
IDENTIFY PROBLEMS IN RURAL TOURISM AND DEVELOP CONCEPT OF SUSTAINABLE MODEL FOR THE RURAL SEGMENT IN TOURISM SECTOR

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1. ABSTRACT

This paper aims to develop a sustainable model for the rural segment in the tourism sector by using the concept of rural tourism. This is achieved through understanding the various problems being faced by the current offerings in the sector to the rural segment as well as understanding the loop holes and shortcomings in the offering from the customer point of view. The idea is to identify the gaps in the current scenario and then suggest a model for the development of both the tourism sector and the rural segment. The concept features under the umbrella of inclusive marketing.

Broadly, the paper suggests the concept and model of *Bharat Gram- Find your soul in the soul of Bharat* which depending upon the location would include packages of Agri-tourism, eco-tourism, cultural tourism, health tourism etc. as per the USP of the location. The core offering is to showcase the rich and varied culture and heritage of India in a **branded form**.

The primary objective of this paper is to-

- Identify the problems being faced by the current operators
- Identify factors essential to the success of a rural tourist site
- Suggest a sustainable model of rural tourism that addresses the problems

2. INTRODUCTION

The concept of sustainable development has been gaining increasing importance over the past decade. In almost all sectors there is a growing emphasis on marketing to the rural hinterlands of India which possess a huge potential (*Prahalad, 2004*). Companies have been devising strategies to tap a share in the pocket of the rural customer. The urban markets have increasingly been getting saturated and corporate are now looking for innovations to drive growth. It is a boom time for India's tourism and hospitality sector.

2.1. Tourism Industry in India

The World Travel and Tourism Council (WTTC) report 2011 on India says tourism industry made a direct contribution of 4.5% to GDP and is expected to grow at a rate of 8.8% till 2021. It has identified India as one of the world's foremost tourist growth centres (*Corporate Catalyst India: Tourism and Hotel Industry in India, June 2011*). A key driver for this growth has also been the fast pace of economic growth of India. According to the 2010 figures released by the Ministry of Tourism (MoT), the number of foreign tourist arrivals was 5.58 million posing an annual growth rate of 8.1% and the domestic tourist visits were at 740.21 million with a growth rate of 10.7% (*Ministry of Tourism: India Tourism Statistics 2010*). However, a rich culture with a history of 5000 years has far more potential than what has been achieved which is only a fragment of what it can actually achieve through properly framed policies and aggregated efforts. The resolve taken recently by the MoT recognises its potential. To achieve this it is essential to showcase India and its offerings to the world in the form of world class products and experiences. Compared to neighbouring nations that witness far higher influx of tourists Indian figures are far less. The reason being is a better value for money realised in terms of the destinations being marketed as world class destinations coupled with better packages and experiences. India could be marketed as a "Year Round" destination (*Planning Commission: Eleventh Five Year Plan, 2007-12*) but at the same time must be packaged properly and promoted across the world. India receives the largest number of overseas tourists from the United Kingdom, which is its largest source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore. Of the tourists coming to India, 27.5 per cent are in the age group of 35-44 years, 23.4 per cent in the age group of 25-35 years and 20.8 per cent in the age group of 45-54 years. Women constitute only 30.5 per cent of India's total international arrivals. Repeat visitors account for 44.9 per cent of the overseas visitors. A substantial number of these may be non-resident Indians, as hotel reservations do not correspond to the number of international arrivals in the country. The average length of stay of foreign tourists in the country in 1998 was 31.2 days (*Planning Commission: Tenth Five Year Plan, 2002-07*).

2.2. Rural Tourism in India

The Eleventh Five year plan identifies Rural or Village Tourism as one of the key areas for the development of Indian tourism industry. The Ninth Plan already identified basic objectives of rural tourism as: -

- Improve the quality of life of rural people
- Provide good experience to the tourist
- Maintain the quality of environment.

The rural tourism guidelines released by the MoT declares that the tourism growth potential can be harnessed as a strategy for the rural development. It is definitely an achievable potential considering that India has more than 6 million villages (*Census 2011*) and about 70% of the population still resides there. Rural tourism in India is still in its nascent stage and lot more needs to be done. The rich diversity that India has in terms of different cultures in

each state, the traditions, fairs and festivals, folk arts and handicrafts and the historical heritage make many rural areas in India as potential sites for rural tourism. The MoT in collaboration with UNDP launched the Endogenous Tourism Project linked to the existing rural tourism scheme of the government in 2004. The UNDP committed \$2.5 million to the project. The government decided to develop infrastructure for facilitating rural tourism (*Financial Express*, 2004).

Rural tourism could be a key driver for the poverty alleviation of the rural areas. So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building (www.tourism.gov.in). The thrust of the scheme is on promoting village tourism and benefit the local community economically.

3. LITERATURE REVIEW

3.1. Rural Tourism: Definition and Concepts

Any form of tourism that show cases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions (*Rural Tourism Guidelines, MoT*).

The basic concept of rural tourism is to benefit the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of environment and the heritage (*Mishra, 2001*).

Rural Tourism includes-

- **Agri-tourism:** Tourism on the farms enables farmers to diversify their activities while enhancing the value of their products and property. Farm tourism also helps to reconcile farming interests and environmental protection through integrated land management in which farmers continue to play a key role.
Tourists who choose farm accommodation rather than other kinds of accommodation facilities look for genuine rural atmosphere where they can share intimacy of the household they live in, learn traditional crafts and skills with their hosts, make friends which is a quality, modern times have almost forgotten and above all enjoy homemade food and drinks. Some specific food labels can help consumers establish a local produce and can be used as a selling point to tourist who want to taste home grown quality food and drink.
- **Heritage and cultural Tourism:** in rural areas comes in a wide range of forms most of which are unique to an individual local and a valuable component of the rural tourism product. Heritage and cultural tourism includes temples, rural buildings but may be extended to local features of interest including war remnants, monuments to famous literary, artistic or scientific people, historic remains, archeological sites, traditional parkland etc.
- **Eco Tourism:** Many tourists visit rural areas for the purpose of bird and animal watching and learning about local flora and fauna. Rural tourist destination as a product is definitely very fragile in ecological, social and cultural sense. Its development requires

very specific approach that could help it remain sustainable in the long term. (*Gopal et. Al., Rural Tourism Development: Constraints and Possibilities, p.3*)

Rural tourism developed as a sustainable model can address many issues and work for the upliftment of the rural sector. Tourism has the potential of bringing in huge revenues if properly modelled and developed. It would serve multiple benefits as follows-

- Reviving local art and culture
- Community involvement
- Livelihood generation
- Women empowerment
- Better rural infrastructure
- Economic and social upliftment of the section
- Taking India to the world- Showcase of rich and varied culture that resides in the rural India

3.2. Rural Tourism Scheme

The Ministry of Tourism (MoT) has established the Rural Tourism Scheme to provide a boost to the tourism in the rural areas. The guidelines of this scheme are as follows:

- **Identification of villages:** Each State/UT Govt. would be requested to furnish one proposal or promotion of Rural tourism. Based on the merits and after a joint inspection by the Deptt. of Tourism, and the State/UT Govt. if required ten proposals would be identified for implementation in the country.
- **Preparation of detailed plan for implementation of the project:** After shortlisting the proposals, the State/UT Govts. would be requested to draw up a detailed plan of action. The thrust here would be to achieve convergence between the different schemes of the Govt. of India and the State Govts. It should be ensured that at least 50% of the project should be implemented through achieving convergence of different schemes. Assistance up to Rs.3 lakhs would be provided to the State Govt. for engaging an expert for preparing the project report.
- **Assistance under the Scheme:** A maximum of Rs.50 lakhs would be sanctioned under this scheme. The activities listed under the para-5 could be taken up.
- **Permission activities:** The following works may be taken up under the Scheme –
 - Improvement of the surroundings of the village. This would include activities like landscaping, development of parks, fencing, compound wall etc.
 - Improvements to roads within the Panchayat limits. This shall not include any major road which connects the village.
 - Illumination in the village.
 - Providing for improvement in solid waste management and sewerage management.
 - Construction of Wayside Amenities.
 - Procurement of equipments directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the tourism zone.
 - Refurbishment of the Monuments.
 - Signages
 - Reception
 - Other work/activities directly related to tourism
 - Tourist Accommodation
- **Focal Point for implementation of the projects:** State tourism Development Corporations are entrusted with responsibility of Focal Point of formulating and implementing Rural Tourism Projects in consultation with District Collectors/Deputy

Commissioners to ensure convergence from other yojnas, schemes and allocations for broader/integrated development at the site to benefit local communities.

- **Constitution of a Convergence Committee:** A Convergence Committee would be set up under the chairmanship of Managing Director, State Tourism Development Corporation/Commissioner of Tourism to oversee the implementation of the project.
- **Execution of the works:** The execution of the work would be entrusted to any Central Govt./State Govt. agency and the funds would be released directly to the implementing agency by the Govt. of India as recommended by the State Govt.
- **Instalments of release:** On sanction of a work the first instalment of 80% of the sanctioned amount of CFA will be released. The final instalment of 20% would be released on submission of the UC for the first instalment or on completion of the projects.
- **Following codal formalities:** The executing agency shall follow all codal formalities while awarding contracts and procurement of equipments and ensure complete transparency in its transactions.
- **Management of assets created:** The infrastructure and assets created will be maintained and managed by the State/UT Governments or their agencies with no financial commitment to Govt. of India except those assets created in the protected areas of ASI.
- **Prescription of the Schedule of Rates:** While executing the works the executing agency shall follow the Schedule of rates prescribed by the CPWD or the State PWD.
- **Submission of the Utilisation Certificates:** The executing agency shall furnish the Utilisation Certificate through the State Government for release of the second instalment. A Completion Certificate has also to be furnished through the State Govt. before the release of the final instalment.

Until now the Ministry of Tourism has identified 31 villages across the country as tourist spots and providing Rs.50.00 lakh as financial assistance for each project. Besides, an additional amount of Rs 20 lakh would be provided for developing logistic facilities and starting community participation centers through self-help groups.

3.3. Rural Tourism Initiatives: Private and Government

The potential of rural tourism in India has caught the attention of many players who have setup social enterprises that cater to the objectives of rural tourism. We take a look at a few of them.

3.3.1. India Rural Tours

India Rural Tours was started with the objective of introducing the joys of Rural Tourism to the local Indian population and foreigners who want to experience a unique lifestyle that is fast disappearing. The average Urban Indian is also unaware of the joys of simple living without the noise, pollution and pace of crowded city. India Rural Tours was started by Nayan Marphatia, who is a Chartered Accountant and has worked for over 20 years with various Multinational Companies. He has travelled extensively across the world and tourism is an area of passion for him. They offer home stays in rural lifestyles at various locations across India.

3.3.2. Amrutes' Nisarga Sahanivas

An initiative on a private basis to provide rural stays at Dapoli, a popular place for beaches in Maharashtra. At Nisarg Sahavas, seminars and workshops are arranged on subjects like Nursery Techniques, Identification of Plants, Fruit Orchard Development, Solid Waste Management, Rainwater Harvesting, Water Shade Development, Natural Farming, Fruit

Preservation etc. During these workshops learners get basic insights into the concerned subjects through lectures, practical demonstration and interaction through group discussions. Most of the workshops last for 2-3 days and Nisarga Sahavas make all necessary arrangements of stay and food of the participants. Students of Botany, Agriculture and Horticulture find Nisarga Sahavas an ideal place for exploration and excursion.

3.3.3. Rural Tourism Network Enterprise

NE Rural Tourism Private Limited [RTNE] is established with a mission to bridge the supply chain gaps by identifying and investing in financially viable rural tourism business opportunities which positively impact the host communities and provide sustainable solutions to travelers, accommodation providers and travel service providers in technology, marketing and finance. RTNE works with a network of Destination Management Companies [DMC] who act as a Destination steward and focus on the sustainable development of the destination.

3.3.4. Grassroutes: Eco Rural Tourism in Maharashtra

Grassroutes, a social enterprise has tied up with a couple of villages in Maharashtra to offer three unique experiences, depending on the time of year: *The Story of Rice* allows tourists to learn about and participate in the cultivation of rice and other village activities; *Taare Zameen Par: Watch a Million Fireflies* happens every June when the skies around hills of Western Ghats (Purushwadi village) light up with fire flies; *A Trip to Warli Village* is an excellent way to experience tribal India, with lessons about Warli art painting included.

3.3.5. Government Initiatives

As already cited earlier, 30 sites that were shortlisted, works at many of them have been completed. To mention a few, *Shaam-e-Sarhad* Village Resort at Hodka in Gujarat and Banavasi in Karnataka has come up in a very structured way.

4. CONSUMER BEHAVIOUR AND SOCIO-ECONOMIC STATUS IN INDIA (INCLUDING FOREIGN TOURISTS)

India is said to be a land of holidays again attributed to the rich and varied diversity of cultures and beliefs. India has the largest number of public holidays in the world. Traditionally, holidays were synonymous with visit to the native places. However, the changing demographics and socio-economic status of Indians have brought about a change in the scenario. An upward social mobility has taken place and an increased exposure to foreign cultures has been accompanied with change in the outlook of individuals so far as the lifestyle is concerned more so in the urban areas. The country possesses a young demographic profile that wants to try new concepts and ideas and is more open to changes. There is a considerable change in the ways certain products are consumed. This is very dominant in the products/ services that have High Affective Involvement in the FCB matrix (*Vaughn, 1980*). Information technology has imbued our lives and creates a strong impact in our decision making and the choices as well as forming opinions. It has also increased the level of awareness among consumers about products and services available. A tourist destination also features as a High Affective involvement product. Consumers would generally look for indulgent experiences at such places. Moreover, in the current scenario the urban centric life leaves very little time to indulge in such pleasures. Growing interest and awareness about ecological imbalances, nature conservation and also art forms and culture has impacted the pursuit of such destinations. Various lifestyle channels on broadcast media are also a case in point that establishes the current trend of consumer behaviour. Apart from these, increasing disposable incomes have led to a pursuit of indulging in unusual experiences in activities. So far as tourism is concerned, certainly there is a drift towards other forms of tourism involving experiences like adventure tourism, eco-tourism etc. to mention a few. There is a greater acceptance of the concept of relaxation by segregating from the tedious and stressed urban lifestyle towards a more relaxing and stress easing tranquil experience.

Among foreign tourists too, predominantly belonging to urban metros of the world have a craze for the traditions and the way of life in India. Rustic beauty of the Indian villages holds a great appeal for the foreign tourists. Other than that, on a global level, the image of India as a soft power has added weight to the importance of India as diverse cultural hub- a melting pot. Indeed, it becomes an object of interest for many who wish to witness the diversity unlikely to be found anywhere else in the world.

5. OBJECTIVES OF THE STUDY

The primary objective of this paper is to-

- Identify the problems being faced by the current operators
- Identify factors essential to the success of a rural tourist site
- Suggest a sustainable model of rural tourism that addresses the problems

6. METHODOLOGY

The research paper involved study of secondary sources to understand the concept of rural tourism and access the potential of it. In identifying the problems being faced by the current operators, telephonic interviews were conducted with them (Generic questions asked: See Appendix). Other than that, in accessing the awareness of the concept of rural tourism and other related attributes, an exploratory survey (Results: See Attachment) was conducted

among individual aged 22 years and above. The survey was administered through e-mail on a sample of 200 respondents that generated 19 responses- a response rate of 9.5%.Based on the exploratory study, a model is suggested that can address the problems being faced by the current operators.

7. FINDINGS

7.1. Factors affecting tourist influx at rural tourism sites: Operator perspective

Based on the telephonic interviews conducted, following were certain factors that were cited as problems being faced by the operators-

- Failure to assess customer expectations: For a product that is radically different from commercial tourist sites, it is difficult to understand the customer expectations as to what is the kind of experience they look for at such a location. Every site bearing its own USP entails a different expectation in each case which until thoroughly understood cannot be offered in a way that matches the expectations. For operators like RTNE, a social enterprise that provides just rural accommodation, this was a major problem. Notably, they did not offer any activity wherein the customer could take part to experience the village culture.
- Promoting the product: Amrutes' Sahnivas started in 2005 that operate in Dapoli in Maharashtra typically faced this problem. Though they have provided log-houses and tree houses for accommodation the occupancy remains at around 40% over a period of 100 days. Their primary problem was of marketing their offering to the customer and the experience they could have.
- Government Policies: This was another problem faced by Amrutes' Sahanivas who also provide an experience of Agri-tourism where certain govt. policies prohibited the development of a commercial infrastructure over the agricultural land. In short, lack of govt. support for private initiatives poses a problem to effectively thrust forward the concept.
- Accommodation: The varied taste of customers as regards the rural stay and their preferences when not satisfied made it difficult to push through a product. India Rural Tours cited this problem for sites in the Ratnagiri district in Maharashtra where customer expectations about rural stay was radically different from the offering. For locations like beaches customers generally expects beach resorts which aren't available in abundance and the inland resorts were not found to be very clean as reported by the customer feedback taken by them.
- Service Quality: Absence of a standard of service for different sites was a turn down for many customers who have an expectation for a certain level of service quality. Absence of such standards does not motivate a customer to opt for it. (Source: India Rural Tours)
- Physical Evidence/ Servicescape: A decent place of stay which acts as the physical evidence of the quality of offering and level of service was not up to the standard at many sites or wasn't as close to something that offers a rural experience. For every site that has its own uniqueness and USP, a stay that maximises the experience related to it is essential. E.g it is essential to have a farm location of accommodation if agri-tourism is the core offering of a particular site.

7.2. Factors Essential for the success of a rural tourist site

- Core product offering: A tangible offering in the form of service is essential to drive tourists to a location. This could include a particular fair or festival of the village, a native sport, a characteristic art form or handicraft etc. A product that offers a experience and opportunity to witness the characteristic quality of the village would be better to market. The exploratory study carried out emphasizes on its importance where 17 out of 19 respondents rated it above 4 on a scale of 5 but none less than 3.
- Service quality: A standard of service quality irrespective of the location that aims at providing a comfortable stay for the tourist. This might require a level training the community people handling the operations of the tourist site.
- Connectivity/ Nearness to a major town: Tourist sites that are well connected to major towns have higher likelihood of success.
- Security: A well secured destination is essential for the success of the tourist site. Many areas being naxalite infiltrated cannot succeed as a tourist destination. A point of parity existed on the issue of security for all operators interviewed who cited the locations as being completely safe for the tourists.
- Activities: Merely a rural accommodation might not go down well with the tourists as was observed in the case of sites offered by India Rural Tours. Activities, cultural experiences, art form, folklore and its exhibition are essential to provide an indulgent experience to the tourist. Sites that have a health oriented USP must offer its own typical experience. This is substantiated by the survey carried out where 17 respondents out of 19 rated it above 4 on a scale of 5.
- Price: Survey establishes mostly moderate price sensitivity among customers where 15 out of 19 respondents rated it above 3. We can deduce that a very low pricing can affect the quality perception and a very high price may not find many customers for the destination.

7.3. Gaps in the current offering

Based on the interviews conducted and the empirical survey, though the govt. initiatives like Banavasi and Shaam-e-Sarhad are performing well, the performance is not equally appreciable for all sites. This could probably be attributed to improper marketing. A problem faced by Banavasi was of lack of State Govt. support for the activities along with low wages for the community people. This again could be attributed to a revenue structure that is low on sustenance.

Exploratory survey suggests low awareness of the concept of rural tourism where only 9 of the 19 respondents replied positive. However, it could be established from the survey that there is high demand for such an offering which is a different experience from conventional mass tourism.

Multiple identities for different rural tourism sites is a reason for low awareness of govt. initiatives and very less for other private initiatives who might also not have the wherewithal to aggressively promote their offering to the target market. **A core branded service offering is still missing.**

8. Suggested Model: **BHARAT GRAM: Find your soul in the soul of Bharat**

Having assessed the potential of rural tourism in India, the best way to overcome the current challenges is to show case the rich and varied heritage of India in a **branded form**. Sub-identities emphasizing the USP of the rural location can then be done.

- **PRODUCT:** The product is under the umbrella brand of BHARAT GRAM positioned as a product/ service that offers a reclusive and tranquil setting away from the stresses and hustle-bustle of the urban life and offers a relaxing and indulgent experience along with witnessing the rich and varied heritage of India, at its true roots.
- **TARGET MARKET:** The product/ service is targeted towards two distinct segments-
 - Foreign tourists having craze about traditions & way of life in India out of which a significant portion visited rural areas.
 - The other segment is the domestic consumer who wishes to have a get away from the urban setting (stress lifestyle) to a reclusive and tranquil place like village.
- **TANGIBLES & SERVICE OFFERINGS:**
 - Stay at village cottages developed around the ethnic lifestyle of the village
 - A clean accommodation with an established standard like one that is expected of a professional accommodation provider.
 - Activities such a village fairs, festivals, folk dances, art and handicraft in which the tourists can take part and get an experience of the culture.
 - Rural India known for its naturopathy and health benefits can be a refreshing experience with the tourist being given a dose of the traditional and natural ways of keeping fit.
 - Cuisine: The traditional cuisine is prepared on a customised basis where tourist preferences are taken care of and the tourist himself/ herself takes part in the preparation which is a relaxing experience
- **PRICING:** The pricing is offered at a moderate level with neither too high prices nor too low. However, different packages could be offered at different price levels to cater to a wide customer base. Seasonal pricing can be done to realise higher revenues during peak seasons. Volume discounts will be offered.
- **REVENUE GENERATION:** With the local community people as the stake holders in the initiative they are shareholders in the profit made. *Bharat Gram* can also be offered as **CORPORATE HOLIDAY HOMES** to achieve higher revenues. The local art and handicraft would be put up for sale that would earn direct revenues for the local artisans. Community people as stake holders allow a sustainable source of livelihood for them. Better revenues would allow better wages for the community people.
- **PROMOTION:** Promotions are carried out through the following channels-
 - Print: Travel and Living magazines and newspapers. Communications should be placed in in-flight magazines of various airline operators on both national and international routes.
 - Broadcast Media: Travel and Lifestyle channels should be targeted. The communications should focus on the rich heritage of India and the mostly the indulgent experience being offered by *Bharat Gram*.
 - Internet Marketing: Banner ads on the state tourism and Indian Tourism websites. These ads would also be placed on the virtual travel agencies like makemytrip, tripadvisor, indimike etc. Other travel and lifestyle websites and blogs would receive significant impressions of the ads. Channels like YouTube can be used to showcase virtually the offering and can be broadcast through social media sites like Facebook etc. Indian tourism must have a channel on the social platform viz. YouTube which is a virtually free of cost promotion channel.

- Word-of-Mouth: With the concept still being in the nascent stage, it is essential to build a level of trust and credibility that can be achieved through word-of-mouth. This can be in the form of reviews and testimonials on the respective tourism sites as well as of virtual agencies like makemytrip etc. aforesaid.
- PR: This again would ensure high level of credibility that can be achieved through travel blogs and columns in leading magazines and newspapers. Being written by opinion leaders in the field of travel would be an added advantage.
- Other BTL activities like international fairs showcasing Indian culture can be organized to bring India on a global platform and improve its visibility.
- The entire initiative of Bharat Gram can be developed on uncultivable lands that would lead to better utilization of resources.
- EXPANSION can be achieved through Public-Private Partnership where private players take up Bharat Gram as a franchisee and develop it but with mandatory involvement of community people.

CONCLUSIONS

With the tourism sector yet to realize its fullest potential, rural tourism offers a golden opportunity for India to emerge on a global platform and leverage its rich and varied culture for its economic development, social upliftment and cultural revival. Meticulous plans need to be formulated and implemented to realise this potential. Sustainability is an issue that every nation globally is faced with. For India, this is an opportunity. Further exploration of different models to overcome emerging challenges are required.

APPENDIX: Telephonic Interview Questions

- When was the initiative started?
- What are the problems being faced by the enterprise?
- Are customers finding their stay pleasant?
- Do you offer any activities that showcase the local culture of the village?
- What kind of accommodation do you provide to the tourists?
- What is the level of pricing that you offer?
- How many enquiries on an average do you get in a month?
- Is there a problem of safety and security?
- What kind of promotions do you carry out for your enterprise?

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