



**Reena Mehta College of Commerce and
Management Studies**

**Department of Commerce and Management
(Affiliated to University of Mumbai)**



Organizes

One Day National Conference

**Urban & Rural Development :
Challenges & Opportunities
(An Interdisciplinary Approach)**

Date : 21 September 2015



AJANTA PRAKASHAN

ENGLISH INDEX

Sr. No.	Name & Author Name	Page No.
1	Role of Education in Urban and Rural Development Prof. Sakshi Kumar	1-4
2	Role of Working Women in Development of India Prof. Nitisha Kumar	5-10
3	Organizational Behavior and its Role in Management of Business Prof. Seema Bhalerao	11-14
4	Role of Microfinance in Rural and Urban Development (Women Empowerment) Prof. Nisha Singh Dr. Satish Singh Shilpa Singh	15-18
5	Autism Spectrum Disorder - A Behavioral Disorder Dr. Khan Zeenat	19-22
6	Developing Countries Need Trade Not Aid Prof. Akanksha Asar	23-28
7	A Study of the Problems in Speaking English of the Secondary and Higher Secondary Students of the Rural Areas of Aurangabad Dr. Ujwala.P. Bhadange Ms. Jyoti.B.Mohanty	29-35
8	Role of Co-Optative in Urban and Rural Development Dr. Mrs. Satinder Kaur Gujral Prof.Laxmi Vishwakarma	36-41
9	Role of Panchayati Raj in Urban Rural Development Shambhavi P. Thite	42-46
10	Roll of SIDBI in Financing and Development of Small Scale Sector Mr. Prasad Supekar Dr. Shubhash Pawar	47-52
11	Role of Women Entrepreneurs in India Dr. Chetana Chheda	53-60

ENGLISH INDEX

Sr. No.	Name & Author Name	Page No.
12	Importance of Communication and Computing Technology for Rural & Urban Development Mrs. Bhavika S. Jain	61-64
13	A Study on Sustainable Business Model of E-Waste Management Asst. Prof. Jaydip Raval Asst. Prof. Sonali Rodrigues	65-73
14	Role of Panchayat Raj in Rural and Urban Development Shreya S. Mishra	74-77
15	Traditional Weaving Units of Garo Hills of Meghalaya : A Growth Engine for Rural Development Dr. Anshu Sharma	78-86
16	Attaining Customer Satisfaction! The Role of Customer Value and Relation Base Marketing Prof. Khushbu Mehta	87-93
17	Role of Panchayat institutions in Rural Development Ms. Florin Shelomith Soans	94-101
18	Role of Banks in Rural Development Gunjan Jain	102-105
19	FDI in Rural and Urban Development Ms. Valarmathi M. Tevar	106-110
20	A Study on Concept and Procedures of Reward Management Dr. Shibu N. S. Swati Sharad Kulkarni	111-114
21	Impact of Urbanization on Hindustani Classical Vocal Music Dr. Maneesha Kulkarni	115-118
22	Study of Function a Health Related Physical Fitness of Industrial Training Institute Trainees and Study the Effect of Physical Scivity Program Dr. Vilas M. Jondhale	119-123
23	Rural Urban Public Library Systems Ms. Sushma R. Kamble	124-127

ENGLISH INDEX

Sr. No.	Name & Author Name	Page No.
24	Contribution of Home Science Extension Education In Rural Development Dr. Chetana V. Donglikar	128-135
25	Importance of English Language in Rural Development Asst. Prof. Korde R. C. Mrs. Waghmare S. V.	136-140
26	Role of FDI in Urban and Rural Development Gita G. Singh	141-144
27	Role of Foreign Direct Investment of Indian Economy Mr. Phulari Vithal Shankarrao	145-151
28	Urban and Rural Women's Empowerment, Development and Challenges Asst. Prof. Anvita Agrawal	152-155
29	Working Parents and Child - Care Dr. Kalpana Deokar	156-161
30	Role of Banking in Economic Development of India Dr. (Mrs.) Satinder Kaur Gujral Prof. Sakshi Kumar	162-167
31	Role of NGOs in Economic Development Prof. Shripathi K. P.	168-181
32	Women Empowerment Through Higher Education Vijay K. Vishwakarma	182-187
33	Role of Micro Finance in Urban & Rural Development Prof. Pradeep Pal	188-193
34	Impact of Brand on Rural and Urban Consumer Behavior-A Study on Mobile Phone Buyers Dr. Mrs. Satinder Kaur Gujral Mr. Darpan Mehta	194-202
35	A Comparative Study of Computer Literacy in Urban and Rural Secondary Schools of Chandrapur District Prof. Dr. Shital S. Salve	203-206

ENGLISH INDEX

Sr. No.	Name & Author Name	Page No.
36	Non Government Organization – Role in Urban and Rural Development Prof. Virendra Prajapati	207-212
37	A Study of Awareness in Women Regarding Various Developmental Schemes for Rural as well as Urban Region in Thane District Prof. Aruna Sonawane	213-218
38	Role of Tourism in Rural Development Praveen Ghodeswar	219-223
39	Hurdles in Urban and Rural Development Rajput Shraddha Bhausingh Pankajkumar Sanjaykumar Magar	224-228
40	Media, the Influential Part to Rural and Urban Development Asst. Prof. Nilima Singh	229-232
41	Consumer Buying Behavior – A Literature Review Dr. Mrs. Satinder K. Gujral Mr. Sunny Mehta	233-239
42	Role of Panchyat Raj in Urban and Rural Development Prof. Vinod N. Patil	240-245
43	Role of Women Empowerment Dr. Mrs. Satinder K. Gujral Prof. Reena Haror	246-251
44	The Need of Adolescence Education in India Rajani Ramesh Senad	252-256

Role of Tourism in Rural Development

Praveen Ghodeswar

Assit. Prof., School of Humanities & Social Sci., Yashwantaro Chavan Maharashtra Open University, Nashik.

Introduction

Tourism has been considered as a major social phenomenon of the societies all along and India is no exception. It is an indispensable sector for the economic development of the country. It is a low capital, labour intensive industry. It's having an economic multiplier effect. It has all the potential to stimulate other sectors through its forward & backward linkages with sectors like agriculture, horticulture, poultry, handicrafts, construction & many more. Tourism has emerged as one of the world's largest service industry with sizable economic advantages. The tourism is spontaneously contributing to improve Gross Domestic Product (GDP) and generation of employments across the world. The World Travel and Tourism Council) estimates that the travel and tourism sector now accounts for 9.9% of global GDP (World Economic Forum 2008). In addition world tourism is world's largest employer, generating 231 million jobs or nearly one out of every 12 jobs globally (WTTC, 2009). This booming tourism industry is emerging an important driver of growth and development.

Rural tourism is currently the focus of attention throughout the world and is being identified as one of the important instruments for the rural development. Planners are using rural tourism which also includes Eco-Tourism and Farm Tourism to increase economic opportunities for the rural community. In India where around 70% population live in rural areas and are entirely dependent on agriculture, newer opportunities need to be generated. The Rural Tourism presently is on top of the charts of achieving the aim. Rural tourism can be harnessed as a strategy for rural development. The development of a strong base around the concept of rural tourism is definitely useful for a nation like India where almost 70% of the population resides in the villages. Rural India has much more to offer beyond agriculture. It has a great potential for various segments like eco tourism, adventure tourism, health tourism, farm tourism, nature tourism, cultural tourism, religious tourism and like others. According to the studies conducted on the subject shows that there is evidence that in Europe rural tourism has made valuable contributions to rural incomes both at the individual as well as local community level. It has delivered supplementary income and inter-sectoral linkages.

Concept of Rural tourism

According to Tourism Ministry of India "Any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interactions between the tourists and the locals for a more enriching tourism experience, can be