iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** VII **Month of publication:** July 2024

DOI: https://doi.org/10.22214/ijraset.2024.63789

www.ijraset.com

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue VII July 2024- Available at www.ijraset.com

Rural Tourism and Infrastructure Development in Uttrakhad, India- An Innovation for Promotion of Tourism

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Abstract: ***This paper reflects about Rural Tourism Planning and infrastructure development in remote areas of Uttrakhnad. The intended objectives of rural tourism is to control rural migration, create new livelihood option for the villagers, and Conservation & Restoration of the Temple precincts when integrated with other facilities like the approach road and sanitation and services as part of the concerned subproject proposal, is to develop this area as an attractive destination for cultural and rural tourism. Under this Project, thrust would be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic regions. Key geographic regions have been identified for development and promotion of Rural Tourism. The implementation has been done through a Convergence Committee headed by the District Magistrate. The activities like improving the natural environment, hygiene, socio-economic status, infrastructure etc. would be great help for foreign and domestic tourist.***

Keywords: Rural Tourism, GMVN, UTDB and KMVN

I. INTRODUCTION

Rural Tourism is bustle that takes place in non-urban areas that showcases the art, culture, heritage and native life at the rural locations. Activities in which the visitors experience a wide range of products and services linked to nature and agriculture like farming, fishery, craft and various aspects of rural lifestyle. Rural tourism activities focuses on rural areas with low population density, landscape and land use dominated by agriculture, forestry, traditional and social structure, rural lifestyle, heritage, nature etc. India's large part is rural and a large population resides in rural areas. The village life in India is where you meet the real India. So, the Rural tourism has a high potential to stimulate rural India's economic growth and also social change, because of its complementarity with other activities like, creation and retention of jobs, creation of new business opportunities, revitalization of local art and crafts being aligned with the vision of "Atmanirbhar Bharat" and also with the mantra of "Vocal for Local".

II. ABOUT UTTARAKHAND

The State of Uttarakhand lies in the northern part of the India and shares international border with China. This physiographic situation attaches strategic importance to the region as well as the infrastructural development in the state. Uttarakhand has a total area of 51,125 km², of which 93% is mountainous and 64% is covered by forest. Most of the northern part of the state is covered by high Himalayan peaks and glaciers, while the lower foothills were densely forested till logged by British log merchants and, after independence, by forest contractors. The native people of Uttarakhand are generally called either Garhwali or Kumaoni depending on their place of origin in either the Kumaon or Garhwal region. According to the 2011 census of India, Uttarakhand has a population of 10,116,752 comprising 5,154,178 males and 4,962,574 females, with 69.45% of the population living in rural areas. The state is the 20th most populous state of the country having 0.84% of the population on 1.69% of the land. The population density of the state is 189 people per square kilometer having a 2001–2011 decadal growth rate of 19.17%. The gender ratio is 963 females per 1000 males. The crude birth rate in the state is 18.6 with the total fertility rate being 2.3. The state has an infant mortality rate of 43, a maternal mortality rate of 188 and a crude death rate of 6.6.

Uttarakhand has a multiethnic population spread across two geo-cultural regions: the Garhwal, and the Kumaon. A large portion of the population is Rajput (various clans of landowning rulers and their descendants)—including members of the native Garhwali,

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Gujjar, and Kumaoni communities, as well as a number of immigrants. Approximately one-fifth of the population belongs to the Scheduled Castes (an official term for the lower castes in the traditional Hindu caste system). Scheduled Tribes (an official term for natives outside the Indian social system), such as the Raji, who live near the border with Nepal, constitute less than 5 percent of the population. More than four-fifths of Uttarakhand's residents are Hindus. Uttarakhand comprise of Hindus 86.6%, Muslims 11.8%(Mostly concentrated in plains areas of Haridwar, Udham Singh Nagar and Nainital District), Sikhs 2.3% (Mostly in Udham Singh Nagar District, also called "Mini Punjab") Christians 1.5% and Others including Buddhist, Jains, Parsees comprise a total of 0.8% out of total population. According to a 2007 study, Uttarakhand has the highest percentage of Brahmins of any state in India, with approximately 20% of the population being Brahmin. Muslims, Sikhs, Christians, Buddhists, and Jains make up the remaining population with the Muslims being the largest minority.

III. PROJECT GOALS

Tourism is one of the fastest growing industries in Uttarakhand. According to statistics maintained by the Tourism Board, the estimated tourist visits in Uttarakhand during 2006 were about 18.99 million by domestic tourists and 0.1 million by foreign tourists. Though these estimates have the inherent problems of non-uniform coverage and aggregation of non-comparable sources, these estimates can be considered as indicative of the existing dimensions of tourist visits in the State. The annual rate of growth of domestic tourist visits in Uttarakhand during the period 2001 to 2006 was 12.9 percent as against 14.5 percent in the case of all India estimates. Similarly in the case of foreign tourists, the growth rate achieved by was 12.0 percent as against 16.0 percent for the country as a whole. Uttarakhand has to thus improve its growth rates both in domestic and foreign tourist visits if it has to retain even its current share. The target growth rates would be the current national growth rates for the next five years and thereafter the long term all India growth rates of 13 percent and 12 percent in domestic and foreign tourist visits respectively.

The tourism industry is a major contributor to the economy of Uttarakhand. Uttarakhand has many tourist spots due to its location in the Himalayas. There are many ancient temples, forest reserves, national parks, hill stations, and mountain peaks that draw large number of tourists. There are 44 nationally protected archaeological monuments in the state. Gangotri (in Gomukh) and Yamunotri, the origins of the Ganga and Yamuna, respectively, fall in the upper reaches of the state and together with Badrinath (dedicated to Lord Vishnu) and Kedarnath (dedicated to Lord Shiva).Haridwar, meaning "Gateway to God", is a prime Hindu destination. Uttarakhand is, however, a place of pilgrimage not only for the Hindus. Hemkund, nested in the Himalayas, is a prime pilgrimage center for the Sikhs. Tibetan Buddhism has also made itself felt with the reconstruction of Mindroling Monastery and its Buddha Stupa. Some of the most famous hill stations in India are in Uttarakhand such as Mussoorie, Nainital, Dhanaulti, Lansdowne, Sattal, Almora, Kausani, Bhimtal, and Ranikhet. The state has 12 National Parks and Wildlife Sanctuaries which cover 13.8 percent of the total area of the state. They are located at different altitudes varying from 800 to 5400 meters. The oldest national park on the Indian sub-continent, Jim Corbett National Park, is a major tourist attraction. In addition the state boasts Valley of Flowers National Park and Nanda Devi National Park in Chamoli District, which together are a UNESCO World Heritage Site. Vasudhara Falls, near Badrinath is a waterfall with a height of 122 metres set against a backdrop of snow-clad mountains. Due to its proximity to the Himalaya ranges, there is a plethora of hills and mountains and is suitable for adventure tourisms, trekking, climbing, skiing, camping, rock climbing, and paragliding.

According to the statistics available, the share of Uttarakhand to the total tourist in India (domestic tourist) has increased during the past few years, while in case of foreign tourist, the growth is almost stagnant. It has also been observed that the tourist inflow in the state, both domestic and foreign, has shown a significant increase in the past 2-3 years. Table 1 shows the Domestic and Foreign tourist arrival in Uttarakhand vis-à-vis in the country in the years 2008, 2009, and 2010.

Table 1: Tourist arrival in the Country and the State of Uttarakhand

State/Country		2008		2009		2010	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Uttarakhand		2,05,46,323	99,910	2,19,34,567	1,06,470	3,02,06,030	1,27,258
All India		56,29,82,298	1,41,12,590	65,00,38,673	13,71,7522	74,02,14,297	17,85,2777
%Growth	Uttarakhand			6.8	6.6	37.7	19.5
	All India			15.5	-2.8	10.7	24.2
Share of Uttarakhand to India (%)		3.6	0.7	3.4	0.8	4.1	0.7

Source: India Tourism Statistics, 2009 and 2010

IV. NEED OF THE PROJECT

Tourism is seen to provide one of the main additional sources of livelihood in the State. Tourism is travel for recreational, leisure, or business purpose. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Living outside usual environment means need of guidance.

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of rural tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages.

Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a “counter-urbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the rural areas leading to desertion of villages. Rural Tourism is one of the few activities which can provide a solution to these problems.

Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting villages settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a Rural Tourism Product.

Under this Project, thrust would be given to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Magistrate. Activities like improving the natural environment, hygiene, socio-economic status, infrastructure etc. would be eligible for assistance.

V. LOCAL COMMUNITIES FOR PROMOTION OF RURAL TOURISM

Following are major eligibility criteria for the promotion of Rural Tourism in Uttrakhand:

1) *Culturally Very Rich:* The culture of a place depends upon its inhabitants, environment and its heritage. Uttarakhand has all the things in abundance. In fact, it has everything that any tourist could want. The most significant donor for giving mass appeal to tourism in Uttaranchal is the state’s rich culture, an excellent intermingling of exoticism as well as the way of life. Frequently thought-out to be the belt of Hindu culture, the Uttaranchal’s culture is beyond doubt one of the most vital tourist attractions of Uttaranchal.
2) *Traditional Skill in weaving and Handicrafts:* The state of Uttarakhand has a rich tradition of various arts and crafts like painting, wood carving, jewelry making, weaving of woolens, candle making, decorative temples and of course performing arts like music and dance. Their inspiration was obviously the lush green surroundings, the turquoise sky and the snow filled mountains which could make anyone poetic. The tranquil environs form a base for a treasure-house of artistically inclined people.
3) *Ayurveda Products:* Uttarakhand the 28th state of India is also known as herbal state due to the rich potential of herbs found in it. Uttarakhand state has traditional acceptability of Ayurvedic system of medicine. Besides being the science of life, it is the herbs which give recognition to the Indian system of medicine. Herbs having their natural origin in Uttarakhand are more effective and are free from side effects if used in a proper method. Uttarakhand is endowed to give Eco friendly treatment to people traditionally using Ayurvedic drugs. This is a state that has established models of Ayushgram i.e. integrated Holistic centers designed to serve health needs of people according to every system of AYUSH i.e Ayurveda, Yoga, Unani, Siddha and Homeopathy and that at one place. Uttarakhand is a state that has ample potential of tourist attractions. Just living in the hilly regions of forest land of Uttarakhand is itself a part of treatment.
4) *Gender Issues:* Uttarakhand stands out as one of the few states in India where the participation rate of women in the economy of the state is higher and women have always been a part of active workforce, as women are contributing upto 90 per cent of the total work involvement with agriculture, forest production, cattle care and dairying. Integrating gender perspectives into the rural tourism is particularly important as it offers various opportunities for independent income generating activities for women, and induces positive impacts on women’s lives in destination communities. Development of the handicraft industry should form an important part of strategic planning for community participation in tourism, especially the participation of women.

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ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue VII July 2024- Available at www.ijraset.com

VI. OBJECTIVE OF THE PROJECT

The intended objectives of rural tourism are to control rural migration, create new livelihood option for the villagers, and Conservation & Restoration of the Temple precincts when integrated with other facilities like the approach road and sanitation and services as part of the concerned subproject proposal, is to develop this area as an attractive destination for cultural and rural tourism.

The objective of this project is to

1) Enhanced quality of natural and cultural tourist attractions;
2) Improved basic infrastructure and services at tourist destinations;
3) Strengthened capacity of concerned sector agencies and local communities for planning, development, management and marketing of tourist destinations and attractions;
4) Enhanced capacity to promote local communities to participate and small businesses at the destination points.
5) To make alternative livelihood option for rural population and control migration
6) Enhance the Values if the adjacent historic village landscape;
7) Preservation and conservation of both the Monument and the cultural landscape of the historic site.

VII. PROJECT AREA

The project area falls under three districts of Uttrakhand such as Rudrapraya, chamoli, and Uttrakashi. All the three districts are under Gadrwal region. The table-2 shows the district and block wise location of Rural Tourism Centers. 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.

Table -2 District wise list of villages are as follows:

S. No	District	Block	Village
1	Rudraprayag	Ukhimath	Tungnath
2			Kabiltha
3			Phalasi & Malaou
4			Durgadhar (Bora Village)
5	Chamoli	Pokhri	Kanakchauri (Poghatha village)
6		Joshimath	Niti
7			Lata
8	Uttarkashi	Uttarkashi	Harshil
9			Dunda

The villages for proposed rural tourism project have been selected keeping in view of their strategic locations in and around important religious places connected to the famous ‘Char Dham Circuit’. Selected villages are located amidst beautiful natural setting and are of cultural heritage importance. The following map shows location of Rural Tourism sites. All together 9 sites has been taken for the project. The location of sites are in the district maps.

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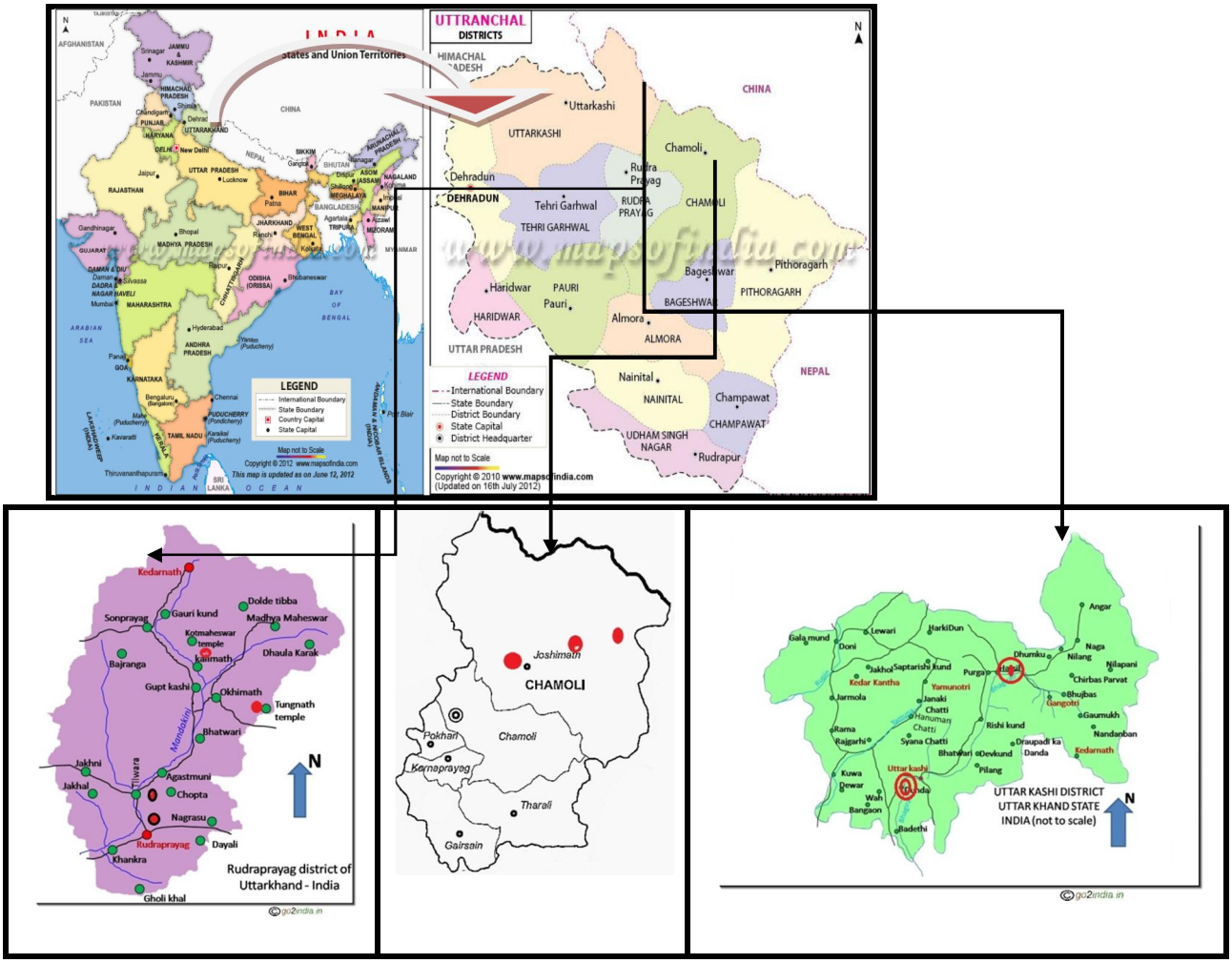


Fig-1 Location Map of Rural Tourism centers in Rudrapraya, Chamoli and Uttrakashi districts of Uttrakhand

VIII. PROJECT COMPONENT

Preserving the temple structure and upgrading the facilities to world class standards will ensure increase in the number of tourists. Thus investing in the tourism industry of the region will help in generating more revenue on the other side. Apart from the restoration projects, the component of the project that deals with the upgrading of tourist facilities in all 9 rural tourism centers. Appropriate re-designing and planning is required to retain the heritage of the temple complexes, along with accommodation for new spatial requirements of the increasing numbers of visitors. These sites are important to be developed for the following reasons;

1) Currently facing lack of world-class infrastructure.
2) Need to create more economically vibrant and environmentally sustainable area.
3) At present un- managed and non- clean site.
4) To bring the destination on world map as World's most popular destinations
5) To Strengthen our cultural significance
6) Enhance quality of life and environment.
7) Promote tourism in the rural areas
8) Create awareness among the locals, Indians and foreigners

The proposed sub component has both hardware and software activities. In following Table-3 both hard ware and software for site specific are given.

Table- 3 Site wise Software Activities

Sl. No	Activities	Name of the villages/Sites
Result 1 : Entry Level Workshops and Value Chain Analysis/Market Research		
	ntry level workshops with key stakeholders of istrict villages to inform about the project and enerate tourism resource information and their views on key capacity needs	Tungnath, Kabiltha, Phalasi, Durgadhar, Niti, Lata, Kanakchauri, Dunda, Harshil
2	italization of Tourism Resource Mapping of each trict to identify and verify tourism resources and plan for participatory tourism interventions	
	ıe Chain Analysis of key identified products	
	keting Research	
Result 2 : Community-based institution building and Awareness generation		
	Formation of statutory Panchayat Tourism velopment Committee (PTDC) with orientation	Tungnath, Kabiltha , Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	Formation, Registration and development of Panchayat/ Town Tourism Societies (PTS) of akeholders on Panchayat Level with orientation	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	Formation, Registration and development of ıchayat Tourism Societies (PTS) of stakeholders on Panchayat Level with orientation	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	rmation and Development of Self- Help Groups HGs) With various registers to run and maintain the records with orientation	Tungnath, Kabiltha, , Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	egration workshop on Panchayat level of formed SHG's and Panchayat level Committee	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	ablishment of District Level Marketing Hubs for eation of websites and other marketing material, andling bookings, packages, quality control etc	Tungnath, Kabiltha, Phalasi, Niti Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	ıstitutional Training (management, Marketing, countancy, computerization, conflict resolution, eam building etc for district level institutions	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	s awareness about tourism and its benefits among ous stakeholders living in surrounding sites using et plays, wall writings and other innovative mass media	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, , Lata, Kanakchauri, Dunda, Harshil
	evelopment of promotional materials for mass wareness using community skills through local workshops	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	ean Street/ Clean Village competition in selected Panchayats	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	Gender sensitization/ awareness building	Tungnath, Kabiltha , Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	Awareness programs among school children of ected Panchayat on tourism, its importance and e of children in tourism added with competitions n tourism especially solid waste management	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	evelopment of Awareness manuals on Do's and 'ts of Tourism (done in form of illustrations) on- r Tourists, -For Solid waste Management,- For Local People	Tungnath, Kabiltha, Phalasi, Durgadhar, Niti, Lata, Kanakchauri, Dunda, Harshil
	Exposure Visits of SHG's	Tungnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, Dunda, Harshil
	Exposure visit of selected entrepreneurs to see	Tungnath, Kabiltha, Phalasi, Niti Durgadhar, Lata,

	ommunity based ecotourism with members of IDIPT, PMC, DSC	Kanakchauri, Dunda, Harshil
Result 3 Skill Building with Hardware activities		
	ltural Interpretation Guide Training for SHG's/ Panchayat Level Tourism Society	gnath, Kabiltha, Phalasi, Niti Durgadhar, Lata, akchauri, Dunda, Harshil
	Home stays Trainings in Basic & Advanced Level of Selected Home stays at district Level	gnath, Kabiltha, Phalasi, Niti Durgadhar, Lata, akchauri, Dunda, Harshil
	Handicraft Production Training (wood carving)	gnath, Kabilth, Phalasi, Niti, Durgadhar, Lata, Kanakchauri, da, Harshil
	andicraft Production Training (Basket making)	gnath, Kabiltha, Phalasi, Niti Durgadhar, Lata, akchauri, Dunda, Harshil
	Handicraft Production Training (Weaving)	da, Harshil
	iculture and Floriculture Training	, Lata, Kanakchauri, Dunda, Harshil
	aging Training(Handicraft Value Addition, als & Pulses, Fruits)	gnath, Kabiltha, Phalasi, Niti, Durgadhar, Lata, akchauri, Dunda, Harshil
	king and Soft Adventure Guide Training	, Lata, Kanakchauri
	ile Camping Training	gnath, Kabiltha, Phalasi, Niti Durgadhar, Lata, akchauri, Dunda, Harshil
	l Waste Management Training	
	king Training	
	ural Group Training	
	p site Management Training	
	nic Farming	
	llary Service Provider Training (Taxi Drivers)	
	llary Service Provider Training (Restaurants and ba owners)	
	llary Service Provider Training (Existing ary and Secondary Accommodation Providers)	
	munication and Marketing Training	
	vd and Disaster Management Training	
	Aid and Rescue Training	
	ning Manual of Home stays, Cooking, First Aid,	
	Aid kit	
	ster management Kit	
lt 4 Marketing activities		
	brial and Text Documentation of all tourism ucts in the area	gnath, Kabiltha, Phalasi, Durgadhar, Niti, Lata, akchauri, Dunda, Harshil
	tion of Master Website at two cluster marketing with Linkages	
	uction of Brochures and other innovative print ia with maps & contact information	
	uction of Banners, Displays to be used at entry centers	
lt 5 – Certification, Policies and Regulations activities		
	kshop for making certification rules of Home s	gnath, Kabiltha, Phalasi, Durgadhar, Niti, Lata, akchauri, Dunda, Harshil
	al Process of certification of Home stays along developing logo	
	ess of certification of guides & other Skilled power under a single brand	

Table : 4 Site wise Hard ware Activities

Sl No	Village	Proposed Software Components	Hardware Components Proposed
1	Tungnath	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Repairing of existing Drinking water facility • Seating benches on the pathway to temple (Patti) • Repairing of existing Toilet facility for tourist including provision for Bio digestible type septic tank • Provision for readymade septic tanks • Parking development on GMVN land for 10-20 four wheelers • Access Approach to parking • Provide 20 tents for camping in meadow between chopta to temple • Solar lighting 8-10 wherever needed • Signage • Dustbin for solid waste disposal
2	Kabiltha	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Construction of guest house Kalidas Smarak • Pathway development in Local stone around 2kms • Drinking water facility • Library/Pathghar • Landscaping of Kalidas van and park near proposed parking • Siting Benches on the pathway to temple (Patti) (Hard Stone with Pointing • Solar lighting at Math and streets • Parking for 10-15 four wheelers • Road and pathway to access to Math • Tourist Facility at Village Bhawan (gram Jhrokas) • Solid waste management • Signage
3	Phalasi	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Drinking water facility • Pedestrian Pathway and Drainage system 1.5 kms • Toilet facility for tourist in the village • Solar lighting at necessary 5 points • 4 kms trek development (Phalasi to Kanakchauri) • Signage • Dustbin for solid waste disposal • Provision for extension of Panchayat Bhawan in about 80 Sqm. Area for 3 guest rooms with toilet facilities for home stay programme

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4	Durgadhar (Bora village)	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Drinking water facility • Parking for 5-10 four wheelers • Pathway development in local dressed stone 1.5 km (local stone) with drainage • Solar lighting at necessary 3-4 points • Signage • Dustbin for solid waste disposal • Provision for extension of Panchayat Bhawan in about 80 Sqm. Area for 3 guest rooms with toilet facilities for home stay programme •
5	Dunda	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Renovation of Village Bhawan • Development of Parking for 5-10 four wheelers • Drinking water facility • Toilet facility for tourist in the village • Solar lighting at necessary points • Pathway and Drainage Development around 1kms • Solid waste management • Signage •
6	Harshil	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Minor Repairing of existing Drinking water facility • Repairing of existing Toilet facility for tourist in the village • Street Solar lighting at 5 necessary points • Signage • Dustbin for solid waste disposal • Parking for 5-10 four wheelers •
7	Kanakchauri Bazar (Pogatha village)	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism •	• Repairing of Village Bhawan • Providing Public stand post along the path for drinking water facility • 10 Solar lighting at necessary points • Signage • Dustbin for solid waste disposal

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8	Niti	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Parking area development (10mtrs X 10 mtrs) • Tourist Facility at Village Bhawan (gram Jharokas) • Pathway development 1.5 kms • Drinking water facility • Repairing of existing toilet facility for tourist in the village • 20 Solar lighting at necessary points • Signage • Seating benches • Dustbin for solid waste disposal
9	Lata	• Entry Level Workshops and Value Chain Analysis/ Market Research activities • Community-based institution building and Awareness generation activities • Skill Building with Hardware activities • Marketing Activities to promote Rural Tourism • Certification, Policies and Regulations activities for Rural tourism	• Tourist Facility at Village Bhawan • Pathway development 1 kms • 5 Solar lighting at necessary points • Signage • Dustbin for solid waste disposal

IX. IMPLEMENTATION SCHEDULE

The project would be implemented by the Design and Construction Supervision Agency- Dehradun. Uttarakhand Tourism Development Board plans to implement the project in 24 months. The project would be implemented by the Program Implementation Units (PIU) Dehradun/local NGOs for software activity, under direct administrative and financial control of Program Monitoring Unit (PMU) which will be the Implementing Agency. The DSC-Dehradun would assist PIUs in implementation and PMC will assist PMU on overall project management. Design Supervision Consultant-Dehradun shall be responsible for detailed designing and supervision of the sub projects.

X. RISKS & ASSUMPTIONS

There are no risks as such for Rural Tourism. It is also assumed that with better infrastructure at the base settlements and approach areas would be an impetus for overall improvement in the health and hygiene of the people. The visitors would be encouraged to spend time in the places with the available Upgradation that is being proposed. This in turn would help in appropriate revenue generation at the village and district level at large.

XI. OPERATION AND MAINTENANCE (SUSTAINABILITY)

O&M of Rural Tourism villages is proposed through village level committee to be named as “Village Tourist Development committee”. This committee may consist of 10 to 15 members with different responsibilities. 6 to 8 members will be Ladies.

The members name & responsibility can be as below:

1) President
2) Secretary
3) Cashier/Accountant
4) Home stay Owners
5) Local Custom & Welcome Member
6) Coordinator/Manager

7) Business promotion person
8) Representative from local administration
9) Others –villagers, immediate past president etc

The approach is to strengthen villages & village committees and operation & maintenance would be handed over to the committee. The Proposed Tariff distribution to different stakeholders for sustainability of the project is as follows.

a) 15% of the total income goes to Village Tourist Development Committee for the sustainability
b) 2% to Gram Panchayat for village development
c) 83% community members (home stay rent, food provider fee, Guide fee)

XII. ASSET OWNER AFTER COMPLETION

Uttarakhand Tourism Development Board Dehradun (UTDB) would be the asset owner after completion of construction of the project. The Home stay arrangement would be manage by concern village Tourist Committee to be constituted by NGO. The major amount (Say 83%) of the revenue of the home stay would go to house owner/stakeholders and Rest (Say 15%+3 %) would go in to Tourist Committee account and village Panchayat . It is proposal of DSC which must be discussed in detail within PMU, PIU and PMC and then final decision should be taken.

XIII. CONCLUSION

Social, cultural, economic & environmental significance of the historic structures and places is immeasurable simply because of the fact that it has been evident to the development and changes that the living society experiences throughout its growth. Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism 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 ecotourism. 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.

XIV. ACKNOWLEDGEMENT

The author is thankful to Govt of Uttarakhand, IDPTI and ADB for financial support to implement the project. Also thankful to IDPTI and contractor staff for implementing the project within stipulated time period. The project was completed on the year 2019.

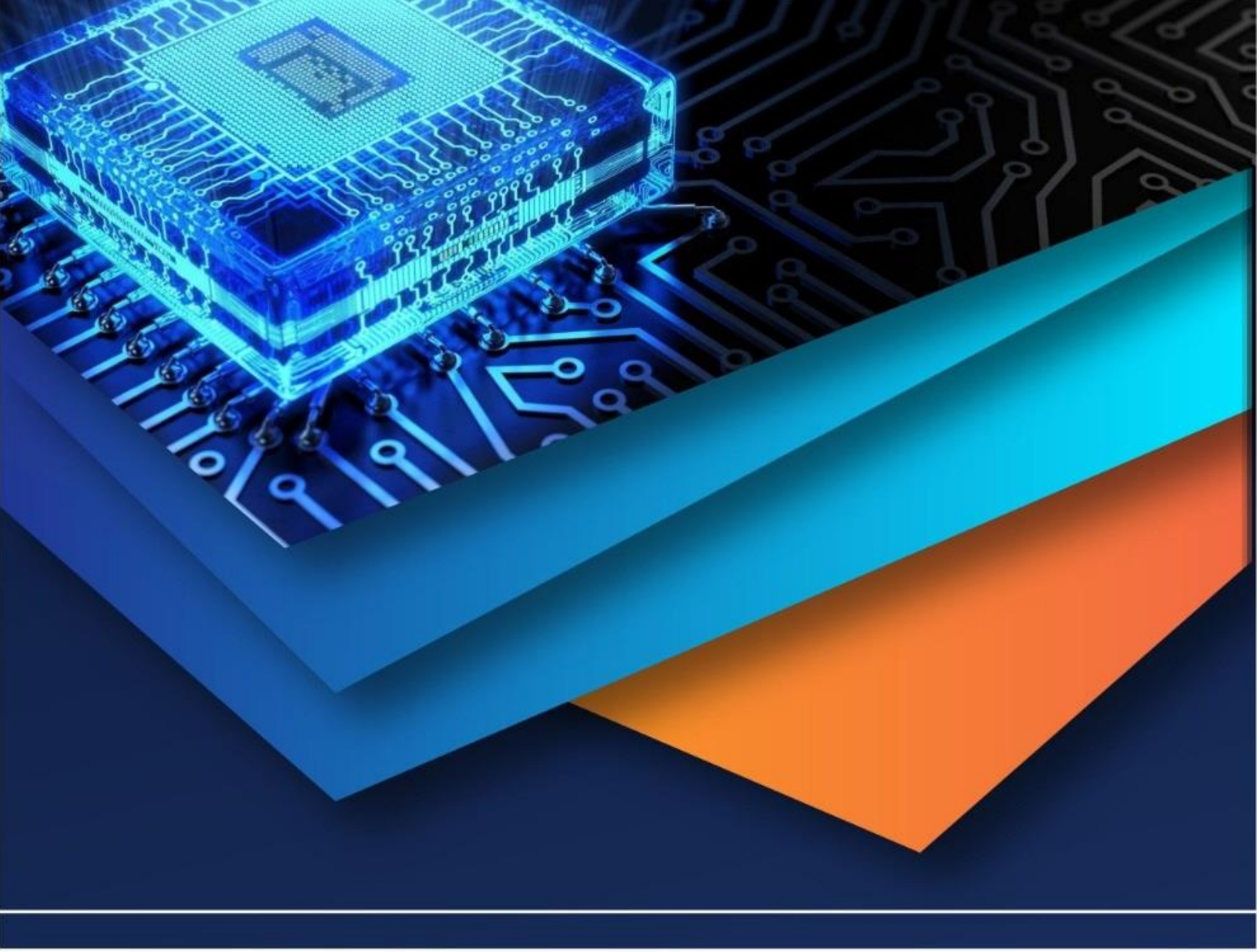
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