

# A Study on Contribution of Women in the Development of Rural Tourism, with Special Reference Selected Rural Tourism Destinations of Malnad Region of Karnataka State

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**Abstract:** Rural tourism in India is one of the emerging sectors. Rural tourism is one of the major alternative sources of income for rural population. Rural people can use available resources more effectively and efficiently. Contributions of rural women in tourism activities are neglected or not recognized. This paper tries to highlight the problems and prospects of rural women involvement development of rural tourism in Malnad region of Karnataka state.

Keywords: Tourism, Rural, women, Tourists, Sustainable Development.

## 1. INTRODUCTION

According to European Union sources, rural tourism is defined as the “wish to give visitors personalized contact, a taste of the physical and human environment of the countryside and, as far as possible, allow them to participate in the activities, traditions and lifestyles of local people”. This paper tries to highlight weather rural women are really getting the benefits of developments in rural tourism and the contribution of the rural women are really recognized.

### Objectives of the Study

- i. To study various demographic characteristics of women those are participating in rural tourism business.
- ii. To study the various reasons why rural women participate in rural tourism as a host.
- iii. To study the level of satisfaction of rural woman as rural tourism service provider.
- iv. To study the performance level of women as rural tourism service provider as compared to male counterpart.

## 2. METHODOLOGY

The present Study has been conducted in selected rural tourism destination of malnad region of Karnataka state. The sample respondents comprising only women working as service provider to tourist from different socio-economic categories of the society. The survey was conducted using the convenience sampling method under non-probability sampling method with a sample size of 200 respondents. Structured questionnaire is used to collecting data.

### Scope of study

Scope of the study is limited to only women working as service provider in rural tourism destination of malnad region of Karnataka state.

## 3. LITERATURE REVIEW

(Haldar, 2007) in his paper attempts to probe the impact of marketing of rural tourism in India, rural tourism can help in shaping our society. It can have both positive and negative impacts on rural as well as urban communities. There is a scope of rural tourism in India. The government should encourage private enterprises to promote tourism in rural areas. For developing the rural tourism we need to understand the rural environment, demography, socio-culture, economic and political background of that place. How we can involve the rural people to enhance their socio-economic condition. To develop a strategic marketing plan for rural tourism we have to understand the target customer their

needs and wants and how to match it with our rural infrastructure. Rural Tourism can develop a win-win situation for both the rural and urban communities

#### 4. RESULTS AND DISCUSSION

##### Analysis and Interpretation

**Table 1. Age Wise Classification of Respondents**

| Parameter    | No of respondents | Percentage |
|--------------|-------------------|------------|
| less than 20 | 6                 | 3.00       |
| 20-30        | 36                | 18.00      |
| 30-40        | 57                | 28.50      |
| 40-50        | 73                | 36.50      |
| above 50     | 28                | 14.00      |

(Source: Survey Data)

The above data reveals that the highest number of respondents are in between 40- 50 age which comprise of 36.50 Percent of sample size followed by 30-40,20-30 and more than 50 which consists of 28, 18 and 14 percent of respondents respectively. The lowest among the all age group is less than 20 years which is consist of only 3 percent of respondents.

**Table 2. Educational Qualification of Respondents**

| Parameter             | No of respondents | Percentage |
|-----------------------|-------------------|------------|
| High School Education | 37                | 18.50      |
| PUC                   | 72                | 36.00      |
| Graduate              | 46                | 23.00      |
| Post Graduate         | 17                | 8.50       |
| Others                | 28                | 14.00      |

(Source: Survey Data)

From the above table it is observed that 36% of respondents are having PUC as their highest education, followed by 23% of graduates. Respondents with post graduated qualification are very few in number (8.5%).

**Table 3. Marital status**

| Parameter | No of respondents | %     |
|-----------|-------------------|-------|
| Single    | 17                | 8.50  |
| Married   | 183               | 91.50 |

(Source: Survey Data)

From the above table it is observed that out of 200 respondents 91.5% respondents are married.

**Table 4. The reason for participating in rural tourism as host**

| Parameter                                 | No of respondents | %     |
|---|-------------------|-------|
| To help family member                     | 87                | 43.50 |
| To improve financial condition of family  | 64                | 32.00 |
| To better utilization of unused resources | 34                | 17.00 |
| To gain social status                     | 12                | 6.00  |

(Source: Survey Data)

From the above table it is observed that 43.5% of the respondents said that they participated in rural tourism to help family members. 32.5% of the respondents said that they are participating in rural tourism to improve financial condition of family (32.5%)

**Testing of hypothesis**

Research hypothesis

**H0<sub>1</sub>: THE AVERAGE PERFORMANCE OF WOMEN WITH COMPARISON OF MALE WORKERS ARE NOT DIFFER SIGNIFICANTLY**

**H1<sub>1</sub>: THE AVERAGE PERFORMANCE OF WOMEN WITH COMPARISON OF MALE WORKERS ARE DIFFER SIGNIFICANTLY**

TO TEST THE ABOVE STATED HYPOTHEIS THE ANOVA TEST IS APPLIED

| <i>Groups</i>    | <i>Sum</i> | <i>Average</i> |
|------------------|------------|----------------|
| Better than Male | 776        | 86.22          |
| Less than Male   | 571        | 63.44          |
| Same as Male     | 493        | 54.78          |

TEST STATISTIC RESULT

| ANOVA                      |           |           |           |          |                |               |
|----------------------------|-----------|-----------|-----------|----------|----------------|---------------|
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
| Between Groups             | 4748.074  | 2         | 2374.037  | 0.846996 | 0.441119       | 3.402826      |
| Within Groups              | 67269.33  | 24        | 2802.889  |          |                |               |
|                            |           |           |           |          |                |               |
| Total                      | 72017.41  | 26        |           |          |                |               |

**Interpretation**

From the above analysis it can be identified from the **Anova** test the performance of the female workers on the basis of various identified parameter stated that the calculated F value is 0.8469 and the p value of 0.44119 which is higher than alpha value of 0.005 hence the stated hypothesis is rejected it can be concluded that the performance of male and female employees differ significantly.

**H0<sub>2</sub>: WOMEN DOES NOT HAVE SIGNIFICANT ROLE AS DECISSION MAKER IN RURAL TOURISM**

**H1<sub>2</sub>: WOMEN DOES HAVE SIGNIFICANT ROLE AS DECISSION MAKER IN RURAL TOURISM**

TO TEST THE ABOVE STATED HYPOTHEIS THE CHI-SQUARE TEST IS APPLIED

|           | <b>O</b> | <b>E</b> | <b>O-E</b> | <b>(O-E)<sup>2</sup></b> | <b>(O-E)<sup>2</sup>/E</b> |
|-----------|----------|----------|------------|--------------------------|----------------------------|
| Parents   | 63       | 40       | -23        | 529                      | 8.3968254                  |
| Husband   | 81       | 40       | -41        | 1681                     | 20.7530864                 |
| Childern  | 21       | 40       | 19         | 361                      | 17.1904762                 |
| Myself    | 21       | 40       | 19         | 361                      | 17.1904762                 |
| Any other | 14       | 40       | 26         | 676                      | 48.2857143                 |

Calculated value of chi square=**22.3633157**

Calculated value of chi-square 22.36 is greater than table value of chi-square 14.86 (at 5% significance level with d.f.=4). Hence null hypothesis is accepted. Hence, women does not have any significance role in decision making process during rural tourism.

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