

The scope of rural tourism in Odisha: A case study

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ABSTRACT:

The state Odisha in incredible India is a wonderful and unique tourist destination of Asian subcontinent. The holiest dham Puri is one of a popular tourist destination of the state which has been attracting tourist from all over the world since time immemorial. Tourists are not only attracted for the sec of religion but mostly for the distinguished culture, art and heritage related to the tradition of the same with distinguished temple architecture. The essence of Jagannath culture has been reflected in each and every village of the state. The native of the state are mostly villagers and depends upon agriculture. Apart from the natural beauty the fragrance of arts, Craftsmanship and other cultural activities made these villages more astonishing. "Rural tourism" the new trend is gaining rapid momentum all over the globe currently. Rural tourism is a kind of tourism which showcases the rural life, art, culture and heritage of village area along with the essence of several traditions, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. Here in this study it's an attempt has been made to analyse the scope of rural tourism in the state like odisha where almost 74% of the population resides in its almost seven lakh villages and a dense population of tribals are also living in the remote villages showcasing their living styles.

Keyword - *incredible India, temple architecture, Craftsmanship ,showcase*

INTRODUCTION:

Rural tourism is gaining momentum at the present time all over the globe. In 2017, more than half (58 %) of the total nights spent by non-residents in the EU were spent in Spain, the United Kingdom, Italy and France. In 2017, Spain was the most common outbound tourism destination in the EU for people travelling outside their country, with 306 million nights spent in tourist accommodation, or 20 % of the EU total. 62 % of EU residents made at least one personal trip in 2017. Tourism is the third largest foreign exchange gainer after gem,

jewellery & ready-made garments. Tourism has the tremendous power to generate more jobs than any other sector. Rural areas have the real power for boosting national economy. Rural industry, handicrafts, traditional art and fairs and festivals of our villages may become the base for development. This may lead towards better economy for our villages. Rural tourism could be sustainable revenue generation project for the government and can prevent migration of rural people to urban areas. This research paper discusses the concept and development of rural tourism in odisha, summarizes the impact, describe the challenges and difficulties and focuses on the development of a strategic marketing plan for rural tourism. The paper throws light on the government project and policies for development of rural tourism. Rural tourism is a multidimensional destination because it has eco, ethnic, farm, cultural, historical tourism with itself. The major challenge in developing rural tourism is to consider environmental and natural conservation of resources and a proper understanding between the tourist and local people to participate in tourism development. Rural Tourism is the way of exploiting and improving the social and economic well being of rural areas. Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems (Sharpley & Sharpley, 1997). Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments (Roberts & Hall, 2001, citing Pearce, 1989). Benefits of rural tourism have been expressed as employment growth and broadening the local economic base, social improvement, and revitalization of local craft (Sharpley, 2000). The most important thing is it requires government's active participation. Regeneration/revitalization, horizontal and vertical integration, interdependence, stewardship/sustainability, mediation, cataclysm, service and welfare provisions, spatiality ñ awareness, intra and inter regional complementarities, opportunism, realism and quality etc are required. (Roberts & Hall, 2001). Murphy (1985) proposed a community approach to tourism development which included formation of businesses networks, and the sharing of resources and information. For rural tourism to be successful, collaboration needs to exist amongst entrepreneurs (Wilson et al., 2001). Useful integrated approaches to rural studies include acknowledging the importance of locally controlled agendas to reach centralization, awareness of the benefits for shared ideas and funding developments, and creating appropriate tourism plans for rural areas (MacDonald & Jolliffe, 2003). There are numerous challenges when attempting rural tourism development: the total product package must be sufficient; significant investment may be required; there is the adaption to a service role; the quality of products and services and the availability of skills and resources for effective marketing (Sharpley, 2000). Tourism development requires attractions, promotion, infrastructure and services and hospitality (Wilson et al., 2001, citing Gunn, 1988).

India lies in her villages; nearly 98 % of the total geographical area of India constitutes rural areas, in which 74 % of the total population lives. Since independence most of the national policies have been focusing upon rural development. But issues like poverty, unemployment, illiteracy, regional imbalances, and environmental degradation through deforestation; health and sanitary factors in rural areas remain unsolved. Many of the planners blame commercial viability for this matter. At the same time these rural areas possess natural and socio-cultural resources, which are incredible sources for tourism and recreation, systematic tourism development in rural areas through public participation can contribute towards the socio-economic development of these areas, and on the other hand it can increase the attraction

base for the modern tourists, which ultimately brings in foreign currencies and contributes to the GDP of the country. In spite of all types of tourism resources & potentialities India has tremendous rural tourism products & services to attract a size able number of International tourist. India a country of villages and most of the people depends upon agriculture. Now it is the right time to identify the right market & right consumer in this era of fierce competition among the tourism generating countries. So that India can be real Incredible India as a destination in the map of World tourism. As the perceptions, attitude, is changing very fast of the present tourist communities & today's tourists are also very keen to enrich & experience about the unique features of a destination. In view of the above changing pattern of the tourists steps are, therefore being taken to develop the alternative strategy to promote Rural tourism in domestic & as well as International market. After independence government was focusing on development of the key areas like agriculture, industry, infrastructure, etc in rural India. Tourism was never seen as a potential business, it was growing at its own pace. Although recently tourism has started getting some attention since last decade. Soul of incredible India the state odisha has also been given special interest for rural tourism. Few destinations are preferably chosen for rural tourism destination.

Odisha is a multi-destination state with cultural diversity and varieties of tourist attractions & facilities. As Odisha's culture resides in villages and hence by the development of rural tourism, Odisha's life style, tradition, art, craft and natural heritage can be promoted. Tourism growth potential can be harnessed as a strategy for rural development. The development of a strong platform around the concept of rural tourism should be used for Odisha, where almost 74% of the population resides in its approximately seven lakh villages. Odisha is a multi – destination state with a variety of tourism resources. Its rich cultural heritage has created magnificent architectural buildings & monuments. The snow capped mountains; the beautiful beaches of coastal districts offer the world tourist community some of the best & unique tourist destinations, which rejuvenate the mind, body & soul. Odisha, a maritime State, on the east coast of India, is covered by 360km of coast line. Its location is between 17°49'N to 22°34'N latitudes and 81°27'E to 87°29'E longitudes. The state is endowed with mountain, forest like similipal, hills, lake like chilika, pilgrims, historical places etc. The state has worldwide unique recognition for its art works of Appliqué, Metal Crafts, Silver Filigree, Patta chitra, stone carving, handlooms etc. The state like Odisha offers immense tourism delight and pleasure to the visitors owing to its rich and varied topography, vibrant culture and captivating festivities. The most significant attraction for both the domestic and foreign tourist is the tribal villages. The adivasis live in the rural huts that have their own peculiarities. They are mostly build up of mud and straw and can be found in most of the villages. These huts are signified by motif of animals, birds and lifestyle of the early man. Another peculiar feature is the adivasi people use the cow dung known as gobar locally which they use in the process of building as they think it to be a substance for purity. One can also find chitta that is made up of rice batter and different designs and patterns are created to give these a huts a more impressive look. Tourist gets impressed by the serenity and beauty of the place and its indigenous population of the villages of odisha. These are unspoilt treasures that one occasionally hears about. Having no tourism base here meant that it is unspoilt and this an opportunity for tourism .That seed has already germinated for good quality tourism in a virgin field so to speak. The village can attract tourists for its cottage industry traditional pottery crafts etc, Village markets are the other attraction but mainly its

tribal population. Village life is the concept of this operation and fortunately, all the reasons mentioned above are value added themes that are part of the package. All the labour and most of the materials used to build and decorate were and are local. The girls who make and bring toast and coffee for breakfast, then clean and make the accommodation rooms are tribal girls from the village who built and decorated the place and are still building and decorating. The tiling, plastering, plumbing, painting all done to a high western standard that is unachievable by most of the so called trades' people of odisha, was all done by these same girls. These same girls are the guides throughout the village and surrounds. Almost every concept of this guesthouse is unique and cannot be replicated anywhere in the world because this was one of these very rare things. Rural tourism in Odisha is having numerous opportunities and potentials. The organic and induced images of the state need to be revived through proper marketing efforts. The most important thing is to develop a system through generating awareness among the localities. The concept of rural Tourism is definitely helpful & effective for a state like Odisha where a sizeable population lives in villages and suffering from acute financial crisis.

DEFINITION & DIMENSION OF RURAL TOURISM:

Rural Tourism has emerged as a new mantra for alternative tourism development. This concept has been already tested in the developed country & proved the best results. Our country & its villages have so many things to cater the needs of the tourists. The rural people, its culture, tradition, arts, handicrafts, scenery, landscape can attract the tourists irrespective of its taste, perceptions & attitudes. Rural tourism has been defined as 'a variety of visits away from home to locations out side main towns and seaside resorts, during holidays, day trips, business trips or to visit friends & relatives. As per Gannon, "Rural Tourism" covers a range of activities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business." Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like: it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. That means rural tourism takes place in the countryside and creates value from rural opportunities. Typical characteristics of Rural tourism are sparsely populated locations, Predominant natural environment, focus on outdoor activities, small establishments with mainly part time involvement in tourism by the local community, locally owned enterprises, meshing with seasonal and local events

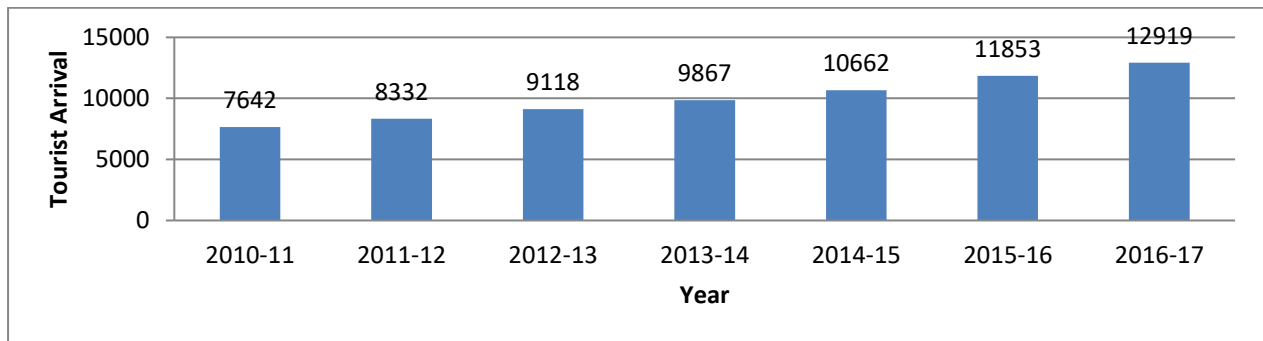
SIGNIFICANCE OF 'RURAL TOURISM' IN ODISHA:

Rural tourism's greatest potential benefit is its ability to generate money which can translate in to numerous positive economic opportunities for locals and their communities. For local the first benefit of tourism development is jobs both within the tourism sector and outside of it. Tourism development means more income and profits for tourist related business. The

economic multiplier model suggests that if local income from tourist expenditures is spent within local area, an increase in local income and jobs will follow. The concept of rural Tourism is definitely helpful & effective for a state like odisha where a sizeable population lives in villages. Different villages have different types of tourism resources, which is scattered, in the entire state. Tourism growth can be harnessed as a strategy for Rural Development. The concept of rural tourism is definitely useful for a state like Odisha where majority of population resides in villages. In many parts of Odisha the rural economy is in doldrums due to the increase in input costs and decrease in income. Many debt ridden farmers are committing suicides. Efforts to promote rural tourism as a subsidiary occupation can arrest this trend with balanced regional development. This concept has the potentiality to attract investment from big industrial houses in rural areas including valuable Foreign Direct Investment and ultimately increase in GDP of the country by creating value from rural opportunities. Small-scale enterprise development aided by micro-finance schemes has a significant potential for enhancements of rural livelihood opportunities. This concept has the tremendous potentiality to attract the investors in rural areas (Farm house, Agro based Industry, Organic fertilizer & rural development schemes). Odisha with its vast geography, rich traditions, culture and heritage, a vast and beautiful rural landscape, is naturally suited for this. The growing prosperity in urban areas, so visible in the vehicles, malls, multiplexes, restaurants and designer brand outlets is still to be seen in the rural areas. Here time stands still, the pace of life gentle, working conditions hard and each day of life brings new challenges. Amidst these hardships, the people exude warmth and welcome visitors with open arms. The Ministry of Tourism had started the projects in 2007 not only to promote rural tourism but also provide opportunities to rural populace to improve their socio-economic condition. In Odisha, the ministry had identified eight villages where rural tourism projects were to be developed by the respective district administrations. These are Raghurajpur and Pipili in Puri, Khiching in Mayurbhanj, Barpali in Bargarh, Hirapur in Khurda, Padmanavpur in Ganjam, Deulajhari in Angul and Konark Natya Mandap. The projects have two components, infrastructure and training and skill development of artisans. The project envisaged construction of open air auditoriums, tourist amenities, craft demonstration and sale centres on the infrastructure front apart from training and skill development of artisans. However, after the recent evaluation by the ministry, it was found that except Raghurajpur, works in other villages are moving at a snail's pace. It was also pointed out that lack of sightseeing options does not draw tourists to Raghurajpur even though all the components have been properly implemented. In the absence of tourist traffic, socio-economic condition of the villagers is not improving. (source: By Express News Service – Bhubaneswar Published: 18th September 2012 . While construction of any kind is yet to start in Hirapur, Pipili and Barpali, the project has not been successful in Deulajhari and Padmanavpur and moderately successful at Khiching. At Deulajhari, the infrastructure components are partially completed, but absence of maintenance has resulted in the project being accorded average rating. At Khiching, construction works are in progress. Another drawback is that some of the projects are still inaccessible with communication facilities yet to be developed. Hirapur is a case in point. But the functioning of rural tourism is facing problem of lack of co ordination and synergy between the various department and lack of awareness among the localities. Here The development of tourism is generally measured in terms of tourist arrival to the State. The trend of the total number of tourist arrivals is shown in Figure shown below. It may be observed from Figure two that Odisha used to get less than one percent share of foreign

tourists arrived in India. However, in absolute terms, the number of tourists from within the State, outside the State and abroad has been increasing.

Trend of Tourist Arrival in Odisha



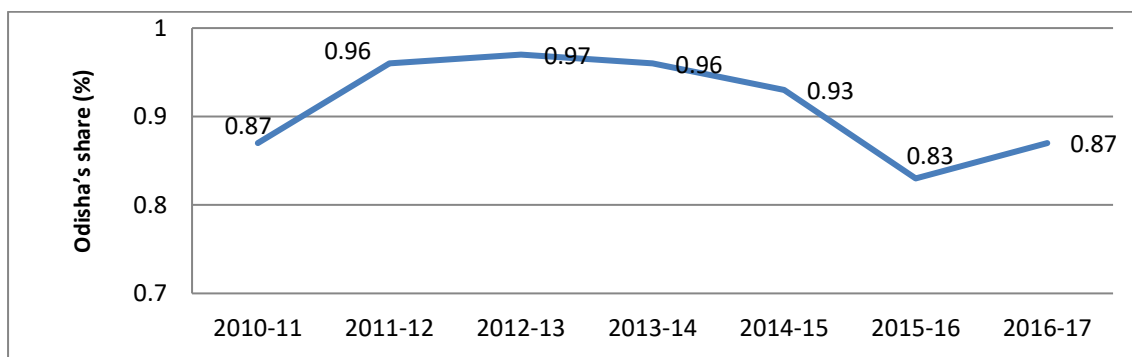
Source: SLBC (147th Issue)

Odisha's share in National Tourist Arrival

Year	India	Odisha	Odisha's share (%)
2010	57.76	0.50	0.87
2011	63.09	0.61	0.96
2012	65.78	0.65	0.97
2013	69.78	0.67	0.96
2014	76.79	0.71	0.93
2015	80.27	0.67	0.83
2016	57.76	0.50	0.87

Source: Tourism Department, Government of Odisha

The tourism department has adopted a multiprong strategy to promote tourism aggressively in the source market. During 2016-17, the tourist arrival in the State was 129.19 lakh against 118.53 lakh in 2015-16 with a growth rate of 8.99 percent over previous year. This steady increase in tourist arrival is partly attributable to regular and extensive marketing.



Source: Tourism Department, Government of Odisha

Tourist Composition in Odisha (2007 to 2016)

Year	From within the State	From India but Outside the State	From abroad	Total
2007	32.52	26.93	0.42	59.87
2008	38.47	25.12	0.44	64.02
2009	41.39	27.52	0.46	69.37
2010	45.63	30.29	0.50	76.42
2011	46.57	36.14	0.61	83.32
2012	54.37	36.16	0.65	91.18
2013	58.82	39.18	0.67	98.67
2014	67.74	43.17	0.71	108.62
2015	70.71	47.15	0.67	118.53
2016	77.05	51.37	0.76	129.19

Source: Tourism Department, Government of Odisha

Tourist infrastructure include development of roads, public convenience centre, interpretation centre, wayside amenities centre, Panthanivas, Panthashala, illumination, floating musical fountain etc. at tourist points. The State Government of Odisha have promoted the tourist infrastructure development in the State with high priority by increasing the funds provision from ` 1375 lakh in 2012-13 to `7593 lakh in 2016-17.

Inflow of Money via Tourist Spending in Odisha (2007-08 to 2016-17)

Year	Domestic Tourists	Foreign Tourists	Total	Growth Rate
2007-08	3088.21	106.93	3195.14	15.3
2008-09	3254.65	135.46	3390.11	6.1
2009-10	3566.89	150.83	3717.72	9.7
2010-11	3901.61	170.39	4072.00	9.5
2011-12	4253.81	201.14	4454.95	9.4
2012-13	4665.29	209.81	4875.10	9.4
2013-14	10288.60	308.94	10597.54	117.4
2014-15	11297.91	331.01	11628.92	9.7
2015-16	12336.93	308.78	12645.71	8.7
2016-17	13405.27	355.22	13760.49	8.8

Source: Tourism Department, Government of Odisha

The Trade and Hotel industry sector has been growing consistently since 1950-51. Both hotel and tourism industry go hand in hand. So the growth of tourism depends on the development of hotel industry. The tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Its share in the GSDP increased from 4.85 percent in 1950-51 to 10.37 percent in 2017-18. This sub-sector is expected to contribute

10.66 percent share to the real GSDP of Odisha in 2017-18. This sub-sector also records the highest share within the broader Services sector in the State, rising consistently for the last six years. The growth rate of 'trade, hotels and restaurants' sub-sector, however, exhibits a fluctuating trend since 2011-12. It slides down to a modest 7.22 percent in 2016-17 from a buoyant 11.22 percent in 2012-13. Over the last 10 years, the number of hotels at 1823 by the end of 2016 has increased by 65.94 percent. The trend in the standard of hotels in terms of servicing lower spending groups (LSG), middle spending groups (MSG) and high spending groups (HSG) from 2007 to 2016 can be seen from Table 5.28. During 2016, there were 1,823 hotels with 37,674 rooms and 75,152 beds, of which, 433 catered to high-spending groups (HSG), 474 to middle-spending groups (MSG) and 916 to lower-spending groups (LSG). It is observed from Table 5.28 that the number of HSG and MSG hotels in Odisha is increasing rapidly during the last four years while the number of LSG hotels is in a declining trend.

Hotel Position in Odisha (2007 to 2016)

Year	Number of Hotels				Number of Rooms	Number of Beds
	HSG	MSG	LSG	Total		
2007	62	204	936	1202	23341	44948
2008	86	211	935	1232	24197	46809
2009	96	232	948	1276	24962	48408
2010	114	263	942	1319	26531	51233
2011	150	245	933	1328	27291	52867
2012	251	288	918	1457	30770	60077
2013	306	356	923	1585	33349	65967
2014	334	399	956	1689	35373	70600
2015	383	455	921	1758	36382	73086
2016	433	474	916	1823	37674	75152

Source: Tourism Department, Government of Odisha

Policies for Promotion of Tourism and Hospitality Industry Of late, high priority has been given to the development and promotion of tourism as well as the hotel industry sector in Odisha. During the 10th Five Year Plan, the State spent public funds of `38.45 crore on this sector. During the 11th Plan, `157.49 crore was spent for this purpose. The plan ceiling for the 12th plan (2012-17) was `511.05 crore. During 2015-16, an outlay of `136.24 crore was provisioned. In all, 350 tourist centres have been identified for their development and promotion in Odisha.

OBJECTIVES:

- ✓ To identify the challenges in rural tourism.
- ✓ To understand the potential of Rural Tourism
- ✓ To find out the impact of Rural Tourism to our society
- ✓ To analyze the perceptions & satisfactions of tourists
- ✓ To develop some strategies to develop rural Tourism
- ✓ To identify the essential elements expected by the tourists
- ✓ To offer suggestion and make recommendation

LITERATURE REVIEW:

Rural Tourism is increasingly being used as a development strategy to improve the social and economic well being of rural areas. Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems (Sharpley & Sharpley, 1997). Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments (Roberts & Hall, 2001, citing Pearce, 1989). Benefits of rural tourism have been expressed as employment growth and broadening a region's economic base, repopulation, social improvement, and revitalization of local craft (Sharpley, 2000). Governments can play active roles in tourism. In short the literature suggests rural tourism development policy approaches require: regeneration/revitalization, horizontal and vertical integration, interdependence, stewardship/sustainability, mediation, cataclysm, service and welfare provisions, spatiality ñ awareness, intra and inter regional complementaries, opportunism, realism and quality (Roberts & Hall, 2001). Murphy (1985) proposed a community approach to tourism development which included formation of businesses networks, and the sharing of resources and information. For rural tourism to be successful, collaboration needs to exist amongst entrepreneurs (Wilson et al., 2001). Useful integrated approaches to rural studies include acknowledging the importance of locally controlled agendas to reach centralization, awareness of the benefits for shared ideas and funding developments, and creating appropriate tourism plans for rural areas (MacDonald & Jolliffe, 2003). There are numerous challenges when attempting rural tourism development: the total product package must be sufficient; significant investment may be required; there is the adaption to a service role; the quality of products and services and the availability of skills and resources for effective marketing (Sharpley, 2000). Tourism development requires attractions, promotion, infrastructure and services and hospitality (Wilson et al., 2001, citing Gunn, 1988).

The tourism potential of rural Odisha remains untapped as almost all Centre-sponsored projects are making tardy progress in different districts. It is important to promote these locations because Maoist menace has spelt the death of tribal tourism.

Of the eight rural tourism projects (announced between 2004 and 2007), six are yet to see the light of the day. Only one rural tourism project at Raghurajpur in Puri district was completed recently while another project on Pipili, also Puri district, is nearing completion, sources said.

Tour and travel professionals said the government should now focus on overall development on tourist destination in rural pockets. "Rural tourism can be a good alternative to tribal tourism. There are many beautiful and unexplored rural areas that will interest tourists", said tour operator Benjamin Simon of odisha.

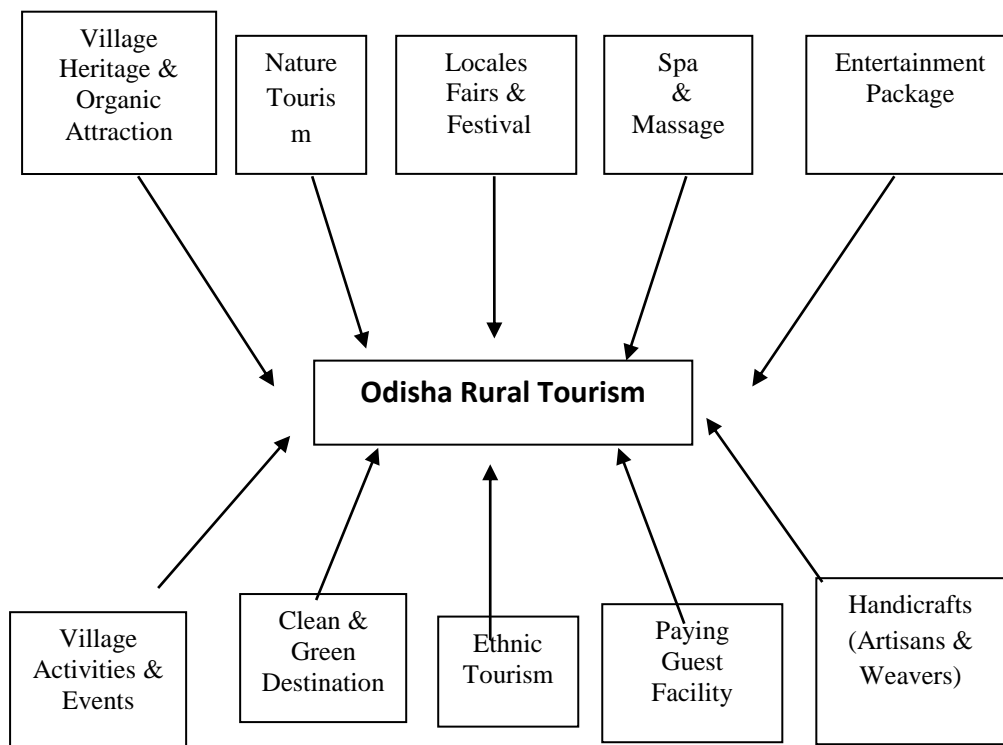
METHODOLOGY:

To understand rural tourism in this study has followed an inductive approach .It is quite challenging as the participants perspectives directed the empirical findings. The in-depth interviews were found to be challenging because of the need to reduce the vast amounts of transcribed interview information, constantly coding and ordering into general themes, to be

sure of relevant and irrelevant data as it evolved. Here the data are collected according to the methodology and findings were categorized into key themes. These themes were then compared and contrasted with the literature. This resulted in a presentation of the findings and their relation to the literature, respectively.

CHALLENGES IN RURAL TOURISM:

- ✓ Lack of awareness about the rural tourism and its benefits or Traditional belief that agriculture can help the rural people
- ✓ Off let realization of the fact that tourism can also play an important role in developmental process
- ✓ Absence of co ordination of supporting industry
- ✓ Legislation problems
- ✓ Shortage of trained manpower for different services
- ✓ Poor financial support
- ✓ Lack of communications
- ✓ Lack of basic business planning



Need for Rural Tourism Development:

- Sources of Financial Aids
- Policy Measures
- Capital Investment for Indigenous Projects
- Synergy with regulatory Entities
- Product Development & Innovation
- Quality of Service Delivery

- Exploring Marketing Possibilities
- Training & Skills Development
- Code of Ethics Creating Infrastructure
- Workshops and other Development Programmes
- Channelizing and Empowering Self Help Groups
- ICT Integration
- Facets of Disaster Management
- Creativity & Innovation

Barriers for Development:

- Improper Coordination between Stakeholders
- Lack of Patronization
- Absence of Long-Term vision,
- Decentralization
- Empowerment
- Bureaucracy Red Tapism
- Financial Constraints
- Inaccessible Sports
- Improper Local Transportation
- Changes in Climatic Conditions
- Lack of Government Support and Stimulation
- Infrastructural Inadequacy
- Policy Changes
- Marketing Deficiencies
- Lack of Planning
- Pressure on local residents

FINDINGS OF THE STUDY:

- Villages of Odisha have retained their identity within the mainstream of the broader cultural identity.
- Most of the villages of Odisha are with archeological treasures.
- Numerous places are there with historical significance like art and rock paintings.
- The ideal village raghurajpur is one of a treasure house of rural tourism. Pipli is a living heritage of an active tradition. It is renowned for the appliqué work.
- The traditional patta sarees are yet to be patronized and supported.
- The traditional figured saree from southern west of Odisha – the sambalpuri saree from christened after the villages where the crafts practiced. They need to be marketed and the weavers have to be brought to the crux of tourism. Horn craft is an established rural art of Odisha.
- The rural areas are resplendent with outstanding craftsmen who make jewelry boxes, table mats, kalash, diyas, animal figures, figure of Gods and Goddesses, flower pots, toys like rajarani, pen stand, wall hangings, folk paintings, dhokra casting, coir toys, terracotta, brass and bell metal cane and bamboo craft and pictorial sarees.

- The age-old institutions having reforming values need to be revived through tourism. E.g.- Bhagabata Tungis.
- The intensity and scope of Odiya rural rituals can fuel tourism. E.g.- Sankirtana. Tourism can bring about reassurance of rural Odisha. Unique customs such as Grama Devi, Nyaya Panchayat, Chakulia Panda, Pala and Daskathias can prop up rural tourism in the state.
- The Paika Nrutya in Paika villages of Khurda and Puri and other folk arts like chawdance Daskathia, Naga Dance, Samprada Dance, Medha Nacha, Pala, Kela Keluni, Kandhei Nacha, Jhoomar Dance, Ghoomar Dance, Chaiti Ghoda Nacha, Ghanta Patua, Danda Nata, Dalkhai Dance, Paraja Dance, Kharpa Dance etc. are exquisite rural cultural expressions. Odisha is endowed with an exemplary culinary heritage.
- The diverse choice of sea food is a value-add to the rural tourism in Odisha.
- Odisha rural marketing can be designed as sub brand of Incredible India.

CONCLUSION:

This paper has endeavoured to examine the main rural areas development through tourism approaches and identify pertinent issues in odisha context. This analysis has been substantiated by a comprehensive overview of the literature covering the phenomenon of rural tourism development. The concept of rural tourism is defined and the reasons why development of the phenomenon has occurred. Then the rural tourism development approaches were analysed in relation to the social and economic impacts and tourism development challenges.

The state Odisha has enough potential and scope for rural tourism of incredible India but the readiness or preparedness is yet to be achieved. Government support it utmost required to expedite the process. The localities and the stake holders should understand the concept and benefits of rural tourism. There is a need of training and awareness programme for every ancillary department which are linked with the functioning of rural tourism. The proper marketing plan is also required for the success of rural tourism in the place like odisha .The benefits and contributions of it is not only confined in respect of societal and economical but it will definitely to develope and sustains the village life style.

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