

“Rural Tourism Development in Hyderabad Karnataka Region”

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Abstract

Rural tourism is a recent offshoot of tourism sector that has grown up to be a potential business in its own space. Rural tourism is a form of nature based tourism that uncovers the rural life, culture, art and heritage at rural locations, thereby favoring the local communities socially and economically. Such form of tourism has created tremendous impact on the local economy and socio-cultural scenario of the concern area on one hand and carries a potential scope for the rural residents on the other hand. Rural tourism is an opportunity for rural development. The Hyderabad Karnataka region(HKR) has great diversity of culture, tradition and natural resources which makes it every attractive tourist destination. Here, rural tourism promotes the local economy, sociocultural changes and life style of the people residing in and around the HKR. This present paper aims at exploring of rural tourism at HKR, which act as an incentive to promote local, socio-economic and cultural changes and lifestyle of the people residing in and around this tourist location and also to find out various constraints and possibilities of tourism development in the study area.

Key words: Rural Development, Tourism, Locations, economically, potential

Introduction:

Rural tourism initiatives are not just giving city-slickers a taste of life on the other side of the farm hedge; they are creating sustainable eco-systems, which provide alternate sources of income for village dwellers without straining their existing resources. 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. 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. Promotion of village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism¹.

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world’s total jobs directly and millions more indirectly through the multiplier effect as per the UN’s World Tourism Organization(UNWTO).The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-

90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. More over tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments.²

Background of the Study Area

Hyderabad-Karnataka is a region located in north-east Karnataka, India. It is the Kannada speaking part of the Hyderabad State that was ruled by the Nizams of Hyderabad until 1948. After merging with the Indian union, the region was part of Hyderabad State until 1956. The Hyderabad-Karnataka region comprises Bidar, Yadgir, Raichur, Koppal, Bellary and Gulbarga that are in the present state of Karnataka. The Hyderabad-Karnataka region is the second largest arid region in India.

Vijayanagara Rajya was the term coined by noted Pratyeka Vijayanagara Rajya Horata Samithi President Dr. Raghavendra Talwar an social service activist and a leader from backward communities of Kampli ballari district^[5] to refer to Hyderabad-Karnataka as an administrative block with Hampi as the administrative headquarters.Keeping Hampi as to remember the glory of Vijayanagara Empire. It consists of 6 districts namely Bellary(From Madras Presidency), Bidar, Gulbarga, Yadgir, Raichur and Koppal(From the state of Hyderabad).^[6] Vijayanagara Karnataka is also called Hampi division. The provisions of Article 371(J) of the Constitution aimed at bringing about all-round development in the six districts of the Hyderabad-Karnataka region.³

New Tourism Policy of Hyderabad Karnataka Region

The new Karnataka Tourism Policy 2015-2020 announces a galore of generous concessions and subsidies for eligible entities willing to develop tourism projects in the state.These concessions encompass rebates, exemption of applicable taxes,

charges, duties and others and can be availed by eligible entities based on the geographical pre-defined categories into which they propose to develop tourism projects as outlined in the policy. The policy defines geographical regions are Focus Tourism Destinations (FTD), Hyderabad Karnataka Region (HKR) and regions of the state categorized into not backward, backward, more backward and most backward places. FTDs are 40 places identified across the state for tourism development under urban tourism, heritage tourism, nature tourism (Western Ghats), wildlife tourism, wellness tourism, religious tourism and coastal tourism, while Afzalpur, Aland, Chincholi, Chittapura, Kalaburgi, Jevargi and Sedam of Kalaburgi district and Shahpura, Surpura and Yadgir of Yadgir district constitute the HKR. The policy offers 100 percent exemption on stamp duty and 100 percent reimbursement of land conversion fee for developing tourism projects in FTDs, HKR, most backward and more backward regions.⁴

Investments in tourism projects have been categorized into mega projects for projects valued between Rs.100 crore and Rs.500 crore, ultra mega projects for projects valued between Rs.500 crore and Rs.1,000 crore and super mega projects for projects valued above Rs.1,000 crore. As per the new policy, mega projects are eligible for 100 percent entry tax exemption on plant and machinery and capital goods for a period of five years from the date of commencement of project implementation. Entertainment parks classified as ultra mega projects and super mega projects are eligible for reimbursement of entertainment tax for the first five years. Tour operators and tourism project proponents in Karnataka will be exempt from paying motor vehicle tax for a maximum of five vehicles bought for tourism-related activities⁵

Barriers

1. **Language Problem:** Language problem in the locality have been found to be one of the barriers in the enhancement of the tourism potential. People are found to be lacking proper fluency in Hindi, and English language, for interaction with the tourists. Their mother tongue i.e. Kannada language is predominant.
2. **Insufficient Financial Support:** Proper financial support can enhance the tourism potential of the HK region, which would help the folks to preserve the local culture, traditions, heritage, art forms etc, because according to mass thinking, maintaining culture is not commercially viable. Tourism can showcase the uniqueness of the place in the proper manner⁶.
3. **Communication Problem:** Transport and communication can be regarded as another major problem affecting the region. The HK

region is remotely located and even lacking any definite medium for transportation

4. **Lack of Trained tourist guide:** The whole tourism concept is very indigenous in the HK region. Though initiative attempt have been taken by the local youths, yet the professionalism is lacking. They are lacking proper training to project in the manner from tourism perspective.
5. **Lack of business planning skill:** The region has great potential as an upcoming tourist spot. But, in order to bring it to a greater platform, sound business planning has to be made. The HK region needs proper enhancement of its beauty and resources skillfully to bring itself to light⁷.

Socio-Economic Impacts

1. **Employment to youth:** Tourism contributes positively to the increase in employment and income levels of the youths. Youths are found to be engaged in one or the other work related to the eco-tourism camps.
2. **Boost to the Local product industry:** Traditional attires, especially of women are found to a delightful attraction for incoming tourist both domestic and outsiders. People, often found to be interested in purchasing the Local product which are famous in this area like bidari product in Bidar distric, which is helping in gearing up the production of local products.
3. **Preservation of natural resources:** Tourism in local areas in helping in preserving the rural eco system, since it forms the base to the tourism sector, also a part of the development funds are use in creating social forests and preserving existing forest.
4. **Exchange of revenue:** employment avenues created by tourism demands have help in earning domestic income.
5. **Exposure to their religion:** HKR culture is one of integral part of Karnataka culture. Tourism avenues have a given a due introduction to this almost hidden but old culture. Tourist interaction has provided the proper exposure to the world outside.
6. **Job retention :** Rural tourism cash flows can assist job retention in services such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and, in some cases, for foresters and fisherman. Job retention is not as politically glamorous as job creation, but, by helping the viability of small communities.
7. **New Business Opportunities :** Tourism generates new opportunities for industry. Even those rural businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist

facilities where local foods can be used as part of the tourism offering in a locality. Rural tourism facilitates expansion of complementary businesses such as service stations and new businesses are created to cater to tourist needs for hospitality services, recreational activities and arts/craft.⁸

8. **Service retention:** Visitor information services can be provided by existing outlets, such as shops, thus increasing income flows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide. Finally, tourism's importance to national economies can strengthen the political case for subsidies to help retain services.

9. **Environmental improvements :** Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.⁹

Prospects

There is a scope of rural tourism in the study area. Rural tourism as supplemental income can contribute to the increase of well being of the rural inhabitants, the reduced out migration and to the development of the rural area. Tourism is increasing the life quality of the inhabitants of the study area and it reduces the differences between the rural and urban region. It seems important to know that the tourism cannot be a dominant sector of the region itself, however it may be a driving force with the other branches of the regional economy.¹⁰

Conclusion

Rural tourism can be defined as the 'country experience' which encompasses a wide range of attractions and activities that take place in non-urban areas. The most important purpose of rural tourism development is economic and social development of the rural areas. Rural HKR has much to offer beyond agriculture. It has a great potentiality for different growing segments of tourism like Eco-tourism, Cultural tourism, agrotourism, religious tourism etc. Rich in traditions of art, culture and natural resources Navabridavana ,Hampi,Anegundi Sajjalgudda Maski Khaja bandenawaj Sharif Darga ,Sharanbasaveshwara,,Buddha vihar Nagavi,Kalagi, Basavakalyana, Ghangapur Dattatreyya Temple,Narasimha zarani in Bidar Fort of Bidar,Gulbarga,Yadagir etc Malkhed fort important tourist spot. There is a scope of rural tourism in the HK area. This area has the resources, man power and a down-to-earth approach that is in sharp contrast with the five star culture of tourism in city

areas. Here, rural tourism promotes the local economy, socio-cultural changes and life style of the people. If a proper marketing plan is done for rural tourism, it could bring lots of benefit to our society. It could be a sustainable revenue generating project for rural development of our government. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas. Environmental management, local involvement, sound legislation, sustainable marketing, and realistic planning are crucial for development of rural tourism. Rural tourism will emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can help inflow to resources from urban to the rural economy.

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