



Review Article

DOOARS INDIA: A POTENTIAL PLACE OF FARM OR RURAL TOURISM: A REVIEW

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Abstract- Rural or Farm tourism is now a novel attraction area of the metro city people in India. Rural tourism is as an important tool for human development including employment generation, environmental and biodiversity development. The study was conducted at dooars area of Jalpaiguri, Alipurduar and Coochbehar District of West Bengal, India. The study was conducted during June, 2015 to November, 2015. The respondents were selected from rural people and from the tourist. Two different type samples were selected. One is from rural people and another is from tourist. The sample sizes were 200 in case of selection rural people and 50 in case of selection of tourist. The objective of the study was to identify the threat and opportunity of the dooars area for making farm or rural tourism place with the help of some review study. Descriptive research design was followed to obtain pertinent and precise information. It was found from the study that the dooars area of west Bengal had a potentiality to become an established rural tourism spot.

Keywords- Farm, Rural, Tourism, Employment, Biodiversity

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Introduction

Tourism is the largest service industry in the world employing the most number of people and generating the most revenues. Tourism is the only industry, which can allow the wealth of developed nations to flow directly into the hands of the most under-developed people in the world. Tourism now becomes a highest revenue generating industry in the world. Rural tourism was reflected the unique patterns of the rural environment, economy, culture, and history. The activity that is not employing local resources cannot be considered rural tourism [1]. The Rural tourism can be classified by as Farm Tourism, Green Tourism and Ecotourism. Among them farm tourism are more closely related to agriculture. Farm tourism develops social, cultural and educational values in rural area. It was found from the different study that farm tourism was prominently attracted by the tourist in the country of Austria, England, France and Germany it was become a large service sector industry [2, 3]. The model of Rural or farm tourism was different between developed and developing country [4, 5]. In addition, the desire for short term economic benefits may lead to high expectations among the host communities. Perception is the process of filling in, enabling us to interpret a series of fragments as a whole when sensory data are incomplete. Perception organization is dependent upon the characteristics of the stimuli object such as nearness, likeness, inclusiveness and part or whole relationship. Different perceptions have affected agricultural programmes in many villages. After independence

government of India was focusing on development of the key areas like agriculture, industry, rural and urban infrastructure etc. Then after few decades different government and private sector take initiative on development of the tourism sector. Because government realise that India is one of the famous tourist place in the world. But there was a little attention on farm or rural tourism.

According to west Bengal tourism department [6] Dooars meaning the place where nature has kept its doors open. This region located in the district of Jalpaiguri, Alipurduar and Coochbehar, forms a gateway to the hill stations of North Bengal, Sikkim, Bhutan and North Eastern states [6]. The forest type is dense natural forests, interwoven with lush green tea garden [6]. The major rivers in dooars are testa, torsha, jaldhaka and kajani [6]. The average rainfall of the dooars area was about 3000 mm to 3,500 mm [6]. Rainy season was generally starts from the month of May and continues till the month September. Winters season was cold. Summer season was slight warm. The native people were generally schedule tribes (Bodo, Rabha, Mech, Toto, Tamang/Murmi, Limbu, Lepcha) and the Schedule caste (Rajbongshi) [6]. The existing familiar tourist places of the dooars were Dooars. Jhallong, Samsing, Totopara, Rajabhatkhawa, Jayanti, Banerwar and Nagrakata. Tea was the major crops in dooars. Pine apple was the most attractive fruit cultivated nearby dooars area [6].

It was showed that in England on average, 44% of visitors' expenditures remain in the local Economy [7]. The relations between rural tourism and agriculture were

symbiotic and the income of the farmers from the rural tourism was greater than that obtained from their agricultural activities [8,9]. The intervention of different organization in rural areas affected the rural or farm tourism directly or indirectly [10, 11]. Rural tourism was contribution to earn foreign exchange through attracting the foreign tourist [12, 13].

Materials and method

The potential area for farm tourism in Dooars area of Alipurduar, Jalpaiguri and Cooch behar districts were to be identified in consultation with tourism department of Government of West Bengal as well as private tour [6]. The study was conducted during June, 2015 to November, 2015. The respondents were cover the rural stakeholder, functionaries and tourists at the survey time. Both primary and secondary data were collected. Purposive as well as simple random samplings were followed. For selection of district, block, villages purposive sampling method were followed and for selection of respondents random sampling method was followed. In this way total of 200 rural respondents and 50 number of tourist respondent were selected. A structured interview schedule was prepared for collection of data. Descriptive research design was followed to obtain pertinent and precise information and to draw a valid conclusion.

Results and Discussion

It was found from the study that majority of the respondent directly or indirectly associated with the eco-tourism and rural tourism. Majority of the respondent were male followed by the female and age group were more than 35 years [Table-1]. Majority of the respondents were marginal farmers and they were belonging to nuclear family. Major occupation of the respondents was tea labour followed by agriculture. Majority of the rural respondent's annual income level were less than Rs. 1,00,000. Majority of the respondent were primary school pass followed by middle school pass

Table-1 Classification of the Respondent On The Basis Of Different Independent Variable (Respondent type: Villagers) $n=100$

Sl. No.	Variable	Frequency/ percentage of the respondent
A.	Gender (x_1)	
1.	Male	65
2.	Female	35
B.	Age (x_2)	
1.	18yrs to <25 yrs	20
2.	25 yrs to <35 yrs	25
3.	35 yrs to <50 yrs	40
4.	>50 yrs	15
C.	Education (x_3)	
1.	Illiterate	10
2.	Can read only	-
3.	Can read and write only	30
4.	Primary school	50
5.	Middle school	10
6.	High school	-
7.	Pre-university	-
8.	Graduate and above	-
D.	Caste (x_4)	
1.	GEN (General)	8
2.	SC (Scheduled Caste)	20
3.	ST (Scheduled Tribe)	70
4.	OBC (Other Backward Classes)	2
E.	Land holding (acre) (x_5)	
1	Less than 2	95
2	2-5	3
3	5-10	2
4	More 10	-
F.	Annual income level (INR) (x_6)	
1	Less than Rs. 30,000	30
2	Rs. 30,001-Rs. 60,000	25
3	Rs. 60,001-Rs. 1,00,000	35
4	Rs. 1,00,001-Rs. 2,00,000	5

5	Rs. 2,00,001-Rs. 3,00,000	3
6	Rs. 3,00,001 and above	2
G.	Number of family member (x_7)	
1	Less than 5	80
2	More than 5	20
H.	Major occupation	
1	Tea labour	45
2	Business	15
3	Agriculture	40
4	Service	--
5	Others	--

Tourist was interested to feel natural rural environment, to stay with rural people, to watch their daily activity, participated different cultural ceremonies and to show the agricultural and horticultural crops in the village [Table-2].

Table-2 Interest of Tourist In Rural Tourism (Respondent Type: Tourist) $n=50$

Sl. NO	SUBJECT	Frequency	Percentage	Ranking
1	Attachment with rural people	40	80	II
2	To watch their daily activity	35	70	IV
3	To participate different cultural ceremonies	50	100	I
4	To show the agricultural and horticultural crops	38	76	III
5	To know the village social activity	25	50	V
6	To feel natural rural environment	50	100	I
7	To learn something new from villagers	20	40	VI

Road of the rural area were well connected with main road. Tea was the major crop cultivated by different organization.

Conclusion

It can be concluded from the above study that majority of the respondents were marginal farmers, less educated and there income level was also low. Majority of the responds were involved as tea labour. The house was mainly maid by wood and Tin. Respondent perception on alternative source of income was very low. It may bring tear to the respondent if tea garden authority suddenly closed their tea production Industries. So proper policy may be taken by govt. and private organization to change the motivation of the Dooars region rural people through empowerment of the rural women by formation of SHGs, establishment of different rural tourism hotspot, involvement of rural people for acting as local guide to voyeur tourist, arrangement of fooding and lodging facility of tourist, training of the rural youth on handicraft making and marketing at rural tourism place [8-11]. If a proper marketing plan is done on Rural tourism, it could bring lots of benefit of Dooars area and it may become a sustainable revenue generating project for rural development programme of the government

Conflict of Interest: None declared

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