

TRANSFORMATION FROM MODEL VILLAGE TO MODEL TOURIST VILLAGE: THE MISSING LINK

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Abstract

Padawali Gram Panchayat, located in Morena district of Madhya Pradesh, is known for monuments like Garhi Padawali fortress and Bateshwar group of temples, protected by Archeological Survey of India. Padawali has an agro-oriented economy, where the livelihood of most residents depends on agriculture and related works. Due to lack of employment opportunities and inadequate wages, locals are reeling under poverty and are migrating to neighbouring cities for better prospects. The village is enlisted for consideration under various government policies for infrastructure development, skill development, employment and heritage conservation. Despite these policy implementations, the government failed to generate employment for the locals and did not establish a sense of cultural pride. This gap can be identified and filled by bringing tourism to the village. Padawali village has almost all the attributes that can transform it into a rural tourism site or Adarsh Paryatan Gram. Rural tourism can help the villages to become self-sustenance, earn recognition to local's art & craft and support its rejuvenation, etc. This study investigated various government policies and identified the gaps that hinder the transformation of Padawali into a model tourist village or Adarsh Paryatan Gram. The findings can help other villages to identify their constraints.

Keywords: Rural Tourism, Adarsh Paryatan Gram, Model Village, Village Transformation, Rural Development.

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Introduction

Mahatma Gandhi once said, 'Similarly as the universe is contained in oneself, is India contained in the villages.' Tourism acts as an impetus for socio-economic development and village rejuvenation. It generates employment, preserves local culture, supports infrastructural development, alleviates migration and poverty, develops skills, improves the standard of living, and yields environmental benefits. According to UNWTO (2019), rural tourism materialises in remote areas or rural locations, where most of the attractions, customs, traditions, festivals and resident's life are connected to nature and agriculture. Other elements and components of rural tourism are less population, rural settlement, indigenous lifestyle, new environment, etc., which motivate visitors to experience the rural life and engage in village activities. As indicated by World Travel & Tourism Council (2019), 319 million individuals are directly or indirectly associated with tourism for their livelihood, which is 10 per cent of global employment. As per IBEF (2019), the travel & tourism industry provided 41.6 million jobs in India, and it is expected to reach 52.3 million in 2028 with a growth of 2 per cent annually. These trends show that the contribution of tourism to the world economy is increasing exponentially.

Similarly, the role of tourism industry in the Indian economy is increasing with the rise in FTAs. As per the statistical report by the Ministry of Tourism, Government of India (2019), 5.26 million foreign tourists visited India in June 2019. Even domestic tourism flourishes at its own pace and supports the economy. On the other hand, it is also a fact that tourist movement is somehow limited to selected traditional destinations. Tourism activities in bounded areas result in overtourism and mass tourism, posing challenges to tourism development organisations and local bodies. Saurav (2020) stated that immediate restrictions should be placed for mass tourism on popular Indian tourism destinations such as Manali, Shimla, Nainital, Ladakh, Rishikesh, etc. Garbage disposal, jam-packed roads, pollution, lack of parking space, and whatnot causes environmental degradation and

spoil the natural beauty of such destinations. To overcome these hindrances, rural tourism is an alternative concept that gives tourists an alternative option to visit the countryside, experience the local culture, breathe fresh air and connect to the roots. Rural tourism gives impetus to rural economy, besides preserving and promoting the local culture. The Government of India has launched various flagship schemes to develop the villages and make them self-sustainable, self-dependent, and self-sufficient. Despite all these efforts, the government has failed to generate jobs or give the locals alternative income sources.

Here, we specifically discuss the case of Padawali village, which was adopted under Saansad Adarsh Gram Yojana to transform it into Adarsh Gram (Model Village) (MoRD, GoI, 2014). For conservation, protection and promotion of the Padawali village's heritage, it was considered under the Madhya Pradesh Circuit of Swadesh Darshan Scheme (MoT, GoI, 2016). Developing a village destination from scratch needs all types of resources in bulk but transforming a unit that has already developed as a model village requires only tourism infrastructure. Finding the missing tourism elements required to transform a model village into a model tourist village is the aim of the research by analysing the factors of both the schemes from a tourism perspective and comparing the factors in rural tourism schemes. This research will help to transform Padawali model village into a model tourist village 'Adarsh Paryatan Gram'. NIRDPR (2015) mentioned the story of Kitam Manpur, South District of Sikkim, which was developed as a rural tourism initiative under the SAGY.

Oppermann (1997) defined rural tourism as a non-urban territory with human and agricultural activities. Cerić (2016) believes that rural tourism development may rise to increased urbanisation and environmental awareness. Sustainable development has too much perspective for several communes in social, political, economic, cultural, ecologic and physical aspects (Bhuiyan et al., 2012; Rosalina et al., 2021). Sustainable rural tourism encircles environmental protection along with economic development and democracy

(Mathew, 2009). A study cites an increase in employment, property value, value for nature, and socio-economic through rural tourism development (Chandralal, 2010; Hwang & Lee, 2015). The study by Haldar (2021) emphasised promoting rural tourism at the national and international levels and also mentioned that Indian rural areas have hidden attractions in the form of festivals, cuisines, culture and crafts. According to Meena (2015), the concept of rural tourism emphasises benefitting locals in terms of entrepreneurial activity or increased employment opportunities. It may lead to decreased poverty, environment conservation and heritage, and increased sales of handicrafts (Ramón-Hidalgo & Harris, 2018).

Padawali village is a Gram Panchayat located in Morena district of Madhya Pradesh. Geographically, it is close to Gwalior district and Bhind district of Madhya Pradesh. The history of Padawali village revolves around the Padawali Fortress or Garhi Padawali constructed by Jaat Ranas of Gohad and Dholpur. Another important historical site is the Bateshwar Group of Temples which comes under the geographical boundary of Gram Panchayat (Dubey, 2022). All these archaeological sites were excavated in the last decades by the Archeological Survey of India, Bhopal Circle and are maintained by them. Other important tourist places near Padawali Gram Panchayat are Mitawali Temple and Kakanmath Temple. According to Census Population (2011), the population of Padawali Gram Panchayat is 3010, and their livelihood depends on agriculture and related sectors. Nowadays, it has all the basic facilities and amenities required for a model village, such as approachability to the nearest city, healthcare unit, primary school, electricity, etc.

Padawali Gram Panchayat was adopted by the Member of Parliament of the constituency under 'Saansad Aadarsh Gram Yojana' in 2014 to transform into a model village. In 2016, it was selected under the Madhya Pradesh Heritage circuit, which connects Morena to Orchha via Gwalior under Swadesh Darshan Scheme to develop tourism infrastructure in the village.

Objectives of the Study

The research is to find the various identified factors and potentiality for developing tourism opportunities and overall transformation. With respect to the rural tourism sector, the paper focuses on the following:

- Analysis of rural development schemes in reference to rural tourism development
- Finding out the factors responsible for rural tourism development
- Finding out the possible obstacles in transforming a village into a tourism site
- Finding out the possibility of village tourism development in Padawali village
- Finding out the possibility of transforming model villages into model tourist villages

Introduction of the Policies

Saansad Adarsh Gram Yojana: SAGY is a village development scheme inaugurated by the Prime Minister of India on October 11, 2014. Under this scheme, Members of Parliament (Lok Sabha and Rajya Sabha) adopt a village and give guidance to transform it into a model village, i.e. Adarsh Gram. The purpose of SAGY is to develop a village through the legitimate execution of Central and State government-driven existing schemes, plans and policies in association with local residents, cooperatives and other volunteer organisations. The development plan changes with the situation and location of the village, and is also based on the resident's priorities. These villages can be role models for neighbouring clusters (MoRD, GoI, 2017; MoRD, GoI, 2014). Under SAGY, 2884 villages have been identified nationwide (SAGY, 2022).

Objectives of SAGY

- To give the direction and push to start an overall development process within the selected or adopted villages.

- To support the local resident by uplifting their social status and lifestyle through sustenance, developing basic infrastructure, providing better health and education facilities, etc.
- Transforming an identified village into a model village, i.e. Adarsh Gram, which motivates other neighbouring villages or the group of villages within a cluster to improve them by pursuing the same path.
- To establish the villages adopted under the SAGY Scheme as a model, which represents or acts as the nursery of village development for surrounding villages.

Work Implemented in Padawali village under SAGY Scheme

Padawali Gram Panchayat, Morena District, Madhya Pradesh

Shri Anoop Mishra, Ex-Member of Parliament (Lok Sabha), Morena Constituency, Madhya Pradesh

Status of SAGY Activities

Phase	Gram Panchayat	Village Development Plan-VDP	Panchayat Darpan Report up to last quarter	No. of projects planned under VDP	No. of projects completed	No. of projects in-progress
I	Padawali Gram Panchayat, Morena Block, Morena District	Uploaded on SAGY portal	Updated on SAGY Portal	97	97	0

Note: The Gram Panchayat has completed the baseline survey.

Major projects and outcomes

The Gram Panchayats adopted under (Saansad Adarsh Gram Yojana) SAGY prepare the Village Development Plans (VDP) that contain priority-based time-bound activities to achieve holistic development. The impact of SAGY implementation is measured through the Panchayat Darpan indicators.

Major projects completed under VDP	Impact indicators from Panchayat Darpan that reported 100% saturation
<ul style="list-style-type: none"> • Improvement in drinking water supply in the Gram Panchayat (GP). • Improvement of education standards in the village primary school. • Organised Self Help Groups (SHGs) towards micro-enterprises. • Construction of Anganwadi building in the GP • Establishment of dairy units in the GP • Construction of internal CC road in the GP 	<ul style="list-style-type: none"> • Children immunised (0-6 age group) • Children (0-6 age group) receiving Integrated Child Development Services (ICDS) services • Institutional delivery in the GP • Women brought into the SHG fold • Eligible families provided Individual Household Latrine (IHHL) • Households covered under electrification • Eligible persons receiving widow, old age and disability pension.

Transformation of the GP under SAGY

Only 20 per cent of the 740 households in Padawali Gram Panchayat had IHHLs before their adoption under SAGY. Now all the households have been provided with IHHLs. The district officials have taken the initiative to converge with all the stakeholders, line departments, village water & sanitation committee, and Gram Panchayat members. As a result, the GP has been declared Open Defecation Free (ODF). The farmers were imparted training by subject experts on techniques of seed treatment, healthy nursery rising, rouging, and seed storage for good seed production.

Source: MoRD, Gol, 2019.

Swadesh Darshan Scheme: Swadesh Darshan Scheme is a flagship scheme of the Government of India, focusing on developing 13 theme-based tourism circuits, such as Ramayan Circuit, Krishna Circuit and Rural Tourism, etc. These circuits were developed based on the standards of tourist esteem, intensity, and supportability. The purpose is to work intensively on the subject (theme), and develop and promote to attract more tourists for generating employment to the local residents. In total, 77 projects across the country were working under the scheme. Rs. 6903.08 crore has been sanctioned for the scheme, of which Rs. 3217.59 crore has already been released (PIB, 2019).

Objectives of Swadesh Darshan Scheme:

- Positioning the tourism sector as the major avenue to boost the economy and generate sustenance.
- Promoting the nation's cultural and legacy pride to create vocations in the recognised locality.
- Sustainable infrastructure development at the identified locations to attract more potential tourists globally.
- Making the residents aware of the benefits of tourism in their region and thereby by setting up a model for generating job opportunities, alternative income options and better lifestyle and generating self of belongingness, along with promotion of village.
- Generating employment opportunities through the active involvement and participation of locals.
- Identifying existing infrastructure, unique culture and practices across the country and its optimal utilisation in order to develop them under the thematic circuits as potential and advantages.
- Development of tourist facilitation points to cater to tourism services that enhance that visitor experience/satisfaction.

Activities in Swadesh Darshan Scheme

- Tourism-related services
- Tourism-related infrastructure
- Tourism mapping, management and online presence
- Capacity development, skill development and knowledge management

Project details Swadesh Darshan Scheme

Madhya Pradesh Heritage Circuit: Various States, regions, cities, towns and villages come under different themes of Swadesh Darshan Scheme. The Ministry of Tourism has identified and adopted numerous sites of Madhya Pradesh with the capacity of heritage development and promotes it as a Madhya Pradesh Heritage Circuit on 19/09/2016. Under the scheme, Government has sanctioned Rs. 359.75 crore for 30 months for numerous works, such as development of connecting pathways and temple complex, establishment of Tourist Information Centre and Tourist Facilities and Amenities Centre, lighting arrangements at monuments, wayside amenities, souvenir shop, light and sound show, signage and interpretation boards, etc. All these developments happened at sites identified under the heritage circuit. A few of the sites included in the Madhya Pradesh Heritage Circuit under Swadesh Darshan Scheme were the heritage attractions of Gwalior, including Mitawali Padawali, Bateshwar group of temples, Kakanmath, Orchha, Khajurao, Chanderi, Dhubela, Mandu, etc. (MoT, GoI, 2016; PIB, 2019).

Key Points of SAGY and Swadesh Darshan Scheme: We identified key points from both the schemes, i.e. Saansad Adarsh Gram Yojana and Swadesh Darshan Scheme, with special reference to tourism development. The selection of key points specific to rural tourism development is convenient.

Key points of SAGY Scheme	Key points of Swadesh Darshan Scheme
<ul style="list-style-type: none"> • Village Library 	<ul style="list-style-type: none"> • Betterment of end-to-end connectivity for better transport towards the destination.
<ul style="list-style-type: none"> • Identification and honouring of well-respected villagers • Activities for a crime-free village • Village sports and folk arts • Celebrating 'Village day' • Promoting diversified agricultural and allied livelihoods through organic farming. • Establishing rural or agri-agro-based or cottage industries within the village to promote local. 	<ul style="list-style-type: none"> • Tourist Help Desk and Amenities with <ul style="list-style-type: none"> ◆ Washrooms ◆ Luggage room ◆ ATM ◆ Currency Exchange ◆ Waiting lounge ◆ Information booth ◆ Parking lot ◆ Shopping zone ◆ Food Court ◆ Water ATM
<ul style="list-style-type: none"> • Organising the skill development programmes in association with various agencies or corporate bodies as capacity-building programmes to make the residents self-sufficient. 	<ul style="list-style-type: none"> • Construction of craft haat/ souvenir shops/ cafeteria.
<ul style="list-style-type: none"> • Village tourism, including ecotourism 	<ul style="list-style-type: none"> • Construction of open-air theatres/ Amphitheatre.
<ul style="list-style-type: none"> • Toilets in each house and public institutions 	<ul style="list-style-type: none"> • Routing of nature treks, construction of watchtower, etc.
<ul style="list-style-type: none"> • Roadside plantation 	<ul style="list-style-type: none"> • Bank development of water bodies like rivers, lakes, etc.
<ul style="list-style-type: none"> • Reducing local population 	<ul style="list-style-type: none"> • Lightening facilities at the monument site
<ul style="list-style-type: none"> • Drinking water 	<p>Essential Infrastructure Development, such as</p> <ul style="list-style-type: none"> ◆ Water supply ◆ Waste disposal system ◆ Seepage ◆ Electrification ◆ Street/pathways ◆ Parking for all kinds of passenger vehicles
<ul style="list-style-type: none"> • All-weather roads within the village boundary 	<ul style="list-style-type: none"> • General site development includes earth filling, gardening (plantation, shrubbery), fountains, fencing, illumination, sitting bench, dust containers, etc.
<ul style="list-style-type: none"> • Electricity to each household, public institutions and streetlights 	<ul style="list-style-type: none"> • Wayside amenities with appropriate parking facilities
<ul style="list-style-type: none"> • Road connectivity to the main road network 	<ul style="list-style-type: none"> • Comprehensive solid waste management
<ul style="list-style-type: none"> • Proper infrastructure of public institutions 	<ul style="list-style-type: none"> • Wireless fidelity connectivity, design of destination-based apps development and social media content creation for promotion.
<ul style="list-style-type: none"> • Construction of community hall and buildings for SHGs 	<ul style="list-style-type: none"> • Closed-circuit television cameras and other security gear.
<ul style="list-style-type: none"> • Village Market 	<ul style="list-style-type: none"> • Tangible and Intangible tourism product documentation and database.
<ul style="list-style-type: none"> • Micro mini banks/ Post Offices/ ATMs 	<ul style="list-style-type: none"> • Tourism-focused short-duration skill development training program for the local residents.
<ul style="list-style-type: none"> • Telecom and Broadband connectivity 	<ul style="list-style-type: none"> • Special courses to update and minimise the skill gap.
<ul style="list-style-type: none"> • CCTVs in public places 	

Rural Tourism Scheme

Rural tourism is a combination of tourism-related activities in rural areas that displays endogenous way of life, agriculture, and ancient culture. It is a set of activities that not only benefit the host community economically and socially but also enrich the knowledge of visitors by helping them to connect with their roots and aboriginals. This can also be further divided specifically as agricultural tourism, eco tourism, nature tourism, adventure tourism, village tourism, etc. It is a form of alternative tourism taking place in a less populated areas, by providing knowledge-based tourism activities, allowing tourists to interact with the locals, providing an opportunity for locals to earn better, giving a platform to a village and its attractions to promote, support less pollution, helping preservation and conservation of natural and manmade heritage sites, channelising the local economy, etc. (MoT, 2011). Around Rs.120 crore was sanctioned by the Tourism Ministry to develop rural tourism in selected regions of Bihar and Kerala (MoT, 2021).

Objectives of the Scheme

- Highlight elements like rural art & craft, folk dance & music, folklore, local traditions and

culture in front of the visitors, which helps to promote the destination.

- Build a sustainable infrastructure that fulfils tourism-related demands and promotes the destination.
- Build and strengthen the tourism livelihoods-linked capacities of communities.
- Deal with socio-economic issues like viable sustenance, gender partiality, economic partiality, youth, women empowerment, etc.
- Work in bringing cultural pride and environmental sustainability.

Research Methodology

The research is exploratory in nature. We analysed two government policies, i.e. Saansad Adarsh Gram Yojana (SAGY) and Swadesh Darshan Scheme, to find the missing factors towards transforming a village into a model tourist village through rural tourism schemes. For the purpose of research, we chose Padawali Gram Panchayat. This research has been based on secondary data collected from the reports and websites of departments related to the Ministry of Tourism and the Department of Rural Development.

Analysis and Discussion

	Rural Tourism Scheme	SAGY	Swadesh Darshan
RT1	Beautification of the village, comprising gardening (includes plantation, shrubbery), compound fence, etc.		ü
RT2	All-weather roads within the periphery of the village	ü	
RT3	Lighting arrangements in the village	ü	ü
RT4	Disposal of solid waste and implementation of seepage management	ü	ü
RT5	Construction of wayside necessities (Food, Drinking Water, Toilet, Parking, etc.).	ü	ü
RT6	Installation of tourism-related equipment		ü
RT7	Green transportation for the sightseeing		
RT8	Restoration of the monuments		ü
RT9	Signboards		ü
RT10	Information booth		ü
RT11	Other exercises legitimately associated with tourism promotion, like publishing tourism literature		ü
RT12	Tourist Accommodation		

RT1: Falls under the Swadesh Darshan Scheme, which aims to improve the appearance of the village, including the landscaping, development of parks, etc. Numerous researchers have discussed the importance of landscape cultural, garden/park, rural, heritage, mountain, etc., in tourist destinations (Roberts & Hall, 2001; Butler, 1998; Edwards et al., 2000).

RT2: Falls under SAGY, which emphasises improving roads within the Panchayat limits. All-weather roads towards the village and within the village are essential for smooth transportation of the local community and the visitor (Agrawal, 2021; Ramamritham, 2019; Nagaraju & Chandrashekhar, 2014).

RT3: Falls under SAGY and Swadesh Darshan schemes, which stress electrification/ illumination of the village. Electricity is now a basic need of today's era. For better and comfortable life for residents and tourists, electrification of the place is important. Illumination of the village or town is also essential from the security point of view and expansion of working at the destination. Also, it helps to create better nightlife at the destination (Sastri, 2003; Jahangiri et al., 2018; Zahnd & Kimber, 2009).

RT4: Falls under both SAGY and Swadesh Darshan Scheme, which emphasise the disposal of solid waste and implementation of seepage management. The disposal of solid waste is one of the critical environmental issues in India. Failure to manage human waste poses health hazards to the residents, which can malign the destination's image among tourists (Kamyotra & Bhardwaj, 2011; Sharholi et al., 2008; Gordon, 2000).

RT5: Falls under both SAGY and Swadesh Darshan Scheme, which stresses the importance of wayside amenities, including public toilets, drinking water, cc roads, cleanliness, public transport, electricity, internet café, etc. Wayside amenities are tourism elements to meet the basic requirements of tourists. It is a surrounded complex at a tourist place where visitors can relax, freshen up, drink and dine. Amenities are one of the main

components of tourism, along with attraction, accessibility, accommodation, and auxiliary services. Many researchers worked on it: Ramamritham (2019) focused on the importance of toilets, Kalam & Singh (2011) on drinking water, Castañeda et al. (2007) on the use of the Internet, Sharpley & Sharpley (1997) on cleanliness, Agrawal (2021) on public transport, etc.

RT6: Falls under Swadesh Darshan Scheme that focuses on procuring the tourism-related equipment used in adventure tourism, water sports, etc. All these adventure and tourism gears help in organising such activities safely. Safety of the tourist in adventurous activities is important, and their procurement along the capacity building is a high priority (Buckley, 2000; Swarbrooke et al., 2003).

RT7: Falls under neither of the schemes; it highlights the importance of eco-friendly transportation within or nearby a tourist village. Though tourism is a smokeless industry, it impacts nature through the mass move movement of travellers. Green transportation is an eco-friendly means of transportation engineering based on renewable energy and low carbon emission, which make it sustainable (Beniušienė & Jankauskienė, 2021; Cui & Li, 2015). At the same time, Kwon et al. (2020) discuss the importance of eco-friendly public transportation and its acceptance by travellers. Tirkolae et al. (2018) consider it to save energy, minimise wear-out emissions, and prioritise environmental factors. Eco-friendly public transportation is not available in the villages and it needs to be arranged.

RT8: Falls under the Swadesh Darshan Scheme and pertains to the conservation, preservation, and rejuvenation of local heritage and historical monuments. Villages are the custodian of our culture. In this era, protecting the village's tangible and intangible culture is very important. Elements of culture that need to be protected for the future generation are village art, customs, architecture, cuisines, rituals, etc. (Agrawal, 2021; Fisher, 2006; La Pan & Barbieri, 2014).

RT9: Falls under Swadesh Darshan Scheme and talks about the importance of signboards in the local language, the most popular language of the country, and the international language. It helps tourists to access the right place without any mess. Such signboards in multiple languages are effective in making tourists more comfortable and friendly with the place, by showing the routes and at the same time, reflecting the culture, atmosphere, and hospitality of the destination (Lu et al., 2020; Knudsen & Rickly-Boyd, 2012; Knudsen & Rickly-Boyd, 2012)

RT10: Falls under Swadesh Darshan Scheme and emphasises the importance of the reception/tourist information centre (TIC). It is a one-stop tourism information provider for tourists and is one of the important faces of the organisation. The most reliable one-stop point for the visitor is liable to answer all the queries. The role of TIC is to handle all heterogeneous types of questions and satisfy the tourists with appropriate answers (Lyu & Lee, 2015; Wong & McKercher, 2011)

RT11: Falls under Swadesh Darshan Scheme and includes all other works/activities related to tourism like Itinerary preparation, publishing tourism literature, advertisement & promotion, etc. It offers an array of activities to market a rural tourism site using tools like itinerary designing, literature publishing, etc. Attracting the potential tourist, making their interest in your product, and understanding the tourist's demand should be the main objectives of all these activities (Gilbert, 1989; Hall et al., 2005; Hall C. M., 2014).

RT12: Falls under neither of the schemes and focuses on accommodation/lodging, which is a key factor in tourism. Accommodation is one of the essential and mandatory components for making any spot a tourist destination. Tourists expect comfortable stay and authentic hygienic food along with local flavour. Homestays, farm stays, etc., at the rural sites are attracting tourists in large numbers (Agrawal et al., 2021; Singh & Gupta, 2018; Agrawal & Dixit, 2019).

RT7 & RT12 do not fall into any of the schemes but are significant factors for developing a

rural tourism site. Development of tourism destinations is impossible without including approachability and accommodation at the site. R7 factor of the rural tourism scheme highlights the significance of transportation by keeping environmental protection at the destination in mind. R12 factor gives weightage to the availability of accommodation facilities at the site. The definition of tourism is incomplete without accommodating facilities. It may be in any form and category, e.g. hotel, resort, inn, homestay, hostel, etc.

Suggestions

The research finding suggested that the following factors needs to be considered to make any village a Model Tourism Village:

- Provision of green transportation for sightseeing within the tourism zone. This initiative will give employment to locals whereas tourists can enjoy get an environment-friendly, safe transport system.
- Skill development training (tourism & hospitality related) for youth for a better future.
- Building guesthouses/hotels with proper amenities and dining facilities. Implementation of 'Bed n Breakfast' schemes in rural areas is the need of the hour.
- Provision of multiple information services, such as an established Tourist Information Centre. Locally educated youths, who know Hindi and English, should be hired as guides.
- Development of the place belonging to Sant Jodharam Maharaj as a tourism attraction.
- It is also necessary to ensure the safety and security of tourists in the village.
- Promotion and marketing of the destination should be placed in inbound tourist itineraries to expand business.

Implications

This research will help the

- Central and State governments, District Councils, and Gram Panchayat for the transformation of villages.
- Set a benchmark for other villages and motivate them to do the same.
- Academic institutions to do more study in this field.
- Help entrepreneurs to start tourism ventures in their villages.
- Gram Panchayats or villages having tourism potential and falling under Saansad Adarsh Gram Yojana and/or other rural development schemes to identify the obstacles to tourism development.

Limitations

The village site must come under SAGY or any rural transformational scheme like Deen Dayal Upadhyay Grameen Kaushalya Yojana, National Rural Livelihoods Mission, Training to Rural Youth for Self-Employment (TRYSEM), Shyama Prasad Mukherji Rurban Mission, etc.

Author's Contribution:

This study was conducted at a specific destination, i.e. Padawali. We could consider other similar villages in our research studies. (Archeological Survey of India, Bhopal Circle, n.d.)

Conclusions

The main purpose of the study was to investigate various government policies and identify the gaps hindering the development of Padawali village as a model tourist village. A few reasons have been identified for the village not being included as a rural tourism village. Firstly, there is no green transportation for sightseeing within the tourism zone, and secondly, there is a lack of proper accommodation with the required amenities. From the rural economic perspective, these factors can generate revenue and employment. The study has also observed familiarities in SAGY, Swadesh Darshan Scheme and Rural Tourism Scheme. The study will help transform Saansad Adarsh Gram Yojana (SAGY) villages into tourist villages. As recommended in the study, if factors like proper transport facilities and amenities are taken into consideration and implemented accordingly, we may have nearly 500 rural tourism destinations in the near future. Transforming a village into a model tourist village makes them self-sustainable, self-dependent, and self-supporting.

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