

Problems of Rural Tourism in South Konkan

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Abstract: *Tourism is known as a fastest growing industry in the world. Tourism is also becoming important activity in India. India being a fabulous country is offering almost all the tourism products available under a single roof (destination). From marvelous beaches to exotic hills, from oldest civilization to the youngest paradigm shift, from still existing barter system to highly developed system and this industry of tourism is really offering challenging and very bright future to the people of India. After independence government was focusing on development of the key areas like agriculture, industry, infrastructure, etc in rural India. Tourism was never seen as a potential business, it was growing at its own space. Although tourism has started receiving some attention from last two decades, but rural tourism was never given any priority.*

Keywords: Tourism.

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