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RURAL TOURISM: A PREVENTIVE WEAPON OF SINKING URBANIZATION AND RURAL ECONOMIC DEVELOPMENT

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ABSTRACT

Urbanization is an index of transformation from traditional rural economies to modern industrial one. Rapid urbanization leads to massive growth of slum followed by misery, poverty, unemployment, exploitation, inequalities, degradation in the quality of urban life. This paper attempts to highlight the urbanization trends in India and also to make possible suggestion to redirect the people towards rural again. The data is collected from secondary as well as primary sources. The secondary source like census report used to know the trend of urbanization and a sample of 90 respondents selected from urban and rural area of Assam by stratified sampling method to know that what would be the suitable measure to reduce the rate of urbanization. In this respect, the scheme of Rural Tourism is tested as a preventive measure. The data have been analysed by using SPSS software and statistical tools like Tabulation, Factor Analysis and Logistic Regression technique as per requirement. It is observed from the study that Rural Tourism will play a significant role in reducing urbanization rate.

KEYWORDS

Urbanization, Migration, Rural Tourism.

1. INTRODUCTION

Urbanization is an index of transformation from traditional rural economies to modern industrial one. It is a long term process. Urbanization is a product of demographic explosion and poverty induced rural urban migration. Urbanization is occurring not due to urban pull but due to rural push. Number of urban agglomeration/ town has grown from 1827 in 1901 to 5161 in 2001. Number of population residing in urban areas has increased from 2.58 crores in 1901 to 28.53 crores in 2001.

1.1 FEATURES OF URBANISATION

- Urbanisation occurs without industrialisation and strong economic base
 - Urbanisation is mainly a product of demographic explosion and poverty induced rural-urban migration
 - Rapid urbanization leads to massive growth of slum followed by misery, poverty unemployment, exploitation, degradation in the quality of urban life
 - Urbanisation occurs not due to urban pull but due to rural push
 - Poor quality of rural-urban migration leads to poor quality of urbanization
- Source (Datta Pranati: 2006)

1.2 PROBLEMS OF URBANISATION

India's urbanization is followed by some basic problems in the field of housing, slums, transport, water supply, sanitation, water pollution, air pollution, inadequate provision for social infrastructure. Class I cities such as Calcutta, Bombay, Delhi, Madras, etc. have reached saturation level of employment generating capacity, Since these cities are suffering from of urban poverty, unemployment, housing shortage, crisis in urban infra-structural services these large cities can not absorb these distressed rural migrants i.e poor landless illiterate and unskilled agriculture labourers. Hence these migrations to urban class I cities causes' urban crisis more acute. (Kundu: 1997)

2. STATEMENT OF PROBLEM

It has been observed from the different study that the trend of urbanization is increasing day by day and people from rural area to urban area moving due to lack of employment basically and it leads to increase the different problem like housing, slums, transport, water supply, sanitation, water pollution, air pollution, inadequate provision for social infrastructure. Very few studies conducted in India on the issue of how the redirection of people from urban to rural area is possible? In this treatise, this present paper is illuminate to see the recent trend of urbanization in India and also to investigate on the preventive measure by considering peoples view that result to migration of people towards rural area.

3. OBJECTIVES OF THE STUDY

The main objective of the study framed below

- To highlight the recent trend of urbanization
- To investigate on the preventive measure that results redirection of people towards urban to semi-urban area
- To examine that whether rural tourism is the significant determinant of migration

4. HYPOTHESIS OF THE STUDY

The main hypothesis of the study is outlined below

H₀: Rural tourism is not significant determinant of migration

H₁: Rural tourism is significant determinant of migration

5. RESEARCH METHODOLOGY

The present study is empirical in nature and based on primary as well as secondary data. The primary data collected through field survey and secondary data by using different census report. A detail questionnaire prepared to collect information from the respondents. In the context of present study, the universe or population comprises of all the stakeholders fall under the geographical boundary of Kamrup district of Assam. A stratified sampling technique followed while selecting the respondents. A total of 90 respondents selected randomly; thirty from Gauhati town and twenty each from three villages. The statistical software such as SPSS was used to classify the data for interpretation. The statistical techniques like Average, Trend Analysis, Factor Analysis, Correlation and Regression adopted to make interpretation.

6. ANALYSIS AND FINDINGS

I. WORLD URBANISATION

The urban population (UN, 1993) was estimated to be 2.96 billion (table 1) in 2000 and 3.77 in 2010. It was estimated that nearly 50 million people are added to the world's urban population and about 35 million to the rural population each year. The share of world's population living in urban centers has increased from

39% in 1980 to 53% in 2010. The developed countries have higher urbanization level (79% in 2010) compared with developing countries (47% in 2010). The urbanization level has almost stabilized in developed countries. Africa and Asian countries are in the process of urbanization.

TABLE 1: PERCENTAGE OF WORLD POPULATION RESIDING IN URBAN AREAS BY REGION

World/ Region	1980		1985		1990		2000		2010	
	%	In Billion	%	In Billion	%	In Billion	%	In Billion	%	In Billion
World	39.4	1.752	41.2	1.997	43.1	2.282	47.6	2.962	52.8	3.779
More Developed Region	70.2	.797	71.5	.838	72.7	.880	75.8	968	79.1	1.060
Less Developed Region	28.8	.954	31.5	1.159	34.3	1.401	40.3	1.993	46.8	2.717
Africa	27.3	.130	29.6	.164	32.0	.205	37.6	.322	44.2	.493
Asia	26.2	.678	28.6	.813	31.2	.974	37.1	1.369	43.8	1.845
Latin America	65.0	.233	68.4	.273	71.5	.315	76.6	.400	80.4	.482

Source: World Urbanisation Prospects- The 1992 Revision, United Nations, New York, 1993

II. VOLUME AND TREND OF URBANISATION IN INDIA

India shares most characteristic features of urbanisation in the developing countries. Number of urban agglomeration /town has grown from 1827 in 1901 to 5161 in 2001. Number of total population has increased from 23.84 crores in 1901 to 102.7 crores in 2001 whereas number. of population residing in urban areas has increased from 2.58 crores in 1901 to 28.53 crore in 2001. (Table 2) This process of urbanization in India is shown in Fig 1 . It reflects a gradual increasing trend of urbanization. India is at acceleration stage of the process of urbanization.

TABLE 2: POPULATION OF INDIA BY RESIDENCE

Census Years	Total Population	Number of Town	Urban Population	Urban Population
1901	238386327	1827	25851873	212544454
1911	252093390	1882	25941633	226151757
1931	278977238	2072	33455989	245521249
1951	361088090	2843	62443709	298644381
1971	598159652	2590	109113977	489045675
1981	683329097	3378	159462547	523866550
1991	844324222	3768	217177625	627146597
2001	1027015247	5161	285354954	741660293

Source: Various Census Report

III. RESPONDENT'S OPINION ON REDIRECTION OF URBANISATION

The Descriptive Statistics Table showed below exhibited that the mean score is high in case of those questions which are basically related to rural tourism and health care facility. In all those case, the score is more than 4 which express that the respondents agree with the statement. The standard deviation is also low as compared to other statement. The low value of standard deviation implies that almost all the respondent are agree with the statement and to some extent they are deviating with each other's opinion.

Table 3 Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I think arrangement for rural tourism is necessary	4.12	.77	42
I will travel in rural area	3.98	.84	42
Employment can generate through rural tourism	4.12	.77	42
Government should take step for rural tourism	4.05	.79	42
I will stay in rural hotel at the time of holidays	4.05	.70	42
I will purchase local goods produced by farmers	4.17	.79	42
Poverty can be reduced through rural tourism	4.12	.74	42
I think small industry can attract people	3.76	1.05	42
More industry in rural area create more employment	3.76	.91	42
If I got job in industry in rural area i will stay there	3.69	1.24	42
If communication improved I will reside in rural area	2.90	1.05	42
Better communication will attract other people like me	2.90	1.05	42
I will take the services of rural hospital if proper facilities provide	4.12	.77	42
The environment of rural area is good for health	4.05	.79	42

In order to analyse the effect of these dimension on reduction of urbanization, the first step involved in reducing the number of statements to a smaller number of variables which could then be used for further analysis. Factor Analysis was used for this purpose.

The appropriateness of Factor Analysis for the set of statement is tested by Kaiser Meyer Olkin (KMO) and Bartlett's test. To test the reliability of scale, item-total correlation was calculated and reliability coefficient was found as 0.78. This rate shows that scale has a high reliability. For the content validity of scale expert opinion consulted. To measure sampling adequacy of research, sample adequacy was found as 0.816 as a result of KMO (Kaiser-Meyer-Olkin measuring of sampling adequacy) test, this shows that research sampling is a good criterion. In literature Kaiser value closer to the 1 is excellent, below 0.50 is not acceptable (0.90 excellent, 0.80 very good, 0.70 and 0.60 fair, 0.50 bad) (Tavsanci, 2005). In factor analysis, distribution of universe is expected to be normal. This is examined by Bartlett test. Bartlett test of significance value value was found as 0.00. All factor variance explanation rate must be over 75%.

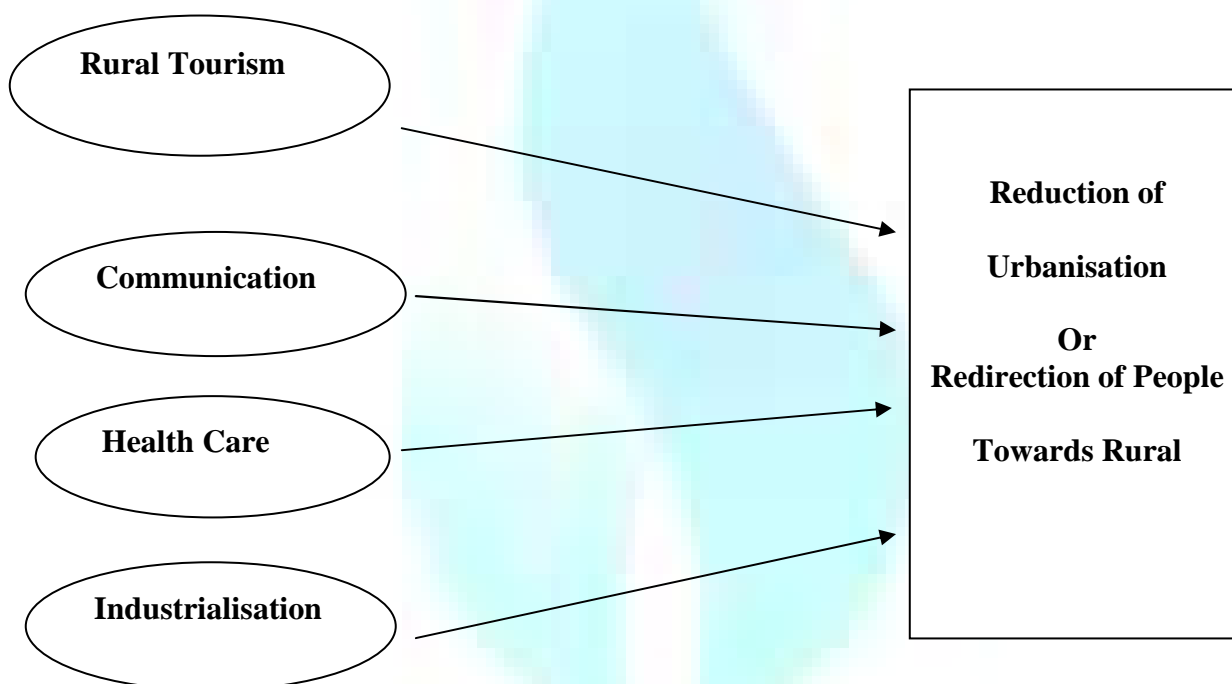
COMPONENT MATRIX

	Component			
	1	2	3	4
I think arrangement for rural tourism is necessary	.986	.534	.438	.521
I will travel in rural area	.826	.712	.174	.358
Employment can generate through rural tourism	.986	.342	.139	.390
Govt. should take step for rural tourism	.962	.416	.259	.495
I will stay in rural cottage during holidays	.918	.163	.258	.174
I will purchase local goods produced by farmers	.932	.319	.258	.163
Poverty can be reduced through rural tourism	.872	.184	.418	.495
I think small industry can attract people	.453	.922	.351	.417
More industry in rural area can create employment	.234	.882	.412	.381
If I got job in industry in rural area I will stay there	.178	.867	.145	.257
If communication improved I will reside in rural area	.423	.391	.919	.389
Better communication will attract other people like me	.318	.391	.919	.417
I will take the services of rural hospital if proper facilities provide	.321	.402	.236	.986
The environment of rural area is good for health	.162	.512	.347	.962

Extraction Method: Principal Component Analysis.

Components extracted.

The factor analysis reduced the number of independent variables in to important factors. The important factor of reduction of urbanization is shown below with the help of diagram. The variables in the factor have been selected on the basis of the highest loadings for the particular factor.



In order to find out the effect of the factors identified logistic regression analysis was done with the four important factors as the independent variables and opinion of respondents in form of yes or no taken by asking “urbanization can reduce if proper steps taken” as dependent variable.

RESULT OF LOGISTIC REGRESSION ANALYSIS

	Regression Coefficient (β)	Sig. Std. Error
(Constant)	.503	.014
Factor-1	.923	.027
Factor-2	.574	.134
Factor-3	.229	.251
Factor-4	2.781	.189

R²= .478

The mechanism like improving communication linking to rural area, developing more small and medium industry and improving health care facility; by providing and constructing modern hospital with skilled doctor and fully modern equipped laboratory to some extent the rate of urbanization can be reduced. But these mechanisms become statistically insignificant at 5% level. The scheme of rural tourism becomes statistically significant at 5% level. The tourism industry is one of the important factors causing alleviation of poverty, job- creation and social interaction, and is included among low cost and pure activities in the countries. Rural tourism means the rural area arranged in such a way that peoples visit for taking entertainment and passing holidays and leisure. Rural tourism includes:

- **Agri-Tourism:** Tourism on the farms enables farmers to diversify their activities while enhancing the value of their products and property. Farm tourism also helps to reconcile farming interests and environmental protection through integrated land management in which farmers continue to play a key role. Tourists who choose farm accommodation rather than other kinds of accommodation facilities look for genuine rural atmosphere where they can share intimacy of the household they live in, learn traditional crafts and skills with their hosts, make friends which is a quality, modern times have almost forgotten and above all enjoy home made food and drinks. Some specific food labels can help consumers establish a local produce and can be used as a selling point to tourist who want to taste home grown quality food and drink.

• **Heritage and cultural Tourism:** Heritage and cultural Tourism in rural areas comes in a wide range of forms most of which are unique to an individual local and a valuable component of the rural tourism product. Heritage and cultural tourism includes temples, rural buildings but may be extended to local features of interest including war remnants, monuments to famous literary, artistic or scientific people, historic remains, archeological sites, traditional parkland etc.

• **Eco Tourism:** Many tourists visit rural areas for the purpose of bird and animal watching and learning about local flora and fauna. Rural tourist destination as a product is definitely very fragile in ecological, social and cultural sense. Its development requires very specific approach that could help it remain sustainable in the long term.

Rural tourism can become more popular if cottage, planned fishery, play ground and market are constructed. The pond with boating facility and garden will highly attract the visitors. Rural tourism is only system which can serve multi objective like creation of job for unemployed youth, demand for traditional or rural goods, and redirection of people towards urban resulting into low urbanization.

7. CONCLUSION

In this study, an attempt has been made on the recent mechanism of reduction of rate of urbanization with the help of survey considering respondents view. According to the respondent the scheme like improving communication, better health care facility, providing education and establishing more industry can reduce the rate of urbanization. But these schemes become statistically insignificant effect when analysed by statistical technique of logistic regression analysis. It may be because of lack of respondent faith on government work. But the scheme of rural tourism becomes significant effect on reduction of urbanization. Rural Tourism provides employment, market for local farmers, and redirection of people towards rural area.

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