

**Rural Tourism in the Globalizing World:**  
**A Scope for Rural Development**

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The village life of any country has an identity of its own. India is no indifferent. India is recognized all over the world for its unique rural identity. Features of rural India includes, traditional arts, the melodious folk songs, handicrafts, ethnic cultural diversities along with simple way of life in village, festivals, rituals, etc and these are also potential for promotion of rural tourism.

This approach required to harness potentials of Rural Tourism for Rural Development involves identifying the area which has potential to attract tourists-foreign as well as domestic. A committee which includes locals as its members can be helpful in identifying, development and look after the rural tourism sites. States intervention is required apart from other things, for promotion and marketing of the area as a product. Private agencies too have opportunities to play their part in investing money and their resources for development, promotion and marketing these products.

International experience has shown such efforts bearing fruits. 'Malasia as Truly Asia' campaign is case in point. There are examples galore to show how some governments have strategically used tourism to attract foreign and domestic tourists, and have in turned helped to create and develop their rural area so as to attract and retain tourists. It will contribute towards equitable regional development namely, rural area vis-à-vis urban area. This will unleash many opportunities not only for the rural area but also for the national as a whole. Information technology can also play critical role in creating awareness about the areas of attraction and also align those customers who need these things.

The features of the rural India have unlimited potentialities. If these potentialities, tapped and untapped, are translated into rural tourism can be harnessed by states for increasing the rural development. This will also project a good image for India.

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