

Rural Tourism: A Sustainable Alternative for abandoned coal mines in Jharkhand. A study of Dhanbad.

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Abstract:-Purpose: Since it benefits rural communities both economically and socially, rural tourism (RT) is commonly acknowledged as a way to improve rural society.

Design/ Methodology: Through the use of a structured questionnaire, data from 296 respondents have been gathered. Factor analysis, confirmatory factor analysis, and multiple regression analysis have all been used to explain community engagement and sustainable development.

Findings: The aim of this study is to investigate the genesis, prospects, and sustainability of rural tourism.

Originality/ Values

The basic and fundamental aspects showing the mining tourism potential of the mines are promoted in this study.

Keywords: Rural ,Sustainable, Tourism, Coal Mines

I. INTRODUCTION

RT engages visitors in many tribal, native, and lovely practices in rural areas to encourage them to spend quality time there. The study is concerned with how RT might be a Sustainable Alternative for Jharkhand coalmines. The demand for rural tourism, for contemporary urban living, for a thriving natural food market, and for the preservation of rural life have all been supported by a number of factors.

The tourism industry and migrant residents who stay in Jharkhand to uphold their sense of dignity have made this state an exceptional hub for social progress. Rural tourism has influenced the cultural diversity that has developed in Jharkhand as a result of its people, their languages, and their various lifestyles. The traditional way of life of the locals and the state's socioeconomic importance are both benefited by tourism. After the relocation procedure was put into place, free mobility for women and some men both inside and outside the State was made possible. Tilka Manjha, the Santals' leader, led the Jharkhand tribal people in the first uprising against

colonial rule. The following uprising against British rule was led by Bhumij, a resident of West Bengal.

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Every person working in a certain industry needs to be properly trained and educated about the work he will likely be required to undertake in order for it to operate and advance effectively. Both the mining and tourism industries saw the necessity for such education and training. India's tourist industry is expected to develop at one of the quickest rates over the next 10 to 15 years, according to the WTTC. India grows in popularity as a tourist destination for foreigners, rural mining sites are developing along with many other growing industries. By 2019, it is anticipated that demand for travel and tourism will amount to US\$ 266.1 billion (INR 14, 601.7 billion). This sector has experienced rapid expansion because it has created new employment opportunities for the neighboring community. In order to reduce poverty and improve living conditions in and around the state's dispersed shuttered mines, which account for 37% of the nation's mineral deposits, Jharkhand should actively promote mining tourism.

The Indian tourism industry has consistently experienced double-digit growth. The Indian government makes infrastructure investments in areas like transportation, the hotel sector, and small-scale manufacturing in order to sustain this growth.

Future industry expansion in this field is anticipated, along with the emergence of new technologies in the fields of medicine, religion, travel, and MICE, among others. We have a wide variety of tourism products that can be developed, but due to socioeconomic and political issues like political unrest, terrorist attacks, etc., India is also losing foreign visitors.

However, new actors such as mining tourism provide a significant challenge to the India tourism business. Mining tourism has been inspired by renowned destinations such as South Africa and portions of Europe. This concept provides numerous opportunities for local residents to earn money while simultaneously gathering information to help maintain the tourist attraction with the assistance of non-governmental organizations (NGOs). The administration is concerned about arranging tribal programs at subsidized rates for tourists.

II. SYSTEMATIC REVIEW: MANAGING RT IN MINING

Every person possesses their own culture, but they also pick it up from their families and the wider community. The youngster understands the positive and negative aspects of the local culture and acts accordingly. Culture that is upheld by a group of individuals who all adhere to the same social rules collectively rather than individually a culture that has been extensively described by writers. "Culture means the knowledge, morals, laws, manners, and many other abilities which are acquired by an individual as a member of the society, as we know that no one can stay alone," says the definition of culture. Edward Burnett Taylor, published in Haviland in 1994.

With the influence of tourism and with different characteristics or features of different industry like mines give a good up gradation in the tourists income and the experiences of both the parties i.e. guest and the host people is indifferent that they have before. Rural tourism is not formed on its own but it is developed by the social, political, historical experiences by the local people. Now, if we talk about the paper, the first thing that comes to mind is the phrase "rural tourism in mining areas," which refers to many viewpoints. Eboni G. Price states that "cultural diversity is defined as different people with individual perceptions and points of view." A fixed group's culture is made up of a combination of common values, advantages, and languages. Ethnic

exchanges between various cultural groups are numerous (Eboni, G. Price, et al., 2005). Whereas cultural variety consists of several sets of values mixed together.

Cox claims that cultural variety includes various attitudes, languages, and customs. Cultural variety, in the words of Hayles and Russell, "is described in terms of religion, languages, nationality, lifestyle, status, etc. Cultural variety, according to Kossek and Label, "is different people, different characteristics that make an individual or group, different from each other." (1995; Kossek and Label). The impact of cultural variety on society, organizations, and people's outcomes has been favorable.

"Sustainable development needs to change the tourists and host regions by safeguarding the opportunities for the future," the World Tourism Organization (2001) states. Additionally, it is stated that social, economic, and other requirements may be satisfied while preserving cultural debt, vital functions, and the natural order of things.

According to Molly K, "Modern culture is about to undergo a lot of significant changes in the way that culture is formed, hence it becomes essential for When the people sharing common goals in a group, cultural diversity leads to more valuable outcomes," claim Robin J. and David A. The present day, "Heritage provides a sense of difference, uniqueness for any community or area" (Peterson 1994: 242). "The individual involved's particular values, attitudes, and experiences are used to interpret and/or consume heritage." (Lengkek, 2001; Jewell & Crotts, 2001; Goulding, 1999) Tourism should now focus on historical consumables rather than productive materials (Pretes, 2002). Additionally, the heritage sites symbolize the local populace and their bright beauty of their historical culture, which shapes various perceptions of these cultures.

Today, mining tourism is also establishing a long-term presence. Every person working in a certain industry needs to be properly trained and educated about the work he will likely be required to undertake in order for it to operate and advance effectively. Both the mining and tourism industries saw the necessity for such education and training. India's tourist industry is expected to develop at one of the quickest rates over the next 10 to 15 years, according to the WTTC. According to projections, the mining and tourist industries expanded at an estimated 8.4% annual rate in 2006 and are anticipated to rise by 8%

annually between 2007 and 2016. There is a possibility of incorporating this specific type with the mining tourism of Jharkhand because the Indian government anticipates that travel and tourism will contribute Rs 8,500 billion to the GDP by 2023.

As India grows in popularity as a tourist destination for foreigners, mining heritage sites are developing along with many other growing industries. By 2019, it is anticipated that demand for travel and tourism will amount to US\$ 266.1 billion (INR 14, 601.7 billion). This sector has experienced rapid expansion because it has created new employment opportunities for the neighboring community.

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The Indian tourism industry has consistently experienced double-digit growth. The Indian government makes infrastructure investments in areas like transportation, the hotel sector, and small-scale manufacturing in order to sustain this growth. Future industry expansion in this field is anticipated, along with the emergence of new technologies in the fields of medicine, religion, travel, and MICE, among others. We have a wide variety of tourism products that can be developed, but due to socioeconomic and political issues like political unrest, terrorist attacks, etc., India is also losing foreign visitors.

However, new actors such as mining tourism provide a significant challenge to the India tourism business. Mining tourism has been inspired by renowned destinations such as South Africa and portions of Europe. This concept provides numerous opportunities for local residents to earn money while simultaneously gathering information to help maintain the tourist attraction with the assistance of non-governmental organizations (NGOs). The administration is concerned about arranging tribal programs at subsidized rates for tourists. The state government of Jharkhand is making mining procedures more familiar so that visitors will enjoy themselves immensely. This specific modern form of tourism is now developing, growing, and attracting international investment to the industry. "Tourism is the beneficiary of public interest in the past " (Timothy Ambrose and Crispin Paine). "Heritage is not only about preserving the past; it is also about

navigating our way into the future " (Lynn Meskell) "Heritage tourism is a dynamic and growing segment of the global travel industry that is considered a prominent driver for economic development and cultural preservation " (Dallen Timothy)

"Tourism is ultimately the world's largest peacetime force for the intercultural relations of ordinary people. (Graham Dann) "Heritage tourism is a complex multifaceted phenomenon representing the multifarious relationships between modern societies and their pasts " (Brian Graham and Peter Howard) "Heritage is not static. It is a process of interpreting, negotiating, and representing the past in the present " (Valene L. Smith) "The heritage industry is central to the creation of the past " (Urry John) These days, mining tourism is also making its way to stay for long run. But, the initiatives were there with carrying out in the U.K., Germany, The Netherlands', Belgium, Austria, France, Italy and Spain.

Mining heritage deals with some cases that it flows from ancient civilizations till nowadays. It also effects the lifestyle because it also forms community feelings as there has an interaction of human being and earth here it is creating infrastructures, images, process, techniques that reflects the aspects relating to other parts" (Ruiz-Ballesteros and Hernandez-Ramirez, 2007)

Preservation of mining sites is to be developed in Jharkhand, prominently by the tourism point of view, encouraging the people who are not in participation with tourism promotion but have good economic background. The state is taking IT initiatives regarding the promotion and preservation by offering packages to different countries also. Mines are located at all parts of the state. So, various types of changes would be there in growth and development of the open caste mines means an initiative to use the mines for something more than just minerals. Mining tourism is a booming concept in Australia and South Africa.

In Jharkhand like Regrappa mines and the North Karmapura mines in Ranchi district suitable for mining tourism. Jharkhand was always a natural resource area but initiatives were taken by tourism sector to relate it with the mines as tourism is an upcoming industry nowadays. The concept to be followed with development, which brings happiness among travellers from the creative idea of the Hindustan Copper Ltd. (HCL) and Central Coalfields Ltd. (CCL), who laid the foundation stone for the

project called mining tourism, which is expected to augment the volume of tourists from five states which is surrounded with Jharkhand. Hundreds of families of many a villages in Jharkhand have been illustrating the life in the mines. India worked like amount to the kind of heroic 70 day rescue mission that saved the life's of every one of the 33

trapped in a Chilean mine, in Chile in October. According, to data collected by the Bureau of Labour Statistics of the US paid less among the top coal producing nations like Australia, U.K, Brazil, Germany, U.S, China and India. The list of Open cast mines of Jharkhand which needs to be attracted as a heritage site to the tourists, are:

The open cast mines that tourists desire to visit but cannot access due to day-to-day existence are what define uniqueness. Asbestos, Mica, Bauxite, Manganese, China clay, Fire clay, Graphite, Gold, Kainite, Chromite, Copper ore, Coal, Thorium, Silver, Limestone, etc. are just a few of the important minerals that are mined in these regions, such as Bokaro, Ranchi, Jamshedpur, etc., which serve as the foundation for mining in Jharkhand. Experience the past and present way of life in Jharkhand, which is rich in mineral resources, by making the most of the available resources.

III. RESULT & DISCUSSION

Simply said, rural tourism preserves rural lifestyles as well as cultural traditions, values, and aesthetics, which leads to a cautious and widespread preference for local populations. These villagers will undoubtedly have a sufficient number of alternative job opportunities if rural Jharkhand can be redeveloped, revitalized, and promoted as tourism destinations.

Lack of appropriate tourism infrastructure successfully grow mining tourism in these locations in the future, pioneers in an awareness operation and the creation of fundamental tourism infrastructure are required. Addressing the challenges in rural tourism refers to the growth of the villages as well as it releases the strategic growth in this area.

Have done multicollinearity test to examine the correlation with each and every variable and found correlation of the variables. We got 8 variables (create infrastucture, improve economic importance, emplyment opportunities, encourages local culture, rural areas restoration, initiate accessibility, leads to

overcrowd and increase crime rate) which are depicted into three factors. Then we turn factor analysis.

We run factor analysis and formal test like KMO and Bartlett's Test of sampling adequacy also are used to ensure that there are some significant correlation among the variables in the input data.

KMO and Bartlett's test result is 0.711 and cumulative variance explained 70.49. It ensures the significant correlation among the variables.

The output of factor analysis obtained through Principal Components Analysis and specifying rotation.

All the variables are very important and may influence to preserve in the mining areas of Dhanbad. After factor analysis, we also observed the regression analysis on the factor score and found the R^2 value 0.947, 0.973 and 0.883 which are statistically good. It is done to explain the variation in one variable (resident attitude of rural mining areas of Jharkhand) based on variation in more other variables (independent variables).

The study required to identify the relationships between the rural development in mining areas and the role of local culture in tourism in Jharkhand. The study has carried out with field research approach at selected rural destinations in Jharkhand mining ways (Pindrahat, Kenduadih, Baliapur) using stratified proportionate random sampling technique.

To test the reliability of questionnaire, a pilot test was conducted and Cronbach Alpha Coefficient is 0.87 which shows research tool is reliable.

Strategy of preserving rural tourism in mining areas

Rural areas preservation is not only the vital way for future generation to learn something about the rural tourism but also it is a process of any nations progress through economic growth through this small motivation as well as the knowledge also helps for creative strategy. Some mining sites which are helping rural sites to be uplifted are Pindrahat, Baliapur, Kenduadih, Jharia. Here, the mining collieries surroundings always influence the ruralism as a way of survival because they are developing.

Golakhdih comes under Jharia Township Beniyahir – the site is very much attractive. The way which is going through in between the abandoned fire mining site can really developed as tourism rural areas.

For prevention of coal mines fires around Jharia area needs to bull dozing, leveling, covering impact. Refiling sand, soil and stone dust which prevent the entry of O₂ and to stabilize the land for vegetation. Tourism is an instrument of economic growth in any state as well as it has given jobs to a large number of people and economic activities. It helps for the growth of state transport, hospitality and small scale industries. Coal India plays vital role all of the above mentioned activities. Actually all the amenities are present in Dhanbad district for the developemnt of tourist spot in mining area only needs active thoughts, new ideas, modification and attention of state than Central Governemnet towards the development.

At the local level, sustainable development is required to have belief and meeting local, defined environmentally, socially and economically to achieve goals for long term. Interaction is been found to see that, theses interactions are working positively. This may be realised by society, income or skills, which are to be developed.

IV. CULTURAL DIVERSITY IN JHARKHAND

The state of Jharkhand has 31 to 32 ttribal groups and different group has preserved its district with lots of cultural importance. Different group have different languages – like the Dravidian, Austro Asiatic , Indo aryan etc. The state has maximum nsatural rssources and also large amount of rural tourism will create innovative creations.

As the state has many things to promote but the tribal culture has not been given a chance.

So, jharcrafts or Jharkhand Silk Textiles and handicrafts development corporation ltd. These committees are there to promote the ptreserved tribal people. As the tribals are dependent on nature so the maximum products like the paintings, bamboo works , sal forests, tasr silk , etc are the vital things to this craft productions. Different tribes have different style of living and aslo the languages are different. The food is also having some difference with different tastes. Different tribals aue flowers to eat as vegetables. And also they go with local drinks in there festivals i.e. Mahua and Handiya and many more.

Cultural diversity will create a fantasy for its future by promotional activities and selling handicrafts in some famous fairs or fixed craft shops like urban

Haat and many more fairs and festivals every month.

Government is taking some initiatives and made a lot of changes within the state. Tourism is also creating a big differences within the state like creating job oppportunities for earning puriposes. And educational facility for all.

V. NEED OF THE STUDY

- 1.To assess the social and economic situation of the study msainly the tribal areas migrant, improving the conditions of tribal women and empower them.
- 2.To study the opportunities from cultural diversity factor and improving employment to various towns and cities of the state.
- 3.Local people attitude.

VI. LIMITATIONS

1. The relationship is required between sustainability, alternsative tourism , rural tourism and mining tourism for the sake of tribals
2. Involve the communityy at the destination or involve the tribal culture in the decision making process.
3. Identify the cultural priorities, this would have adequate means and mechanisms in the context of the tourism.
4. Involve the economic benefit for the resopurces which are in exhaustion of natural and other resources used for tourism development.
5. Identify about the governmental programmes to be done when and where necessary
6. Find out the options for employment opportunity.

VII. FINDINGS

1. Open cast mining areas can make a change for the tribal areas and tribal people both for their emplyment purpose. These areas can be developed as a tourist site by taking a consideration from the locals.
2. The tribal areas normally depends on agriculture and iin Jharkahnd agriculture contributes approximatelyone fifth of the rotal gross domestic production. Not only economic development but contributes to the employment of the area.
3. The tribals dependent on the forests and laboring systems for their livlihood
4. The womens of Pahari Korwa , sawar and the

Birhor plays an important works like hunting, herbal medicinal plant collection, honey collection, handicrafts, miking fishing and many more

5. Tribal education in the overall development of the community. The process of education for these backward people made easier and more natural as they can continue it for future.

VIII. CONCLUSION

As per the different changes of the need of tourists and visitors, the demand for mining in rural tourism will grow as well. On the other hand, as the growth and development of mining rural tourism is increasing day by day of the local caused various aspects of new problems in the whole of the state culture. In the recent trends, we see that only the need of the local communities which are:

Environmental Awareness: Anytime a problem arises, awareness should always be exercised. These new smoking industries need that we be mindful of the environment that is vanishing from the planet. The development has many other connections to things like the air, water, etc. is required throughout the entire state. Water is a fundamental component of every human life, and for these sectors today, water pollution is their biggest issue. For instance, Subarnarekha and its tributaries, as well as Karo in West Singhbhum.

Development of Indigenous people : The mining enterprises have the greatest negative impact on the development of indigenous races like the Mundas, Asurs, Santhals, and Oraons, among others. Since only this particular group has preserved the original tribal culture to this day, any negative consequences will have an impact on their way of life.

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Facts and Figures:

Factor 1: consists with 4 important varieties, factor 2 consists with other 3 important variables. The variables of each factor are given below:

Rotated Component Matrix

	Component		
	1	2	3
Leads to overcrowdedness	.908		
Improve Economically	.880		
Improve Local Culture	.685		
Increase Crime Rates	.599		
Improve Mining local Areas		.871	
Provides Employment		.880	
Encourages Cultural Activities		.679	
Mining Rural areas restoration			.890

Initiates Accessibility			.808
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Extraction Method: Principal Component Analysis

Rotation Method: Varieties with Kaiser

Normalization.