

TOURISM SUSTAINABILITY THROUGH RURAL TOURISM: A POTENTIAL OF RURAL TOURISM IN INDIA WITH SPECIAL EMPHASIS TO JAMMU AND KASHMIR UNION TERRITORY

Bhawani Singh¹, Anand Kumar² & Yasir Ahmed³

1. Research scholar, School of Humanities, Lovely Professional University, Jalandhar, Punjab, India, bhawani.12021138@lpu.in

2. Assistant Professor, School of Humanities, Lovely Professional University, Jalandhar, Punjab, India, anandkumar.bsc@gmail.com

3. Research scholar, School of Liberal and creative arts, Lovely Professional University, Jalandhar, Punjab, India, yasirahmed78614@gmail.com

Abstract

The primary goal of this work is to know the scope of rural tourism development in India with special emphasis on Jammu and Kashmir. In order to show the scope and status of rural tourism development, Purposive sampling is employed in which available data regarding rural tourism projects and their status with special emphasis on India and Jammu and Kashmir Union Territory are referred. Findings reveals that there are 172 identified rural tourism spots in India by ministry of tourism, GoI with Jammu and Kashmir has highest no. of rural tourism sites i.e., 25 followed by Sikkim (11), Uttarakhand (11) and Tripura (10) whereas Haryana and Bihar have lowest no. of rural tourism sites having 1 each. Also, among these identified rural tourism sites 52 sites are commissioned rural tourism sites along with these two villages named Pochampalli (A.P) known for its silk sarees and Dhordo (Gujarat) known for rich culture and banni hospitality are listed in UNWTO's Best tourism village initiative in 2021 and 2023 respectively. Also ,107 projects have been proposed for rural tourism development, out of which 41 are successful, 33 are moderate successful and 33 are unsuccessful. For Jammu and Kashmir, there are 8 proposed rural tourism projects among which 7 are successful sites while 1 is average with ranking 1 in terms of highest successful rural tourism projects in India, giving a great opportunity for the further development of rural tourism in J&K.

Keywords: Tourism sustainability, Rural tourism in India, Rural tourism development, Rural tourism in J&K, Rural tourism scope, Rural tourism Status

Introduction

Sustainable tourism is defined as "meeting the needs of present tourists and the host community while protecting and enhancing opportunities for future generations." By maintaining cultural integrity, important ecological processes, biological diversity, and life support systems, it guarantees that resources are handled effectively to meet economic, social, and aesthetic targets.

Sustainability principles are defined by UNWTO [7] as the "environmental, economic, and sociocultural aspects of tourism development and a suitable balance must be established among these three dimensions to guarantee its long-term sustainability. To maintain sustainability new forms of tourism, activities related to this should be focused. Rural tourism is one of the popular activities in this regard which focuses on rural life, locality and resources. "Rural tourism can be date back to the late-eighteenth-century romanticism movement. The holiday concept provided a foundation for the initial creative tours in rural areas, but contemporary rural tourism started after II World War. Nulty (2004) states that Western nations' industrialization, urbanisation, and advancements in transportation have driven people seeking new experiences to rural areas. These travellers want novel and unique vacation experiences. It has been noted that object - based travellers (who are curious, risk-takers, and confident) have increased in popularity in recent years. More and more urban residents starting prefer to travel to rural areas for recreation. Traditional activities like horseback riding, bird watching, walking, as well as adventure sports like windsurfing, snowboarding, and kayaking, have become popular in this context. In 2013, the English economy received a 16% GVA from rural tourism. For British economy, this amount is equals to £210 million. Rural areas have seen an increase in both employment and business activity to (29.9%). As a result, turnovers in rural areas grew (by 21.6%) in England between 2003/04 and 2009/10. The homestay programme in Malaysia earned \$4.92 million. In Norway, there are about 7,500 rural tourism establishments (4.3%). 10–25% of all tourism-related activities in Korea are concentrated in rural areas. Culture, nature and history are the main attributes of rural tourism. According to Nutty ,2004 this concept occurs in a number of elements, such as countryside, rural heritage, rural life and rural activities. The rural community is the heart of rural tourism among these concepts. Rural tourism is a multifaceted activity according to Lane,2009. Therefore, it is confused with some terms like ecotourism (sometimes called nature-based tourism), farm tourism, agritourism, adventure tourism etc. But Researchers agree that these terms are subsets of rural tourism. Rural tourism can be viewed as a broad notion.

Research questions

Is rural tourism have scope for development in India and Jammu and Kashmir UT?

Aim

- 1) To study and analyses the potential and status of rural tourism development in India and Jammu and Kashmir UT.

Methodology

Present study is based on secondary sources like available literature on rural tourism, data, govt. policies and initiatives regarding rural tourism development. In order to show the scope and status of rural tourism development we employed Purposive sampling, in which we refer available data regarding rural tourism projects and their status with special emphasis on India and Jammu and Kashmir UT.

Results and discussion

Rural tourism in India scope and status

Rural tourism is an emerging concept in India and gaining popularity day by day. As large proportion of population is residing in these rural areas (68.84% acc. to 2011 census) and engaging in traditional practice. Rural tourism emerges as a tool for eliminating poverty and improving the situation of these rural areas. National tourism policy 2002, recognised rural tourism as an important sector for employment generation and sustainable livelihood. This policy clearly stated that special push should be imparted to rural tourism and tourism activities of these rural settlements, where sizeable assets of our natural wealth and culture exist. Since then, more and more emphasis is on promoting this concept as a primary tool to gain socio- economic benefits from it. Also work on engaging people of these rural areas in tourism activities for the propagation of this concept is going on in a speedy way. There are 172 identified rural tourism sites and 52 commissioned rural tourism sites in India, according to a report by the Ministry of Tourism, Government of India. In addition to this, India’s two villages named Pochampalli (A.P) known for its silk sarees and Dhordo (Gujarat) known for rich culture and Banni hospitality are listed in UNWTO’s Best tourism village initiative in 2021 and 2023 respectively.

List of rural tourism sites in India

States	Sr. No.	Villages	Unique Selling Proposition (USP)
Andhra Pradesh	1	Konaseema (East Godavari)	Eco-tourism
	2	Puttaparthi (Anantapur)	Culture (spiritual life)
	3	Chinchinada (East Godavari)	Eco-tourism
	4	Sri Kala Hasti (Chittoor)	Kalamkari work
	5	Etikoppaka (Vishakhapatnam)	Woodcraft
	6	Dharmavaram (Anantapur)	Handloom and Craft
	7	Kuchipudi (Krishna)	Culture and Dance form
Arunachal Pradesh	8	Rengo (East Siang)	Culture and Bamboo cane handicraft
	9	Ligu Upper (Subansiri)	Culture
	10	Ego-Nikte (West Siang)	Culture

	11	Namong (Changlang)	Culture
	12	Deke (West Siang)	Ethnic Tribal culture
	13	Durgapur (Golaghat)	Bamboo craft and Cuisine
Assam	14	Dehing-Patkai Kshetra (Tinsukhia)	Culture and ecotourism
	15	Sualkuchi (Kamrup)	Patta and Moga silk weaving
	16	Asharkandi (Dhubri)	Terracotta craft
Bihar	17	Nepura (Nalanda)	Tusser silk weaving
Chhattisgarh	18	Chitrakote (Bastar)-I	Chitrakote waterfall
	19	Chitrakote (Bastar)-II	Chitrakote waterfall
	20	Nagarnar (Bastar)	Bell metal/ terracotta
	21	Kondagaon (Bastar)	Bell metal/ terracotta
	22	Mana-Tuta (Raipur)	Adventure tourism
	23	Chulpi (Kabirdham)	Silk weaving and Baiga tribe culture
	24	Odh (Raipur)	Terracotta
Delhi	25	Kotla Mubarakpur (New Delhi)	Historical sites
	26	Nangli, Razapur (South Delhi)	Historical sites
Gujarat	27	Heritage Village at Tera (Kutch)	Heritage
	28	Hodka (Kutch)	Embroidery/mirror work
	29	Malegaon and Navagaon (Dang)	Culture and Ecotourism

	30	Nageshwar, (Jamnagar)	Mirror work and Heritage
	31	Dandi Village (Navsari)	Mahatma Gandhi heritage
Haryana	32	Jyotisar (Kurukshetra)	Dari weaving
Himachal Pradesh	33	Nagar (Kullu)	Topi and shawl weaving
	34	Paragpur (Kangra)	Himachal heritage
	35	Baroh (Kangra)	Gurukul culture
Jammu and Kashmir	36	Drung (Baramulla)	Adventure
	37	Surinsar (Jammu)	Adventure (trekking)
	38	Gagangir (Srinagar)	Adventure
	39	Pahalgam (Anantnag)	Pilgrimage
	40	Jheri (Jammu)	Adventure
	41	Akingaam (Anantnag)	Culture (folk dance Bhand Pathar)
	42	Vasknag	Adventure
	43	Dori Degair (Jammu)	Culture
	44	Watlab (Baramulla)	Adventure (water sports)
	45	Agar Jitto (Udhampur)	Culture and Craft

	46	Chahel and Sahakote (Baramulla)	Gaba saji craft
	47	Manasbal (Srinagar)	Carpet weaving
	48	Rafiabad (Baramula)	Craft
	49	Nowgam (Anantnag)	Culture
	50	Shar-shali (Pulwama)	Culture
	51	Tegar Semor (Leh)	Handloom and Craft
	52	Marwari Karool (Doda)	Pilgrimage
	53	Wader Bala (Kupwara)	Culture
	54	Bhawani (Mangla Mata-Rajouri)	Culture
	55	Naranag (Gandherbal)	Culture and craft
	56	Hirpora (Sophian)	Adventure- trekking
	57	Dandmoh (Baramula)	Kangri and basket making and carpet weaving
	58	Gohan (Baramula)	Pilgrimage
	59	Litter (Pulwama)	Pilgrimage
	60	Khag (Budgam)	Adventure
Jharkhand	61	Amadubi (Singhbhum)	Art Pyatkar painting
	62	Dewridih (Saraikela Kharsawan)	Chhau Dance
Karnataka	63	Kokkare Bellur (Bellur)	Eco-tourism
	64	Attiveri Bird Sanctuaryn (Uttar Kannada)	Eco-tourism
	65	Banavasi (Uttar Kannada)	Musical and Wood carving

	66	Coorg (Kodagu)	Coffee Plantation
	67	Anegundi (Koppal)	Banana fibre craft
Kerela	68	Kumbalangi (Ernakulam)	Ethnic Cuisine and traditional boat carpentry
	69	Arnamula (Pathanamthitta)	Mural painting
	70	Balrampur (Thiruvananthapuram)	Weaving of Traditional Sarees
	71	Kalady (Ernakulam)	Spices
	72	Anakkara (Idukki)	Spices
	73	Clappana (Kollam)	Fishing
Madhya Pradesh	74	Chaugan (Mandla)	Lantana craft
	75	Pranpur (Ashoknagar)	Chanderi sarees
	76	Orchha (Tikamgarh)	Historical and Adventure
	77	Amla (Ujjain)	Historical sites
	78	Devpur (Vidisha)	Spiritual heritage
	79	Seondhia (Datia)	Stone and wood craft
	80	Budhni (Sehore)	Spiritual, Historical and wood craft

Maharashtra	81	Sulibhanjan-Khulatabad (Aurangabad)	Sufi tradition and culture
	82	Morachi Chincholi (Pune)	Farming
Manipur	83	Khogion (Thoubal)	Manipur dance
	84	Noney (Tamenglong)	Manipur dance
	85	Andro (East Imphal)	Bamboo craft
	86	Liyai (Senapati)	Ethnic culture
Meghalaya	87	Lalong (Jaintia Hills)	Adventure
	88	Sasatgre (West Garo Hills)	Bamboo craft
	89	Mawlynnong (East Khasi Hills)	Eco-tourism
Mizoram	90	Thenzawl (Serchchip)	Handloom weaving and ethnic culture
Nagaland	91	Mopunchupket (Mokokchung)	Shawl weaving
	92	Changtongia (Mokokchung)	Tribal culture
	93	Avachekha (Zunheboto)	Tribal culture
	94	Leshumi (Phek)	Adventure and Tribal culture
	95	Thetsumi (Phek)	Tribal culture
	96	Kuki Dulong (Dimapur)	Tribal culture
	97	Longsa (Mokokchung)	Tribal culture
	98	Mitikhru (Phek)	Art and craft, Handloom

	99	Chungli (Tuensang)	Historical and Tribal culture
	100	Longjam (Zunheboto)	Craft/ handloom/ culture
	101	Sheha old (Zunheboto)	Adventure, trekking and bird watching
	102	Longidang (Wokha)	Woodcraft and carving
Odisha	103	Raghurajpur (Puri)	Stone craft and Pattachitra
	104	Pipli (Puri)	Applique work
	105	Khiching (Mayurbhanj)	Folk Music and Clorite Stone carvings
	106	Barpali (Bargarh)	Sambalpuri sarees
	107	Hirapur (Khurda)	Historical sites
	108	Padmanavpur (Ganjam)	Puppet and Tiger dance, textile weaving
	109	Deuljhari (Angul)	Spiritual
	110	Gurukul of Konark NatyaManda	Gurukul
Pondicherry	111	Alankuppam	Craft
Punjab	112	Boothgarh (Hoshiarpur)	Woodcraft
	113	Raja Sansi (Amritsar)	Carpet weaving
	114	Chamkaur Sahib (Rupnagar)	Religious and Historical
	115	Jainti Majri (SAS Nagar)	Religious and Spiritual
	116	Chhat (SAS Nagar)	Eco-tourism
Rajasthan	117	Neemrana (Alwar)	Historical

	118	Samode (Jaipur)	Lac work, painting, gemstone painting
	119	Haldighati (Rajsamand)	Historical
Sikkim	120	Lachen (North Sikkim)	Rugs and carpets
	121	Chumbung (West Sikkim)	Eco-tourism (Homestay)
	122	Tingchim (West Sikkim)	Trekking and bird watching
	123	Maniram Bhanjyang (West Sikkim)	Culture
	124	Village Rong (South District)	Culture
	125	Jaubari (South Sikkim)	Adventure and eco-tourism
	126	Tumin (East Sikkim)	Culture
	127	Srijunga Martam (West Sikkim)	Culture
	128	Darap (West Sikkim)	Eco-tourism
	129	Pastenga Gaucharan (East Sikkim)	Culture and ethnic Lifestyle
	130	Pendam Gadi Budang (East Sikkim)	Culture
Tamil Nadu	131	Kazhugumalai (Thoothukudi)	Spiritual and pottery making
	132	Theerthamalai (Dharmapuri)	Historical
	133	Karaikudi, Chettinadu (Sivaganga)	Palm leave baskets, Gold Jewellery
	134		Stone carving

		Devipattinam Navbhashnam(Ramnathpuram)	
	135	Thirukurugudi (Tirunelveli)	Historical sites
	136	Thiruppudaimaurthur (Tirunelveli)	Historical sites
	137	Kombai (Theni)	Spices
	138	Thadiyankudissai (Dindigul)	Spices
	139	Vedanamalli (Kancheepuram)	Eco-tourism
Telangana	140	Pochampalli (Nalagonda)	Cotton and Silk Sarees
	141	Nirmal (Adilabad)	Painting
	142	Cheriyal (Warangal)	Scroll painting
Tripura	143	Kamlasagar (West Tripura)	Historical sites
	144	Jampui Hills (North Tripura)	Eco-tourism
	145	Durgabari (West Tripura)	Tea gardens
	146	Devipur (West Tripura)	Farming
	147	Malayanagar (West Tripura)	Tribal culture and ecotourism
	148	Banbithi (West Tripura)	Eco-tourism and tea gardens
	149	Harijula (South Tripura)	Eco-tourism
	150	Kalapania Sonamara (South Tripura)	Religious significance
	151	Sarsima (Belonia)	Eco-tourism
	152	Bagbari (West Tripura)	Eco-tourism
Uttarakhand	153	Jageshwar (Almora)	Spiritual
	154	Agora (Uttarkashi)	Eco-tourism

	155	Mottad (Uttarkashi)	Eco-tourism
	156	Cekhoni (Champawat)	Adventure
	157	Koti, Indroli, Patyur (Dehradun)	Eco-tourism
	158	Mana (Chamoli)	Trekking adventure
	159	Sari (Rudraprayag)	Eco-tourism
	160	Padmapuri (Nainital)	Adventure
	161	Adi Kailash (Nainital)	Adventure
	162	Nanakmatta (Udham Singh Nagar)	Spiritual
	163	Tryuginarayan (Rudraprayag)	Spiritual and adventure
Uttar Pradesh	164	Bhitar Gram (Rae Bareli)	Historical culture
	165	Mukhrai (Mathura)	Folk dance
	166	Bhaguwala (Saharanpur)	Ban grass craft
	167	Barara (Agra)	Handicrafts
West Bengal	168	Ballabhpur (Birbhum)	Folk dance
	169	Sonada (Darjeeling)	Heritage
	170	Mukutmonipur (Bankura)	Sari weaving
	171	Antpur (Hoogly)	Sari weaving
	172	Kamarpukur (Hoogly)	Spiritual and Craft

Source: Kumar et al., (2020)

Findings reveals that in India there are 172 identified rural tourism sites by the ministry of tourism, GoI with J&K has highest no. of rural tourism sites i.e. 25 followed by Sikkim (11), Uttarakhand (11) and Tripura (10) whereas Haryana and Bihar have lowest no. of rural tourism sites having 1 each. Also, among these identified rural tourism sites 52 sites are commissioned rural tourism sites.

List of commissioned rural tourism sites in India

Name of Rural tourism Site	District	State	USP of site
Pochampalli	Nalgonda	Andhra Pradesh	Cotton & Silk Sarees
Konaseema	East Godavari	Andhra Pradesh	Eco-tourism (Coastal Development)
Puttaparthi	Ananthpur	Andhra Pradesh	Culture (Spiritual life)
Chinchinada	East Godavari	Andhra Pradesh	Eco-tourism (Coast development)
Rengo	East Siang	Arunachal Pradesh	Culture and Bamboo Cane handicraft
Ligu	East Siang.	Arunachal Pradesh	Culture
Ego-Nikte	West Siang	Arunachal Pradesh	Culture
Dehing-Patakai Kshetra	Tinsukia	Assam	Culture and Eco-tourism
Heritage village at Tera	Kutch	Gujarat	Heritage
Hodka	Kutch	Gujarat	Embroidery/Mirror work
Malegaon and Navagaon	Dang	Gujarat	Eco-tourism and Culture
Nagar	Kullu	Himachal Pradesh	Topi and Shawl weaving
Paragpuri	Kangra Valley	Himachal Pradesh	Himachal Heritage
Baroh	Kangra	Himachal Pradesh	Gurukul Culture
Akingaam	Anantnag	Jammu and Kashmir	Culture (Folk Dance: Bhand Pathar)
Kokkare Bellur	Bellur	Karnataka	Eco-tourism

Attiveri Bird Sanctuary	Uttar Kannada	Karnataka	Eco-tourism
Banavasi	Uttar Kannada	Karnataka	Wood Carving, stone machinery and Musical instruments
Anegundi	Koppal	Karnataka	Banana Fibre Craft
Chaugan	Mandla	Madhya Pradesh	Lantana Craft
Pranpur	Ashoknagar	Madhya Pradesh	Chanderi Sarees
Orchha	Tikamgarh	Madhya Pradesh	Historical and Adventure (River rafting)
Seondha	Datia	Madhya Pradesh	Wood and stone craft
Budhni	Sehore	Madhya Pradesh	Historical, Wood craft and spiritual
Morachi Chinchol	Pune	Maharashtra	Culture and Sufi tradition
Mopunchuket	Mokokchung	Nagaland	Shawl weaving
Avachekha	Zunheboto	Nagaland	Tribal Culture
Changtongia	Mokokchung	Nagaland	Tribal Culture
Leshumi	Phek	Nagaland	Adventure and Tribal culture
Thetsumi	Phek	Nagaland	Tribal Culture
Longsa	Mokokchung	Nagaland	Tribal Culture
Mitikhru	Phek	Nagaland	Handloom, Art & Craft (Woodcraft)
Chungli Yimt	Tuensang	Nagaland	Tribal culture and historic
Raghurajpur	Puri	Orissa	Pattachitra and stone craft
Samode	Jaipur	Rajasthan	Paper painting, Lac work, Gems stone painting
Lachen	North Sikkim	Sikkim	Carpet and rugs

Tingchim	West Sikkim	Sikkim	Bird watching and trekking
Kazhugumalai	Thoothukudi	Tamil Nadu	Pottery making and spiritual
Theerthamalai	Dharmapuri	Tamil Nadu	Historical
Devipattinam Navbhashnam	Ramnathpuram	Tamil Nadu	Stone Carving
Thirukurungudi	Tirunelveli	Tamil Nadu	Historical
Kombai (Kurangani)	Theni	Tamil Nadu	Spice
Kamalasagar	West Tripura	Tripura	Historical
Jageshwar	Almora	Uttarakhand	Spiritual
Mana	Chamoli	Uttarakhand	Trekking Adventure
Adi Kailash	Nainital	Uttarakhand	Adventure
Padmapur	Nainital	Uttarakhand	Adventure
Nanakmatta	Udham Singh Nagar	Uttarakhand	Spiritual
Mukhrai	Mathura	Uttar Pradesh	Folk Dance
Ballabhpur Danga	Birbhum	West Bengal	Folk Dance
Kamarpukur	Hoogly	West Bengal	Craft and spiritual
Mukutmonipur	Bankura	West Bengal	Sari weaving

Source- Ministry of Tourism, GoI, Annual reports 2011-2012

Table shows the commissioned rural tourism sites in India with Nagaland having highest no. i. e 9 commissioned rural tourism sites followed by Tamil Nadu (6) and Uttarakhand (5).

Table showing the status of proposed projects for rural tourism development in India

State	No. of projects covered	No. of successful projects	No. of average projects	No. of unsuccessful projects



Andhra Pradesh	5	2	3	-
Arunachal Pradesh	3	3	-	-
Assam	4	-	3	1
Bihar	1	-	1	-
Chhattisgarh	5	-	-	5
Delhi	2	1	1	-
Gujarat	4	-	2	2
Haryana	1	-	1	-
Himachal Pradesh	3	1	2	-
Jammu & Kashmir	8	7	1	-
Karnataka	5	3	2	-
Kerala	5	5	-	-
Madhya Pradesh	4	1	-	3
Maharashtra	2	2	-	-
Manipur	3	1	-	2
Meghalaya	2	-	1	1
Nagaland	5	3	2	-
Orissa	7	1	1	5
Punjab	5	1	3	1
Rajasthan	3	-	1	2
Sikkim	1	1	-	-
Tamil Nadu	8	4	2	2
Tripura	2	2	-	-
Uttar Pradesh	3	-	-	3
Uttarakhand	11	3	5	3
West Bengal	5	-	2	3
Total	107	41	33	33

Source- ' AC Nielsen ORG-MARG Pvt. Ltd, Final report 'Evaluation cum Impact Study of Rural Tourism Projects' on behalf of Ministry of tourism, Government of India.

Above mentioned table depicts the status of rural tourism projects in India. Total 107 rural tourism projects have been evaluated, out of which 41 are successful, 33 are moderate successful and 33 are unsuccessful. These are labelled as successful, average successful and Unsuccessful on the basis of 5-point rating among which points 1&2 represents unsuccessful, 3 represents average and

4&5 represents successful projects by interviewing craftsmen and beneficiaries. Jammu and Kashmir has highest no. of successful projects followed by Kerela, Tamil Naidu and Arunachal Pradesh while Orissa and Chhattisgarh are among the states having highest no. of unsuccessful projects. Reasons for the failure of these some projects are low accessibility, irregular funding, less government involvement, lack of awareness among people, irregular monitoring of projects and less promotion.

Rural tourism scope and status in Jammu and Kashmir

UT's geographical settings, flora diversity, seasonal division and delectable fruits and appealing vegies all attract tourist's attention. Snow-capped peaks and beautiful mountains in the UT, providing a nice environment for visitors. Jammu and Kashmir has a huge potential for rural tourism, due to its unique natural attractions, culture and heritage Rural tourism has a great scope in states and UT like J&K where around 80 per cent people live in the villages. Rural tourism should design in such a way so that the economic and social conditions of local people will be improved. There is a need for planning to project the integrity of sites and highlight the village culture. J&K has the highest no of rural tourism sites in the country among those ones is commissioned rural tourism site i.e. Akigaam (Anantnag).

List of rural tourism sites in J&K

S.NO	Name of the Rural tourism Site	Unique selling proposition (USP)
1	Drung (Baramula)	Adventure
2	Surinsar (Jammu)	Adventure (trekking)
3	Gagangir (Srinagar)	Adventure
4	Pahalgam (Anantnag)	Pilgrimage
5	Jheri (Jammu)	Adventure
6	Akingaam (Anantnag)	Culture (folk dance bhand pathar)

7	Vasknag	Adventure
8	Dori Degair (Jammu)	Culture
9	Watlab (Baramula)	Adevnture (water sports)
10	Agar Jitto (Udhampur)	Culture and Craft
11	Chahel and Sahakote (Baramula)	Gaba saji craft
12	Manasbal (Srinagar)	Carpet weaving
13	Rafiabad (Baramula)	Craft
14	Nowgam (Anantnag)	Culture
15	Shar-shali (Pulwama)	Culture
16	Tegar Semor (Leh)	Handloom and Craft
17	Marwari Karool (Doda)	Pilgrimage
18	Wader Bala (Kupwara)	Culture
19	Bhawani (Mangla Mata- Rajouri)	Culture
20	Naranag (Gandherbal)	Culture and craft

21	Hirpora (Sophian)	Adventure- trekking
22	Dandmoh (Baramula)	Kangri and basket making and carpet weaving
23	Gohan (Baramula)	Pilgrimage
24	Litter (Pulwama)	Pilgrimage
25	Khag (Budgam)	Adventure

Source- Kumar et al., (2020)

There are 25 rural tourism sites in Jammu and Kashmir, among these ones is commissioned rural tourism site (Akingram) which is known for its Culture (folk dance bhand pathar).

Table showing the status oof rural tourism projects in J&K

Location	Project Name	Activity/Craft:	Status
Jheri Village, Jammu District	Development of Jheri village as a Rural Tourism Destination	Spiritual/Adventure	Moderate successful
Dori Degair, Jammu District	Development of Dori Degair as a Rural Tourist Destination	Culture	Moderate successful
Surinsar, Jammu District	Development of Jheri village as a Rural Tourism Destination.	Adventure (Trekking)	Moderate successful
Akingaam, Anantnag District	Development of Akingaam as a Rural Tourist Destination	Culture (Folk Dance- Bhand Pathar)	Average

Durng, Baramulla District	Development of Village Drung as a Rural Tourist	Adventure	Moderate successful
Gagangir, Srinagar District	Development of Gagangir as a Rural Tourist Destination	Adventure.	Moderate successful
Pahalgam, Anantnag District	Development of Pahalgam village as a Rural Tourist	Pilgrimage.	Moderate successful
Vasaknag Village, Anantnag District	Development of Vasaknag as a Rural Tourist Destination.	Adventure	Moderate successful

Source- AC Nielsen ORG-MARG Pvt. Ltd, Final report 'Evaluation cum Impact Study of Rural Tourism Projects' on behalf of Ministry of tourism, Government of India.

From above shown data it is seen that in J&K there are 8 proposed rural tourism projects among which 7 are successful sites while 1 is average with ranking 1 in terms of highest successful rural tourism projects in India, giving a great opportunity for the identification and development of rural tourism in J&K.

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

- 1) **J&K's Tourist Villages Development Program (TVDP)**-Lieutenant Governor of Jammu and Kashmir has identified 181 villages which have picturesque beauty and cultural significance for transiting them into tourist destinations under Tourist Villages Development Program (TVDP) under mission youth which aims to boost local youth and economy by creating employment opportunities.
- 2) **OYO's 'Crown of Incredible India' Project**-In an event chaired by Manoj Singh Lieutenant Governor of Jammu and Kashmir at Raj Bhawan, the Jammu and Kashmir administration and a significant global brand of hotels and vacation rentals, OYO launched the *rural homestay project named "Crown of Incredible India*. "The LG declared an exclusive \$50,000 financial aid for young people who want to start a homestay unit. 200 homestays will be open in Srinagar, Udhampur, Jammu, Anantnag, Doda, and other underserved districts. Under the sponsorship of Mission Youth, the business will broaden its network to 75 villages across the UT.

- 3) **Pancheri 1st official Tourism Village**-First official village named Pancheri was launched in Udhampur of Jammu and Kashmir with home stay project to boost rural tourism in J & K.
- 4) **Dwar village listed in Best Tourism village list**-The Indian Ministry of Tourism has declared the winners of the "Best Tourism Village Competition," which took place all throughout the nation. 315 districts from 31 States and Union Territories submitted over 750 entries to the competition. 35 villages were named India's "best tourism villages" following a thorough review procedure. Dawar village of Jammu and Kashmir falls in the gold category in that 35 best identified villages (which are categorized further)

Conclusion

Rural tourism in India is among the few activities that can help solve many of the problems that plague our rural areas like poverty and unemployment etc. Greater interest in heritage and culture, increased awareness enhanced accessibility, and environmental sensitivity, are all contributing to the shift toward rural tourism from the last few years. Rural tourism is an emerging concept in India and gaining popularity day by day. As large proportion of population is residing in these rural areas (68.84% acc. to 2011 census) and engaging in traditional practice. It's a tool for showing its real potential. Findings reveals that there are 172 identified rural tourism sites in India by the ministry of tourism, GoI with J&K has highest no. of rural tourism sites i.e. 25 followed by Sikkim (11), Uttarakhand (11) and Tripura (10) whereas Haryana and Bihar have lowest no. of rural tourism sites having 1 each. Also, among these identified rural tourism sites 52 sites are commissioned rural tourism sites along with these two villages named Pochampalli (A.P) known for its silk sarees and Dhordo (Gujarat) known for rich culture and banni hospitality are listed in UNWTO's Best tourism village initiative in 2021 and 2023 respectively. Also ,107 projects have been proposed for rural tourism development, out of which 41 are successful, 33 are moderate successful and 33 are unsuccessful. For J&K there are 8 proposed rural tourism projects among which 7 are successful sites while 1 is average with ranking 1 in terms of highest successful rural tourism projects in India, giving a great opportunity for the further growth and development of rural tourism in J&K.

References

- AC Nielsen ORG-MARG Pvt. Ltd. (n.d.). *Final report: Evaluation cum Impact Study of Rural Tourism Projects*. Ministry of Tourism, Government of India available at: <https://tourism.gov.in>
- □ Ayazlar, G., & Arslan Ayazlar, R. (2015). Rural tourism: An overview. In Avcikurt, C. et al. (Eds.), *Tourism, Environment and Sustainability*. St. Kliment Ohridski University Press, 167-184
- Font, X., Cannon, M. Woosnam, K.& Wu, J.S .(2023).Open science for sustainable tourism. *Journal of Sustainable tourism*,32(1), DOI: 10.1080/09669582.2023.2295814
- Frederick, M. (1993).Rural tourism and economic development.*Economic Development Quarterly*,7(2), 215-225,<https://doi.org/10.1177/089124249300700207>

- India.com .(2021).Good news! Jammu and Kashmir gets First tourist village in Udhampur with Homestays”,<https://www.india.com/travel/articles/good-news-jammu-and-kashmir-gets-first-tourist-village-in-udhampur-with-homestays-5054377/>
- Garrigos-Simon, F.J., Narangajavana- Kaosiri, Y.& Lengua-Lengua, I.(2018). Tourism and sustainability: A bibliometric and visualization analysis, *Sustainability*, 10 (6), <https://doi.org/10.3390/su10061976>
- Hindustan Times .(2022).JK administration launches rural homestay project,<https://www.hindustantimes.com/cities/chandigarh-news/jkadministration-launches-rural-homestay-project-101644532120157.html>
- Daily excelsior .(2023).J&K’s Dawar – Best tourism village, <https://www.dailyexcelsior.com/jks-dawar-best-tourism-village/>
- Kumar, N. (2020), “Rural tourism in Punjab: A geographical study”, (Doctoral thesis). Lovely Professional University, India, available at *Shod Ganga*
- Ministry of Tourism, GoI, Annual reports 2011-2012
- Economic Times travel world .(2022).Oyo to launch homestays across 75 villages in association with Jammu and Kashmir government, <https://travel.economicstimes.indiatimes.com>
- Ruiz-Real, J. L., Uribe-Toril, J., de Pablo Valenciano, J., & Gázquez-Abad, J. C. (2022). Rural tourism and development: Evolution in Scientific Literature and Trends. *Journal of Hospitality & Tourism Research*, 46(7), 1322-1346. <https://doi.org/10.1177/1096348020926538>
- Sharma, P. & Prakash,R. (2018).Rural tourism in India challenges and opportunities”, *Scholarly Research Journal for Humanity Science and English Language* ,6(27)
- Tang, Lu. (2017). The Overview of the Origin and Research of Rural Tourism Development. *Advances in Intelligent Systems Research*, 156.<https://doi.org/10.2991/meici-17.2017.85>
- Xue, L. & Kerstetter, D. (2018). Rural tourism and livelihood change: An emic perspective. *Journal of Hospitality & Tourism research*,4(3),416-437, <https://doi.org/10.1177/1096348018807289>