

Chapter 8

Rural Tourism and Supply Chain: Features and Components and the Contribution Towards Sustainable Development Goals in the Indian Context

Swati Shah

Kumaun University, Nainital, India

Devendra Krishana Bhatt

 <https://orcid.org/0000-0002-5203-1699>

Kumaun University, Nainital, India

Ashok Kumar

Kumaun University, Nainital, India

ABSTRACT

Rural tourism, increasingly recognized as a driver of economic growth in rural areas, acts as a catalyst for local development and sustainability. The purpose of this study is to explore the dynamic interplay between rural tourism supply chains and the sustainable development goals (SDGs), and also gain a deeper understanding of Rural tourism's components important from the prospect of India, its supply chain, and stakeholders in the supply process and potential of rural tourism in its contribution to SDG. By fostering economic growth, preserving cultural heritage, and promoting responsible supply chains, rural tourism can be a catalyst for sustainable development, bringing us closer to achieving the global goals of prosperity, social equity, and environmental sustainability. The study advocates for a holistic approach to rural tourism development that prioritizes sustainability, inclusivity, and social responsibility to maximize its positive impact on the SDGs.

DOI: 10.4018/979-8-3693-2065-5.ch008

INTRODUCTION

Tourism is the smokeless yet largest industry with a contribution of around 10% to the world's gross Domestic Product outcome. Tourism in India is the most rapidly growing business phenomenon which is increasing acceptance because of its business potential, representation in GDP employment generation infrastructure development forex generation, and tax collections. Tourism has proven to be the most profitable business entity and has continuously proven a substantial record of earning foreign exchange. This industry is the largest in the country having a contribution of 9.2% in the total economy and generation of USD 247.3 in GDP. Tourism is the third-largest foreign exchange earner for the country. (FICCI, April 2019). Real India lives in villages as said by "Mahatma Gandhi". To experience the true, entice of India visit villages. The authenticity of the people, the green fields, respect and pride for culture, the varied cuisine, and the clean air and water will keep you mesmerized. The rural villages have so much to offer to the tourists, that national and international tourists are drawn towards it.

Ministry of Tourism- Government of India (2011) defined Rural tourism as "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" (Ray, Nilanjan et Al. 2020).

The tourism supply chain is a network model of suppliers where a good sense of sources is involved in delivering tourism products to the end-users (Tapper & Font, 2004). We consider that the end user will consume a travel package in tourism products. The main supply chain for this product consists of intermediaries that exist between the user and the service provider are the travel agency and ground tour operator. Where the role of an agency is to sell a package and the role of an operator is to execute the services promised. (Page,2014; Buhalis & Laws, 2001; Baloglu & Mangaloglu, 2001).

Rural tourism supply chains can make a meaningful contribution to Sustainable Development Goals by enhancing economic development, alleviating poverty and inequality, promoting cultural and natural heritage, and fostering sustainable practices in rural areas. Lately, it's essential to ensure that rural tourism is enacted responsibly and sustainably to optimize its positive impact on these SDGs.

Objective of the Study

- To understand Rural tourism, its components, and its benefits and cost
- To understand the basics of the Rural Tourism supply chain structure (RSTC)
- To study the link between Rural tourism supply chain stakeholders and SDG

RESEARCH METHODOLOGY

This article is based on the review of research papers & articles and compilations of information gathered from all secondary sources such as academic writings and information from various institutes. The content written in this paper is a conceptual offering aiming to share its contribution to the discussion and debate of the development of the tourism supply chain and addressing the potentials of Rural tourism and its supply chain process and its contribution towards SDG. Studying from secondary data is less time-consuming and easy to gather information but it requires more focus in interpretation.

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/rural-tourism-and-supply-chain/335655

Related Content

Introduction to Precision Agriculture: Overview, Concepts, World Interest, Policy, and Economics
Akalpita Tendulkar (2022). *Research Anthology on Strategies for Achieving Agricultural Sustainability* (pp. 1-22).

www.irma-international.org/chapter/introduction-to-precision-agriculture/299242

Steps to Success: Competitive Advantage of Modern Enterprises in Poland

Emilia Kijanka and Katarzyna Lipska (2020). *Handbook of Research on Smart Territories and Entrepreneurial Ecosystems for Social Innovation and Sustainable Growth* (pp. 399-419).

www.irma-international.org/chapter/steps-to-success/246545

Making Agricultural Input Subsidies More Effective and Profitable in Africa: The Role of Complementary Interventions

Joseph S. Kanyamuka, Charles B. L. Jumbe and Jacob Ricker-Gilbert (2018). *Food Systems Sustainability and Environmental Policies in Modern Economies* (pp. 172-187).

www.irma-international.org/chapter/making-agricultural-input-subsidies-more-effective-and-profitable-in-africa/200096

Prioritizing Sectors for Sustainable Growth in India: An Environmental Social Accounting Matrix based Analysis

Barun Deb Pal and Sanjib Pohit (2016). *Economic Modeling, Analysis, and Policy for Sustainability* (pp. 41-53).

www.irma-international.org/chapter/prioritizing-sectors-for-sustainable-growth-in-india/150096

Sustainability in the Service Quality of Healthcare Facilities

Mohammed Sadique Khan, Azeem Hafiz, Shaik Dawood Abdul Khadar and Mohammed Fahad (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-10).

www.irma-international.org/article/sustainability-in-the-service-quality-of-healthcare-facilities/313962