



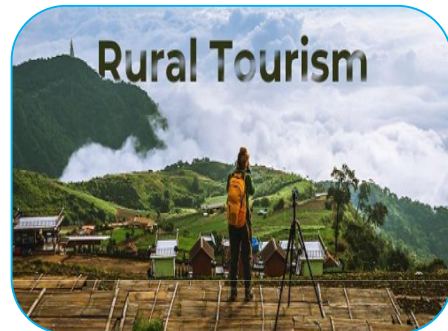
RURAL TOURISM IN THE FORMATION OF SELF -RELIANT RURAL SOCIETY : A CASE STUDY OF SRI MAYAPUR IN PERSPECTIVE AND POSSIBILITY

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ABSTRACT

Tourism is an economic activity that is one of the major sources of income for a country. It is about creating jobs, reducing unemployment and highlighting local characteristics in front of society. Most of the people in every village in India are associated with agriculture, but now the upward path of the technology development is having a bad impact in the countryside. This means that farming is becoming mechanical. This trend is causing economic stress in the village and Rural people are moving towards the city. Therefore, rural tourism is one of the means of self-reliance in rural society. India is a very ancient and traditional country, so not every village has mountains, jungle, water, heritage terrain, cultural features but at least it is surrounded by natural environment which is now becoming a favourite destination of the city's inhabitants. In this article, these features have been tried to show Srimayapur in west bengal, India the path of self-reliance.



KEYWORDS: Rural Tourism, Sri Mayapur, Impacts.

INTRODUCTION

Long times ago Kabiguru Rabindranath Tagore dreamed of making the self-reliant village. He said "nijerpathsala, silposikshalaya, dharmogola, sombetpannyovar o bank sthaponerjonnopolli basidersiksh asahajjo o utsahodankortehobe. Emnikoredeser polliguliatmonirvarsilhoyeuth leyamarokshapabo"¹ This is possible only if comes the economic ease of the rural people. For this, rural tourism is one of the main means next of agriculture. At present, rural tourism in the world has created a stimulus which is certainly an effective medium for India. Because the majority of the population resides, and will continue to reside for some time, in rural areas. About 70% of India's population, approximately 790 million inhabitants, lives in areas with a population density under 400 per square kilometer, and over the next twenty years, the rural population is projected to grow by 116 million. Even with increased growth in the urban population over the next two decades, a study by McKinsey & Company, a management consulting firm, projects that 63% of Indian inhabitants will still live in rural areas in 2025.² Therefore, in order to stabilize the economy of the country, rural tourism should be given equal importance like agriculture. The beauty of India's cultural heritage and the richness of its natural resources has made India a tourist paradise. In most cases, Indian villages have the following major types of tourism potential. namely-

- 1) Nature-based Tourism
- 2) Heritage-based Tourism
- 3) Cultural-based Tourism

The scheme of Rural Tourism was started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in natural environment.

Sri Mayapur is likely to be one of the most rural tourist destinations in the world but We are deprived of his socio-economic benefits due to lack of proper planning and action. Sri Mayapur region consists of two gram panchayats at the confluence of Bhagirathi and Jalangi rivers, under Nabadwip block of Nadia district in West Bengal, India.³Which, according to West Bengal Government the birthplace of Chaitanyadeva or ancient Nabadwip.⁴That is why there a great stream of Vaishnavite culture continues. That culture is currently spread all over the world by ISKCON, a vaishnavite organization, As a result, foreign devotees are keep doing come and go. The main branch of ISKCON is located there. Historically, the village of Bamanpukur, which belongs to Sri Mayapur, is an ancient town. Where the ruins of the Sena Empire are still present today and There is a tomb of Chand Kazi, the zamindar of Chaitanya contemporary Nabadwip. Mayapur is a Hindu dominated region and Bamanpukur is a Muslim dominated region. Nevertheless, the signs of co-ordination are evident there, Which can be understood through the location of temples and mosques as well. Also the magnificent view of nature is the confluence of two rivers, Where two color water of two river never mix (Ganga-Jalangi). So it can be said that despite having logistics of nature, tradition, culture, religious, historical connection, it is known as a neglected tourist destination. However, there is a strong possibility of socio-economic development and self-reliant village development. But due to lack of planning, most of the people in the area are still dependent on agriculture and the neighboring town of Nabadwip, Krishnanagar.

OBJECTIVES OF THE STUDY:

1. To identify the natural and man-made resources in Sri Mayapur area.
2. To awaken patriotism and ethnicity in the people of the region by making the rural people aware of the history and personality of their own region.
3. To explore the benefits and challenges of new employment in the context of self-reliance of rural people.
4. Since there is a trend of Foreigners coming to Sri Mayapur, So understand the significance and necessity of the rural tourism sector in the case of foreigners including Indians.
5. To find out the impact of Rural Tourism on the residents
6. Advice for maximum benefit.

IMPORTANCE OF RURAL TOURISM:

Rural Tourism is an important form of tourism sector which plays an important role and gives many benefits to rural areas community. When Tourists travel to rural areas, they support the local economy and helps in various way. Rural tourism helps in the development of rural areas and living standards of host communities.

- Some Importance of Rural Tourism are following as:
- Provides a source of new, alternative or supplementary income and Employment in rural areas.
- Rural Tourism spurs infrastructure development in rural areas.
- Help to reduce Gender and other social power.
- Encourage collective community.
- Reinvigorate local culture.
- Install the sense of local pride, self-esteem, and identity.
- Contribution to Conservation and protection.

- Increase the living standards of the local community.
- Assists refurbishment and re-use of abandoned or properties.
- Provide opportunities for retaining population in areas that might otherwise experience depopulation.
- Enable areas to be repopulated.

Rural Tourism is a growing form of tourism. It is not just farm stays or visits to rural areas. It is more than that. Rural tourism benefits the host community of rural areas as well as surrounding natural environment through preservation and conservation of natural resources.

METHODOLOGY:

The study is based on field observation and secondary data. The secondary data have been collected from various Govt. Departments website, internet, Gazetteers of the Nadia, books, journals issued from Nadia district.

The study has following phases-

- Information collection from secondary sources,
- Collection of primary information through field work
- Analysis and discussion on heritage tourism potentiality.

RESULTS AND DISCUSSION:

This section can be discussed in three parts.

1. Scope of Rural Tourism in Sri Mayapur region.
2. Benefits of Rural Tourism in Sri Mayapur region.
3. Challenges in Rural Tourism in Sri Mayapur region.

Scope of Rural Tourism: We know that Mahaprabhu Chaitanyadev's birth place is Nabadwip. But, there is controversy about where was born in Nabadwip? There is also a geographical difference between the Nabadwip of the Chaitanya contemporary period and the present Nabadwip city. This controversy is mainly due to the change in the direction of the river Ganga. At present, there is a Chaitanya birthplace temple in the city of Nabadwip and Srimayapur region, which belongs to Nabadwip, but both were built later. However, the West Bengal government has recognized Sri Mayapur, which belongs to Nabadwip as the birthplace of Chaitanya Dev and indirectly acknowledging Sri Mayapur as the mainland of the ancient Nabadwip. Minhaj-uddin-siraj also mentions the conquest of 'Nadia' by Bakhtiyarkhalji in his book 'Tabakat-e-nasiri'. Where the 'Sen' king were ruled. We know that the name before the Nabadwip was Nadia. The ruins of that Sen Empire are located today at Bamanpukur in Sri Mayapur of Nabadwip, which is known as Ballalghipi.⁵ The entire Sri Mayapur region is inhabited by people of different religions, so different cultures can be observed; as well as numerous small and large Temples and Mosques.

Mayapur Bamanpukur Gram Panchayat 1 and Mayapur Gram Panchayat-2 area also belong to this greater Mayapur which is full of natural beauty. The confluence of the Bhagirathi Jalangi River on one side and the river on the other three sides, so that there is great potential for large scale eco-tourism. Culturally, Mayapur region is also the meeting place of international culture in West Bengal, where innumerable people from different parts of the world come for religious attraction. Therefore, it can be said that Mayapur Bamanpukur region has all the logistics of tourism industry, only the goodwill of the government is needed, then it will remain a symbol of building a unique self-reliant village for the whole of India. So judging from overall view Sri Mayapur region can be known as one of the most important rural tourist destination in India.

Benefit of Rural Tourism:

1. The development of rural area is possible only through the Rural Tourism after agriculture, and from that side Government has kept a moral duty. Beside this it can become the main source of income for the Govt.
2. It reinforces the communal infrastructure more than
3. Promotion of understanding and harmony by relationship building of tourists and local people.
4. The opportunities of employments must be increased.
5. It increases investments and makes an opportunity for the inside merchants and the outside merchants of the locality.
6. It familiarises the people with the folk culture and the historical signification of that place.
7. The local artisans will get an opportunity to uphold their artistry to people.

Challenges in Rural Tourism:

1. Insufficient financial assistance.
2. Merchant, especially the deficiency of efficient plans of the hotel merchants.
3. Lack of investment
4. Necessity of more improvement in communication channel
5. Local people's ignorance about the historical places and the failure of the govt. about this and first of all. The lack of governmental publicity.
6. In spite of the sustenance of natural beauty, there is the lack of plans.
7. Necessity of Governmental marketeer centre.

ADVICE FOR MAXIMUM BENEFIT'S:

1. Multiple Government housing must be built.
2. The Police camp situated in Sri Mayapur must be promoted to police station.
3. Governmental playing ground and children park must be built
4. Tourist Guide must be kept.
5. Sufficient private bus and Government bus must be arranged after the sunset.
6. Whereas Sri Mayapur is surrounded by two rivers, so we have to take the help of boats to go to Nabadwip, Swarupganj, Maheshganj, Charasambhunagar. The speed up the transport system, Govt. must be built vehicular traffic in at least two places in the above mentioned places.
7. In the main tourist spots, toilet and latrine must be arranged by govt. for the benefit of the tourists.
8. The plan of train aperting from Krishnanagar to Nabadwip Ghat station, which remains postponed for long period of time. whose real shape must be given soon.
9. Whereas the place is situated between the two river concourse, so encasing the two banks and not troubling the environment, nature's beauty must be increased.
10. The local people should also come forward for the highlight of tourist's places and their development.
11. Transport and communication should be smooth and developed.
12. Eco-tourism hubs need to be set up and development of Mayapur must be taken care of so that the whole area is not covered with concrete. As a result, the very purpose of building a self-reliant village will fail.

CONCLUSION:

From the data obtained on the basis of field surveys and secondary sources on the Mayapur region, it can be concluded that Mayapur is a potential region for the tourism industry. Because other tourist areas are based on heritage or natural or religious architecture but Mayapur region is a combination of these three tourist destinations. In addition to the national, the region also has an international perspective, so the role of both the state government and the central government seems to be significant here. Therefore with the goodwill and proper planning of the government, a large part

of the income from the tourism industry of the country could come from the Mayapur Tourism industry in future.

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