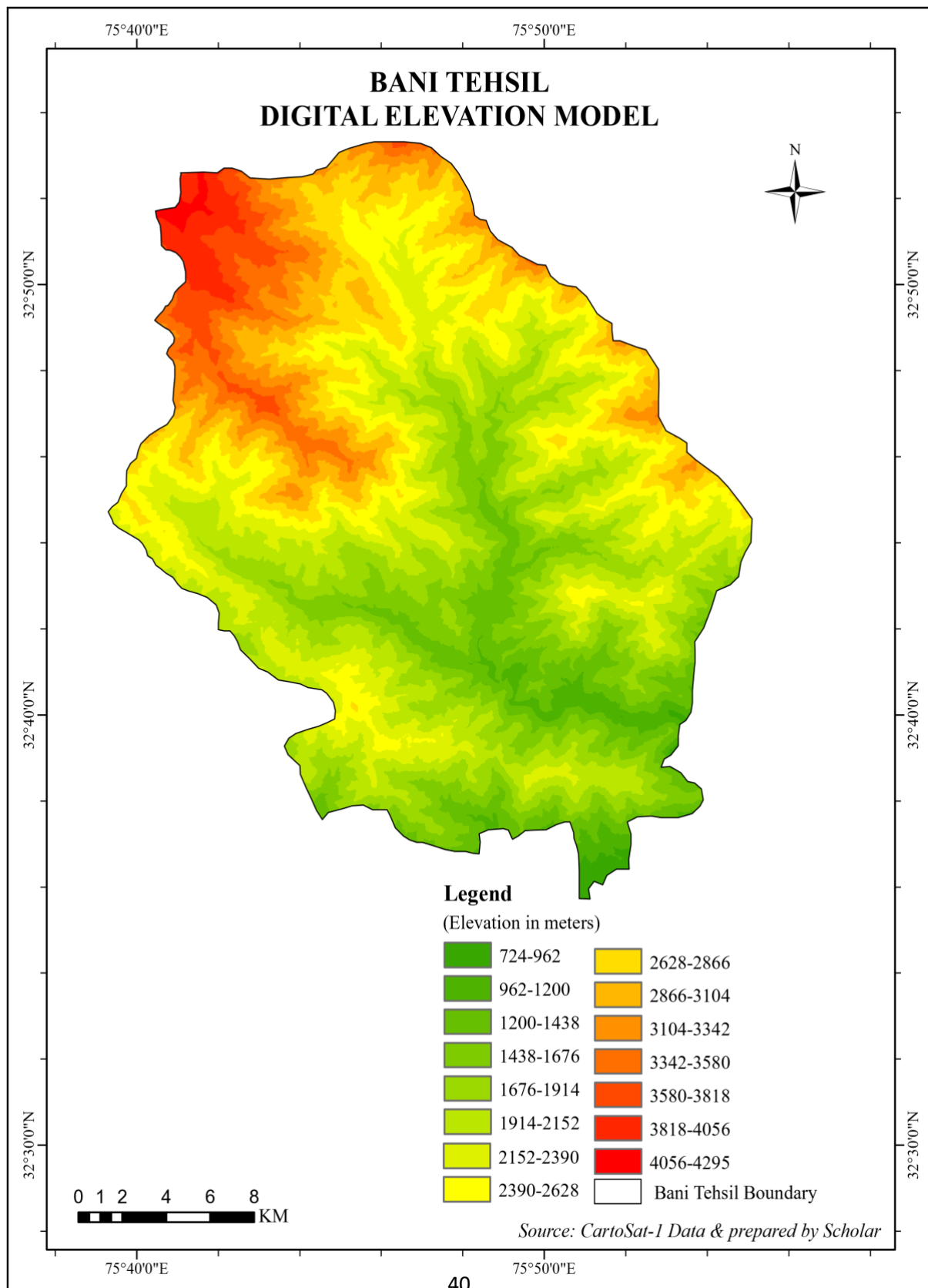


Source: Prepared by scholar based on Agriculture Office Kathua, 2020 information

1.4 Map 4



Source: Prepared by scholar based on District census Handbook, Kathua, 2011 information



This Digital elevation model here shows the relief of the study area Bani Tehsil. Bani Tehsil features a diverse relief with elevations ranging from 742 to over 4200 meters, highlighting a mix of mountainous and hilly terrain. The highest regions, predominantly in the north and northwest, exceed 4200 meters, while lower elevations are found in the southeast. This varied terrain influences accessibility, land use, and potentially the climate and vegetation.

Fauna and Flora: At lower altitudes, the trees are dominated by subtropical dry deciduous scrubs. The key dominant tree species of subtropical dry deciduous vegetation are *Mallotus philipensis* (Lam.) Müll.Arg., *Ficus hispida* L.f., *Trema orientale* (L.) Blume, *Terminalia bellirica* (Gaertn.) Roxb.), *Toona sinensis* (Juss.) M.Roem., *Melia azedarach* L., *Butea monosperma* (Lam.) Kuntze, *Syringa emodi* Wall. ex Royle and *Lyonia ovalifolia* (Wall.) Drude. Upto 1600 m elevation there are subtropical evergreen chir pine vegetation. *Pinus roxburghii* Sarg. is the dominant tree species in chir pine forests. The vegetation components above 1600 m are mostly temperate and are dominated by *Cedrus deodara* (Roxb. ex D. Don) G.Don forests. Among tree species of these forests dominant trees are *C. deodara*., *Alnus nitida* (Spach) Endl., *Rhododendron arboreum* Sm., *Quercus oblongata* D. Don, *Acer caesium* Wall. ex Brandis, and *Celtis australis* L. (Singh, et al, 2021)

The Bani forests are home to black bear, sambar, antelope, leopard, musk deer, pig, wild cat, rabbits, wild boar, porcupine, and a variety of other birds. (Padha,2021)

Bani tehsil has 33 villages with zero city. Bani Tehsil has 8096 household and a total population of 45996 of whom 23889 are males & 22107 are females, according to the 2011 census. Bani Tehsil has a sex ratio of about 925, which is higher than the state average of 889 for Jammu and Kashmir, UT. The literacy rate in Bani Tehsil is 44.27%,

1.3. Table showing demographic attributes of Bani Tehsil

Description	Rural
Number of households	8096
Total population	45996
Population (%)	48.06%
Male population	23889

Female population	22107
Sex ratio	925
Literacy	44.27%

Source- Based on Census of India 2011 information

1.4. Table shows Population (by religion)

Religion	Total	%	Male	Female
Hindu	37,730	(82.03%)	19,577	18,153
Muslim	8,240	(17.91%)	4,297	3,943
Christian	1	(0%)	0	1
Sikh	8	(0.02%)	6	2
Buddhist	1	(0%)	1	0
Jain	1	(0%)	0	1
Other Religion	0	(0%)	0	0
No Religion Specified	15	(0.03%)	8	7

Source- Based on Census of India 2011 information

Bulk of the population (82.03%) is Hindu, with 37,730 individuals and a nearly equal gender distribution of 19,577 males and 18,153 females. Muslims are the second largest group, accounting for 17.91% of the population (8,240 people), with a similar male predominance (4,297 males and 3,943 females). Other religions, such as Christianity, Sikhism, Buddhism, and Jainism, have a minimal representation, accounting for only a small proportion of the

population. In addition, 15 people (or 0.03%) did not name their faith. The data shows a primarily Hindu population with a small Muslim minority and extremely negligible representation of other religious groups.

1.10. Research design, Methodology, Sampling and Data database

1.10.1 Research design

Kothari (2004), 'research design is a planning ahead of the methods for collecting the required data and procedure to be used in the study. As per the nature of the study, it needs different approaches to study it. Here, in this research, mixed approach is followed. This research has exploratory cum descriptive design. The exploratory phase involves a critical review of literature to identify gaps, a theoretical framework and build a foundation for the study. The descriptive phase focusing on a detailed examination of youth perceptions to quantify and contextualize findings. This combined approach enables the study to explore suggestions for rural tourism development while bridge gaps and achieve its objectives.

1.10.2 Statement of the problem

Tourism plays a significant role in the success of various economies across the world. It can be analysed by its several benefits in different forms like boost revenue and economy, employment creation, infrastructural development, cultural exchanges etc. Due to its increasing contribution, its importance is also increasing day –by – day. In context of India, tourism has a great importance in terms of economy and cultural development. It's a tool of national integration. With the concept of theming many tourism types like rural tourism, medical tourism, ecotourism, geo tourism etc. has been emerged which tries for the more promotion of the tourism sector. Many states worked on developing potential sites in the form of these new themes like rural, responsible, spiritual, adventure tourism etc. for the diversification of tourism sector. Rural tourism in India has a great potential and gains popularity day by day because of the consistent efforts and now get more momentum with the theme of World's Tourism Day 2020 'Tourism and Rural Development: A better future for all'. Study area Bani is rich in terms of Natural beauty, forest and mineral wealth but poor due to unemployment of the area and suffers from common problems of rural areas like poverty, unemployment and poor basic facilities. But its tourism potential is capable of overcoming these issues. This area is serving as an important tourist destination over the past few years. Proper tourism development overcomes these problems. Research problem of this present study is to make assessment of the scope and development of rural tourism from youths' perspective and tries to bridge

existing literature gaps and provide an effective strategy for the holistic and effective development of this potential site to achieve socio-economic prosperity.

1.10.3. Research significance

This research addresses several critical areas:

- **Economic Revitalization**

Important information about how rural tourism may encourage economic growth in Bani is expected to be provided by this research. The research can offer strategies to draw investment and generate jobs by identifying the potential for tourism, which will help reduce unemployment and poverty. This fits in well with the broader goals of rural area development through diversified economic activities and economic sustainability.

- **Social Improvement**

Examining the perception of young people in the area toward tourism provides important insights into how tourism development might be coordinated with community needs and expectations. When community members, especially the youth, feel that their views are heard and their contributions are respected, social cohesion and well as living conditions can be strengthened.

- **Cultural Preservation and Promotion**

Tourism development in Bani can also promote cultural exchange and preservation. It can assist to show how tourism can celebrate and maintain local traditions and cultural practices, transforming them into attractions that not only attract visitors but also grow pride in local communities. This cultural promotion is especially important for maintaining national cohesiveness and identity in a varied country like India.

- **Infrastructure Development**

Tourism growth often results in improved infrastructure, such as better roads, expanded communication networks, and renovated public amenities, all of which benefit not only tourists but also locals. This study highlights the infrastructural needs that promote tourism development and by extension, improve the quality of life for the residents.

- **Environmental Conservation**

Bani's abundant natural resources highlight the value of expanding tourism sustainably in order to maintain these treasures. This includes techniques that reduce environmental effect while encouraging tourists to participate in eco-friendly activities. This component of the study is

critical in ensuring that the natural beauty and biodiversity of Bani are conserved for future generations.

- **Policy Formulation and Planning**

The findings of this study will help in policy and planning measures. This research will help policymakers to develop targeted initiatives that promote sustainable and equitable tourism growth by giving data-driven insights how rural tourism can be developed and promoted.

- **Academic Enrichment**

This study enriches academia by providing details about Bani's area.

Overall, the importance of this research lies from its ability to integrate local insights with broader economic, social, cultural and environmental aims resulting in a well-developed framework for the holistic development of tourism specifically rural tourism development in Bani.

1.10.4. Objectives

- To assess the concept and status of rural tourism in general and with special reference to Jammu and Kashmir UT and study area.
- To study and analyze govt. policies and initiatives regarding rural tourism promotion in India and UT of Jammu and Kashmir.
- To make assessment of the youth perception about rural tourism scope, participation, development and its impacts.
- To explore and identify potential rural tourism resources for the more propagation of the concept of rural tourism.
- To recommend and suggest concerned authorities and stakeholders for the formulation of strategy and plans for the development of the rural tourism.

1.10.5 Hypotheses

In alignment with the research objectives, two statement-form hypotheses have been developed.

- **Hypothesis 1:** "There is a significant relationship between the youth's perception on participation in rural tourism and perceived economic impacts “.

This hypothesis is designed in support of our objective to assess perception on scope, participation, development, and impacts of rural tourism among the youth, between two variable perceptions on participation in rural tourism and perceived economic impacts.

- **Hypothesis 2:** "There is a variation in perceptions about participation among gender.

Second hypothesis is based on field experiences and suggests that perceptions of participation in rural tourism may differ across genders. This variance may be due to the rural community's typical narrow thinking mentality.

1.10.6. Sampling Design

1.10.6.1. Sample

Sample is a subgroup of the target population that the researcher plans to study for generalizing about the target population by Creswell (2012). The sample of this study is the youth of selected villages of Bani tehsil of Kathua district (J&K) and sample is taken by employing different sampling methods.

1.10.6.2. Population of the study

It includes the Youth population (Ministry of Youth affairs and Sports, GoI youths 'definition) of Bani tehsil.

1.10.6.3. Sampling method and sample size

- For this study, seven villages are selected. These are those villages which are listed in Jammu and Kashmir Draft Tourism policy 2020 for some projects proposed for tourism development ensuring feasibility and relevance. These selected villages Bani, Sarthal, Dhaggar, Siara, Gatti, Banjal and Chala are officially recognized for tourism development projects providing logistic starting point at this exploratory stage of rural tourism development scope.

1.5. Table showing the list of proposed tourism in JK tourism policy 2020

Listed Locations	Proposed projects
Bani, Sarthal, Dhaggar, Siara, Chatargala	High class Tented Accommodation
Sarthal, Chala Dhaggar	Skiing Resorts
Siara, Gatti, Sarthal, Bani	Adventure activities (Paragliding, heritage tracks etc.)
Bani	Eco Parks
Gatti dam	Lake tourism

Bani, Sarthal, Siara, scared groves of Dhaggar, Rhododendron trails of Banjal	Eco circuit
--	-------------

Source- J&K Draft Tourism Policy 2020

1.6. Table showing Villages included these listed locations

Listed Locations	Village
Bani	Bani
Sarthal, Chatargala	Sarthal
Dhaggar, scared grooves of Dhaggar	Dhaggar
Siara	Siara
Gatti, Gatti dam	Gatti
Chala	Chila
Rhododendron trails of Banjal	Banjal

Source- J&K Draft Tourism Policy 2020

- There is no universal definition for term youth. Different institution and entities used different definitions for term youth.

1.7. Table showing Youths' definition by different entities

Entity/ Organisations	Instrument/ Age	Reference
UN Secretariat/UNESCO/ILO	15-24	UN instrument, Statistics
UN Habitat (Youth Fund)	15-32	Agenda 21

UNICEF/Convention on child's rights	Child Until 18	UNICEF
UNICEF/WHO/ UNFPA	Adolescent 10-19, Youth 15-24, Youth People 10-24	UNFPA
African Youth Charter	Youth 15-35	African Union ,2006
*National Youth policy 2014, GoI., National Youth policy 2023, GoI	15-29	Ministry of youth affairs and Sports, GoI

Source –United Nations Department of Economics and Social Affairs (UNDESA)

*Ministry of Youth affairs and Sports, GoI

- In this study, we represent youth population as 15-29 age group by employing National Youth policy 2014's youth definition.
- As official data on the youth population at the village level is unavailable, *purposive sampling* is employed to target youth aged 15–29 years across seven villages resulting in a sample of 200. This sampling technique aligns with the study's objective which is to focus on targeting specific group i.e. youth.

1.1. Photograph showing village town wise-primary census abstract 2011 data information for Jammu-Kashmir Union Territory



Source: <https://www.data.gov.in/catalog/villagetown-wise-primary-census-abstract-2011-jammu-kashmir>

Sampling method and sample size justifications

By keeping in mind the study's objective, non-probability purposive sampling fits best here. Also, the sample size of 200, selected through non-probability sampling and available resources is justified based on established thumb rules. Roscoe (1975) suggests that a sample size between 30 and 500 is suitable for most Behavioral studies and the selected sample size falls comfortably within this range. Kline (2005) further supports this, stating that a sample size of 100-200 is considered medium for Structural Equation Modelling (SEM) with smaller samples below 100 being less appropriate for such methods. Additionally, according to Kelvin

Lyons and Lipman Hearne, a sample size of 200-300 respondents typically provides an acceptable margin of error and avoids the point of diminishing returns ensuring statistical validity and reliability.

1.10.7. Database and Methodology

1.10.7.1 Data sources

- **Primary source-** It includes the data taken by researcher himself from the field through interview schedule, observations and interviews.
- **Secondary source-** It includes the data taken from published and existing sources likes Census of India 2011, Directorate of Tourism Jammu, District handbook Kathua (2011), Ministry of tourism GoI's website, Krishi Vigyan Kendra Kathua, available literature, online data etc.

1.10.7.2. Methodology

In this research, we followed mixed methodology (quantitative cum qualitative methods). Through quantitative method, we get numerical data and other data which are not in numerical form is get through qualitative method.

1.8. Table showing Specific methods (objectives wise)

Objective	Methods
• To study the concept of rural tourism and assess its status in general and with special reference to Jammu and Kashmir UT and study area.	Review available text and data and then analysis of the available text and data is done.
• To study and analyse govt. policies and initiatives regarding rural tourism promotion in India and UT of Jammu and Kashmir.	In order to do an in-depth analysis of government policies/initiatives related to the promotion of rural tourism in India, and more especially in the Union Territory of Jammu & Kashmir, this employed systematic method i.e. analysis at different levels. In order to determine the overarching strategies and goals influencing the growth of rural tourism throughout the nation, we first look into the broad national tourist policies. As, it establishes the framework and standards for

	regional policy initiatives, this first step is crucial. After that, we conduct an in-depth qualitative content analysis of the rural tourism projects and initiatives in India and Jammu and Kashmir UT separately. This multilayered analysis helps to know the status of rural tourism development efforts as well as discerning how localized strategies within Jammu & Kashmir align with or differ from national goals.
To make assessment of the youth perception about rural tourism scope, participation, development and its impacts	Field survey is conducted for data collection
To explore and identify potential rural tourism resources for the more propagation of the concept of rural tourism.	For this, done literature review on some topics like rural tourism resources, products, i.e. natural resources (nature's reserve like protected forests, etc.), cultural resources (cultural/ traditional ceremonies, cultural heritage etc.), religious resources (Religious attractions) etc. and then field survey is conducted and that survey includes observations based on identified factors (rural tourism resources i.e. natural resources, cultural resources and religious

	resources etc.), interviews (Sohtun,2022) and photography.
• To recommend and suggest concerned authorities and stakeholders for the formulation of strategy and plans for the development of the rural tourism.	This involves quantitative (numerical data and statistics) and qualitative analysis (non-numerical data such as interviews and observations) of study results and findings, then recommendations are made.

1.10.7.3. Data collection/Analysis tools

Data is collected by employing mixed methods (quantitative cum qualitative methods). Employing tools for this study are interview schedule, observations and interview. As per the requirement, we employed interview schedule, interviews and observations majorly for the conductance of this research. Interview schedule has been chosen to avoid the low response rate risk based on prior field experiences. Interview schedule is designed by keeping in mind the objectives by exploring available literature on the rural tourism, its impacts, govt. role etc. It includes open, closed ended and rating scale (5-point Likert scale) questions related to perception. This interview schedule is then, validated from 5 experts from the domain of geography and suggestions received from these experts are incorporated. After data collection, data analysis is done by employing multi-method statistical approach. Among software's SPSS, Arc GIS are used. Among methods, some important are content analysis and chi square test. For analysing the quantitative data related socio-economic profile, perception on different parameters like rural development scope, participation, development and impacts % is mainly used, for hypothesis testing, chi square test is employed. And for qualitative data analysis, content analysis has been done. Further, for map making Arc Gis is employed. And at last, for data presentation bar graph, pie diagram, photograph, tables etc. have been used.

1.11. Chapterisation scheme

This study includes 7-chapters in total. Chapter 1 ‘Introduction’ outlining the conceptual and theoretical framework, methodology, sampling methods, data sources and study area description. Then the chapter 2 ‘Literature Review’ synthesizes existing research on rural tourism, identifying gaps & setting the research context. The chapter 3 on ‘Concept and Status of Rural Tourism’ defines rural tourism, traces its historical development and examines its current status, trends and challenges. Next is chapter 4 ‘Rural Tourism Policies and Initiatives’ chapter reviews recent policies and programs, assessing their status and effectiveness. Chapter 5 ‘Perception on Rural tourism Scope, development and Impacts’ present and analyses survey data, interpreting findings. Chapter 6 ‘Potential Rural Tourism Resources’ deals with the identification of potential resources. Finally, the chapter 7 ‘Summary, Conclusions and Suggestions’ chapter provide suggestions for fostering rural tourism development based on study findings and overall data analysis.

Chapter 2

Review of Literature

2.1. Literature review

2.1.1. Tourism studies

Tourism literature: Trends and dimensions of tourism development

- **Upadhyay (2008)** in his study stated that women played a significant role in tourism development of this region as well as suggests for sustainable tourism development and planning that involves initiatives like government and private sector promotion for the development of other types of tourism in the region like rural tourism, adventure tourism, cultural, eco-tourism which is financially beneficial to the regional and local residents, especially women.
- **Kumar (2011)** in his study on tourism potential and its impact in Himachal Pradesh, remarked that tourism is a fast-expanding industry in Himachal Pradesh, with varying consequences. On the one hand, it benefits communities' socioeconomic and political development through improving cultural understanding (via awareness creation), cultural diversification, and ways of life. However, as a job creation instrument, it has fallen short of expectations. The simultaneous impact on the environment, culture, and residents' ways of life raised the demand for sustainability in the tourism sector. The tourism industry has made significant progress and is working to give effective solutions to these issues. Also, tourist satisfaction is necessary for tourist success. The results and findings indicate that tourists are not satisfied with the destination's services and products. This requires an understanding of the various facets of tourist activities (such as service quality, availability of services, amenities, and so on).
- **Ahuja (2012)** in his research on Rural women and entrepreneurship in the tourism industry: A prototype for social entrepreneurship in India, tries to build a method for analysing the process of tourism entrepreneurship, women's empowerment, and their interaction, as well as to identify the problems that these rural women entrepreneurs face. Based on the data and findings, the study recommends that the government provide support to these women entrepreneurs.
- **Lal (2012) study** on Tourism policy of Jammu and Kashmir 1995 and sustainable tourism: A study of rural residents' attitude towards tourism, focused on the people's attitudes toward tourism. Based on his findings, he concluded that tourism development efforts have a

favourable influence on resident attitudes. Also discusses the impact of overall growth on autonomous activities.

- **Borkotoky (2013)** study on Tourism as a potential catalyst of economic empowerment of women, a study of Kaziranga National Park, tries to identify strategies and methods for enhancing women's socioeconomic position through employment in tourism-related activities. She added that these tourism-related activities can be enhanced by forming Self Help Groups. These organizations help participants cope and overcome challenges more effectively through group activities. These activities help participants to deal with difficulties and create closer relationships with the organizations that support them and the community.
- **Bhandare (2013)** study on Tourism and its impact on rural entrepreneurship in Goa, stated that while tourists showed positive indications in terms of promoting village tourism, entrepreneurs are not interested. There is a need to develop a confidence and sensitize the entrepreneurs about the potential.
- **Pawar (2013)** in his study “Exploring possibilities and strategies for development of tourism with special reference to Dharwad, Gadag, and Haveri districts: A geographical study” indicated that the study area has enormous tourism potential, which must be encouraged and exploited for the benefits to be realized. To make a place more attractive, the study advised improvements in infrastructure and transportation amenities (development of additional forms of transportation), as well as safety precautions.
- **Hussain (2013)** research -An assessment of tourism potential in Bhaderwah (J&K) tries to study and analyses the tourism potential in Bhaderwah region through exploratory study. Although, Bhaderwah has a great scope for many tourism activities, due to its extensive potential. In this series, Bhaderwah Development Authority played a significant role in promoting tourism of these areas, but there is still a need for more development, so it will serve best of it.
- **Bakshi (2015)** in his study on Human resource development in tourism, tries to find out the role of tourism in the development of human resources, as well as to shed light on alternative opportunities for tourist development in the state of West Bengal and their economic contributions. In this study, she stated that expansion has been hampered by a lack of adequate skills, poor service quality, and so on. HRD appears as an investment in human capital, with the ability to overcome these obstacles.

- **Chowdhary (2017)** in his study-Status and opportunities of sustainable tourism development in Jammu region-An explorative study emphasized that sustainable tourism is a comprehensive approach that demands overall growth; changes in one area affect the others as well. So, for integrating the development processes, there is a need for sustainable development in tourism sector.
- **Kumar (2017)** study-Tourism development and its impact on the socio-economic structure of Tibetan community in Himachal Pradesh, tries to learn about the perceptions of the tourism effects on the socioeconomic structure of the Tibetan community in Himachal Pradesh. In this study, he stated that participation in tourism activities resulted in lifestyle modifications in the Tibetan community. Although these communities are deeply committed to their culture, religion, customs, festivals, and so on, they actively participate in tourism-related activities for the benefit of the community. He recommends that enough attention is required for the sustainability of this community's socioeconomic system, particularly when lacunas have been identified.
- **Mahanta (2017)** in her study on tourism and associated development in and around Nilachal Kamakhya: A geographical analysis, stated that tourism patterns are gradually changing. The area was dominated by religious tourism, but as other elements developed, change was evident. There have been significant changes in demographic structure, social processes, and cultural practices. Tourism broadens the minds of natives, making them more tolerant, rational, and approachable.
- **Puri, et al. (2018)** research-Investigating the relationship between service quality and destination loyalty: A study on Shaam-e-Sarhad Village Resort, Hodka, Gujarat, India. This paper investigates the relationship between tourism, service quality and destination loyalty. Service quality is critical to the success of any tourism operation. The better the service quality, the more tourists will visit the location. They encourage local/state governments and others to participate, as well as emphasize skill development programs.
- **Puri, & Singh (2018)** in their study on role of service quality and customer satisfaction in tourism industry: A review of SERVQUAL model emphasis on the SERQUAL model, and to analyze the link between service quality and customer satisfaction, with a focus on its application. Based on their findings, they concluded that there are no widely accepted definitions or concepts of service quality. However, the SERQUAL model study and

definitions supported their concept of evaluating service quality by comparing expectations with perception. Also mentions one more model, SERVPERF.

- **Ravinder (2018)** study - Assessment of tourism carrying capacity in selected destinations of cold desert area of Kinnaur district, Himachal Pradesh, tries to evaluate tourism carrying capacity (physical, social, environmental, and tourist infrastructure). He added that the growth of any location is measured by the organization and seamless operation of tourism activities, which is due to planning. As a result, the idea of carrying capacity is critical for planning and controlling tourism activities in ecologically fragile areas such as Kinnaur.
- **Ridlo, et al. (2018)** in their research paper "Youths' Participation in the Tourism Development at Sibolangit Natural Tourism Park," analyse the involvement of youth in tourism development at Sibolangit Natural Tourism Park. Using a descriptive qualitative approach, the study highlights that youth actively participate through ideas and energy in activities such as planning (Musrembang), guiding tours, and conservation efforts, though they lack involvement during the evaluation stage. The authors propose strategies like leveraging youth enthusiasm, optimizing infrastructure, and developing conserved villages to enhance participation. The study is insightful but could benefit from exploring youth absence in evaluation and incorporating quantitative data for broader impact.
- **Shah (2018)** study on Quality determinants of service providers in the tourism sector: A comparative study of Jammu & Kashmir and Himachal Pradesh, stated that effective employee training and education are required to increase the quality-of-service providers.
- **Sukhdeo (2018)** research - Role of Maharashtra Tourism Development Cooperation (MTDC) for the development of tourism in the Marathwada region, tries to identify the function of the relevant authorities in tourism development. He stated that tourism is an essential way of revenue generating for the Maharashtra government. They also have a significant impact on job creation. However, based on the data, he concluded that there is a lack of collaboration between the MTDC and other departments. So, for the correct development of the tourism industry, a proper strategy for the formation of an effective plan is required.
- **Choudhary (2019)** in her study - Examining the impact of tourism on quality of life in the context of Rajasthan, stated that Quality of life is determined by four domains: community well-being, health well-being (safety), emotional well-being, and material well-being. Tourist activities have favourable effects on the majority of these highlighted domains.

- **Puri, & Singh (2020)** in their study- A conceptual study of service quality, tourist satisfaction and revisit intention stated that from marketing perspective, tourist satisfaction, service quality and revisit intention have a strong relationship from a very long time. But instead of so much development in terms of literature enrichment as well as increasing knowledge, there is still a need to explore three elements theoretically because tourist's judgement as well as feedback always on priority in decision making and also in management processes because there is less clarity about these elements. Objective of this study is to study and analyses these concepts and their relationship with the help of SERQUAL model, also tries to provide management strategies. On the basis of the findings, it is seen that it is tourist satisfaction that impact revisit intention. Satisfaction is mainly depending upon expected and perceived service quality. So, to manage service quality, it is important to match expected and perceived services and also indicated there is still a gap between service quality, tourist satisfaction and revisit intention, which needs the active role of managers to understand and to attract more tourists in future.

The reviewed studies emphasize the multifaceted role of tourism in promoting socio-economic development, cultural preservation and sustainability while highlighting persistent challenges. Sustainable tourism is repeatedly emphasised as essential for balancing growth with environmental and cultural preservation, especially in sensitive regions. Service quality and infrastructure development are critical factors influencing tourist satisfaction and revisit intentions. Human resource development through training and skill enhancement is recommended to address service challenges. Additionally, local community involvement, positive resident attitudes and policy-level collaboration between stakeholders are identified as vital for fostering inclusive and resilient tourism practices.

2.1.2. Rural tourism studies

Rural tourism: Trends, Opportunities and Challenges

- **Bori-Sanz, & Niskanen (2002)** study on nature-based tourism in forests as a tool for rural development – Analysis of three study areas in North Karelia (Finland), Scotland, and the Catalan Pyrenees, evaluate how nature and particularly forests, contribute to leisure and tourism while also highlighting the potential benefits of nature-based tourism to rural development in Europe. According to the study, integrating various sectors and spatial scales is necessary for overall development. The availability of training, capacity-building initiatives, specialized education, and cross- and vertical-sector collaboration which includes public sector support, entrepreneurship initiatives, and other activities are all necessary for success.

- **Sharpley, & Roberts (2004)** research on- Rural tourism — 10 years on, tries to examine the contributions made by rural tourism from an international viewpoint, identify common themes, highlight the multifaceted, interdisciplinary nature of this industry across continents, and reflect previous views on the subject (definitions and identification). The papers in the groundbreaking edition of JOST, he claimed, demonstrate the possibility of rural tourism both as a phenomenon and as a component of rural restructuring. There are very high expectations for its possible accomplishment. Despite significant advancements in theory, the difficulties that were brought up in 1994 regarding its definitions and concepts are still relevant in 2004.
- **Polucha, & Zukovskis (2010)** study on regional aspects of rural tourism development in the areas with valuable resources: Case of Warmia and Mazury region in Poland, emphasis on sustainable development, the study attempts to evaluate the problems associated with the growth of rural tourism and offers rational and thoughtful solutions for the development of the various regions.
- **Kumar (2011)** in his study on Sustainable rural tourism in Himachal Pradesh, a study of Kullu and Kangra District, examines how the local community views sustainable rural tourism and how they get involved in its growth. He claimed that the effects of tourism extend beyond the social, economic, and environmental spheres to include personal effects. Locals strongly believe that the local economy is one of them and it is one of the most essential.
- **Pan (2011)** study-Tourism and rural development: A case study in Bankura district West Bengal, stated that in order to ensure that the district's tourism resources are used effectively, the author of the study attempted to both explain the role that tourism plays in rural development and to evaluate how these activities are managed. She stated that although tourism currently contributes little to rural development, it would be an excellent substitute for economic development in certain rural regions where agriculture is currently unprofitable and unsustainable. Planning can also help it play a bigger part in the development of the rural region by making the most use of its potential resources, which include tourism resources.
- **Roy (2011)** study on Development management through rural tourism examine how rural tourism has impacted Kumbalangi village's growth and suggest practical strategies for moving forward.
- **Ray, et al. (2012)** study on Rural tourism and its impact on socio-economic condition, determine how rural tourism affects the sociocultural milieu, the regional economy, and the

motivations for visitors' visits to west Bengal. declared that the rural tourism promotion in West Bengal and throughout India will require the public, private, and non-governmental sectors and will emerge as a means of achieving sustainable human development.

- **Kumar (2014)** in his study on Community-based tourism in Shimla and Kullu: Stakes perceptions and impact analysis, determine the current state of community-based tourism, as well as its effects and stakeholders' perspectives. Based on the findings & outcomes, he recommends several activities and initiatives to ensure planned tourism growth and contends that community-based tourism helps to sustain and preserve various communities in these districts, Shimla and Kullu.
- **Gupta, & Singh (2015)** study -Potential and performance of rural tourism in India: Assessing intra-state variations, tries is to evaluate the viability, efficacy, and future prospects of rural tourism across several Indian states. Cluster analysis was used for this. Declared that states must be grouped into clusters according to their potential and performance, i.e., high potential & high performance, low potential and high performance, and medium potential & poor performance. Three homogenous clusters are created when these parametric (potential and performance) variables are taken into account. It is suggested that various clusters be treated using distinct uniform project sanctioning, implementation and monitoring strategies.
- **Ramjit (2015)** study on Sustainable regional development through rural tourism in Jammu and Kashmir investigate and evaluate rural tourism's contribution to regional development. Based on the findings and results, he concluded that, if developed properly and yields significant advantages, Kashmir has a lot of potential for rural tourism due to its beauty and rich culture. Planning, execution, and monitoring both short- and long-term are necessary for development.
- **Revathi (2015)** study on Potentials and prospects of rural tourism in Thanjavur district, focus on the development and potential of rural tourism. Claimed that in order to draw more tourists to these locations in an environmentally responsible way, lodging options need to be improved.
- **Venkatesh, & H.V. (2015)** study on the role of homestays in promoting rural tourism. The focus of the study is on how house stays might contribute to the growth of rural tourism, claimed that while home stays have some development challenges that need be taken into account, they might open up new lodging options outside of hotels and guest houses and be a useful instrument for boosting rural tourism and its benefits.

- **Katoch (2016)** in his study on Impact of rural tourism on local community development: A study of Himachal Pradesh, talked about how rural tourism affects the growth of the neighbourhood. According to him, the degree to which the local community receives socioeconomic benefits and their level of participation in tourism operations, management, and organization will determine how successful rural tourism is.
- **Singh, et al. (2016)** study- Rural tourism: Need, scope and challenges in Indian context, tried to comprehend the importance and extent of rural tourism in India. According to him, rural tourism is a relatively new idea with a lot of potential for promotion. However, in order to overcome these obstacles and reap the most socioeconomic rewards, adequate study is required.
- **Shukla (2016)** in his study on Rural tourism in Uttar Pradesh: Problems and prospects, attempts to examine financial data envelopment. Due to the study area's budgetary limitations, a budget analysis was conducted along with recommendations for prioritizing the construction of specific hubs in order to address financial issues.
- **Wang, & Lalrinawma (2016)** study-Impact of tourism in rural village communities: India's sustainable tourism, highlights the potential socio-economic, cultural, and environmental effects of rural tourism in order to highlight the need for sustainable types of tourism. It is accurate to say that many types of rural tourism are ineligible to follow sustainable development principles. However, proper research, planning, policy monitoring and efforts to fortify relevant institutions are making headway toward achieving sustainability in this type of tourism over time.
- **Ahamed (2017)** in his study on rural tourism marketing in West Bengal, focused on how marketing helps to promote rural tourism in West Bengal. He said that while the study's favourable findings show that travellers are very interested in rural travel, more development and attention need to be paid to issues like safety, medical attention, information and communication, ATM access, overall comfort and so on.
- **Aggarwal (2017)** study on entrepreneurial challenges for farm tourism in Haryana, talked about the practical and regulatory obstacles that come with becoming a farm tourist entrepreneur. Describes the entrepreneurs' goals and efforts to diversify their businesses as well. He came to the conclusion that business owners of agricultural tourism had numerous difficulties (marketing, finance, human resource, and legal among these). According to him, a

number of entrepreneurial skills are necessary for the effective diversification of firms, including marketing, customer service and financial management.

- **Bhat, (2017)** in his study-Evaluating the grass root level perspective on rural tourism development: An empirical study, talked about how locals view the effects of growing rural tourism, or any type of tourism where involvement directly affects the community. He said that the rural tourism development benefits the locals based on the study. He claimed that rural tourism is a crucial instrument for the design of future policies and plans pertaining to rural development.
- **Mishra (2017)** study on Role of Rural Tourism in Economic Development of Madhya Pradesh claimed that although there may not be as much of a chance for rural development from rural tourism as some people believe, and that it may not be appropriate for all locations. Numerous issues facing rural communities can be resolved by the growth of rural tourism. Dependence on rural tourism which is growing daily in the hopes of reaping additional benefits from its growth.
- **Singh (2017)** study on Socio economic and cultural impact of rural tourism in Shekhawat region of Rajasthan', examine and assess how tourism affects the local economy and culture. According to her, tourism has raised the socioeconomic standing of the study area and enhanced its reputation in recent years in terms of prestige and potential. She put strong emphasis on planning properly to ensure healthy growth.
- **Ahamed (2018)** in his study - Rural tourism as an alternative sustainable development: An analysis with special reference to Ballavpur Danga near Santiniketan, India, identify solutions by redefining the activities and qualities of rural areas to attract tourists and connecting this to the socio-cultural and economic aspects of the affected community. He recommends that with careful planning and strategy, rural tourism may be a successful means of enhancing the rural economy.
- **Imran, & Nguyen (2018)** study -A community response to tourism, focusing on the home-stay program in K Village in Nainital, Uttarakhand, India, examine how the community has responded to the rise of rural tourism. The primary component of the village's community-based initiative, house stays have received excellent feedback, according to the findings. It supports the preservation of cultural & natural assets as well as the economic revival of rural areas and give visitors the opportunity to engage with rural culture.

- **Leonandri, & Rosmadi (2018)** study on the role of tourism village to increase local community income, evaluate the contribution of rural tourism while emphasizing the local economy. The results show that the potential for rural tourism already exists, which benefits the locals since the development of small villages creates jobs and diversifies the economy while preserving culture. It was also considered how to focus on the challenges, such as a lack of capital, poor coordination between stakeholders and people, and a lack of infrastructure.
- **Sharma, & Parkash, (2018)** study -Rural tourism in India: Challenges and opportunities, examine how tourism contributes to the development of rural communities. They concluded that there is a great chance for rural communities to flourish based on the findings. The majority of the region's current issues are resolved by the growth of tourism in these places. These regions of India experienced structural limitations, but their isolation also helped to maintain their visual beauty, natural beauty, and climate—all of which are ideal for the spread and advancement of this idea.
- **Verma, & Jain (2018)** study- Rural tourism in India: Issues, challenges and opportunities, examine how rural tourism affects the community and identify opportunities for future growth. It's a tool for sustainable development, they said. The government must actively promote and aid in the promotion of this idea.
- **Balutiya (2019)** in his study-Rural tourism in India - A review study, evaluate the state of knowledge, possibilities, sustainability, issues, and prospects related to rural tourism. According to him, the driving forces behind visitors' insistence on this are growing interest in rural heritage, literacy, enhanced accessibility, and environmental conscience. Additionally, there is a distinction between the patterns of rural tourism in developed & developing countries. In industrialized countries, it is associated with outdoor sports, civic engagement, and leisure activities; in underdeveloped countries, on the other hand, it is seen as a catalyst for economic growth.
- **Guaita Martínez, et al. (2019)** paper analyse and compare the degree of seasonality of a few rural destinations to coastal and urban destinations (Spanish tourist places were included in the study) concluded that, although it is lower than that of coastal locations, the annual degree of stability of these rural tourism destinations is not far from that of urban tourism. Even while this rural tourism is not extremely seasonal, this does not imply that its potential to contribute is diminished. In order to address this, public authorities must encourage the growth of tourism in areas where these phenomena are seen from a sustainable and local community perspective.

- **Abrol, & Taggar (2020)** study- Rural heritage tourist spots of Jammu: Barriers and gateways, looks for prospective heritage sites in the Jammu district's Udhampur area and investigates why there hasn't been as much development there. Based on the findings and outcomes, they recommended using social media platforms to raise awareness of these sites, stating that inadequate upkeep and a lack of intention are the primary causes of their lack of development.
- **Bhatia (2020)** in his study on extent and Determinants of ICT Adoption for Digital Inclusiveness in Rural Tourism: Himachal Pradesh, attempted to analyse the extent and problems of technology diffusion in his research, and he found that a society's general awareness of ICT is a crucial component of more advanced, goal-oriented technology models.
- **García-Delgado, et al. (2020)** study-Heritage, tourism and local development in peripheral rural spaces: Mertola (Baixo Alentejo, Portugal), examine the mitigation processes, their impact on tourism value, and their influence on local development in Mertola, Portugal. They claimed that there is a lot of opportunity for local development in these rural areas.
- **Islam (2020)** study on Impact of tourism attractiveness and tourism risks on the attitudes and behaviours of tourists visiting Kashmir Valley, deduced that their visitation pattern indicates that their attitude was influenced by both attractiveness and hazards.
- **Kumar (2020)** study- Rural tourism in Punjab: A geographical study, tries to determine the state's potential for rural tourism as well as to create a draft strategy for rural development. He said that the study area has a lot of potential for rural tourism; all that is needed for it to grow and develop significantly is to properly implement the recommendations made (such as appropriate marketing, skill development and training programs, active government participation, appropriate strategies, etc.).
- **Kumar, & Shekhar (2020)** study- Technology and innovation: Changing concept of rural tourism – A systematic review, examine how technology is affecting the travel and tourism sector and how it is being used in rural areas. They concluded that technology is welcomed by the public and has a beneficial effect on tourism-related activities. Rural areas, however, remain technologically backward. Digital inclusion thus has to be prioritized since it is beneficial in a lot of areas and offers a lot of opportunity for rural tourism growth in India.
- **Wani, & Amin (2020)** study on rural tourism development in Kashmir Valley: Challenges and way forward, examine the opportunities and difficulties presented by rural tourism for the growth of the travel industry. According to them, the Kashmir Valley has great

potential for rural tourism and should be promoted responsibly through the use of participatory planning. stated that local stakeholders' involvement strengthens this industry.

- **Zielinski, et al. (2020)** study-Why community-based tourism and rural tourism in developing and developed nations are treated differently? A Review, explain how the concept of CBT is used in rural tourism. It also focuses on case studies research, highlighting its advantages and disadvantages and offering some recommendations to broaden our understanding of case studies.
- **Haldar (2021)** study-Niche tourism in rural areas: A case study of India, identify the obstacles and issues that stakeholders must deal with and to develop a plan of action to address them. Suggests a few strategies to improve the current state of this industry, such as putting more of an emphasis on awareness-raising, training, active government participation, planning concerts and fairs, and providing education on management and operational execution to expand and create more opportunities for the well-being of the community.
- **Kataya (2021)** in his study on the impact of rural tourism on the development of regional communities, determine how rural tourism affects community development. Explained that because of its positive effects, rural tourism has the potential to be a constant and affordable tool for the social advancement of these rural communities, thereby helping to solve some of their challenges.
- **Kumar, et al. (2021)** study - Understanding the relationship among factors influencing rural tourism: A hierarchical approach, investigate the interactions between several elements that affect rural tourism. The study found that the rural tourist industry is significantly impacted by fourteen factors. These include the development of infrastructure, the growing awareness of environmental issues, the backing of the local government and community, the availability of funds, the involvement of the private sector, local and tourist attitudes, travel motivations, destination marketing, destination features, and recommendations from others. They came to the conclusion that people's willingness to support rural tourism would determine its survival, meaning that locals' opinions matter most of all.
- **Lopez-Sanz, et al. (2021)** study-Rural tourism and the Sustainable Development Goals: A study of the variables that most influence the behaviour of the tourists, focused at how rural tourists behave and what factors really affect their motivation, behaviour, and perception of the area. To examine the link between these factors, a structural equation model

was created. The significance of motivation in shaping the destination's image & satisfaction is demonstrated by the results.

- **Zhang (2021)** in his study on Impact of rural tourism on residents' well-being in traditional ancient villages, North Guangxi, examining the effects of rural tourist growth on villagers' well-being is the goal of the work. Although there has been a noticeable improvement in socioeconomic situations over the past several years, a migration tendency is still evident among them, which can be explained by gaps in regional policy, according to the study.
- **Ruiz-Real, et al. (2022)** study-Rural tourism and development: Evolution in Scientific Literature and Trends, shows how research on rural tourism & development has evolved by spotting patterns and suggesting new directions and subjects for study. Stated that since 2004, research on rural tourism and its effects, especially on economic development has been a significant and active field. Due to political and religious reasons, there aren't many studies that concentrate on countries in Africa, Asia, or Latin America. The majority of contributions come from China, the UK, the US, Spain, and Portugal
- **Xu, et al. (2022)** study-Rural tourism public service performance evaluation based on analytic hierarchy process, aims to improve visitor happiness while evaluating the effectiveness of governmental services related to rural tourism. The results show that creating a supportive environment with enough infrastructure, security, and public transportation services is crucial for raising performance. They also offer some recommendations for raising the Caliber of public services.
- **Kumar** study-Developing rural areas through promoting rural tourism: A case study of the Samode region of Rajasthan, comprehend and evaluate how tourism affects the development of rural communities. He came to the conclusion that the area has a lot of potential but needs more infrastructure and planning. As a result, the government & the private sector must work together actively to create and organize rural tourism-related activities in order to promote and develop these areas.
- **Jena, & Dwivedi (2023)** study-Prioritizing the barriers to tourism growth in rural India: An integrated multi-criteria decision making (MCDM) approach, determine the factors and their interrelationships that hinder the development of tourism in rural India. It was concluded that these barriers have a complicated hierarchical structure. Further investigation revealed that the primary reason for the poor growth is the absence of government backing, and removing these barriers will require cooperation.

Studies on rural tourism reveals its significant potential as a driver of economic, social and environmental development in rural areas. Many researchers highlight the importance of community involvement, sustainable practices and strategic planning in maximizing the benefits of rural tourism, emphasizing its role in preserving cultural heritage, generating income and improving local infrastructure. Challenges such as infrastructure deficits, lack of training and insufficient marketing are commonly discussed with solutions often focusing on technology adoption, capacity building and public-private partnerships. Tourism, when connected with local economies and ecosystems, can drive long-term growth and help reduce problems like economic dependency and rural stagnation, as long as it is developed responsibly with a focus on sustainability and the well-being of local communities.

2.1.3. Perception based studies

Tourism Perception and Decision-making

- **P.S (2013)** study- Indigenous tourism in Wayanad Kerala: A study of perceptions and approaches, assess and analyze tourists, locals, and service providers opinions of indigenous tourism, as well as to offer strategies for increasing indigenous tourism in Wayanad. Wayanad has been considered to be gifted with alternate nature and noted for its unique culture. However, in terms of marketing and branding, it is still falling behind. However, the current situation is good. But authorities must focus on other possible themes such as monsoon tourism, adventure, heritage tourism & ecotourism to distinguish Wayanad from other tourist attractions.
- **Gnanapala (2015)** study on tourists' perception and satisfaction: Implications for destination management, aims to determine the linking between visitors' perceptions and levels of satisfaction as well as their influence and role in destination management. Concluded that there is a positive correlation between visitors' perceptions of satisfaction (as measured by the DESPER (destination perception) model) and their readiness to return to these locations. Certain destination-related aspects, such as road conditions, the conduct of nearby vendors, entertainment and recreational options, employee communication skills, beach boy behaviour, airport personnel behaviour, etc., still require some attention.
- **Lakshmi (2015)** in her study on the performance of the tourism industry and perception of tourists in Tamil Nadu and Dubai, examine and compare tourists' perceptions of tourism locations and their performance, specifically two selected sites Tamil Nadu and Dubai, and to make recommendations. Comparative study was performed on sets of Interview Schedules (one for each Tamil Nadu and Dubai), totalling 400 and delivered to 200 tourists from each

destination. The findings show that Tamil Nadu has a significant existing and future potential for the development & promotion of the tourist sector, necessitating a long-term strategy with periodic evaluation and assessment. Similarly, Dubai has experienced phenomenal growth in recent years, due to stronger demand than available supply. Emphasized on the collaboration between Govt. and concerning institutions.

- **Tamta (2016)** study-Impact of seasonality in tourism and sustainable development (A study of Nainital town), used a survey research methodology using questionnaires to identify the positive and negative impact of tourist seasonality. The purpose of the studies is to offer suggestions for reducing seasonal influences in order to support sustainable development in Nainital.
- **Garg (2017)** in his study on Tourists' risk perception impact on their decision making, examine how tourists' perceptions affect decisions making process, particularly when it comes to risk perception. Findings indicate that perceptions of risk have an important impact on decision-making processes.
- **Tafveez (2017)** study-Ecotourism and environmental conservation: An investigation into the perception of tourists and conservation agencies, examine ecotourism within the context of Kashmir's natural and cultural features. It also seeks to understand the connection between ecotourism and conservation, which in turn leads to the growth of ecotourism in Kashmir. Based on the opinions of visitors and conservation organizations, the findings show that ecotourism and conservation are positively correlated. Furthermore, offers some guidelines and ideas for enhancing and developing ecotourism.
- **Sinha, & Murdia (2018)** study on local residents' notion on the contribution of cultural tourism in Murshidabad, West Bengal, determine how residents view the growth of cultural tourism and how they may contribute to this industry by identifying their areas of interest. Claimed that opinions on the area's social and economic benefits vary and locals are aware of the area's cultural charms but are unaware of their importance.
- **Balaji (2019)** study-A study on tourism stakeholders' perception in achieving sustainable tourism in Munnar, Kerala. Examining current tourism initiatives in Munnar, Kerela, determining how feasible they are from the viewpoint of stakeholders is the goal. With the aid of a structured questionnaire, samples were collected via probability sampling, (random sampling) which yields about 407 results. Among them were 171 visitors, 1% locals, 56 government employees, 52 non-governmental organizations, and 77 tourism industry experts.

Results show that Munnar is regarded as the Jewel of the Kerela, but mass tourism activities have put it in danger recently. As a result, recommendations were made to protect its beauty, including the need for collaboration between travellers, locals, government representatives, non-governmental organizations, and tourism experts to maintain the destination's viability. Additionally, a focus on implementing globally recognized and validated techniques.

- **Choudhary, & Dixit (2019)** study-Rural tourism in India: Exploring the travel blogger's perspective, examines the implications of travel blogs in the Indian tourist industry and their role in boosting rural tourism in the country by examining rural tourism from the perspective and the potential of blog marketing. Based on the results, it was concluded that these blogs have a lot of potential to promote both rural and other types of tourism in India, but despite this, there haven't been many research done on the topic, thus it hasn't been explored.
- **Durga Prasad (2019)** study on community perception on religious tourism and spatial representation of temples in Thrissur district, concentrate on two factors in this study: the geographical concentration of temples and their features and significant aspects, such as festivals, the main deity, and temple administration; and the perspective of locals on religious tourism. It is suggested that religious tourism will lead to the integration of communities and comprehensive development. However, in order to guarantee comprehensive growth, religious tourism must be developed sustainably. To this end, local administrators and temple officials must work together, placing a greater emphasis on enhancing the temple's reputation.
- **An & Alorcon (2020)** study-Exploring rural tourism experiences through subjective perceptions: A visual Q approach, recognize distinct market segmentation in respect to rural tourism experiences, the study intends to analyze the perspectives of tourists who visit rural areas. Claimed that there are three main categories of visitors' experiences: Occasion driver visitor', 'Active leisure seeker', and 'Rural immersion pursuer' & pleasant break is common among them, imply that rural tourism offers a variety of valuable ideas, thus escaping the current dull ones.

The findings collectively highlight the significant role of perception in shaping tourism development, emphasizing themes such as visitor satisfaction, community involvement, risk management, and sustainable practices. Positive tourist perceptions are linked to destination loyalty and readiness to return, while negative perceptions, such as poor infrastructure or risk concerns, can hinder growth. Locals' perceptions, including their awareness of cultural and natural assets, influence their willingness to participate in tourism initiatives, highlighting the need for inclusive planning. Ecotourism and rural tourism experiences, shaped by visitors'

subjective perceptions, offer diverse opportunities for niche markets and sustainable development. These insights emphasize the importance of addressing stakeholder perceptions to develop resilient, inclusive and sustainable tourism strategies.

2.2. Research Gaps

After going through various concerned references and literature it was observed that- While the role of community involvement is emphasized, there is a gap in understanding perceptions across different demographics (e.g., youth, women, elderly) within rural communities. Most of the conducted studies on rural tourism focused on the concept of rural tourism, its role and impacts focusing on whole community. There is limited work on single parameters of community/specific group of community such as youth or women, these elements have been considered very less. Also, popular rural destinations receive attention, there is less underexplored areas, which may have untapped potential. Exploring these regions could highlight unique challenges and opportunities. Similarly, our study area is also under considered less explored destination.

Present work is an attempt to bridge up these gaps by having a closer look upon the most active member of the community of this area, i.e. youth by observing their perception about rural tourism potential, scope, benefits and development in the study area (i.e. Bani tehsil of Kathua district of J&K (UT), so existing gaps regarding work on single elements and this underexplored area Bani will be reduced.

Chapter 3

Concept And Status of Rural Tourism

3.1 Introduction

This chapter aims to explore the concept and status of rural tourism both globally and in the Indian context, with a special focus on Jammu and Kashmir Union Territory and the study area, Bani Tehsil. The assessment involves a thorough review and analysis of available text and data, offering insights regarding rural tourism status at globally, India and in Study area. By analysing the initiatives, successes and shortcomings in this sector, the chapter seeks to highlight present status of rural tourism and offering development opportunities insights, especially in regions like Jammu and Kashmir, which holds significant untapped potential.

3.2. What are rural areas?

A rural area, also referred to as the countryside, is an area outside of towns and cities characterized by a non-urban style. Urban areas consist of cities, towns, and suburbs with a high population density, while rural areas have a low population density and are dominated by agriculture.

The definition of 'rural' varies across countries, with specific criteria used to define it. In Australia, rural areas are areas with people 200-999(Australian Bureau of Statistics,2013), while in Canada, population live outside settlements less than 10,00 people are considered rural (www.12.statcan.gc.ca). In India, defining rural areas is more complex as it falls under state jurisdiction.

In general, any location that is not urban is considered rural. To grasp the concept of rural areas fully, it is essential to understand the definition of urban areas. According to the 2011 Census of India, Census towns are areas that meet specific criteria, including

- a minimum population of five thousand,
- a population density of 400 persons per sq. km,
- at least 75 percent of the male working population engaged in non-agricultural activities.

For a better understanding, rural areas can be defined in comparison to urban areas.

1.9. Table showing rural and urban area difference

Dimension	Rural areas	Urban areas
Economic	Primary sector is predominant and related activities.	Secondary and tertiary activities dominance.

Occupational structure	Agriculture and related activities	Industry, construction services and administrations
Demographic dimension	High fertility and birth rate	Low fertility and birth
Level of education and training	Lower than the national average	Higher than the national average.
Access to information	Low	High
Ethnic	Homogeneous	Ethnic diversity
Access to services	Low	High
Political	Conservatism and resistance to change are prevalent.	Liberal and radical elements are prevalent.
Migration level	Outmigration is high	Immigration is high

Source: Hugo, G., Champion, A.& Lattes, A (2003)

3.3. Rural tourism

Rural tourism has its roots in the romanticism movement of the late eighteenth century, which was a reaction to industrialism. The natural environment acts as the inspiration for romanticism, leading to the emergence of the concept of holidays and creative tours in rural areas. However, modern rural tourism truly took off after World War II. The impact of this movement on the growth of rural tourism can be analysed from both the perspective of tourists (demand) and organizers (supply) looking for more authentic experiences in nature as opposed to the typical mass tourism offerings. Nulty (2004) highlights how Western nations' industrialization, urbanization, and advancements in transportation have pushed individuals towards seeking new experiences in rural settings.

Travelers today seek unique and novel vacation experiences. Also, there has been a rise in the popularity of object-based travellers - individuals who are curious, risk-takers, and self-assured. Urban residents as well are increasingly opting to visit rural areas for leisure, engaging in traditional activities such as walking, horseback riding, and bird watching, as well as adventure sports like windsurfing, snowboarding, and kayaking. As these rural regions are facing economic challenges. Many Western countries are focusing on revitalizing the agricultural sector and addressing issues of mobility and declining populations in rural areas by promoting rural tourism as an alternative mode of development. In 2013, rural tourism contributed 16% to the English economy's Gross Value Added (GVA), amounting to £210 million. This sector has also witnessed growth in employment and business activity, with a

29.9% increase in turnovers in rural areas in England between 2003/04 and 2009/10. Malaysia's homestay program generated \$4.92 million, while Norway boasts around 7,500 rural tourism establishments. Korea sees 10-25% of all tourism activities concentrated in rural areas. In terms of development in the field of rural tourism, a notable work includes Bernard Lane's pioneering work in defining and elucidating rural tourism in his book "What is Rural Tourism." Lane's literature has garnered increased attention and recognition over time. According to Lane (2009), pure rural tourism is exclusively found in rural settings and differs in scope, nature, purpose, experience type, utilization of natural resources, engagement of local communities, and infrastructure development from urban tourism (Ayazlar & Ayazlar, 2015).

3.3.1 Institutional definitions of rural tourism

According to **UNWTO**, a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing.

According to **OECD (organization of Economic cooperation and Development)**, rural tourism is defined as tourism taking place in the countryside.

3.3.2. Definition of rural tourism by some prominent scholars

1.10. Table showing rural tourism definitions given by prominent scholars

Researcher	Definition
Bramwell & Lane, 1994	Education, arts and heritage taking place in countryside not only farm-based but also multi-faceted activities.
Pedford, 1996	The concept includes rural custom and folklore, local people's traditions, values, beliefs and common heritage
McKercher & Robbins, 1998,	Operated on a small and regional scale that lie outside the mainstream of tourism.
Reichel et al., 2000,	Rural tourism is based on features of rurality and sustainability with small scale enterprises in rural areas.
MacDonald & Jolliffe, 2003,	Refers to a distinct rural community with its own traditions, heritage, arts, lifestyles, places, and values as preserved between generations.

Sharpley & Roberts, 2004,	Rural tourism can be both a complement to mass tourism in most countries that have warm climates and also a pioneering initiative in a place where tourism is low.
Negrusa et al., 2007,	A form of tourism provided by local people in rural area, with a small -scale accommodation, rural activities and customs of life.
Daugstad, 2007,	Rural tourism is an area where the tourists and farmers come together. This provides some physical and/or aesthetic changes in the area.
Aref and Gill, 2009,	A tourism product that gives to visitors a personalized contact, a taste of physical and human environment of countryside and as far as possible, allow them to participate in the activities, traditions and lifestyles of local people.
Irshad, 2010,	Rural tourism is located in rural areas, contains traditional societies and practices, in small scale.
Lo et al., 2012,	Rural tourism offers differentiated products to the industry.

Source-Ayazlar, G & Ayazlar, R, (2015)

3.3.3. Rural tourism definitions nation wise

1.11. Table showing rural tourism definitions from different nations

Nations	Definition
Italy	“... agritourism which offers an opportunity for the visitor to come into direct contact with the rural world and with those traditions which are reminiscent of nature and of farming customs. Provides an opportunity to experience the area and appreciate the land scape, the

	quality of local products and of the available services.
Australia	“... business or activity that invites visitors to come on-farm or into a rural community to enjoy agriculture, its produce and the natural environment in which it exists”
USA	“... includes farm tourism, eco-tourism and other nature-based forms of tourism, cultural tourism that does not relate directly to agriculture or rural adventure tourism”
Canada	“... tourism that occurs in rural areas. It is characterized as involving access to the wilderness and capitalizing on the advantages of rural areas, namely nature and open space. Within this broad definition, there is great diversity in the types of businesses, beyond ecotourism and agri-tourism. They can also include nature-based activities, sport, health (spa), hunting and fishing, the arts, and culture and heritage products and services”
England	“... a multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and eco-tourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism”
Slovakia	“... tourism in the countryside that embraces the rural environment as pivotal to the product offered. Its appeal lies with ordinary and everyday happenings of local communities, a feel for local identity, closeness to nature and

	contact with the heritage and residents of the rural destination”
Southern Germany	“... tourism in a ‘non-urban territory’ where human (land related economic) activity is going on, primarily agriculture; a permanent human presence seems a qualifying requirement”
Japan	“... rural tourism alludes to a multidimensional range of topics and activities related to the local agricultural lifestyle that tourists can encounter, encompassing everything from the study of local food products and cooking methods to farm-related activities and learning experiences focused on the culture, history and heritage of a locale”
Finland	“... at least one overnight leisure trip to a place situated in a rural setting or in a setting outside cities and tourist centers, aiming to participate especially in other than urban activities (e.g. shopping). The clientele for rural tourism is often mostly domestic, although lots of efforts are targeted to improve rural tourism internationalism”
Hungary	“... referred to as village tourism, that means tourism in villages (food, lodging and services) presenting life in the country, traditions with active participation of visitors”
China	“... a new form of ecotourism appearing in the tourism market, based on the unique rural attractions in terms of architecture, economy, culture and natural environments”
Romania	“... as an entire tourist phenomenon that occurs in Romanian rural landscape ... form of tourism

	that takes place in the rural environment, disposes of a functional structure of services and accommodation, and targets, mostly, the urban population”
Malaysia	“. . . tourism that provides opportunities to visitors to visit rural areas and rural attractions, and to experience the culture and heritage of Malaysia, thereby providing socio-economic benefits for local communities . . . the proximity of many of these rural areas to the hinterland and rainforest also offers visitors an opportunity to extend their holiday and enjoy those unique natural resources.
Gambia	“. . . constitutes visits by tourist to rural areas to experience the culture and natural environment of the local population”
India*	Any form of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.

Source: Ayazlar, G & Ayazlar, R, (2015)

* National Strategy and roadmap for Development of Rural Tourism in India - An initiative towards Aatamnirbhar Bharat (GoI).

Following viewpoints tend to appear in academic definitions of rural tourism from various nations. Although rural tourism has not developed like other forms of tourism around the world, a significant number of foreign research literature shows that people have already come to some agreement on its benefits, such as improving the rural economy, resolving farmer employment issues, unwinding city dwellers, and other challenges related to rural areas.

3.4. History and development of rural tourism

The main features of rural tourism include culture, environment, and history (Nutty 2004). This idea may be seen in many different contexts, including the countryside, rural history, rural living, and rural pursuits. Among these ideas, rural communities are the core of rural tourism. According to Lane (2009), rural tourism is a diverse industry. Therefore, it is confused with terms like adventure tourism, agricultural tourism, agritourism, ecotourism and occasionally even "nature-based tourism." Researchers agreed, however that these concepts are parts of rural tourism. Rural tourism may be viewed as an umbrella term (Ayazlar & Ayazlar, 2015). There is a difference in development of rural tourism patterns between developing and developed countries. When American scholar Hector Ceballos Lascurain coined the term "ecotourism" in 1983, there were 35 terms that were connected to it, one of which was "country tourism." These are the earliest studies of rural tourism. Researchers Gilbert and Tung from Spain contend that rural tourism is a type of travel where farmers host visitors and provide other amenities so they may partake in a range of leisure activities in typical rural settings like meadows and farms. With great succinctness, Arie Reichel, Oded Lowengart and Ady Milman from Israel and the United States stated: "Rural tourism is tourism concentrated in rural areas." These debate styles illustrate the vast and limited meanings associated with rural tourism. The World Economic Cooperation Organization emphasized that rurality is the focal point and distinctive "selling point" of rural tourism, responsible for the substantial growth of the industry and its idea. Sustainable environmental practices, local ownership, community involvement, small-scale businesses, and culture are essential to preserving rurality. Rural tourism is a type of tourism that takes place in non-urban locations with permanent population. It is essentially an economic activity that has a strong connection to agriculture and the land (Dernoi). Additionally, he stated that rural tourism is an alternative economy versus traditional agriculture and that it requires the presence of permanent people. In addition to giving farmers a second source of income, rural tourism boosts job prospects, slows population declines, and infuses the metropolis with fresh perspectives. Urban residents are given the chance to experience rural life and knowledge of rural challenges and features is increased. Numerous international research publications demonstrate that, despite rural tourism's slower global development than other tourism development models, people have already come to an agreement about its benefits for strengthening rural economies, finding solutions for farmers' employment problems, relieving urban tensions and addressing other issues. (Tang,2017)

Whether as an academic researcher or a practitioner, rural tourism in the developed world was an exciting, pioneering, and relatively simple area to work in during the 1970s, 1980s, and 1990s. It was one of the earliest alternative tourism alternatives, combating against the traditional and, in certain cases, rapidly growing sea, sun and sand resorts that dominated post-World War II tourism. Rural tourism was not novel in advanced nations at the time. It had existed since the late nineteenth century in many well-known scenic locations in Europe and North America, because of a strong interest in the romantic rural environment (Kohl, 2006). Because of the dearth of public transportation in rural areas, nineteenth-century rural tourism was often, and ironically, urban, taking place in small towns, occasionally spa towns. Between 1951 and 1970, an increasing number of British individuals began to travel both domestically and internationally. This occurred for several reasons. First, following World War II, individuals strong desire for vacations, and legislation guaranteeing paid breaks made them more available. People's salaries rose, allowing them to take time off for leisure activities such as holidays. The media and travel industry also contributed significantly in the promotion of holidays, raising public awareness of the possibilities available. Seaside resorts were popular destinations, particularly in the 1950s, as they were updated and simpler to reach. Many individuals, particularly pensioners, relocated to these seaside communities, boosting their economy. The image of the seashore as a peaceful and pleasant location grew in popularity, and local governments made investments to make these areas more desirable to visitors. Holiday camps and caravan parks also arose, offering affordable housing for families, this quick growth occasionally resulted in uncontrolled development that encroached on natural coastal areas. However, in the 1970s and 1980s, a new type of rural tourism grew popular in many rural areas, regardless of whether they were designated as scenic or protected areas. It was acknowledged as a viable activity with both rural regeneration benefits and manageable concerns by markets, rural people and communities, and governments. Many national governments have developed guidelines and/or policy documents in support of the project. And it appears to be rising at a phenomenal pace, due to increased automobile ownership, which has made visits more convenient. Unlike resorts, rural tourism was typically produced by reusing and valuing existing assets and heritage resources as visitor accommodations and attractions. It didn't demand large-scale financial investment, but it did necessitate some infrastructure development, such as marketing and heritage interpretation, which are frequently provided by the government. It was founded at a minimal cost and on a modest scale, mostly by rural residents who were new to the tourism business. It was considered as a rural

diversification and development strategy in many regions (but not all) for a countryside that had lost jobs and revenue owing to modernization of agriculture, a process that had created surplus food and so forced down farm gate prices (Lane & Kastenholz,2015).

By the early 1990s, the growing controversy about rural tourism had spread beyond Europe and acquired global relevance. In 1987, the Organization for Economic Cooperation and Development (OECD) and its 24 member nations explored rural tourism as a potential growth driver. This lengthy and in-depth discussion indicated an international interest in the growth of rural tourism. In 1990, an OECD ministerial meeting brought together agricultural, tourist, and rural development experts from each of the organization's member countries to commission and publish a series of papers on rural tourism as well as related issues under the banner of rural development (OECD, 1994). At international OECD delegate sessions, delegates from the agricultural committee (rural areas should focus on food production) and the tourism committee (rural tourism might draw market share from established resorts and would be difficult to manage) both spoke out against the rural tourism. Specifically, it was questioned by delegates from Spain and Greece. Delegates from the US, Australia and France expressed particular confidence about rural tourism. In addition, there have been lengthy debates on the term "rural tourism," which still exist today. Despite the concerns raised by certain government officials during OECD meetings, rural tourism seems to have expanded consistently over the last 25 years and become a global phenomenon. Demand for the expansion has been driven by changes in the market, which have been linked to a rise in micromobility, changes in lifestyle, and the emergence of trendy new outdoor recreation activities. The expansion of this, which scholars call "experience society" or "experience economy," has unintentionally helped engaged businesses (Pine & Gilmore, 1999; Schmitt, 1999; Schulze, 1992, 1996). According to several findings, rural tourism has transformed from romantic landscape appreciation sight-seeing activities in the late nineteenth century to a much larger based economy with a wide range of activity choices (Lane & Kastenholz,2015).

3.5. Rural tourism resources

Rural tourism are complex industries that arise from the special relationship of people, rural space, and local goods. It is a blend of several elements. Sharpley (2002) defined rural tourism as travel that involves engaging in the peace, relaxation, inspiration, and customs of the destination. Numerous resources are available for use in rural tourist operations.

- **Rural environment**

The serene and pleasant ambiance of rural places is itself a resource. These rural settings offer the perfect setting for relaxation for city dwellers, away from the congestion of the metropolis. Travelers who want to escape their busy, stressful lives.

- **Natural resources**

Travelers from all over the world frequently visit places that are rich in natural resources. It encompasses everything from relief features like hills, valleys, and deserts to water bodies like rivers, lakes, waterfalls, and wetlands. In order to draw in more tourists, it also includes other significant resources including biosphere reserves, national parks, wildlife sanctuaries, forest regions, and scenic appeal.

- **Cultural resources**

Every rural area has a unique cultural feature that may be emphasized, which makes it a valuable resource. Folkways, folktales, folk music, folk dances, and folk melodies all have the potential to be turned into tourism offerings. Viewing the customary nature, fairs and festivals, historical buildings, and museums in certain rural areas might be fascinating.

- **Religious resources**

One of the main pulls factors in people's lives is religion. There are places of worship for every religion, including synagogues for Jews, mosques for Muslims, fire temples for Zoroastrians (Parsees), temples for Hindus, and gurudwaras for Sikhs. Some important sites of religious significance, such as the Majars of Sufi Saints, Deras (locations associated with a certain religious sect), and so forth.

- **Historical resources**

This is also among the important tourist attractions, as large number of people visit historical sites and monuments. It includes forts, palaces, tombs, monuments, locations associated with battles, notable historical figures, and historical events.

- **Handicrafts**

Other important elements in tourism include various sorts of arts and crafts. It includes places noted for weaving, needlework, metal work, woodcraft, terracotta, glassware goods, handlooms, and so forth.

- **Unique crops**

Locations well-known for cultivating particular crops, such as kinnow, a type of citrus fruit, and grapevine. Similarly, fruit crop orchards—like those of apples in Himachal Pradesh, tea gardens in Assam, West Bengal, and Himachal Pradesh, kiwis in the Himalayan area of

Arunachal Pradesh, Himachal and Kashmir, and litchi in Dehradun—are significant in this regard. Important destinations to visit include additional remarkable crops, like exotic vegetables like broccoli and mushrooms (Kumar, 2020).

3.6. Operational definition of rural tourism

Rural tourism is a type of travel that takes place in non-urban places having unique natural features, low population density, and economies based primarily on agriculture. This kind of tourism offers a variety of experiences and activities that let guests interact with the rural setting, local culture, and heritage sites.

The key elements rural tourism consists of:

- **Location:**

Usually referred to as the countryside or rural areas, these are the geographical regions that are outside of cities and towns.

- **Activities/Services:**

Mostly consists of primary sector operations like fishing, forestry, and agriculture includes the services that local communities offer to tourists, such as lodging, tours, and cultural performances.

- **Cultural and Natural Engagement:**

Provides guests with the chance to experience and take part in customs, activities, and lifestyles that are characteristic of rural areas. Involves engaging in outdoor recreational activities that involve direct engagement with natural resources, such as hiking and wildlife viewing.

- **Products/resources for tourism**

Comprises travel experiences with a strong connection to the rural setting, such as farm stays, eco-tourism, agri-tourism, adventure tourism, and cultural tourism. Makes use of regional resources to improve the tourism experience, such as historical places, traditional crafts, and food.

- **Community Involvement:**

Stresses the importance of locals offering tourism services in order to guarantee that the community as a whole benefit financially.

3.7. Rural tourism status globally

3.7.1. UNWTO best tourism village initiative

- **Objective**

Promote the significance and preservation of rural communities and the interconnected landscapes, knowledge systems, ecological and cultural diversity, and customs and activities that they hold. Promote innovative and transformative approaches to the development of rural tourism that support the Sustainable Development Goals (SDGs) and the three pillars of sustainability: economic, social, and environmental.

- **Components of this initiative**

- i. The Best Tourism Villages programme**

The Best Tourism Villages program aims to identify a village that is an outstanding example of a rural tourism destination with acknowledged natural and cultural assets, supports and promotes community-based values, goods, and ways of life, and has a strong commitment to sustainability in all domains—economic, social and environmental, with the ultimate goal of making tourism an instrument for rural development and community well-being.

- ii. Upgrade programme**

The Upgrade Program will support those villages that do not fully meet the initiative's standards. The UNWTO and its partners will assist these villages in improving components of the evaluation process that were highlighted as weaknesses.

- iii. Best Tourism Villages Network**

The Network's purpose is to offer an opportunity for sharing experiences, best practices, learnings, and potential. It is composed up of members from the top tourism villages, villages participating in the Upgrade Programme, specialists, and governmental and private sector collaborators to promote tourism for rural development. The Network will assist UNWTO to identify best approaches, develop regulations and modifications to policies, and share ideas and information.

- **Eligibility for application**

According to the UNWTO definition of rural tourism, a village must fulfil the following requirements in order to be eligible for application:

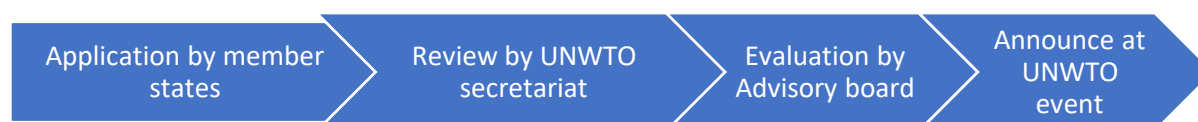
- i. Have a maximum population of 15,000 individuals and a low population density.
 - ii. Be located in an area where traditional activities like farming, forestry, ranching, or fishing predominate
 - iii. Share community beliefs and way of life.

Each UNWTO member state can submit a maximum of three applications (villages).

- **Evaluation Parameters**

- i. **Cultural and natural resources:** Recognized cultural and natural resources at national, regional, and worldwide levels.
- ii. **Promote and conserve cultural resources.** The village is committed to promoting and preserving its cultural heritage, which distinguishes it as distinctive and unique.
- iii. **Economic Sustainability:** The community aims to promote economic sustainability by supporting business growth, entrepreneurship, and investment.
- iv. **Social Sustainability:** The community is committed to fostering social inclusion and equality.
- v. **Sustainable Environmental Practices** By supporting laws, practices, and initiatives that enhance the protection and conservation of the area's natural resources and lessen the negative effects of tourism on the environment, the community is committed to environmental sustainability.
- vi. **Development of Tourism and Integration of Value Chains** The community actively promotes and encourages tourism. Additionally, the village helps to improve the destination's competition and the tourist value chain in areas like market access, marketing and promotion, creativity, goods production and quality.
- vii. **Tourism Governance and Prioritization** The village is committed to using tourism as a key element for rural development. It recommends a governance structure built on community involvement, cooperation with other governmental levels and public-private partnerships.
- viii. **Connectively and Infrastructure** The village has communications and access facilities which enhances the quality of life for rural residents, the development of businesses, and the tourist experience.
- ix. **Health, Safety and Security** The village has access to health, safety, and security systems to protect locals and tourists(<https://www.unwto.org/tourism-villages/en>).

- **Selection Process of UNWTO best Tourism village**



1.12. Table showing the list of UN Best tourism villages 2021

S. No.	Village Name	Country	Feature
--------	--------------	---------	---------

1.	Bekhovo	Russian Federation	Historical village with picturesque natural landscape.
2	Bkassine	Lebanon	Most picturesque village
3	Bojo	Philippines	Water as a livelihood (River tourism)
4	Caspala	Argentina	Colourful shawls and ancient traditions
5	Castelo Rodrigo	Portugal	Historical village with a focus on agriculture and tourism
6	Cuetzalan del Progreso	Mexico	Magic Village recognized for sustainability
7	Cumeada	Portugal	Home of the Official Dark Sky, Alqueva Observatory
8	Gruyères	Switzerland	Famous cheese village, home of Gruyère AOP
9	Kampung Batu Puteh	Malaysia	Eco-tourism and cultural conservation
10	Kaunertal	Austria	Sustainability and accessibility, Gepatschferner glacier
11	Le Morne	Mauritius	Birthplace of Séga music, rich cultural heritage
12	Lekunberri	Spain	Natural and cultural heritage, Aralar Mountains
13	Mani	Mexico	Historical centre of Mayan culture
14	Misfat Al Abriyeen	Oman	Traditional architecture and ancient irrigation systems
15	Miyama	Japan	Traditional thatched roof houses, historical festivals
16	Mokra Gora	Serbia	Protected plant species and natural landscapes
17	Morella	Spain	Historical castle and walls, rich legacy
18	Mustafapaşa	Turkey	Rich architectural heritage with Balkan and Anatolian cultures

19	Nglanggeran	Indonesia	Community-based tourism centred around an ancient volcano
20	Niseko	Japan	Environmental sustainability in tourism and local economy
21	Nkotsi Village	Rwanda	Gateway to gorilla tourism in Volcanoes National Park
22	Old Grand Port	Mauritius	Historical first settlement with vibrant community life
23	Olergesailie	Kenya	Prehistoric sites and extensive archaeological finds
24	Ollantaytambo	Peru	Incan ruins and rich cultural heritage
25	Pano Lefkara	Cyprus	Traditional Cypriot lace and rich cultural tapestry
26	Pica	Chile	Vibrant citrus crops and historical port wine production
27	Pochampalli	India	Distinctive handwoven Pochampalli saris
28	Puerto Williams	Chile	Southernmost city in the world, environmental conservation hub
29	Purple Island	Republic of Korea	Heritage preservation and natural conservation
30	Radovljica	Slovenia	Culinary hub famous for honey and chocolate
31	Rijal Alma'a	Saudi Arabia	Heritage village known for its unique architecture and historical significance
32	Saas Fee	Switzerland	Renewable energy and car-free living
33	San Cosme y Damián	Paraguay	Jesuit reductions and authentic cultural experiences including important attraction Astronomical Interpretation Centre or Planetarium called Buenaventura Suárez.
34	San Ginesio	Italy	Cultural centre with a rich history of performing arts and theatre practices.

35	Sidi Kaouki	Morocco	Local traditions with the argan tree's cultural practices
36	Solcava	Slovenia	Sustainable village that blends nature protection with local life
37	Soufli	Greece	Heart of Europe's silk production with a focus on cultural activities
38	Tarakli	Turkey	Ottoman-era village combining history with leisure tourism
39	Testo Alto	Brazil	Historical architecture and vibrant cultural tourism
40	Ungok Village	Republic of Korea	Cultural heritage and natural wetlands
41	Valposchiavo	Switzerland	Unified local economy focused on sustainable practices
42	Wonchi	Ethiopia	Natural beauty and community-based eco-tourism
43	Xidi	China	World heritage site known for its historic architecture and cultural initiatives
44	Yucun	China	Model of sustainable rural development through ecological tourism

Source- <https://www.unwto.org/tourism-villages/en>

In the list of Best tourism village 2021, there are 44 villages from the different parts of the world known for different peculiar features fitting best to the evaluation parameters i. e (Cultural and Natural Resources ,Promotion and Conservation of Cultural Resources ,Economic Sustainability, Social Sustainability, Environmental Sustainability ,Tourism Development and Value Chain Integration, Governance and Prioritization of Tourism, Connectivity and Infrastructure development, Health, safety and security) and from India also there is one village named Pochampalli village (Andhra Pradesh) known for its cotton and silk sarees is listed.

1.13. Table showing the list of UN best tourism village 2022

S. No.	Village Name	Country	Feature
--------	--------------	---------	---------

1	Aguarico	Ecuador	Indigenous cultures actively promoting and managing tourism focused on natural and cultural heritage preservation.
2	Alquezar	Spain	Historical village with UNESCO-recognized rock art shelters and strong community commitment to quality of life.
3	Aiula Old Town	Saudi Arabia	Ancient town showcasing traditional mud brick architecture and intangible cultural heritage through events and conservation projects.
4	Andermatt	Switzerland	Alpine village leveraging sustainable energy sources and offering diverse outdoor activities across seasons.
5	Angochagua	Ecuador	Community focused on preserving the Caranqui ancestral heritage and engaging in experiential tourism within a UNESCO geopark.
6	Birgi	Türkiye	Historically protected site emphasizing women-led tourism initiatives and educational programs.
7	Bohinj	Slovenia	National significant landscape hosting an Alpine Flower Festival to promote biodiversity and traditional farming methods.
8	Castelo Novo	Portugal	Village within a historical network enhancing sustainable urban mobility and archaeological significance.
9	Choachí	Colombia	Municipality diversifying from agriculture to tourism with thematic routes for economic and environmental sustainability.
10	Choke Mountains	Ethiopia	Ecotourism village promoting sustainable land management and community-based tourism.
11	Creel	Mexico	"Pueblo Magico" offering unique cultural experiences within the Sierra Tarahumara and a key stop on a scenic railway route.

12	Dazhai	China	Village integrating agriculture and tourism with a focus on preserving cultural heritage and enhancing tourist experiences through festivals.
13	El Fuerte	Mexico	"Pueblo Magico" focusing on agritourism and cultural inclusivity within the Chepe express route.
14	Isola del Giglio	Italy	Maritime village promoting sustainable tourism and reducing plastic usage with innovative water policies.
15	Guadalupe	Spain	Award-winning winter destination known for community-driven festive decorations and lighting displays.
16	Jingzhu	China	Integrating agriculture with tourism to preserve cultural heritage and enhance visitor experiences with smart technology.
17	Kfar Kama	Israel	Circassian village preserving its heritage and modernizing tourism through digital tours.
18	Ksar Eikhorbat	Morocco	Ancient fortified village promoting oasis culture and water management within a restoration project.
19	Lamas	Peru	"Folkloric Capital of the Peruvian Amazon," promoting its cultural and ecological diversity through immersive tourism.
20	Mestia	Georgia	Cleanest tourism region known for its sports championships and environmental awareness initiatives.
21	Moulay Bouzerktoune	Morocco	Eco-tourist village known for water sports and organic local product production within an argan biosphere reserve.
22	Murten	Switzerland	Historical town with a focus on organic agriculture and light show festivals to attract tourists.
23	Puqueldón	Chile	Rural village known for minga tradition emphasizing local crafts and traditional cultivation, part of the UNESCO-recognized route of churches.

24	Pyeongsa-ri	Republic of Korea	Pyeongsa-ri is recognized by the UNWTO for its effective integration of sustainable practices, cultural preservation, and community-driven tourism initiatives
25	Raqchi	Peru	Women led Community-cantered tourism promoting environmental sustainability and local leadership in cultural preservation.
26	Rupit	Spain	Medieval village with natural and historical conservation efforts and technological integration for sustainable tourism.
27	Raşinari	Romania	Ethnographic region emphasizing local dairy production and heritage through interactive tourism applications.
28	Sauris Zahre	Italy	Alpine village preserving traditional languages, architecture, and customs in a serene landscape.
29	Thái Hải	Vietnam	Cultural heritage village promoting an integrated farming system and preserving traditional practices through tourism.
30	Umm Qais	Jordan	Village blending natural beauty with historical and cultural preservation in innovative tourism developments.
31	Wagrain	Austria	Bi-seasonal destination focusing on alpine cultural preservation and sustainable tourism certifications.
32	Zell am See	Austria	Resort town enhancing local engagement and eco-friendly practices through diverse seasonal activities.

Source- <https://www.unwto.org/tourism-villages/en>

If we talk about Best tourism village 2022 list, it includes 32 villages from the different parts of the world known for different peculiar features which matches the mentioned evaluation parameters i. e (Cultural and Natural Resources ,Promotion and Conservation of Cultural Resources ,Economic Sustainability, Social Sustainability, Environmental Sustainability ,Tourism Development and Value Chain Integration, Governance and Prioritization of Tourism, Connectivity and Infrastructure development, Health, safety and security

1.14. Table showing the list of UN Best tourism village tourism 2023

S. No.	Village Name	Country	Feature Summary
1.	Al Sela	Jordan	Picturesque valleys, rare vegetation, perennial Romanian olive trees.
2.	Barrancas	Chile	Historic salt flats with pre-Hispanic extraction methods and Designation of Origin.
3.	Biei	Japan	Scenic views, member of the Union of the Most Beautiful Villages in Japan.
4.	Caleta Tortel	Chile	Historic lumber port with unique boardwalks and buildings made of Guaitecas Cypress.
5.	Cantavieja	Spain	Historic-Artistic Site with rich environmental resources, part of the Natura 2000 Network.
6.	Chacas	Peru	Located in Huascaran National Park, home to 38 lakes and 14 snow-capped summits.
7.	Chavin de Huantar	Peru	Pre-Columbian temple with intricate architecture, located in a UNESCO World Heritage Site.
8.	Dashour	Egypt	Rich in agriculture, desert expanses, and historic canals, with proximity to the Nile.
9.	Dhordo	India	Known for its rich cultural heritage, handicrafts, and the famous Rann Utsav.
10.	Dongbaek	Republic of Korea	Non-profit preservation council focuses on village development and local empowerment.
11.	Douma	Lebanon	Historic village known for its scenic beauty and preservation of cultural and urban history.
12.	Ericeira	Portugal	Beach town and surfing destination with a traditional Portuguese fishing village atmosphere.
13.	Filandia	Colombia	Part of the Coffee Cultural Landscape, leader in sustainable tourism practices.
14.	Hakuba	Japan	Renowned ski resort and hiking destination in the Japanese Alps.

15.	Higueras	Mexico	Known as the "oregano capital" with an annual Oregano Fair celebrating local culture.
16.	Huangling	China	Tourism industry leader in Jiangxi, focusing on cultural asset preservation.
17.	Jalpa de Canovas	Mexico	"Pueblo Magico" surrounded by orchards, known for its architectural and natural beauty.
18.	Kandovan	Iran	Unique stone village with millennia-old, human-inhabited, hand-carved dwellings.
19.	La Carolina	Argentina	Historic gold mining village, retains colonial charm and miner legends.
20.	Lephis	Ethiopia	Community-based ecotourism project around Lephis Waterfall and Gambo Forest.
21.	Lerici	Italy	Coastal village with rich culture and festivals, set in a scenic landscape.
22.	Manteigas	Portugal	Mountain village in Serra da Estrela, known for its wool industry and natural beauty.
23.	Morcote	Switzerland	"Most Beautiful Village of Switzerland," renowned for its rich history and architecture.
24.	Mosan	Republic of Korea	Home to numerous Bronze Age dolmens, a UNESCO World Heritage Site.
25.	Oku-Matsushima	Japan	Coastal village that combines ancient history with modern sustainability.
26.	Omitlan de Juárez	Mexico	Rich in cultural history, part of the Comarca Minera Geopark with outdoor recreation opportunities.
27.	Ordino	Andorra	Mountain village with a blend of nature and modernity, designated as a Biosphere Reserve.
28.	Oyacachi	Ecuador	Preserves abundant natural and cultural legacy within Cayambe Coca National Park.
29.	Onati	Spain	Rich in Basque culture and tradition, focused on sustainable and inclusive tourism.
30.	Paucartambo	Peru	Economic benefits from tourism that supports local traditions and crafts.

31.	Penglipuran	Indonesia	Dedicated to preserving traditional architecture and customs, active in responsible tourism.
32.	Pisco Elqui	Chile	Leading destination for astrotourism with innovative experiences and observatories.
33.	Pozuzo	Peru	Established by Austrian settlers, settlements reflect blend of native and European influences.
34.	Saint-Ursanne	Switzerland	Medieval town with a preserved architectural legacy and sustainable practices.
35.	Saty	Kazakhstan	Located in Kolsai Kolderi national park, known for "The Pearls of the Tien Shan" lakes.
36.	Schladming	Austria	Integrates cultural and natural elements with a focus on sustainable tourism.
37.	Sehwa	Republic of Korea	Agricultural downturn shifted focus to tourism, preserves local customs and haenyeo culture.
38.	Sentob	Uzbekistan	Emphasis on organic food and nature tourism in a sustainably developed village setting.
39.	Shirakawa	Japan	Known for unique Gassho-Style homes and traditional culture amid heavy snowfall.
40.	Sigüenza	Spain	Historic city with well-preserved architecture and a rich cultural heritage.
41.	Siwa Oasis	Egypt	National protectorate known for ecological and cultural significance.
42.	Slunj / Rastoke	Croatia	Focused on preserving natural and cultural heritage through tourism and community engagement.
43.	Sortelha	Portugal	Mediaeval village with a focus on cultural events and sustainable tourism.
44.	St. Anton am Arberg	Austria	Ski resort and cultural hub with a commitment to sustainable mobility and heritage.
45.	Taquile	Peru	Preserves ancient weaving traditions and implements community-based rural tourism.
46.	Tokaj	Hungary	Famous wine region with a rich cultural heritage and a commitment to eco-friendly tourism.

47.	Tan Hoa	Vietnam	Formerly impoverished village turned tourism hub near Phong Nha-Ke Bang National Park.
48.	Madalena	Portugal	Wine centre of the Azores with a UNESCO Heritage designation for viticulture.
49.	Valeni	Moldova	Aiming to become the first SMART village with a focus on sustainable tourism and digital innovation.
50.	Xiajiang	China	Preserves ancient customs with a focus on tea-making and local opera as part of tourism.
51.	Zapatoca	Colombia	Known for its climate and vibrant local culture, featuring artistic and folk endeavours.
52.	Zhagana	China	Surrounded by ancient glacial formations and a vibrant folk culture.
53.	Zhujiawan	China	Blends innovation and tradition, next to Niubeiliang National Nature Reserve.
54.	Sirince	Türkiye	Former Greek Orthodox settlement focused on preserving cultural and historical authenticity

Source- <https://www.unwto.org/tourism-villages/en>

In 2023's list, there are 54 villages total which are known for different peculiar features as per mentioned evaluation parameters, i.e. (Cultural and Natural Resources, Promotion and Conservation of Cultural Resources, Economic Sustainability, Social Sustainability, Environmental Sustainability, Tourism Development and Value Chain Integration, Governance and Prioritization of Tourism, Connectivity and Infrastructure development, Health, safety and security. This time again India made its entry in this list with Gujarat's village name Dhordo which is known for its rich cultural heritage, handicrafts and the famous Rann Utsav.

3.8. Rural tourism in India scope and status

Rural tourism holds significant potential in addressing various urban issues. Factors such as heightened awareness, increasing appreciation for heritage and culture, enhanced accessibility, and environmental consciousness are fueling the rural tourism trend. Rural tourism is a growing trend in India. As majority of the population resides in these rural regions (68.84% according to the 2011 census) and engages in traditional practices. It serves as a valuable mechanism for poverty alleviation and the overall development of rural areas. The 2002 National Tourism Policy identified rural tourism as a key area for fostering employment opportunities and

ensuring sustainable livelihoods. The policy advocates the need to prioritize rural tourism and related activities in areas abundant with cultural and natural resources. Consequently, there is a growing emphasis on supporting rural tourism as a primary driver for socioeconomic advancements (Singh et al., 2016). Efforts are underway to actively involve rural communities in tourism initiatives to promote and propagate this concept efficiently. As per a report from the Ministry of Tourism, Government of India (dated 31.03.11), there are 172 recognised rural tourism sites and among them 52 rural tourism sites are commissioned across the country.

3.8.1 Rural tourism sites in India

1.15. Table showing the list of rural tourism sites in India

States	Sr. No.	Villages	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 (Vishakhapatnam)	Woodcraft
	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	Nampong (Changlang)	Culture
	12	Deke (West Siang)	Ethnic Tribal culture
	13	Durgapur (Golaghat)	Bamboo craft and Cuisine
Assam	14	Dehing-Patkai Kshetra (Tinsukhia)	Culture and ecotourism
	15	Sualkuchi (Kamrup)	Patta and Moga silk weaving
	16	Asharkandi (Dhubri)	Terracotta craft
Bihar	17	Nepura (Nalanda)	Tusser silk weaving
Chhattisgarh	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)	Embroidery/mirror work
	29	Malegaon and Navagaon (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 (Baramulla)	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)	Adventure (water sports)
	45	Agar Jitto (Udhampur)	Culture and Craft
	46	Chahel and Sahakote (Baramulla)	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 Bala (Kupwara)	Culture
	54	Bhawani (Mangla Mata-Rajouri)	Culture
	55	Naranag (Gandherbal)	Culture and craft
	56	Hirpora (Soplian)	Adventure- 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	Dewridih (Saraikela Kharsawan)	Chhau Dance
Karnataka	63	Kokkare Bellur (Bellur)	Eco-tourism

	64	Attiveri Bird Sanctuary (Uttar Kannada)	Eco-tourism
	65	Banavasi (Uttar Kannada)	Musical and Wood carving
	66	Coorg (Kodagu)	Coffee Plantation
	67	Anegundi (Koppal)	Banana fibre craft
Kerela	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)	Stone and wood craft
	80	Budhni (Sehore)	Spiritual, Historical 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	Changtongia (Mokokchung)	Tribal culture
	93	Avachekha (Zunheboto)	Tribal culture
	94	Leshumi (Phek)	Adventure and Tribal culture
	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 carvings
	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 Manda	Gurukul
Pondicherry	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
Telangana	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 ecotourism
	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	Padmapuri (Nainital)	Adventure
	161	Adi Kailash (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: Kumar, (2020)

According to the findings, India has 172 identified rural tourism sites by the Ministry of Tourism, with J&K having the most (25) followed by Sikkim (11), Uttarakhand (11) and Tripura (10) and Haryana and Bihar having the fewest, each with one. Also, 52 of these recognized rural tourist sites are commissioned rural tourism sites.

3.9. Rural tourism scope and status in Jammu and Kashmir

The diverse flora, seasonal divisions, UT's geographical locations, and its delicious fruits and visually appealing vegetables all draw tourists. Union territory is full of stunning mountains and snow-capped peaks creating pleasant setting for tourists. Due to its distinctive history, culture, and natural charms, Jammu and Kashmir offers a lot of potential for rural tourism. In states and UTs like J&K, where large (almost 80%) of the population lives in villages, rural tourism has a lot of potential. The economic and social well-being of the local population should be prioritized in the design of rural tourism. Additionally, it emphasizes the necessity of planning in order to preserve the integrity of the places and showcase the culture of the villages. The principal department responsible for promoting and regulating tourism in J&K is the Department of Tourism, J&K. Its primary duties include overall planning and schemes execution. The department maintains tourism offices at each of the UT's tourist resorts. It also has six promotional offices outside of the state, located in New Delhi, Ahmedabad, Mumbai, Chennai, Kolkata and Hyderabad. Additionally, the department has divisional directorates one in Jammu and one in Srinagar with engineering departments for schemes execution.

3.9.1. Rural tourism sites in Jammu and Kashmir

1.16. Table showing the list of rural tourism sites in Jammu and Kashmir

S.NO.	Name of the Rural tourism Site	Unique selling proposition (USP)
1	Drung (Baramula)	Adventure
2	Surinsar (Jammu)	Adventure (trekking)
3	Gangangir (Srinagar)	Adventure
4	Pahalgam (Anantnag)	Pilgrimage
5	Jheri (Jammu)	Adventure
6	Akingaam (Anantnag)	Culture (folk dance bhand pathar)
7	Vasknag	Adventure
8	Dori Degair (Jammu)	Culture
9	Watlab (Baramula)	Adventure (water sports)
10	Agar Jitto (Udhampur)	Culture and Craft
11	Chahel and Sahakote (Baramula)	Gaba saji craft
12	Manasbal (Srinagar)	Carpet weaving
13	Rafiabad (Baramula)	Craft

14	Nowgam (Anantnag)	Culture
15	Shar-shali (Pulwama)	Culture
16	Tegar Semor (Leh)	Handloom and Craft
17	Marwari Karool (Doda)	Pilgrimage
18	Wader Bala (Kupwara)	Culture
19	Bhawani (Mangla Mata- Rajouri)	Culture
20	Naranag (Gandherbal)	Culture and craft
21	Hirpora (Sophian)	Adventure- trekking
22	Dandmoh (Baramula)	Kangri and basket making and carpet weaving
23	Gohan (Baramula)	Pilgrimage
24	Litter (Pulwama)	Pilgrimage
25	Khag (Budgam)	Adventure

Source: Kumar, (2020)

In Jammu and Kashmir, there are twenty-five designated rural tourist sites. One of these, Akingram, is a commissioned rural tourism site that is well-known for its traditional dance, Bhand Pather.

3.9.2. Recent proposals and initiative by J&K Govt. to promote rural tourism

- **J&K's Tourist Villages Development Program (TVDP)**

Under the Tourist Villages Development Program (TVDP) under Mission Youth, which aims to support local youth and the economy by creating job opportunities, the Lieutenant Governor of Jammu and Kashmir has identified 181 villages having scenic beauty and cultural significance for transformation into tourist destinations (RK Online Desk, 2022)

- **OYO's 'Crown of Incredible India' Project**

OYO inaugurated the rural homestay initiative entitled "Crown of Incredible India" during a ceremony hosted by Manoj Singh, Lieutenant Governor of Jammu and Kashmir, at Raj Bhawan, the Jammu and Kashmir administration, and a major worldwide brand of hotels and vacation rentals. The LG announced a special \$50,000 financial aid program for youth seeking to launch homestay units. There will be 200 homestays open in underserved districts including as Doda, Anantnag, Jammu, Udhampur, and Srinagar. Through the support of Mission Youth, the company will expand to 75 villages in UT (PTI News, 2022).

- **Pancheri 1st official Tourism Village**

In an effort to increase rural tourism in Jammu and Kashmir, the first official village, named Pancheri, was established with a home stay initiative in Udhampur. (The Economic Times, 2021)

- **Dwar village listed in Best Tourism village list**

The "Best Tourism Village Competition," which was held across the country, has announced its winners, according to the Indian Ministry of Tourism. Over 750 submissions from 315 districts throughout 31 States and Union Territories were submitted for the competition. After an extensive assessment process, 35 villages were designated as India's "best tourism villages". Jammu and Kashmir's Dawar village is one of the 35 best recognized villages, placing it in the gold category (which are classed further) (Daily Excelsior, 2023).

3.10. Rural tourism scope and status in study area (Bani)

3.10.1 Rural character of Tehsil Bani

According to the statistics, 2011 census, Bani Tehsil comprises completely rural regions, it has no urban centres. It supports 45,996 people with 8,096 families.

Statistics shows its completely rural nature which might benefit much from with diverse economic options like tourism development. Improvements of this kind might support overall socio-economic growth.

3.10.2. Tourism of Bani Tehsil

Bani Tehsil have several natural and cultural attractions that could be harnessed to boost tourism (<https://kathua.nic.in/tourist-places/>).

- **Jodia Di Mata:** This is a pilgrimage site especially popular during the Navratri's when hundreds of pilgrims visit. Its sacredness and stunning natural setting make it a potential hotspot for religious and nature tourism.

1.2. Photograph showing the Jodia Mata Mandir



Source: [://kathua.nic.in/tourist-places/](http://kathua.nic.in/tourist-places/):

- **Dhaggar:** Positioned at a height of 2000 meters and surrounded by picturesque locations like Drood, Sarola, and Samloga, Dhaggar offers rich biodiversity and scenic beauty, including dense forests and vibrant meadows.

1.3. **Photograph showing the Dhaggar's Meadow**



Source: <https://kathua.nic.in/tourist-places/>

- **Chartargalla:** Being the highest point on the Basohli-Bani Bhaderwah Road, it offers panoramic views and serves as a key attraction for those traveling towards Sarthal.

1.4. Photograph showing Chatargala's view



Source: <https://kathua.nic.in/tourist-place/>

- **Sarthal:** Known for its beautiful meadow at 7000 feet, Sarthal experiences snowfall for six months of the year, attracting visitors looking for snow activities and pristine mountain experiences.

1.5. Photograph showing Sarthal's meadow



- **Chandel:** A small valley near Bani, known for its spring and small orchards of apple, almond, and walnut, providing a serene and bucolic experience for visitors.

1.6. Photograph showing Chandel Valley view



Source: <https://kathua.nic.in/tourist-place/bani/>

- **Banjal:** Renowned as the "Garden of Natural Flowers," Banjal offers a vibrant landscape that could attract nature enthusiasts.

Study area has an extensive scope for rural tourism development because it is totally rural in nature (as per census 2011) and has strong tourism potential. The notion of rural tourism is new to this area. Certain initiatives related to tourism development have been proposed for this rural region. These are: -

1.17. Table showing the proposed tourism projects for Bani tehsil

Listed Locations	Proposed Projects
Bani, Sarthal, Dhaggar, Siara, Chatargala	High class Tented Accommodation
Sarthal, Chala, Dhaggar	Skiing Resorts
Siara, Gatti, Sarthal, Bani	Adventure activities (Paragliding, heritage tracks etc.)
Bani	Eco parks
Gatti dam	Lake tourism

Source: J&K Tourism Policy

Because of its natural rural beauty and climatic features, Bani Tehsil has an enormous opportunity to become a well-known rural tourist destination even if it is not currently recognized as one. The region's beautiful scenery, unusual Landscapes and seasonal attractions provide an adequate basis for developing a wide variety of tourism-related activities that might draw tourists wanting real, authentic rural experiences. If managed carefully and responsibly, this unused potential might make Bani Tehsil a role model for rural tourism, boosting the local economy and protecting the area's distinctive rural wealth.

3.11. Conclusion

There is no consensus on the concept of rural tourism as different nations employed different criteria for defining the term rural. Based on the content analysis, this study adopts the following operational definition: *Rural tourism refers to travel to non-urban areas characterized by natural beauty, cultural heritage, and agricultural economies. It allows visitors to experience rural lifestyles, participate in cultural activities, and engage with the local community.* Globally, rural tourism is gaining traction, with initiatives like UNWTO's "Best Tourism Village" recognizing exemplary villages. In 2021, 44 villages were acknowledged, which were 32 in 2022, in 2023, the number rose to 54, emphasizing the growing focus on sustainable and community-based tourism.

In India, the Ministry of Tourism has identified 172 rural tourism sites, including 52 commissioned projects. Jammu and Kashmir leads with 25 sites, followed by Sikkim and Uttarakhand with 11 each. J&K tops the list with the highest number of successful projects, driven by initiatives like the Tourist Villages Development Program (TVDP), which aims to develop 181 villages as tourist destinations. Success stories like Dawar village, included in India's "Best Tourism Village" list, and OYO's "Crown of Incredible India" homestay initiative further demonstrate the region's leadership in rural tourism.

Bani Tehsil in J&K has significant potential. It is entirely rural, supporting 45,996 people across 8,096 families (2011 Census). Includes places like Jodia Di Mata, Sarthal and Dhaggar which offer natural and cultural experiences. Proposed projects, including eco-parks, skiing resorts, and adventure activities, highlight the potential for socio-economic development. With J&K leading rural tourism efforts in India, Bani Tehsil presents an untapped opportunity to contribute to sustainable tourism and community development.

Chapter 4

Rural Tourism Policies/initiatives

4.1. Introduction

This chapter deals with studying and analysing government policies and initiatives related to the rural tourism promotion in India, with a specific focus on the Union Territory of Jammu and Kashmir. The research employs a qualitative content analysis to get in-depth understanding of how national and regional policies contribute to rural tourism growth. The analysis begins with a review of broad national tourism policies, as they set the foundation for regional strategies. It then delves into the specific rural tourism initiatives in India and Jammu and Kashmir, examining how local strategies align with or differ from national goals. This multi-layered approach enhances the understanding of policy dynamics at various governance levels, providing a comprehensive view of rural tourism development initiatives in both national and regional contexts and offering insights for development opportunities and managements.

4.2. Rural tourism policies and initiatives

Policy in context of tourism is a set of discourses, policies and practises pushed by governments, sometimes in partnership with business or social actors with the goal of attaining a numerous tourism-related goals. It is a cautious course of action that uses public resources and exceeds the level of theoretical reflection and political intention took place into actual acts. Regular actions, or at least actions that were intended to be consistent, also contribute to its integration. Governments should be a key player, but public actors do not necessarily have to be the only ones that promote and carry out public policies. Instead, it is important to include private and societal actors in the process (Velasco, 2016).

4.3. Goals of Tourism policy

Five key goals relating to the nature of the phenomena and its various elements are combined in no. of ways by tourism plans. Depending on the political system, level of general economic development and level of tourism development of the destination, there are variations in the intensity and degree of the government goals.

- First goal is related to increase tourism or maintain competitiveness, in the case of mature destinations.
- The second goal concerns to the spatial aspects of tourism and how it impacts the dynamics of land use. Here, the idea of planning:-an effort to enhance local participation in

decision-making about sustainable strategies, stimulate the use of underutilised resources, or to create a better geographical distribution of tourism activities, is the key concept.

- Third, there are goals relating to offer visitors a safe and gratifying experience because tourism is also an experience/service that people consume.
- Fourth emphasis on the need of coordination among the sectors, because of the transversal character of the tourism related problems.

It requires current knowledge and experience that can be deployed by different organisations (govt., public) to intervene on the tourism sector with a strategic perspective. The majority of businesses in the tourism sector are small and medium-sized. Even though they are the ones who are in daily contact with the reality of the activity, these company structures typically cannot afford the costs associated with research and knowledge production. The dynamics of the phenomenon make it challenging for the public to make decisions. As a result, one of the traditional objectives of tourist policy is to invest in research, information production, and the development of ideas, as well as the creation of tools to help the propagation of innovation and improvement (Velasco, 2016).

4.4. Origin and History of Tourism policy development

India's tourism development went through several stages. A commission headed by Sir John Sergeant, the government's then-Educational Advisor to the government of India was established in 1945 as the government's initial significant attempt to promote tourism. The Ministry of Tourism, too, had a bit beginning in the 1950s. They had approved the establishment of tourism activities cell in the Ministry of Transport, which over the course of a decade developed into a full-fledged Ministry with a cabinet minister in charge, especially for such a diverse country like India where there are so many languages and religions exists to gain recognition internationally. Dr. Karan Singh, a great administrator and philosopher, served as the first cabinet minister in charge of tourism. In 1956, along with the 2nd five-year plan, the government began systematically developing tourist amenities. Even relatively early on—in 1970s-tourism was considerably more consistently included in Kerala, Goa, Jammu & Kashmir and Himachal Pradesh state (five year) plans than in other states. At that time, these states already received a relatively high share of international tourists and were become India's principal tourist states and 'Models for tourism growth'. The 6th Five -Year Plan indicates the start of a novel phase in tourism in which tourism was recognised as a significant tool for social integration and economic development. The first tourist policy was introduced by the Indian government in November 1982, more than a year after the Planning Commission of India had

recognised the industry as such. This was a relatively late start for India's tourism planning. The goal of this Policy was to encourage sustainable tourism as a device for social and economic inclusion & also to advance India's reputation as a nation with a great past, a thriving present and an optimistic future. After that, the growth of tourism was thoughtfully considered. However, the country's tourism industry didn't really start growing until the 1980s. After this government has started doing serious efforts for its development. Also, National Committee on Tourism was created in July 1986 by the Indian Planning Commission to develop plans for this industry. A national action plan was drawn up in 1992, and the national strategy for tourism promotion was devised in 1996. A draft of a new tourist strategy that was in line with the government's economic plans & emerging tourism trends was released for public discussion in 1997. This proposed strategy recognised the contributions made for tourism growth by the federal and state governments, public sector organisations, and the private sector. It has too been recognised that local youth, non-governmental organisations and Panchayati Raj institutions must be engaged in tourism infrastructure development (Dayanand. & Leelavathi, 2016)).

4.5. Development of Tourism policy under Five Year Plans

Although the fact that the tourist division was established in 1949 and put under the transport department, the first tourism plan, which ran from 1951 to 1956, had little impact on tourism. Additionally, there was a focus on attracting tourists from outside the country, producing tourism-related materials, taking part in promotional events and exhibitions, and creating tourist offices both inside India and abroad. A provision was made to develop the tourism industry as a central and state sector in the second plan (1956–1961). The third plan, which spanned 1961 to 1966, placed an intense focus on creating and expanding lodging options, improving transportation and enhancing accessibility. In the fourth plan (1969–1974), it was acknowledged that tourism was a significant source of foreign cash. The ITDC was established in 1966 and loans were made available to the transport and hospitality industries. The fifth plan (1974–1979) recognised the tourism sector importance in the economy and numerous resorts were developed in Kovalam, Goa, and Gulmarg. It also called for the development of certain archaeological sites & sanctuaries and tourist bungalows for middle-income households. 6th plan (1980–85) marked a significant turning point in the history of tourism because it focused heavily on promoting and developing the industry; it also included the creation of the first tourism policy in 1982; the start of Janta hotels in four metropolitan areas; and the promotion of domestic & cultural tourism. In the 7th plan (1985–1990), tourism was elevated to the status

of an industry; it also saw the establishment of the National Committee on Tourism and the Tour Operators Association in 1986. In the eighth plan (1992-1997) of the National Action Plan (1992) for Tourism, the development of all-inclusive "special tourism areas" and product diversification were prioritised. A special task force was established in the 9th five-year plan (1997-2002) for the promotion and growth of tourism in the north-eastern states of Sikkim, Jammu & Kashmir and Himachal Pradesh. The following circuits were created: the south Heritage circuit, the Buddhist circuit, the western circuit and the north monastic circuit of Kullu, Lahaul-Spiti, Manali and Leh. The focus point of tenth five-year plan (2002-2007) was integrated development of tourism circuits and growth of tourist sites. Additionally, partnerships with the commercial sector, NGOs and development organisations were formed to carry out this task. Additionally, Puri-Konark Beach and Bekal Resort Corporation were developed. Assistance was provided to Hotel Management Institutes across the nation during the 11th five-year plan (2007–2012). This strategy placed a lot of emphasis on developing capabilities, international promotion and publicity, market research, support for sizable revenue-generating initiatives, computerization, information technology engagement and building construction at IISM in Gulmarg. The 12th Five Year Tourism Plan (2012-2017) includes a pro-poor approach to rise the net benefits to the poor from tourism & ensure that growth of tourism helps to reduce poverty (Seenaa & Sudheer, 2018).

4.6. National Tourism policies

4.6.1. Tourism policy 1982 (First Policy)

The Indian government unveiled its first tourism policy in November 1982. The goal of the 1st Tourism Policy was to push for sustainable tourism as a way for economic and social inclusion and to advance India's image as a nation with a proud past, a thriving present and a promising future. There were six categories main, including Welcome (Swagat), Information (Suchana), Facilitation (Suvidha), Safety (Suraksha), Infrastructure Development (Samrachana) and Cooperation (Sahyog) that was the focus of the policies developed earlier. This policy additionally assigns a high priority on natural environment preservation, heritage of culture, and the growth and marketing of tourism-related products (Dayanand. & Leelavathi, 2016)). The primary objectives of tourism development are to increase intercultural understanding, to open up job opportunities and to expand the local economy, especially in remote and weaker areas. Additionally, it works to maintain, enhance and promote India's cultural legacy. It also works for balance development.

- **Features**

- i. The policy develops interest in local youth and encourages people to take part in tourist development.
- ii. The policy promotes for tourism expansion facilities for domestic tourists.
- iii. Recognising that tourism is a multi-sectoral activity, the strategy ensures coordination and intergovernmental links.
- iv. To enhance tourism, the private sector must construct & manage tourist facilities as well as conserve, maintain, and involve the local population and build security.
- v. The strategy also acknowledges the importance of nonprofit organisations and volunteers in tourism industry growth.
- vi. The policy suggests strengthening of tourism infrastructure.
- vii. The strategy acknowledges that foreign investment requires high quality requirements in the service, hotel, and tourism industries.
- viii. The policy presents measures to ensure growth of the tourism industry.
- ix. The policy aims to develop tourism weak economic zones, by tourism circuits development.
- x. The policy introduces prospective plans that are cultural, environmental & heritage conservative (MOT, 1982). (Dayanand. & Leelavathi, 2016)).

4.6.2. National action Plan, 1992

The National Action Plan was introduced in May 1992. It was seen as a growing action plan to make some important corrections and to offer guidance for getting things done quickly. The goals outlined align with the system's recognised shortcomings and take into account all the areas that have been noted as India's tourist development policy's weak points. The action plan's goals were as follows:

- Areas' socio-economic development
- Employment opportunities enhancement
- Growing domestic tourism, particularly for the low-cost sector
- Environment and national heritage protection
- Promotion of overseas travel and improvement of foreign exchange profits
- Product diversity in the tourism sector, and
- Rise of India and its contribution to global tourism. (MOT, 1992)

A (new) Plan was released by the tourism agency in 1997. The strategy aimed to improve and extend the Indian tourist industry overall by stepping up marketing, infrastructure construction and human resource development,

4.6.3. National Tourism Policy 2002

The Government of India's announcement of the National Tourism Policy 2002 marks a significant development in India's tourism strategy. With the goal of advertising tourism as an engine of economic growth and to enhance its direct and multiplier impacts for employment and eradicating poverty in an environmentally friendly way, the Ministry of Tourism, Government of India prepared a draught National Tourism Development Policy and formulated National Tourism Policy, 2002. This tourist policy for 2002 is based on a multifaceted strategy that includes innovative marketing techniques, world class infrastructure, capacity building in the hospitality industry, faster implementation of tourism project development and integrated tourism circuits. Presenting tourism as an important engine of economic growth is the main objective of the National Tourism Policy of 2002. The policy also aimed to expand domestic and foreign visitors. To do this, the government proposed to diversifying tourism products significantly enhancing the standards of the industry by improving the infrastructure, marketing, and air travel. Developing tourist infrastructure, creating new destinations, encouraging agro-rural tourism, creating new tourist circuits, and utilising public-private partnerships are all areas that the government works to attain this goal. For the promotion of Indian tourism at a global level, the Indian government in 2002, started expanding international marketing. Presented India as an alluring travel destination by highlighting various sides of Indian history & culture. Includes, all organisation related to tourism sector i.e. ministries, private sector, industry associations and state governments (MoT &C,2002).

4.6.4. National tourism policy 2015

- **Vision**

Promote and position India as a "Must EXPERIENCE" and "Must REVISIT" destination for tourists from around the world. At the same time, encourage Indians to travel within their own nation and recognize the potential of tourism as a significant driver of economic growth, the creation of jobs & poverty reduction within a framework that is inclusive and responsible.

- **Objectives**

- i. Following a path of steady expansion, increase the percentage of foreign visitors and revenue.
- ii. Encourage recurrent, all-year visits that are widely distributed around the location.
- iii. Encourage local travel.
- iv. Encourage the responsible and sustainable tourism industry growth from an economic, social, cultural & environmental standpoint.

- v. Present India to tourists, both domestic and foreign, as a welcoming, secure and sustainable travel destination.
- vi. Enhance the brand image of "Incredible India"
- vii. Provide a first-rate, yet genuine, local experience.
- viii. Support the development & promotion of tourism by working with state governments, union territories and stakeholders.
- ix. Assure meaningful and equitable community involvement in tourism industry development.
- x. Prioritize the advancement and growth of the Northeast Area and the state of Jammu & Kashmir.
- xi. Create opportunities and enhance professional and vocational skills development for the tourist and hospitality industries by developing high-quality human resources.

In addition to these objectives, Product Development was the main highlight of this policy, it ranges from Heritage & culture, Rural/Farm/Village/Plantation tourism, Adventure, Eco/wildlife tourism, Festivals and fairs, Cuisine, shopping, cinematic, Heritage walks, beach, River/Dams/Backwater, Meetings Incentives Conferences & Exhibitions (MICE), Yoga, Spirituality (<http://www.scribd.com/document/316067256/National-Tourism-Policy-2015.pdf#:~:text=This%20document%20provides%20the%20draf...>).

4.6.5. Draft National tourism Policy 2022

The Policy's goal is "to change our tourism spots to offer world class experiences to visitors, positioning India as one of the leading destinations for responsible and sustainable travel.

- **Targets**

1.18. Table showing the policy goals for India's tourist industry

Goals	2023	2030	2040	2047
International Tourist Arrival (in Mn)	13	25	56	100
Domestic Tourist Visits (in Bn)	2	4	10	15
Foreign Exchange	30	56	175	400

Earnings (in \$ Bn)				
Employment (in Mn)	88	137	257	400
Tourism GDP (in \$ Bn)	143	248	550	1000

Source: Draft National tourism policy 2022, Ministry of Tourism, GoI

• **Core Strategic Goals**

The Policy's primary strategic goals are:

- i) To make India a year-round travel destination and increase visitors, stay, and expenditure in order to increase the contribution of tourism to the Indian economy,
- ii) to guarantee the availability of trained labour and to generate employment and entrepreneurial opportunities in the tourism sector,
- (iii) In order to boost the tourism industry's competitiveness and draw in investment from the private sector,
- (iv) To maintain and enhance the cultural and ecological assets of the country,
- (v) To guarantee the nation's tourist industry develops in a sustainable, responsible, and inclusive manner

Important mission

i. National Green Tourism Mission

A National Green Tourism Mission will be established by the government and operate at the national, state, and destination levels. The following are the main, connected goals of the mission:

- a. To bring sustainability into the tourism industry;
- b. To motivate the industry to take climate action;
- c. To encourage responsible tourism;
- d. To encourage inclusive tourism; and
- e. To coordinate tourism development with the 2030 Sustainable Development Goals

ii. National Digital Tourism Mission

The National Digital Tourism Mission will be established by the Ministry of Tourism to encourage digitalization in the travel industry. By facilitating the exchange of information and services among national and state tourism organizations, tourism service providers, tourism

destinations, products, experiences, and tourists, the National Digital Tourism Mission hopes to realize its goal of fully utilizing digitization in the tourism sector.

iii. Tourism and Hospitality Sector Skill Mission

To foster collaboration between sectoral growth objectives and the skill development framework, the Ministry of Tourism will establish the Tourism and Hospitality Sector Skill Mission. In order to develop the skill ecosystem for hospitality and the tourism sector in the nation, the mission will establish collaborations between the Ministry of Tourism, the Ministry of Skill Development, State Tourism Departments, Industry, and Sector Skill Council.

iv. National Mission on DMOs

In order to create and execute a framework for destination management organizations, strengthen their institutional support, and enhance their capacities, the government will establish a National Mission on DMOs. The primary agency responsible for promoting and growing tourism in the destination will be the Destination Management agency (DMO). The destination management organization (DMO) aims to gather relevant stakeholders and local communities to devise a cohesive tourism plan that advances the destination's sustainability and competitiveness.

v. National Mission on Tourism MSME

The government will establish the National Mission on Tourism MSMEs in light of the potential of these businesses to boost employment, provide opportunities for entrepreneurship, and contribute to the expansion of tourism. Enabling and empowering our MSMEs throughout the tourist value chain to improve their competitiveness and integration in the global value chain will be the primary goal of the mission.

vi. Atithi Devo Bhava” – A Social Awareness Campaign

Under the name "Atithi devo bhava," a nationwide program to raise social awareness and encourage behavioural change will be introduced. To increase awareness among stakeholders & the general public about the importance of acting responsibly, maintaining cleanliness, hygiene and safety as well as appropriate behaviour toward tourists, it will be introduced in print, radio, television, online & outdoor media.

vii. Destination and Product Development

Although destination development will be a continuous process, the essential elements must be finished before visitors arrive and generate income, which will encourage more investment in the location. It is imperative to guarantee the operation and maintenance of the assets generated

and endeavour to collaborate with the private sector on tourism initiatives that yield money. The State Government would bear primary responsibility for destination development.

Components: -

a) Development of Model Destinations

The Ministry of Tourism will collaborate with the States to develop specific tourism locations as part of the Ministry's numerous programs and initiatives. These model destinations will have destination management organizations in place and be developed in accordance with the destination master plan. Under the numerous plans and efforts of the Government of India, the Ministry would prioritize the development of the Buddhist circuits, the North East Region, J&K, Ladakh, and other related areas.

b) Special Tourism Zones

To encourage world-class infrastructure and services for tourists and draw in the private sector, the Ministry of Tourism will create Special Tourism Zones. A Master Developer will collaborate with a Special Purpose Vehicle (SPV) to design and oversee the creation of Special Tourism Zones. The State Government will give land and other incentives to attract the private players, and the Ministry of Tourism will assist the development of basic infrastructure to attract large-scale private investment.

c) Smart Tourism Destinations

According to the Policy, a smart tourist destination is defined as one that "fully leverages their cultural heritage and creativity, makes tourism sustainable and accessible, and facilitates access to tourism and hospitality products, services, spaces, and experiences through ICT based innovative solutions

viii. Destination diversification and development

Crucial Strategic Goals for Product Creation

In order to draw tourists from certain markets as both geographical entities and interest groups, the Policy acknowledges that the destinations must tailor their assortment of goods and experiences. Therefore, while guaranteeing great traveller satisfaction, product development must carefully consider the traveller's main interests, familiarity with the destination (i.e., first visit or repeat), duration stay, time of year & ideal diversity of exposure. This will plant the desire to return & experience India once more.

- a) To have a year bound visitor
- b) to disperse tourists across places,
- c) to increase length of stay, spend & tendency for repeat travel (MoT,2022)

4.7. Findings

i.Sustainability and Environmental Conservation

Sustainable tourism practices and environmental conservation have been the cornerstones of India's tourism policies since the 1982 policy's introduction. This was broadened in the 1992 plan in response to concerns about the environment around the world, with a special emphasis on environmental and heritage protection. By 2002, eco-friendly tourism practices were the focus, which by 2015 further evolved into a push for responsible and sustainable growth in light of global climate issues. Sustainability became an essential focus in tourism development with the introduction of the Green Tourism Mission in the 2022 draft, which integrated cutting-edge techniques including green certifications and sustainable site management.

ii.Economic Impact and Development

Since 1982, India has promoted tourism for social and economic inclusion through its tourism policies, which acknowledge the sector's potential as a significant economic engine. The 1992 plan targeted to improve employment and socioeconomic growth via domestic and international tourism. The 2002 policy then emphasized tourism as a vital driver of economic expansion and the eradication of poverty; this theme persisted in 2015 with an additional emphasis on employment development. The 2022 draft emphasized a strategic focus on optimizing economic gains from tourism by setting clear, aggressive targets for the sector's contribution to GDP & employment.

iii.Cultural and Heritage Promotion

India's tourism plans have always placed a strong emphasis on promoting its culture and legacy, starting with the 1982 strategy that aimed to enhance the country's image through cultural heritage. With the introduction of the historic 'Incredible India' campaign in 2002, Indian culture and heritage gained significance in the international tourism marketing. This continued in the 2015 policy with improved brand imagery, and it was maintained in the 2022 draft, ensuring constant preservation & promotion of India's abundant natural and cultural resources.

iv.Infrastructure and Facility Development

The 1982 policy recognized the need of infrastructure development in strengthening growing tourism activities. The 1992 plan, which concentrated on boosting infrastructure facilities to meet rising visitor numbers, expanded on this. Setting priorities integrated tourist circuit development and quick project implementation by 2002, these efforts persisted till 2015.

The 2022 draft tried to create outstanding tourism experiences, taking into account the requirement for advanced and well-kept infrastructure that met contemporary tourism demands

v.Collaboration and Partnerships

The idea of public-private partnerships was introduced in the 1982 policy, and collaboration between different stakeholders has been a continuing topic. It contributed to the 1992 recognition of the necessity for sector-wide coordination, and by 2002, partnerships that create capacity were encouraged. The 2022 edition of the policy stressed strategic partnerships as crucial for the development of sustainable tourism, embracing contemporary business models & community participation. The 2015 policy had placed a strong emphasis on collaboration with state governments and stakeholders

vi.Safety and Security Measures

Since origin, safety and security have been fundamental elements that are necessary to create a friendly atmosphere for visitors. In response to concerns about travel safety throughout the world, this commitment renewed in 2015. It was then further enhanced in the 2022 draft with comprehensive guidelines for visitor safety and crisis management, guaranteeing visitor confidence in the face current concerns

vii.Technological and Digital Advancements

The promotion of tourism has benefited greatly from technological and digital developments, beginning with the 2002 policy's emphasis on new marketing strategies. This was further enhanced in 2015 by the widespread use of technology, and by 2022, the country's commitment to introduce state-of-the-art technology into the tourist industry was shown with the establishment of the Digital tourist Mission, which attempted to improve tourism experiences through digital solutions.

4.8. Rural tourism policies and initiatives in India

4.8.1. Swadesh Darshan

In order to develop tourism infrastructure at various destinations, the Ministry of Tourism launched its flagship program, "Swadesh Darshan," in 2014–15. Depending on the availability of funds, the State Governments, UT Administrations, and Central Agencies had to submit appropriate detailed project reports, adhere to the guidelines of the scheme, and use funds that had already been released. A total of 76 projects were approved under designated thematic circuits across 31 States and Union Territories of the nation between 2014–15 & 2018–19. Using a tourist- and destination-centric approach, the Ministry of Tourism has redesigned the

Swadesh Darshan scheme as SD2.0, with the aim of creating sustainable and responsible destinations.

- **Features**

- i. The Indian central government provided all of the funding for the program.
- ii. Under the scheme, tourism circuits have been proposed and launched. Numerous places and locations have been incorporated under these circuits so that tourists can travel there and enjoy their vacation.
- iii. The Ministry of Tourism and the Central Government together developed the plan. By starting the program, the ministry will be able to preserve and develop the country's historic cities for visitors from all over the world

- **Important Circuits**

Important circuits recognised by the Swadesh Darshan Scheme:

i) *The Himalayan Route*

This circuit which passes through multiple states including Jammu and Kashmir, Uttarakhand Himachal Pradesh, Sikkim and Arunachal Pradesh seeks to capitalize on the Himalayan range's natural elegance. With so many temples and monasteries in the area, it focuses on both spiritual and adventure tourism.

ii) *Coastal circuit*

This circuit which spans states like Kerala, Maharashtra, Karnataka, Gujarat, Tamil Nadu, and Odisha was created to improve the infrastructure along the Indian coastline. The goal is to provide infrastructure to support beach and coastal tourism.

iii) *The North-East circuit*

This circuit focuses on making use of the untapped potential of the northeastern states, which are famous for their distinctive animals, varied cultures, and lush scenery. With its abundance of natural & cultural resources, it seeks to promote environmentally friendly travel in this area.

iv) *Desert circuit*

This circuit, which passes through parts of Gujarat and Rajasthan, highlights the distinctive desert experiences offered by the Thar Desert, such as the history of towns like Jodhpur and Bikaner, desert safaris and regional folklore and music.

v) *Krishna circuit*

This circuit focuses on Lord Krishna's religious and historical significance, visits important sites connected to the god, particularly in regions like Uttar Pradesh, Haryana, Rajasthan, and Gujarat. Its goal is to improve these spiritually valuable sites' amenities.

vi) *The Buddhist circuits*

The main locations connected to Lord Buddha's life are highlighted by this circuit, which includes locations of Madhya Pradesh, Uttar Pradesh, and Bihar. It draws pilgrims and academicians interested in the life and teachings of Buddha from all over the world.

vii) *Spiritual Circuit*

This broadly defined circuit seeks to improve the experience for both local and foreign travellers seeking spiritual development by creating tourism infrastructure at locations recognized for their spiritual value throughout multiple states.

viii) *Tribal Circuit*

This circuit highlights regions mostly inhabited by tribal tribes, including Nagaland, Chhattisgarh, and Jharkhand, among others in an effort to highlight India's unique tribal heritage.

ix) *Ecological circuit*

By encouraging eco-tourism in places renowned for their wildlife and natural beauty, this circuit hopes to maintain sustainability while enabling visitors to experience the flora and fauna of places like Kerala, Assam, Madhya Pradesh, and other locales.

x) *Heritage circuit*

It includes the growth of tourism in regions with a high concentration of historical and cultural sites. Himachal Pradesh, Tamil Nadu, and Madhya Pradesh are important regions covered by this circuit.

x) *Rural circuit*

Its goal was to encourage rural tourism throughout India. One of the important thematic circuits designed to showcase rural life, culture, art and legacy in rural areas and villages in India. In addition to offering visitors a rich and genuine rural experience, this circuit aims to ensure sustained growth and development for the local community both at economic & social level.

Every circuit included in the Swadesh Darshan Scheme has been selected on the basis of its distinct potential to draw travellers with certain interests, such as nature, adventure and spirituality. These circuits are being developed with the intention of offering full diverse tourism experiences, boosting local economies, generating employment and showcasing India's

rich cultural treasures (<https://tourism.gov.in/schemes-guidelines-schemes/swadesh-darshan-scheme>).

4.8.2 Swadesh Darshan 2.0

India has enormous potential for the growth of tourism and the generation of jobs due to its unique cultural, historical, religious, and natural resources. It is both possible and necessary to create theme-based tourism circuits that serve visitors with particular interests in these kinds of destinations. This can be achieved by using a coordinated strategy that offers fascinating experiences for various domestic and foreign tourist kinds. Particularly relevant themes for a certain area could be wildlife, beaches, culture, and heritage. The design of these theme-based circuits prioritizes the well-being of nearby communities, create job opportunities, and foster social cohesion, all the while maintaining environmental sustainability and providing guests with unparalleled experiences. The mission of this scheme is to develop a framework to promote sustainable & responsible tourism together with states, UTs, and local governments.

- **Principles**

To realize the goals of responsible and sustainable tourism, as well as to increase the impact of tourism on the local economy and employment opportunities, the following guidelines will be adhered to under the Scheme:

- i) Create benchmarks & standards for the main tourism themes
- (ii) Establish sustainable & responsible tourism;
- (iii) Destination & tourist-centric approach;
- (iv) Integrated tourism destination development;
- (v) Prioritize domestic tourism;
- (vi) Reform policies and institutional frameworks;
- (vii) Operate and maintain on a sustainable basis;
- (viii) Combine with other federal and state initiatives

(https://tourism.gov.in/sites/default/files/202304/Swadesh%20Darshan%20%20Guideline%20Booklet_0.pdf.)

4.8.3. National Strategy and roadmap for the development of rural tourism in India: An initiative towards Aatamnirbhar Bharat (2021)

India's overall goal for rural tourism is to use the nation's rich rural history to build a thriving, sustainable, and ethical tourism industry. This involves maintaining local customs and legacy intact, creating jobs for indigenous people, and developing an atmosphere through the

involvement of communities, private sector, NGOs and the government in the growth and promotion of rural tourism

- **Key Performance Areas**

The following are the primary areas of performance for the rural tourism growth in India:

- Sustainable Development*: Ensuring that activities related to rural tourism support sustainability and environmental protection by supporting best practices.
- Skill nourishment*: Increasing stakeholders' and local communities' competencies through education and instruction.
- Infrastructure Development and clusters formation*: To support tourism, should work for better amenities, services, and accessibility and cluster identification.
- Marketing and Promotion*: Aggressively promoting rural tourism locations both nationally and internationally through partnerships, internet platforms, and campaigns.
- Stakeholder Engagement*: Encouraging collaboration and active participation from a range of stakeholders such as local governments, businesses, and the private sector.
- Cultural Preservation*: Preserving and advancing rural communities' rich cultural legacy.
- Economic Empowerment*: Providing local communities with business and employment options helps to lower migration and enhance economic stability.

- **Key Stakeholders in Rural Tourism Development Strategy**

The success of the strategy depends on the engagement of several key stakeholders in the advancement and promotion of rural tourism. Among these stakeholders are: Central Agencies, State Administrations, business group, non-profit organizations, local governmental authorities i.e. district level committee & monitoring committee at clusters level. Their combined efforts are essential to the successful management and longevity of tourism projects.

- **Budgetary and Professional Support**

The Ministry of Tourism makes sure the nodal agencies get the funding assistance they need to carry out their responsibilities (MoT,2021)

4.8.4. Scheme of Capacity Building for Service Providers

A sizable percentage of the labour force is employed in the tourist sector, both directly and indirectly, which means that different positions require different levels of expertise. Currently, Institutes of Hotel Management (IHMs) and Food Craft Institutes (FCIs) offer technical training to the hospitality sector. There is also training available for professions in the travel and tourism sector through the Indian Institute of Tourism and Travel Management in Gwalior,

its Eastern Regional Centre in Bhubaneswar & its numerous branches around India. While the organized sector, which includes hotels & restaurants, is the primary focus of IHMs and FCIs, many people operate in the unorganized sector which also includes small hotels, roadside eateries and ticketing/travel agencies.

Also included other professions that deal with tourists include porters, taxi and coach drivers, police officers, immigration officers at airports, employees of bus and train stations, guides, and monument staff. The quality of visitors' interaction with these different service providers greatly influences how they view India as a travel destination overall. Acknowledging this, a program was created to train people in the unorganized sector to improve their behaviour and service abilities in an effort to improve the general calibre of encounters with tourists.

- **Goals**

To improve the skills, knowledge and capabilities of tourism professionals is the main goal of the capacity building strategy. The following goals are intended to be accomplished by this improvement:

- i.Boost Service Quality: Give service providers the tools they need to both meet and surpass visitors' expectations, which will raise visitor satisfaction levels as a whole.
- ii.Boost Competitiveness: Boost the capacity of travel industry experts and businesses to successfully contend in a fast-paced, international market.
- iii. Encourage Sustainable Tourism: Support measures that guarantee the growth of the tourism sector is profitable, culturally relevant, and environmentally sustainable, benefiting local communities as well as the business.
- iv.Adopt Technological Advancements: Provide service providers with the newest technology to promote promotion of tourism products, streamline operations, and improve contact with visitors.
- v. Develop Resilience: Assist tourism workers in adjusting to shifts and obstacles in the sector, such as shifting consumer needs or ecological issues.

- **Training Programs Under the CBSP Scheme**

The Capacity Building for Service Providers (CBSP) Scheme's training programs includes four primary areas, each of which is intended to address certain learning and growth requirements in the travel and tourism sector.

i)Skilling Programme (Capacity Building)

Hunar Se Rozgar Tak: A curriculum designed to give recent graduates the fundamental abilities needed to work in the tourism industry.

ii) Re-skilling Programmes (Capacity Enhancement):

a) *Skill Testing & Certification*: Designed to evaluate and certify service providers' skills, improving their professional credentials and employment opportunities.

iii) Guide Training

a) *Induction Training Program for Regional Level Guides*: New guides are trained to meet regional requirements through the Induction Training Program for Regional level Guides.

b) *Refresher Level Course for Regional Level Guides*: Updating the abilities of current guides to maintain excellent service standards is done through the refresher level course.

c) *Language Course for Tour Guides and Other Service Providers*: Improving language proficiency to facilitate communication with foreign visitors.

iv) Other Sectors Training

a) *Training for the Promotion of Rural Tourism*: Gaining expertise to strengthen the tourism in rural localities.

b) *Tourism Awareness Programs*: Teaching service providers about the wider advantages and effects of travel.

c) *Training of Teachers, Administrators, and Planners; Training of Trainers*: Programs designed specifically for people who will instruct or guide others in the tourist industry (MoT, 2018).

4.8.5. Incredible India Bed & Breakfast/Homestay Scheme

A bed and breakfast is a type of lodging where a resident uses the dwelling to provide short-term commercial lodging for people away from their usual place of residence. The goal is to provide travellers with pleasant homestay facilities that offer standardized, world-class services, as well as to complement the availability of lodging in metropolitan areas and key tourist locations. The main objective of the program is to give both domestic and foreign tourists tidy, sensible lodging while enabling them to stay with an Indian family, experience Indian customs and traditions, and eat authentic Indian food.

Silver and gold are the two categories into which these establishments fall. Before granting clearance, a Regional Classification Committee must inspect the facilities and services. It is only possible to operate under this strategy if the business owner/promoter and their family live on the same property. A minimum of one room and a maximum of six rooms (a total of twelve beds) may be rented out to guests by the proprietor (<https://tourism.gov.in/sites/default/files/2019-10/082720140204879-0.pdf>).

4.8.6. Mera Gaon Meri Darohar

The National Mission on Cultural Mapping, in association with the Ministry of Culture, started the "Mera Gaon Meri Darohar" (MGMD) program, which attempts to document and map every one of India's 6.5 lakh villages spread across 29 states and 7 union territories. This program aims to promote and conserve the rich cultural legacy of rural India and is a part of the larger Azadi Ka Amrit Mahotsav celebration. The program classifies villages according to a variety of thematic areas, such as Historical Village connected to local and national history, Ecologically Oriented Village, associated with textual and scriptural traditions of India, Epic Village related to Ramayana, Mahabharata, and Puranic legends and Architectural Heritage Village. The objective of this extensive classification is to emphasize the distinctive qualities and cultural.

The project's virtual platform, which provides an extensive database showcasing each village's existence, history, and spirit, is one of its main features. By enabling Indians to discover their cultural roots both electronically and in person, this digital engagement aims to increase rural tourism (MoT&C).

4.8.7. Best Tourism Villages Competition Overview

The Best Tourism Villages Competition tries to recognize villages that are exceptional examples of rural tourism attractions. It preserves the customs of Indian communities, draws attention to the region's natural and cultural resources and encourages communal values. The villages' dedication to sustainability in terms of the environment, society & economy is the main emphasis of the competition. Its main objective is to use tourism as a catalyst for good, rural development & community well-being, recognised several categories heritage, Agri tourism, craft, responsible tourism villages etc.

- **Objectives of the Competition**

- i. Lessen the differences in how rural tourism locations are developing.
- ii. Encourage the people in remote areas.
- iii. Promote rural transformation and increase attractiveness.
- iv. Boost community involvement, partnerships, and multi-level governance
- v. Advancement and digitalization, as well as improved financial access, investment, infrastructure, and connection.
- vi. Create new products and include value networks.
- vii. Raise awareness of the relationship between sustainable food systems & tourism.
- viii. Promote the safeguarding of cultural and natural resources.

ix. Promote sustainable methods to cut down on waste, lower emissions, and make better use of resources.

x. Expand knowledge and capacities

- **Areas of Evaluation**

i. Natural resources and culture: (SDGs 8, 11, 12, 15)

ii. Sustainable Economy: (SDGs 5, 8, 9, 17)

iii. Sustainability of the Environment: SDGs 7, 12, 13, 15, 17

iv. Tourism Governance and Prioritization: (SDGs 9, 17)

v. SDG 3: Security, Safety, and Health

vi. Cultural Resource Conservation and Promotion: (SDGs 8, 11, 12)

vii. Social sustainability is addressed by SDGs 1, 2, 4, 5, 8, 10, 11, 12, and 17.

viii. Value chain integration and tourism development: (SDGs 8, 9, 10, 12)

ix. Connectivity and Infrastructure: (SDGs 9, 17)

- **Eligibility Criteria**

i. The villages should be situated close to well-known locations, popular tourist spot.

ii. Population density should not be higher than 25,000.

iii. Engage in traditional activities such as farming, crafting, cuisine, etc.

iv. Possess a track record of outstanding previous achievements or community values.

(<https://cdn.s3waas.gov.in/s33d2d8ccb37df977cb6d9da15b76c3f3a/uploads/2023/12/2023120863.pdf>).

4.8.8. Best Rural Homestay Competition

Homestays provide travellers with genuine local experiences and opportunities to engage with the host community. Permits guests to fully comprehend and engage in the village's special way of life

- **Objectives of the Competition:**

i. Encourage the use of rural homestays as an exciting substitute for traditional rural lodging.

ii. Determine and create outstanding homestay groups.

iii. Encourage employment, entrepreneurship, and means of subsistence through tourism.

iv. Recognize the potential and difficulties involved in creating rural homestays.

v. Determine the best national methods for homestays.

- **Basic Requirements for evaluation:**

i. Total nights booked.

ii. The standard of the lodging units

- iii. Relevance to the designated classifications.
- iv. Comfortable facilities for lodging.
- v. The unit's security and safety.
- vi. Sanitation and hygiene.
- vii. Standards of hospitality.
- viii. Support for the preservation of regional customs, art, and culture.

- **Specific Eligibility Criteria for Various Categories of Homestay**

- i) **Best Rural Homestay – Vibrant Village**

a) Definition: Identify all rural homestays, clusters of rural homestays, or other types of alternative rural lodging in India's Vibrant villages.

b) Qualifications Standards:

- ❖ located within vibrant villages, One lettable room at least.

- ii) **Best Rural Homestay – Green**

a) Definition: Acknowledges alternative rural lodgings, such as homestays or homestay clusters, that use renewable or green energy and address climate change in their infrastructure and operations.

b) Qualifications:

- ❖ Needs to have environmentally friendly infrastructure and rely on solar energy or other green energy sources.
- ❖ It needs to be energy, water, and building material efficient.
- ❖ It needs to have a sustainability certification or accreditation.
- ❖ Requires at least one lettable room.

- iii) **Best Rural Homestay – Community Driven**

a) Definition: Acknowledges alternative rural lodgings run by rural communities, such as rural homestays or clusters of rural homestays.

b) Qualification Standards:

- ❖ The local community should play a major role in development, operation & decision-making.
- ❖ Standard operating procedures that guarantee community involvement are required.
- ❖ Redevelopment of rural areas, revitalization of local arts and crafts & revitalization of rural life are all necessary.
- ❖ Local families must run the business.
- ❖ Requires at least one lettable room.

iv)Best Rural Homestay – Women Led Unit

- a) Definition: Any alternative rural lodging provided by female stakeholders, such as rural homestays or clusters of rural homestays.
- b) Qualification Standards:
 - ❖ Has to be fully run by women from the area.
 - ❖ A woman from the family should be listed as the unit's registered owner.
 - ❖ At least one available room.

v)Best Rural Homestay – Heritage and Culture

- a) Definition: Acknowledges alternative rural lodging options that reflect the local culture and heritage, such as rural homestays or clusters of them.
- b) Qualification Criteria:
 - ❖ Must represent the local area's culture and heritage.
 - ❖ Need to be significant culturally or historically.
 - ❖ One lettable room at a minimum.

vi)Best Rural Homestay – Farm and Agri

- a) Definition: Acknowledges independent farm stays or agri stays in close proximity of an agricultural farm as rural lodgings, as well as rural homestays and clusters.
- b) Eligibility Requirements:
 - ❖ Must be close to a farm.
 - ❖ Has to encourage organic farming and include visitors in farming activities.
 - ❖ One lettable room at a minimum.

vii)Best Rural Homestay – Cottage

- a) Definition: Acknowledges alternative rural lodgings with rooms, kitchens, and restrooms as recreational rural homestays, rural homestay clusters, or other similar rural accommodations.
- b) Eligibility Requirements:
 - ❖ Must be built using native materials and have a roof that is not concrete
 - ❖ Have one to three bedrooms.

viii)Best Rural Homestay – Ayurvedic and Wellness

- a) Definition: Acknowledges alternative rural lodgings such as rural homestays or clusters that offer activities for both physical and mental well-being.
- b) Qualification Standards:
 - ❖ offer a range of treatments, spa services, meditation, etc.

ix) Best Rural Homestay – Vernacular Architecture

a) Definition: Identifies alternative rural lodgings that highlight local architecture and employ building materials from the area, such as rural homestays or clusters.

b) Qualification Standards:

- ❖ The architecture needs to be regional.
- ❖ One lettable room at least.

x) Best Rural Homestay – All-Inclusive Practices

a) Definition: Identifies other rural lodging options that promote accessible tourism, such as rural homestays or clusters of rural homestays.

Qualification Standards:

- ❖ The establishment must possess a minimum of one room that is accessible for guests with disabilities.
- ❖ Specially-abled people should have access to amenities, accessories, and infrastructure that meets their needs.

(xi) Best Rural Homestay – Responsible Practices

a) Definition: Using sustainable and ethical tourism methods, identify alternative rural accommodations such as homestays or homestay clusters.

b) Eligibility Requirements:

- ❖ Must provide services and amenities in an environmentally friendly manner.
- ❖ Should conduct waste management and adhere to a policy prohibiting the single use of plastic.
- ❖ Will aim to employ as many locally produced goods as possible.
- ❖ Plans for resource management that include waste and water recycling are required.
- ❖ Activities need to support social inclusion, cultural preservation, and local communities.
- ❖ The economy must grow steadily and consistently.
- ❖ A single lettable room is required.

(xii) Best Rural Homestay – Tree House

a) Definition: Identifies Alternate rural lodging options, such as rural homestays, are situated next to or between the trunks and branches of large trees.

b) Eligibility:

- ❖ The tree home must have a wooden framework and be constructed next to or among trees in order to qualify.

- ❖ Each unit in the cluster should have a minimum of one tree house.

(xiii) Best Rural Homestay – Villa

a) Definition: Identifies spacious, independent bungalows or villas with two fully rented rooms and bathrooms as well as rural homestays, clusters of rural homestays, and other rural lodging options.

b) Qualifications:

- ❖ It has to be in a village.
- ❖ Rural aspects including food, resources, and cultural experiences should to be preserved.
- ❖ A bathroom should be connected to each room.
- ❖ A minimum of two lettable rooms is required.

(xiv) Best Rural Homestay – Cluster

a) Definition: Identifies several rural lodging options, such as homestays, that are situated in a particular village and have similar ideas.

b) Qualifications:

- ❖ The cluster must consist of a minimum of three homestays.
- ❖ It should only be found in a specific village.

(<https://cdn.s3waas.gov.in/s33d2d8ccb37df977cb6d9da15b76c3f3a/uploads/2023/12/2023120810.pdf>).

4.9. Findings

- **Final Analysis**

i. Infrastructure Improvement

Initiatives for rural tourism have a strong emphasis on building resilient infrastructure to improve visitor experiences and boost regional economies. The Swadesh Darshan Scheme, for instance, aims to improve connectivity and tourist amenities while developing themed circuits like the Himalayan and Coastal Circuits. In the same way, the Best Tourism Villages Competition emphasizes infrastructure development as a crucial assessment factor.

ii. Economic Development

One of the main objectives of rural tourist initiatives is economic growth. In addition to promoting private sector investment in travel and hospitality, Swadesh Darshan 2.0 seeks to generate employment possibilities.

iii. Sustainability

A significant emphasis of contemporary tourist strategies is sustainability too. The design of theme-based circuits in Swadesh Darshan 2.0 places a high priority on environmental sustainability. Travelers and tour operators are encouraged to adopt sustainable tourism practices by the Mera Gaon Meri Darohar Initiative. The communities that compete for the Best Tourism communities Award are also assessed according to how dedicated they are to environmental sustainability.

iv.Cultural Preservation

The preservation of culture is vital for rural tourism. Circuits like the Krishna and Buddhist Circuits are part of the Swadesh Darshan Scheme, which aims to preserve places of cultural and religious significance. The Incredible India Bed & Breakfast/Homestay Scheme, Mera Gaon meri Dharohar promotes cultural exchange and preserves local customs while offering visitors genuine local experiences. Villages that preserve and advance their cultural history are honoured in the Best Tourism Villages Competition.

v.Capacity Building

Initiatives aimed at capacity building initiatives on improving the capacities and skills of local communities. The goal of the Service Providers' Capacity Building Scheme is to increase the quality of services by providing training and skill development using modern technologies. This theme guarantees that industry professionals in the tourism field can fulfil the ever-changing demands of the business and offer visitors excellent services.

vi.Governance

For tourist strategies to be implemented successfully, effective governance is essential. There are various levels of governance involved in the Swadesh Darshan Scheme, ranging from state and district-level monitoring committees to the National Steering Committee. A multi-layered governance structure is also emphasized in the National Strategy for Rural Tourism Development in order to guarantee collaboration amongst different stakeholders. Effective governance is crucial for the successful implementation of tourism policies.

vii. Community Empowerment

In order to guarantee that local people have control over and profit from tourism activities, community empowerment is a crucial component of rural tourism. For example, the Incredible India Bed & Breakfast/Homestay Scheme helps homeowners both financially and culturally by giving them the opportunity to earn extra money and participate in cross-cultural activities. The Best Rural Homestay Competition places a strong emphasis on neighbourhood-based projects in which neighbours play a major role in the planning, creation, and management of

the project. Involving local people in the planning and benefits of tourism projects is emphasized in the National Strategy and Roadmap for the Development of Rural Tourism.

4.10. Rural tourism policies and initiatives in Jammu and Kashmir

4.10.1. Help Tourism/Tourism Assistance

For the sole purpose of remodeling and refurbishment, this unique program by J&K bank offers hassle-free loans for turning property from residential to commercial purpose i.e. homestay development.

- **Requirement**

- i. The borrower must be the owner of the residential property in order to qualify.
 - ii. The property must be not be older than fifteen years, at a suitable location with a motorable approach.
 - iii. The property needs to be registered with the J&K government's tourism department.
 - iv. Permissions from the Municipality or other relevant authorities are required for the conversion, renovation, or refurbishment.
 - v. The owner should oversee the guest house directly.
 - vi. The potential borrower must provide comprehensive cost estimates or a project report for the remodeling/refurbishment plan in order for the viability to be determined.
 - vii. The reconstruction or repair project needs to be finished in three months from the start time
- This program does not apply to already-existing hotels or guest houses that are currently registered with the Tourism Department.

- **Quantum of Loan:**

- i. For Per room cost up to ₹50,000.
- ii. For each guest house, up to ₹10 lakhs

- **Components of Project Cost:**

Costs allowed under this scheme include charges for renovation, painting, bedding, furniture, dining tables, flooring, crockery, cutlery, colour televisions, and other items required for the repair and upgrading of the house.

- **Security:**

- i. Primary: All of the guest house's movable assets, including furniture and fixtures, are collateral.
- ii. Up to ₹2 lakhs in loans: a guarantee from a third party that two people have enough money to cover the liability.
- iii. Mortgage of the home or guest house is required for loans greater than ₹2 lakhs.

- **Implementation Guidelines**

- i. Borrowers must apply via the approved channels and submit the required paperwork in accordance with the eligibility requirements.
- ii. The lending institution will supervise the loan distribution and monitoring to make sure the money is used only for the authorized renovation/refurbishment projects and within the allotted time frame. (<https://jkb.bank.in/tourism-assistance-kashmir-valley-only>).

4.10.2. Jammu and Kashmir Home stay policy

- **Homestay definition**

Homestays by govt of JK, tourism departments are defined as any private residence situated in various UT areas where it is anticipated that tourists will want to visit and stay; these include the Farm House, Orchards, and other rural areas.

Accommodations: In accordance with the guidelines, accommodations must have rooms that are at least the minimum prescribed standard sizes. The average size for accommodations with a double and single bedroom will also be prescribed.

- **Objectives of the Guidelines:** The Homestay guidelines shall have the following objectives:

- i. To decentralize the benefits of tourism to a wide number of people who own houses that can be rented out and that don't require a lot of capital to make available as lodging.
- ii. To have a multiplier effect on the economy and provide a number of advantages, such as the creation of jobs and a rise in the demand for traditional crafts and skills.
- iii. To guarantee that locals benefit economically by lowering the cost of lodging and increasing the number of rooms available for tourists.
- iv. To give business owners a marketing platform by means of standard advertising and foundational instruction in the hospitality industry.
- v. Offering home-cooked breakfast and/or making arrangements for clients to do so may increase the possibilities for lodging for those who want to stay longer and enjoy a cozy environment.
- vi. To fully utilize the potential of the cultural landscape and employ it as a sustainable tool to advance tourism via discussions about the environment, sociocultural preservation, and rural tourist promotion and best practices.
- vii. To encourage community involvement by involving the villagers in the tourism industry, arranging for cross-cultural interactions, and allowing visitors to gain an appreciation of local customs through trips, dance classes, handicrafts, and local food, among other activities. This will allow visitors to fully engage with the village's cultural characteristics. Additionally,

visitors will have the opportunity to take part in or watch traditional activities including melas, village safaris, folk music and dance festivals, etc.

viii. To serve as a buffer during the busiest travel period, when demand for lodging is quite high.

- **Eligibility Conditions for Registration of Home Stays** The J&K Registration of Tourist Trade Act 1978/1982/2011 and J&K Registration of Tourist Trade Rules 1978/79/2012, in conjunction with Statutory Orders (SO) and Government orders issued periodically, as is currently being invoked, should govern the registration of homestay units and paying guest houses. To prevent any contradictions and misunderstandings, the regulations controlling the same must match the standards stated in this policy. The following amenities must be present in the suggested paid guest house or home stay:

i. *Location:* The proposed units must be situated in designated tourist attractions or tourist zones, or close to a freshly unknown place with significant tourism potential. The proposed units need to have dependable power and water supply installations and be conveniently located near a road.

ii. *Building:* The building should be situated in an area of the J&K UT that tourists are likely to visit on a regular basis. The building needs to be kept up well and have all the amenities needed to serve visitors with warmth. Up to four double bedrooms of auxiliary accommodation must be available for usage in the building.

iii. *Accommodations:* The building needs to have a minimum of one bedroom and a maximum of four bedrooms. Airy, clean, and suitable for lodging tourists should be the features of the proposed rooms. The homestay unit needs to be furnished with enough bedding, furniture, and toilets in the bathrooms. Preferably, the Homestay's atmosphere should be reflected in the inhabitants' attire, materials, and architecture.

- **Services**

The unit's cleanliness and hygiene would be upheld by the owners in accordance with accepted standards. If resources are restricted locally, the proprietors would offer the tourists traditional, highly hygienic catering upon request. There needs to be a family kitchen in the building with enough plates, cups, silverware, etc. The homestay would be run entirely by the house owner, who would not rent it. It is encouraged to use traditional interior décor.

Any individual who meets the requirements listed in Annexure I is qualified to register for the program's homestays. It is not appropriate to turn the Homestay Unit operation into a fully-fledged commercial enterprise because it is purely a residential operation. As a result, the owners have to strategically position large signboards. Additionally, an undertaking signed in

front of the first-class magistrate must be submitted by the owner. The purpose of providing tourism registration is only to promote trade; it does not grant any property rights to the property. It would be ideal for family members to get comprehensive periodic health examinations.

- **Incentive**

Any government agency for whom the incentive program is created in compliance with these criteria may grant eligibility for rewards to a homestay or paying guest house. The plan, however, would primarily concentrate on growing these homestays in a professional way (Department of Tourism,2022).

4.10.3. Swadesh Darshan/Prime Minister Development's Package (PMDP)

Swadesh Darshan Scheme goal is to improve the tourism infrastructure in the Himalayan region, which includes Himachal Pradesh, Uttarakhand, and some areas of the North-East. In particular, the Himalayan Circuit in Jammu and Kashmir is part of this initiative. This project is a part of a larger attempt to create theme-based tourism circuits throughout India with the goal of harnessing the distinctive natural and cultural heritage of the various areas to promote sustainable and responsible tourism. Improvements to lodging, tourist-oriented facilities, and accessibility are all part of this scheme's development, which places a major focus on preserving the environment and advancing the local way of life. It is a whole tourism circuit, focusing not just on the Himalayas' natural beauty and potential for adventure travel, but also on its spiritual destinations.

Two major projects are the construction of the Anantnag, Kishtwar and Pahalgam-Daksum-Ranjit Sagar Dam Circuit, as well as the Jammu-Rajouri-Shopian-Pulwama Circuit. Infrastructure includes things like eco-log huts, spa centres, tourist amenities at different locations, and important historical sites. The initiatives seek to increase regional tourism, provide employment, and advance sustainable development.

- **Projects sanctioned under Prime Minister's Development Package**

- Development of Jammu-Rajouri-Shopian-Pulwama Circuit under Himalayan Circuit*
- Integrated development of tourist facilities at Anantnag, Kishtwar and Pahalgam-Daksum-Ranjit Sagar Dam Circuit under Himalayan Circuit*
- Integrated development of tourist facilities at Mantalai-Sudhmahadev-Patnitop Circuit under Himalayan Circuit*
- Integrated development of tourist facilities at Baramulla-Kupwara-Leh Circuit under Himalayan Circuit*

- v. *Integrated Development of Tourism Infrastructure Projects in the UT of J&K Under Himalayan Circuit of Swadesh Darshan Scheme.*
- vi. *Construction of Assets in lieu of those Destroyed in Floods*
- vii. *12 Development Authorities, 3 Tourism Circuits, setting up of 50 Tourist villages proposed under PMRP 2004 and Conservation of Wular Lake (incomplete PMRP projects, now funded under PMDP) (<https://jandktourism.jk.gov.in/PMDP.html>).*

4.10.4. Tourist village Development Programme under Mission Youth

Aiming to turn a few chosen villages into prosperous tourism destinations, Mission Youth in Jammu and Kashmir launched the ambitious tourism Village Development Programme. Under the Azadi Ka Amrit Mahotsav, this program is a part of the larger Tourist Village Network, which was started with the goal of developing 181 villages throughout the area in honour of 75 years of Indian freedom. In an effort to make these settlements become popular tourist sites, they were chosen for their potential scenic beauty, cultural relevance, and historical significance.

- **Key aspects of the program include:**

- i. Promoting Rural development:*

The initiative focuses on communities that have the potential to attract tourists because of their historical relevance, scenic attractiveness, and cultural significance. Its goal is to transform these communities into emerging tourist destinations that combine their social, cultural, and spiritual aspects with business prospects

- ii. Economic and Social Benefits*

By fostering entrepreneurship among young people in the area, the program aims to strengthen local economies. Specifically, it comprises financial aid programs designed to help young people establish tourist and hospitality businesses. For instance, monetary incentives are offered to encourage the growth of homestays, which are thought to be a low-investment option to improve lodging for tourists in these areas

- iii. Cultural and Infrastructure Development:*

The program also prioritizes the creation of homestays that enhance guest experiences by promoting community involvement and cross-cultural exchange. The goal of infrastructure upgrades is to remove current obstacles and raise these settlements' general appeal and accessibility.

- iv. Empowering Young People:*

Empowering local youth and ensuring their active engagement in economic activities is one

of the initiative's main goals.

v. Sustainability and Preservation:

The initiative highlights sustainable tourism practices that protect the natural and cultural legacy of the areas by supporting homestays and community-based tourism (RK Online Desk, 2022).

4.11. Findings

i. Economic Development and Empowerment

This highlights programs that emphasises on the economic development of tourist destinations. This involves giving property owners financial assistance to remodel and turn their homes into lodging for tourists, as demonstrated by the "Help Tourism/Tourism Assistance" campaign. Through initiatives like Mission Youth's Tourist Village Development Programme, it also involves offering local women and youth access to business prospects and job options. Policies that support the expansion of tourism-related businesses further highlight the economic component, which could improve living conditions for locals by boosting the local economy.

ii. Cultural Preservation and Promotion

The preservation and promotion of Jammu and Kashmir's rich cultural legacy are the key goals of these programmes. Offering visitors genuine experiences that showcase the customs, artistic expressions, and historical relevance of the area is the goal of the projects falling under this category. For example, the Homestay Policy encourages visitors to stay in private homes so they can get a firsthand look at local life, thereby promoting local engagement. In a similar vein, the visitor Village Development Programme aims to safeguard and promote regional celebrations, traditional crafts, and cultural traditions, including them into the visitor experience and guaranteeing their continuation for upcoming generations.

iii. Infrastructure and Accessibility

Developing the infrastructure is essential to promoting tourism, particularly in isolated and rural locations. The improvement of physical infrastructure such as roads, transit, and visitor amenities, is included in this theme. These elements are necessary to ensure that tourist destinations are easily accessible and comfortable for tourists. This notion is best illustrated by the Swadesh Darshan Scheme's emphasis on developing theme-based circuits like Jammu and Kashmir's Himalayan Circuit. Enhancing infrastructure benefits the local community by facilitating better access to services and connectivity, in addition to directly supporting tourism.

iv. Sustainability

Cross-cutting and ensuring tourism's long-term survival without sacrificing the environment or the requirements of future generations is the theme of sustainability. Promoting sustainable behaviours like resource conservation, and eco-friendly lodging is part of Homestay policy.

v.Community engagement

Including the local population in tourism development plans ensures that they have a part in the growth and are not just observers. This includes community participation. This theme's initiatives aim to develop an inclusive tourism industry that values and incorporates the needs and contributions of the neighbourhood, encouraging a sense of pride and ownership among locals.

4.12. Common themes

- **Economic Development and Empowerment**

- i.The National Tourism Policy of 2002 placed a strong emphasis on capacity building and integrated tourism circuits, positioning tourism as a vital engine for economic growth and the eradication of poverty.
- ii.2015's National Tourism Policy: Encouraged domestic travel while emphasizing economic expansion, employment creation, and marketing India as a must-see destination.
- iii. The objective of the National Tourism Policy 2022 is to enhance the employment and GDP contributions of tourism by achieving significant increases in both domestic and international tourist visits.
- iv.The initiatives known as Swadesh Darshan and Swadesh Darshan 2.0 aim to stimulate local economies by creating thematic circuits and improving tourism infrastructure.
- v.Help/Assistance Tourism: By giving financial assistance for the conversion of residential buildings into guest rooms, tourism boosts local economies.
- vi.The Tourist Village Development Program under Mission Youth, aims to boost local economies by giving women and young people access to employment and entrepreneurship opportunities.

- **Cultural Preservation and Promotion**

- i.National Initiatives: The 1982 Tourism Policy placed a strong emphasis on promoting India's legacy and preserving its culture.
- ii.The preservation of the environment and the nation's legacy were emphasized as major objectives in the National Action Plan of 1992.
- iii.The Incredible India Bed & Breakfast Scheme encourages cultural interchange and cultural preservation by providing visitors with genuine local experiences in homestays.

iv. Homestay Policy: Promotes local customs and culture by arranging stays in private homes and encouraging cultural immersion.

v. The mission of Mission Youth's Tourist Village Development Program is to ensure the sustainability of regional festivals, traditional crafts, and cultural traditions by promoting and preserving them.

- **Infrastructure and Accessibility**

i. The 2002 National Tourism Policy placed a strong emphasis on building infrastructure and implementing projects quickly.

ii. Swadesh Darshan: Through themed circuits like the Himalayan Circuit and Coastal Circuit, it improves connectivity and visitor amenities.

iii. The draft national tourism policy for 2022 places a strong emphasis on creating cutting-edge infrastructure and top-notch tourism experiences to satisfy contemporary needs.

iv. Swadesh Darshan/PMMP: Improvements to tourist infrastructure and facilities are the main emphasis of projects like the development of the Jammu-Rajouri-Shopian-Pulwama Circuit and the Anantnag-Kishtwar-Pahalgam-Daksum-Ranjit Sagar Dam Circuit.

v. Tourist Village Development Program improves infrastructure to increase the accessibility and appeal of a few chosen villages to visitors.

- **Sustainability and Community Engagement**

i. National Initiatives: Swadesh Darshan 2.0: Encourages ethical tourism and places a high priority on environmental sustainability.

ii. The Best Tourism Villages Competition assesses and highlights villages according to their dedication to community involvement and environmental sustainability.

iii. Homestay competition: Encourages environmentally conscious behaviour and community service to advance sustainable tourism.

iv. Tourist Village Development Program: emphasizes community involvement and sustainable techniques to ensure equitable growth.

4.13. Conclusion

In conclusion, government policies and initiatives in India and Jammu and Kashmir have laid a strong foundation for rural tourism development by focusing on economic empowerment, cultural preservation, infrastructure development, and sustainability. Programs like Swadesh Darshan, the Homestay Policy, and the Best Tourism Villages Competition etc. play a critical role in fostering economic and infrastructural growth while ensuring environmental, cultural promotion & preservation, community engagement.

Recommendations include enhancing community-based tourism models to ensure local ownership and benefits, increasing investment in digital infrastructure to promote rural tourism globally, and strengthening skill development programs to empower populations in hospitality and tourism management.

Chapter 5

Perception on Rural tourism Scope, Development and Impacts

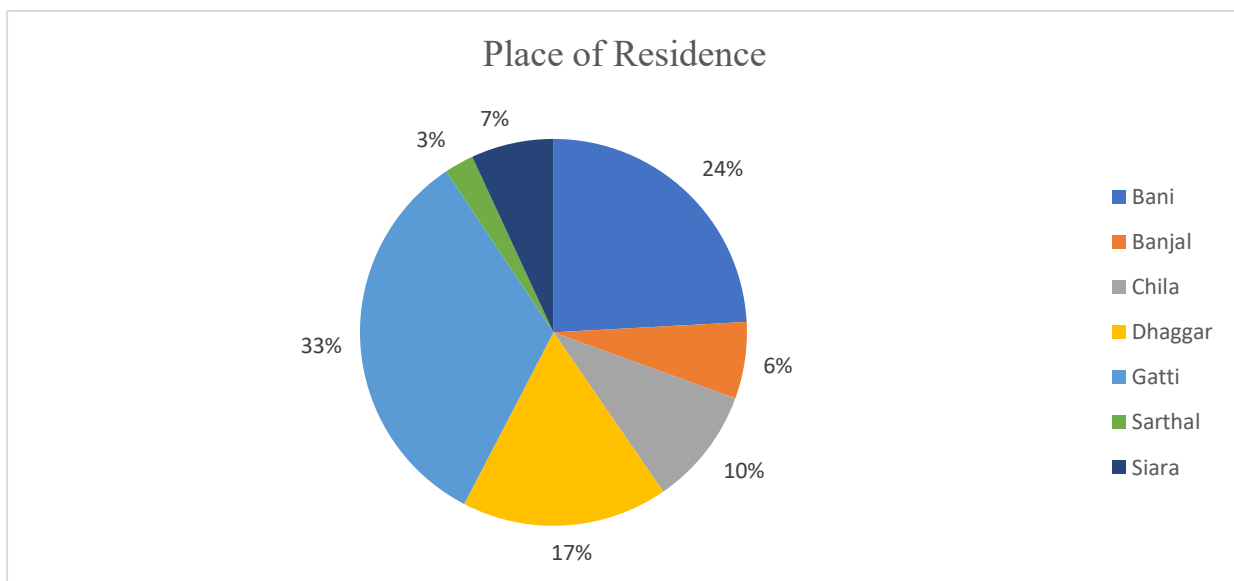
5.1. Introduction

This chapter deals with the assessment of youth perception regarding the scope, participation, development, and impacts of rural tourism. It explores the viewpoints of young individuals on how rural tourism can contribute to local development, their role in its promotion, and benefits & challenges associated with it. The data for this analysis is collected through field survey with the help of interview schedule which includes 5-point rating scale, open and closed ended questions. The findings aim to provide actionable insights for policymakers and stakeholders to foster rural tourism development with youth engagement and sustainable development.

5.2. Socio economic profile of respondents

- **Place of residence**

1.1. Diagrammatic representation of Place of residence

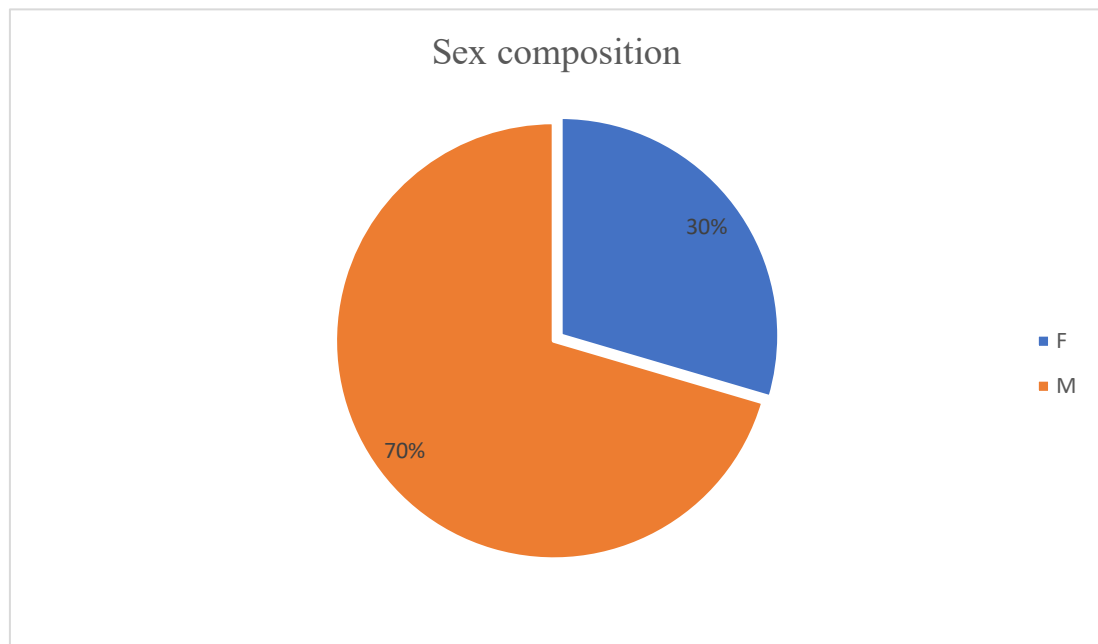


Source: Field Survey (2024)

This Pie diagram represents the distribution of persons by percentage across different selected villages: Bani, Banjal, Chila, Dhaggar, Gatti, Sarthal, and Siara. Here, Bani represents 24 % of the individuals in this sample, Banjal comprising 6% of the total population, Chila makes up 10%, Dhaggar Comprising 17%, Gatti have 33%, of the sample population. Sarthal have 3%, and Siara Comprising 7% of the population. Based on the data, it is deduced that Gatti is the most frequently given location of residence, while Sarthal is the least frequently.

- **Sex composition**

1.2. Diagrammatic representation of Sex composition

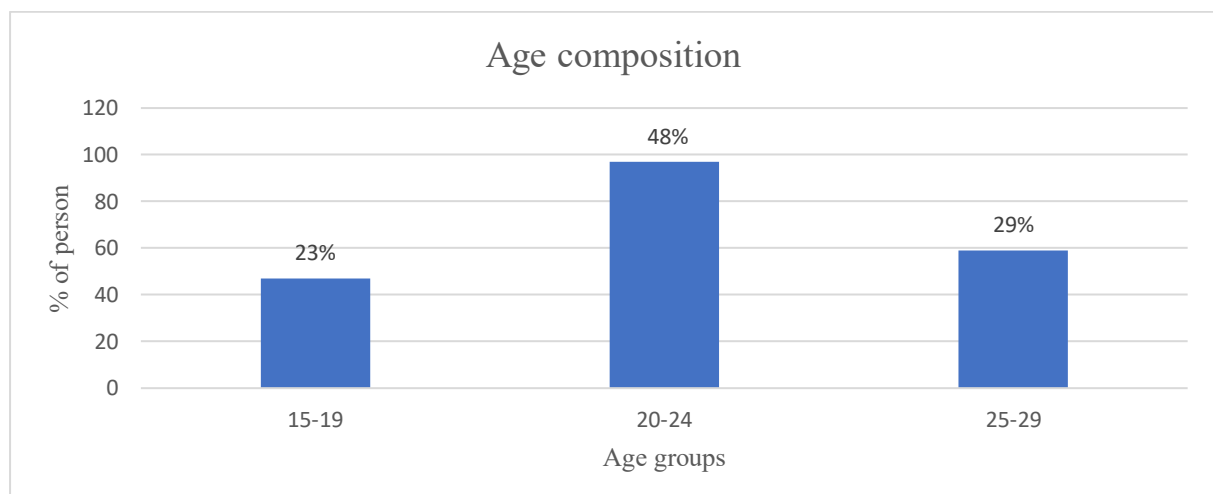


Source: Field Survey (2024)

The pie diagram titled "Sex composition," represents the distribution of population based on sex denoted by the letter's 'F' and 'M.' These letters indicate female (F) and male (M), respectively the blue section represents 30% of the total and is labelled 'F,' indicating that 30% of the population being is female. The orange section represents male and is labelled 'M,' indicating that 70% of the population is male. It indicates a higher presence of males than females within that group.

- **Age Composition**

1.2. *Graphical representation of age Group*

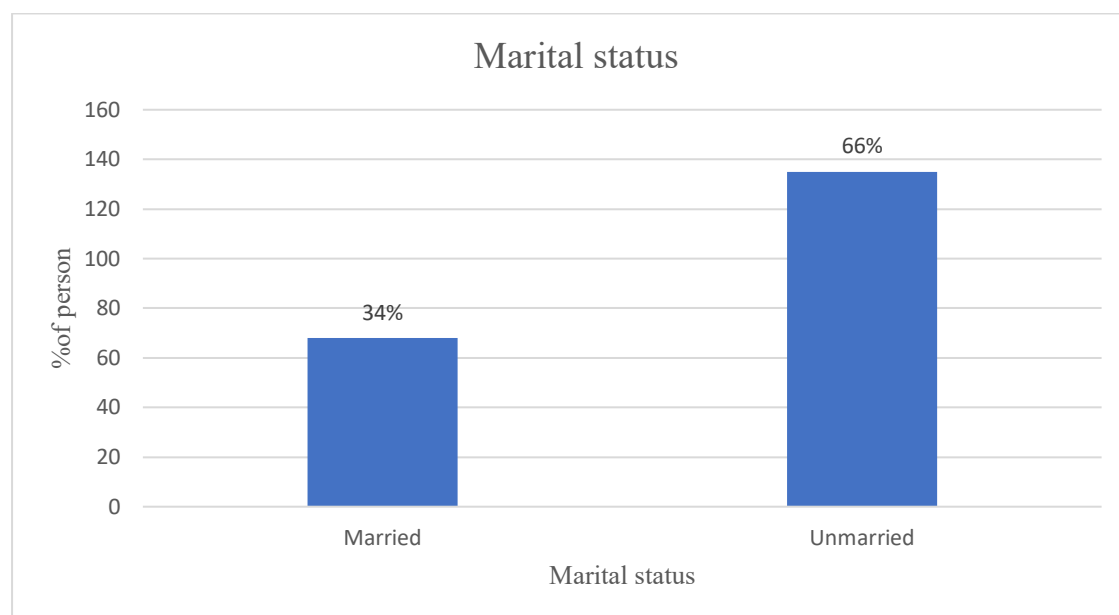


Source: Field Survey (2024)

This Bar chart showing the age composition of a survey population for three age groups: 15-19, 20-24 and 25-29. Each bar represents the % of persons for specific age group. The largest group is the 20-24 age group, as 48% of the people falling into this category. This indicates that nearly half of the population is within this age group. The 15-19 age group represents 23% of the people. This is the smallest group among the three. Additionally, 25-29 age group have 29% population, which is more than the age group 15-19 but less than the 20-24 age group. Here, this indicates that majority of the respondents are in their early twenties and then their number decrease as the age increases from the 20-24 to the 25-29 age group.

- **Marital status**

1.3. Graphical representation of Marital status

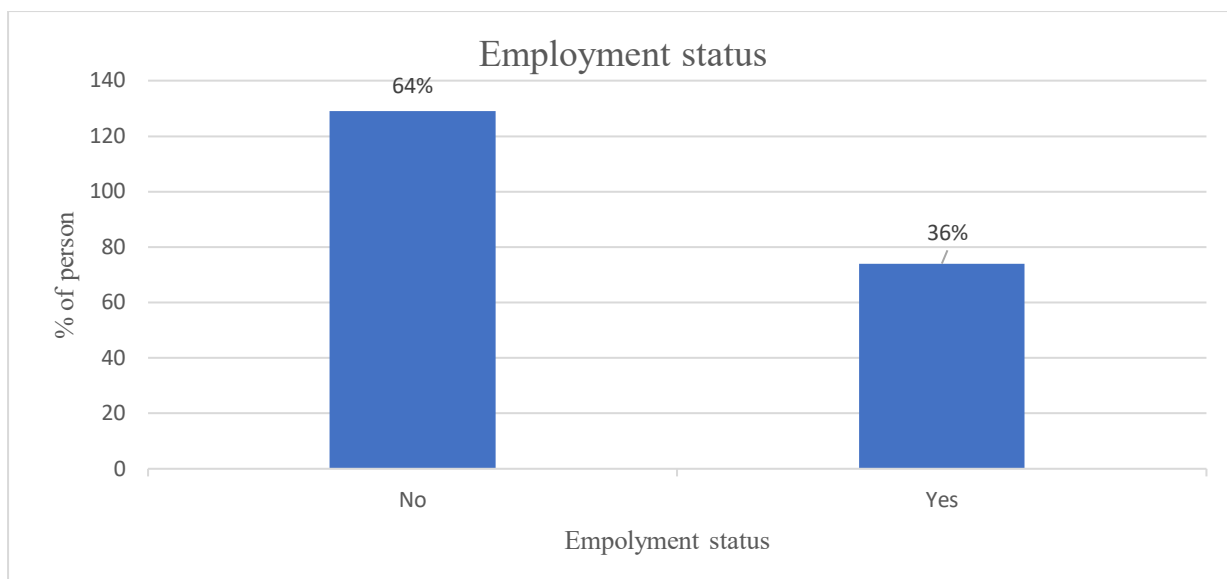


Source: Field survey (2024)

This chart shows "Marital status" compares the proportion of people who are married with those who are unmarried in terms of percentage. This shows that 34% of the people are married and 66% are unmarried among the total surveyed population. This indicates that within the population under study, unmarried individuals make up a greater proportion than married one, which is, approximately twice the married one.

- **Employment status**

1.4. Graphical representation of employment status

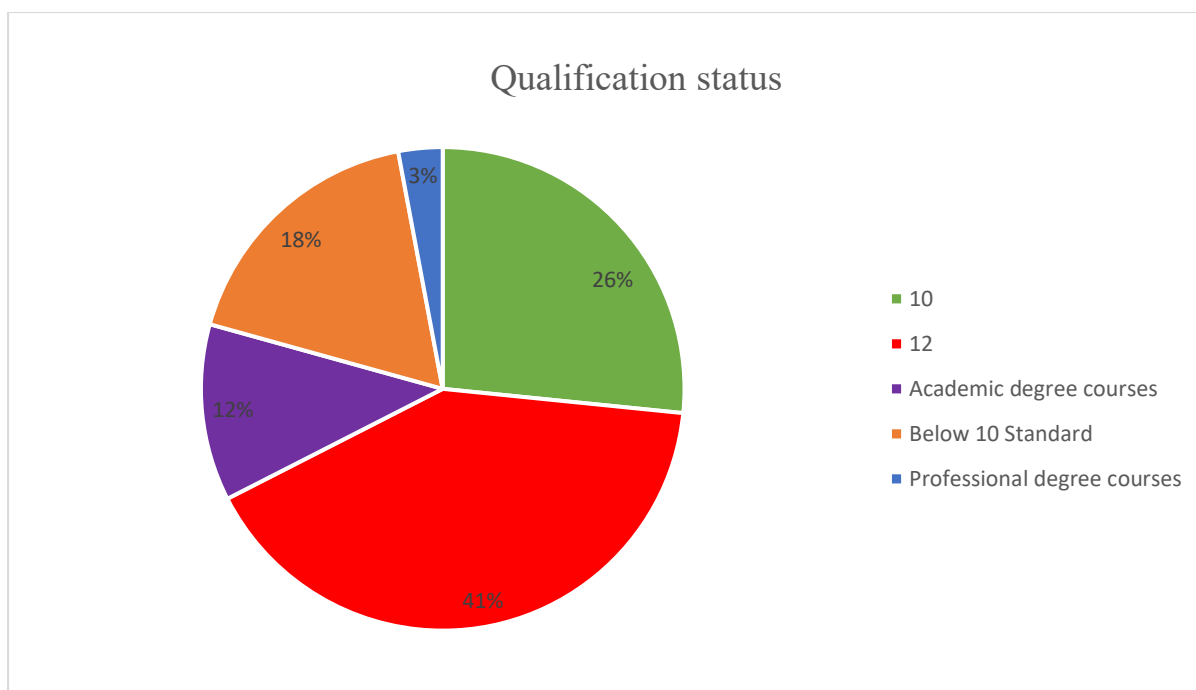


Source: Field Survey (2024)

This chart interprets the employment status of the surveyed population. This shows two categories labelled as "Yes," and "No" represent those who are unemployed by "No" and who are employed by "Yes". It shows that 64% of people are unemployed (No) and 36% of people are employed (Yes). There is a high rate of unemployment in the area which needs to be addressed.

- **Qualification status**

1.3. Diagrammatic representation of Qualification

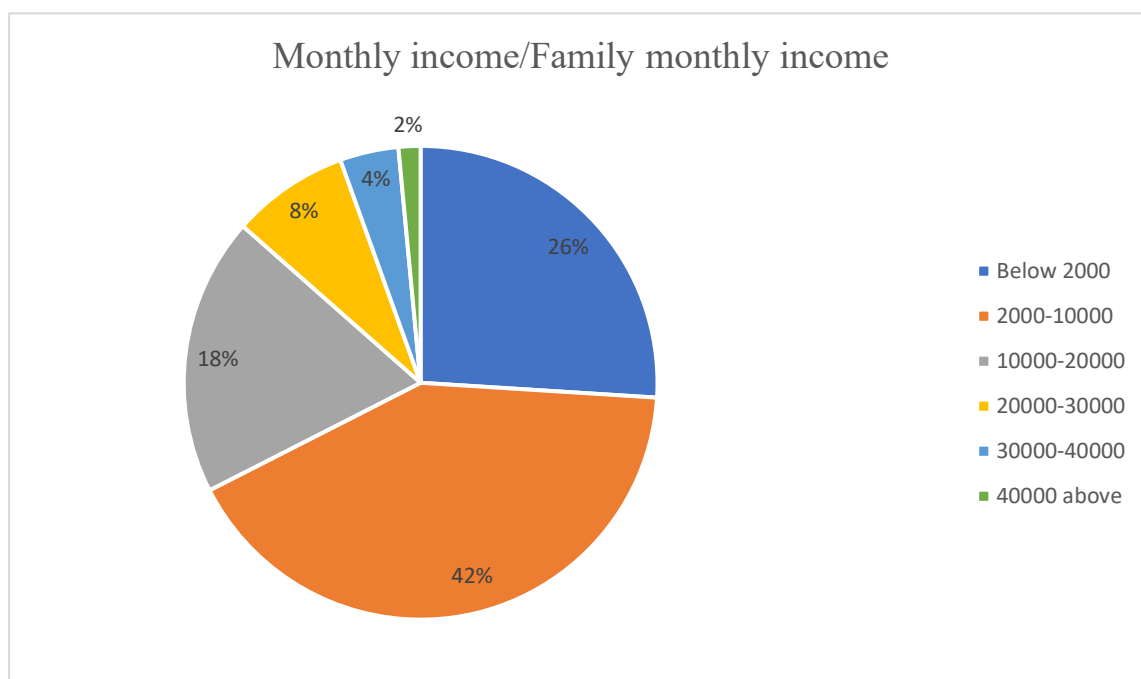


Source: Field Survey (2024)

This pie chart titled "Qualification status" represents the distribution of different educational qualification levels among a sampled population. The red slice indicates individuals with level of qualification "12 Standard", accounting for 41% of the total, green slice symbolizes "10 standard" which is (26%), orange represents "Below 10 standards" i.e. (18%), purple slice comprising 12% includes persons who have completed "Academic degree courses" and the smallest slice is blue, symbolizes "Professional degree courses" which accounts for 3% of the total. It shows that the majority of people have completed their education up to 12 standards. The next largest group is 10 standard and "professional degree courses" make up a smaller group. Overall, the chart highlights the need for initiatives to boost education. By supporting the educational background of the population, tourism development can be directed towards skill-building programs, awareness campaigns, and partnerships with educational institutions to provide specialized training.

- **Monthly Income/Monthly Family income**

1.4. Diagrammatic representation of Monthly income/Family monthly income



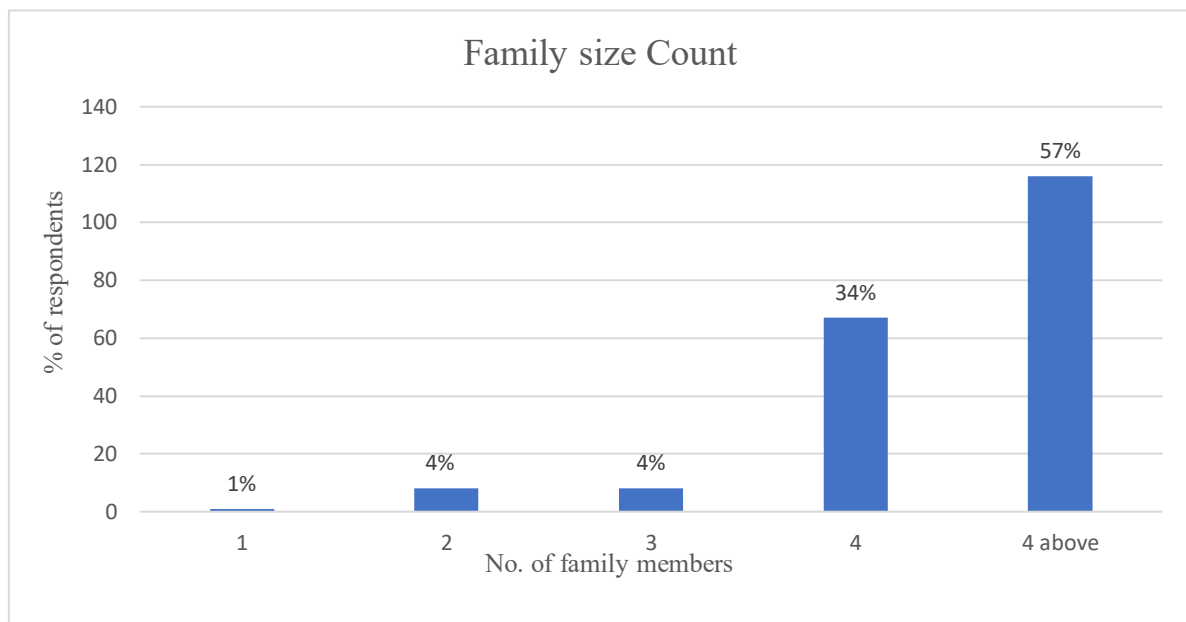
Source: Field Survey (2024)

The pie chart illustrates the monthly /family monthly income distribution of a population, by color-codes. Blue represents the lowest income bracket (Below 2000), which comprising 26% of the total, followed by orange represents 2000-10000 income bracket, which is the largest segment comprising 42% of the population. The middle-income brackets are shown by Gray (10000-20000) and Yellow (20000-30000), making up 18% and 8% respectively. And, the

higher income groups are shown by dark blue (30000-40000) and green (40000 and above), which constitute 4% and 2% of surveyed population. This distribution highlights that a significant majority, 68% (combined “Below 2000” and “2000-10000” income bracket) of the population falls into the lower income categories, emphasizing the economic challenges faced by the majority. Emphasizing proper tourism development could provide a way to address economic challenges while enhancing the region's tourism potential.

- **Family size**

1.5. Graphical representation of Family size

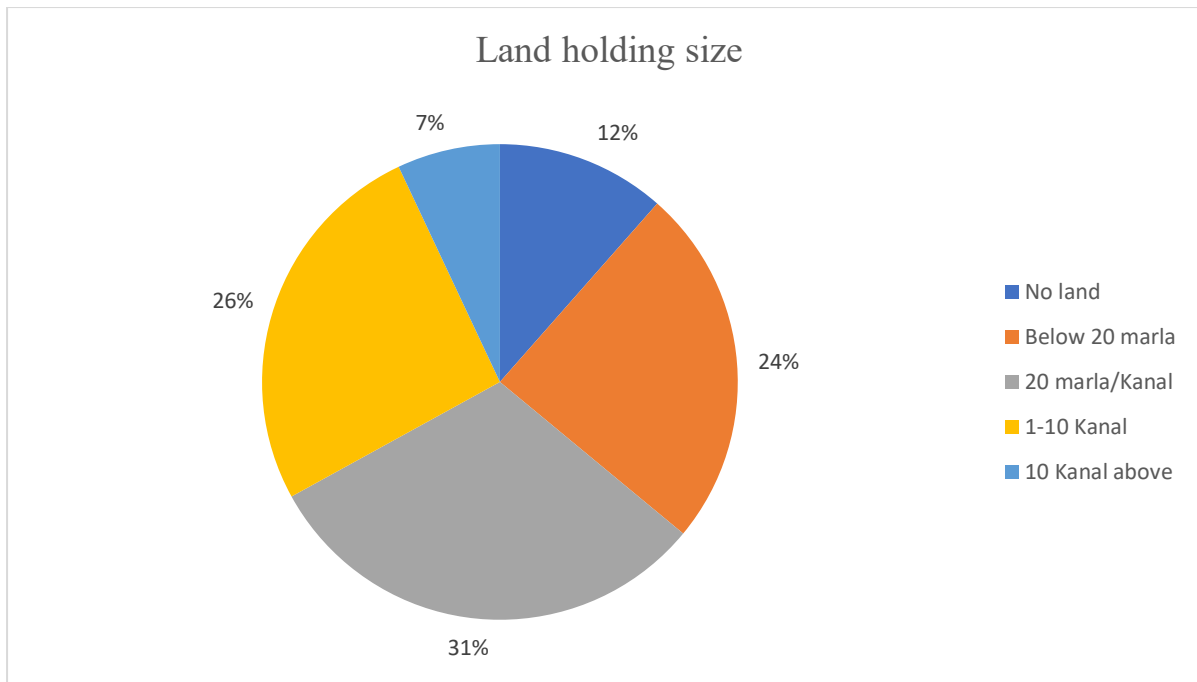


Source: Field Survey (2024)

The bar chart called "Family Size Count" shows how many people belong to different family sizes. It has "Percent of respondents" on the vertical axis and "No. of family members" on the horizontal axis. The smallest family size which is having only one member, make up just 1% of the total, while families with two and three members each make up 4%. Families of four members are more common, representing 34% of the total. The largest group in the chart, families with four or more members, makes up the majority at 57%. This indicates that bigger families are more common among the respondents. Larger families may be drawn to community-based tourism initiatives, such as homestays, which provide both affordability and opportunities for cultural exchange, particularly in rural setting.

- **Land holding size**

1.5. Diagrammatic representation of Land holding size



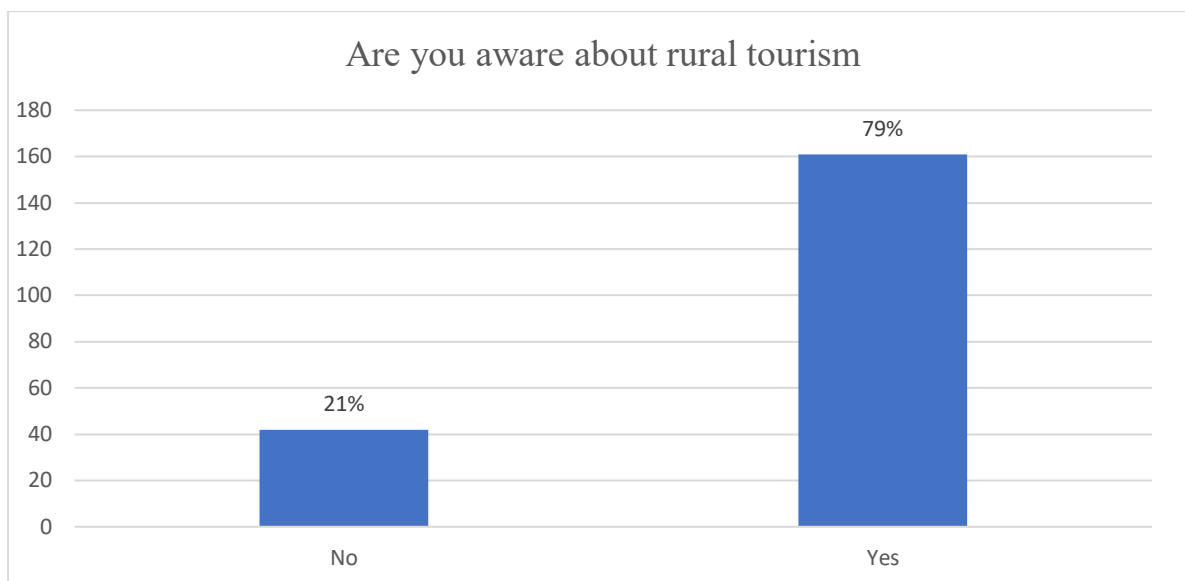
Source: Field Survey (2024)

Here, each slice represents the percentage of the population that falls into various categories of land ownership. Here, 12% of the population does not own any land, 24% of the population owns land which is less than 20 Marla. (A Marla is a traditional unit of area that is used in India, Pakistan, and Bangladesh. The size of a Marla can vary from region to region.), 31% of the population owns exactly 20 Marla/1 Kanal (which is often equivalent to 1 Kanal in many regions), 26% of the population falls into category of land holding size 1-10 Kanal and of the 7% have land that is more than 10 Kanal in size. This gives a visual representation of land distribution within a population, indicating that the most common landholding size is 20 Marla/Kanal, followed by 1-10 Kanal and Below 20 Marla. It also shows that a smaller portion of the population holds large land sizes of more than 10 Kanal, while a relatively small but significant percentage of the population does not own any land. Engaging landless and small landholders in tourism ensures equitable growth and reduces income disparity.

5.3. Perception about rural tourism scope and resources

- **Are you aware about rural tourism?**

1.6. Graphical representation of survey responses for the statement “Are you aware about rural tourism?”



Source: Field Survey (2024)

This bar graph depicts the results of a survey question titled "*Are you aware of rural tourism?*" According to the graph, 79% respondents said "Yes," indicating they were aware of rural tourism, whereas 21% said "No," indicating they were unaware of it. The graph depicts a considerably greater awareness of rural tourism among the surveyed respondents. Overall, high awareness creates a strong foundation for rural tourism development by fostering local engagement, economic growth, and sustainable practices. However, addressing the knowledge gap among the unaware population will be essential for inclusive and equitable growth.

- **Study area possesses all the conditions required for rural tourism i.e., natural beauty, picturesque, attraction points?"**

1.19. Table showing the survey responses for the statement “Study area possesses all the conditions required for rural tourism i.e., natural beauty, picturesque, attraction points”

Likert scale Values		Respondents No.	Respondents no.(in %)
1	(Strongly Disagree)	15	7%
2	(Disagree)	8	4%
3	(Neither agree nor disagree)	40	21%
4	(Agree)	84	42%
5	(Strongly agree)	53	26%
Grand Total		200	100%

Source: Field Survey (2024)

This table 1.19. shows the percentage of respondents varying agreement with the statement. Here, Likert scale values range from 1 to 5 which is a commonly employed method in opinions-based survey research. Here is the distribution of responses:

1 (Strongly Disagree): 7% of respondents selected this option, indicating a small minority do not believe the study area possesses the conditions required for rural tourism.

2 (Disagree): 4% of respondents selected this option, slightly fewer than those who strongly disagree, suggesting that they do not consider the area suitable for rural tourism but with less intensity than those who chose value 1.

3 (Neither agree nor disagree): 21% of respondents are neutral, indicating they neither agree nor disagree with the statement

4 (Agree): 42% of respondents agree that the study area possesses all the conditions required for rural tourism. This is the largest percentage for any of the values, indicating a strong inclination among respondents towards a positive assessment of the area's potential for rural tourism.

5 (Strongly Agree): And, 26% respondents are strongly agreeing with the statement. This is a significant proportion, but less than those who just "agree".

The results are inclined towards the positive, with 68% (sum of values 4 and 5) of respondents agreeing to some extent that the area possess features required for rural tourism, suggesting a generally favourable perception. Only a small percentage, 11% (sum of values 1 and 2), disagree with the statement. The neutral responses (21%) could indicate a significant number of people are either undecided or believe that the area meets some but not all conditions for rural tourism. From a tourism development perspective, these results could be seen as supportive of initiative to promote the area for rural tourism, given the majority view it positively in terms of natural beauty and attraction point.

- **Study area is ideal location for rural tourism?**

1.20. Table showing the survey responses for the statement “Study area is ideal location for rural tourism”

	Likert scale value	Respondents no.	Respondents no. (in %)
1	(Strongly disagree)	15	8%
2	(Disagree)	8	4%
3	(Neither agree nor disagree)	53	26%
4	(agree)	82	41%
5	(Strongly agree)	42	21%

Grand Total	200	100%
--------------------	------------	-------------

Survey: Field Survey (2024)

This table 1.20. shows the results of the statement where respondents were asked whether a study area is an ideal location for rural tourism. This statement responses are measured on Likert scale in which value range from 1 to 5 where 1 represents strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 agree and 5 represents strongly agree respectively.

8% of respondents chose 1, indicating strong disagreement that the study area is ideal for rural tourism. A smaller percentage 4% chose '2' which suggests slight disagreement, 26% of respondents are neutral about the statement choosing '3'. And, a large number of respondents 41% chose 4 which indicates that they agree to some extent that the study area is ideal for rural tourism. And, 21% of respondents selected 5, showing strong agreement.

Here, majority of the respondents (62%) are positively inclined toward the idea that the study area is ideal for rural tourism with 41% agreeing and 21% strongly agreeing while minority of respondents (12%) are disagreed to varying extents (8% strongly disagreeing and 4% slightly disagreeing) and about quarter of the respondents (26%) are neutral on this. This indicates that the general perception is favourable towards developing rural tourism in the study area, but there's a significant portion of respondents who are either neutral or not convinced, which suggests that there could be lack of information among these participants.

- **Study area has good connectivity/accessibility by roads?**

1.21. Table showing the survey responses for the statement "Study area has good connectivity/accessibility by roads"

Likert scale	Respondents no.	Respondents no.(in %)
1 (Strongly disagree)	19	9%
2 (Disagree)	49	25%
3 (Neither agree nor disagree)	13	7%
4 (agree)	110	54%
5 (Strongly agree)	9	5%
Grand Total	200	100%

Survey: Field survey (2024)

This table 1.21. shows the results for a survey statement for which respondents are rated the road connectivity/accessibility of a study area on a Likert scale of 1 to 5.

9% of respondents rated the connectivity as very poor by (strongly disagree) with the statement, 25%, rated it poorly (2) (disagree), suggesting they find the connectivity somewhat lacking, 7% of respondents chose a neutral position (3) (neither agree nor disagree), indicating neither satisfaction nor dissatisfaction with the road connectivity, a majority, 54%, rated the connectivity positively (4) (agree), which suggests they find the roads to be generally good. Only a small percentage, 5%, rated the connectivity as excellent (5) (strongly agree).

We can conclude that the majority of respondents—59% of whom gave a positive response (4 or 5—view the road connection or accessibility of the research area favourably). The minority of respondents (7%), however gave a neutral response, indicate that most of respondents have a positive opinion on this subject. It may be thought that the infrastructure for road access is generally sufficient because the majority of respondents (59%) believe the connectivity is good. And, 34% of respondents said the connectivity was below average suggests there might be certain issues or places in need of improvement.

- **Area has adequate infrastructure for various kinds of accommodations like hotels, guesthouses etc.?**

1.22. Table showing the survey responses for the statement “Area has adequate infrastructure for various kinds of accommodations like hotels, guesthouses etc.”

Likert scale value	Respondents no. (%)	Respondents no. (in)
1(Strongly Disagree)	19	10%
2 (Disagree)	86	43%
3 (neither agree nor disagree)	35	17%
4 (Agree)	54	27%
5 (Strongly agree)	6	3%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.22. presents survey responses to the question of whether the area has adequate infrastructure for accommodations like hotels and guesthouses, using a Likert scale from 1 to 5 where 1 represents strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 agree and 5 strongly agree.

10% of respondents rated the accommodation infrastructure as very inadequate (1). The largest group, 43%, also feel inadequacies exist, rating it as 2 on the scale. 17% of respondents are

neutral (3), neither agreeing nor disagreeing that the infrastructure is adequate. 27% of respondents rated the infrastructure as good (4), suggesting some level of adequacy. Only 3% rated it as very adequate (5).

Majority of respondents (53%) believe that the infrastructure for accommodations is not adequate (ratings 1 and 2) while a minority (30 %) rated it as adequate (ratings 4 and 5). The neutral group (17%) could represent a lack of knowledge necessary to make a sound choice or absence of interest.

Based on these findings, it is said that the area's accommodation infrastructure needs to be enhanced. These results could suggest decision-makers or enterprises in the hospitality sector that there is a need for expansion or enhancement of the region's lodging options. While certain locations or establishments may satisfy expectations, they are not indicative of the whole infrastructure, as shown by the limited percentage of high satisfaction.

- **Area has adequate basic facilities like ATM, hospitals, markets, security, good telecommunication facilities etc.?**

1.23. Table showing the survey responses for the statement “Area has adequate basic facilities like ATM, hospitals, markets, security, good telecommunication facilities etc.

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	14	7%
2 (Disagree)	85	42%
3 (Neither agree nor disagree)	13	7%
4 (Agree)	75	37%
5 (Strongly agree)	13	7%
Grand Total	200	100%

Source: Field Survey (2024)

Table 1.23. displays survey responses to the question of whether the area has adequate basic facilities like ATMs, hospitals, markets, security, and telecommunications.

1 (Strongly Disagree): 7% of respondents rated the adequacy of basic facilities as very poor (1).

2 (Disagree): The largest group, 42%, rated the adequacy as poor (2), indicating that they find the basic facilities to be lacking.

3(Neither agree nor disagree): 7% of respondents chose the neutral option (3), neither agreeing nor disagreeing with the statement.

4(Agree): A significant portion, 37%, rated the adequacy of basic facilities as good (4).

5 (Strongly Agree): Only 7% rated it as very good (5)

According to the results, a majority of respondents (42%) say the area lacks basic amenities. However, a sizable proportion (37%) believe that the facilities are adequate, though not to the level of 'outstanding'. A small minority (7%) figure out the facilities on either end of the range, with 7% finding them very inadequate and another 7% finding them very adequate.

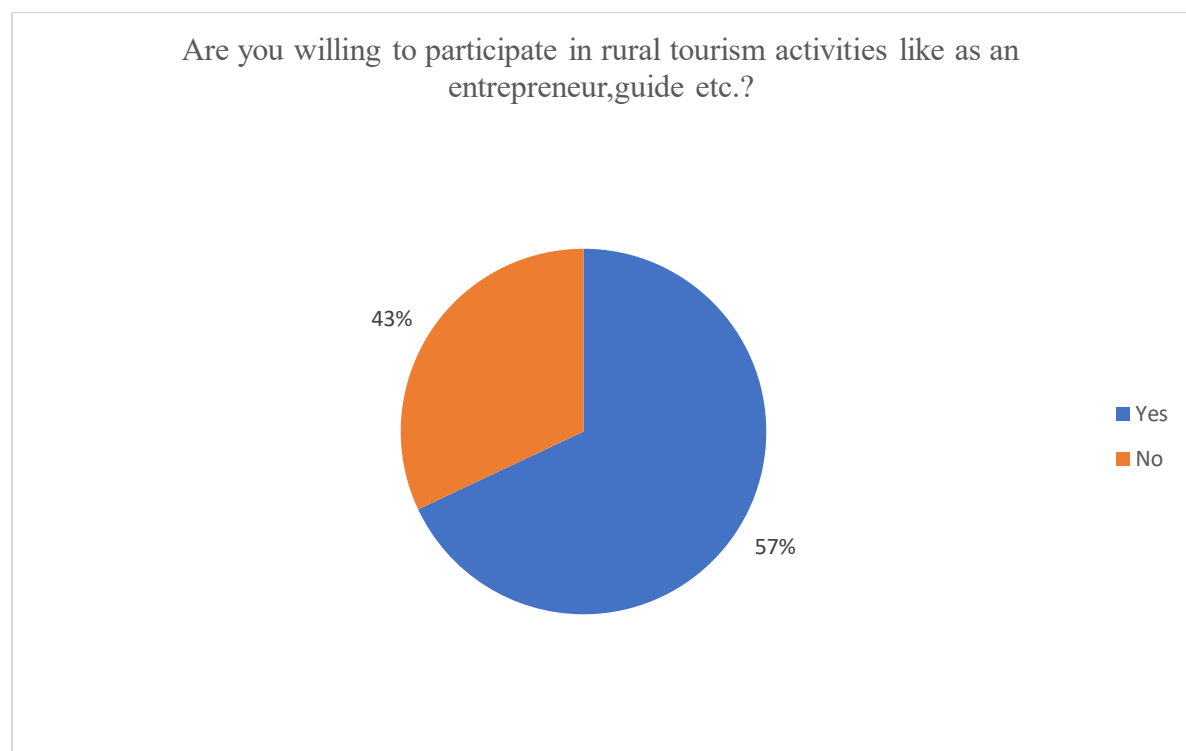
When combined, 49% of the respondents believe that the area lacks basic facilities (rate 1 and 2), while 44% had a positive opinion regarding this (rate 4 and 5). The neutral group is relatively small showing that most respondents have a positive view about this statement. Though nearly half of the respondents are pleased with the existing situation, a significant portion of the population sees space for development. For local governments or service providers, this might suggest that there is a shortage in basic amenities that should be improved.

5.4. Perception about Participation and impacts on rural tourism

5.4.1 Perception about Participation

- **Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.?**

1.6. Diagrammatic representation of survey responses for the statement “Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.”

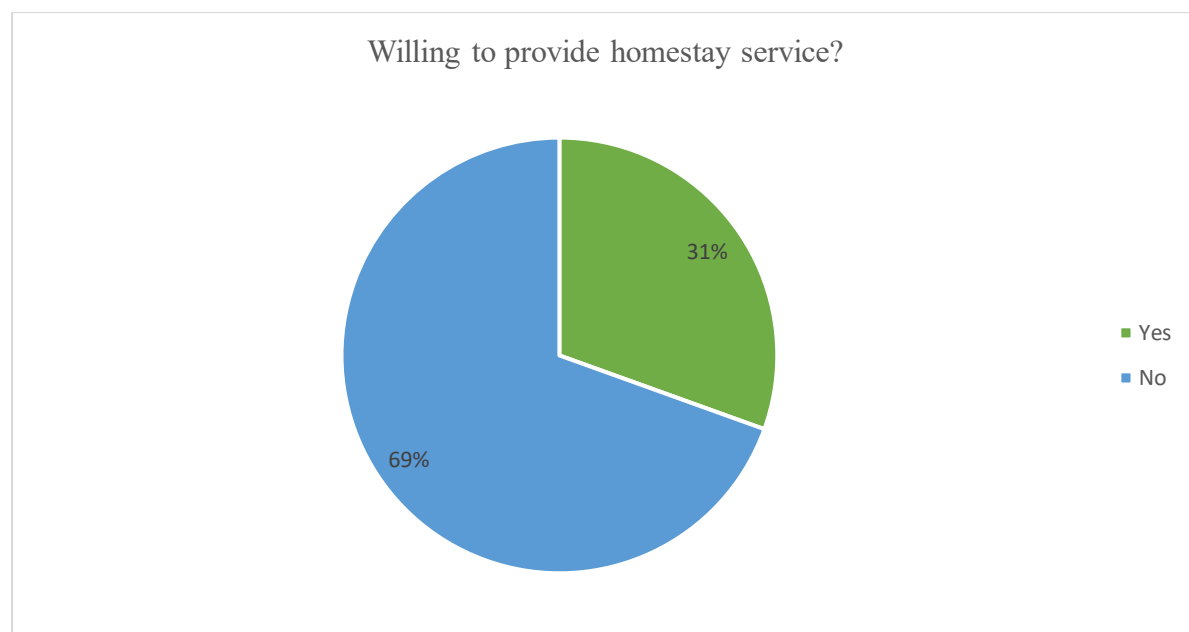


Source: Field Survey (2024)

This pie chart presents responses to the question of whether individuals are willing to participate in rural tourism activities as an entrepreneur, guide, etc. In this chart, a majority, 57%, of the respondents are willing to participate ('Yes'). Indicated by blue while the remaining 43% are not willing to participate ('No') shown by orange. This indicates that there is strong interest among the respondents to get involve in rural tourism activities, with over the half expressing a willingness to engage in these such roles. This is a positive sign for the development of rural tourism in the area, suggesting a substantial base of potential local entrepreneurs, guides etc. to support this. However, it's also noteworthy that significant portion of the population surveyed is not interested in participating. It is due to unawareness and personal interests.

- **Willing to provide homestay service?**

1.7. Diagrammatic representation of survey responses for the statement “Willing to provide homestay service



Source: Field Survey (2024)

This pie chart shows the responses for the survey statement "Willing to provide homestay service" shows that 31% of respondents are willing to provide homestay service (represented by the green slice of the pie) whereas 69% of respondents who chose 'no' (represented by the blue slice of the pie). From an analytical standpoint, this pie chart illustrates that most respondents are not interested in offering homestay service because of factors like lack of space, privacy concerns, or financial considerations. Indicates that getting enough hosts may be difficult based on present opinion.

5.4.2 Perception about impacts (social cultural, economic, environment)

5.4.2.1 Socio cultural impacts

- **Rural tourism development will reduce migration to cities and other areas?**

1.24. Table showing the survey responses for the statement “Rural tourism development will reduce migration to cities and other areas”

Likert scale	Respondents no.	Respondents no. (in %)
1 (Strongly disagree)	17	8%
2 (Disagree)	9	5%
3 (Neither agree nor disagree)	43	21%
4 (Agree)	100	50%
5 (Strongly agree)	31	16%
Grand Total	200	100%

Source: Field Survey (2024)

The table 1.24. depicts survey participants' responses to a statement about the social impact of rural tourist development on migration. The statement is "Rural tourism development will reduce migration to cities and other areas?" The answers are rated on a Likert scale of 1 to 5 with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neither agree nor disagree, 4 indicating agree & 5 representing strongly agree.

In this case, 8% of respondents chose 1 which indicating strong disagreement with the statement. 5% of respondents chose 2, suggesting disagreement but not as strong as the ones who chose 1. 21% selected 3, a neutral position or uncertainty regarding the statement. 50% chose 4 showing that they are agree with the statement to some extent. 16% selected 5 indicating strong agreement with the statement.

A large percentage of respondents (66%) answered 4 and 5, indicating a willingness to accept that rural tourism development will lead to reduced migration to cities and other places. A less proportion (13%) disagreed (on a scale of 1 to 2) while 21% remained neutral. This indicates that a significant percentage of respondents feel that developing tourism in rural areas will restrict the flow of people migrating to metropolitan areas.

- **Rural tourism development will enhance the standard of living?**

1.25. Table showing the survey responses for the statement “Rural tourism development will enhance the standard of living

Likert scale value	Respondents no.	Respondents no. (in %)
1 (Strongly disagree)	15	8%
2 (Disagree)	6	3%
3 (Neither agree nor disagree)	28	14%
4 (Agree)	109	54%
5 (Strongly agree)	42	21%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.25. shows survey respondents' views on statement whether rural tourism development will enhance the standard of living. In this survey Likert scale in which values range from 1 (strongly disagree) to 5 (strongly agree) is employed for measuring youths' perception.

8% of respondents chose 1 strongly disagreeing with the statement. 3% of respondents chose 2 indicating they disagree but not as strongly. 14% selected 3, which might indicate a neutral stance on the rural tourism impact on the standard of living. A majority 54% chose 4, agreeing that rural tourism development will likely enhance the standard of living. 21% of respondents selected 5, strongly agreeing with the statement.

According to the data, considerable majority of respondents (75%) believe that rural tourism development boosts the standard of living, as most inclined toward agreement rather than strong agreement. Only a small percentage of participants (11%) disagreed with the statement while 14% are neutral. This suggest that there is a general consensus among survey participants that rural tourism can be helpful for increasing living standards.

- **Rural tourism development will help in the promotion of local practices/culture (famous bani mela)?**

1.26. Table showing the survey responses for the statement “Rural tourism development will help in the promotion of local practices/culture (famous bani mela)

Likert scale value	Respondents no.	Respondents no. (in %)
1 (Strongly disagree)	14	7%
2 (Disagree)	4	2%
3 (Neither agree nor disagree)	81	41%
4 (Agree)	75	37%
5 (Strongly agree)	26	13%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.26. presents the results of a survey regarding the socio-cultural impacts of rural tourism development, particularly its effect on the promotion of local practices/culture, with a specific reference to a "famous Bani mela".

(1) (strongly disagree): A small minority of respondents (7%) did not believe that rural tourism development will help in the promotion of local practices/culture.

(2) (disagree): An even smaller percentage of respondents (2%) slightly disagreed with the idea that rural tourism promotes local culture.

(3) (Neither agree nor disagree): (41%): The largest group of respondents, making up 41%, selected the neutral option, which could indicate that they neither agree nor disagree, or that they are uncertain about the impact of rural tourism on local culture.

(4) (Agree): 37% agree that rural tourism helps promote local culture.

(5) (Strongly agree): A minority of respondents (13%) strongly agree with the statement that rural tourism development promotes local culture

Majority of respondents (50%) indicated a positive view (Likert scale values "4" and "5") that rural tourism development will help in the promotion of local practices/culture, such as the Bani mela. This suggests a general belief that rural tourism has a beneficial impact on local cultural promotion. However, a significant portion (41%) of respondents is neutral, which could indicate a variety of perspectives or uncertainties about the relationship between tourism and cultural promotion. Only a very small portion (9%) of respondents disagreed with the statement indicating a minimal opposition to the idea.

- **Rural tourism development helps in learning modern culture?**

1.27. Table showing the survey responses for the statement "Rural tourism development helps in learning modern culture"

Likert scale value	Respondents no. (in%)	Respondents no.
1 (Strongly disagree)	13	7%
2 (Disagree)	8	4%
3 (Neither agree nor disagree)	86	43%
4 (Agree)	77	38%
5 (Strongly Agree)	16	8%
Grand Total	200	100%

Source: Field Survey (2024)

The table 1.27. represents the responses of a survey question, based on a Likert scale. In a Likert scale, respondents are typically asked to rate from 1(strongly disagree) to 5(strongly agree) for a statement "Rural tourism development helps in learning modern culture". Here, is the interpretation.

1 (strongly disagree):7% of respondents selected 1, meaning they strongly disagree that rural tourism development helps in learning modern culture.

2 (disagree): 4% selected 2, meaning they disagree.

3 (neither agree nor disagree): 43% selected 3, which could indicate a neutral position or moderate agreement.

4 (agree): 38% selected 4, meaning they agree that rural tourism development helps in learning modern culture to some extent.

5 (strongly agree): 8% selected 5, meaning they strongly agree with the statement.

A total of 46% of the respondents agree with the statement (38% agree, 8% strongly agree).

This suggests a significant portion of the sample perceives a link between rural tourism development and the acquisition of modern cultural knowledge. The largest single group, 43% of respondents, chose the neutral option. This suggests that a substantial number of people are either unsure or believe that rural tourism development neither distinctly supports nor opposes the learning of modern culture. A smaller segment, 11% of the respondents (4% disagree, 7% strongly disagree), does not see rural tourism as a means to learn about modern culture.

Overall, the results lean slightly towards an agreement that rural tourism development can be a conduit for learning about modern culture, with a significant portion remaining neutral.

- **Demand for education and skills will increase with the development of rural tourism?**

1.28. Table showing the survey responses for the statement “Demand for education and skills will increase with the development of rural tourism”

Likert scale value	Respondents no.	Respondents no. (in %)
1 (Strongly disagree)	11	6%
2 (Disagree)	13	6%
3 (Neither agree nor disagree)	77	39%
4 (Agree)	84	41%
5 (Strongly agree)	15	8%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.28. displays the result of a survey question “rural tourism development will increase the demand for education and skills. 5-point Likert scale is employed in this research, whose values ranges from 1 to 5 where 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neither agree nor disagree, 4 indicates agree & 5 indicates strongly agree.

6% of respondents chose 1, indicating strong disagreement i.e. the lowest level of agreement with the statement. Another 6% chose 2, suggesting a disagreement slightly less strong than the first group. 39% of respondents chose 3 which indicates as a neutral response. 41% of respondents chose 4, indicating they agree that there will be an increase, but not strongly. 8% of respondents chose 5, signaling strong agreement with the statement that the development of rural tourism will increase demands for education and skills.

The majority of respondents (49%) chose (4,5), suggesting a general agreement whereas significant no. of respondents (39%) is neutral towards the idea that rural tourism will increase the demand for education and skills. Only a small percentage (12%) chose (1,2) disagreed with the statement.

- **Rural tourism development will result in disharmony among villages?**

1.29. Table showing the survey responses for the statement “Rural tourism development will result in disharmony among village

Likert scale value	Respondents no.	Respondents no. (in %)
1 (Strongly disagree)	55	27%
2 (Disagree)	65	32%
3 (Neither agree nor disagree)	43	22%
4 (Agree)	33	17%
5 (Strongly agree)	4	2%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.29. displaying the results of a survey question about the socio-cultural impacts of rural tourism development, specifically in relation to whether it will result in disharmony among villages. It causes a Likert scale which ranges from 1 to 5 with 1 denoting strong disagreement, 2 indicating disagreement, 3 representing neutrality, 4 signifying agreement and 5 denoting strong agreement respectively.

27% of respondents selected 1, which suggests these respondents strongly disagree that rural tourism development will result in disharmony. 32% chose 2, indicating they disagree but not as strongly as the previous group. 22% selected 3, which might be considered a neutral or undecided position. 17% chose 4, meaning they agree to some extent that there could be disharmony as a result of rural tourism development. 2% selected 5, showing a strong agreement with the statement, but this is a very small percentage of the respondents.

The majority of respondents (59%) chose 1 and 2, disagree to varying extents with the statement that rural tourism development will result in disharmony among villages, with only a minority (19%) agreeing to any extent. This suggests that the prevailing opinion among those surveyed is that rural tourism development is unlikely to result in disharmony among villages

- **Will strengthen existing govt. services and facilities (Govt. Guesthouses, huts etc.)?**

1.30. Table showing the survey responses for the statement “Will strengthen existing govt. services and facilities (Govt. Guest houses, huts etc.)

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly Disagree)	13	6%
2(Disagree)	11	5%
3(Neither agree nor disagree)	35	18%

4(Agree)	97	49%
5(Strongly Agree)	44	22%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.30. represents a survey question asking respondents toward strengthening existing government services and facilities among the respondents:

Strongly Disagree: A small fraction 6% of respondents strongly disagree with the statement suggesting they do not think rural tourism will enhance government services and facilities.

Disagree (2): Another small group 5%, also disagrees indicating a slightly broader though still minimal, not agreeing about the benefits of rural tourism on government infrastructure.

Neither agree nor disagree (3): 18% of respondents are neutral.

Agree (4): A large proportion, 49% agrees that rural tourism will strengthen government services and facilities reflecting a strong belief in positive impacts from tourism development.

Strongly Agree (5): 22% strongly agree includes significant number of respondents who believe beneficial outcomes from rural tourism.

As majority of respondents (71% combined for scale values 4 and 5) believe that rural tourism will have a positive impact on government services and facilities indicating an optimism about tourism development potential to contribute to improved infrastructure and services in rural areas. This suggests public support for initiatives that aim to enhance rural tourism will potentially results in increased investments in government facilities that could both support tourism and benefit local communities. The small percentage of respondents who disagree or strongly disagree indicates doubts about these benefits, is due to concerns over the effectiveness of these developments and previous experiences

5.4.2.2. Economic Impacts

- **Rural tourism development will result in diversification of employment specially for youths?**

1.31. Table showing the Survey responses for the statement “Rural tourism development will result in diversification of employment specially for youths”

Likert scale value	Respondents no.	Respondents no. (in %)
1 (Strongly Disagree)	26	14%
2 (Disagree)	28	14%

3 (Neither agree nor disagree)	29	14%
4 (Agree)	75	37%
5 (Strongly Agree)	42	21%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.31. presents survey data for the statement "rural tourism development and its potential to diversify employment opportunities for youths". It employs a Likert scale which ranges from 1 to 5 where 1 represent strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 agree and 5 strongly agree.

14% of respondents selected 1 indicating strong disagreement with the statement. 14% each selected 2 and 14% of respondents also chose 3 which indicates neutrality. 37% selected 4 showing that a significant plurality leans towards agreement but not strongly. 21% chose 5 expressing strong agreement.

A significant majority of the respondents (58%) agree (moderately or strongly agree) that rural tourism development will result in diversification of employment specifically for youths. This suggests a generally optimistic view of rural tourism as a viable economic development strategy that could benefit younger demographics in rural areas.

- **Land prices will increase with rural tourism**

1.32. Table showing the survey responses for the statement “Land prices will increase with rural tourism”

Likert scale value	Respondents no.	Respondents no. (in %)
1 (Strongly Disagree)	13	7%
2 (Disagree)	18	9%
3 (Neither agree nor disagree)	24	11%
4 (Agree)	66	33%
5 (Strongly Agree)	79	40%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.32. depicting the results of a survey question regarding the social impacts of rural development, specifically focusing on the increase in land prices due to rural tourism

development. These survey responses are measured on a Likert scale showing which ranges from 1 to 5

Strong Disagree (1): Only 7% of respondents strongly disagree with the statement suggesting a small minority does not believe that rural tourism development will lead to an increase in land prices.

Disagree (2): 9% of respondents disagree indicating a slightly larger group that also shares doubt about the impact of rural tourism on land prices.

Neither agree nor disagree (3): 11% of respondents are neutral. This group might see potential for both scenarios or may not have enough information to form a strong opinion.

Agree (4): 33% of respondents agree that land prices will increase with rural tourism development. This shows a significant proportion of respondents expect that land prices will be positively impacted.

Strongly Agree (5): The largest group 40% of respondents strongly agree with the statement. This is the most substantial portion of the survey sample and indicates a strong belief that rural tourism will significantly affect land prices.

The survey shows that most people believe land prices will rise with the growth of rural tourism about 73% agreeing. People expect that developing tourism in rural areas will make land more valuable, which could affect many people like investors, local governments and community members. Although, rising land prices is seen as a good sign of economic growth and opportunities, they could also make it harder for local people to afford living in their own communities. Because of this, there is a need of careful planning and policies that not only promote development but also take care of community's needs and maintain balance.

- **Local businessmen/Entrepreneurs will be benefitted?**

1.33. Table showing the survey responses for the statement “Local businessmen/Entrepreneurs will be benefitted”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly Disagree)	13	6%
2 (Disagree)	14	7%
3 (Neither agree nor disagree)	20	10%
4 (Agree)	80	40%
5 (Strongly Agree)	73	37%

Grand Total	200	100%
--------------------	------------	-------------

Source: Field Survey (2024)

This table 1.33. represents a survey question asking respondents whether they believe local businessmen/entrepreneurs will benefit from a certain initiative or situation. Employs Likert scale whose value ranges from 1 to 5, where 1 represent strongly disagree,2 disagree 3 indicates neither agree nor disagree,4 represent agree and 5 represent strongly agree.

Strong Disagree (1): A small minority of 6% of respondents strongly disagree that local businessmen and entrepreneurs will benefit, indicating that some believe these groups will not gain from rural tourism development.

Disagree (2): 7% of respondents disagree slightly more than those who strongly disagree but still reflecting a minor portion of the total responses.

Neither agree nor disagree (3): Only 10% of respondents are neutral on the impact of rural tourism on local businessmen and entrepreneurs suggesting that most respondents have a clear stance on the issue.

Agree (4): 40% of respondents agree that local businessmen and entrepreneurs will benefit showing a substantial proportion believe in the positive impacts of rural tourism.

Strong Agree (5): The largest segment, 37% of respondents strongly agree with the potential benefits indicating a strong conviction that rural tourism will be advantageous for local business stakeholders.

This shows that most of the respondents believe that local businessmen and entrepreneurs will gain from rural tourism development with 77% agreeing that it will bring them benefits. This positive sign suggests that tourism could really help to boost local economy and open up new opportunities for local businesses. However, since a small group (13%) (combined % of option 1 &2) disagree. So, it's important to plan carefully and make sure the policies are in place to help everyone benefit and ensure the growth from tourism is good for all local businesses

- **Will promote local products?**

1.34. Table showing the Survey responses for the statement “Will promote local products”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly Disagree)	13	7%
2(Disagree)	13	8%

3(Neither agree nor disagree)	69	33%
4(Agree)	76	38%
5(Strongly Agree)	29	14%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.34. shows survey responses to the question “Will promote local products?”. The respondents are asked to rate the statement on a Likert scale range from 1 to 5 where 1 show ‘Strongly Disagree’, 2 ‘Disagree’, 3 ‘Neither agree nor disagree’, 4 ‘Agree’ and 5 ‘Strongly Agree’.

Strongly Disagree (1): A small portion, 7% of respondents strongly disagree with the idea that rural tourism will promote local products, suggesting a minority view that tourism may not significantly impact local product visibility or sales.

Disagree (2): Slightly more respondents, 8%, also disagree, though this still represents a relatively small fraction of the total responses.

Neither agree nor disagree (3): 33% of respondents remain neutral. This significant portion might either see potential benefits and drawbacks or might not have enough information to predict the impact of rural tourism on local products.

Agree (4): The largest group, 38%, agrees that rural tourism will promote local products, indicating a belief in positive outcomes such as increased visibility and sales of local goods due to tourist activity. S

Strongly Agree (5): 14% strongly agree, adding to the overall positive sentiment but with less intensity than those who simply agree.

The majority of respondents (52% combined for scale values 4 and 5) believe that rural tourism will promote local products, reflecting general optimism about the benefits of tourism for local economies. The significant neutral response (33%) suggests that while there is positivity, there is also a considerable amount of uncertainty on how effectively tourism will enhance local product markets. The small percentage of respondents expressing disagreement indicates minimal but notable doubts.

5.4.2.3 Environmental impacts

- **Rural tourism development will help in the maintenance and conservation of natural resources like forests, pastures, meadows etc.?**

1.35. Table showing the survey responses for the statement “Rural tourism development will help in the maintenance and conservation of natural resources like forests, pastures, meadows etc.

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	19	9%
2(Disagree)	13	7%
3(Neither agree nor disagree)	47	24%
4(Agree)	108	54%
5(Strongly agree)	13	6%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.35. representing the results of a survey question related to the environmental impacts of rural tourism development. The question asked was: "Rural tourism development will help in the maintenance and conservation of natural resources like forests, pastures, meadows etc.?". This data is measured on a Likert scale. This scale ranges from 1 to 5 indicating Strongly disagree by 1, disagree by 2, neither agree nor disagree by 3, agree by 4 and strongly agree by 5.

In this table, 9% of the respondents have chosen option 1 which indicate strongly disagreement, 7 % of the respondents selected option 2 which indicate a disagreement, 24 % of respondents chose option 3 which represent neither agree nor disagree, 54 % chose option 4 which indicate an agreement and 6 % chose option 5 which represent strongly agreement.

Majority of the respondents (60%) agree (combined agree and strongly agree) to the statement that rural tourism development will help in the maintenance and conservation of natural resources which suggests a positive perception of rural tourism's environmental impact and a smaller but significant proportion of respondents (24%) have a neutral view which is neither agreeing nor disagreeing. Only a minority of respondents disagree (16% combined options 1 and 2) indicating less concern about the positive impact of rural tourism on natural resource

conservation. The value representing '4' on the Likert scale is significantly higher than all others highlighting that the most common sentiment is agreement with the statement. This data would be valuable for stakeholders interested in promoting rural tourism as a sustainable development strategy, as it indicates public opinion leans towards believing in its benefits for natural resource conservation. It also suggests that there is also a need of education or information campaigns to address the concerns of the neutral and disagreeing respondent.

- **Rural tourism activities like trekking, camping and adventure will cause negative effect on environment?**

1.36. Table showing the survey responses for the statement “Rural tourism activities like trekking, camping and adventure will cause negative effect on environment”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	23	12%
2(Disagree)	28	14%
3(Neither agree nor disagree)	67	33%
4(Agree)	79	39%
5(Strongly agree)	3	2%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.36. presents another survey statement data about perceived negative impact of rural tourism activities such as trekking, camping, and adventure on the environment.

Here, 12% of the respondents chose ‘1’ indicating a strong disagreement to another statement that is activities related to rural tourism will cause negative effect on the environment. 14% of respondents selected ‘2’ suggesting a lesser degree of disagreement. 33% of respondents went with ‘3’ representing a neutral position, neither agreeing nor disagreeing strongly that such activities have a negative effect. 39% of the respondents chose ‘4’ showing that a significant portion of the sample believes there is a negative environmental impact from these activities. Only 2% of respondents chose ‘5’ which indicate a strong agreement that rural tourism activities have a negative environmental impact.

The most common view among respondents is that rural tourism activities like trekking and camping have some negative environmental impact with the largest group (39%) selecting '4'. This combined percentage of the respondents who agree or strongly agree with the statement (41%) is slightly more than the combined percentage of disagreement who disagree or strongly disagree (26%). A significant number of respondents (33%) are neutral, suggesting that they may not have a definitive opinion and a relatively low percentage of a group representing strong agreement (2%) suggests that while there is concern about the environmental impact of rural tourism but there may not be a consensus on the extent of the negative effects. This suggests that while there is some concern about the negative environmental impacts of rural tourism activities there isn't a strong consensus. It indicates that stakeholders may need to consider strategies to minimize the perceived environmental impact of such activities or improve education about the actual impacts. Additionally, the high percentage of neutral responses could indicate a potential lack of information or uncertainty among respondents about the environmental effects of these activities.

- **Increasing tourists with development will results in the deterioration of the scenic beauty?**

1.37. Table showing the survey responses for the statement “Increasing tourists with development will results in the deterioration of the scenic beauty”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	16	8%
2(Disagree)	33	17%
3(Neither agree nor disagree)	71	35%
4(Agree)	70	35%
5(Strongly agree)	10	5%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.37. represents survey responses to the statement "Increasing tourists with development will result in the deterioration of the scenic beauty?". These survey responses are assessed on a Likert scale having value range from 1 to 5.

In this table, 8 % of the respondents chose 1 which represents strong disagreement with the statement. 17% of respondents chose 2 which suggests disagreement but not as strong as option 1. 35% of respondents chose 3 which is a neutral response, neither agreeing nor disagreeing with the statement. Another 35% of respondents chose 4 which indicates agreement with the statement. Finally, 5% chose 5 which indicates strong agreement with the statement.

From this data, we can infer that 40% of the respondents agree (to varying degrees) that increasing tourism coupled with development will impact the scenic beauty. Among agreement, only a small percentage (5%) of the respondents strongly agree with the statement. 25% of respondents disagree (also to varying degrees) with the statement indicating a view that tourism development will not necessarily result in the deterioration of scenic beauty. It's also important to note that the largest percentage of respondents (35%) chose a neutral. This indicate that a significant number of people is undecided, indicating that most of the respondents have lack of information about the subject.

- **Rural tourism development will result in the overexploitation of natural resources (forests, pastures etc.)?**

1.38. Table showing the survey responses for the statement “Rural tourism development will result in the overexploitation of natural resources (forests, pastures etc.)”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	13	7%
2(Disagree)	21	11%
3(Neither agree nor disagree)	85	42%
4(Agree)	74	36%
5(Strongly agree)	7	4%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.38. shows responses of the statement "Rural tourism will result overexploitation of natural resources (forests, pastures etc.)?". The responses are assessed on a Likert scale ranging from 1 to 5 where 1 represent strong disagreement ,2 disagreement, 3 neutral, 4 agreement and 5 strong agreements.

7% of respondents selected 1 signifying strong disagreement with the statement. 11% chose 2 indicating disagreement though less strong than the choice of 1. The largest group of respondents, 42% selected 3 which is a neutral suggesting neither agree nor disagree with the statement. 36% of respondents chose 4 indicating agreement with the statement that rural tourism will result in the overexploitation of natural resources. A small percentage ,4% chose 5 indicating strong agreement with the statement.

From this data, we can conclude that there is an agreement on the statement (with a total of 40% of respondents chosen 4 or 5) that rural tourism will result in the overexploitation of natural resources. However, a significant portion of the respondents 42% hold a neutral position which could suggest uncertainty. The percentage of respondents who disagree (18% combined for 1 and 2) suggests that a smaller group believes that rural tourism does not necessarily lead to overexploitation of resources

5.5. Perception about Govt. role/efforts for the development of tourism sector

- Govt. putting emphasis to tourism in its development policies?

1.39. Table showing the survey responses for the statement “Govt. putting emphasis to tourism its development policies”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	101	50%
2(Disagree)	34	17%
3(Neither agree nor disagree)	43	21%
4(Agree)	21	11%
5(Strongly agree)	1	1%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.39. displays survey responses to the question, "Govt. putting emphasis to tourism in its development policies?". The responses are measured on a Likert scale range from 1 to 5 where 1 indicate a strong disagreement, 2 indicate disagreement, 3 indicate a neither agree nor disagree, 4 indicate agreement and 5 indicate strong agreement.

50% of respondents chose (1) strongly disagree that the government is emphasizing tourism in its development policies. 17% disagree to some extent (2). 21% are neutral (3) indicating neither agreeing nor disagreeing. 11% of respondents agree (4) with the statement. and only 1% are strongly agree (5) that the government is putting emphasis on tourism in its policies. A majority of respondents (50%) strongly disagree to the statement the government is prioritizing tourism in its development policies. There is a significant portion, 39% (17% + 21%) who are less critical remaining neutral. A small minority, 12% (11% + 1%), agree to some extent that Govt. emphasis tourism in its policies. This indicates that there is a prevalent sentiment of disagreement among respondents regarding the government's emphasis on tourism in its development policies.

- **Tourism plans also formulate for specific destinations?**

1.40. Table showing the survey responses for the statement “Tourism plans also formulate for specific destinations”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	100	50%
2(Disagree)	41	20%
3(Neither agree nor disagree)	37	19%
4(Agree)	18	9%
5(Strongly agree)	4	2%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.40. representing survey responses to the statement, "Tourism plans also formulate for specific destinations," with the Likert scale whose value 1 indicates strong disagreement and 5 indicates strong agreement. respectively.

50% of respondents strongly disagree with the statement that tourism plans are formulated for specific destinations. This indicates that half of the respondents feel that tourism plans are not adequately addressing specific destinations. 20% of respondents disagree, though not as strongly. When combined with the strong disagreement, this shows that 70% of respondents have negative views regarding the specificity of tourism plans. 19% of respondents are neutral indicating neither agreeing nor disagreeing with the statement. This indicates that a significant portion of respondents feel that the plans might be somewhat but not entirely specific to

destinations. 9% agree that tourism plans are specific to destinations. This is a minority view, suggesting that few respondents see tourism plans as being specifically tailored for individual destinations. Only 2% strongly agree with the statement. This further emphasizes the minority opinion that tourism plans are formulated for specific destinations.

Overall, the graph suggests that there is a general consensus of dissatisfaction regarding tourism plans address specific destinations. A significant 70% of respondents feel that tourism planning is lacking in destination specificity. With 19% neutral, a smaller disagreed group is 11%. This feedback indicates a need for tourism planners to develop more targeted strategies.

- **Stakeholders' consultation will include in tourism policy formulation?**

1.41. Table showing the survey responses for the statement "Stakeholders' consultation will include in tourism policy formulation"

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly Disagree)	24	12%
2 (Disagree)	15	8%
3 (Neither agree nor disagree)	32	16%
4 (Agree)	111	55%
5 (Strongly Agree)	18	9%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.41. that shows the results of a survey question regarding stakeholder consultation in tourism policy formulation. It is based on a Likert scale where the respondents rate their agreement with the statement from 1 to 5, with 1 being "strongly disagree" and 5 "strongly agree."

A small minority of respondents, 12%, chose "1", which suggests they strongly disagree or disagree to a great extent with the inclusion of stakeholders in tourism policy formulation. Only 8% of respondents chose "2", which indicates a disagreement but not as strong as those who chose "1". The number "3" on the Likert scale, which represent a neutral position, was selected by 16% of respondents. The majority of respondents, 55%, chose "4", indicating that they agree that stakeholder consultation should be included in tourism policy formulation. 9% of

respondents selected "5", which suggests they strongly agree with stakeholders' inclusion in the policy formulation process.

From this data, it can be inferred that there is a significant inclination towards agreeing with the idea that stakeholder consultation is important for tourism policy formulation, with a combined total of 64% of respondents choosing "4" or "5". The neutral group is 16% and those disagrees constitutes 20% of respondents.

- **Implementation of the tourism policy is effective?**

1.42. Table showing the survey responses for the statement “Implementation of the tourism policy is effective”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	108	54%
2(Disagree)	24	12%
3(Neither agree nor disagree)	53	26%
4(Agree)	12	6%
5(Strongly agree)	3	2%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.42. representing the responses of participants on a Likert scale to the question "Implementation of the tourism policy is effective?". These values range from 1 to 5, 1 representing strong disagreement and 5 representing strong agreement.

54% of the respondents chose 1 indicates strongly disagree with the statement. 12% of respondents selected 2 suggesting a disagreement but not as strong as those who chose 1. 26% of respondents went with 3, which might be considered a neutral or middle ground response, neither agreeing nor disagreeing strongly with the statement. 6% of respondents marked 4, showing a level of agreement but not full agreement. 2% of respondents picked 5, indicating strong agreement with the statement but this is a very small proportion of the total responses.

Overall, the data shows a significant inclination towards disagreement with the statement about the effectiveness of the tourism policy's implementation. The majority of respondents are not in favour with 66% (combined for options 1 and 2) suggesting that there may be significant

issues with how the policy is being put into practice. Only a small minority (8%) appear to be in agreement to some extent (options 4 and 5 combined) with a sizable portion remaining neutral (26%) which is due to low benefits(economic), implementation gaps, insufficient marketing etc. This information would be important for policymakers to review the effectiveness of their tourism strategies and making adjustments based on feedback.

- **Review of the progress is done?**

1.43. Table showing the survey responses for the statement “Review of the progress being done”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	123	61%
2(Disagree)	24	12%
3(Neither agree nor disagree)	30	15%
4(Agree)	17	9%
5(Strongly agree)	6	3%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.43. shows a distribution of responses for a statement on a Likert scale, where "1" represents "strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 represents agree and 5 strongly agree. And, the statement was "Review of the progress being is done”.

A majority, 61% of the respondents strongly disagree with the statement about the review of the progress being done. This suggests a significant level of dissatisfaction towards the progress review among the participants. 12% of respondents disagree though not as strongly. This still indicates a negative perception but less intense than those who selected "1." 15% of the respondents are neutral. A smaller group, 9%, agree with the statement. This suggests that they see some positive aspects regarding the progress review, although this is not a strong sentiment. Only 3% of respondents are strongly agree with the statement. This indicates that a very small proportion of the participants have a strong agreement regarding perception of the progress review.

Overall, the data shows a clear tendency towards disagreement (73%) with the statement about the progress review, with strongly disagree (61%) is the most common response. Neutral (15%)

and positive (12%) responses are markedly less frequent. This pattern of responses indicates that there is a need of subject being evaluated.

- **For the development of the tourism govt. should engage with regional bodies like state/district/village level authorities?**

1.44. Table showing the survey responses for the statement “For the development of the tourism govt. should engage with regional bodies like state/district/village level authorities”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	17	9%
2(Disagree)	8	4%
3(Neither agree nor disagree)	41	20%
4(Agree)	106	53%
5(Strongly agree)	28	14%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.44. representing the responses of participants on a Likert scale to the statement: “For the development of the tourism govt. govt. should engage with regional bodies like state/district/village level authorities?” A Likert scale is a psychometric scale and it's used here to measure respondents' agreement or disagreement for this particular statement. The scale values range from 1 to 5, from 'strongly disagree' (1) to 'strongly agree' (5) respectively.

9% of respondents chose 1 suggesting that a small minority strongly disagree with the statement. 4% of respondents chose 2 indicating disagreement but not strong disagreement. 20% of respondents chose 3 representing a neutral position. 53% of respondents chose 4, indicating agreement with the statement. 14% of respondents chose 5 showing strong agreement.

The majority of respondents (67%) agree to some extent (include agree and strongly agree) that the government should engage with regional bodies for the development of tourism which suggests a positive reception to decentralized involvement in tourism development. However, there is a significant neutral position (20%) and a smaller portion of respondents (13%) disagree to varying degrees.

Overall, this data suggests that there is considerable support for the government engaging with regional bodies in tourism development with a majority leaning towards agreement. A notable neutral stance, and a smaller proportion have disagreement.

- **Governance bodies related to tourism effectively operate?**

1.45. Table showing the survey responses for the statement “Governance bodies related to tourism effectively operate”

Likert scale value	Respondents no	Respondents no. (in %)
1(Strongly disagree)	103	51%
2(Disagree)	32	16%
3(Neither agree nor disagree)	49	24%
4(Agree)	11	6%
5(Strongly agree)	5	3%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.45. representing the responses to a survey question: "Governance bodies related to tourism effectively operate?" The responses are measured on a Likert scale where 1 represents strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 agree and 5 represents strongly agree.

The majority of respondents, 51% strongly disagree that governance bodies related to tourism operate effectively. This is a significant majority and suggests a serious concern among the respondents about the effectiveness of these bodies. The next largest group, 16% disagrees with the statement, though not as strongly. This still reflects a negative perception but suggests that this group may see some positive aspects or potential for improvement. About a quarter of respondents, 24%, are neutral. They neither agree nor disagree with the effectiveness of tourism governance bodies which imply a lack of noticeable impact by these bodies or a lack of information to form a strong opinion. A small group, 6% agrees that the governance bodies operate effectively. This suggests that there are some respondents who see the operations as adequate. An even smaller segment, 3% strongly agrees with the effectiveness of the governance bodies. This is the smallest group, indicating that very few respondents have a highly positive view of how these bodies function.

The data suggests a predominantly negative perception of tourism governance bodies among respondents, with a significant majority 67% expressing strong disagreement with their effectiveness. Only a minority have a positive view (9%) And also significant portion is neutral (24%). This feedback would be critical for the governance bodies to address in order to improve their operations and public perception

- **Tourism governance structures will include NGO's; educational and other civil bodies related to tourism?**

1.46. Table showing the survey responses for the statement “Tourism governance structures will include NGO's; educational and other civil bodies related to tourism”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	14	7%
2(Disagree)	30	15%
3(Neither agree nor disagree)	60	30%
4(Agree)	78	39%
5(Strongly agree)	18	9%
Grand Total	200	100%

Source: Field Survey (2024)

The table 1.46. shows survey results to the question: "Tourism governance structures will include NGOs; educational and other civil bodies related to tourism?" The responses are assessed on a Likert scale, with "1" representing "strongly disagree" and "5" representing "strongly agree" based on the common interpretation of the scale.

A very small percentage of respondents, 7% strongly disagree with the statement. This indicates that few participants doubt the inclusion of NGOs, educational, and other civil bodies in tourism governance structures. 15% of the respondents disagree with the statement suggesting some doubts but not as strong as those who strongly disagree. The largest group of respondents, 30% are neutral. They neither agree nor disagree with the incorporation of these entities into tourism governance structures, which might indicate uncertainty or a wait-and-see attitude. The second-largest group, 39% of respondents, agree that tourism governance structures will include these bodies. This indicates a relatively strong belief in the collaborative

nature of tourism governance. A smaller percentage, 9% strongly agree with the statement, showing a very positive outlook on the integration of various bodies into tourism governance. Here, 22% (combined for "1" and "2") disagree to the statement and 48% (combined for "4", and "5") are agree to some extent about the inclusion of NGOs, educational, and other civil bodies in tourism governance structures with 30% neutral. This could suggest that there is a general hope for a collaborative approach in tourism governance with a significant number of respondents believing in the idea of these entities playing a role.

- **Tourism governance will include local communities' involvement?**

1.47. Table showing the survey responses for the statement “Tourism governance will include local communities’ involvement

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	17	9%
2(Disagree)	10	5%
3(Neither agree nor disagree)	36	18%
4(Agree)	107	53%
5(Strongly agree)	30	15%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.47. presents data on respondents' opinions about local communities' involvement in tourism governance displayed on a Likert scale from 1 to 5.

9% of respondents chose 1, indicating a small percentage strongly oppose or do not believe in local community involvement in tourism governance. 5% chose 2 suggesting they also have negative sentiments, though not as strong as the group who chose 1. 18% chose 3, which might indicate neutrality. A majority, 53% chose 4, showing a strong inclination towards agreeing with the involvement of local communities but not the strongest agreement. Lastly, 15% chose 5 which represents strong agreement or belief in the importance of community involvement in tourism governance.

Overall, the data suggest that a significant majority of respondents (68%) are inclined to agree that tourism governance will include local communities' involvement to some extent, with

more respondents choosing 4 over 5. A small proportion of respondents are neutral (18%) and an even smaller proportion (14%) disagree with the statement

- **For the promotion of the sustainable tourism development, locals play an important role by providing basic requirements like infrastructure and amenities?**

1.48. Table showing the survey responses for the statement “For the promotion of the sustainable tourism development, locals play an important role by providing basic requirements like infrastructure and amenities”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly disagree)	14	7%
2(Disagree)	7	4%
3(Neither agree nor disagree)	48	24%
4(Agree)	108	53%
5(Strongly agree)	23	12%
Grand Total	200	100%

Source: Field survey (2024)

This table 1.48. illustrates responses to a statement about the role of locals in promoting sustainable tourism development through providing basic requirements like infrastructure and amenities. The responses are measured by using a Likert scale ranging from 1 to 5:

7% of respondents chose 1, suggesting a strong disagreement with the statement that locals play an important role in providing necessities for sustainable tourism. 4% chose 2, which indicates disagreement, though not as strong as those who chose 1. 24% chose 3, possibly indicating a neutral stance or uncertainty regarding the involvement of locals. The majority, 53%, chose 4, indicating they agree that locals play an important role but this is not the strongest level of agreement. 12% of respondents chose 5, expressing strong agreement with the statement.

This table suggests that the consensus leans towards agreement that locals are important for the sustainable tourism development with a total of 65% of respondents choosing 4 or 5. This majority believes that local involvement in providing infrastructure and amenities is significant for sustainability in tourism. A small minority (11%) disagrees with this view and a moderate percentage is neutral (24%). This data could be valuable for tourism planners and policymakers as an indication of public opinion on the importance of local contributions to sustainable tourism initiatives.

- **For tourism development local govt. should allocate budget?**

1.49. Table showing the survey responses for the statement “For tourism development local govt. should allocate budget”

Likert scale value	Respondents no.	Respondents no. (in %)
1(Strongly Disagree)	9	5%
2(Disagree)	11	6%
3(Neither agree nor disagree)	23	12%
4(Agree)	65	32%
5(Strongly agree)	92	45%
Grand Total	200	100%

Source: Field survey (2024)

The table 1.49. displays survey responses to a question about whether the local government should allocate budget for tourism development. The survey responses are measured on a Likert scale ranges from 1 to 5 where 1 representing strongly disagree, 2 disagree, 3 represent neither agree nor disagree, 4 agree and 5 represents strongly agree.

5% of respondents selected 1, strongly disagreeing with the allocation of a budget by local government for tourism development. 6% selected 2, indicating disagreement but not as strong as the previous group. 12% selected 3, suggesting a neutral position on the matter. 32% of respondents chose 4, showing agreement that local government should allocate a budget for tourism development. The largest group, 45% selected 5, expressing strong agreement with the idea that local government should allocate funds for tourism development.

The data indicate a clear majority (77%) in favor of the local government allocating budget for tourism development with a significant portion expressing strong agreement. Only a small percentage disagree (combined disagree or strongly disagree (11%)), while a minority (12%) remains neutral. This suggests that there is positive view on this agreement that government should allocate budget.

- **Govt. frequently organising awareness/skill enhancement programme related to tourism development?**

1.50. Table showing the survey responses for the statement “Govt. frequently organising awareness/skill enhancement programme related to tourism development”

Likert scale value	Respondents no.	Respondents no (in %)
1(Strongly disagree)	65	33%
2(Disagree)	71	35%
3(Neither agree nor disagree)	20	10%
4(Agree)	36	18%
5(Strongly agree)	8	4%
Grand Total	200	100%

Source: Field Survey (2024)

This table 1.50. represents survey responses regarding the frequency of government-organized awareness or skill enhancement programs related to tourism development, rated on a Likert scale from 1 to 5.

33% strongly disagree (1 on the Likert scale), feeling that the government does not frequently organize such programs. 35% disagree (2 on the Likert scale), also leaning towards the opinion that these programs are not often organized, though less strong than those who chose 1. 10% are neutral (3 on the Likert scale), neither agreeing nor disagreeing with the frequency of such government-organized programs. 18% agree (4 on the Likert scale) suggesting they believe the government does somewhat frequently organize these programs. Only 4% strongly agree (5 on the Likert scale) indicating they are confident that the government frequently organizes such programs.

This pattern shows a significant disagreement to the statement regarding the frequency of government-organized programs for tourism development with a significant majority (68%) combined disagree and strongly disagree. Only a small minority (22%) (including agree and strongly agree) feel positively about the government's efforts regarding organising programme for tourism development. This feedback could signal to policymakers and government agencies that there is a need for improvement in improving communication and the frequency of these programs.

5.6. Problems in the path of tourism development (survey responses)

- **Qualitative Content Analysis of the statements:**

Statement frequencies:

i.Connectivity Issues: 50

Statements highlighting issues related to connectivity, accessibility, road network, etc.

ii.Government's Lack of Interest: 17

Statements indicating the government's lack of interest, negligence, or support.

iii.Inadequate Infrastructure: 14

Statements pointing to poor infrastructure, facilities, accommodations, etc.

iv.Lack of Government Efforts: 8

Statements mentioning the lack of government efforts in promoting or developing tourism.

v.No response 111

did not provide response to the statement

- **Key issues: -**

i.Connectivity Issues are the frequently mentioned problem, indicating that poor connectivity is a significant barrier to tourism development.

ii.Government's Lack of Interest is also a notable issue, reflecting a perceived lack of priority or attention from the government towards tourism.

iii.Inadequate Infrastructure continues to be a recurring problem, affecting the overall tourism experience and growth.

iv.Lack of Government Efforts suggests that respondents feel the government is not proactive enough in its efforts to promote tourism.

v.The large number of respondents did not response to this statement.

This analysis provides a clear indication of the primary concerns affecting tourism development, with connectivity and government engagement being key areas for improvement.

5.7. Suggestions (survey responses)

- **Statement frequencies:**

i.Connectivity Improvement: 47

Suggestions focusing on improving connectivity, accessibility, road networks and related infrastructure.

ii.Tourism Development Processes: 45

Suggestions emphasizing the importance of active tourism development, promoting tourism, and engaging in development processes.

iii.Government Efforts and Priority: 31

Suggestions highlighting the need for government involvement, prioritization of tourism, monitoring efforts and providing support.

iv. Stakeholder Engagement and Awareness: 7

Suggestions related to involving stakeholders, creating awareness and engaging the community in tourism development.

v. Infrastructure Development: 6

Suggestions calling for the development of infrastructure, facilities and accommodations to support tourism.

vi. No response/No idea: 64

Suggestions that did not clearly fall into the above categories or were ambiguous.

- **Key statements**

- Connectivity Improvement is the most frequently suggested area indicating a strong need for better connectivity and infrastructure to support rural tourism development.
- Tourism Development Processes is also a significant category suggesting a focus on structured and systematic approaches to developing tourism.
- Government Efforts and Priority highlight the critical role of government action and support in promoting tourism.
- Stakeholder Engagement and Awareness and Infrastructure Development are less frequently mentioned but still important, emphasizing for community involvement need and the development of necessary facilities.

These insights can help guide strategic initiatives for rural tourism development, with a clear focus on improving connectivity, structured development processes and active government involvement.

5.8. Hypotheses testing

5.8.1. Hypothesis

Hypothesis 1: There is a significant relationship between the youth's perception in rural tourism participation and perceived economic impacts

Table 1.51. Crosstabulation

	Cases		
	Valid	Missing	Total

	N	Percent	N	Percent	N	Percent
a) Diversification of employment specially for youths * Willingness_to_Participate	200	100.0%	0	0.0%	200	100.0%
b) Land prices will increase with rural tourism development? * Willingness to Participate	200	100.0%	0	0.0%	200	100.0%
c) Local businessman/entrepreneurs will be benefitted? * Willingness to Participate	200	100.0%	0	0.0%	200	100.0%
d) Will promote local products? * Willingness_to_Participate	200	100.0%	0	0.0%	200	100.0%

1.51 a) Diversification of employment specially for youth*Willingness to participate perception

	Willingness.	Willingness t	Total
--	--------------	------------------	-------

		No	Yes	
Diversification of employment specially for youths	Count ExpectedCount	38	37	75
		32.6	42.4	75.0
Agree.	% within Diversification of employment specially for youths	50.7%	49.3%	100%

Disagree	Count	17	11	28
	Expected Count	12.2	15.8	28.0
	% within Diversification of employment specially for youths	60.7%	39.3%	100%
Neither agree nor disagree	Count	13	16	29
	Expected Count	12.6	16.4	29.0
	% within Diversification of employment specially for youths	44.8%	55.2%	100.0%
Strongly agree	Count	8	34	42
	Expected Count	18.3	23.7	42.0
	% within Diversification of employment specially for youths	19.0%	81.0%	100%
Strongly disagree	Count	11	15	26
	Expected Count	11.3	14.7	26.0
	% within Diversification of employment specially for youths	42.3%	57.7%	100.0%
Total	Count	87	113	200
	Expected Count	87.0	113.0	200.0
	% within Diversification of employment specially for youths	43.5%h	56.5%	100.0%

--	--	--	--

1.51.a.i. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.197 ^a	4	.004
Likelihood Ratio	16.172	4	.003
No. of Valid Cases	200		

a) 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.31.

1.51.a. ii. Symmetric Measure

		Value	Approx. Sig.
Nominal by Nominal	Phi	.276	.004
	Cramer's V	.276	.004
No. of Valid Cases		200	

1.51.b. Land prices will increase with rural tourism development? * Willingness to participate

		Willingness.	Willingness.	Total
		No	Yes	

Land prices will increase with rural tourism development?				
Agree	Count	34	32	66
	Expected Count	28.7	37.3	66.0
	% within Land prices will increase with rural tourism development?	51.5%	48.5%	100.0%
Disagree				
	Count	10	8	18
	Expected Count	7.8	10.2	18.0
	% within Land prices will increase with rural tourism development?	55.6%	44.4%	100.0%
Neither agree nor disagree				
	Count	14	10	24
	Expected Count	10.4	13.6	24.0
	% within Land prices will increase with rural tourism development?	58.3%	41.7%	100.0%

Strongly Agree	Count	24	55	79
	Expected Count	34.4	44.6	79.0
	% within Land prices will increase with rural tourism development?	30.4%	69.6%	100.0%
Strongly Disagree	Count	5	8	13
	Expected Count	5.7	7.3	13.0
	% within Land prices will increase with rural tourism development?	38.5%	61.5%	100.0%
Total	Count	87	113	200
	Expected Count	87.0	113.0	200.0
	% within Land prices will increase with rural tourism development?	43.5%	56.5%	100.0%

1.51.b.i. Chi square Tests

			Asymp. Sig. (2-
--	--	--	-----------------

	Value	Df	sided)
Pearson Chi-Square	10.606	4	.031
Likelihood Ratio	10.760	4	.029
No. of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.66

1.51.b. ii. Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.230	.031
Nominal Cramer's V	.230	.031
No. of Valid Cases	200	

1.51.c. Local businessmen/entrepreneurs will be benefitted? * Willingness to participate

		Willingnes s to...	Willingnes s to	Total
		No	Yes	
Local businessmen/entrepreneu r s will be benefitted?		37	43	80
Agree	Count	34.8	45.2	80.0
	Expected Count			100.0
	% within Local businessman/entrepreneu r s will be benefitted?	46.3%	53.8%	%

Disagree	Count	11	3	14
	Expected Count	6.1	7.9	14.0
	% within Local businessman/entrepreneurs will be benefitted?	78.6%	21.4%	100.0%
Neither agree nor disagree	Count	13	7	20
	Expected Count	8.7	11.3	20.0
	% within Local businessman/entrepreneurs will be benefitted?	65.0%	35.0%	100.0%
Strongly Agree	Count	21	52	73
	Expected Count	31.8	41.2	73.0
	% within Local businessman/entrepreneurs will be benefitted?	28.8%	71.2%	100.0%
Strongly Disagree	Count	5	8	13
	Expected Count			

Total	% within Local businessman/entrepreneurs will be benefitted?	5.7	7.3	13.0
	Count	38.5%	61.5%	100.0%
	Expected Count	87	113	200
	% within Local businessman/entrepreneurs will be benefitted?	87.0	113.0	200.0
	Count	43.5%	56.5%	100.0%
	Expected Count			

1.51.c.i. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.595 ^a	4	.001
Likelihood Ratio	18.039	4	.001
N of Valid Cases	200		

a) 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.66.

b) 1.51.c. ii. Symmetric Measures

		value	Approx. Sig.
Nominal by Nominal	Phi	.297	.001
	Cramer's V	.297	.001
N of Valid Cases		200	

1.51.d. Will promote local products? *Willingness to participate

Will promote local products				
Agree	Count	23	53	76
	Expected Count	33.1	42.9	76.0
	% within Will promote local product?	30.3%	69.7%	100.0%
Disagree	Count	7	6	13
	Expected Count	5.7	7.3	13.0
	% within Will promote local products?	53.8%	46.2%	100
Neither agree nor disagree				
	Count	38	31	69
	Expected Count	30.0	39.0	69.0
	% within Will promote local products?	55.1%	44.9%	100.0%
Strongly Agree	Count	10	19	29
	Expected Count	12.6	16.4	29.0
	% within Will promote local products?	34.5%	65.5%	100.0%
Strongly Disagree	Count	9	4	13

Total	Expected Count	5.7	7.3	13.0
	% within Will promote local products?	69.2%	30.8%	100.0%
	Count	87	113	200
	Expected Count	87.0	113.0	200.0
	% within Will promote local products?	43.5%	56.5%	100.0%

1.51.d.i. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.205 ^a	4	.007
Likelihood Ratio	14.383	4	.006
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.66.

1.51.d. ii. Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.267	.007
Nominal Cramer's V	.267	.007
N of Valid Cases	200	

• Data description

i) Variables

For the study on the relationship between perceived economic impacts of rural tourism and participate willingness, the variables can be defined as follows:

a. **Variable (Perceived Economic Impacts):**

- ❖ **Diversification of Employment for Youths:** Measures whether participants perceive that rural tourism contributes to job diversification, especially for youths.
- ❖ **Increase in Land Prices:** Assesses the belief that land prices will increase as a result of rural tourism development.
- ❖ **Benefits to Local Businessmen/Entrepreneurs:** Evaluates whether participants think that rural tourism activities benefit local businessmen and entrepreneurs.
- ❖ **Promotion of Local Products:** Determines whether participants agree that rural tourism promotes local products.

Each of these variables is categorical and measured on a 5-point Likert scale ranging from Strongly Agree to Strongly Disagree.

b) Variable (Willingness to Participate in Rural Tourism):

This variable measures the willingness of participants to engage in rural tourism activities. It is also a categorical variable, typically dichotomized into "yes" vs. "Not " based on participant responses.

ii) Statistical Methods

Chi-square test of independence is used to determine as both the variable are in categorical form to know if there were statistically significant associations between each perceived economic impact and participate willingness in rural tourism.

iii) Results

a. Diversification of Employment for Youths:

- ❖ **Chi-Square Value:** 15.197 (df = 4, p = .004)
- ❖ **Measure of Association:** Phi and Cramer's V = .276, indicating a modest association.

b. Increase in Land Prices:

- ❖ **Chi-Square Value:** 10.606 (df = 4, p = .031)
- ❖ **Measure of Association:** Phi and Cramer's V = .230, suggesting a weak to modest association.

c. Benefits to Local Businessmen/Entrepreneurs:

- ❖ **Chi-Square Value:** 17.595 (df = 4, p = .001)
- ❖ **Measure of Association:** Phi and Cramer's V = .297, indicating a modest association.

d. Promotion of Local Products:

- ❖ **Chi-Square Value:** 14.205 (df = 4, p = .007)
- ❖ **Measure of Association:** Phi and Cramer's V = .267, also indicating a modest association

For each perceived economic impact, the null hypothesis (H0) posits that there is no association between the perceived economic impact and the willingness to participate in rural tourism. The alternative hypothesis (H1) contends that such an association exists.

- **Diversification of Employment for Youths:** The p-value (.004) is less than the standard alpha level of 0.05, leading to rejection of the null hypothesis. This indicates a significant association between perceptions of employment diversification and willingness to participate in rural tourism.
- **Increase in Land Prices:** With a p-value of .031, the null hypothesis is also rejected here, suggesting that perceptions regarding the increase in land prices significantly influence participation decisions.
- **Benefits to Local Businessmen/Entrepreneurs:** The p-value (.001) strongly supports rejection of the null hypothesis, indicating a significant association between perceived benefits to local businessmen/entrepreneurs and willingness to engage in rural tourism.
- **Promotion of Local Products:** The p-value (.007) results in the null hypothesis being rejected, demonstrating a significant association between the promotion of local products and willingness to participate.

The rejection of the null hypotheses across all statement (perceived economic impact) implies a significant statistical association between the perceived economic impacts of rural tourism and the willingness to participate in such activities. These results suggest that enhancing positive economic perceptions could potentially increase participation in rural tourism.

The findings highlight the critical role of perceived economic benefits in motivating public support and participation in rural tourism. By addressing and enhancing these perceptions, stakeholders in rural tourism can more effectively engage local communities, potentially leading to more sustainable and successful tourism initiatives. These insights should guide future strategies and policies to harness the positive economic impacts of rural tourism as a catalyst for broader community participation and development.

Hypothesis 2: There is a variation in perception about participation among gender

1.52. Gender* willingness to participation

			F	M	Total
Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.?	No	Count	36	51	87
		Expected Count	25.2	61.3	87.0
		% within Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.?	41.4%	58.6%	100.0%
	Yes	Count	23	90	113
		Expected Count	33.3	79.7	113.0
		% within Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.?	19.5%	79.6%	100.0%
	Total	Count	59	141	200
		Expected Count	59.0	141.0	200.0
		% within Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.?	29.5%	70.5%	100.0%

1.52.a.Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.44	1	.001
Likelihood Ratio	10.60	1	.001
N of Valid Cases	200		

a. 0 cells have expected count less than 5. The minimum expected count is 25.67.

1.52.b. Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.23	.001
Nominal Cramer's V	.23	.001
N of Valid Cases	200	

- **Data Description:** The dataset comprised two categorical variables—gender and willingness to participate in rural tourism activities—with the gender variable categorized as Male (M) and Female (F), and the willingness to participate categorized as Yes and No. The distribution within the sample was:

i. Variables:

- Sex:** This variable categorizes respondents into two groups based on gender—female (F) and male (M) is independent variable
- Willingness to Participate in Rural Tourism Activities:** This variable indicates whether respondents are willing to engage in rural tourism activities such as entrepreneurship or guiding. The responses are categorized as 'Yes' or 'No'.

ii) Crosstabulation Interpretation:

The crosstabulation presents the distribution of respondents' willingness to participate in rural tourism activities, broken down by sex.

a. Female (F):

- ❖ **Count:** 59 females responded to the question.
- ❖ **Willingness:** 62.1% of female respondents are not willing to participate, while 37.9% are willing.
- ❖ **Expected Count:** The expected count, if there were no association between sex and willingness, would be 25.2 (No) and 33.3 (Yes).

b) Male (M):

- ❖ **Count:** 141 males responded.
- ❖ **Willingness:** 36.2% of male respondents are not willing, while 63.8% are willing.
- ❖ **Expected Count:** The expected count for males would be 61.3 (No) and 79.7 (Yes).

c) Total:

200 respondents participated in the survey, with 43.5% not willing and 56.5% willing to participate in rural tourism activities.

iii) Chi-Square Tests

The Chi-Square test assesses the association between sex and willingness to participate in rural tourism activities.

a. **Pearson Chi-Square:** 10.44, with 1 degree of freedom, and a p-value of .001.

b. **Likelihood Ratio:** 10.60, with 1 degree of freedom, and a p-value of .001.

Since the p-values are less than 0.05, there is a statistically significant association between sex and willingness to participate in rural tourism activities.

iv) Symmetric Measures

Phi and Cramer's V: Both have a value of .23, with a p-value of .001. This suggests a moderate association between the variables.

v) Interpretation

Males are more likely to be willing to participate in such activities compared to females, as indicated by the higher percentage of males (63.8%) who expressed willingness compared to females (37.9%). The Phi and Cramer's V values indicate a moderate strength of association and null hypothesis is rejected suggests significant difference among gender. Further research could explore underlying reasons for this gender difference, possibly considering additional variables such as age, income, or previous experiences of tourism.

5.9 Conclusion

The analysis of the data highlights a young population with significant socioeconomic challenges, including high unemployment (64%), limited higher education levels, and moderate-income distribution, indicating a strong potential for rural tourism to act as a catalyst for economic & social development. The high awareness of rural tourism (79%) and perceived suitability of the region for such initiatives (68%) reflect a favourable mindset among the community, with over half (57%) willing to participate in tourism activities. However, gender disparities in participation suggest that targeted strategies are needed to promote inclusivity, particularly empowering women to engage in tourism-related ventures.

Respondents recognize the economic benefits of rural tourism, including its ability to diversify youth employment (58%), increase land prices (73%), and support local businesses (77%), while also promoting local products (52%). These positive perceptions demonstrate the potential for rural tourism to improve living standards (75%), reduce migration (66%), and

promote cultural preservation (50%). However, challenges like insufficient accommodation infrastructure (53%), basic facilities (49%), and perceived ineffectiveness of government initiatives, with 66% highlighting poor implementation of tourism policies, highlights critical areas requiring immediate attention.

Environmental concerns, such as resource overexploitation (40%), scenic degradation (40%), and trekking-related adverse effects (41%), highlight the need for sustainable tourism practices. Addressing these concerns will require community involvement, as 65% agree locals are crucial for sustainable tourism development, and 68% advocate for local community engagement in governance. The lack of destination-specific planning (70%) and infrequent government-organized tourism programs (68%) point to systemic gaps that need strategic intervention.

To overcome these barriers, the data suggests improving road connectivity and infrastructure, increasing government emphasis on tourism, and fostering stakeholder collaboration, including regional bodies, NGOs, and educational institutions. Strengthening favourable economic perceptions, addressing gender disparities, and ensuring inclusivity in planning and governance can enable rural tourism to become a driver of sustainable community growth, balancing economic development with cultural preservation & environmental conservation.

Chapter 6

Potential Rural Tourism Resources

6.1. Introduction

This chapter focuses on identifying potential rural tourism resources to promote the concept of rural tourism. It begins by reviewing literature on rural tourism resources /products, such as natural resources (like forests), cultural resources (traditional ceremonies, heritage etc.) and religious resources (faith-based attractions) etc. Guided by these identified resources, a field survey was conducted, involving site observations, interviews and photography to identify potential resources. This approach helps to identify potential rural tourism resources with untapped tourism potential, aiming to support rural tourism development.

6.2. Potential rural tourism resources

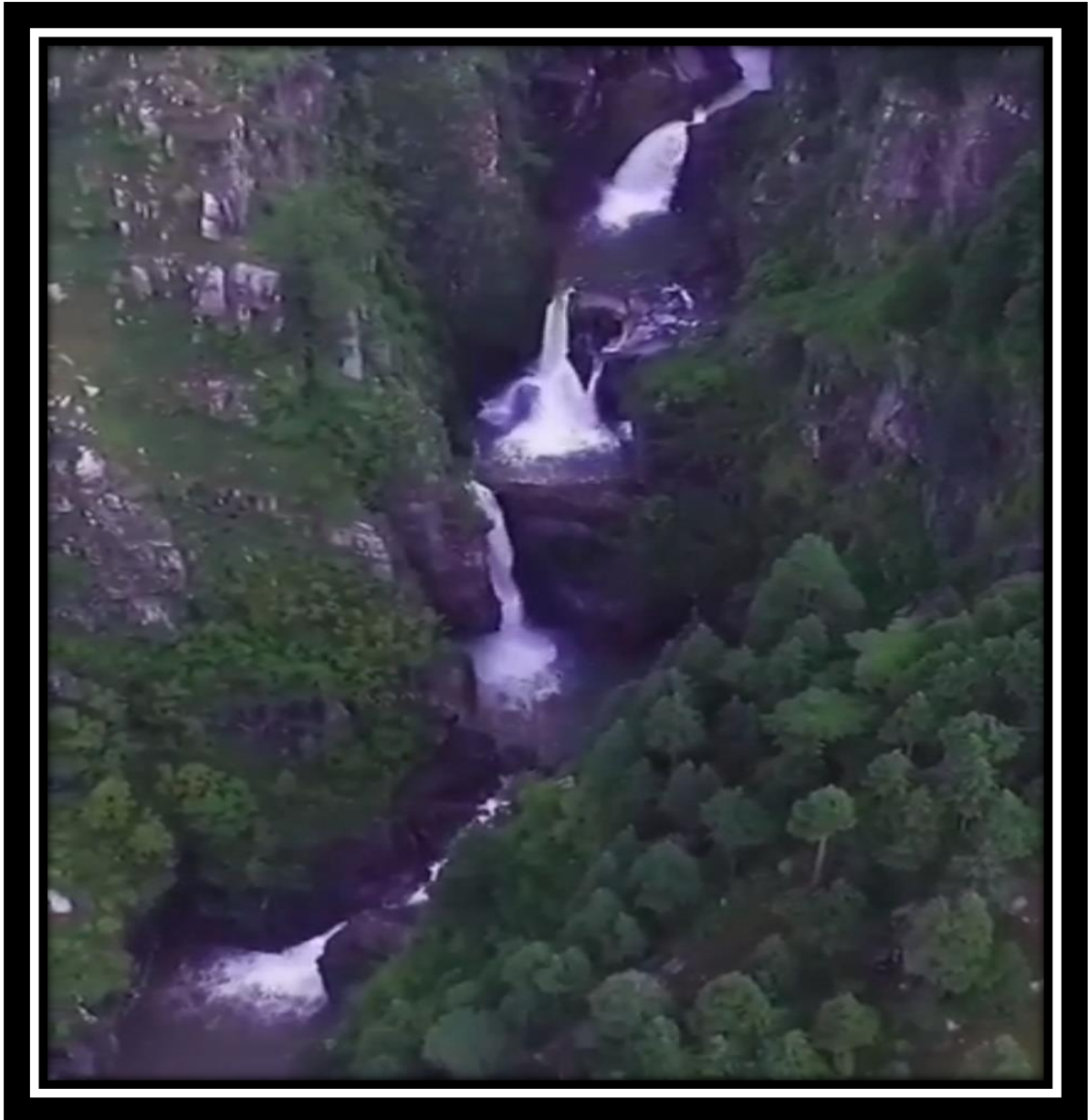
- **Seven waterfall**

This waterfall is located just a few kilometres before Sarthal village on the Bani-Bhaderwah Road, in the Bani tehsil. This waterfall has seven distinct steps and has a magnificent perspective. However, one must climb a mountain to get nearby this. Only the first and last steps are accessible due to the steep slope, making the others difficult to reach. Tourists can stay in the tourist reception centre in Sarthal, which is only 5 km away.

From a natural standpoint, this waterfall is a dramatic representation of the geological and hydrological processes. This fall contribute to the area's biodiversity, supporting a range of flora and fauna that thrives in these moist environments.

While the first and last steps of the falls are accessible, the remaining are difficult to reach due to steep terrain. This inaccessibility adds to the mystique and reverence of the falls, as the untouched cascades remain a visual marvel from afar, while the accessible portions offer a closer encounter with this natural wonder. The presence of a tourist reception centre in Sarthal, just 5 km away, indicates an effort to facilitate visitors' experience of this natural and potential landmark.

1.7. Photograph showing the Seven waterfall



Source: Field Survey (2024)

- **Shakti Mata Mandir**

The temple is dedicated to Shakti Mata, a manifestation of the divine feminine in Hinduism, which is central to the religious life of the community. Temple indicates a place of worship and spiritual significance, serving as a focal point for religious ceremonies, festivals, and daily prayers. Culturally, the temple acts as a hub for community gatherings and celebrations. While the temple is on the left bank of the Sewa River near the Bani bus stand. Rivers in India often have religious significance, and their proximity to temples is common as they are used for ritual

purifications and offerings. It indicates a strong cultural and religious factor. The natural context, is secondary to the cultural and religious significance of the location.

1.8. Photograph showing the Shakti Mata temple



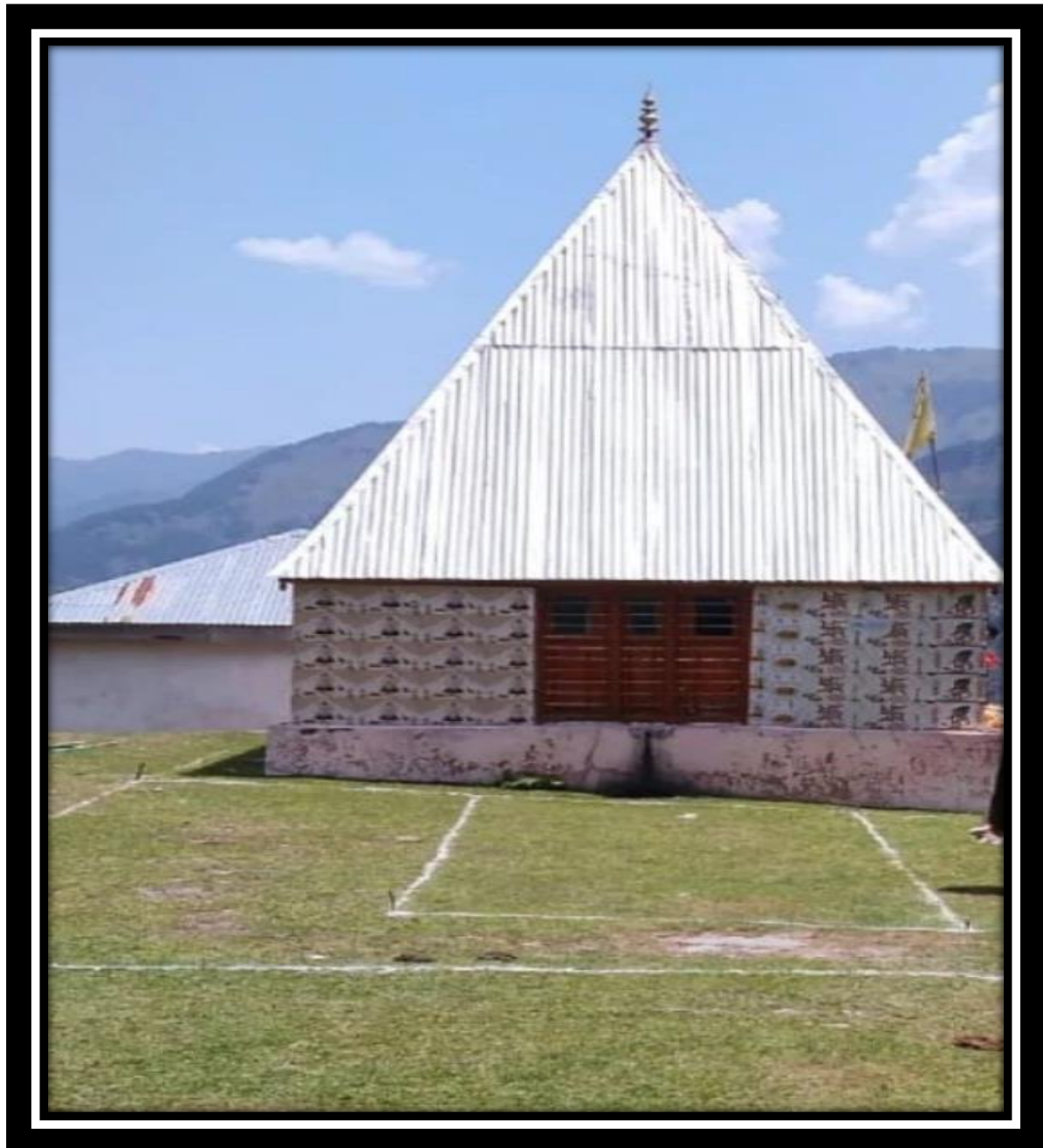
Source: Field Survey (2024)

- **Chauri Shiv Mandir**

The Chauri Shiv Mandir, a temple dedicated to Lord Shiva, 15 kilometres from the Bani Market. The temple is located on an elevated position. Religious factors are at the forefront due to the prominence of the Shiv Mandir, a Hindu temple. Temples dedicated to Lord Shiva and serve as important pilgrimage site. Cultural factors are evident as the temple likely plays a central role in the local community's life. This can include festivals and other spiritual ceremonies, all

of which are pivotal to the cultural fabric of the area. Natural factors are also prominent. The pristine environment, clear skies, and the rolling mountain backdrop speak of the region's natural beauty. The temple's hilltop location offers expansive views of the surrounding landscape, making it a place where the natural and the divine meet. While natural elements are there, the Chauri Shiv Mandir primarily exhibits cultural and religious factors due to its significance as a place of worship and community importance.

1.9. Photograph showing the Chauri Shiv Mandir



Survey: Field Survey (2024)

- **Sandroon Meadow**

Sandroon meadow near Bani village, surrounded by lush mountains. This site primarily exhibits natural factors. It is 15 kilometres away from the Bani tehsil headquarters. Well known for desi rajmah. The natural factors are more evident in this stunning landscape like the greenery of the fields, the forested mountains and the clear skies. This landscape is an indicative of the ecological practices and environmental conditions of the region. Culturally, for "desi rajmah" (a variety of kidney beans) being well-known in the area hints at agricultural practices and local culinary traditions. Indicates that the region has a reputation for growing good-quality kidney beans, which could be a staple in the local diet and part of the community's cultural identity.

1.10. Photograph Showing the Sandroon meadow



Source: Field Survey (2024)

- **Naukali Mata**

This religious location is located near Dhaggar village, at an altitude of more than 3000 metres and have an 18 km walking trek. It is covered in snow for four to five months. It is believed that traces from the Mahabharata lies here, from the Pandavas exiled period.

Overall, this location exemplifies the confluence of the natural grandeur of the Himalayas with the deep cultural and religious roots of the region. The difficult access through a long trek, the seasonal snow cover, and the mythological significance all contribute to its aura as a sacred site. It offers a profound experience that is at once a testament to the natural world's beauty, the cultural depth of the myths and stories, and the enduring power of religious devotion.

1.11. Photographs showing the Naukali Mata mandir





Source: Field Survey (2024)

- **Gatti dam**

This dam in Gatti village holds significant natural and cultural value. It enhances the region's water resource management and contributes to local agriculture. Culturally, it empowers development, has the potential to become a focal point for tourism and cultural activities. The

interplay between natural beauty and cultural significance makes the dam a vital asset for the community.

1.12. Photograph showing the Gatti dam

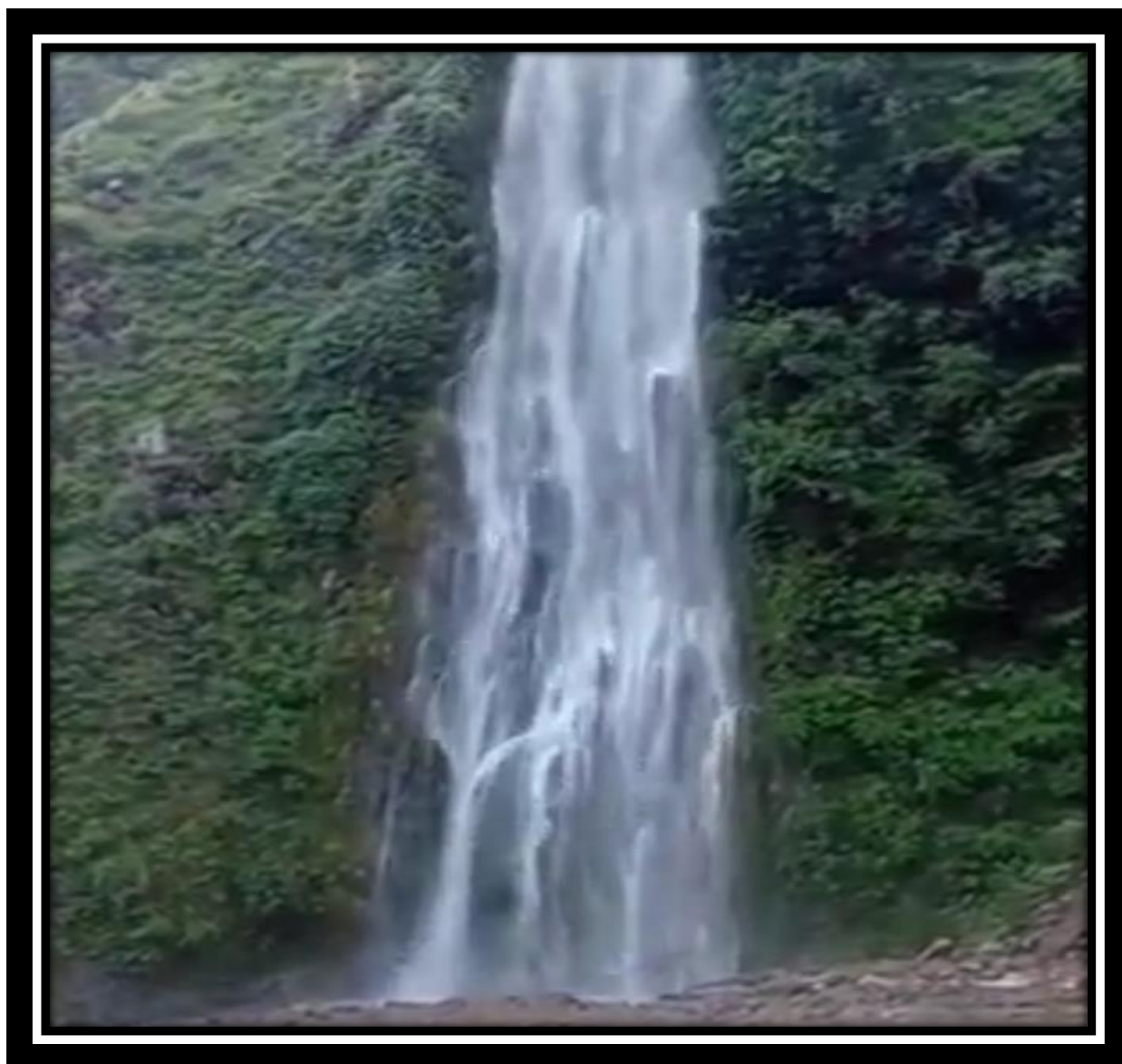


Source: Field Survey (2024)

- **Dhanshoo waterfall**

Dhanshoo Waterfall located just 7-8 km from Bani, holds significant natural appeal for tourism due to its stunning scenic beauty and seasonal variation, which creates a unique and ever-changing landscape. The lush green surroundings and cascading waters offer a tranquil and picturesque environment, ideal for nature enthusiasts, photographers, and adventure seekers. This holds potential for ecotourism, with activities like hiking and bird watching, emphasizes conservation and sustainable tourism.

1.13. Photograph showing the Dhansoo waterfall



Source: Field Survey (2024)

6.3. Conclusion

In conclusion, this chapter identifies several potential rural tourism resources by survey includes site observations on factors such as natural, cultural, and religious resources, photography and interviews. Through this approach, sites rich in natural beauty, such as forests, alongside cultural and religious significant landmarks like traditional ceremonies and heritage sites, were highlighted. These findings will help in empowering rural tourism development in this Tehsil Bani

Chapter 7

Summary, Conclusion and Suggestions

This study seeks to explore how youth see the scope, development and effects of rural tourism in the Tehsil Bani of Kathua district, Jammu & Kashmir Union Territory. Study area Tehsil Bani is a beautiful place having natural resources wealth including forests & rich diversity. However, it experiences common rural issues such as unemployment, poverty and well strengthen basic services. Despite these obstacles, Bani has significant potential for tourism, which could potentially resolve many of these concerns. This study also aims to help with policy formulation by offering opinions of youth. Seven villages are included—Bani, Sarthal, Dhaggar, Siara, Gatti, Banjal and Chila that are listed in Jammu and Kashmir Draft tourist Policy 2020 (for different projects including luxury tent lodgings, skiing resorts, and adventure sports) for the relevance of the study in terms of tourism development. Then, we define "youth" as those between the ages of 15 and 29, as per the National Youth Policy of India 2014. However, other organizations may have different definitions. We employed purposive sampling to identify samples (person in this age group 15-29) as we lack official data on the youth population at the village level. 200 young people made up our final sample size. This study used quantitative as well as qualitative information from survey and existing sources (literature and Data) to understand what youth think regarding rural tourism development and offer strategies for developing rural tourism in this Tehsil Bani which results in enhanced socio-economic growth. This research includes 7 chapter in total, including conclusion and suggestions.

Chapter 1: Introduction presents the theoretical framework that guides the research, supported by sustainable tourism and participatory development theories. The chapter details the methodology, sampling, research design, data collection tools which includes a mixed-methods approach, purposive sampling, and the use of both primary (surveys, interviews, observations) and secondary data sources. A brief overview of Bani Tehsil is provided for the description of the study area.

Chapter 2, 'Literature Review, consolidates existing studies on tourism, rural tourism and perception-based studies on rural tourism highlighting research gaps and establishing the contextual foundation for the present study.

Chapter 3, relates to the evolving concept and status of rural tourism. There is no universally agreed-upon definition of rural tourism, as the term "rural" itself varies across countries based

on demographic, geographic, and economic criteria. Based on the content analysis conducted in this study, rural tourism is operationally defined as travel to non-urban areas characterized by natural beauty, cultural heritage, and agricultural economies, where visitors engage with local lifestyles, traditions, and community experiences. Globally, rural tourism has gained momentum, with initiatives such as the UNWTO's "Best Tourism Village" recognizing villages that successfully integrate sustainability, heritage conservation, and local engagement—growing from 44 recognized villages in 2021 to 54 in 2023. At the national level, India has identified 172 rural tourism sites, with 52 commissioned projects, and Jammu and Kashmir stands out as a leading state with 25 identified sites and the highest number of successful implementations. Programs like the Tourist Villages Development Program (TVDP) and innovative models like OYO's "Crown of Incredible India" highlight the J&K's dynamic approach to rural tourism. Despite not being officially recognized rural tourism site, Bani Tehsil in J&K holds immense untapped potential. Entirely rural in character, housing over 45,000 residents, and home to sites like Jodia Di Mata and Sarthal, Bani reflects the natural, spiritual, and cultural richness necessary for tourism development. Proposed initiatives such as eco-parks and adventure tourism facilities further underscore its promise as a site for sustainable and community-driven rural tourism growth.

Chapter 4 focused on analysing rural tourism policies and initiatives at both the national and regional levels. The findings highlight that government interventions in India and Jammu and Kashmir have established a robust foundation for rural tourism by targeting key areas such as economic empowerment, cultural preservation, infrastructure development, and sustainability. Flagship programs like *Swadesh Darshan*, the *Incredible India Bed & Breakfast / Homestay Scheme*, and the *Best Tourism Villages Competition* have been instrumental in encouraging rural revitalization through tourism. These initiatives not only support economic diversification and job creation but also emphasize the preservation of local culture and environmental conservation through community participation. In Jammu and Kashmir specifically, schemes like the *Tourist Villages Development Program (TVDP)* are reshaping the rural landscape by developing model tourist villages with state support. However, challenges persist in terms of awareness, capacity building, and local participation. Based on these findings, the study recommends enhancing community-based tourism models to ensure equitable benefit-sharing and greater local ownership. Additionally, increased investment in digital infrastructure is crucial to promote rural tourism on a global scale, especially in remote areas. Finally, strengthening skill development programs focused on hospitality and tourism management will

be essential to empower rural populations and ensure the long-term success of tourism as a sustainable livelihood strategy.

Chapter 5 presents an in-depth analysis of the perceptions of local youth regarding rural tourism's scope, development, participation, and impacts. The socioeconomic and demographic profile reveals a predominantly young (48% aged 20–24), male (70%) population with relatively low educational attainment and high unemployment (64%). Most respondents belong to large families with limited landholdings and modest incomes, indicating underlying economic vulnerabilities that may influence their engagement in tourism-based livelihoods. However, despite these constraints, there is significant awareness and optimism about the potential of rural tourism in the region—79% are aware of the concept, and 68% consider the location suitable. While road connectivity is deemed good by 59%, concerns remain about inadequate accommodation and basic infrastructure, limiting tourism potential.

Regarding participation, 57% are willing to engage in tourism activities, though only 31% are open to offering homestay services, suggesting the need for targeted training and awareness programs to boost confidence and readiness among locals. The perceived socio-cultural impacts are largely positive—66% believe rural tourism can reduce migration, 75% feel it improves living standards, and 71% think it strengthens government services. Similarly, economic impacts are viewed favourably, with 77% seeing benefits for local businesses and 58% acknowledging employment diversification potential. However, environmental concerns also emerged—41% worry about adverse effects of activities like trekking, and 40% fear the loss of scenic beauty and overuse of natural resources, emphasizing the importance of sustainable tourism planning.

In terms of government efforts, the findings are critical. A significant proportion believes tourism is not prioritized in development agendas, with 70% saying planning lacks destination-specific strategies and 66% considering policy implementation ineffective. However, 67% support regional body engagement, and 68% advocate for greater local involvement in tourism governance. There is also strong demand (77%) for increased local budget allocation to support tourism infrastructure and development.

Further explores key challenges, notably poor connectivity, limited infrastructure, and a perceived lack of government interest and effective programs. From a youth perspective, suggestions for development include improving transportation, enhancing government support, involving stakeholders in planning, and building necessary infrastructure.

Finally, the hypothesis testing results reinforce these findings. The first hypothesis confirms that perceived economic benefits have a strong relation with participation in tourism activities. This indicates that economic incentives would be a key motivator for community involvement. The second hypothesis reveals a gender disparity, with men showing a greater willingness to participate in rural tourism, highlighting the influence of socio-cultural norms and the need for inclusive strategies that encourage women's involvement.

Chapter 6 focuses on the identification of potential rural tourism resources in Bani Tehsil through a combination of site observations, interviews, and photographic documentation. The resources were identified by conducting field survey which includes field observations (based on rural tourism resources: natural, religious and cultural), photography and interviews. Notable resources identified include Seven Waterfall, known for its scenic beauty. Naukli Mata Mandir and Shakti Mata Mandir, which hold significant religious importance; Sandroon Meadows, natural significant resources offering vast open landscapes ideal for eco-tourism and camping; and Guttu Wale Naag, a culturally rich place.

7.1. Strategy/Suggestions for Rural Tourism Development in Bani Tehsil

- 59% of the respondents believe road connectivity is good but can be improved, prioritize road connectivity development to facilitate access.
- Since 53% of respondents find accommodation infrastructure insufficient and 49% feel basic facilities are inadequate, invest in accommodations and basic amenities to meet visitor needs and improve the tourist experience.
- Based on rural tourism policy and initiatives status, it would suggest to emphasis on improving connectivity ensuring that infrastructure investments are made in both physical and digital infrastructure. This would enable better access and visibility for rural tourism sites and attract both domestic and international visitors.
- Implement training programs for locals to enhance skills relevant to tourism, such as hospitality and cultural presentation, addressing the 57% willing to participate in tourism activities but needing further skills.
- Survey result shows relations found between various economic factors and youth participation in rural tourism, for this promote youth employment diversification by encouraging entrepreneurial activities among youth by providing micro-loans, grants, and business mentorship programs aimed at tourism-related businesses, promote investments in tourism infrastructure that support the local community.

- Also, one of the hypotheses result shows significant difference between gender and willingness to participate in rural tourism with men more likely to engage, for this conduct gender sensitivity training for both men and women to address cultural and societal barriers that may hinder women's participation, Advocate for gender equality in tourism policies and ensure that women have equal opportunities to participate in tourism-related activities etc.
- Create incentives for locals to engage in tourism activities, such as support for establishing homestays, addressing the 31% of the respondents are willing to offer homestay services.
- Rural tourism policies frameworks should support the inclusion of women, youth, and indigenous communities in tourism-related businesses. This can be done by creating mentorship programs, offering financial incentives for women-owned enterprises, and providing platforms for indigenous cultural tourism, ensuring equitable economic benefits across all sections of society.
- Focus on developing eco-friendly tourism projects that preserve natural resources and minimize negative environmental impacts, as 60% of the respondents see tourism helping conservation, but 41% of the respondents are worry about adverse environmental effects.
- Implement conservation programs to protect scenic beauty (40% of the respondents worried about degradation) and prevent overexploitation (40% of the respondents fear regarding overuse of natural resources).
- Encourage local business growth by providing grants or subsidies and promoting local products, addressing the 77% of the respondents' perceiving benefits for local businesses and the 52% of the respondents thinking tourism will promote local products.
- Ensure tourism development projects contribute to preserving and promoting local culture and traditions, as 50% of the respondents see it promoting local culture.
- Foster collaboration between the government, private sector & local communities to ensure a coordinated approach, addressing the 67% of the respondents feel stakeholders' consultation should be taken in tourism development and activities.
- Advocate for policy changes and government support to address gaps and challenges, especially the perceived lack of government interest as 67% of the respondents view tourism governance bodies as ineffective (a major challenge identified).
- Promote Bani's attractions such as natural landscapes & cultural sites, through digital campaigns, aligning with global trends for authentic rural experiences.

- Adopt and adapt strategies from Dawar village and other successful J&K projects, such as community-based tourism and OYO's "Crown of Incredible India" homestay program.
- Prioritize Bani Tehsil under the TVDP framework to enhance its tourism potential.
- Link proposed projects with community-driven efforts, like nature walks led by locals or cultural performances, to enrich the tourist experience.
- Conduct periodic assessments of tourism development projects and their impacts on the community, environment & economy to ensure objectives are being met and to make necessary adjustments.

7. 2. Research Implications

- **Academically**

The study fills a crucial gap in rural tourism literature by focusing on a geographically remote and unexplored tourism potential rich areas like Bani Tehsil. These findings can also enrich academic courses in tourism geography, development studies, and environmental planning.

- **Policy formulation**

The implications serve as a guide for local, regional, and national tourism authorities to design more context-specific and participatory rural tourism strategies.

7.3. Research Limitations and Future Directions

This study is subject to several limitations that should be considered when interpreting the findings. First, the research is confined to the seven villages of Tehsil Bani, as outlined in the J&K Tourism Policy 2020, which means the results are specific to this region. Second, the study focuses exclusively on youth aged 15–29 years, which limits the scope to a single demographic group. While this is aligned with the study's objective to understand youth perceptions, it excludes the views of other age groups, potentially missing valuable insights on broader community perspectives. Also, smaller sample size, data unavailability and resource constraint (unavailability of respondents) limits its scope.

Future research could address these limitations by expanding the scope to include other villages and other remaining group, with larger sample size. Additionally, investigating themes such as wellness tourism, agro-tourism, and orchid tourism could provide valuable insights. Given the area's rich diversity and unexplored opportunities, examining these themes could enhance understanding of the region's overall tourism potential & contribute to more development strategies.

Bibliography

- Abrol, V., & Taggar, R. (2020). Rural heritage tourist spots of Jammu: Barriers and gateways. *International Journal of Creative Research Thoughts (IJCRT)*, 8(5), 2305-2312.
- AC Nielsen ORG-MARG Pvt. Ltd. (n.d.). *Final report: Evaluation cum Impact Study of Rural Tourism Projects*. Ministry of Tourism, Government of India.
- Aggarwal, N. (2017). Entrepreneurial challenges for farm tourism in Haryana. Doctoral Thesis. Kurukshetra University, Haryana, India.
- Ahamed, M. (2017). A Study on rural tourism marketing in West Bengal. Doctoral Thesis. The University of Burdwan, West Bengal, India.
- Ahamed, M. (2018). Rural tourism as an alternative sustainable development: An analysis with special reference to Ballavpur Danga near Santiniketan, India. *International Journal on Recent Trends in Business and Tourism*, 2(2).
- Ahmed, S. K. (2024). How to choose a sampling technique and determine sample size for research: A simplified guide for researchers. *Oral Oncology Reports*, 12
- Ahuja, B. (2012). Rural women and entrepreneurship in the tourism industry: A prototype for social entrepreneurship in India. Doctoral Thesis. *Ritsumeikan Asia Pacific University*. Japan.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- An, W. & Alorcon, S. (2020). Exploring rural tourism experiences through subjective perceptions: A visual Q approach. *Spanish Journal of Agricultural Research* .18 (3), e0108
- Ashutosh, K. Developing rural areas through promoting rural tourism: A case study of the Samode region of Rajasthan. *DU Journal of Undergraduate Research and Innovation*, 1(2), 122-143.
- Ashworth, G. J., & Tunbridge, J. E. (2000). The tourist-historic city: Retrospect and prospect of managing the heritage city. *Advances in Tourism Research*
- Ateljevic, I., & Doorne, S. (2003). Unpacking the local: A cultural analysis of tourism entrepreneurship in Murter, Croatia. *Tourism Geographies*, 5(2), 123-150.
- Australian Bureau of Statistics (2000). Australian social Trends, 2000 Retrieved from abs.gov.au

- Ayazlar, G., & Arslan Ayazlar, R. (2015). Rural tourism: An overview. In Avcikurt, C. et al. (Eds.), *Tourism, Environment and Sustainability*. St. Kliment Ohridski University Press, 167-184
- Baken, R., & Bhagavatula, S. (2010). Some reflections on tourism and tourism policy in India. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2122440>
- Bakshi, S. B. (2015). Human resource development in tourism: A case study on West Bengal. Doctoral Thesis. The University of Burdwan, West Bengal, India.
- Balutiya, V. (2019). Rural tourism in India - A review study. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 6(1), 1165-1170
- Baum, T., & Hagen, L. (1999). Responses to seasonality: The experiences of peripheral destinations. *International Journal of Tourism Research*, 1, 299-312
- Bhandare, S. G. (2013). Tourism and its impact on rural entrepreneurship in Goa: An empirical study for promoting village tourism in Goa. Doctoral Thesis. Goa University, Goa, India.
- Bharti, V. (2021, December 8). J&K's first tourist village Panchari makes visitors 'feel at home'. *Northlines*. Retrieved from <https://thenorthlines.com/jks-first-tourist-village-panchari-makes-visitors-feel-at-home/>
- Bhat, A. A. (2017). Evaluating the grass root level perspective on rural tourism development: An empirical study. Doctoral Dissertation. Central University of Kashmir, Jammu and Kashmir, India
- Bhatia, A. (2020). Extent and Determinants of ICT Adoption for Digital Inclusiveness in Rural Tourism: A Study in Himachal Pradesh. Doctoral Thesis. Central University of Himachal Pradesh, Himachal Pradesh, India
- Biggs, D., Hall, C. M., & Stoeckl, N. (2012). The resilience of formal and informal tourism enterprises to disasters: Reef tourism in Phuket, Thailand. *Journal of Sustainable Tourism*, 20(5), 645-665. <https://doi.org/10.1080/09669582.2011.630080>
- Bori-Sanz, M., & Niskanen, A. (2002). Nature-based tourism in forests as a tool for rural development – Analysis of three study areas in North Karelia (Finland), Scotland, and the Catalan Pyrenees (Technical Report 7). European Forest Institute
- Borkotoky, R. (2013). Tourism as a potential catalyst of economic empowerment of women, a study of Kaziranga National Park. Doctoral Thesis. Tezpur University, Assam, India
- Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. Routledge

- Bramwell, B.(1994). Rural tourism and sustainable rural tourism. *Journal of Sustainable Tourissm*,2(1-2),1-6. <https://doi.org/10.1080/09669589409510679>
- Bramwell, B., & Lane, B. (2012). Towards innovation in sustainable tourism research? *Journal of Sustainable Tourism*, 20(1), 1-7. <https://doi.org/10.1080/09669582.2011.641559>
- Britton, S. (1991). Tourism, Capital, and Place: Towards a Critical Geography of Tourism. *Environment and Planning D: Society and Space*, 9(4), 451-478. <https://doi.org/10.1068/d090451>.
- Brooks, C., Waterton, E., Saul, H., & Renzaho, A. (2023). Exploring the relationships between heritage tourism, sustainable community development, and host communities' health and wellbeing: A systematic review. *PLOS ONE*, 18(3), Article e0282319. <https://doi.org/10.1371/journal.pone.0282319>
- Buckley, R. (2012). Sustainable tourism: Research and reality. *Annals of Tourism Research*, 39(2), 528-546. <https://doi.org/10.1016/j.annals.2012.02.003>
- Business Standard (2023). Tourist influx in J&K sees push in rural economy, employment generation. Retrieved from https://www.business-standard.com/india-news/tourist-influx-in-j-k-sees-push-in-rural-economy-employment-generation-123061600025_1.html
- Census of India. (2011). *Census of India 2011: Provisional population totals*. Office of the Registrar General & Census Commissioner, India. Retrieved from <http://censusindia.gov.in/>
- Choudhary, P. (2019). Examining the impact of tourism on quality of life in the context of Rajasthan. Doctoral Thesis. Central University of Jammu, India.
- Choudhary, R. & Dixit, S. K. (2019). Rural tourism in India: Exploring the travel blogger's perspective. In Agarwal S., Ranjan A., Kumar V. & Chowdhary N. (Eds.) *Rurality, Ruralism and Rural Tourism*. (pp 51-64) New Delhi. Ane books. <http://dx.doi.org/10.2139/ssrn.3769046>
- Chowdhary, S. (2017). Status and opportunities of sustainable tourism development in Jammu region-An explorative study. Doctoral Thesis. Indira Gandhi National Open University IGNOU, New Delhi, India.
- Cohen, E. (1972). Toward a sociology of international tourism. *Social Research*, 39(1), 164-182
- Crouch, D. (ed.) (1999). *Leisure/Tourism Geographies*, London: Routledge

- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13(2), 179-201. <https://doi.org/10.1177/003803857901300203>
- Dayanand. & Leelavathi, D. S. (2016). Evolution of tourism policy in India: An overview. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 21(12), 37-43. <https://doi.org/10.9790/0837-2112013743>
- Daniels, P., Bradshaw, M., Shaw, D.& Sidaway, J. (2005). *An Introduction to Human geography: Issues for the 21st Century*, Harlow: Prentice Hall.
- Daily Excelsior. (2022). 181 villages identified for transformation into tourist destinations. Retrieved from <https://www.dailyexcelsior.com/181-villages-identified-for-transformation-into-tourist-destinations/>
- Daily Excelsior. (2023, October 3). J&K's Dawar – Best tourism village. *Daily Excelsior*. Retrieved from <https://www.dailyexcelsior.com/jks-dawar-best-tourism-village/>
- Dashper, K. (2014), *Rural Tourism: Opportunities and Challenges*, in *Rural Tourism: An International Perspective* (Ed. Katherine Dashper), Cambridge Scholars Publishing, pp. 15-30
- Department of Tourism, Government of Jammu and Kashmir. (2022). Procedural Guidelines for Registration of Homestay and Paying Guest House. Retrieved from <https://jktourism.jk.gov.in/orders/Order36To96/procedural%20Guidelines%20for%20registration%20of%20Homestay%20paying%20guest%20house.pdf>.
- Department of Tourism, Government of Jammu and Kashmir. Prime Minister's Development Package. Retrieved from <https://jandktourism.jk.gov.in/PMDP.html>
- Derno, L.A. (1991). prospects of Rural Tourism: Needs and opportunities. *Tourism recreation research* ,16(1);89-94. <https://doi.org/10.1080/02508281.1991.11014615>
- Dickman, S. (1989). *Tourism: An Introductory Text*. NSW: Hodder Education
- Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism Economics and Policy*, Bristol, *Blue Ridge Summit*: Channel View Publications, <https://doi.org/10.21832/9781845417338>.
- The Economic Times. (2021, October 3). *First tourist village Panchari with home stay launched in J-K's Udhampur*. <https://travel.economictimes.indiatimes.com/news/destination/states/first-tourist-village-panchari-with-home-stay-launched-in-j-ks-udhampur/86969249>
- Fons, M. V. S.; Fierro, J. A. M.; Patino, M. G. (2011), Rural tourism: a sustainable alternative, *Applied Energy*, 88, 551-557

- Franklin, A. (2004). Tourism as an ordering: Towards a new ontology of tourism. *Tourist Studies*, 4(3), 277-301. <https://doi.org/10.1177/1468797604057328>
- Gautam, A. K., Kaur, M., Jallu, K. & Pawar, S. (2022). *Introduction to geography of tourism*. AkiNik Publications. <https://doi.org/10.22271/ed.book.1820>
- Garcia, B. (2004). Cultural policy and urban regeneration in Western European cities: Lessons from experience, prospects for the future. *Local Economy*, 19(4), 312-326. <https://doi.org/10.1080/0269094042000286828>
- García-Delgado, F. J., Martínez-Puche, A., & Lois-González, R. C. (2020). Heritage, tourism and local development in peripheral rural spaces: Mertola (Baixo Alentejo, Portugal). *Preprints*. <https://doi.org/10.20944/preprints202010.0002.v1>
- Garg, A. (2017). Tourists' risk perception impact on their decision making. In V. Rana (Ed.), *Trends, Issues, and Women in Hospitality and Tourism Industry*, 218-227. RET International Academic Publishing.
- Gnanapala, A. (2015). Tourists' perception and satisfaction: Implications for destination management. *American journal of Marketing Research*. 1(1), 7-19
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283-304. [https://doi.org/10.1016/S0160-7383\(97\)80002-3](https://doi.org/10.1016/S0160-7383(97)80002-3)
- Goodrich, J. N. (1995). Book Reviews: Tourism: Principles, Practices, Philosophies Robert W. McIntosh, Charles R. Goeldner, and J. R. Brent Ritchie (John Wiley and Sons, New York, 1995, 7th ed., 551 pages). *Journal of Travel Research*, 34(1), 88-89. <https://doi.org/10.1177/004728759503400111>.
- Government of Jammu and Kashmir. (2020). J&K Tourism Policy 2020. Retrieved from <https://jandktourism.jk.gov.in>
- Greater Kashmir Staff. (2022, February 7). Over 75 J&K villages being brought under 'Tourist Village Network' programme: officials. Greater Kashmir. Retrieved from <https://www.greaterkashmir.com/business/over-75-jk-villages-being-brought-under-tourist-village-network-programme-officials>
- Greene, D., Demeter, C., & Dolnicar, S. (2023). The comparative effectiveness of interventions aimed at making tourists behave in more environmentally sustainable ways: A meta-analysis. *Journal of Travel Research*, 63(5), 1239-1255. <https://doi.org/10.1177/00472875231183701>

- Guaita Martínez, J. M., Martín, J. M., Salinas Fernández, J. A., & Mogorron-Guerrero, H. (2019). An analysis of the stability of rural tourism as a desired condition for sustainable tourism. *Journal of Business Research*, 100, 165-174
- Gupta, S., & Singh, A. (2015). Potential and performance of rural tourism in India: Assessing intra-state variations. *International Journal of Research in Management & Business Studies*, 2(4), 9-16
- Gurdogan, A. (2022). Destination Choice Behaviour and Tourists' Travel Behaviour and Patterns. In S. Grima, E. Özen, & I. Romanova (Eds.), *Managing Risk and Decision Making in Times of Economic Distress*, Part A (Contemporary Studies in Economic and Financial Analysis, Vol. 108A) (pp. 151-170). Emerald Publishing Limited. <https://doi.org/10.1108/S1569-37592022000108A038>
- Hafsi, A., Aguilar-Becerra, C. D., & Frausto-Martínez, O., & Rivas-Tapia, A. S. (2023). Assessment of Socioeconomic Resilience to Pandemic Disasters in Island Tourist Destinations. *Sustainability*, 15(14), 11246. <https://doi.org/10.3390/su151411246>
- Halдар, P. (2021). Niche tourism in rural areas: A case study of India. *Indian Journal of Science and Technology*, 6(01), 42-55. <https://doi.org/10.52184/isbrmj.v6i1.000>
- Hall, C. M., & Gossling, S. & Scott, D. (Eds.). (2015). *The Routledge Handbook of Tourism and Sustainability*. Routledge.
- Harrison, D. (2001). *Tourism and the less developed world: Issues and case studies*. UK: CABI Publishing
- Higgins-Desbiolles, F. (2006). More than an “industry”: The forgotten power of tourism as a social force. *Tourism Management*, 27(6), 1192-1208.
- Honey, M. (2008). *Ecotourism and sustainable development: Who owns paradise?* (2nd ed.). Island Press.
- Hugo, G., Champion, A., & Lattes, A. (2003). Toward a new conceptualization of settlements for demography. *Population and Development Review*, 29(2), 277-297.
- Imran, M. M., & Nguyen, N. T. B. (2018). A community response to tourism, focusing on the home-stay program in K Village in Nainital, Uttarakhand, India. *Journal of Urban and Regional Studies on Contemporary India*, 4(2), 55-62. <https://doi.org/10.15027/45586>
- Islam, N. U. (2020). Impact of tourism attractiveness and tourism risks on the attitudes and behaviors of tourists visiting Kashmir Valley (Doctoral thesis). Kurukshetra University, Haryana, India

- Jammu and Kashmir Bank. Help/Assistance Scheme. Retrieved from https://www.jkbank.com/loans/business/home_stay.php
- Jena, R. K., & Dwivedi, Y. (2023). Prioritizing the barriers to tourism growth in rural India: An integrated multi-criteria decision making (MCDM) approach. *Journal of Tourism Futures*, 9(3), pp. 393-416. doi:10.1108/jtf-10-2020-0171.
- Kannan, R. (2023). An insight into rural entrepreneurship through tourism development and its impact on the living conditions of local communities in India. *International Journal of Tourism and Hotel Management*, 5(1), 41-44
- Kataya, A. (2021). The impact of rural tourism on the development of regional communities. *Journal of Eastern Europe Research in Business and Economics*, 2021, Article ID 652463. <https://doi.org/10.5171/2021.652463>.
- Kotach, A. (2016). Impact of rural tourism on local community development: A study of Himachal Pradesh. Doctoral thesis. Central University of Himachal Pradesh, Himachal Pradesh, India
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807. [https://doi.org/10.1016/S0160-7383\(00\)00078-5](https://doi.org/10.1016/S0160-7383(00)00078-5)
- Kozak, M., & Rimmington, M. (1999). Measuring tourist destination competitiveness: Conceptual considerations and empirical findings. *International Journal of Hospitality Management*, 18(3), 273-283. [https://doi.org/10.1016/S0278-4319\(99\)00034-1](https://doi.org/10.1016/S0278-4319(99)00034-1)
- Kozak, M., Gokovali, U. & Bahar, O. (2008). Estimating the determinants of tourist spending: A comparison of four models. *Tourism Models*, 13(2), 143-155.
- Kumar, A. (2014). Community-based tourism in Shimla and Kullu: Stakes perceptions and impact analysis. Doctoral Thesis. Himachal Pradesh University, Himachal Pradesh, India
- Kumar, A. (2017). Tourism development and its impact on the socio-economic structure of Tibetan community in Himachal Pradesh. Doctoral Thesis. Central University of Jammu, Jammu and Kashmir, India.
- Kumar, J. (2011). Tourism potential and its impact in Himachal Pradesh_ a case study of Lahaul Spiti, Kullu, and Una districts. Himachal Pradesh University, Himachal Pradesh, India
- Kumar, N. (2020). Rural tourism in Punjab: A geographical study. (Doctoral thesis. Lovely Professional University, Punjab, India.

- Kumar, R. (2011). Sustainable rural tourism in Himachal Pradesh, a study of Kullu and Kangra District. Doctoral Thesis. Himachal Pradesh University, Himachal Pradesh, India
- Kumar, S., & Shekhar. (2020). Technology and innovation: Changing concept of rural tourism – A systematic review. *Open Geosciences*, 12, 737-752
- Kumar, S., Marco, V., & Asthana, S. (2021). Understanding the relationship among factors influencing rural tourism: A hierarchical approach. *Journal of Organizational Change Management*, 35 (2). <https://doi.org/10.1108/JOCM-01-2021-0006>
- Lakshmi, M.S. (2015). Performance of the tourism industry and perception of tourists in Tamil Nadu and Dubai. Doctoral thesis. Bharathiar University, Tamil Nadu, India
- Lal, P. (2012). Tourism policy of Jammu and Kashmir 1995 and sustainable tourism: A study of rural residents' attitude towards tourism. Doctoral Thesis. University of Jammu, India.
- Lane, B. (1994). What is rural tourism? In B. Bramwell & B. Lane (eds.), *Rural tourism and sustainable rural development* (pp. 7-21). Clevedon: Channel View Publications
- Lane, B. (2009). Rural tourism: An overview. In T. Jamal & M. Robinson (Eds.), *The SAGE Handbook of Tourism Studies* (pp. 354-370). SAGE Publications.
- Lane, B., & Kastenholz, E. (2015). Rural tourism: The evolution of practice and research approaches – towards a new generation concept? *Journal of Sustainable Tourism*, 23, 1133-1156.
- Leonandri, D., & Rosmadi, M. L. N. (2018). The role of tourism village to increase local community income. *BIRCI-Journal*, 1(4)
- Lopez-Sanz, J. M., Penelas-Leguía, A., Gutiérrez-Rodríguez, P., & Cuesta-Valino, P. (2021). Rural tourism and the Sustainable Development Goals: A study of the variables that most influence the behavior of the tourist. *Frontiers in Psychology*, 12:722973. <https://doi.org/10.3389/fpsyg.2021.722973>.
- Mahanta, J. (2017). Tourism and associated development in and around Nilachal Kamakhya: A geographical analysis. Doctoral Thesis. Gauhati University, Assam, India.
- Mathieson, A., & Wall, G. (1982). *Tourism: Economic, physical, and social impacts*. London, New York: Longman.
- Meyer, D. (2004). *Tourism routes and gateways: Key issues for the development of tourism routes and gateways and their potential for pro-poor tourism*. Overseas Development Institute.

- Miller, G., Rathouse, K., Scarles, C., Holmes, K., & Tribe, J. (2010). Public understanding of sustainable tourism. *Annals of Tourism Research*, 37(3), 627-645. <https://doi.org/10.1016/j.annals.2009.12.002>
- Milne, S., & Ateljevic, I. (2001). Tourism, economic development and the global-local nexus: Theory embracing complexity. *Tourism Geographies*. 3(4), 369-393.
- Ministry of Culture, Government of India. (2023). *Mera Gaon Meri Dharohar*. Retrieved from <https://mgmd.gov.in/>.
- Ministry of Tourism, Government of India. *Incredible India Bed & Breakfast/Homestay Scheme*. Retrieved from <https://tourism.gov.in/sites/default/files/2019-10/082720140204879-0.pdf>
- Ministry of Tourism, Government of India. (1982). *National Tourism Policy, 1982*. Retrieved from [Ministry of Tourism website](#)
- Ministry of Tourism, Government of India. (1992). *National Action Plan for Tourism, 1992*. Retrieved from Ministry of Tourism website.
- Ministry of Tourism, Government of India. (2002). *National Tourism Policy, 2002*. <http://tourism.gov.in/sites/default/file/policy/national%20Tourism%20Policy%202002.pdf>
- Ministry of Tourism, Government of India. (2012). *Annual report 2011-2012*. Ministry of Tourism.
- Ministry of Tourism, Government of India. (2014.). *Swadesh Darshan Scheme*. Retrieved from <https://tourism.gov.in/>
- Ministry of Tourism, Government of India. (2018). *Details on Capacity Building for Service Providers in the Tourism Industry*. Retrieved from [Ministry of Tourism website](#).
- Ministry of Tourism, Government of India. (2021). *National Strategy and Roadmap for the Development of Rural Tourism in India: An initiative towards Aatmanirbhar Bharat*. Retrieved from the Ministry of Tourism website: <https://tourism.gov.in/>
- Ministry of Tourism, Government of India. (2022). *Draft National Tourism Policy 2022*. Retrieved from <https://tourism.gov.in/sites/default/files/2022-01/Draft%20Tourism%20Policy%20ver%203%20Nov%2021%20updated.pdf>
- Ministry of Tourism, Government of India. (2022). *Swadesh Darshan 2.0 Scheme Guidelines: Developing Sustainable and Responsible Destinations*. Retrieved from

https://tourism.gov.in/sites/default/files/2023-04/Swadesh%20Darshan%20%20Guideline%20Booklet_0.pdf.

- Ministry of Tourism, Government of India. *Best Rural Homestay Competition*. Retrieved from <https://cdn.s3waas.gov.in/s33d2d8ccb37df977cb6d9da15b76c3f3a/uploads/2023/12/2023120810.pdf>
- Ministry of Tourism, Government of India. *Best Tourism Villages Competition Overview*. Retrieved from <https://cdn.s3waas.gov.in/s33d2d8ccb37df977cb6d9da15b76c3f3a/uploads/2023/12/2023120863.pdf>
- Mishra, B. K. (2017). A Study on Role of Rural Tourism in Economic Development of Madhya Pradesh. Doctoral Thesis. Awadhesh Pratap Singh University, Madhya Pradesh, India
- Mitchell, J., & Ashley, C. (2010). *Tourism and poverty reduction: Pathways to prosperity*. Earthscan. London, Sterling
- Monterrubio Cordero, J. C. (2008). Residents' perception of tourism: A critical theoretical and methodological review. *CIENCIA ergo sum*, 15(1), 35-44.
- Murphy, P. (1985). *Tourism: A community approach (RLE Tourism)* (1st ed.). Routledge. <https://doi.org/10.4324/9780203068533>
- Nair, V.; Munikrishnan, U. T.; Rajaratnam, S. D.; King, N. (2015), Redefining rural tourism in Malaysia: a conceptual perspective, *Asia Pacific Journal of Tourism Research*, 20(3), 314-337.doi:10.1080/10941665.2014.889026
- Nulty, P. M. (2004), *Establishing the Principles for Sustainable Rural Tourism, Rural Tourism in Europe: Experiences, Development and Perspectives*, WTO, 13-18.
- Observer News Service. (2021, September 3). J&K Govt's Big Push To Rural Tourism. Kashmir Observer. <https://kashmirobsrver.net/2021/09/03/jk-govts-big-push-to-rural-tourism/>
- OECD (1994). "Tourism Strategies and Rural Development." Organization for Economic Cooperation and Development.
- P.S, S. (2013). Indigenous tourism in Wayanad Kerala: A study of perceptions and approaches. Doctoral Thesis. Pondicherry University, Pondicherry, India.
- Pan,S.(2011). Tourism and Rural Development: A case study in Bankura District, West Bengal. Doctoral Thesis. University of Kalyani, West Bengal, India.

- Pathak, A. K. (2023). Tourism Policy Development and Change: An Examination of Sustainability in India's Tourism Policy 2022 and its Implications. *Preprints*, 202401.1090.v1. <https://doi.org/10.20944/preprints202401.1090.v1>
- Pawar, K.N. (2013). Exploring possibilities and strategies for development of tourism with special reference to Dharwad, Gadag, and Haveri districts: A geographical study. Doctoral Thesis. University of Mysore, Karnataka, India.
- Padha, S. K. (2013, December,1). The Scenic spots of Bani. Daily Excelsior.<https://www.dailyexcelsior.com/the-scenic-spots-of-bani/>
- Pearce, P. L. (2005). *Tourist behaviour: Themes and conceptual schemes*. Channel View Publications.
- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theatre & Every Business a Stage*. Boston: Harvard Business School Press.
- Pizam, A., & Mansfeld, Y. (2000). *Consumer behavior in travel and tourism*. Haworth Hospitality Press.
- Polucha, I., & Zukovskis, J. (2010). Regional aspects of rural tourism development in the areas with valuable resources: Case of Warmia and Mazury region in Poland. *Management Theory and Studies for Rural Business and Infrastructure Development*, 21, 90-100
- Prasad, S.D. (2019). Community perception on religious tourism and spatial representation of temples in Thrissur district. Doctoral Thesis. Avinashilingam Deemed University for Women, Tamil Nadu, India
- Prayag, G., & Das, S. (2017). Tourism in India: Development, performance and prospects. In C. M. Hall & S. J. Page (Eds.), *The Routledge Handbook of Tourism In Asia* (1st ed., Chapter 17). Routledge.
- PTI News. (2022, February 10). J&K govt, OYO launch 'Crown of Incredible India' home-stay initiative. Trade Brains. Retrieved from <https://tradebrains.in/features/jk-tourism-homestay/>
- Puri, G., & Singh, K. (2018). The role of service quality and customer satisfaction in tourism industry: A review of SERVQUAL model. *International Journal of Research and Analytical Reviews*, 5(4), 745-751.
- Puri, G., & Singh, K. (2020). A conceptual study of service quality, tourist satisfaction, and revisit intention. *ZENITH International Journal of Multidisciplinary Research*, 10(9), 1-14

- Puri, G., Singh, K., & Gantail, A. (2018). Investigating the relationship between service quality and destination loyalty: A study on Shaam-e-Sarhad Village Resort, Hodka, Gujarat, India. *ZENITH International Journal of Multidisciplinary Research*, 8(7), 321-338
- Qi, H. (2015). Rural tourism and economic development. *International Journal of Innovative Science, Engineering & Technology*, 2(8).
- R, V., & H.V, M. (2015). The role of homestays in promoting rural tourism. *Global Journal for Research Analysis*, 4(4).
- Ramjit, M. (2015). Sustainable regional development through rural tourism in Jammu and Kashmir. *African Journal of Hospitality, Tourism and Leisure*, 4(2).
- R. Ramakumar and Pallavi Chavan (2011), "Changes in the Number of Rural Bank Branches in India, 1991 to 2008," *Review of Agrarian Studies*, 1(1).
- Ravinder. (2018). Assessment of tourism carrying capacity in selected destinations of cold desert area of Kinnaur district, Himachal Pradesh. Doctoral Thesis. Kurukshetra University, Haryana, India.
- Ray, N., Das, D. K., Sengupta, P. P., & Ghosh, S. (2012). Rural tourism and its impact on socio-economic condition: Evidence from West Bengal, India. *Global Journal of Business Research*, 6(2), 11-22
- Revathi, R. (2015). Potentials and prospects of rural tourism in Thanjavur district. Doctoral thesis. Madurai Kamraj University, Tamil Nadu, India
- RK Online Desk. (2022, September 19) . 181 villages to be rejuvenated by Mission Youth under Tourist Village Development Programme in J&K. Rising Kashmir. Retrieved from <https://www.risingkashmir.com/181-villages-to-be-rejuvenated-by-mission-youth-under-tourist-village-development-programme-in-jk-114690>
- Robinson, M., & Boniface, P. (1999). *Tourism and Cultural Conflicts*. Wallingford, Oxon : CABI Publishing.
- Roy, A.P (2011). Development management through rural tourism: A study with special reference to Kumbalangi Gram Panchayat. Doctoral Thesis. Mahatma Gandhi University, Kerala, India
- Ruggieri, G. (2015). Tourism Development: Concepts and Issues. *Tourism Planning & Development*, 13(2), 250–251. <https://doi.org/10.1080/21568316.2015.1106776>
- Ruiz-Real, J. L., Uribe-Toril, J., de Pablo Valenciano, J., & Gazquez-Abad, J. C. (2022). Rural tourism and development: Evolution in Scientific Literature and Trends. *Journal of*

- Saad, E. A. (2022). Rural tourism. *International Journal of Modern Agriculture and Environment*, 2(1), 45-56
- Schmitt, B. (1999). *Experiential Marketing*. New York: Free Press.
- Schulze, G. (1992, 1996). *The Experience Society*. London: Sage Publications
- Seena, V., & Sudheer, B. (2018). *Evolution of tourism in India: Insights from the Five-Year Plans*. *International Journal of Innovative Research in Technology (IJIRT)*, 4(9), 487
- Shah, I. H. (2018). Quality determinants of service providers in the tourism sector: A comparative study of Jammu & Kashmir and Himachal Pradesh. Doctoral Thesis. Baba Ghulam Shah Badshah University, Jammu and Kashmir, India.
- Sharma, P., & Parkash, R. (2018). Rural tourism in India: Challenges and opportunities. *Scholarly Research Journal for Humanity Science & English Language*, 6(26), Article 11917. <https://doi.org/10.21922/srjhsel.v6i26.11917>
- Sharpley, R. (2002). Rural tourism and the challenge of tourism diversification: the case of Cyprus. *Tourism Management*, 21(3), 233-242
- Sharpley, R., & Roberts, L. (2004). Rural tourism — 10 years on. *International Journal of Tourism Research*, 6, 119–124. <https://doi.org/10.1002/jtr.478>
- Sharpley, R., & Sharpley, J. (1997). *Rural Tourism: An Introduction*. International Thomson Business Press. 1-165
- Shaw, G., & Williams, A. M. (2004.). *Tourism and Tourism Spaces*. SAGE Publications.
- Shukla, S. (2016). Rural tourism in Uttar Pradesh: Problems and prospects. Doctoral Thesis. University of Allahabad, Uttar Pradesh, India.
- Sinclair, M. T., & Stabler, M. (1997). *The Economics of Tourism*. Routledge.
- Singh, S. and Singh, T.V. 1996. Preface. In *Profiles of Indian Tourism Industry*, Edited by: Singh, Shalini. New Delhi: Ashish Publishing Corporation
- Singh, K., Gantait, A., Puri, G., & Swamy, A. (2016). Rural tourism: Need, scope and challenges in Indian context. In A. Kumar (Ed.), *Hospitality and Tourism: Challenges, Innovation, Practices and Product Development*. New Delhi: Adhyayan Publishers and Distributors
- Singh, P. (2017). Socio economic and cultural impact of rural tourism in Shekhawati region of Rajasthan. Doctoral Thesis. The IIS (Deemed to be University), Rajasthan, India.

- Singh, S. (2001) Indian Tourism: Policy, Performance and Pitfalls. In: Harrison, D. (ed.) *Tourism and the Less Developed World: Issues and Case Studies* (137-149). Oxon: Cabi
- Singh, S., Singh, B., Surmal, O., Bhat, M. N., Singh, B., & Musarella, C. M. (2021). Fragmented forest patches in the Indian Himalayas preserve unique components of biodiversity: Investigation of the floristic composition and phytoclimate of the unexplored Bani Valley. *Sustainability*, 13(6063). <https://doi.org/10.3390/su13116063>
- Sinha, R. & Murdia, M. (2018). Local residents' notion on the contribution of cultural tourism in Murshidabad, West Bengal. *International journal of Research and Analytical Reviews*.5(2),2348-1269.
- Sohtun, L. M. (2022). A study of adventure tourism in the east Khasi hills of Meghalaya. Doctoral Thesis. North -Eastern Hill University, Meghalaya, India.
- Stetic, S. (2012). Specific Features of Rural Tourism Destinations Management. *Journal of Settlements and Spatial Planning*,1, 131-137
- Sukhdeo, D.B. (2018). Role of Maharashtra Tourism Development Cooperation (MTDC) for the development of tourism in the Marathwada region. Doctoral Thesis. Swami Ramanand Teerth Marathwada University, Maharashtra, India.
- Swarbrooke, J., & Horner, S. (2007). *Consumer Behaviour in Tourism* (2nd ed.). Butterworth-Heinemann.
- Tafveez, M.M. (2017). Ecotourism and environmental conservation: An investigation into the perception of tourists and conservation agencies. Doctoral thesis. Central University of Kashmir, Jammu and Kashmir, India.
- Tamta, A.K. (2016). Impact of seasonality in tourism and sustainable development (A study of Nainital town). *Scholarly Research Journal for Interdisciplinary studies*. 4(27), 3380-3389
- Tang, Lu. (2017). The overview of the origin and research of rural tourism development. *Advances in Intelligent Systems Research*, 156. <https://doi.org/10.2991/aisr.k.170918.001>
- Terkenli, T.S. (2018) Tourism: beyond the pleasure of practicing geography, *Tourism Geographies*, 20:1, 170-171, DOI: 10.1080/14616688.2017.1400094
- The Better Kashmir. (2022, feb. 23). Govt. initiates major interventions to promote tourism in J&K. Retrieved from <https://www.thebetterkashmir.com/govt-initiates-major-interventions-to-promote-tourism-in-jk/>

- United Nations Environment Programme (UNEP) & World Tourism Organization (UNWTO). (2005). Making tourism more sustainable: A guide for policy makers. UNEP and UNWTO
- Upadhyay, S. K. (2008). Women participation in tourism sector in India: A case study of Bundelkhand region. Doctoral thesis. Bundelkhand University, Uttar Pradesh, India
- Velasco, M. (2016). Tourism Policy. In: Farazmand, A. (eds) *Global Encyclopedia of Public Administration, Public Policy, and Governance*. Springer, Cham. https://doi.org/10.1007/978-3-319-31816-5_2674-1
- Venkatesh, R., H.V, Mukesh. (2015). The Role of Homestays in Promoting Rural Tourism. *Global Journal for Research Analysis*. 4(4)
- Verma, S., & Jain, S. (2018). Rural tourism in India: Issues, challenges and opportunities. *International Journal of Creative Research Thoughts (IJCRT)*, 6(1), 20-29.
- Wang, G.-L., & Lalrinawma, H. (2016). Impact of tourism in rural village communities: India's sustainable tourism. *International Journal of Business and Management Invention*, 5(12), 75-81
- Wani, S. S., & Amin, S. (2020). Rural tourism development in Kashmir Valley: Challenges and way forward. *Studies in Indian Place Names*, 40(10), 184-195
- Weaver, D. B. (2006). *Sustainable Tourism: Theory and Practice*. Butterworth-Heinemann.
- Weaver, D.B. (2011). Contemporary tourism heritage as heritage tourism: Evidence from Las Vegas and Gold Coast. *Annals of Tourism Research*, 38(1), 249-267.
- Williams, S. (2009). *Tourism Geography, A New Synthesis*. Tayler and Francis e-Library
- Xiao, Y. X., Ming, Q. Z., & Li, S. Z. (2001). On the concept and types of rural tourism. *Tourism Science*, (3), 8-10
- Xu, B., Abukhalifeh, A. N., Lu, X., Gao, B., Cui, H., & Wu, Y. (2022). Rural tourism public service performance evaluation based on analytic hierarchy process. *Mathematical Problems in Engineering*, (3), 1-9. <https://doi.org/10.1155/2022/4189862>
- Zha, F. (2004). Studying on the origin and definition of rural tourism. *Journal of Ankang Normal University*, (16), 29-32.

- Zhang, X. (2021). Impact of rural tourism on residents' well-being in traditional ancient villages: a case of North Guangxi. *Heritage Science*. 9:138 <https://doi.org/10.1186/s40494-021-00616-y>.
- Zielinski, S., Jeong, Y., Kim, S.-i., & Milanés, C. B. (2020). Why community-based tourism and rural tourism in developing and developed nations are treated differently? A review. *Sustainability*, 12(15), 5938. <https://doi.org/10.3390/su12155938>

Web searches

- <https://www.unwto.org/tourism-villages/en>
- www.jkttdc.co.in.
- <https://kathua.nic.in/tourist-place/bani/>
- <https://www.censusindia.co.in/subdistrict/bani-tehsil-kathua-jammu-and-kashmir-29>
- <https://www.censusindia2011.com/jammu-kashmir/kathua/bani-population.html>
- <https://ourworldindata.org/tourism>
- <https://www.gidb.org/tourism-current-global-tourism#:~:text=Global%20market%20trends%20indicate%20that,emerging%20areas%20of%20tourist%20interest>
- <https://www.unwto.org/un-tourism-world-tourism-barometer-dataWorld>
- <https://www.scribd.com/document/316067256/National-Tourism-Policy-2015.pdf#:~:text=This%20document%20provides%20the%20draf...>
- <https://prsindia.org/policy/report-summaries/swadesh-darshan-scheme>
- <https://pib.gov.in/newsite/PrintRelease.aspx?relid=137203>
- <https://www.nios.ac.in/media/documents/316courseE/ch17.pdf>
- <https://kathua.nic.in/bani/>
- <https://www.nativeplanet.com/>
- <https://mobile.twitter.com/JammuTourism/status/1529782567859519488>
- <https://www.censusindia.co.in/subdistrict/bani-tehsil-kathua-jammu-and-kashmir-29>
- <https://www.dailyexcelsior.com/the-scenic-spots-of-bani/>
- <https://jandktourism.jk.gov.in/orders/Order36To96/procedural%20Guidelines%20for%20regi-stration%20of%20Homestay%20paying%20guest%20house.pdf>
- <https://tourism.gov.in/sites/default/files/2019-10/082720140204879-0.pdf>
- <https://tourism.gov.in/schemes-guidelines-schemes/swadesh-darshan-scheme>

- https://tourism.gov.in/sites/default/files/202304/Swadesh%20Darshan%20%20Guide%20Booklet_0.pdf
- (<https://tourism.gov.in/sites/default/files/2019-10/082720140204879-0.pdf>
- (<https://cdn.s3waas.gov.in/s33d2d8ccb37df977cb6d9da15b76c3f3a/uploads/2023/12/2023120810.pdf>).
- (<https://cdn.s3waas.gov.in/s33d2d8ccb37df977cb6d9da15b76c3f3a/uploads/2023/12/2023120863.pdf>).
- <https://jkb.bank.in/tourism-assistance-kashmir-valley-only>

Interview schedule

Sections

- A) Socio-economic profile of respondents (Youth population)
- B) Perception about rural tourism scope and resources.
- C) Perception about participation and impacts.
- D) Perception about Govt. role/efforts for the development of tourism sector.
- E) Problems in the path of development of rural tourism
- F) Suggestions for the development of rural tourism

A) Socio economic profile of the respondents

a) Name-

b) Place of residence

c) Sex- Male ☐ Female ☐

d) Age 15-19 ☐ 20-24 ☐ 25-29 ☐

e) Marital status–Married ☐ Unmarried ☐

f) Are you employed? Yes ☐ No ☐

If yes, type of employment? Govt. services ☐ Private services ☐

Entrepreneurs/ Businessman ☐

g) Qualification

Below 10th standard ☐ 10th standard ☐ 12th Standard ☐

Academic degree courses ☐ Professional degree course ☐

Specify -----

h) Monthly Income/Family Monthly income

Below 2000 ☐ 2000-10000 ☐ 10000-20000 ☐

20000-30000 ☐ 30000-40000 ☐ 40000 above ☐

i) Family size

1 ☐ 2 ☐ 3 ☐ 4 ☐ 4 above ☐

j) Land holding size

No land ☐ Below 10 marlas ☐ 20 marlas ☐

Kanal ☐ 10 Kanal above ☐

B) Perception about rural tourism's scope and resources

a) Are you aware about rural tourism?

Yes ☐

No ☐

b) Study area possesses all the conditions required for rural tourism i.e. natural beauty, picturesque, attraction points etc.?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

c) Study area is ideal location for rural tourism?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

d) Study area has good connectivity/ accessibility by roads?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

e) Area has adequate infrastructure for various kinds of accommodations like hotels, guesthouses etc.?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

f) Area has adequate basic facilities like Atm, hospitals, markets, security, good telecommunication facilities etc.?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

C) Perception about participation and impacts on rural tourism

a) Are you willing to participate in rural tourism activities like as an entrepreneur, guide etc.?

Yes ☐

No ☐

b) Willing to provide homestay service?

Yes ☐

No ☐

C.1 Socio cultural impacts

a) Rural tourism development will reduce migration to cities and other areas?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

b) ? Rural tourism development will enhance the standard of living?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

c) Rural tourism development will help in the promotion of local practices/ culture (famous Bani mela)?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

d) Rural tourism development helps in learning modern culture?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

e) Demands for education and skills will be increase with the development of rural tourism?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

f) Rural tourism development will result in disharmony among villages?

1 2 3 4 5

g) Will strengthen existing govt. services and facilities (Govt. guesthouses, huts etc.)?

1 2 3 4 5

1 = strongly disagree, 2 = disagree, 3= neither agree nor disagree, 4= agree, 5= strongly agree.

C.2 Economic Impacts

a) Rural tourism development will result in diversification of employment specially for youths?

1 2 3 4 5

b) Land prices will increase with rural tourism development?

1 2 3 4 5

c) Locals' businessman/ entrepreneurs will be benefitted?

1 2 3 4 5

d) Will promote local products?

1 2 3 4 5

1 = strongly disagree, 2 = disagree, 3= neither agree nor disagree, 4= agree, 5= strongly agree.

C.3 Environmental impacts

a) Rural tourism development will help in the maintenance and conservation of natural resources like forests, pastures, meadows etc.?

1 2 3 4 5

b) Rural tourism activities like trekking, camping and adventure will cause negative effect on Environment?

1 2 3 4 5

c) Increasing tourists with development will results in the deterioration of the scenic beauty?

1 2 3 4 5

d) Rural tourism development will result in the overexploitation of natural resources (forests, pastures etc.)?

1 2 3 4 5

1 = strongly disagree, 2 = disagree, 3= neither agree nor disagree, 4= agree, 5= strongly agree.

D) Perception about Govt. role/ efforts for the development of tourism sector

a) Govt. putting emphasis to tourism in its development policies?

1 2 3 4 5

b) Tourism plans also formulate for specific destinations?

1 2 3 4 5

c) Stakeholders' consultation will include in tourism policy formulation?

1 2 3 4 5

d) Implementation of tourism policy is effective?

1 2 3 4 5

e) Review of the progress is done?

1 2 3 4 5

f) For the development of the tourism govt. should engaged with regional bodies like state/district/Village level authority?

1 2 3 4 5

g) Governance bodies related to tourism effectively operate?

1 2 3 4 5

h) Tourism governance structures will include NGO, educational and other civil bodies related to tourism?

1 2 3 4 5

i) Tourism governance will include local communities' involvement?

1 2 3 4 5

j) For the promotion of the sustainable tourism development, locals play an important role by providing basic requirements like infrastructure and amenities?

1 2 3 4 5

k) For tourism development local govt. should allocate budget?

1 2 3 4 5

l) Govt. frequently organising awareness/ skill enhancement programme related to tourism development?

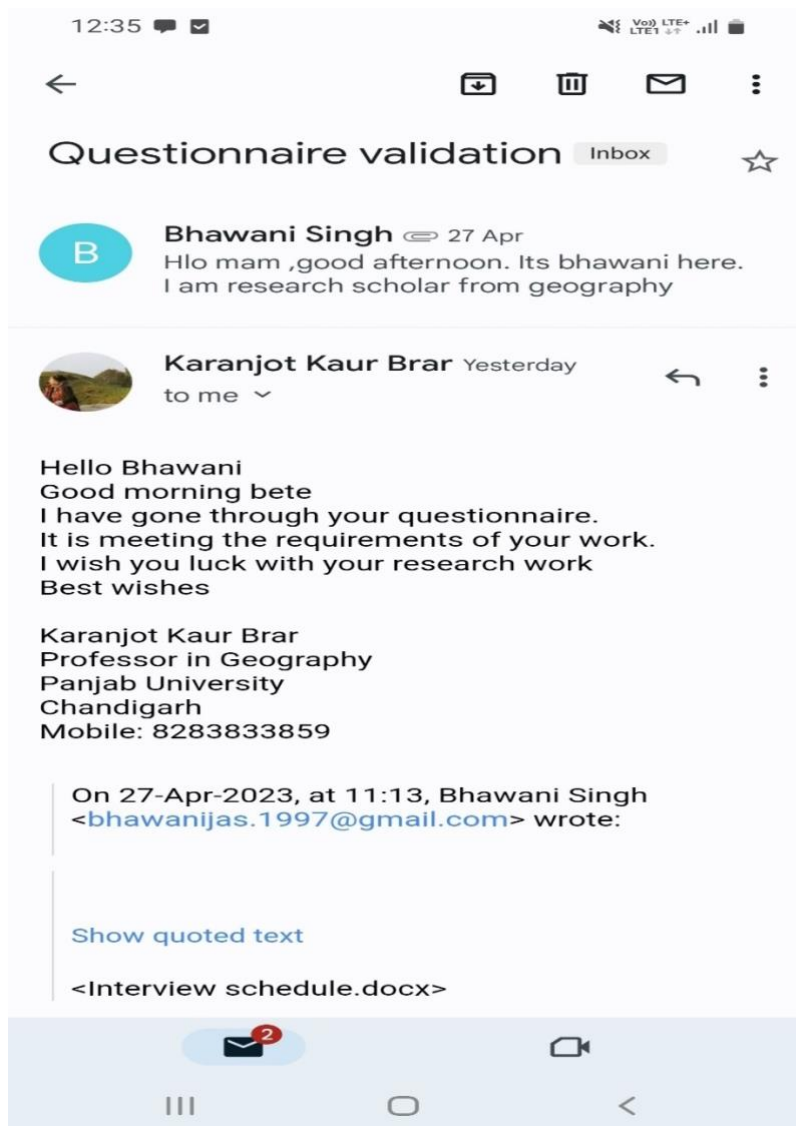
1 2 3 4 5

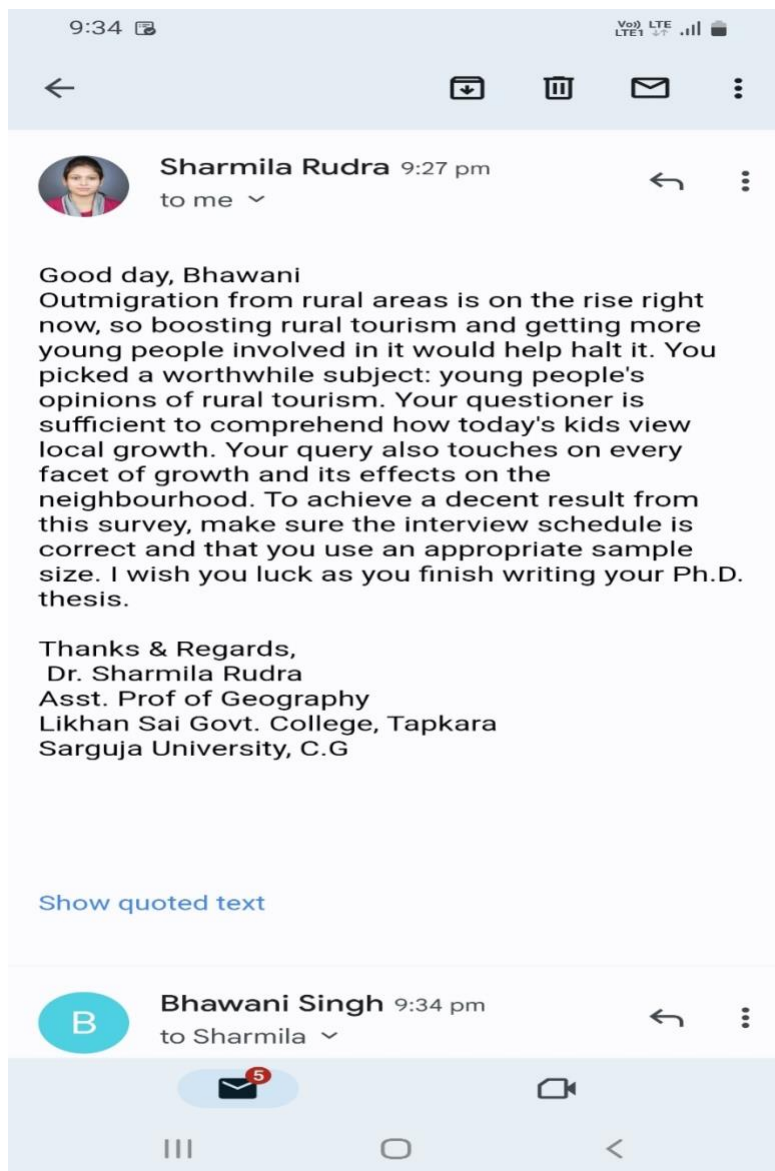
1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.

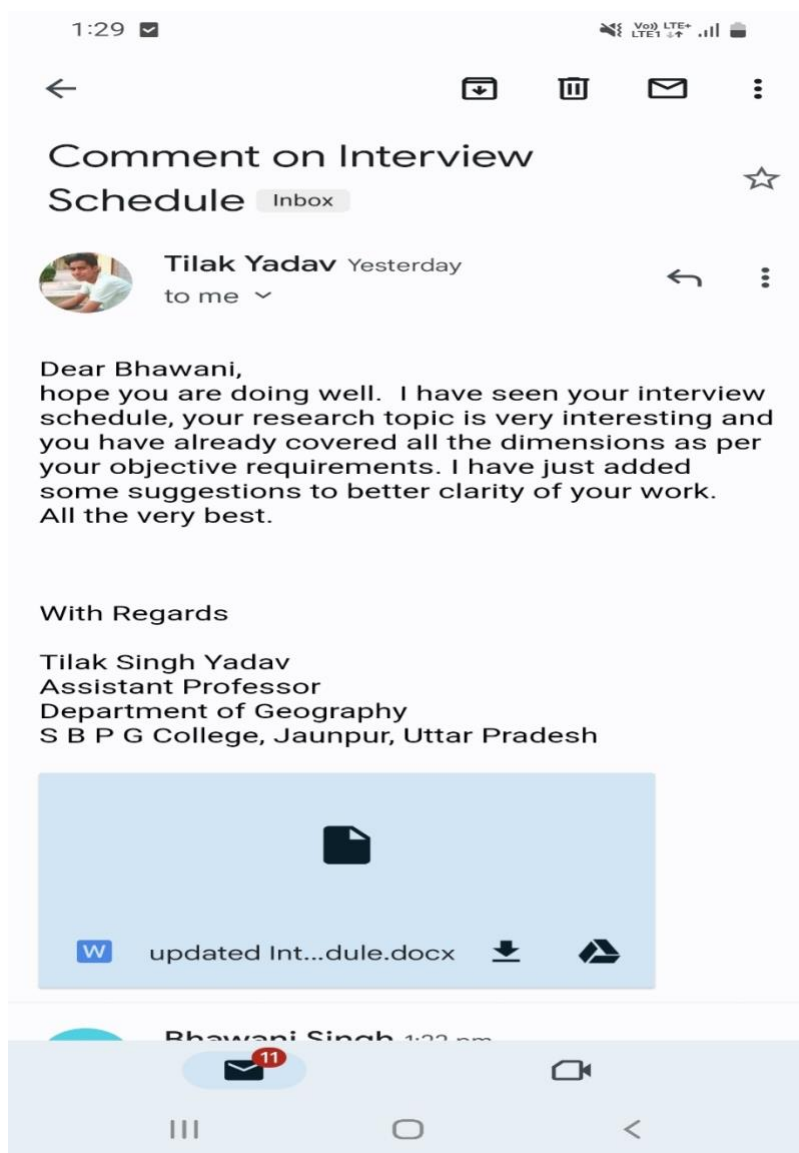
E) Problems in the path of development of rural tourism

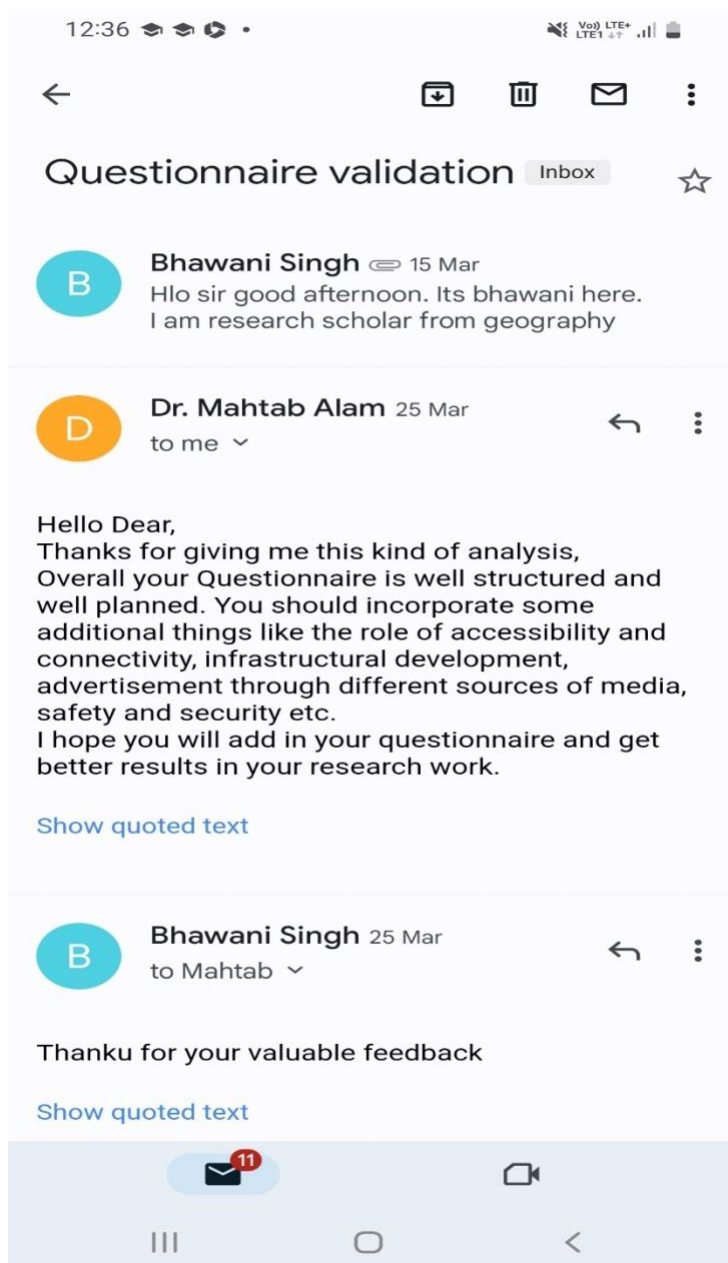
F) Suggestions for the development of the rural tourism

Interview Schedule Validation from experts from geography domain









Interview schedule (Reference list)

a) Socio-economic profile of respondents (Youth population)

Reference

Priyadarshani, S., Singh, P.K., Singh, O. P. & Gautam, Y. (2020). 'Financial Inclusion of farmers: A case study of Dhenkanal District of Odisha, India'. *Asian Journal Of agricultural Extension Economics and sociology*.38(12),46-53.

b) Perception about rural tourism scope and resources.

Identified indicators

i) Natural Resources(Relief/Topography, vegetation, landscape, wildlife etc.)

ii) Cultural resources(Monuments, memorials, Traditional events, handicrafts, Festivals etc.)

iii) General Infrastructure(Accessibility, Telecommunication, banking facilities, security etc.)

iv) Tourism infrastructure(Lodging, hotels, guesthouses, camping, campsites etc.)

Reference

Latu, C.& Bulai, M. (2011). 'New approach in evaluating tourism attractiveness in the region of Moldavia (Romania). *International Journal of Energy and Environment*.2(5),165-174.

C) Perception about participation and impacts.

Reference

Verma, S.& Jain, S. (2018). 'Rural tourism in India- Issues, Challenges and Opportunities. *International journal of Creative research Thoughts*,6(1),20-29.

D) Perception about Govt. role/efforts for the development of tourism sector

References

EU guidebook on Sustainable Tourism For development (Questionnaire Pillar 1-Tourism policy and governance)

E) Problems in the path of development of rural tourism

F) Suggestions for the development of rural tourism

Field survey Glimpse



