

Role of Community in Rural Destination Development and Management: A case Panchayat study - Kumbalgodu, Karnataka

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ONOMÁZEIN 63 (March 2024): 341-355
ISSN: 0718-5758



Abstract

The importance of rural tourism has been widely recognized as an important factor in the development of rural areas. Rural tourism is an instrument for rural development considering to enhance productivity, income and to generate long term benefits for the villagers. Rural tourism constitutes many varied forms and is pursued for different reasons. Tourism is an innovative idea to promote and regenerate economic growth in rural areas where agriculture collapses, and help in diversifying of dispersed marginal agricultural area into adventure tourism or cultural tourism. Rural base tourism helps in conservation of local resources. Rural tourism means, any form of tourism that show cases the rural life, art, culture and heritage at rural locations thereby benefiting local community economically and socially. The social entrepreneurs play a vital role in the rural destination development. Many peripheral rural areas face significant challenges in terms of sustaining communities and attracting tourists. The rural development is important for overall economic development of the country. Through the activation of panchayat raj institutions, it is possible to improve the life style and prosperous of the rural community by providing self employment, improved infrastructural facilities like communication and road facilities, proper drinking eater facility, highway connectivity, electricity, education, health facilities and many more.

Keywords: Rural Development, Village community, Agricultural activities, farm stay.

1. Introduction

Tourism is considered as ever-growing industries in the world. This service-oriented industry offers economic, social, cultural benefits to the nations. It removes poverty and inequality, It provide job opportunities, promote culture and traditions, It helps in the development of infrastructure and the economy. More than any other business, tourism considers customer demands and needs as important for its success. The ever changing demands and needs of the customers sometimes offers challenges to this service industry. But it always gives importance in maintaining sustainability along with the development and diversification. Attraction plays major role among the 5 A's of tourism-Attraction, Accessibility, Accommodation, Amenities and Activities. The scenic beauty of nature always has trend in tourism. Enjoying the traditions, culture, life style of a community in a calm and peace atmosphere away from the usual urbanized area gives refreshment and rejuvenation for the people lives in dynamic urban society. Rural tourism offers active participation in the life style, traditions, agricultural activities and village walks to the tourists. Rural tourism offers mutual benefits to both the tourists and the rural destination residents. It offers enjoyment and understanding of the rural life style and traditions of the rural community, at the same time gives benefit to the rural residents in the form of extra income generation and employment opportunities from the rural tourism with less investment. Rural tourism preserves heritage and viable traditional occupations of art and craft from the stage of displacement. Rural tourism pavs the way for community development, opening the scope for entrepreneurs, revitalization of handicraft and traditions, poverty alleviation to the rural community.

U.S based research committee estimates that, 11.4% of the Compound Annual Growth Rate can be developed by agritourism alone in the 2022-2030 years (<https://www.drishtiias.com/daily-updates/daily-news-analysis/rural-tourism-3>, 2023). Rural tourism offers Economic and non-economic benefits to the families. It not only improves the life style of the rural people, but acts as a marketing tool for their products. Rural tourism is the sum total of all rural activities such as culture, art, traditions, lifestyle, agricultural activities. The industrialization and development at the urban area, more stressed life in urban area leads to the increase in demand of the rural tourism. The rural traditions, life style, agricultural activities, fields, plantations always give rejuvenation and relaxation to the tourists.

By considering the social and economic benefits of tourism on the rural community, an effective planning on infrastructural development is required at the rural destinations. The community participation to the planning and developmental activity plays a major role. The developmental activities as well as tourism activities at the rural destinations cannot meet the goal at its optimum level without participation of the local residents. So it is important to create awareness among them about the social and economic benefits that can be achieved through tourism activities.

Developing destinations is crucial for preserving the natural and cultural elements that are essential for tourism. Hence, the collaboration among public and private sectors and the local community is crucial. All stakeholders may collaboratively manage local and global repercussions more effectively (Broegaard, R. B. , 2022). Traditionally, the administration of a rural destination should prioritize the interests of the local community. They strive to improve rural communities and promote them as

tourist attractions to attract and grow visitor numbers. To establish a strong presence in the domestic and international tourist industry, a rural tourism destination must adhere to the fundamental principles of sustainable development and meet the demands of customers for high-quality resources and services (Nair, V., et al 2015). This is why the study and assessment of rural tourist destination management must be undertaken with great care and consideration. When all stakeholders collaborate to define their objectives for tourism and strategies for promotion and sales, they will all reap rewards. A novel approach to tourist destination management involves integrating environmental, physical, and social aspects through various networks and institutional structures. Therefore, it is crucial to focus on the efficient development and Management of a rural tourism destination for its future sustainability. (Campón-Cerro, A. M., et al 2017).

2. Review of literature:

Nagaraju L.G and B. Chandrasekhara studied "the Rural Tourism and Rural development in India". They conducted the study about rural resources, necessity of diversification of rural community and the benefit getting to the rural community through the rural tourism.

Nagaraju L.G and B. Chandrasekhara found that, around 74% of the Indian population lives in rural areas. The main ingredients of rural tourism is the culture, environment, life style and their traditional occupation. The industrial development and stressful life style of the urbans lead to the necessity of rural tourism to enjoy the peaceful atmosphere of the rural areas and get relaxed and rejuvenated themselves. The tourism activity at the rural areas not only give benefits to the tourists but to the local residents of the rural community also. It is an important means of poverty alleviation and employment generation. For the effective development of rural tourism, its very essential to identify the potentials at rural community and diversify the community according to their geographical features such as agricultural field, forest areas, mountain areas. The effective planning activities based on the geographical divisions and nature of tourists will lead to the success of tourism activities in that area (Chandrasekhara, 2014)

Gadad Anupama and Dr. Kamashetty conducted a study on "Potentiality of Rural Tourism in India: The socio economic impact". They viewed rural tourism from different angles and its socio-economic impact on the rural community. They identified the tourism potentials of rural community and analyzed the way to exhibit the natural product Infront of the customers. They revealed the socio-economic benefit caused from rural tourism on the community. It adds the income of the community and leads to the infrastructural development of the rural destinations. Rural tourism offers sustainable development. It gives importance for the preservation of culture, traditions, lifestyle, natural environment as it is the main attractions of rural tourism. Experiencing the unexplored is the trend in rural tourism. (Kamashetty, 2014)

Manisha Seal conducted a study on "An insight into study on community based tourism and its challenges to promote rural tourism: A case study on Anegundi, Karnataka; Manisha Seal identified the sophisticated demand of rural tourism by the international and domestic tourists. Rural tourism has resource potential to meet the demand of the tourists. The showcase of rural life including their culture, heritage have a magical touch in the tourism industry and act as a catalyst for the rural development. Even though the resources are plenty in the rural destinations, the rural tourism development is not possible without the cooperation of rural community, Government and private

organizations, stakeholders. The lack of awareness among village community acts as a main barrier for the rural tourism activity. The exhibition of natural resources in its full potential is possible only through the active participation of local communities and development of infrastructural facilities at the destinations by the authorities. (ManishaSeal, 2015)

Ananya Mitra studied about "Rural entrepreneurship skill development through regenerative tourism in Channapatna, Karnataka." The study aims at regeneration of tourism activity through the skill development and get back the investment they done. The unique skills of the local community can exhibit as a means for the promotion of tourism activity and a means for the economical earning. The author aims at skill promotion with the concept of leaving behind something better than the present. The effective use and preservation of traditional skills along with the tourism activities lead to the employment generation and income generation to the community and it makes the community a unique among the global market. (AnanyaMitra, 2022)

Sook Fun Fong and May Chiun-Lo conducted study about "community involvement and sustainable tourism development: Perspectives from local communities". The study reveals that, the community involvement in tourism activities at that destination is crucial as it leads to the community empowerment, knowledge sharing, decision making process and sustainable development of the destination. When the community attain knowledge about the benefits of tourism such as income generation, employment opportunities, they will actively involve in tourism development activities and preservation of culture, art and traditions. Tourism is a mean to attain cultural, social sustainability. To aware the communities about the benefits of rural tourism activities, the stake holders play vital role. The cordial effect of stakeholders and local government authorities along with the local community can attain success in the rural tourism in a sustainable way. (May-ChiunLo, 2015)

3. Bangalore rural district:

Bangalore Rural is an area characterized by a distinctive combination of natural beauty, historical significance, and cultural variety. Bangalore Rural, situated near the city core of Bangalore, offers tourists the opportunity to discover its picturesque scenery, historic landmarks, and traditional art and crafts. Bangalore Rural exemplifies a blend of rural and urban life, with attractions like Nandi Hills, Devanahalli Fort, Bannerghatta National Park, and a thriving silk weaving industry. Bangalore Rural offers a variety of options for anyone seeking relaxation, adventure, or spiritual rejuvenation.

Bangalore Rural, situated on the outskirts of Bangalore city, provides a tranquil retreat from the busy metropolitan environment. The area has a variety of experiences, from peaceful villages to lively marketplaces, blending heritage and contemporary harmoniously.

RURAL DESTINATION - FEATURES OF BANGALORE RURAL DISTRICT:

Geographical Splendor of Bangalore Rural

Nestled in the lap of nature, Bangalore Rural treats visitors to a breathtaking landscape of rolling hills, lush greenery, and serene water bodies. The Nandi Hills, an iconic hill station, provides panoramic views of the surroundings, making it a favorite spot for trekkers and nature enthusiasts.

Historical Significance

Rich in history, Bangalore Rural has witnessed the rise and fall of dynasties. The region is home to ancient temples, forts, and ruins that reflect its historical significance. The Devanahalli Fort, for instance, stands as a testament to the area's past.

Agricultural Heartland

Bangalore Rural is the backbone of the region's agricultural activities. Vast expanses of farmland produce a variety of crops, from traditional grains to modern cash crops, contributing significantly to the state's economy.

Traditional Arts and Crafts

The region takes pride in its rich tradition of arts and crafts. From intricate pottery to vibrant silk weaving, local artisans continue to preserve and pass down these age-old practices, adding cultural depth to the area.

Ecotourism: Connecting with Nature

For nature lovers, Bangalore Rural offers a haven of ecotourism opportunities. Bannerghatta National Park is a renowned destination, allowing visitors to observe diverse wildlife and participate in conservation efforts.

Culinary Delights of the Countryside

The local cuisine of Bangalore Rural is a gastronomic delight. With an emphasis on locally sourced ingredients, the traditional dishes offer a burst of flavors that reflect the region's agricultural heritage.

Religious and Spiritual Centers

The region is dotted with temples, ashrams, and spiritual retreats. These centers provide a space for seekers to explore their spirituality and find solace amidst the tranquil surroundings.

Village Life and Local Communities

Immersing oneself in village life showcases the strong sense of community and tradition that Bangalore Rural embodies. Visitors can partake in local festivals, interact with residents, and gain insights into their way of life.

Education and Learning Initiatives

Despite its rural nature, the region places great importance on education. Various initiatives are undertaken to promote learning and skill development among the youth, contributing to their holistic growth.

Infrastructural Developments

Bangalore Rural is witnessing gradual infrastructural development that aims to improve connectivity, healthcare, and overall living conditions. These developments bridge the gap between urban and rural areas.

Connectivity: Bridging Urban and Rural

Bangalore, the IT capital of India, is a city of contrasts. On one hand, it has a bustling urban core with modern skyscrapers, high-tech companies, and a vibrant nightlife. On the other hand, it has a

rural periphery with serene villages, lush farms, and traditional crafts. How can these two worlds be connected in a way that benefits both? This is where connectivity comes in. Connectivity is the ability to access and exchange information, goods, and services across different locations.

Rural Entrepreneurship

Bangalore Rural is a hotbed for rural entrepreneurship. Locals are engaged in various business ventures, from agribusiness to handicrafts, contributing to the local economy and fostering innovation.

4. Research gap:

The evidence gap on rural destination development and management in Bangalore Rural District is a critical issue that needs to be addressed. Further research is needed to understand the potential for sustainable tourism growth in this region, as well as the challenges that may hinder its development. By filling this evidence gap, policymakers and stakeholders can make more informed decisions to promote responsible tourism practices and ensure the long-term success of rural destinations in Bangalore Rural District.

The population gap on studies on Bangalore rural district is a pressing issue that needs to be addressed in order to fully understand the dynamics of rural destination development and management in the area. By bridging this gap, researchers and policymakers can gain valuable insights into the unique challenges and opportunities that exist in Bangalore Rural District. This will ultimately lead to more effective strategies and policies that can support sustainable and inclusive growth in the region.

5. Objectives:

- To identify the Tourism potential of Kumbalgode Panchayat
- To analyse the developmental activities at Kumbalgodu Panchayat and its contribution to the rural tourism
- To measure the role of community in tourism development.
- To create awareness among local community that tourism is an extra income source
- To analyze the residents and farmers acceptance of Rural destination development
- To evaluate the moderating role of entrepreneurs and government in development and Management of Rural destination
- To examine the role of destination marketing on development of Rural destination
- To suggest a road map for rural destination development and management for Bangalore rural district

6. HYPOTHESIS:

H1- General Infrastructure, Tourism potential and basic service quality are factors influencing rural destination development

H2 – Residents and Farmers demographics impact the acceptance of rural destination development

H3 – Entrepreneurs significantly contribute to rural destination development

H4- Success of rural destination development and management is moderated by entrepreneurs and government support

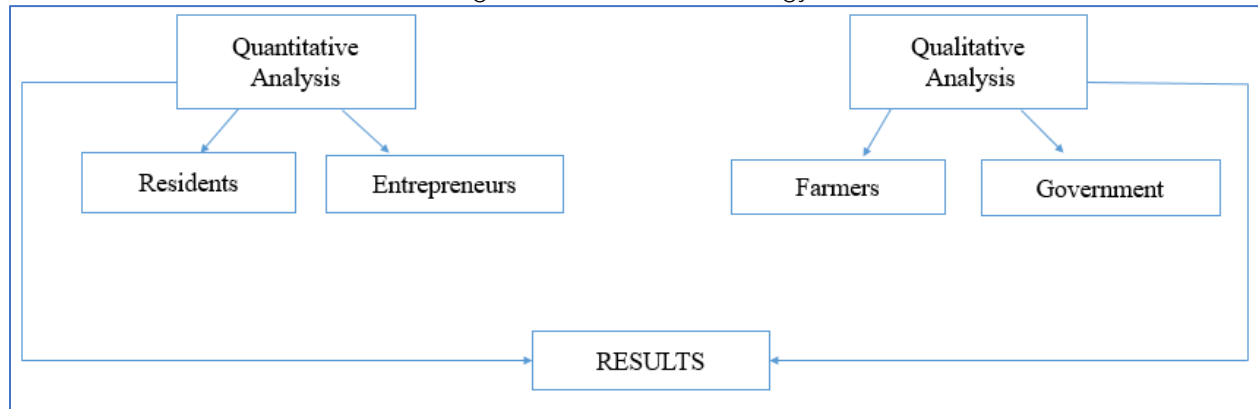
H5 – Rural destination marketing significantly impact the rural destination development

7. METHODOLOGY OF THE PROPOSED RESEARCH:

A. Research Strategy

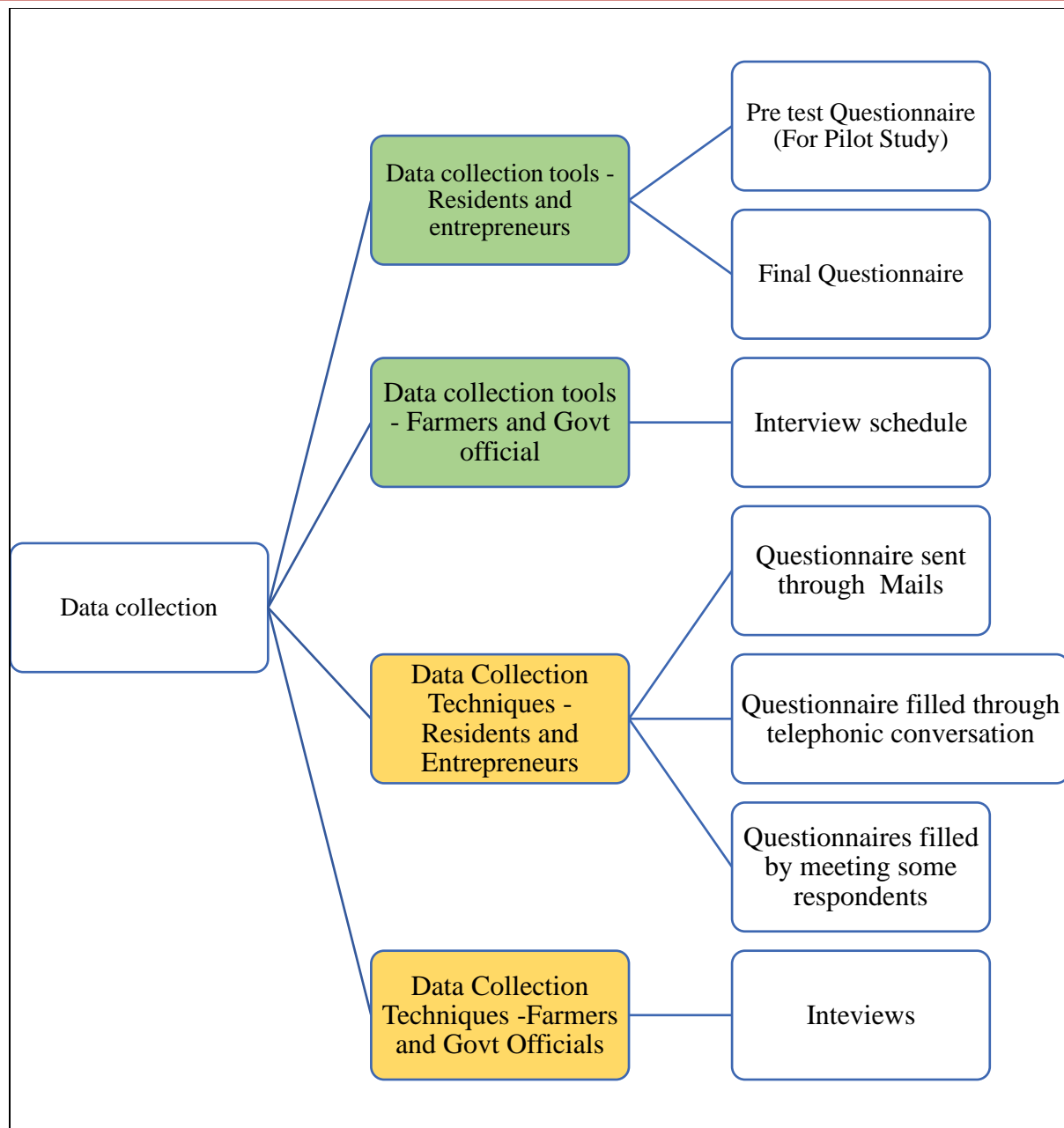
The current study is a mixed research methodology, A mixed methods research design is a procedure for collecting, analyzing, and “mixing” both quantitative and qualitative research and methods in a single study to understand a research problem.

Figure 1 – Research strategy



Quantitative data will be collected from Residents and Entrepreneurs of rural destinations, Qualitative data will be collected from Farmers and Government.

Data collection tools and Techniques



Primary Data: Using a survey approach, primary data is acquired directly from residents and entrepreneurs from select regions. The respondents are to complete a structured questionnaire in order to obtain information about the rural marketing destinations and other relevant information. For farmers and Govt officials, an interview schedule was prepared and data was collected

Secondary data: Inputs for secondary research are gathered from a variety of sources, including academic journals, trade journals, news articles, publications, Market reports and institutional surveys, as well as discussions with market professionals. Secondary data will include information on rural destination marketing as well as statistical information and other research-related inputs.

PRACTICAL IMPLICATION:

The research study reveals that the ,the identification of resources and its promotion with the help of local community is an effective mechanism for Village development, as it opens up alternative occupational prospects through tourism activities such as farm tourism, eco tourism for the local community of village area other than agriculture as an occupation.

The local community involvement is an important factor to place the destination at the tourism market, as the local residents are aware about their areas and they will be capable to solve the problems at the areas in well manner than a third party. They can explain about the culture, mythology, and other attractions at the locality. (Lo, 2015)

KUMBALGODU PANCHAYAT:

Kumbalgodu Panchayat is blessed with scenic beauty as it contains many farms and fields. Agriculture is the main source of income in this panchayat. Besides scenic beauty, it has plenty of manmade attractions such as amusement parks, resorts, temples and many more. Kumbalgodu located in the south western part of the Bengaluru- Mysuru highway is situated between Kengeri and Bidadi. Currently Kumbalgodu is witnessing development in the interiors, which differentiate Kumbalgodu panchayat from other sub-urbs. However, the expansion of the Bengaluru- Mysuru highway to a 10- Lane stretch could lead to more development along the main road, which increased value of entire destination as it is situated along this busy expressway.

Kumbalgodu Panchayat consist of three main Villages: 1. Kambipura, 2. Kanmanike, and 3. Kumbalgodu Population chart of Kumbalgodu Panchayat

Name of Villages	No. of families	Total Population	Male	Female
Kumbalagodu	2811	10178	5464	4714
Gerupalya				
Hossapalya				
Kambipura	1507	7018	3663	3355
Karubele				
Anchepalaya				
Kanmanike	649	2408	1291	1117
Kanmanike Colony				

Table(1): Shows detailed population at Kumbalgodu Pnchayat as per the senses Reprt (21-22)

Source: Kumbalgodu Panchayat

The famous areas for visit at Kumbalgodu panchayat is Dodda alda Mara, Sulikere Lake, WoderLa amusement park, Enchanting Acres (Farm), Sunset Farm, Panchamukhi Ganesha Temple, Dwadashi Jyothirlinga , Kavade, Manchanabele dam

The Garden Asia Resort, Malnadu Grand Inn, Vippro Enclave, Ruppi Resort offers accommodation for the tourists with modern facilities at Kumbalgodu.

Dodda Alada Mara:

Dodda Alada Mara literally translated to "Big Banyan Tree" is a giant 400 year old banyan tree located in the village Kethohalli at Kumbalgodu Panchayat. The tree covers 3 acres and it is one of the largest of its kind. It is world's 4th biggest banyan tree. In 2000s, the main root of the tree succumbed to natural disease and now it looks like many different trees. It's a favourite place for the tourists, as it offers a long walk in the shadow of tree and .This big banyan tree is natural habitat for large number of monkeys. The ageing tree is now being monitored by the horticulture department.

Manchanbele Dam:

Dam forming a reservoir framed by forested hills, known for bird watching, picnics & sunset views. It offers refreshment and relaxation to the visitors. It is approximately 40 kms from Bangalore and is built across the river Arkavathi, whose main purpose was to use the water for irrigation. The place is just 12-14kms before Savana Durga hills.

Some famous Farms at Kumbalgodu Panchayat:

a).Green Dairy Farm:

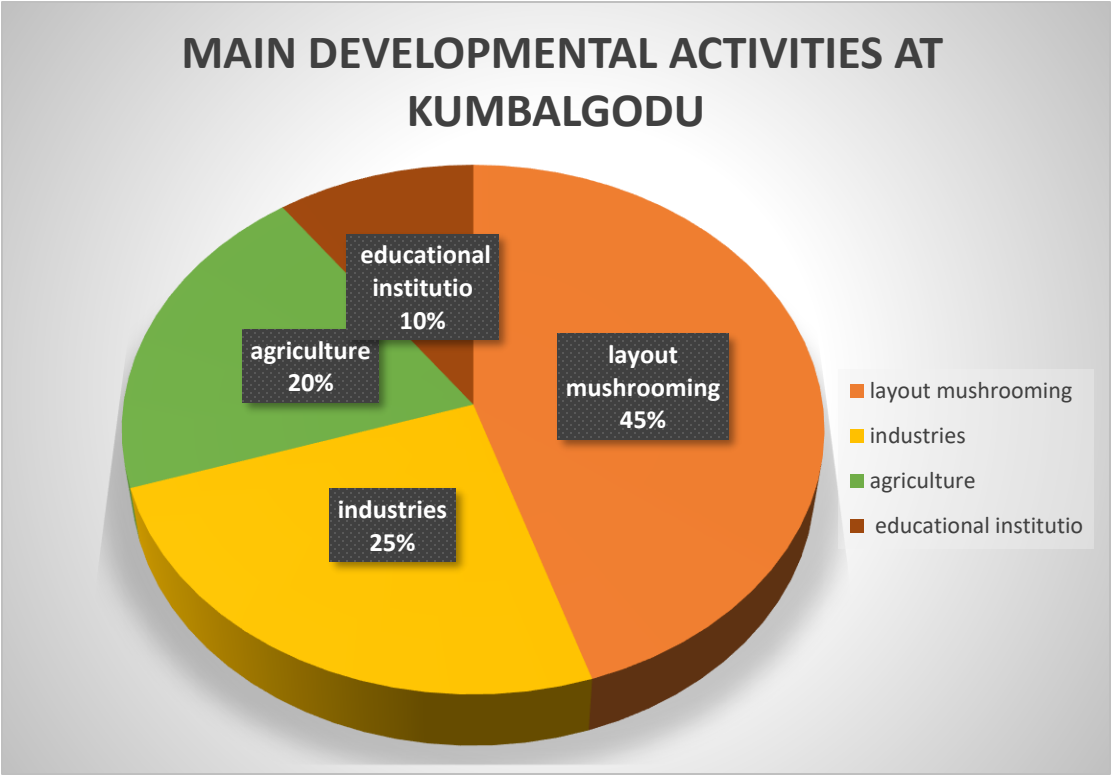
Established in the year 1945, Green Dairy Farm in Kumbalgodu, Bangalore is a top player in the category Butter Dealers in the Bangalore. This well-known for dairy product manufacture, whole sale and retail dealers.

b).St. Mary's Farm:

Situated at Gollahalli, Kumbalgodu, famous for its dairy production. The farm belongs to CMI fathers. Prior permission is required for the visitors. It offers an abode of greenery and live stock. More than five hundred cows, well known breeds of pigs, goats, sheep, emu, ostrich are all in this farm. Coconut trees provide tender as well as dried coconuts from which oil could be produced. A great vision is unraveling here. It has a wide variety of agricultural activities. It is a place of happiness.

c).Jaya Farm:

The enchanting, rejuvenating farm situated at Gollahalli, Kumbalgodu is blessed with scenic beauty. There are various kinds of agriculture activities and is famous for its dairy production. The farm is well maintained and the visitors can involve in the agriculture activities with their permission and can learn the technologies and methods.



Institutions at Kumbalgodu

Institution type	No.of institutions
Angan wadi	09
Schools	12
Colleges	6
Bank	03
Post office	01
Marginfree Shops	06
Co-operative society	49
Prison	01

Table(2): shows Government & Nongovernmental Institutions at Kumbalgodu Panchayat
The existing facilities at Kumbalgodu panchayat can be divided into different zones for the easy identification of tourism potential at Kumbalgodu

Classification of existing Resources at Kumbalgodu into different Zones

Type of Zone	Type of activities	Some Names of the organizations
Zone-1	Tourist Attractions: Natural attractions such as Scenic beauties, Farm, agricultural lands	Manchanbele dam, Dodda alda Mara, Jaya farm, Green Diary, St. Mary's farm

	Manmade attraction	Wonder la Amusement park
	Cultural level	Fairs and festivals
Zone-2	Accommodation: Resorts, Hotels, Farm stays	Ananta Farm stay, Ruppi Resort, The Malanadu Grand Inn, Garden Asia Resort, Vipro Enclave
Zone-3	Educational institutions	Rajarajeswari Institutions, MGP Institutions for higher studies in Medical field SDM ayurveda institution provides education as well as ayurvedic treatment Donbosco College offers arts and science subjects for higher studies Marigold international school, Tattva school, Gurukul School offers basic level education
Zone-4	Spiritual level	Panchamukhi Ganesha Temple, Dwadashi Jyothirlinga, Sree Ayyappa Temple, Sri Tulsi Chaitanya Matt
Zone-5	Business activities Kumbalgodu panchayat is a hub for diary production at large level. Factories offer raw materials and textiles for the business activities	Jaya farm, Green Diary, St. Mary's farm Bombay fashion outlet, Silk industries,

Table(3): shows different types of zones for differentiated activities

Some of the obstacles noted for tourism Development at Kumbalgodu Panchayat:

1. Poor Tax collection from property tax payers:

The tax collection is comparatively poor from the expected value of tax at the panchayat level will act as a barrier for the development of infra structure facilities at the Kumbalgodu.

2. Lack of Cauvery water service:

There is no Cauvery water pipelines through the villages of Kumbalgodu panchayat. People depend on bore well for their necessities.

No proper community involvement

Due to the lack of awareness about tourism and its income generation, the local residents are not interested in receiving tourists to the destination. They are incorporating to the tourism development at the destination, as the tourism activities may inversely affect their agricultural activities, tradition and culture.

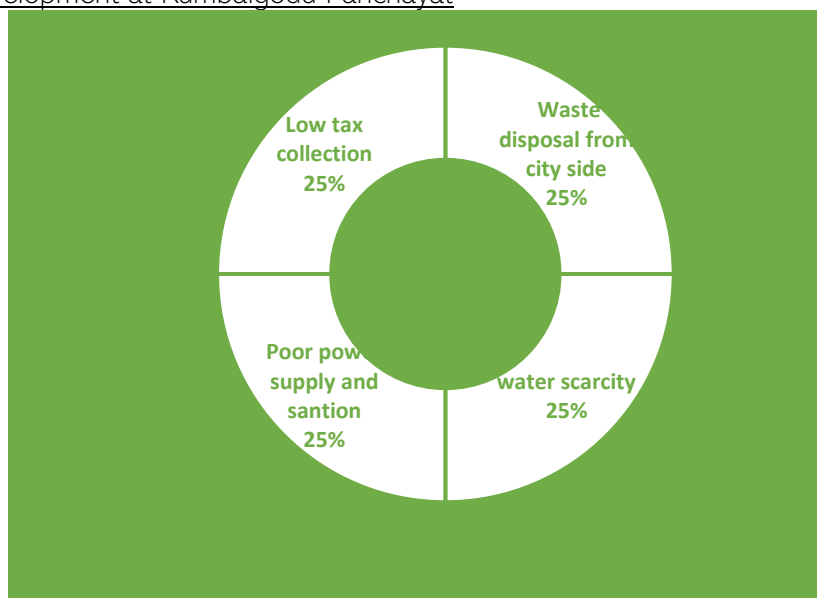
Wastage disposal:

The Kambipura and Anchepalya on the banks of vrishabhavathi river valley are the units into garbage segregation and recycling. The solid wastes mostly plastic and E- wastes bring from city and burn (The Hindu had reported one such fire on March 24 2022) or allegedly dump the rejected waste in the river after segregation. This happens almost four times a week and typically in the cover of the darkness between 7 p.m and 2 a.m. This not only adds to the pollution but, is a health hazard for residents of the two villages. Constant inhaling of this smoke has been causing severe lung-related diseases and burning of the eyes. (Kumar, 2022)

Encroachment of Green Belt

Green belt area has been encroached upon for urban activities by converting agriculture lands to nonagricultural purposes. Although accurate data is not available regarding the exact area of encroachment, The Hindu and the statistics available with the government indicate that over the years, particularly between 2004–2005, about 6295 acres of land was converted from agriculture to industrial and other housing purposes (mainly for developing layouts) (Raju, 2018)

Obstacles for development at Kumbalgodu Panchayat



Suggestions:

1. Develop tourism promotional plan at villages in Kumbalgodu Panchayat
2. Create awareness in the mind of local residences that tourism is an additional income source.
3. Creation of a website to provide information on tourism resources and locations of villages at Kumbalgodu
4. Mobile app based access to the village areas and farm destinations for the tourism activities.
5. Develop tourism circuit to attract tourist towards village destinations at Kumbalgodu.
6. Enhance Community-based information centers.
7. Encourage well developed hosts-guests relationships.
8. Integrate local tourism development with state planning and objectives.
9. Preserve and promote the tourism products locally and globally.

10. Tourism promotional campaign such as culture, heritage, spiritual, nature, sports, MICE, wellness tourism.

4. SUMMARY:

The emphasis on rural development began when it was recognized that the rural sector was economically, socially, and politically underdeveloped and required specific government intervention. Tourism is a very lucrative sector in both developed and developing nations. This industry creates job opportunities and contributes income to the national economy. Tourism product lacks physical substance. Effective marketing efforts are necessary for successful promotion. Several sites in the rural districts of Bangalore have picturesque natural charms. However, the absence of infrastructure poses a challenge for marketing operations. The participation of the government, public, and private sectors can partially fix the issue in development. A simple endeavor by the government might elevate the destination to a worldwide level. Effective marketing techniques that prioritize customer behavior patterns play a crucial role in promoting destinations.

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