A STUDY ON EVALUATION OF RURAL TOURISM SCHEME OF GOVERNMENT OF INDIA IN ANDHRA PRADESH AND TELANGANA

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Abstract: Rural tourism is one of the few activities which can provide solution to problems like falling income levels and lesser job opportunities.

The Ministry of Tourism, Government of India is implementing Rural Tourism Scheme to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions in India. The primary beneficiaries are rural communities (especially women and unemployed youth), PRI (Panchayat Raj Institutions) representatives, tourists etc. The aim of the rural tourism scheme is to promote village tourism as the primary tourism product and to stretch tourism and its socio-economic benefits to rural and new geographic regions.

Till date 25 projects have been successfully completed or are in the verge of completion in the 16 states of India. This present study has taken three (3) projects as sample namely, 1. Development of Pochampalli, Nalgonda District, Telagana 2. Rural Tourism at Konaseema Village, East Godavari District, Andhra Pradesh and 3. Development of Puttaparthi, Ananthpur District Andhra Pradesh.

The primary objective of this research paper is to evaluate the Rural Tourism Scheme of Ministry of Tourism, Government of India in Andhra Pradesh and Telangana. The secondary objectives of the study are to find basic issues hindering the flow of tourist, to identify the role of the key stakeholders of the rural tourism scheme and to recommend appropriate plan of action for effective implementation of the scheme in Andhra Pradesh and Telangana.

Key Words: Rural Tourism, Key Stake holders, Plan of Action, Clear cut Delegation of Responsibility, Convergence between Implementing Agency and PRI Representatives

Tourism – A Panacea For Economic Development

Travel & Tourism (T&T) is one of the prominent job creators in the world. The industry employs more than 98 million people directly, representing over 3% of all employment. When indirect and induced impacts are included, the industry contributes to around one in every eleven jobs worldwide. The share of world employment in Travel & Tourism is greater than that for the auto manufacturing and chemicals manufacturing industries combined, across every region of the world. Furthermore, the outlook for the industry is relatively positive: job growth in Travel & Tourism is forecast to average 1.9% per year over the next decade, compared with 1.2% annual growth forecast for total jobs in the global economy.

Understanding the importance of Travel & Tourism in many countries and its potential as a driver of employment growth is crucial, especially with the high levels of unemployment or underemployment now prevalent in many countries.

Tourism industry provides a number of economic benefits. Some of them are given below.

1. Generation of employment opportunities. Being highly labor-intensive tourism creates employment opportunities both direct and indirect.
2. Earns foreign exchange without exporting anything tangible. Tourism is considered to be 'invisible export' as it brings immense foreign exchange earnings without exporting anything tangible.
3. Leads to balanced regional development.
4. Helps to improve per capita income and standard of living.
5. Facilitates development of basic infrastructure amenities.
6. Promotes a hub by economic activities.
7. Tourism promotes related industries such as handicrafts, spices, coir, textiles, gems, jewellery and furnishing goods.
8. With the active involvement of private entrepreneurs and new tourism related business will come up.
9. Generates income for the government.

Genesis And Background

The development of a strong platform around the concept of rural tourism is useful for a country like India where 74% of the population resides in 7 million villages. Rural tourism is one of the few activities which can provide solution to problems like falling income levels and lesser job opportunities. The potential of Rural Tourism has been harnessed as a strategy for rural development. Besides, increasing level of awareness, growing interest in heritage and culture, improvement in accessibility and environmental consciousness is enabled by rural tourism.

The Ministry of Tourism, Government of India is implementing Rural Tourism Scheme to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions in India. The primary beneficiaries are rural communities (especially women and unemployed youth), PRI (Panchayat Raj Institutions) representatives, tourists etc.

The 10th five year plan has identified tourism as one of the major sources of generating sustainable livelihoods and employment in India. Rural India has a rich tradition of art, craft and culture. Rural Tourism is therefore, seen as a major avenue for this endeavour and the Government of India has given priority to tourism in this plan as it has great potential, particularly in rural areas, to create jobs and to ensure 'sustainable livelihood.'. The Ministry of Tourism, Government of India has launched the Scheme for Rural Tourism in this Xth Five year

Plan period in order to promote village tourism as primary tourism product to spread tourism and its socio- economic benefits in various geographical regions all over India. Under this Scheme, substantial funds also have been given to State Governments. The Rural Tourism project has also been taken up with United Nations Development Programme (UNDP) support under the Ministry's Endogenous Tourism Project with the local involvement of grass-root workers and village Panchayats.

Till date 153 projects have been successfully completed or are in the verge of completion in the 28 states/UTs of India. This present study has taken three (3) projects as sample namely, 1. Development of Pochampalli, Nalgonda District, Telagana 2. Rural Tourism at Konaseema Village, East Godavari District, Andhra Pradesh and 3. Development of Puttaparthi, Ananthpur District Andhra Pradesh.

Objective of the Study

The primary objective of this research paper is to evaluate the Rural Tourism Scheme of Ministry of Tourism, Government of India in Andhra Pradesh and Telangana. The secondary objectives of the study are to find basic issues hindering the flow of tourist, to identify the role of the key stakeholders of the rural tourism scheme and to recommend appropriate plan of action for effective implementation of the scheme in Andhra Pradesh and Telangana.

Role Of Key Stakeholders

This part discusses the key stakeholders involved in the rural tourism scheme, the activities carried out by these agencies to fulfill the desired objectives and their implementation procedure. All the stakeholders/ participating agencies were briefed by Ministry of Tourism officials about the scheme objectives, activities and expected outcome during various interactions, meetings sessions.

1. Ministry of Tourism, Govt. of India

The Ministry of Tourism is the national executing agency for the project and is responsible for its overall management. This includes the achievement of planned results and the use of UNDP funds. The Ministry of Tourism has designated the Joint Secretary (Tourism) as the National Project Director (NPD) to coordinate project execution. Further, a Project Standing Committee headed by the NPD has been further established to facilitate timely decisions on project management issues such as budget structure, annual work plan, financial management, implementation issues, audit follow-up, evaluation and research strategy. Besides, Secretary (Tourism), Government of India chairs the Project Management Board with Joint Secretary (Tourism), Government of India heading the Project Standing Committee. The role of the board is to provide oversight and cross-sectoral linkages at the senior policy-making level. Work Plan creation and implementation at all sites has progressed through detailed consultation with local community stakeholders, NGO/Implementing partners, Focal Points (District Collectors, State Tourism Departments and the travel trade.

2. United Nations Development Programme (UNDP)

UNDP has committed funding support to the Ministry of Tourism (Government of India) for the Endogenous Tourism initiative. Under the UNDP supported projects, a sum of Rs 20 Lakhs was given to implementing agency for undertaking the software components like awareness building, capacity building, training etc. The UNDP sponsored architects who have provided the much needed technical support in designing Hardware components at many sites. There has been a continuous monitoring of the software and hardware development by the UNDP team in the sites. The team of UNDP experts have facilitated the scheme by actively participating in the DPIC meetings and by coordinating the activities at the central, state and district level. Due to the timely support and intervention of the UNDP, the programme has achieved much of its desired objectives.

3. State Tourism Department

The tourism departments of various states have played an important role in identification of rural tourism sites in the state. In the initial phase of the project, the State Governments were asked to furnish proposals for the promotion of Rural Tourism in the sites identified by them. During the implementation stage, the state tourism departments played a vital role in developing the infrastructure in many states. The state tourism department further keeps a track of the physical and financial details. The quarterly reports and utilisation certificates are also send by the implementing partners (NGO/PRI) to the state tourism department.

4. Focal Point

The focal point for the scheme is District Collector (DC)/ District Magistrate (DM) at the district. The focal point is the nodal officer and responsible for facilitating the execution of the hardware and software activities at the site. The focal point operates under the supervision of the National Project Director and UNDP team members. The focal point has been responsible for preparation of Detail Project Report, fund disbursement to the implementing agencies and Public Works Department or agency responsible for hardware implementation. The focal point has the responsibility to supervise and monitor the implementation of Hardware and Software activities by ensuring convergence of schemes from various government departments.

5. Tour Operators

The role of the tour operators is primarily conducting the tour for the tourists. The area of operation and range of services offered to the tourists vary from place to place. It was observed that in most of the sites, the tour operators are private parties and does not have any direct linkages with the state tourism department. In certain rural tourism sites like Konaseema (AP), Mokokchung (Nagaland), etc the tour operators along with the state departments conduct packaged tours to these tourism sites.

6. Non-Government Organisation (NGO)

The NGO or implementing agency is selected based on its history of working and experience in tourism sector. District Collector along with other key officials does the selection of the implementing agency for developing a particular village site. Mostly, the NGOs selected have a presence nationwide, however there are some state level and district level NGOs too. The implementing agency undertakes the capacity building exercises and other software goals in the site. The Implementing Agency/ Partner along with the local community have been responsible for implementation of the software elements of the rural tourism project as per the work plan sanctioned by the Ministry of

Tourism. The NGO has also played an important role in advising hardware components. This would further ensure effective community participation and benefit in the sites developed under the rural tourism scheme.

7. Panchayat Raj Institutions (PRI) Representative

Local administration, maintaining land records, planning, welfare, etc of the villages is the prime responsibility of PRIs. Under the Rural tourism scheme, the members of the institution are supposed to render help to the implementing partners at the grassroot level. The members of PRIs, being the Kumlambhalangi (Kerala), Lachen(Sikkim) or Mana (Uttaranchal), the PRI have been given a prime responsibility of managing the rural tourism scheme. In other sites like Banavasi village (Karnataka) and Ballavpurdanga (West Bengal), they have coordinated well with the NGOs.

8. Artisans

The prime motive of the rural tourism scheme is to enhance the capacity of local artisans. The implementing agency has conducted different workshops, seminars to provide value addition to existing artisan's skills. For instance, the artisans of Raghurajpur Village (Orissa), Samode Village (Rajasthan) etc have been provided extensive training by the implementing agency in developing their skills. This has helped in exposing the arts and crafts of the village generating income to the artisans and overall revival of the rich heritage of the village.

9. Tourist

Tourist is one of the key stakeholders under the rural tourism scheme. The flow of tourist to rural destination depends upon the facilities provided during their stay in the village. The tourists, who wish to visit the village site, require proper accommodation, sanitation, drinking water facility and medical facilities. Besides, the tourists look for healthy and hygienic food in the village. Proper Knowledge sharing about the historical importance of the visited village with the tourists can be done only by a knowledgeable tour guide. There has been 8% to 10 % increase in the arrival of tourists to the village sites after the launch of the rural tourism scheme.

10. Self Help Group (SHG) Members

The empowerment of women in the village is one of the key achievements of the rural tourism scheme by forming Self Help Groups in the village. The local people of the village are members of the group. These members actively participate in various seminars, workshops, training pertaining to enhance their skills. They have been provided with marketing linkages by the implementing partners. Most of the SHGs which were earlier defunct have grown in financial strength in the villages.

11. Other Government Departments

The prime focus of the rural tourism scheme is convergence of other governmental schemes / yojanas. In most of the sites, a monitoring committee has been constituted which comprises of members from various government departments at district level with an objective of holistic development of the sites. The state government departments, which have contributed to the development in various sites are Conservator of Forests, State Archaeological Department, District Rural Development Agency, State Tourism Development Corporation, Public Works Department, State Electricity and Water Department, State Agriculture Department etc

CONCLUSIONS AND RECOMMENDATIONS FOR SUSTAINABILITY

Recommendations for Sustainability

The rural tourism scheme is based on principles of sustainable development and the aim is to promote tourism sites in India. The scheme emphasizes entrepreneurship and active community participation in development and policy-making in rural tourism. This section discusses recommendations that can be undertaken for the sustenance of the capacity building and better utilisation of the infrastructure and other materials provided under rural tourism scheme.

1. Clear cut Delegation of Responsibility

There should be clear cut delegation/ appropriation of responsibility among the stakeholders involved in implementation of the programme. Apart from the DC/DM, the other people involved in the project should have permanent posting till the project is completed, so that the broader project understanding is retained. The rural tourism scheme can be successful if there is a broader understanding among all the stakeholders about key elements of the project. To develop such an understanding (so that people do not confuse it with other schemes), a display board can be put up in all the Gram Panchayat office, listing all the key elements of the project.

2. Need Assessment for Hardware Infrastructure

The software activities should precede the hardware activities. Only when the need is felt and the capacity is built, the hardware funds should be disbursed. The creation of infrastructure should be one at least after 6-8 months after the initiation of the project. This ensures, that the hardware funds are optimally utilised and also solve the requirements of the people. Once the needs are prioritised, hardware activities should be undertaken based on the prioritisation.

3. Convergence between Implementing Agency and PRI Representatives

The Gram Panchayat and NGO should work together and good work done by either of them should not be disrupted by other. If there is some misunderstanding or conflict, a complaint redressal cell should be formed at the district/ national level to solve these problems. There should be at least a monthly meeting between the two parties.

4. Frequency of District Project Implementation Committee's (DPIC) Meetings

The DPIC meetings should be held more frequently. Since, the representation in the DPIC is not by a person, but by a department/ organisation, so members keep on changing. To orient the new members of different departments, a fixed charter of items should be developed for each quarter and they should be given proper insight about the genesis and progress of the study. For instance, the representative of Rural Department should know the timeframe by which he/she is supposed to link the SHGs to a financial institution like NABARD.

5. *Exposure Trip*

The tourism product offered by the rural tourism includes an ensemble of products and services (boarding and lodging, entertainment etc.) exploited within a specific context, influenced by the natural factors of a region & locality. The quality of the tourist product is directly related to the exploitation of the tourist patrimony of that area, considering the natural resource, the general infrastructure and especially the quality of the human resources used in the tourism activity. More visits to places like Ashoka Hotel on a national scale, where the art and culture of various sites is viewed, can help in developing the concept of integrated tourism products.

6. *Management Information System*

The development of micro level database like a Management Information System to capture the number of domestic and foreigners visiting the site, number of people staying in the village, duration of stay, places visited etc, should be maintained by the village level council or the gram panchayat. The host families should have a structured and universal format of filling up the details of the visitors.

7. *Marketing of Sites with the help of Tour Operators*

As mentioned earlier, one of the major constraints of rural tourism scheme is strong competition from other nearby tourism destinations and from other packages sold by tour operators. To solve this problem, Tour operators have to be convinced to sell these sites. There should be a meeting at the Central level or State level, where tour operators would be invited and given incentives to sell these sites. This can, however, happen after the rural sites are completely developed.

8. *Creation of Special Monitoring Cell*

There is requirement of a special monitoring cell or steering committee to evaluate the rural tourism scheme. The members would include members from the Ministry of Tourism, Government of India, Joint Director, State Tourism Department, District Collector, Local Sarpanch / Village Level Council Heads, Implementing agency representative as well as local artisans' representative. Strict deadlines on execution of each project component should be in place and which can be periodically monitored by an external agency.

9. *Aggressive Marketing*

The main objective for developing rural tourism in India is to promote our rich cultural heritage and environment .This, in turn, enhances eco-tourism for sustainable livelihoods. The strategies involved for sustainability of rural tourism projects should also include aggressive Marketing Strategies. There is demand of rural tourism in India as modern day tourist is keen to explore and experience the cultural heritage of the destination. India being a destination with rich cultural diversity always attracts tourists; particularly the foreign tourists who cherish the local beauty, diversity, heritage, culture, handicraft etc. Aggressive marketing is required to promote each destination of rural tourism based on its uniqueness. For that proper co-ordination among different implementing departments / agencies, both from the government and private is necessary.

Conclusions

Since rural tourism development is recent and locally managed, the involvement of local people is high. The scheme has empowered the local people by increasing their livelihood opportunities. The sites selected have been apt for the rural tourism scheme. Most of the sites have their own traditional importance and place in history. Some of them are known for the beautiful temples, mosques, churches and some for their scenic beauty and environment. Few of these sites like Pochampalli are popular as business centres, where people come to buy sarees, handicrafts etc. Each site has a speciality of its own, which cannot be duplicated. Prior to creation of the physical structures, assessment was done to identify and prioritize the needs of the people. However, in some cases, the synergy between hardware and software could not be established. This was due to multifarious factors like initial ignorance of the panchayat about the scheme (Kumbalanghi) or the lack of community participation/ awareness as observed in Annegundi village. This scheme has led to the creation of better infrastructure and public amenities in rural village and benefits to the local residents. Creation of facilities like common utilities like toilets, parking space, drinking water facilities, café etc, improvement of pathways, refurbishing of monuments and landscaping have improved the surroundings of the villages. With creation of common facilities, the environment in the rural tourism sites has become clean & beautiful and led to increase in satisfaction level among the native population. For instance, even a modest erection of light post has brought happiness and light in the life of the people. The internal roads and pathways were never a part of the development process in earlier schemes. These basic facilities were much awaited by not only tourists, but villagers too. It is pertinent to mention that UNDP team has provided good support in designing and developing architectural framework of the tourism infrastructure through its empanelled architects. However, it is too early to assess the utilisation of these structures, as most of them are either recently constructed or are being constructed. The capacity building for visitor handling has been undertaken at rural tourism sites. The employment of guides, managers, administrators, cooks, etc from outside the village could have led to a loss in interest of the community in sustaining and promoting the rural tourism. Hence community members were encouraged to take active part in the training process. The capacity building stage is at its nascent stage in most of the sites. For instance, in guide training programme, though youths have been identified and training imparted, but due to low tourist visits to the site, the potential of guides is not full utilized. Similarly, the host community needs more time to pick up the art of visitor handling or cuisine making etc. However, the skill building programmes for visitor handling have been successful in the short run.

Before planning any scheme or activity, inculcating the confidence of the people is a crucial factor, especially in the case of women members of the community. For example, during the field visits, it was reported that in Jyotisar (Haryana), the production could not be started, because the women were apprehensive about running a business on their own. Also the shop which is part of hardware activity has not come up, so they were not sure whether they would be selling the products. Efficient and effective participation of the tour operators and travel agents is essentially required to promote the rural tourism sites. It was found out that only at few places like Samode (Rajasthan), Ballabhpur Danga (West Bengal); implementing agencies are in the process of establishing formal and informal linkages with tour operators. The state Tourism Department is also in a process of tying up with some tour operators to promote the sites. Presently, some of these sites are a part of packaged tour, but much needs to be done in this area like creating awareness among the tourists about rural tourism sites. In many sites, the SHGs have been formed and trainings imparted to them on book keeping, conducting meetings and managing their business. Now, Self Help groups need working capital support to fine-tune perspective plans and business plans. However, financial linkages with Banks/ DRDA and other such institutions etc are still at the initial stage. Unless financial linkages are provided, it is very difficult to develop

these small activity groups into small and medium scale enterprises in future. People have earned moderately by participating in local melas and festivals. However, marketing linkages or export linkages with institutions need to be provided to promote the local skills at a wider scale. Ongoing and repeated attempts to build partnership / linkages with other departments working at district level are in the nascent stage. It is important to link rural tourism scheme to other schemes effectively for the holistic development of the sites. A project involving the community cannot be a success without the complete cooperation of the locals. The aim of rural tourism is to increase the net benefits to rural communities from tourism and increase their participation in managing the tourism product. Significant community participation was observed in the sampled site. However, being a new concept, the demand for rural tourism is relatively low in India. The number of jobs created by this activity is not high at the moment, but the diversification of the attractions and services could induce a significant growth in this field in the near future. The contribution of rural tourism to the local economy is relatively moderate in most rural destinations, at least in terms of household income. There are no reliable statistics on the actual income from rural tourism. It was observed that besides the financial results, rural tourism development has improved the quality of life at the identified destinations (by providing broader personal contacts, by motivating people to take better care of their environment or indirectly, by assuring preference to an area in national development projects). The supplementary income generated by rural communities can help the development of the infrastructure or social services as well. The perceived potential of economic development (by tourism as a catalyst) can make an area more attractive, thus more viable in the long term. Since rural tourism is a relatively new phenomenon in India, it will require some more time to achieve the desired expectation.

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Appendix:

Table 1: Rationale for selection of site under rural development scheme

S.No.	Name of The Project	Rationale for Selection of Project
1	Development of Pochampalli, Nalgonda Distt., Telagana	Pochampalli is famous for its Pochampalli Patola tie and die sarees known as Ikat sarees. It is also known for its rich devotional practices and there are six famous Hindu temples, including Markandeya temple. Besides, the place has prominence as it is the first village for the Bhoodan movement initiated by Vinobha Bhabe. Pochampalli is located 46 kms from the Hyderabad city (36 kms on national highway). Ramoji Film city is another major place of attraction, located very near the village. The village has a lake known as

		Peddacheruvu with greenery all around. Besides, there are two other lakes and the historical 101 Darwaja House. All these draw a lot of tourists to this site.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	Konaseema village is spread over two districts-East Godavari and West Godavari. The downstream of Godavari river has backwaters with lush green coconut grooves all over the village. The village is also famous for its countryside beauty and river cruise. Konaseema Village is close to Vijaywada District headquarter. It is 80 Kms from Rajahmundry and buses ply between them. Vijaywada is one of the most fertile and resourceful districts in Andhra Pradesh. Konaseema Village is surrounded by rivers and exotic green spots, also has potential as sports tourism destination. The delta region has several Hindu and Buddhist pilgrimage centers, beach and wilderness tourist destinations.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	Puttaparthi village is located 400 kms from Hyderabad and 29 kms from Penukonda (Ananthpur District) in the southwestern part of Andhra Pradesh. The village is surrounded by arid and rocky hills of the nearby bordering state of Karnataka. It is famous for Prasanthi Nilayam, the ashram of Sai Baba, which is being constructed by his disciples, which attracts large number of devotees throughout the year. It was reported that lakhs of domestic and international tourists visit Puttaparthi every year. The place also showcases the rich cultural heritage of Ananthpur and Rayalaseema districts. Puttaparthi is accessible by road from Bangalore (5hr), Hyderabad (10 hr) and Chennai (11 hr).

Table 2: Present Status of Infrastructure Developed under Rural Tourism Scheme

S.No.	Name of the Project	Present Status of Infrastructure
1	Development of Pochampalli, Nalgonda Distt., Telagana	Most of the civil construction of structures like crafts museum, amphitheatre, cafeteria, toilet block etc are complete with only some interiors left. In the Museum block, only flooring & painting is left. The Amphitheatre is complete with some portion of plastering left. Besides, the Guest house, Cafeteria, Toilet Block, Compound wall have also been completed.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	Konaseema Village has three house-boats plying between Dindi and Sevakodulanka. The river cruises are basically leisure cruises with soft activity included like angling in the river Godavari, cruising at low speeds and enjoying the village ambience of local agricultural and fisherman communities. The boats are designed to carry tourists for night halt and sight seeing. The Construction of Coconut Country Resorts at Dindi spot is still under progress. It houses guest rooms, restaurant cum bar, conference room, reception centre. The house-boats are equipped with two double bedrooms with attached baths and a sit-out cum dining area on the deck. There are attendants to attend to the comforts of the tourists on the deck. The Cruiser sets sail at 10 AM takes tourists along the winding tributaries of Godavari-Vynateyam and Vasishta. Food is served -breakfast and lunch (veg) on the boat and dinner (nonveg) on an island in typical rustic style. The boat drops anchor at Sivakodilanka for the night .The complete to and fro journey of the house boat costs Rs 5000.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	A resort has been constructed for the tourists .It consists of a AC and non AC dining hall, kitchen, shop for handicraft items, six AC rooms, six non AC rooms, an office cum information centre, a meditation hall and another information centre at Puttaparthi bus stand. The entire infrastructure has beeen completed. The landscaping of the garden is under way.

Table 3: Status of Facilitation Centres

S.No.	Name of The Project	Status of Facilitation Centre
1	Development of Pochampalli, Nalgonda Distt., Telagana	The amphitheatre has been completed in the Pochampalli village with some work of postering left. The craft museum is also completed with only flooring and painting left. The civil construction is over.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	There is no facilitation center in the Konaseemsa Village. The tourists willing to visit the village get in touch with the private tour operators. The Andhra Pradesh Tourism Development Corporation has its own facilitation centre at Hyderabad, Vijayawada and other major cities of Andhra Pradesh.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	One office cum information centre has been constructed in the village to facilitate the tourists.

Table 4: Status of Host Families at Sampled Site under Rural Tourism Scheme

S.No.	Name of The Project	Status of Host Families
1	Development of Pochampalli, Nalgonda Distt., Telagana	Till now, no host famiies have not been developed in the village. The village is close to Hyderabad city and the village is visited by tourists mainly to purchase Ikkat Sarees. It is treated as a business centre more than a tourist spot. It is indeed a challenge to convert these business travelers into tourists.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	There are no homestay in Konaseema Village. The village is close to Rajamundry, Vijayawada where the tourists find luxury hotels for staying /accommodation.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	There are no host families available in the Puttaparthi village as hotels are readily available in the village. The charges are very low and reasonable.

Table 5: Number of Guides at each of the Sampled Sites

S.No.	Name of The Projects	No. of Guide
1	Development of Pochampalli, Nalgonda Distt., Telagana	11
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	4
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	20

Table 6: Status of Guide Training at Sampled Sites under Rural Tourism Scheme

S.No.	Name of The Projects	Status of Guide Training
1	Development of Pochampalli, Nalgonda Distt., Telagana	There are 11 guides in the village. They have been given training on linguistic courses, hospitality management and other visitor handling aspects by the NGO. The guides training was undertaken at the National Institute of Tourism and Hospitality Management in Hyderabad. The local youths in the village are quite eager to take up Tour Guide as a profession.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	Andhra Pradesh Tourism Development Corporation has provided guide trainings to 4 local people. The content of training involved hospitality management, language management, information management. The period of training was between 3 days to 6 months. Besides the organization has tied up with various tour operators like Maruthi Travels, Gayatri Travels etc located at strategic locations of Andhra Pradesh. The tour operators regularly impart tour guide training to the local youths. Thus, the organization is not directly involved in tour guide training.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	APTDC has imparted guide training programme in Puttaparthi wherein 20 youths have been trained over two different programmes.

Table 7: Status of Environment Safeguard under Rural Tourism Scheme

S.No.	Name of The Projects	ENVIRONMENT SAFEGUARD
1	Development of Pochampalli, Nalgonda Distt., Telagana	Except agriculture and dairy based families who maintain their own waste and manure pits, other families do not have any waste disposal system. They dispose the waste in the open places and near the tank. Although 90% of the streets are covered with drainage system, they are not in good condition. At present 6 employees are working on sanitation in the village and the panchayat pays them for maintenance of drains and removing garbage. There is a problem of high fluoride in the water of the village, because of which many people have to buy water for drinking purposes. The panchayat has been maintaining 5 overhand tanks and 4 ground tanks. Establishment of community based defluoridation plant is planned to minimize the health risk and cost of drinking water.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	Andhra Pradesh Tourism Development Corporation has formed a committee for monitoring the environment related issues. The committees look after the cleanliness of the surroundings in and around Konaseema village. It has kept dustbins at various places for solid waste collection. Besides the organization is trying to create awareness relating to clean water management in the village. The villagers are actively involved in maintaining a clean environment in the village as tourists are prone to clean and safe environment at the tourist site.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	APTDC is maintaining the site at Puttaparthi. It has promoted clean tourism and the village environment is clean.

Table 8: Local Community Participation at Sampled Site under Rural Tourism Scheme

S.No.	Name of The Projects	Local Community Participation
1	Development of Pochampalli, Nalgonda Distt., Telagana	The gram panchayat and the community level implementing partners like the Men and women of Bhoodan Pochampalli, SHGs and their federations, Kalanetha Committee and cooperatives are working together for developing the weavers cause. Specifically the Kalanetha Committee with support from the NGO has helped in improving the level of participation of the weaker sections of people, specially the women. With 138 SHGs in the village and various training programmes being conducted, the situation has improved a lot. The level of participation will increase when the integrated tourism complex will be given to the villagers.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	It was observed that Village Level Community has been actively taking part in developing the infrastructure for the tourist destination.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	It was observed that there is a lack of active participation of local community in Puttaparthi .However APTDC has taken various efforts to actively involve local mass in the project.

Table 9: Linkages with Government Department at Sampled Site under Rural Tourism Scheme

S.No.	Name of The Projects	Linkages with Government Department
1	Development of Pochampalli, Nalgonda Distt., Telagana	The district Rural Development Authority, the Sericulture Department along with the local NGO has helped in the development of Pochampalli village.
2	Rural Tourism at Konaseema Village, East & West Godavari Distt. Andhra Pradesh	Village Level Community has strong linkages with the State Tourism Department of Andhra Pradesh, District Level Authority of East Godavari, Engineering Wing of State Tourism Department of Andhra Pradesh.
3	Development of Puttaparthi, Ananthpur Distt., Andhra Pradesh	APTDC has various linkages with the different government bodies like State Tourism Department, Rural Development, Department of Power and Electricity of Andhra Pradesh etc.