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### ABSTRACT:

*In the era of globalisation, the world tourism has been noticed as the fastest growing service sector which has created opportunities to tap the potential of tourism and travel businesses for the improvement of economic condition of different regions of India. Bihar is one of the prominent region among them which is having good number of tourism products for their niche marketing. Efforts for improving these products at world standard could enhance footfalls of foreign tourists in a big way but the initiatives taken by government*

*in this direction is not sufficient. The deficiency of such efforts could be bridged up to a considerable extent by the efforts of entrepreneur having insight to ideate and develop hidden avenues of tourist experiences in vast rural areas of Bihar. Of-course rural tourism entrepreneurs will be able to recognise that the infrastructure is an integral part of tourism a certain level of hygienic accommodation is genuinely expected by tourists, easiest availability of suitable transportation facilities are basic needs for improving the revenue of tourism business. In the background of this thought present paper discussed the role of tourism in sustainable development.*

**KEYWORDS:** *Economic Condition, Sustainable Development, Tourism, WTTC*

### INTRODUCTION:-

Tourism being one of the industries where close interaction between the consumer and the environment takes place, the need for acting responsibly is accentuated even more. In contrast to earlier view, now business models need to incorporate all three, people planet and profit into their strategy, therefore adopting a holistic approach towards marketing also. It has been observed through many

studies that "tourism destroys tourism", because tourism industry can also be viewed as a destructive force, which is associated with negative outcomes such as loss of natural resources, landscape losses, environmental degradation and loss of social and cultural authenticity. The main reason for these outcomes are lack of effective and well-designed tourism development planning and improper management of tourism development and its resources. Therefore, sustainable development of tourism has become a major agenda in each and every tourism development strategy of many developing nations. Sustainable tourism is

basically a responsible tourism which is primarily concerned with alleviating the negative impact on economy, environment and local community along with generating employment opportunities and income so as to ensure the overall development of the nation. In order to reduce the negative impact of tourism development, the need of the hour is that, there should be a proper balance between limits and usage of resources in such a way that the needs and wants of present tourist and host community can be fulfilled and opportunities for the future generation can be protected as well as enhanced. Therefore, sustainability has

become a major topic and concept as far as tourism development and planning is concerned.

In modern era, the whole world is full of wonders & curiosities and tourism make this possible for the people to spend their free time seeing and enjoying these beautiful manmade and natural attractions that to some extent act as an inspiration to travel. Beauty of modern time is that, although today man is busy in his hectic life but his life is backed by the flexible amount of income that enabled him to visit wonderful places in the world and to spend his leisure time. In the present tourism development literature, it appears that local communities form a vital part of the tourism development agenda. The participation of the community for the implementation of the tourism projects is essential. The local people should be aware about the role-of the community in the implementation of the tourism projects and its development. There are various multifaceted nature of tourist destination where there are many varying interests and views of stakeholders which provide good environment for resource use and development of tourism and local community. The illustration of benefits of the local communities in the tourism growth agenda is a multifaceted issue that needs to be talked sensibly. There is unclear description of local communities' roles and how their views are combined in the whole planning and development process. Therefore, local community plays a major role in tourism development. The travel and tourism industry is placed among the most dynamic and biggest industries in the world. Tourism is an important economic activity that has grown by 25% in the last ten years. Although global and regional pattern have fluctuated from year to year but predicted growth rates remain high. According to report issued by the WTO i.e. world tourism organisation, by 2020 there will be over 1500 million international arrivals, which are more than double the current level. Tourism as an emerging industry plays a very important role in social and economic development of a country. However, the negative and dangerous impact of tourism have become a major concern and need to be addressed rapidly. It has been noticed in many tourism destination that growing tourism practices may lead to degrading impacts on environment, economy and society, which in turn can deteriorate both tourism development itself and the economic sustainability of host community and nations. There is lack of well-designed planning strategy for and effective management of tourism development which in turn results in negative development impacts. There is failure in many development areas which has narrated that there is need of radical rethinking and reforms in tourism development, which requires changes in both goals and methods of development. With this in mind, the term sustainable tourism has emerged with the aim of reducing the negative impacts of tourism related activities, which has become almost a widely acceptable and an appropriate political approach for tourism development. Tourism is promoted by many developing as well as developed countries because it creates opportunities for employment generation, raising the income level of stakeholders, ensuring Balance of payments, balanced regional development and increasing both government revenue and foreign exchange earnings. Therefore, sustainable tourism development has become major issue in the development agendas for the tourism industry. Sustainable tourism primarily covers all the elements that make a complete package of tourism experience. Sustainable tourism development majorly concerned with economic, environmental and social tourism development along with continuous improvement of tourist's experience. Local, national as well as international authorities and organizations are using the sustainable tourism term in their agendas. This is expected that it will increase further in future when contribution of tourism industry in employment generation and overall development of nation will become more evident.

### **BIHAR: A DEVELOPING TOURIST DESTINATION**

Bihar has good potential for the development of tourism in the state. In the flood prone area and minimum opportunities for other industries, tourism could be the first way for economic growth and employment generation in the state. Tourism has been identified one among the ten sectors as the priority sectors for industrial development of Bihar.

The soul of Bihar lives in its villages. Bihar has 45,098 villages 8,463 gram panchayat and more than 70 percentages of state population lives in villages. It ranks 3<sup>rd</sup> in the country in terms of its population. It has a 6.55 percent to forest areas out of total areas., that is 94,163 sq. km. The state has a

humid subtropical monsoon climate and annual rainfall is 127 mm. Best time to visit Bihar is October to March every year. The land locked state of Bihar is surrounded by Nepal, West Bengal, Orissa, Madhyapradesh and U.P. and comprises four cultural regions — Bhojpur, Mithila, Magadh and Chotanagpur. It has 38 districts. The length of National Highway in Bihar is 3754 Km. and length of railway track is more than 5400 Km. In this way Bihar has great potentiality to develop as a tourist destination.

### **RURAL TOURISM: A STRATEGIC FORCE FOR RURAL ECONOMY**

Rural tourism is one such sector, which has tremendous potential to resolve the issues of poverty elimination, employment generation and infrastructure development in the rural areas to a great extent and also bridge the gap between the rural and urban people. Though the sector might be new for India, internationally it has been well recognized and considered as an important part of rural economy. In European Countries it started as early as 1950. In France, agro-tourism started in 1950 and today nearly 2.8 percent of the farmers (about 20,000 farmers) offer their services to tourists interested in rural tourism. Likewise in Spain, it started in the eighties and the country has nearly 7,000 rural resorts comprising 50,000 beds for people interested in visiting the countryside. In United Kingdom, rural tourism started in mid seventies, and today it is a strategic force in the rural economy. Overall speaking, in Europe 2 - 5 percent farmers are directly or indirectly engaged in rural tourism.

In countries like Australia, Ukraine, Canada, Phillipins and Italy agriculture tourism is emerging as a mini-boom to the rural economy. According to United States Department of Agriculture, tourism in rural areas is becoming increasingly important to the US economy.

Biodiversity is the key to human development. It is of paramount importance not only due to the goods and services it provides, but also due to the fact that an estimated 45 percent of the global economy is based on biological products and process. There is a win-win relationship in between rural tourism and biodiversity. Tourism is increasingly being recognized as a significant beneficiary of biodiversity conservation, but it is also regarded as a possible threat as well by virtue of its direct and indirect impacts. Nature- based tourism in rural areas and ecotourism are some of the clearest examples of how tourism benefits from biodiversity conservation. Rural Tourism, when properly managed and directed, can contribute to biodiversity conservation and poverty reduction, both directly by capitalizing on biodiversity assets and indirectly by reducing the vulnerability of the poor to environmental degradation through biodiversity conservation.

### **EMPLOYMENT IMPACT OF TOURISM IN RURAL AREAS**

According to the Planning Commission, the sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide spectrum of job seekers, from the unskilled to the specialized, even in the remote parts of the country. The sector's employment-generation potential has also been highlighted by the World Travel & Tourism Council (WTTC), which says India's travel and tourism sector is expected to be the second-largest employer in the world. Tourism is one of the largest industries of the global economy. As this industry encompasses transportation, accommodation, food & catering, recreational activities and a number of other allied services - most of which are human resource intensive in nature, it has immense potential for generation of employment and income. However, in India, tourism as an industry has gained importance only in recent past. The 'Atithi Devo Bhava' campaign initiated by Ministry of Tourism - Government of India, is gradually picking up and different state governments have also realised the revenue as well job generation potential of tourism industry. Bihar has immense tourism potential. It has sites of ancient heritage, places of religious worship, riverine natural beauty and distinguished art & culture. There are also places that played important role in the freedom struggle. A lot of efforts have been made by the Government of Bihar to unlock the tourism potential of the state. Government efforts have definitely resulted in the development of tourism industry in Bihar; however, there is still a wide gap between what has been achieved so far and what can be achieved. A lot needs to be done with respect to creation of world-class tourism infrastructure. With this backdrop, the

proposed paper aims to carry out a strength analysis of Bihar and suggest measures to unlock the vast potential of tourism industry in the state.

## CONCLUSION

Promotion of agro and rural tourism can contribute to major socio-economic changes of the rural localities and can be an alternative source to provide additional income for the population of rural areas. In conclusion, to achieve sustainable development through rural tourism and agro tourism what is needed is the close cooperation between all the stakeholders involved in the activities of tourism. All of us have a shared responsibility in the realization of sustainable tourism and in protecting the environment besides generating additional income for those engaged in this noble profession.

India is an agriculture based country and most of its people live in villages. The same situation is attached with Bihar. The villages are generally cut off from the cities and have a different kind of life. Establishment of agri tourism units will promote livelihood security through improving the diversity and security of resources, skills and technologies that are available to agricultural communities. It will help to achieve income, employment and economic stability in rural communities India as well as in Bihar. It would help boosting a range of activities, services and amenities provided by farmers and rural people to attract urban tourists to their area thus providing opportunity for urban people to get back to the roots.

Experience in rural tourism has suggested that even in the absence of any promotional activity, thousands of foreign tourists visit rural areas in Rajasthan, Gujarat and South India every year. This itself is the proof of the viability of the concept of rural tourism. And once infrastructure reaches to villages and the concept is marketed well domestically and internationally, nothing can stop a mini-boom in tourism industry in India and its penetration deep inside the unexplored countryside. The success story of Ukraine can happen in India as well.

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