



POSITIVE AND NEGATIVE EFFECTSON RURAL TOURISM: A CASE STUDY OF BHANDARDHARA AREA

S. N. Dalimbe and A. A. Landge

Dept. of Geography, Arts, Science and Commerce College, Kolhar, Tal: Rahata, Ahmednagar

Abstract:

Over the last two decades or so, the whole world has experienced rapid changes and socioeconomic transformations. The socioeconomic changes affected and caused severe stress mainly to isolated, peripheral and rural areas of the world. However, the changes in economic and social culture structure of the world caused decreased farm revenues, changing in the farmland values and high rates of unemployment, leading to mass exodus of the productive forces and lack of balance in the demographics of rural areas (Robinson H. 1996).

It is obvious from the above that the need of rural areas for socioeconomic development and regeneration along with the need for diversification of their economic base so as to meet the changes is today greater than ever. In that sense, tuned to be a promising industry and one of the main sectors that national and local governments support and promote as a vehicle for revitalization of the rural areas (Douglas Pearce 1987).

The development of rural tourism was followed by the changes on tourist's demands and behavior. Tourism in rural areas offers the potentials for alternative, individual and more authentic tourism experiences satisfying the needs of the experienced and highly demanded "new" tourists. In addition there is a demand for tourism and recreation activities in the countryside that is different than that of traditional resorts and mass tourism destinations (Sharma A. 2008).The most important purpose of tourism development is economic and social development of the tourism areas. Certainly, tourism development would not bemet unless some expenses are being considered for it and in line with this purpose the village'senvironment may be put at risk. Bhandardharaareahas a diversity of rural residential areas and touristattraction sites, and the most attractive sites which enjoy a higher potential for tourism enter this study.

Keywords: Tourism, development, rural tourism, effects, positive, negative, Bhandardhara

Introduction

Nowadays, rural tourism has turned into a leading economic activity and studies show a positive relationship between developing rural tourism and an increase in income. People go to places for different reasons: Temporary change of location, relaxation, recreation, getting acquainted with traditions and spending the leisure time. It can be a suitable way to enhance economic advantage and employment. Considering the potentials for rural tourism, Bhandardharaareacan act to enhance itseconomy and rural economy as well. Today, the importance of tourism and the necessity ofconducting research on it because of significanteconomic, social, and cultural roles that it can play are known for everyone. In any country, the entrance of touristcorresponds with income enhancement and economy.

Study purpose:

As one of the largest industries in the world, tourism contributes to employment; enhance income, leisure time relaxation, and honest distribution of wealth, cultural exchange and international friendship. It is also one of the sure and economical means of gaining exchange income. The most important objectives of rural tourism, increasing villager's income, and the employment of rural families are significant in materializing appropriate planning.

The purposes of the study with a higher importance are as follows:

- i. Reaching the means of increasing the rate of rural tourists in Bhandardhara area.
- ii. Recognizing the capabilities and potentials of rural tourism in Bhandardhara area.
- iii. The tourists' familiarity with tourist attractions in Bhandardhara area.
- iv. Training individuals for giving service to rural tourism.
- v. Preparing individuals to contribute in making decisions on developing rural tourism industry
- vi. Preparing individuals for establishing and managing rural small scale industries.
- vii. Preparing individuals to contribute in making decisions on developing rural tourism industry
- viii. Training individuals in developing opportunities and guidelines to enhance rural tourism.

Rural tourism is an important means of enhancing employment and income and can help social and economic development of rural societies. It also takes account of the people who must have access to the villages, which makes it possible to get benefits to the local people.

Therefore, having access must be in balance with other rural needs and a long-term protection of rural resources. Due to globalization, the development of tourism in rural areas has been

increasingly important, because there really are such concepts as traditional culture, lifestyles, and folklores, and therefore these concepts are going to be colorless and invisible.

Environment Tourism

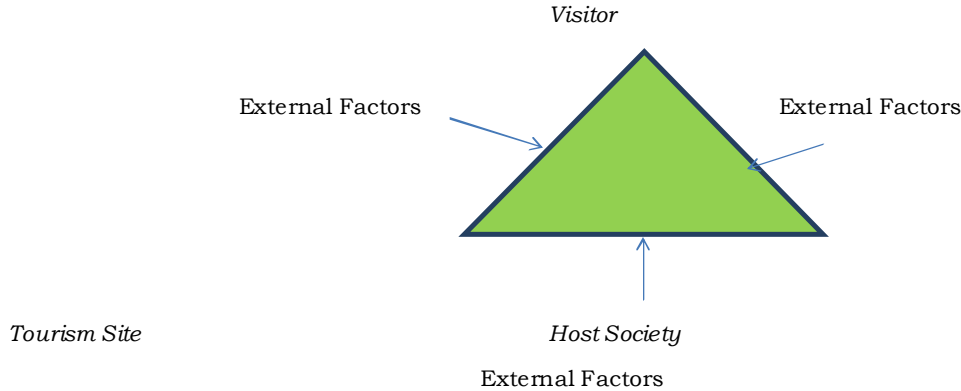


Figure 1: Environment Tourism

Improving the scale of tourism came about by several different types of change. The simplest was more visitors attracted to an existing attraction that was being marketed better and benefiting from the general increase of tourism in the area. Consumption of rural energy in developing countries constitutes the majority of their total energy usage at the national level. Ecotourism ventures should, in theory, try to empower local communities. This empowerment can occur in a variety of ways, such as actively participating in the ecotourism process, maintaining control over the ecotourism venture and creating an experience where there are culturally appropriate decision-making mechanisms. The most common measure of tourism’s socio cultural impact is the ratio of visitors to the local population, a more rigorous indicator of stay-over visitors multiplied by the average length of stay divided by the population times. The basis for stable development of tourism is considering the building blocks of tourist environment of: tourists, destination, and host society.

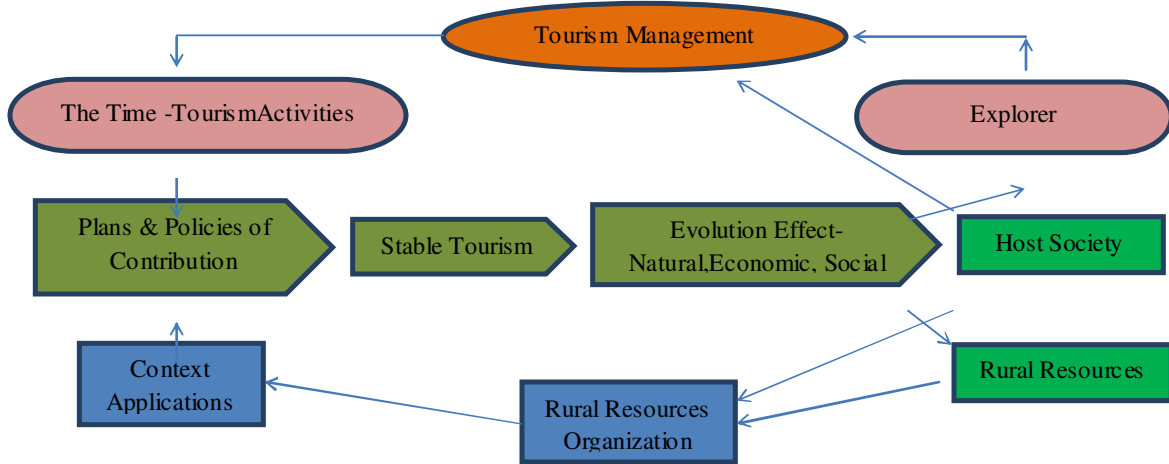


Figure 2: Rural Stable Tourism Components.

As far as for overall tourist development is concerned, the rules of stable tourism are logical especially that in many countries villages are not only natural heritage but also an attraction to many of the visitors. Nevertheless, many experts are pessimistic about the concept of stable tourism and doubt whether stable tourism can support the tourist industry since

they are all the main objectives of stable development. It must be noted that sustained tourism development is a comprehensive procedure which aims to support the following: Rural environment, rural economy, structure and culture of local rural societies, and paving the ground for experienced chances for visitors

and long-term advantage of tourism industry in rural areas (Fig.2).

The real and natural value of the environment is far more than its tourist value. Therefore it must not entail depriving the next generations of the environment through short term misuses. Tourism must be looked upon as a constructive activity, which has a bilateral benefit to both tourists and local's societies. There must be a link between tourism and environment so that the environment can maintain for a long period of time. Tourists must not be allowed to destroy the environment and its future employment opportunities. The activities and development of tourism are required to respect the scale, nature, and features. The tourist industry, local officials and environmental organizations are all responsible to respect the aforementioned principles and cooperate to capture their long-term objectives. Stable tourism development which implies the development and maintenance of tourism in an area (association or environment) does not alter the environment, whether human or physical, in an unlimited period of time.

❖ **Positive and Negative effects of tourism:**

Tourism various activities in rural areas can bring with positive and negative effects on cultural or natural environments. The tourism effects can be divided into two main parts of positive and negative:

▪ **Positive effects:**

The positive effects of tourism are production of income, occupation and new economic resource for local people, assist to reduce on social unbalanced powers, providing job opportunities for maintaining regional population and coefficient of high multiplicity, reviving local culture, enhancing of national dignity and self-confidence, preserving natural and cultural resources.

Everyone does not know the environment outside his house as the environment he lives in and does not have any sense of responsibility to preserve it. Unfortunately, municipality and local managers pay not enough attention to this important matter. Nevertheless, it was found out that the tourism can play a long-term role to flourish local, regional, national and international economic. These successes often depend on how to maintain the high quality of natural environment and it causes the touring applicants to be fully satisfied.

The benefits, which are derived from beauty of the land appearance, setting up mental solace and removing fatigue from the machine life, changing the sound pollution and harmful gasses to endurable sounds and useful gasses, managing and controlling water and preventing air and water erosion, reduction of atmospheric temperature and increasing of hidden rains and relative humidity, biological and genetic varieties, stability of the related ecosystems and agriculture through woods and plant coverage, that a human can made are much more than wood production and cutting trees. Tourism industry from economic aspect benefits too much attraction, but it also brings about harmful effects on social, economic and environmental matters. The benefits can be outlined as preserving national resources and natural heritage, making income and occupations due to foreign exchange, making more understanding and consequently communication and negotiation between cultures, neutralizing aliens' negative propaganda about own culture and making use of constructed facilities by local people.

▪ **Negative effects:**

A vast domain of physical and environmental negative effects would be caused by tourism development that is classified into three main parts including user resources, behavioral considerations and pollution. Local price inflation, migration of work power, destruction of the local work structure, participation of women in part-time and low-income works, seasonal patterns of demands, change of local culture patterns, reduction of life patterns, different types of pollutions and residues made by tourists, destroying available animal shelters by constructing new buildings, change of local culture for conforming to tourist's culture, destruction of the zone environment.

Tourist's harms includes: Expenses of bringing instruments and facilities e.g. transportation systems, lack attention to customs and local habits resulting in basically weakening the living method of local people, destruction of natural environment because of construction of the buildings of hotels and airports in natural coverage zones, polluting the natural environment and probably outbreak of epidemic diseases

The effects of rural tourism: Rural tourism like other types of tourism contains negative and positive points. Our main goal in stable

rural tourism is to minimize the negative effects and to strengthen positive effects.

Economic point of view:

- Tourism causes to make various occupations, economic resources and much more tax.
- Growth and preserving industries, handicrafts and souvenir such as rug waving and coarse blanket weaving.
- Tourism can cause to strengthen and develop those parts of industries which are not related to tourism, directly.
- Tourism leads to make job opportunities for those who are not skilled for better occupations or those who are retired.
- It will reduce the villagers' dependence to agricultural activities and single-aspect economic through long-term.
- In order to meet tourists needs, villagers can vary their own products, and even their products could be sold more. For example, in Iran's villages, tourists can purchase products such as rice, different fruits from villagers, directly.
- Tourism industry, at the beginning, in comparison with other industry, costs less.
- Many different parts of society through economic points of view will be benefited from tourism. In a rural tourism project, the works would be undertaken by different parts of the society. Some people can be responsible for tourist guiding through ecotourism routes (Knower), some other people may present their house for rent, some other sell handicrafts and etc. these works bear the most value in rural tourism.
- At last, tourism economic effects can help to set the village economic security so that it leads to preservation of natural qualities of the vicinity of cities by the local people that this is one of the village tourism purposes.

Social point of view:

- Preserving natural resources and ecology of the region by villagers and local people are the positive effects of rural tourism. When the villagers realize that the tourists might come there in order to see the wild flowers, virgin nature, the culture of local people and to purchase handicrafts produced at the same place, they will try to preserve these values.
- With assistant of tourism development and by emphasizing on local culture, we would strengthen the sense of being proud of our possessions and national culture.

- Rural tourism will cause to introduce the national heritage, culture of art and history of Iran to the other nations.
- Stranger will visit the region whose cultures and ideologies differ. In this item, ruining the features of which determine village and villager should be severely prevented and noticed. Mountainside villages of which are very fragile through economic, cultural and political aspects should be considered as the importance.

Physical and frame point of view:

- Through basic investments in roads development, drinking water and health, local people will be benefited from stable development.
- By organizing and renovating the artificial and natural places of the village, the quality of landscape of the village will be improved.
- Pressure aggravation on resources and local facilities would cause to be polluted and destructed.
- Soil erosion, gathering of waste and status of soil.

Research population

The research population falls into two categories. The first group is the villagers of sample villages were chosen out of these towns, which were the most attractive to the visitors. The second group is the tourist organizations all over Ahmednagar district which the questionnaires were distributed including: The organization of cultural heritage, the company of traveling and tourism services, tourism guest-house. In designing a questionnaire, important aspects of research objectives as related to the research hypothesis were taken into account. The questionnaire is of two types: One for the rural residents and the other for the experts and managers of organizations for rural tourist development, which was also used along with the interviews and observations depending on the level of tourism.

Data analysis

To analyze the data we used the statistical procedures of descriptive, inferential, and analytical. After the questionnaires were filled out, we began investigating the research hypotheses, and made use of tables and graphs which finally entered the SPSS software for analysis.

Determining the volume of the sample and the sampling procedure

As much as 400 questionnaires were distributed among the villages of four different towns of the Bhandardhara area and organizations responsible for tourism. From each village four samples were chosen. Also some questioners were designed for the organizations such as the organization of culture heritage, random sampling where all the population numbers have an equal chance to enter into the sample group. The SPSS software also analyzes the data.

Table: 1. Gender distribution of contribution for questionnaire

Sex	Contribution %
Female	37
Male	63

$$E(T) = \frac{N(N+1)}{4}$$

$$V(T) = \frac{N(N+1)(3N+1)}{24}$$

Table: 2. Status of residence in Sample Villages

Village	Households	Population
Shendi	109	1842
Ratanwadi	76	1118
Samrad	61	789
Kothale	56	732
Total=	302	4481

Table: 3. Educational description of the respondents to the questionnaires.

Educational level	Contribution %
Primary School	126
Secondary School	88
10 th Pass	75
12 th Pass	59
Graduate	43
Other	09

$$Z = \frac{T - E(T)}{V(T)}$$

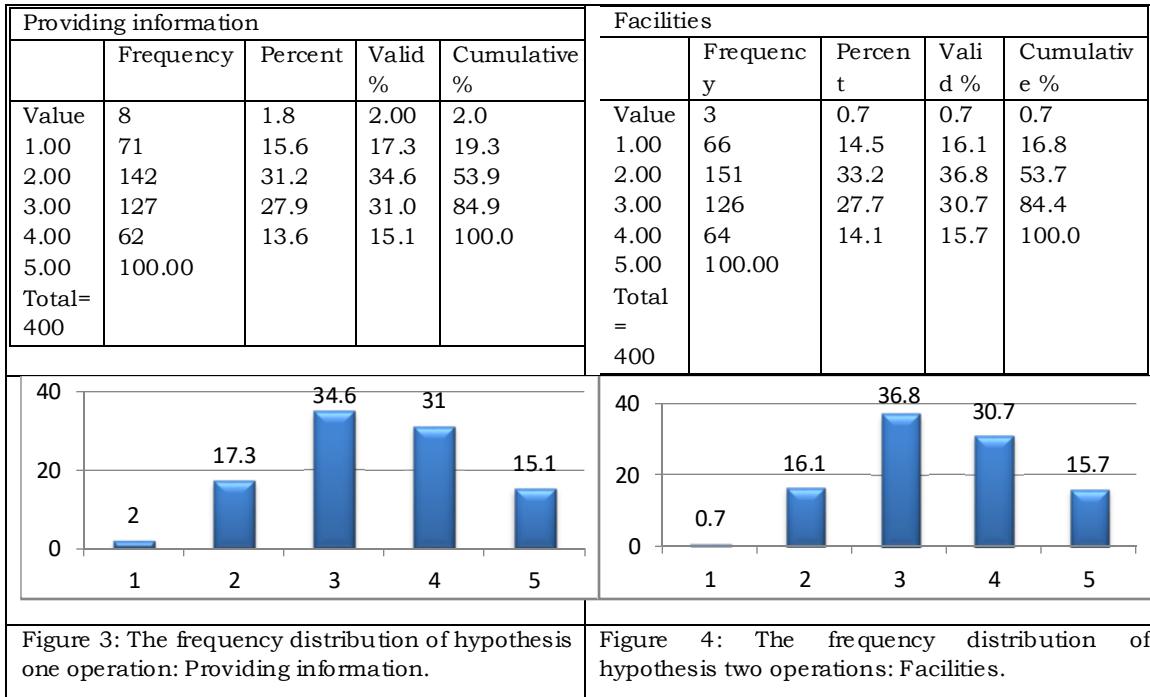
$$Z = \frac{T - E(t)}{\sqrt{V(t)}}$$

With due attention to studied variations that are not quantitative and their distribution is not normal, so parametric methods were not used and among non-parametric ways, Wilcoxon

method can compare gathered data with supposed mean with due attention to use of five optional spectrum of linker supposed mean considered (Table 4).

Table: 4. Obtained results from Wilcoxon test.

One-sample test						
Test value = 3						
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
The cultural aspect	3.68	400	0.00	0.19	0.08	0.29
Facilities	9.01	400	0.00	0.34	0.27	0.42
Income	8.15	400	0.00	0.32	0.24	0.40
Developing	7.57	400	0.00	0.28	0.20	0.35
Decreasing migrations	7.44	400	0.00	0.28	0.21	0.36
Employment	8.22	400	0.00	0.31	0.23	0.38
Providing information	8.06	400	0.00	0.40	0.30	0.49
Cultural factors	3.42	400	0.01	0.14	0.06	0.22
Natural factors	10.28	400	0.00	0.46	0.37	0.55
Rural infrastructures	9.36	400	0.00	0.43	0.34	0.52



The hypotheses related to the villages with tourism potentials:

Hypothesis one: Providing information enhances the development of rural tourism. Advertisements, the authorities' attention to the villages, as well as holding meetings and fairs for the rural products all have significant roles in attracting tourists and visitors to these areas. Based on this hypothesis, 15.1% checked the "very much", 31% the much, 34.6% average, 17.3% little, and 2% very little (Fig. 3).

Hypothesis two: Facilities can enhance the development of rural tourism. The following

factors were effective to attract tourists: The present rural facilities such as: Electricity, water, school, stores, mosque, temple, communication centers, internet, banks, needed facilities for tourists, accommodations and guesthouse, villas, having quite place, vocational and residential places for organization, private and governmental investment, people income and rural nearness to city center is important in tourism development. Based on this hypothesis, 15.7% checked the "very much", 30.7% the much, 36.8% average, 16.1% little, and 0.7% very little (Fig. 4).

Natural Factors					Rural Infrastructure				
	Frequency	Percent	Valid %	Cumulative %		Frequency	Percent	Valid %	Cumulative %
Value	2	0.4	0.5	0.5	Value	2	0.4	0.5	0.5
1.00	60	13.2	14.6	15.1	1.00	70	15.4	17.1	17.6
2.00	148	32.5	36.1	51.2	2.00	139	30.5	33.9	51.5
3.00	145	31.9	35.4	86.6	3.00	147	32.3	35.8	87.3
4.00	55	12.1	13.4	100.00	4.00	52	11.4	12.7	100.00
5.00	100.00				5.00	100.00			
Total=	400				Total=	400			

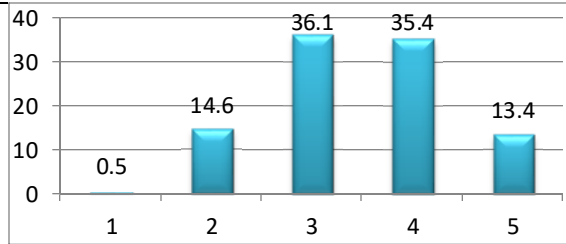


Figure 5: The frequency distribution of hypothesis three operations: Natural Factors.

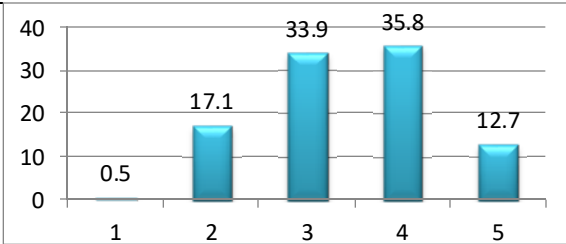


Figure 6: The frequency distribution Of hypothesis three operations: Rural infrastructures.

Hypothesis three: Natural factors can help rural tourism development. Natural factors such as the location of the villages, mineral warm water, readers and waterfalls, mountainous areas, access to the climate of the villages, and villages as the second house for the visitors, and unique landscapes have all been effective in developing rural tourism. Based on this hypothesis, 13.4% chose "very much," 35.4% much, 36.1% average, 14.6% little, and 0.5% very little (Fig. 5).

Hypothesis four: Rural infrastructure is effective in developing rural tourism. Rural infrastructures include: Transportation roads, organizational and institutional planning, and state attention to investors, easy local access and the development of small rural industry. In

this hypothesis, 12.7% chose the very much, 35.8% much, 33.9% average, 17.1% little, and 0.5% very little (Fig. 6).

Hypothesis five: Cultural factors affect the development of rural tourism Cultural factors include: Religious places and holy shrines, rural historical and archaeology monuments, traditions, greeting style of villagers, and special occasions such as mourning, wedding and people's beliefs. It is necessary to point that these traditions are becoming rarer and less important because of the emigration to the cities and because the letters are becoming empty of population. Based on this hypothesis, 15.6% chose very much, 26.6% much, 42.7% average, 14.4% little, and 0.7% very little (Fig. 7).

Cultural Factors				
	Frequenc y	Percen t	Vali d %	Cumulativ e %
Value	3	0.7	0.7	0.7
1.00	59	13.0	14.4	15.1
2.00	175	38.5	42.7	57.8
3.00	109	32.3	26.6	84.4
4.00	64	24.0	15.6	100.00
5.00	100.00			
Total =	400			

Income				
	Frequenc y	Percen t	Vali d %	Cumulativ e %
Value	6	1.3	1.5	1.5
1.00	75	16.5	18.2	1.9
2.00	147	32.3	35.9	55.6
3.00	112	24.6	27.3	82.9
4.00	70	15.4	17.1	100.00
5.00	100.00			
Total =	400			

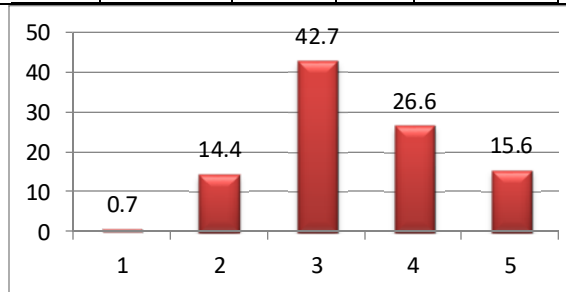


Figure 7: The frequency distribution of hypothesis five operations: Cultural factors.

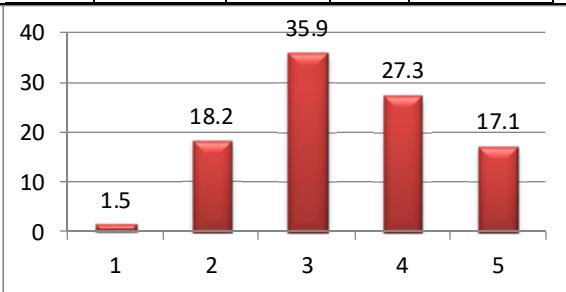


Figure 8: The frequency distribution of hypothesis one operation: Income.

The hypotheses related to the organizations responsible for tourism:

Hypothesis one: The development of rural tourism results in the increase in the income for villagers. Instances of high rural income include: Narrowing the gap among the families, more public afford, and higher village land price. According to the hypothesis, 17.1% chose very much, 27.3% much, 35.9% average, 18.2% little, and 1.5% little (Fig. 8).

Hypothesis two: The development of rural tourism is effective in developing villages rural development could come true due to the following factors: Improving rural education, rural security, enhancing linking roads, and building residential places. Based on this hypothesis, 11.7% chose very much, 32% much, 36.1% average, 18.7% little, and 1.5% very little (Fig. 9).

Hypothesis three: The development of rural tourism is results in a decrease in emigrations. The following factors contributed to a decrease in emigrations: Higher motivation in staying in the villages, higher motivation of the young people to stay in the villages because of parental help. Based on the hypothesis, 14.2% chose very much, 29% much, 35.6% average, 19.5% little, and 1.7% very little (Fig. 10).

Hypothesis four: The development of rural tourism is effective in increasing rural employment. Less unemployment, employment of the young people and employment of the women were instances of the increased rural employment. Based on the hypothesis, 12.7% chose very much, 31.7% much, 35.4% average, 18.7% little, and 1.4% very little (Fig. 11).

Development				
	Frequency	Percent	Valid %	Cumulative %
Value	6	1.3	1.5	1.5
1.00	77	16.9	18.7	20.2
2.00	148	32.5	36.1	56.3
3.00	131	28.8	32.0	88.3
4.00	48	10.5	11.7	100.00
5.00	100.00			
Total =	400			

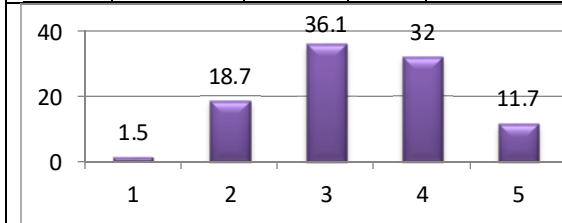


Figure 9. The frequency distribution of hypothesis two operations: Development.

Decreasing Emigrations				
	Frequency	Percent	Valid %	Cumulative %
Value	6	1.3	1.7	1.5
1.00	77	16.9	19.5	20.2
2.00	145	31.9	35.6	55.6
3.00	130	28.6	29.0	87.3
4.00	52	11.4	14.2	100.00
5.00	100.00			
Total =	400			

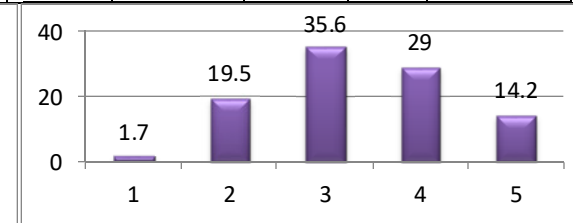


Figure 10. The frequency distribution of hypothesis three operations: Decreasing emigrations.

Employment				
	Frequency	Percent	Valid %	Cumulative %
Value	6	1.3	1.4	1.5
1.00	77	16.9	18.7	20.2
2.00	145	31.9	35.4	55.6
3.00	130	28.6	31.7	87.3
4.00	52	11.4	12.7	100.0
5.00	100.0			
Total =	400			

Cultural Aspect				
	Frequency	Percent	Valid %	Cumulative %
Value	17	3.7	4.1	4.1
1.00	91	20.0	22.2	26.3
2.00	149	32.7	36.3	62.7
3.00	103	22.6	25.1	87.8
4.00	50	11.0	12.3	100.0
5.00	100.0			
Total =	400			

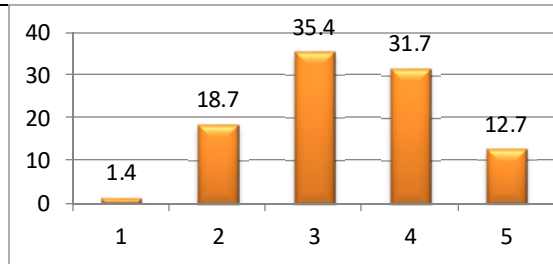


Figure 11. The frequency distribution of hypothesis four operations: Employment.

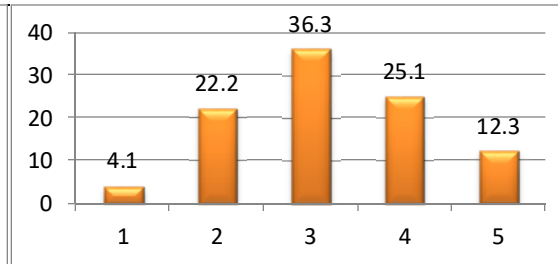


Figure 12. The frequency distribution of hypothesis five operations: Cultural aspect.

Hypothesis five: The development of rural tourism is effective in developing the cultural aspect of the villages. The factor enhancing the cultural aspects of the villages include the following: People contribution, changing perspectives of villages, the increase in the cultural level, public awareness and introducing the rural traditions. Based on the hypothesis, 12.3% chose very much,

25.1% much, 36.3% average, 22.2% little, and 4.1% very little (Fig. 12).

Suggestions for the development of rural tourism in Bhandardhara area:

- Inspiring for infrastructural activities for rural development and enhancing transportation networks as well as production and supply of the needed goods for the visitors.
- Development of tourism through the trips within and outside the district besides visiting different areas.
- Establishing tourism complexes in attractive area of Samrad, Amruteshwar, Ratangradh, Harishchandragradh, Randhafall, Kalsubai etc.
- Establishing appropriate service places for local visitors in the forest, mountainous and fair weather areas and waterfalls. Also establishing permanent exhibition for the handicrafts in Bhandardhara.
- Providing healthy drinkable water for the visitors in the tourist areas of Bhandardhara and around villages.
- Creating and spreading fixed and mobile telephone networks in the tourist areas of Bhandardhara. Introduction of TV programs on the natural and historical attractions of local villages, Holding seminars and conferences in the villages with tourist spots and introducing the attractions to the people.
- Holding training courses to raise the villager's public awareness on the advantages of tourism and enhancing the greeting styles of the visitors, Modifying hotel fares proportionate to the seasons in village centers. Placing skillful guides at the entrance of the villages with tourist spots.
- Creating camps in the spots such as hydrotherapy, historical and archeology centers and the holy places.
- Planning, development, and management of rural tourism based on the principles of stable development throughout Bhandardhara area.
- Providing public facilities such as transportation, water, electricity, communication, garbage collection, holes and public toilets to support and enhance the principle areas of rural tourism development.
- Motivating the private sector through decrees or removal of taxes for better investment in villages with spots throughout the area.
- Establishing entertainment places for the employees of different organizations.
- Persuading the private sector in managing the areas and designing ecotourism plans.
- Broadening linking roads of Bhandardhara that the neighboring cities of Maharashtra like Nashik, Pune, Mumbai, Aurangabad, Ahmednagar etc.
- Using the experience of other states in attracting visitors.
- Providing the ground for rural employment through enhancing tourist attraction spots.
- Designing plans for spending spare times on the weekends in rural areas.

Challenges facing rural tourism in Bhandardhara area:

- Lack of residential facilities and service centers in rural areas.
- Weakness in research and training in the development of rural tourism in Bhandardhara area.

3. Not enough regional and state level advertisement for attracting visitors.
4. Not having trained employees in tourism throughout the area.
5. Not enough financial support for developing and providing equipment for the rural tourist centers.
6. No private sector inclination to invest in tourism section.
7. Disagreements on the laws and regulations for attracting tourists throughout the area.
8. No solid health structures and networks for water, electricity, telephone.
9. Villages being scattered throughout the area.
10. Lack of attention to the creation of grounds for rural employment and removal of seasonal unemployment of the villagers.
11. Not enough spare time facilities especially for the youth.

Results:

Special geographical conditions and climate as well as status of topography, geography, and geomorphology signify the unique potentials of Bhandardhara area in ecotourism. However, tourism and natural tourism specially (ecotourism) have not developed. If the potentials of tourism are rightfully exploited, there would be a possibility to enhance the poor villages which are the traditional protectors of their surroundings, besides having various regional and national advantages. Furthermore, ecotourism can bear positive and negative effects on the nature and the environment, which indicates the necessity for planning and supervising to remove the negative consequences and strengthen the positive effects on the environment. Because of having the natural landscapes and historical background, Bhandardhara area can be turned into an important local and national tourist center. Being on the cross sectional point of several other areas, proximity to the capital, good roads, convenience, and a variety of spots are among the most important factors in the development of tourism in this area. Nowadays urban and even rural life are affected by industrial revolution and the boosted population gave birth to many problems, so placing a high value on cultural treasures seems to be a must to strengthening human relations and establishing a peaceful life on the earth. The cultural relations among the nations which had taken place through the tourism industry and acquaintance with the cultural heritage can bear undesirable, as well as peaceful consequences. Therefore, preserving cultural

values in any society or country must be a priority when designing national plans. The historical remnants, treasures and documents of high cultural values are supposed to be preserved and fairly protected to be passed on to the future generation. The rural environments have their own potential natural and human attractions. Organizing such environments not only helps develop tourism in the rural areas but also enhances rural activities of farming, husbandry, and local handicrafts. Bhandardhara area, which demands principled planning, cooperation, and contribution of local residents and executive institutions in order for the province to play the role of an important tourist spot throughout the country.

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