

A Study on the Tourism Development and Livelihood Enhancement of Rural Tribals through Non-Governmental Organization

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Abstract:

Today, one of the most sectors of tourism has developed. For example, the government has also emphasized on spreading eco-tourism such as cruise, adventure, medical, wellness, golf, polo and especially in tribal areas of rural areas. In which emphasis has been placed on involving the local community and developing the overall economic development of their areas. In such a field, apart from the government department, voluntary organizations or non-governmental organizations are also playing a role in their socio-economic development by providing livelihood opportunities to the local people in the fields of rural society by undertaking small and big projects.

Key words: tourism, rural tribal, livelihood, non-governmental organization etc,

Introduction:

Today the tourism sector has a vast impact on the national economy and plays a major role in other aspects of the country's economic growth and development, especially the creation of new jobs. Briassoulis (1991), mentions that Tourism impacts not only the economy of a region but also its social and cultural structure as well as its environment. According to the world travel and tourism council calculated that tourism generated ₹13.2 lakh crore (US\$170 billion) or 5.8% of India's GDP and supported 32.1 million jobs in 2021. (World Travel and Tourism Council - Wikipedia). For local communities, however, a significant socioeconomic factor in tourism development is the proportion of tourism income that can be captured by the local economy (Kline, 2001). Such income is generated through employment in tourism-related services such as food and lodging, Art and folk dance, local tour guiding, and home stay, sale of souvenirs and outdoor recreation equipment like shop, boating etc.

The growing influence of tourism in the economic sector and its potential as a means of development is more than any other sector.

Neto (2003) says that without careful land-use planning, for instance, rapid tourism development can intensify competition for land resources with other uses and lead to rising land prices and increased pressure to build on agricultural land.

The development of tourism has the potential to generate large-scale employment and also improve the quality of life of the people. Therefore, the main objective of the Ministry of Tourism is to facilitate and strengthen tourism in India. On the basis of which two main types of schemes of the Ministry of Tourism have been implemented in the country during 2014-15. Which includes (1) Swadesh Darshan and (2) Prashad scheme?

Today, one of the sectors of tourism has developed. For example, the government has also emphasized on spreading eco-tourism such as cruise, adventure, medical, wellness, golf, polo and especially in tribal areas of rural areas. In which emphasis has been placed on involving the local community and developing the overall economic development of their areas. In such a field, apart from the government department, charitable voluntary organizations or non-governmental organizations are also playing a role in their socio-economic development by providing livelihood opportunities to the local people in the fields of rural society by undertaking small and big projects.

Baif (Bhartiya Agro Industrial Foundation) has been functioning since 1967 at Lachkadi, (Vandsa) among various non-governmental organizations of Gujarat state. This organization is making an important contribution to the socio-economic development of the people of the tribal groups, especially in South Gujarat. This organization is known as Dhampur Utthan Vahini (Dhruva). This organization works for the socio-economic upliftment of the tribal community living in Dharampur taluka and its adjoining areas. Sub-units are located in Vandsa, Waghai, Kaprada and Silvasa of The Dhruva Institute. Taking into consideration the geographical, environmental and emerging opportunities and different stakeholders of each area, they do

developmental work by providing them with training and self-employment or livelihood. One of the various activities of the organization was the implementation of Center for Livelihood through Hospitality and Tourism project near Kaucha village in Silvasa district by Dhruva Biff Kaparada unit. Taking this into consideration, this project has tried to present the findings about the increase in the livelihood opportunities of the local rural tribal people and the change in their socio-economic life through the research paper. Here I clarified that this research paper prepared Based on primary data collected for an unpublished dissertation presented during postgraduate studies master of rural studies in the department of rural studies in 2018 and also secondary data used.

A Dudhani - Tourism Center" has been developed near Kaucha village of Silvasa district of Dadra and Nagar Haveli of Union Territory. The project is named "Kaucha Tourism Development Board" for short. Financial funding for this project was provided by Sir Ratan Dorabji Tata Trust, Mumbai.

The main objectives of the project to develop rural tourism destination, to provide livelihood at local level in rural and semi-urban areas by up skilling people through various trainings by creating new employment opportunities at tourism destination. Therefore, the beneficiaries of Kaucha village near Dudhni tourist spot were selected and divided into different groups according to their interests and abilities and given various types of free training. Like, tried to develop activities like Tarpa dance group, boating group, home stay group, food service group, guide training, and Outlet and Nahri Mahila group. So the extent to which the project activities have been helpful to the local rural tribal people can be seen from the following key findings.

Conclusion:

1. Tarpa Dance Activity: Under this activity, the tourists/visitors coming to the tourist spot were to be made aware of tribal culture and tribal music and dance and entertainment, traditional tribal folk dance was to be provided as a source of livelihood for the people here. Out of total 16 beneficiaries, 12 beneficiaries were actively involved. Especially when there are orders of tourists visiting tourist places or government programs, this trend is going on. Under this scheme, the affiliated members used to get an honorarium of Rs 1,000 per member and Rs 4,000 to Rs 6,000 per group in the government programme. This activity does not provide permanent livelihood to the beneficiaries so during the remaining days the trainee members of the Tarpa group have to earn their livelihood through supplementary occupation.
2. Boating Group: Under this activity five beneficiaries were selected by DHRUVA - BAIF Institute to develop traditional boating activities at tourist sites to increase economic employment by training local youth through innovation and change. The selected beneficiaries were trained in boating and helped with equipment such as boat porch, swing, mats, mattresses etc. for the purpose of renovation in their business. A boating association has been formed at the tourist spot. 50 administrative expenses to the tourism department for one trip per day and the remaining Rs. 300 a boatman gets. The boating industry has been very successful and has increased the livelihood of the boat drivers.
3. Home Stay Group: Under this activity, employment was to be provided to the tourists/visitors coming to the tourist spot by providing accommodation and food facilities to the tourists in tribal families. Also with the aim of acquainting tourists/visitors with the tribal habitat, customs and culture and protecting them, Dhruva- Baif Organization has constructed guest houses in total five beneficiary houses of Kaucha village. In which accommodation facilities for tourists have been developed. The guest house showcases a fine example of tribal handicrafts from Warli painting. These guest houses are located in different parts of the village and far away. Therefore, this practice has received relatively little encouragement as tourists do not have specific information or knowledge.
4. Food Service: Under this activity, for the purpose of providing dining facilities to tourists/visiting tourists at the tourist place, creating economic employment and providing traditional nutritious food to the tourists/visitors and making them aware of the new dishes of tribal cuisine, the organization selected a total of 3 beneficiaries in the food service category. were They were taken to Panas (Kaparada), Gangpur (Lachhkadi) for food service professional training and given practical training three times. In which various dishes, service and how to behave with tourists were taught. But this trend has only marginally benefited the livelihood of the beneficiaries.
5. Training of Guides: Under this activity guide training provided by Dhruva - Biaf organization to become self-employed by guiding the pilgrims/visitors coming to the tourist spot. Dudhni - tourism center site is located between Gujarat and Maharashtra. So the guides were trained in knowledge of Gujarati, Hindi,

Marathi, and English languages so that tourists/visitors can guide in Marathi and Gujarati languages, so that they can guide at one time Gets self employment at the rate of Rs. 300. This practice has been very successful.

6. Outlet Activity: Under this activity a beneficiary was encouraged for outlet activity by the organization to generate income from home industry and household products and sale of items from the outlet for self-employment of the local people at the tourist spot. For which financial assistance was provided by the organization. The location of the outlet comes at the entrance to Dudhani-Tourist spot. Tourists are attracted to buy various household and household products (bamboo articles, handmade craft etc). Currently 15 to 17 thousand monthly incomes are earned through this practice.

7. Nahri group activity: Under this activity promotion and dissemination of traditional food especially of rural tribals and traditional food local women get self-employment through group activity and economic entrepreneurship, self-confidence and economic development in them by inspiring and pole to other women groups. Rs.15000 thousand as financial assistance and help of fridge, table, chair, utensils etc. was given by BIAF organization to set up Nahri Center. Employment is provided through Nahri's practice but it is not guaranteed. This centre runs according to the order of the tourists visiting the tourist spot. A good income is generated by the practice of this Nahri during holidays and festivals.

Thus, Tourism activities have generated employment in this area but it also had significant impact on the socioeconomic scenario of village that's way the Local residents retain control of funds and enterprises, and are able to develop institutions and skills through their participation in tourism. This will vary with different types of tourism activities and with different implementation strategies. The Government should also promote the involvement of locals to own, manage and profit from natural resource based business.

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