

AN ECONOMICAL IMPACT THROUGH INNOVATIONS TOWARD RURAL TOURISM IN SOUTH INDIA

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ABSTRACT

The research study on “An economical impact through innovations toward rural tourism in South India” is a blend the characteristics of rural people with potential of cultural and eco-tourism. The leverage on sustainable economic, social and cultural growth is a core principle on Rural Tourism (RT). The research study on economic impacts with rural tourism is one of the methodologies are qualitative and quantitative methods of data collection. This aspects to gather and data collections for understanding the hotel staff, travel agents and tourism workers behaviour preferences and economic impacts. RT statistics are collected through various workers and their data from transportation, accommodation and attractions. The tourism is one of the demands on travelling to some place i.e. tourists and destination. It measures to take place four elements: workers, money, time, space. The study objectives are to study the economic impacts through innovations in rural tourism; to determine the elements, factors and benefits on rural tourism. The research study focuses on economic impacts on rural tourism growth is enormous and each service industry has a potential significant driver of global economic growth and development. The tourism affects all agencies like on hotel, restaurant, airlines, transportation and related service business. The marketing strategies on RT can create a crowd to reach the right time, right people at right place. The research study indicates the major factors that can contribute the success of tourism campaign are creativity, relevance, customer engagement, cultural sensitivity and digital technology. Future research may focus on other places in our nation and economic impacts on eco-friendly green tourism.

Keyword: Economic impact, growth, rural tourism, factors, elements, benefits

INTRODUCTION

In India tourism is a pivotal factor in service industries to become a fast growing network. A part from major travel and tourism industry has skilled and unskilled working professionals rendering services. A potential diversification on rural tourism creates the economic development aspects on social, cultural, economic, political and educational. Rural tourism creates a new economic activities and service demand, on a new challenge to increase competition and crime. The research study on “enhancing the economic impacts through innovations towards rural tourism in south India” is a blend the characteristics of rural people with potential of cultural and eco-tourism. The leverage on sustainable economic, social and cultural growth is a core principle on Rural Tourism (RT). The RT helps the society to promote culture and heritage on commercial as well as sustainability. An extensive advertising through all media’s like social media, television ads, banners, newspaper should be an integral part of rural tourism development. Thus it promotes local economic growth and social transformations. In India the percentage of 64.61% is considered as rural and it is another great destination for rural tourism. By travelling through rural India it is

an authentic and raw travel that traveller can really get to see in southern India. The role on economic impacts on tourism makes a smart decisions and tourism growth in service business.

LITERATURE REVIEW ON RURAL TOURISM

The literature reviews highlight the rural tourism and its economic impacts. A specific measure to provide an opportunity on hotel, restaurant, airlines, and transportation creates a good infrastructure, technological innovation etc.

UNWTO (2021)¹, they represent to rural tourism is natural based activities on to tourism on customer expectations and perceptions. In many developed and developing nation rural tourism creates a valid development strategies. They suggested that this may leads to a growth on preserving traditional culture. **Kaptan et al (2020)**², he says that an interaction on customers and nature is a good harmonic relation is meant by rural tourism. These phenomena occurs many places a wide area of practices that are spatially and temporally bound, it mentioned as fishing, forestry, hunting, agriculture, farm tourism, cultural heritage of our nation. **Marc Truyols (2023)**³, they says that tourism encompasses that leisurely vacation and exploring far-off destination. It extends beyond to employment and income generation creates to impact on tourism on the economic. It acts as a promoting sustainable development, infrastructure on investment growth engine and conservation on natural and cultural heritage. This may demonstrates tourism on global economic development. **Job creation (2022)**⁴, it supports over 22 million jobs in tourism industry. It mentioned as tourism related jobs like hotel staff, travel agents and tourism workers. A millions of people around the world prefer to work in tourism and related industries. **Cristobel Reali (2023)**⁵, refers that tourism reflects the service benefits and destination on travellers needs, wants, satisfaction and expectations. The travellers pinpoint to make marketing to achieve their goals. **Nora Islam (2023)**⁶, the research on development and to contribute rural tourism both socioeconomic development and environmental benefits in rural areas. It plays a vital role in economic growth to the society, generating employment, fostering and ensuring a better livelihood for rural inhabitants. The area covered is Bangladesh; it is a land of natural beauty, it enriched with archaeological and historical sites, colorful rural life, and cultural attraction. The research on recognizing rural tourism can be the best alternative of earning for rural people to minimize the dependency on seasonal work such as agriculture; boating and fishing create an alternative source of income, and ensure economic development as well as solvency through participation in rural tourism businesses. A secondary data on income source on rural workers or people based on agricultural economy was undertaken. **Kumar, S., & Shekhar. (2020)**, the research aims to carry out a systematic review of the literature on the impact of technology in the tourism industry and its application in rural tourism research to serve the objective of socio-economic development. Research articles were selected from journals indexed in Scopus, Web of Science, or those that are listed in the Australian Business Deans Council or University Grants Commission – Consortium for Academic & Research Ethics list. This study provides a summarized conclusion of research trends undergoing rural tourisms area while simultaneously highlighting the themes and areas that could be addressed through the tourism industry. This study tries to establish a link between the use of technology and the development of the rural tourism industry. Also, it concludes that the use of technology has evolved the way that rural tourism could be conducted. Furthermore, it has opened up ways to use rural tourism as a means to solve existing socio-economic challenges in society. This study is new and it certainly adds to the value of researchers and academicians working in this domain by providing them with research areas that require a thought to ponder

upon.

RESEARCH GAPS

The research gap identifies on the previous study mention on economic impacts of an alternative type, challenges and opportunities, tourism on sustainable development, social perception of rural tourism impacts a case study, area, sampling techniques etc were studied. Hence past evidence or research can overcomes the present research on “enhancing the economic impacts through innovations towards rural tourism in south India”.

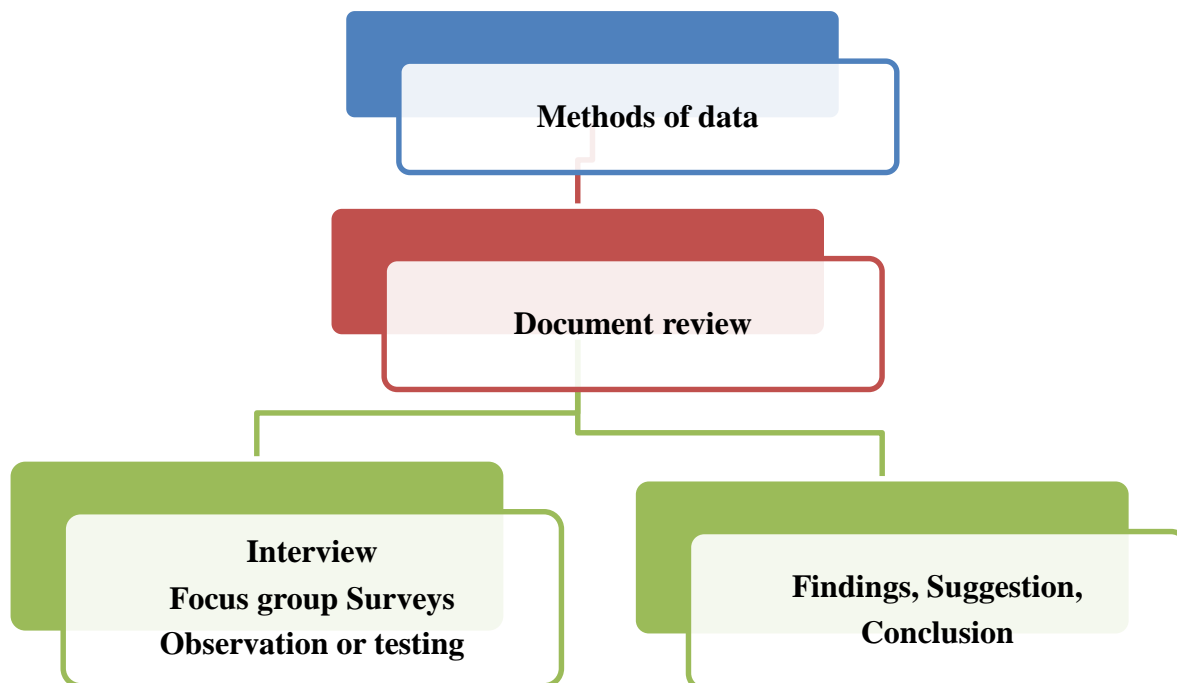
OBJECTIVES

1. To study the economic impacts through innovations in rural tourism.
2. To determine the elements, factors and benefits on rural tourism.

METHODOLOGY

The research study on economic impacts with rural tourism is one of the methodologies are qualitative and quantitative methods of data collection. This aspects to gather and data collections for understanding the hotel staff, travel agents and tourism workers behaviour preferences and economic impacts. RT statistics are collected through various workers and their data from transportation, accommodation and attractions towards South India. The tourism is one of the demands on travelling to some place i.e. tourists and destination. It measures to take place four elements: workers, money, time, space.

Steps required in enhancing EI (Economic Impacts) on RT (Rural Tourism) after obtaining data



Factors on RT (Rural Tourism)

- Tourism activity starts with the attractions at a place or destination there has to be some attraction only then people or tourists will visit that area. Natural Attractions like lakes, rivers, mountains, etc. and Man-made attractions.
- Accessibility or otherwise said as transportation is an essential component of tourism system as it creates linkage between market source and destination.
- Attractions are often assisted by various activities.
- Accommodation is one of the most crucial aspects of a destination. It should be comfortable and Good quality of services and facilities should be provided to the guest by the accommodation unit.
- Amenities are the services required by the tourist to facilitate his travel. Amenities generally include infrastructure facilities like roads, sewage system, power grids, phone lines, police station etc.

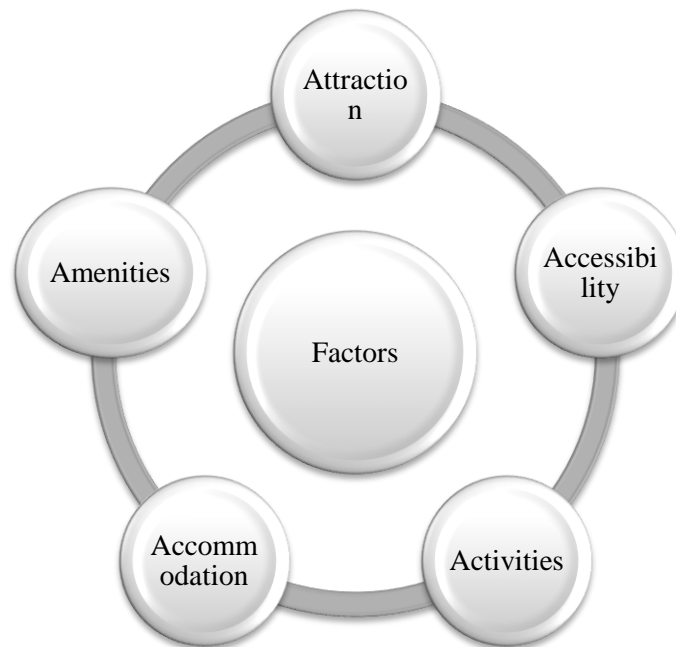
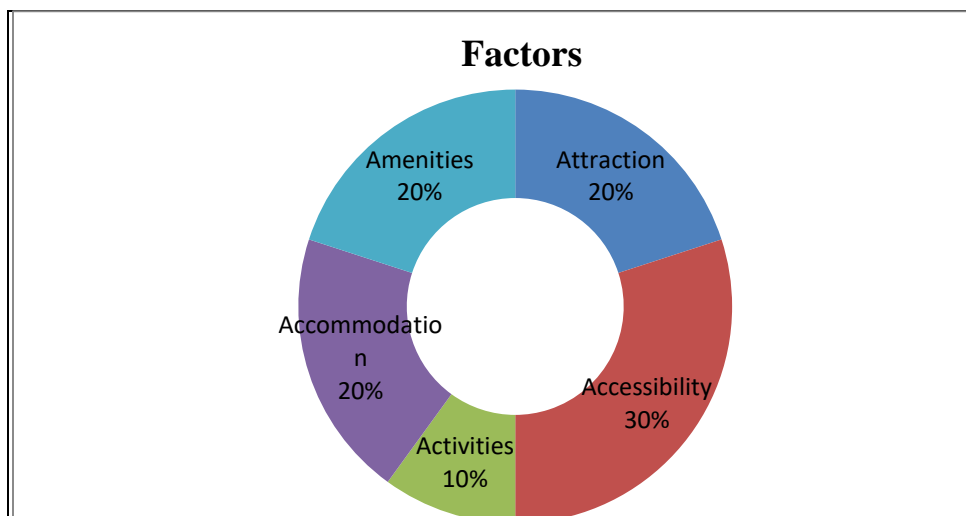


Table No: 1

Factors	Valid RT
Attraction	20
Accessibility	30
Activities	10
Accommodation	20
Amenities	20
Total	100



DATA ANALYSIS

In rural tourism the big data analytics provides the elements, benefits and tourism factors. In this study it is a pivotal services sector to handling many information of data collection become an important and understanding the catering needs of the tourists.

Table No: 2
Elements on RT (Rural Tourism)

Elements	Description	Valid RT
Workers	Rural tourists	20
Money	Income and expenditure	40
Time	Stay, travel and duration	30
Space	Length, trips, distance km	10

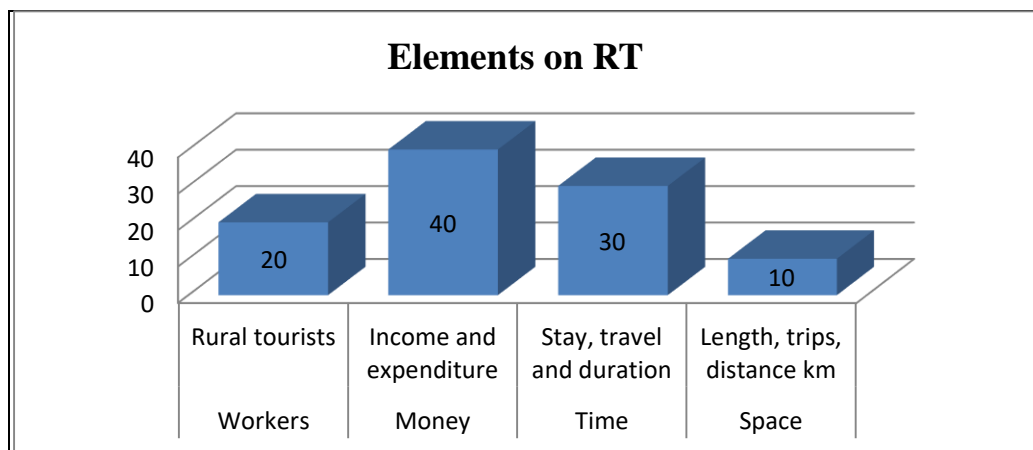
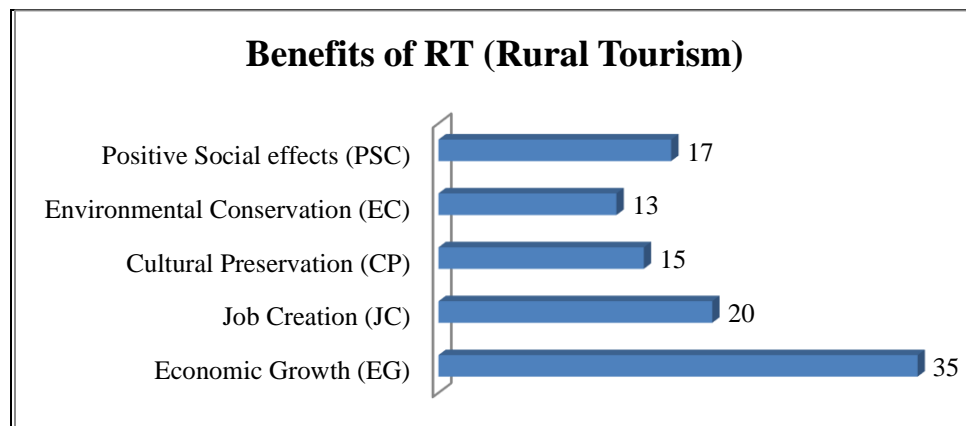


Table No: 3
Benefits of RT (Rural Tourism)

Benefits	Valid RT
Economic Growth (EG)	35
Job Creation (JC)	20
Cultural Preservation (CP)	15
Environmental Conservation (EC)	13
Positive Social effects (PSC)	17
Total	100



CONCLUSION

The present research study “An economical impact through innovations toward rural tourism in South India” focuses on economic impacts on rural tourism growth is enormous and each service industry has a potential significant driver of global economic growth and development. The role on economic impacts on tourism makes a smart decisions and tourism growth in service business. The tourism affects all agencies like on hotel, restaurant, airlines, transportation and related service business. The marketing strategies on RT can create a crowd to reach the right time, right people at right place. Majority (35%) of the people selected the better Economic Growth (EG) is more beneficiary on RT. The research study indicates the major factors that can contribute the success of tourism campaign are creativity, relevance, customer engagement, cultural sensitivity and digital technology.

SUGGESTION AND RECOMMENDATION

Economic impact of RT:

- To be suggested the rural tourism infrastructure development on activities provided by government and private sectors make initiative on investment revenue reflects economic growth.
- It can be suggest the Natural resources creates the RT, can provides incentives for preservation and protecting ecosystem with resources naturally.
- Suggestion on Cultural preservation a pivotal role in cultural traditions and historical sites

to learn about culture and history on tourism, it generates efforts on cultural conservation funds.

- It suggest the Growth on small business and local entrepreneurship make a destination to stimulate small business and locally owned business growth. Many restaurants and retail shops can increase their profits and make new opportunities on tourism industry.

FURTHER RESEARCH DIRECTION

The present study “An economical impact through innovations toward rural tourism in South India” is creates the economic development aspects. Here the ongoing research will focus on the economic impacts of rural tourism and marketing innovations on southern part of India. Future research may focus on other places in our nation and economic impacts on eco- friendly green tourism. For typical case, the future research may explore the progress of new marketing approaches such as destination should be proximate and specific the conventional tourist spots. The destination should be improved on proper marketing, accessibility, periodic maintenance, digital storytelling and customized experiences.

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