

DISSERTATION ON
THE SCAVENGER HUNT IN SEARCH OF NATIVE LAND THROUGH THE PATH
OF HISTORY THAT INFLUENCED “CARAVAN TOURISM” IN INDIA

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MASTERS OF TOURISM AND TRAVEL MANAGEMENT

(MTTM)

Submitted by

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Under the guidance of

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This is to certify that the dissertation reports **THE SCAVENGER HUNT IN SEARCH OF NATIVE LAND THROUGH THE PATH OF HISTORY THAT INFLUENCED "CARAVAN TOURISM" IN INDIA** submitted by **ROSE THALIYATH** towards the partial fulfilment of the requirement for the award of degree of **MASTER OF TOURISM AND TRAVEL MANGAEMENT (MTTM)** is a record of bonafide work carried out by her during the academic year 2020-2022.

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PROJECT GUIDE

Viva/voice examination held on..... **07.06.2022**

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I ROSE THALIYATH, student of 2020-2022 batch, St. Teresa's College, Ernakulam, do hereby declare that the project entitled as **THE SCAVENGER HUNT IN SEARCH OF NATIVE LAND THROUGH THE PATH OF HISTORY THAT INFLUENCED "CARAVAN TOURISM" IN INDIA** is bonafide record work done by me under the guidance of Ms. Fiona Durom, French Department, St. Teresa's College(Autonomous), Ernakulam and is submitted to the Mahatma Gandhi University as a dissertation for the Post Graduation Degree in Tourism and Travel Management.

I also declare that this project has not previously been formed on the basis for the award of any academic qualifications, fellowship or other similar title of any other university on board.

Place: ERNAKULAM

Date: 07/06/2022


ROSE THALIYATH

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PREFACE

As part of M. T. T. M curriculum and in order to gain practical knowledge in the field of travel and tourism industry, I was required to do a dissertation which is related to Tourism. The basic objective of doing this project is to gain in-depth knowledge about Caravan Tourism and how it influences village tourism in today's India. In this report I have included my personal experience of learning, different observations done during the period of study and made necessary suggestions regarding the study.

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CHAPTER 1
INTRODUCTION

1. INTRODUCTION

Tourism in its modern form is not the same as travels of the early periods of human history. In the language of Jews, the word ‘Torah’ means study or search and ‘tour’ seems to have been derived from it. In ‘Latin’ the original word ‘Tornos’ was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. United Nations World Tourism Organisation (UNWTO) defined the term tourism as

“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes”.

This definition includes the word ‘staying’ and suggests that tourists stay at least one night. Tourism is different from travel. In order for tourism to happen, there must be a displacement where an individual has to travel using any type of means of transportation, the individual might even travel on foot. Any travel for holidaying, business or professional trip becomes a part of tourism if it is temporary and is undertaken voluntarily without an aim to earn any livelihood out of it, all travel is not tourism. Tourism is beneficial not only for tourist but also for the country where tourism opportunities are more. Due to tourism the country is benefited economically. The value of that country increases and world would be having a positive thinking about that region. So, the government need to take steps to promote the tourism and its related activities. Much of the tourism development occurs in developing countries thereby bringing economic opportunities to the local communities.

It covers both demand and supply that has been adopted in a variety of forms and used throughout the world. Tourism essentially refers to the activities undertaken by visitors, also known as the visitor economy. The tourism industry encompasses all activity that takes place within the visitor economy. This includes activities that are directly related to the tourist, such as staying in a hotel, ordering a meal or visiting a tourist attraction. It also includes indirect activities, such as the transport company which delivers the food to the restaurant in which the tourist eats or the laundry company that has a contract with the hotel for cleaning bed sheets. It is largely due to the indirect contributions to tourism, that defining and measuring the tourism industry is so difficult.

Tourism comes in many different shapes and sizes and there are many different types of tourism. There is mass tourism, niche tourism, special interest tourism, domestic tourism and international tourism. There is inbound tourism and outbound tourism. Whilst there is a range of different forms of tourism, they all come under the broad tourism umbrella, nonetheless. Similarly, we can also bring about the new flourishing type of tourism which is Caravan Tourism. It's very popular around the world but in India it is not quite famous among the local community. It's basically a simple mode of travelling and exploring targeted destinations with the help of a mobile vehicle and the driver and the passenger will be the one to explore the whole journey through a drive. Journeys around the world helps people educate themselves, it moulds people's character and directs them to establish a fruitful life. Caravan tours are financially stable and not hectic but the only facilities required will be a vehicle. Any type of tourism helps the country even if it is caravan tourism because they all revolve around visitors and they all feed the visitor economy in one way or another. India is fast emerging as tourism destination in the World. The campaign "Incredible India" which showcases the best that India has to offer to the tourists has now attracted worldwide attention. The proactive policies of the Government of India have ensured that tourism enjoys an important priority among all the States. Indian tourism industry is one of the fastest growing in the world, ranking among the world's top five most popular tourist destinations. India has lot to offer as thriving tourism destination, however, lags in certain regulatory aspects brought its. India has jumped 12 places to 40th rank globally in travel and tourism competitiveness list by World Economic Forum. Infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore, Ministry of Tourism made consistent efforts to develop quality tourism infrastructure at tourist destinations and circuits. It is expected that the tourism industry has the potential to bring in revenue worth US\$ 51.4 billion.

In 2010, the Union Ministry of Tourism came out with a policy for the development and promotion of caravan and caravan camping parks. The plan was to set up parks using a PPP model. The policy moots parking bays equipped with tourist amenities that will provide electricity, water and sewage disposal and so on. So, far Madhya Pradesh is the only state with a national permit for its three official state caravans. Karnataka is getting there too with the State Government, in September 2012, sanctioning Rs. 40 lakhs to initiate a caravan tourism project.

1.1 SCOPE OF THE STUDY

The research is intended to cover the promotion of Caravan tourism and through caravan tourism there was an idea of supporting village tourism. Even the idea of choosing this topic was to make sure people know about such types travel modes and throughout my research I was able to see that many people wish to travel independently where implementation of Caravan tourism is an apt idea. Digging deeper it becomes clearer that are histories that led to caravan tourism. And eventually which was then the idea of travelling has evolved. In India caravan tourism is not so popular while we compare it with other countries, so this study helped me realise that people are interested in scavenger hunts but the government support is not efficient so as the facilities for caravan tourism to be practical in India are not yet established. So, being a tourism student, it is ideal to explore different opportunities and analyse the scope hidden behind the sectors that can be helpful for the development of the country. And I was able to understand caravan tourism can bring great future among the societies.

1.2 OBJECTIVES

- Through this project I wanted to show the need of bringing a mode of travelling which is a common practice in other places but not yet reached in many parts of India.
- The measures for caravan tourism have been implemented but there’s a need to explain and support the importance and relevance of it.
- This project will help people understand how rural areas can be explored with the help caravan tourism and also tells how an individual can take part in such expedition.
- By bringing about the importance of caravan tourism it would evoke the idea about how it can be helpful for the development of the rural areas and there by help in the upliftment of the financial status of that region which will be explored.
- Caravan tourism brings unity and the holds the idea of togetherness.

1.3 RESEARCH METHODOLOGY

This paper develops a theoretical background about what is caravan tourism and how village tourism can encourage caravan tourism. Through a set of questionnaire explains the peoples view point thereby with the use of graph, we will get the idea about how far people have the knowledge regarding the research topic.

1.4 DATA COLLECTION

The information was collected from people whom I personally know, tourists who wished to know about caravan tourism. Asked questions regarding the topic to the audience, collected further details by sending questionnaire. Primary and secondary data has been collected which was very useful in doing the work. With the help of referring books, magazines, news articles and utilising the internet made the work even easier to get detailed information.

I. Primary Data

Primary data are collected by the investigator for the first time and they are original in character. Method of collecting data used here is questionnaire method and direct interview and through telephone interviews. The questionnaire helped in collecting the primary data based on the issues and the details regarding it was collected from locals, tourists and the government. Some movies were helpful for references.

II. Secondary Data

Secondary data are those collected from journals, publications and internet. The data is collected by asking questions to locals, tourists and to the government. The final stage of the research is the analysis of data, interpret the data and frame out conclusion from the collected data.

1.5 LIMITATIONS OF STUDY

- Considerate difficulty in ensuring the accuracy on the collected data.
- The time allotted was very short for the type of research undertaken.
- Unavailability of sufficient amount of data from the secondary resources.
- The difficulty in understanding and interpretation.

2. REVIEW OF LITERATURE



Camping is a popular form of accommodation and outdoor recreation, providing basic opportunities to escape, rejuvenate, and socialize with family, friends, and fellow campers. Camping has matured beyond its origins as an inexpensive, temporary stay in a rural environment, evolving into a highly fragmented niche tourism sector. Traditionalists connect camping with tenting and outdoor recreation. For an increasing majority, however, it involves sleeping at least one night in a recreational vehicle (RV), caravan, cabin, or other type of temporary shelter where the comforts of home can be enjoyed. Camping therefore is a holistic activity with accommodation choice, ranging from basic to luxury RVs and fashionable cabins. Whether rustic or comfortable, camping is quite popular in most of the countries.

Camping tourism is a global phenomenon which is rising in significance and at the same time is experiencing considerable changes in its nature. This review article suggests the trends and recent developments impacting the broad research field which is shaped as ‘camping tourism’. At the same time camping tourism research has expanded in recent years. Speaking of which, a search in Google Scholar and Scopus of relevant terms such as ‘camping’, ‘caravan parks’ and ‘recreational vehicles’ discloses an emerging body of research across several countries and with different thematic attempts. In particular, it can be observed that there has been an increase in the research regarding camping tourism which has occurred since the

appearance in 2013 and 2014 of two influential review papers by Brooker & Joppe (2013, 2014).

2.1 DEFINITION AND CONCEPTUAL ISSUES

Over several centuries Ward & Hardy (1986) draw attention to the fact that “the word camp had a purely military meaning: the temporary accommodation of armies in the field using tents and portable huts”. The term’s meaning evolved gradually to cover short-term settlements of various groups such as migratory farm workers, nomads, gypsies, explorers and refugees. Protest camps represent another manifestation of short-term temporary settlements started with tents and portable huts (Feigenbaum 2013). In its most extreme form, the ‘non-recreational camp’ means detention and imprisonment. As pointed out by Collins & Kearns (2010), to be precise the activity of ‘camping’ initially became an unavoidable accompaniment to human activities at locations where permanent buildings were either unavailable or deliberately not provided for shelter. Historically, therefore, much of the phenomenon of camping “was a necessary evil, not an activity undertaken for its own sake” and significantly it “was a penance not a pleasure” (Ward & Hardy, 1986). For the rich and well-housed groups camping can be a space and time of recreational pleasure whereas for those vulnerable, less fortunate and living precariously, the camp as a form of ‘informal housing’ might offer temporary relief from forced and continual mobility (Kearns 2019, Collins 2020). Historically, in terms of recreation and tourism Blichfeldt & Mikkelsen (2013) assert that originally camping was defined as staying in a tent in nature as a low-cost form of accommodation when on holiday.

For Brooker & Joppe (2014) camping, however, “has matured beyond its origins as an inexpensive, temporary sojourn in a rural environment, evolving into a highly fragmented niche tourism sector”. Its definition is contested now with ‘traditionalists’ simply equating it with tents and outdoor recreation. Nevertheless, for an increasing number of campers this view is changing as the activity “involves sleeping at least one night in a recreational vehicle (RV), caravan, cabin or other type of temporary shelter where the comforts of home can be enjoyed” (Brooker & Joppe 2014). This aligns camping with Camping Tourism: A Review of Recent International Scholarship the phenomenon of ‘drive tourism’ which enables the bringing of a home in the form of a diverse range of recreational vehicles, including caravans (Prideaux &

McClymont, 2006 Van Heerden, 2010) style caravanning tourism as a special form of tourism with the caravan as part of both tourism transportation as well as accommodation. Caravanning is thus to be understood also as a subset of drive tourism as well as a component of wider recreational experiences that involve hospitality outdoors (Van Heerden, 2010). For Doğantan & Emir (2019) caravan tourism is associated with strong linkages to nature-based tourism. In seeking to conceptualize camping as a whole Collins & Kearns (2010) start from the proposition that “if all-inclusive resorts and luxury hotels are one end of the tourism accommodation spectrum, then campgrounds surely lie at the other”. Beyond cost and amenity-related considerations, camp grounds and caravan parks are seen as distinctive forms of accommodation in two major respects. The actual accommodation (caravan or tent) “is generally owned by the user, hence what is paid for is just short-term rental on the site that includes access to a range of (traditionally rudimentary) ancillary services” (Collins & Kearns, 2010). Further, in some instances, “the same holidaymakers who on one occasion might stay in hotels or resorts, on another opt to stay in campgrounds” (Collins & Kearns, 2010). In turn this means that “the privations incurred through access to only basic facilities and exposure to the elements are, generally, a matter of choice rather than necessity” (Collins & Kearns, 2010). Accordingly, ‘camping’ must be understood as “a holistic activity and accommodation choice” (Brooker & Joppe, 2014). For Crabeck (2013) camping is a shadowy element of the lodging sector with particular difficulties in terms of its enumeration. It encompasses an array of activities from basic camping to luxury RVs as well as upmarket cabins, and most recently the growth of ‘glamping’. Debatably, over the past decade “camping has been experiencing a transformation through the implementation of a novel and innovative accommodation increasingly referred to as glamping” (Hrgovic 2019). The latter - a recent innovation in creative accommodation - derives from the words glamour and camping and is attracting mounting interest (Cvelic-Bonifacic 2017). Brochado & Perreira (2017) view it as “an emergent concept in camping that combines comfort with direct contact with nature”. Hrgovic (2019) assert that glamping is an umbrella term for numerous types of accommodation provision. It most often takes the form of tents but can also include other innovative types of luxury accommodation such as yurts or treehouses (Hrgovic 2018). As a whole Brooker & Joppe (2013) characterise the outdoor hospitality sector as including caravan parks, camping grounds and glamping and observe that it “has emerged from a low-cost tourist niche to a mainstream versatile recreation experience valued at different levels by different segments”.

2.2 CARAVAN TOURISM, THE PREFERRED OPTION FOR TRAVELLERS IN INDIA?

Travellers are more mindful about following protocols of social distancing and ensuring proper sanitisation and hygiene at all times for a hassle-free travel experience in the current scenario. Caravans are considered a saviour in these times for those who want a comfortable road trip experience. The van becomes your home for the duration of the trip that helps to avoid the hassle of inflated flying and accommodation costs, local transport, safety and hygiene and minimizing human contact. Caravan trips may seem like an expansive mode of travel. Jigyasu Joshi, Co-Founder, Caravan Travellers Private Limited speaks to IANSlife and opens up about how the brand was conceived and his aim to make caravanning not only an intimate but an economical and viable option for all budget groups (Times of India, 2021). ‘Room on wheels’: All about caravan tourism, touted to be the next big thing in India’s travel sector, while caravans have been around in the country for some years now, there has been significant growth in the demand since the onset of the pandemic. With Covid-19 cases steadily decreasing across the globe and tourist destinations gradually opening up, travellers are once again ready to hit the road to visit new and exciting places. While conventional modes of travelling continue to remain the preferred choice of many, others are also open to experimenting with exciting and new modes, read: caravans. A well-known concept in the West, caravan tourism is slowly growing in India with several state governments pushing for it, especially after the pandemic. Recently, Kerala Tourism announced the introduction of caravans and caravan parks to lure tourists. “As of now, 150 people have registered for bringing in 350 caravans and around 90 people for bringing around 120 caravan parks,” V R Krishna Teja, director, Kerala Tourism said. The move came after the opening of the state’s first caravan park in Vagamon, a scenic hill station, as part of the state government’s new Caravan Tourism policy. Soon, Himachal Pradesh Chief Minister Jai Ram Thakur also announced the promotion of caravan tourism for new tourist destinations. Earlier, states such as Maharashtra and Goa had introduced this unique tourism model in their respective states. With an increased focus on the concept and the growing demand, caravan tourism is all set to be a major disruptor in the tourism sector (The Indian Express, 2022)

Travellers have been more careful about how and where they wish to go as a result of the pandemic. In the current situation, social distancing, as well as maintaining good sanitation and cleanliness at all times, has become a top responsibility for a safe and memorable trip experience. With this in mind, road trips have become a popular choice for vacations. To alleviate the stress of travel and lodging, Indian travellers are increasingly opting for caravan tourism, which is popular in the West.

2.3 THE EVOLVING TRAVEL TRENDS AND CARAVANS

With the rapidly evolving trends of the Indian travel industry and the new normal, caravans are quickly becoming a handy and preferred mode of transportation to avoid the shackles of boring travel while maintaining a high level of safety. Caravans are a lifesaver for anyone looking for a comfortable road trip experience in these difficult times. The van serves as your home for the duration of your journey, allowing you to avoid the hassles of high-cost flights and accommodations, local transportation, safety and sanitation, and minimal human contact.

2.4 CARAVANS VERSUS HOTEL STAY



One of the most significant distinctions between caravanning and staying in a hotel is that caravanning is undeniably a freeing experience. Caravans offer the chance of not just stopping but also staying, with all the comforts at our fingertips. With a caravan, you may explore the outdoors and get a closer look at wildlife. To put it another way, caravanning is

like having a home on wheels that you can take with you wherever you go. Caravan Travellers currently has four caravans on the road. ‘**Fin**’ and ‘**Rare**’ are the names of two of them. They’ve been designed with the comfort of passengers in mind, despite the vans’ restricted size

Inclusions in Caravans:

- Camping Tents
- Camping Chairs & Stools
- Kitchen Utensils
- Barbecue Grill
- Drinking-Water
- Bedsheets
- Pillows
- Blankets
- Electricity backup – Inverter
- Amenities provided in these Caravans:

Bookings and transfers with Caravans are not confined to Delhi/NCR or adjacent areas.

2.5 5-PERSON CARAVAN

The camper vans contain a master bedroom, two sofa-cum-beds, and two berths for sleeping. At night, the beautiful LEDs on the ceiling create the perfect mood. A washroom with a shower is also included in the vehicle. The shower can also be installed outside the van so that you can take a bath outside. The camper van has ample storage capacity to accommodate all of your belongings. A 5-kg LPG cylinder and all the appliances for preparing your meals are included in the modular kitchen (Tanya Garg, 2022)

2.6 IS CARAVAN TRAVELLING A GAINING TREND AND IS INDIAN TRAVELLERS READY FOR THE CONCEPT?

We started working on launching Caravan Travellers back in 2019. It has been 2 years and when we see the overall current tourism market, there is a significant increase amongst

travellers looking for road trips options. The pandemic has further fuelled the trend to minimize human contact and ensure safety and hygiene conditions. People have now started to experiment with their road trips and that is where caravanning comes in. We have come in contact with numerous people who either want to rent the caravan for their next trip or buy one for them. We have received an overwhelming response for our caravans. Not just in terms of renting but also manufacturing. So, in a way, travelling in a caravan as a trend is surely and gradually picking up. The best part about travelling in a caravan is that it gives you an immense sense of liberty and that is the very essence of travelling. The freedom of stopping or staying at a point that offers a picturesque view of a place, the freedom of sleeping under the starry night sky, freedom of cooking a fresh meal while on the move are some of the many things that make caravan travelling a wonderful preference.

2.7 AS SAFETY IS STILL A MAJOR CONCERN IN INDIA, HOW TO MANAGE THE UPKEEP AND SANITISATION OF THE CARAVANS?

Safety does remain a point of concern when you are travelling. In order to deal with it, we make sure that whichever place the travellers are halting the van is first reviewed by our caretaker-cum-driver that goes along with the vans. Only after speaking with the locals nearby the halting area, we stop at the place overnight. Apart from this, we have certain associations with homestays, camping areas, hostels and resorts in some parts of India where a traveller can go and park the van safely within their premises. We also have a very efficient GPS system in our caravans and there is also an SOS button in times of emergency. However, travelling in a caravan is a pretty safe experience as one is always in charge of their sanitisation plus you don't have to eat outside food as you can cook inside the van. Moreover, we have hosted many couples, families and groups of friends in our caravans and none of them has faced any major inconveniences or trouble. In fact, on Women's Day this year, we did a caravan pool trip where 7 girls from various parts of India travelled across Himachal Pradesh for 10 days. It was totally a safe journey for them. In order to keep our caravans hygienic, we take a one days' time between each booking and the caravans are sent for a wash and basic

servicing. Also, before handing them over to a traveller, we sanitise all the spaces inside and outside the vans.

2.8 CHALLENGES FACED BY CARAVAN’S.

When we launched Caravan, we expected that our major clientele would be from metropolitan cities such as Delhi, Mumbai, Bangalore, among others. However, it was a surprise for all of us that the bookings and the queries started coming from all parts of India in the initial days itself. This boosted our morals and made us realise that travellers from across the country are willing to explore and travel in caravans. Our social media presence and reach, especially Instagram has also been instrumental in many ways to get bookings and queries from various parts of India.

2.9 HOW IS A CARAVAN DESIGNED TO MAKE IT COMFORTABLE FOR TRAVELLERS AND CHALLENGES FACED IN SETTING IT UP?

We're currently operating with two caravans, called 'Fine' and 'Rare'. Both the caravans have been thoughtfully designed by us. We have engineered them keeping in mind the comfort of travellers within the limited space inside the vans. With a capacity to accommodate 5 people, caravan 'Fine' is equipped with most of the essentials one might need during a trip. There is a well-stocked Kitchenette, Utensils, Drinking Water, 180 litres of water for other purposes, washroom, camping tents, a portable music speaker, pillows and quilts, among other things. While we choose to call it 'Fine', the travellers can call it by any name they feel sounds best for it. As for the sleeping space, the camper van has a master bed, 2 sofa-cum-beds and 2 berths. Beautiful LEDs on the ceiling make for a perfect ambience at night. The van also has a washroom with a shower. The shower can be fitted outside the van as well for taking bath in the open. There is enough storage space inside the camper van that can fit all your stuff. The modular kitchen has a 5-kg LPG cylinder and all the utensils for cooking your meals. With a capacity to accommodate 3 people, caravan 'Rare' is an apt choice for the adventure seekers. The van promises comfort and utility even on rugged routes. The caravan is equipped with almost all the essentials you might need during a trip. It comes with a well-stocked Kitchenette, utensils, drinking water, and 130 litres of water for other purposes, washroom, camping tents, a portable music speaker, pillows and quilts, among other things. The modular kitchen has a 5 kg LPG cylinder and all the utensils for cooking your meals. Apart from a sofa-cum-bed for

sleeping, the roof of the van opens up revealing a cozy bunk bed covered from all sides. There is enough storage space inside the camper van to fit all your stuff. While we choose to call it 'Rare', the travellers can call the caravan by any name they feel sounds best for it. Since we have modified the caravans all by ourselves, there were numerous challenges that we faced. The biggest of them all was the challenge to arrange for required resources for building the interiors. There was a dearth of dealers dealing in appropriate items that we needed for the modification when we started fabricating our vehicles. It was a Herculean task to find out the right equipment without compromising on its quality. Apart from the infrastructural hurdles, understanding the rules and regulations around caravans was also a tedious job. We had to run from pillar to post in order to get the right paperwork done for the caravans.

2.10 ARE CARAVANS AN EXPENSIVE OR ECONOMICAL OPTION FOR TRAVELLING?

Travelling in a van is the most sustainable way of travel. It is a way of travelling that allows you to manage your work in the most efficient ways. It allows you to keep that balance between working and exploring. You could be sitting by a river bank while working on your laptop at one point of time and you may be sitting in the middle of a green pasture while working the next moment. Travelling in a caravan can be a luxurious or an economical option based on one's comfort. We, at Caravan Travellers, are aiming to make caravan tourism an affordable mode of travel in India. So, we have two caravans - one in which 5 people (excluding driver) can comfortably sleep in and the other with a capacity to accommodate 3 people (excluding the driver). One doesn't need to book a separate accommodation as the vans can be their humble abode for the road trip. We charge on a per-day basis and the charges for a 5-person caravan and 3-person caravan is Rs 6,000 per-day and Rs 5,500 per-day respectively (inclusive of Driver and GST). The fuel, state and toll taxes are not included in this price and have to be borne by the travellers. In terms of cost, the per-day per-person cost in our caravans is as low as Rs 2,400 that includes the stay, commute, fuel, state taxes, road taxes and also a caretaker-cum-driver. Travellers don't have to pay extra for the local commute they do for exploring the city. They do save a good amount of travelling in the caravans and apart from that, given the current pandemic-era we are living in, it is also a safe way of travelling to a place.

2.11 PROS AND CONS OF CARAVAN TRIPS

Pros of caravan trips

- Money saving is a big factor.
- Travel within the comforts of a home.
- Enjoy picturesque views at any time.
- It makes you understand the importance of limited resources and how to use them judiciously.
- Gives you a different perspective about a lot of things.

Cons of caravan trips

- The limited space gets messy very easily.
- Always have to keep an eye on your water refilling.
- It gets really tough when a caravan gets stuck in dirt.
- If the waste tank is not cleaned properly, it can cause immense foul odour.

2.12 PLANS TO EXPAND THE BUSINESS, PAN INDIA?

In the coming few months, we are aiming to set up our own manufacturing unit wherein we will be making caravans for sale. We are currently looking for potential investors for the same.

Amidst the pandemic, slow travel has become the trend of the season. Caravan tourism that is a common concept in the West has now seen a surge amongst travellers in the last one year (Times of India, 2021)

2.13 VACATION ON WHEELS IN MUMBAI, PUNE AND JAIPUR

Waking up to the sounds of Nature and a different panoramic view every day – right outside the window – is how most travellers define their camper van experience. And club it with the safety bubble it offers, and you have the recipe for a perfect vacation.

No wonder, then, that there’s a manifold increase in the demand for camper vans amid the pandemic. Neha Soman, 39, director, Vacation on Wheels, which provides caravans for hire in multiple cities, including Mumbai, Pune and Jaipur, says, “We have been in this business for four years now and have vehicles that can host three people to nine people. After the pandemic, our queries have more than tripled. Lot more people are enquiring for it. From your home to your destination and back, you are in your own safe bubble. So, it is a completely self-contained experience. We have tie-ups at different places where one can park.”

The allure of this experience is also making many assemble such vehicles on their own. With their camper van near completion, travel enthusiasts, Deepak Pandey, 42, and Ruchi Pandey, 40, say, “We keep investing in different stuff, so I thought why not have an asset that’s movable and has versatile utility. That’s why we are customising our campervan according to our need. We wanted homely feeling with functional kitchen counter, adequate space and comfortable sitting. Based out of Alwar, Deepak is planning to go on his first caravan trip with family in next 15 days. “If you are planning for a caravan trip, there is no itinerary. Wherever you find a suitable, scenic place, you stop, take a halt and move ahead. Secondly, there is no hurry that you have to check-in or check-out of a place at a particular time,” he says listing advantages, and adds “I think this has got bright future and if there are right policies on the government level, it will certainly go a long way in boosting this mode of travel” (Ashish Kedia, 2021).

2.14 VILLAGE AREAS AS A PART OF TRAVELS

A village is frequently described as a settlement whose inhabitants are traditionally involved in primary industries, such as fishing, agriculture, and mining. Over time, changes in economy and society have resulted in many village communities and their residents finding a new trade: tourism. Village tourism is important in terms of a country or region’s allure, providing a contrast to city and larger urban developments. The appeal of the village is derived from a combination of physical, historical, and nostalgic attributes and the prospect of encountering a community in microcosm. Although often linked to rural areas and countryside, villages regularly serve as independent attractions and destinations. Village tourism provides people with the opportunity to experience another way of life and to discover something of the regional character of a country. Paul Cleave 2015

Brabencova, 1998 Farm-based tourism, as an important element of rural restructuring and revitalisation, can play a crucial role when small farms have to adjust to depressed agricultural prices and increased competition. Employment creation, income growth, rejuvenation and integration of rural environments, growth of the aspiration and ambition of farmers, reorientation of farms to such specialisation as organic food production, improvements in the appearance of villages and development of infrastructure, have all been credited to farm tourism development in CEE. Risk factors identified, however, include mediocre knowledge of agritourism and rural tourism, low quality farm accommodation, lack of information about the requirements of guests, lack of time to spend with guests, lack of finance to start a business, low levels of village infrastructure, low levels of information about tourism activities and opportunities in villages, and a general underestimation of the financial benefits for local governments. Buzarovski, 2001 Nonetheless, tourism can be used as one of a range of tools in assisting environmental improvement in degraded rural regions (e.g., Speh and Plut, 2001). Local environmental action plans can assist tourism's role in consolidating back linkages with local cultures and environment (e.g.), and can support the better understanding of changing relationships between localities and their resource hinterlands (e.g., Staddon, 1999, 2001). 'Ecotourism' in particular has come to be viewed as an 'easy' entry to niche tourism markets, however, drawing on a perceived 'inexhaustible' supply of natural products, and gesturing towards ideals of sustainability and environmental awareness

Lane (1994) discusses the historical continuity in the development of rural tourism and examines some of the key issues that combine to make rural tourism distinctive. Rural tourism should be

- Located in rural areas
- Functionally rural, that is, built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices
- Rural in scale, in terms of both buildings and settlements
- Traditional in character, growing slowly and organically, and connected with local people
- Representative of the complex patterns of the rural environment, economy, history and location

2.15 RURAL TOURISM AND LOCAL DEVELOPMENT

Gannon (1994) explained that the notion of rural tourism represents a panacea to the problems facing rural areas, that it is a 'magic wand that will speed up economic progress', must be treated with some caution. That is, the extent to which tourism contributes effectively to rural

development and diversification, hence the extent to which it is deserving of government support and finance, is questioned in many quarters. In general, of course, the development of rural tourism as with most other forms of tourism may have undesirable economic, social and environmental consequences for local communities. However, studies have also shown that a number of factors militate against the achievement of rural economic diversification and growth through tourism. Long (1998) proposes a definition of rural that reflects lifestyles one is likely to encounter in a visit to a 'rural' community; 'Rural can be perceived as a place of safety, with solid values, surrounded by open space and natural beauty, where one is treated respectfully and friendly'. In a functional sense, rural can be considered a place where small-scale enterprises dominate the economic scene, open space is abundant, contact with nature or 'traditional societies' is offered, development is slow growing using local capital and the types of touristic activity offered varies but reflects local resource capabilities (Lane, 1994). Long's (1998) definition of rural, once accepted, changes the focus from a statistical, easy to measure, parameter to one that is more ambiguous and benefit based. For the purpose of this paper, the basic elements of Long's definition are accepted as a new way to look at rural tourism development. This will become clearer after a review of the transformational history of rural areas is addressed. Tourism activities have been widely regarded as key-tools for rural development. However, even when tourism and leisure may offer many chances for rural areas, policymakers shall remember about major complexity of local development troubles and actions, these going further from economical or technological frame limits to become part of a global dynamics on changing society as a whole, wherever any activities and/or processes are closely linked to circumstances under which they come into practice. So, a wide range of historical, cultural, educative, organizational, structural and other diverse factors shall determine at the end the real capacity for generating and/or accepting an innovation by economical agents acting in a concrete location.

2.16 RURAL TOURISM AND CULTURAL TOURISM

Richards (1996) argues there is a conceptual and technical definition of cultural tourism. According to Richards (1996, p. 24) the conceptual definition of cultural tourism is that it represents 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. The technical definition is that cultural tourism includes 'all movements of

persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence'. Silberberg (1995, p. 361) considers cultural tourism as 'visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution'. Butler & Hall, 1998 Rural values, ways of living and certain tangible characteristics of the countryside refer to the idea of rurality. Rurality is a very contested concept and worth its own wider discussion elsewhere. Here, in the context of rural tourism as an ideological policy tool, the control over the characteristics and commoditisation of rurality should also be based on the values, preferences and needs of local rural communities, rather than primarily on the tourism industry's commercial tasks. On a society level the definition and meaning of rurality is out of local control but the limits and preferences of its uses in tourism spaces can still be set locally through a collaborative process. Rural areas and communities are increasingly open to new economies and activities, and the ongoing economic transition of rural areas reflects the issue of globalisation. The consequences of ever-deeper interconnectedness and the dependency of distant places and people may create the need for high rural tourism development goals, but that may also result locally in disconnectedness and non-dependency within already fi-augmented rural communities.

2.17 TOURISM IMPACTS ON RURAL COMMUNITIES

Fuller and Reid (1998) suggest that approach to development lends itself well to tourism communities. This represents a drastic departure from the entrepreneurial, incremental approach which dominates tourism planning and development today. A main reason for the absence of this approach until now is that often the need for planning is recognized well after the initiation of tourism in a community and, generally, only once tourism development starts to have negative effects and impairs the everyday life of the residents. Further to this, the first attempt to rectify development problems usually focuses on the creation of a planning document that reacts to the tangible side-effects of tourism but does not address the community's underlying need for a process that enhances dialogue, trust and participatory decision-making. Concrete issues including hours of operation and traffic control are often the focus of attention and planning. All too often, however, these issues are not adequately dealt with because the community actors do not have a history of involvement in decision-making nor an established mechanism that allows them to speak to each other and make decisions in a

non adversarial manner. Ideally, as capacity is encouraged and more community members feel able to take a meaningful part in decision-making processes in their communities, mutual trust will develop between the various parties. He argued that the 'process is pedagogy' by suggesting that the knowledge and skills of community members is increased as they become more involved in community activities. There is also need of learning new knowledge and skills, and enriching old ones, can help to increase and maintain self-esteem, self-actualization, and other humanistic concepts of development which in turn can motivate community members for future involvement and action. Community development specialists and planners should be encouraged to involve stakeholders more directly in the process of planning community activities. Tourism has been widely promoted and used in rural development as a replacement economy for traditional livelihoods. The future prospects of tourism, especially, are seen as a potential instrument to control the economic transition process and its social consequences in rural communities. In addition to the characteristics of tourism as a future-oriented growing economy the real or perceived lack of alternatives in rural areas has served almost as an absolute necessity to develop tourism; in rural areas tourism is often seen as the only realistic means of development. Reid (1999) Many tourism destinations throughout the world are now reaching a stage of maturity which produces conflicts and communities are reacting negatively and even resisting further or continued development. Planners and scholars interested in community development have advocated a community-based development approach to decision-making in order to encourage and give citizens the voice and the skills to shape their own image of their community. It is useful to identify elements that are common to these definitions: a focus on change; indigenous problem identification; participation of all concerned community members in the activities and processes of the community development; and the notion of self-help and community control of both the processes and outcomes of decision- making.

2.18 THE EVOLUTION OF ‘VILLAGE TOURISM’

Bigano et al., (2005) highlights the momentous task of tourism, “the decisions about whether to take a holiday and where to spend that holiday are by no means secondary ones. Such decisions are relevant for our well-being, but, more importantly, are economically relevant because billions of people in the world make analogous decisions every year, many of them more than once per year. This makes tourism an industry of primary importance for the

world economy”. European Travel and Tourism Action Group (2008), maintains that tourism indeed has a vital role to play in the economic prosperity, social equity and cohesion and the environmental and cultural protection of the European Union through the adoption of sustainable approaches by participants at all levels and through the encouragement of responsible practices by tourists. Butler et al., (1998) observes economic and social forces operating at the global level are determining both the nature and form of the rural landscape and how we value and use it. Behringer et al., (2000) acknowledges that agriculture and forestry provide key services to society; and at the same time protects the landscape and the preserves biodiversity, which now a days is being considered crucial for promoting rural / village tourism around the world. Since the mid-1980s, interest in ‘green’ tourism, eco-tourism and community tourism has grown rapidly among decisionmakers, practitioners and advocates. All of these focus on the need to ensure that tourism does not erode the environmental and cultural base on which it depends (O D I2000)

It is interesting to note that, Village Tourism is relatively a new concept and offers a unique opportunity for comfortable cultural immersion. There is a need to understand the emergence of this concept and merging of the same with sustainability, which will help in restructuring and reengineering the tourism industry of a region Weiermair (1995 and 2067). The concept of village tourism emerged in Europe, where the city life stress, pushed people to want the peace and serenity only villages, county or a hamlet, can provide. The exact place and date of origin of this concept is difficult to determine, but it appears that private boarding houses for those seeking traditional village life and relaxation in a natural environment have appeared at the beginning of the 1990-s (Zimmermatm, 2008). Nonetheless, it is believed that rural tourism was pioneered in northern Spain, w here tourism activity was relatively low (Sharpley and Roberts, 2004). Other contributing factors are - increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness and the stresses of urban lifestyles have led to a ‘counter -urbanization’ syndrome (Ramakumar, 2008).

But the feet remains that the natural and cultural values of villages are today being sought after then ever before. A growing number of programmes enable /tourist guests to stay overnight in private homes in traditional villages far from the tourist trails. (Hall, 2000), throws light on pricing analysis which indicates feat landscape features associated wife agricultural

activities (such as meadows and grazing cattle) positively influence the demand for rural tourism and have a positive impact on fee price tourists are willing to pay for rural accommodation. Country roads and country homes, fee church steeples, fee meandering rivers and simple folks beckon fee busy bees of fee city. One of fee most sought-after tourism product/service in fee globalised world is rural tourism, in some countries, especially in Canada; this has been termed as aboriginal tourism and has been marketed extensively to attract special category of tourists from Europe (Canada Tourism Commission Report 2008)

In fact, by 2020, the Government of India expects travel and tourism to contribute Rs 8,500 billion to GDP, almost four times the value in 2005, In other words, every man, woman and child could become richer by Rs 7,000. India has yet to realise its full potential from tourism (Report on Indian Tourism and Hotel Industry 2005). The report further highlights the verity of the rising middle class which is becoming increasingly affluent, mobile, internet savvy and more sophisticated in terms of what is demanded with respect to tourism products and services, and more importantly the price they are willing to pay for it

2.19 THE VILLAGE TOURISM A NEW CONCEPT INDIAN

Our country India leaves travellers mesmerized with astounding vistas, stunning landscapes, and a culture that is all colourful and truly captivating. But since a major part of our population resides in the villages, it's equally important to explore rural India alongside the commonly visited tourist destinations of India. In fact, the beauty of rural India is no less than the well-known tourist spots. It's an un-spoilt virgin beauty of Mother Nature you would perhaps get nowhere else. To get the real essence of Indian culture, to sniff in the smell of raw earth or draw the whiff of the fresh blooms coming up with every changing season you do need to visit an Indian Village untouched by the evils of Industrialization.

That's the reason many Travel and Tourism Companies offer Village Tourism Packages for enthusiasts. Often Students are taken for Village Tourism Tours because such tours are truly a learning experience for them. Visiting Rural India, which is rightly called the 'Heart of India' allows people to gain an understanding of the lifestyle of rural India; even at times participate in it.

2.20 10TH FIVE YEAR PLAN

Under the 10th Five Year Plan, thrust has been given to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, Tourism has been identified as one of the major sources for generating employment and promoting sustainable livelihoods (Mott, 2007). The Union ministry of tourism in collaboration with UNDP has launched the Endogenous Tourism Project in the year 2004, linked to the existing rural tourism scheme of the government. The UNDP has committed \$ 2.5 million for the project. UNDP will help in areas of capacity building, involvement of NGOs, local communities and artisans forge strong community-private and public sector partnerships. The government has decided to develop necessary infrastructure for facilitating rural tourism.

2.21 THE KEY ADVANTAGES OF VILLAGE TOURISM ARE:

- Learning something different from urbanization.
- Getting an opportunity to visit farmlands.
- Getting introduced to artisans and even purchasing locally manufactured handicrafts.
- Socio-economic development of the village.

With the increasing popularity of Village Tourism, many villages of India which were once totally unknown to the Nation and also to the world, have come to the fore and are frequented every year by tourists now. This has led to the economic development of these villages (namaste india.com, 2022)

One of the crucial things for achieving and maintaining sustainable tourism development in a destination is to create a positive interaction between residents and foreign tourists. The quality of interaction between tourists and residents contributes to both tourists experience and perception of the visited destination and acceptance and tolerance of tourists by residents. Thus, the aim of the study is to analyse influence of tourist's behaviour on resident's perception of tourists, their acceptance and social interaction between them in the destination. The results showed that cultural incidents are very important for the acceptance of tourists by the local

residents and that perception of tourist's behaviour was significantly affected by socio-demographic characteristics of residents Tanja Armenski (2011)

3. THEORITICAL FRAME WORK

3.1 THE RICH HISTORY OF CARAVAN

The early developments of caravans can be followed back for thousands of years. During the age of the Silk Road, an ancient trading route between the east and the west, goods were towed using horses. Some see this as the earliest use of a caravan. However, most people see the Romany community as the first real users. Romany Gypsies lived in Europe and used horse-drawn caravans to live and travel in, which was known as a Vardo, this wagon would last for around 70 years and were colourfully decorated. Even though these aren't used as often today, Vardo's are seen every year at the Appleby Horse Fair. In the 1880s, Bristol Wagon & Carriage Works built the first luxury caravan. This was designed for popular author Dr William Gordan Stables and used to travel around the UK. After this, those in high society started to buy into the trend and The Caravan Club was formed in 1907.

It was actually Eccles Motor Transport who designed and built the first model to be towed by a car. In 1919 they began to produce this in Birmingham, attempting to rebuild British infrastructure following the catastrophic Great War. The first models were 5 ft 7 inches wide and 9 feet long. These also had two berths, a fitted wardrobe, as well as a Primus stove to cook on. Alongside this, Eccles invented the first awning in the 1920s adding more space. In today's money, it would have cost around £5,000 to own this yourself. After this the popularity of caravans began to grow at a rapid pace. They have since become a key part of British culture and the holiday industry. As a result, more and more adaptations have come about. There was a change from using paraffin to gas for lights and cooking in the 1930s. After the Second World War, there was an increase in the production of cheaper models giving people more options regardless of their budget.

In the later part of the 20th century, caravans started to be produced at a rapid rate by a number of firms. The 1960s marked a massive change, seeing bright furnishings and dining spaces that could convert into extra sleeping space. By the end of the decade, electricity was added providing much needed safe lighting. In the 70s and 80s even more developments were made, including the use of twin axels. Better materials were being used to make caravans,

ensuring that they lasted for a long time. This era also saw the addition of toilets and small bathrooms to tourers, adding luxury and ease. With fridges, fully functioning kitchens and running hot water, the leisure industry had changed forever.

From luxury fittings to exterior wrap around decking, caravans have become more than just a portable home. As well as tourers, today there are lodges and statics for more permanent stays in a location. These can be styled to your tastes and have all of the modified additions. With more options and for a difficult economy, holidays at home have become increasingly popular. The Camping and Caravanning Club has seen a dramatic increase in their members, rising from 755 in 1919 to 720,000 today. Around half a million families own a caravan and 1.64 billion was spent on caravan trips in the UK alone. It seems that if anything the use of tourers and statics will continue to grow.

3.2 HISTORY CHART OF CARAVAN TOURING FROM DIFFERENT VIEW

1885 – The Wanderer

Dr Gordon Stables, a retired Navy doctor, designed and commissioned the world’s first leisure caravan in the 19th Century, naming it ‘The Wanderer’. Made from mahogany and maple wood, this horse-drawn caravan was an extraordinary sight to see on the road at the time - a valet even had to be employed to cycle ahead and warn other travellers of its approach. Measuring 30 feet in length, it managed to squeeze a bookcase, a China cabinet and a piano inside.

1919 – Eccles Motor Transport

The first commercial touring caravan emerged a year after WWI with the Eccles car-pulled caravan. Founded by Bill Riley and his son, Eccles Motor Transport essentially gave birth modern British caravanning. Their first model was priced at £90 – a lot of money at the time.

1937 – Car Cruiser

The 1930s saw the caravan became more affordable and therefore more popular with the middle classes. The early manufacturer Car Cruiser was also well ahead of its time in terms of streamlining and reducing the weight of the caravan. The 1937 Car Cruiser Rally Four De-Luxe, for example, saw caravan design move on significantly in terms of aerodynamics.

1946 – Eccles National Caravan

It had taken many years of drumming up interest, but by the 1930s Eccles caravans were sought after by everyone – from VIPs and maharajah, to gypsies – all over the world. After WWII

Eccles launched its National Caravan, which was produced on a mass production scale using jigs and flow-line assembly. Prices were cheaper, but this did not stop the brand from retaining its luxury status.

1948 – Streamline Rover

This tourer was to be the forerunner to the more affordable Sprite caravan – a mass produced model that became world famous. Although its cheap qualities put many people off, the Sprite was highly durable and perfect for the odd weekend getaway. It hit the market in 1950 and retailed for less than £200.

1958 – Cheltenham Sable

The late 50's saw the introduction of GRP – Glass Reinforced Plastic – into the construction of caravans, which was initially used most successfully by the Cheltenham Company. The Cheltenham Sable, for example, was one of the most prestigious models of the time, since its light weight and compact length made it ideal for couples.

1969 – Ace Caravans

Ace were the first mass produced UK caravan manufacturer to use GRP full height front and rear panels – a full 15 years ahead of other manufacturers. Ace were also the first ‘non luxury’ manufacturer to take this step.

1973 – ABI Monza

In the 1970s caravans were made from pre-finished aluminium panels, which made them a lot sturdier. Towards the end of the decade people also began to experience the joy of flushing toilets and showers! The ABI Monza range were stylish, light and budget-friendly, and sold well into the 1980s (taking most of Sprite’s business).

1979 – Astral Cameo

The Astral Cameo was to set the pace for twin axled caravan popularity in the 1980's and beyond. Although long dead now, the Astral brand was a huge player in the touring caravan market during the 1970s, helping to secure the twin axles tourer as a staple of the industry.

1989 – Swift Corniche

Swift have always invested heavily in innovative technologies and 1989 was the year they released their new Corniche. This model had a unique style and was advanced in its design, using GRP mouldings to offer superb aerodynamic towing.

1996 – Bailey Ranger

Although the Bailey Ranger wasn't ground-breaking in terms of style, it was light, affordable and well finished. It offered families and couples a well-equipped caravan for very little money, making it a top seller right up to 2010.

1996 – Eddis Genesis

Eddis launched its Genesis with strong styling both inside and out. Appropriately name, the Genesis would influence all Eddis other ranges from 1998 to the present day.

2008 – Mehrzeller (concept caravan)

In the 21st Century, concept caravan design began to emerge and we were introduced to the Mehrzeller. Conceptualised by two Austrian architects, each model is tailor-made, allowing the customer to design their own multicellular layout. The model is being heralded as one of the most original travel trailers on the market and there are hopes that it will usher in a new generation of customized mobile living.

2011 – Swift Group

This was the year of the Swift Group, who launched their aerodynamic super styled sunroof Conquerors and Challenger ranges, which went on to influence several other manufacturers. Swift grew massively during the 2000s and now encompass Sterling, Sprite, and Autocruise.

2012 – The Sealander

2012 was also the year that caravans took to the sea, with the Sealander. This extraordinary floating two-bed mobile home has been created by Daniel Straub, a German-based industrial designer, to combine the features of an electric power boat and a camping trailer.

3.3 ACCOMMODATION SERVICES EMPHASIZING CAMPING AND CARAVAN SCTOR

Tourism is a social, cultural and economic phenomenon which involves movement of people to countries or places out from their usual environment. The purpose of their movement might be personal or business/professional. These people can be tourists, excursionists, residents or non-residents, known as visitors and tourism have to do with their activities they produce. Some of the activities they involve in imply tourism expenditure, for example, accommodation they use or food. In their travel, accommodation provides the base, from which tourists can engage in any activities at a destination, therefore, travelling will be incomplete in absence of accommodation. As tourists make their journey for travelling purpose, in most of the cases, they need some form of accommodation facilities to rest and refresh along their

travel. Therefore, accommodation appeared to be a need of human travelling. Throughout the human race many records of accommodation can be found. Types and organisation of accommodation varies in relation to its size and facilities but their main purpose is to service their customers. In the basis of price, location, by type of visitor and by services they offer, accommodation can be categorized in different ways. Starting from the luxurious five-star hotels to the very economic hotels and One Star Class camping site to Five Star Class camping site where every visitor or guest can find the best options as they afford to pay. Accommodation is diversified by the geographical location also. Some of them are situated in the city or some are in the countryside. It can be varied according to target groups also. Some accommodation facilities can target business travellers and families whereas leisure travellers could be targeted in other kinds of accommodation facilities.

Camping and caravan sites are an important component in domestic and international tourism where visitors bring their own accommodation to the destination as tents, caravans or trailers. Camping and caravan sites are recognized as a significant form of accommodation in many holiday areas. Camping and caravan sites are found in different shapes and sizes and quality of services. This form of accommodation is very popular in some European countries and in the United States of America. The level of accommodation provided at these sites has been significantly improved from the camping experience of earlier generation, however, some restriction in terms of space and privacy are still existing. Such sites can be in very basic field with few utilities provided compared to very sophisticated resort locations including a high range of comfort services with lots of leisure, food services and retail choices. Camping and caravans are very famous in Europe. Different kinds of online booking websites are making it easy for travellers to book their camping sites. Normally, online booking websites offer its customers a membership card against a certain amount of money. With these cards travellers can book their camping site online within a given area. As an example, through Eurocampings.eu in Europe travellers can book their camping sites within 30 countries where 9800 camping sites are in existence.

3.4 WHAT MAKES CARAVAN TOURS STAND OUT?

Caravan Tours offers affordable prices for the avid budget travellers. These competitive prices are possible because of the volume of their suppliers who offer the best prices to Caravan. In turn, Caravan passes these budget friendly prices onto their travellers. Tours are

kept reasonable and transparent. Caravan doesn't include any optional activities that travellers can have for an additional price. They include all activities within the initial price instead of forcing travellers to pay hundreds of more dollars to make their tour more enjoyable. Caravan Tours is the complete sightseeing experience. Travelers will get to visit many tourist attractions and sites with more included features. Local guides will offer a rich insight into the destination. These guides are handpicked by Caravan for their knowledge, friendliness and command of English so you can rest assured that you will be in good hands the entire time.

3.5 FEATURES IN CARAVAN TRAILERS

Modern travel trailers come in a range of sizes, from tiny two berth trailers with no toilet and only basic kitchen facilities, to large, triple-axle, six-berth types. A mid-range, modern travel trailer may contain the following features:

- Beds, some of which convert to daytime seating
- Electricity supplied by battery or external connection
- Gas/electric powered refrigerator
- Gas/electric powered stove, oven and grill
- Gas/electric powered water heater
- Microwave
- Powered wheel mover system (integrated or clip-on) to enable parking once unhitched
- Radio/CD/DVD/MP3 player
- Shower
- Television aerial/satellite dish
- Toilet with removable blackwater (sewage) disposal tank and flush-water tank
- Heater
- Slide-out rooms (such as a 4 x 7 ft dinette or bedroom extension)
- Air conditioning
- Awning or screen room
- Washing machine and clothes dryer
- External barbecue points

- Tow hitch stabilizers
- Separate wastewater tanks for greywater (wash water) and blackwater (sewage)

3.6 CLASSIFICATION OF CARAVANS



Travel trailers

The history of travel trailers can be traced back to the early 1920s, when those who enjoyed their use was often referred to as tin can tourists. As time progressed, trailers became more liveable and earned a new name in the 1930s and 1940s, which was the house trailer. In the 1950s and 1960s, the industry seemed to split, creating the two types that we see today, that of the recreational vehicle (RV) industry and mobile home industry. Today travel trailers are classified as a type of RV along with motorhomes, fifth-wheel trailers, pop-up trailers, and truck campers.

- Smaller travel trailers and pop-ups are still made with touring in mind. These generally are less than 18 feet and contain simple amenities. By design, they are lightweight and quick to set up or prepare for travel.
- The Playpac, light enough to be pulled by a small car. It came with a private water closet, shower, and the ability to sleep six.
- Mid-range travel trailers are 18 to 25 feet and are generally dragged with compact pickup trucks and SUVs. They have most of the amenities of the larger travel trailers, but sleep fewer people.
- Larger travel trailers are made with the seasonal or full-time user in mind. These generally range from 25 to 40 feet and contain all the comforts of a luxury condominium. Multiple televisions and air conditioners are common in units of this size. Slide-out rooms and screen porches add to liveability. By law, travel trailers are

limited to 400 square feet of living area, and many models offer exactly that plus any optional slide-outs.

- Some specialized brands of trailer, such as the hi-lo trailer, have an upper that can be folded down over the lower half to a total height of about five feet for reduced wind resistance during travel, otherwise they contain everything other travel trailers have (except for a full-height closet).
- An innovation in travel trailers is the hybrid travel trailer, combining the features of a pop-up and a hard-sided trailer. In its camping arrangement, one or more bunks fold down from the side with canvas tent covers. When travelling, the bunks fold up, leaving four hard sides. Larger models allow the hybrid travel trailer to be used while "turtled", that is with the sides up. The primary advantage of a hybrid travel trailer is it offers a greater space-to-weight ratio. A disadvantage is the tent ends are not insulated and subject to heat loss and condensation.

Fifth-wheel trailers

A fifth-wheel is a travel trailer supported by a hook in the centre of the bed of a pickup truck instead of a hitch at the back of a vehicle. The special hook used for fifth-wheels is a smaller version of the one used on 18-wheeler trucks and can be connected by simply driving the tow vehicle under the trailer. Fifth wheel trailers are popular with full-time recreational vehicle enthusiasts, who often live in them for several months in one place, using their pickup truck tow vehicle for local errands. A fifth wheel trailer pulls more securely than a traditional travel trailer because the hitch weight sits directly over the pickup truck's rear tires. Since part of a fifth wheel sits over the bed of the pickup, it also reduces the overall length of the vehicle/trailer package while allowing the same room as a comparable length travel trailer.

Off-road trailers

Off-road travel trailers, also called 4x4 trailers, and jeep trailers, are built specifically for exploring the extreme backcountry without having the restriction of paved highways or gravel roads. These travel trailers are designed to handle rough terrain. Many off-road travel trailers are equipped with a tent and bed, a skid plate, large tires and long stroke independent suspensions, lift kits, and articulation systems.

Toy hauler

An innovation in the travel trailer types is the toy hauler or toy box. Half living area and half garage, these trailers allow toys to be brought to the countryside. A folding rear ramp give access for motorcycles, ATVs, personal watercraft or race cars. A generator provides power for the equipment.

Double-decker trailers

A double-decker trailer is a two-level travel trailer. When traveling the trailer is only as high as a regular trailer, but when set up it increases in height to two full levels.

Romani caravans

Caravans, particularly the Vardo, have served both as a significant cultural icon and symbol of the nomadic Gypsies. Until the early 19th century, Romani caravans served primarily as a means of transport and not as a domicile. At the beginning of the 19th century, more Romani people began to live in their caravans instead of sleeping in tents. The caravan offered greater protection from weather conditions and could be outfitted with modern amenities such as wood-burning stoves. Often, caravans were commissioned to be built at the request of newlywed couples and their families. The small-scale, pre-industrial methods of the builders and the labour-intensive nature of the building process meant that a family's caravan could take up to a year to build.

3.7 CARAVAN MODALS THAT CAN BE SEEN IN INDIA

A Luxe Camper caravans



The caravan provides 200sqft of space, with seating area and sofas. Two bedrooms: the rear lounge converts into a queen bed and the front folds into another one. A kitchenette with a three-hob induction gas, a kettle, toaster, large freezer, refrigerator and RO system. A toilet and shower with solar panels and hot water. On board, there's Wi-Fi, a 360-degree camera, GPS tracking, a speed governor and emergency exit for safety. On the outside, there's a shower, a sleek awning with wind sensors, and a bicycle rack. Meals are usually cooked on the campsites. The campervan has an outdoor barbeque connection. MTR and ITC pre-cooked meal kits are available on board.

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Inside the RV

Cost: A trip can range anywhere between Rs25,000 to Rs30,000 for two adults per day. A two-day trip to Bheemeshwari is Rs49,000. Driver: Luxe Camper comes with a driver. You do not have the option to drive yourself.

Vacation Wheels



The caravans are available for hire in Mumbai , Pune, Nagpur, Bhopal and Indore. Vacation on Wheels has tied up with over 30 campsites across Central, Western and Northern India. Depending on your starting point, you can choose to head to the hills of Manali and Leh, the desserts of Rajasthan and the beaches of Goa and the Konkan belt. Amenities: Vacation Wheels offers two types of caravans--one accommodates four people and the other nine. Here are the features:

The largest caravan has nine expandable berths. Each birth is furnished with blankets, bedsheets and pillows. A toilet and shower with hot and cold running water throughout. Air-conditioning is available for four hours a day using an on-board generator. You could use the air-conditioner for over four hours at an additional charge of Rs300 per hour. A kitchenette is equipped with an LPG gas, microwave, small refrigerator, utensils and barbeque. An LCD TV and music system Camping chairs and tables to sit out when parked at night. All cost of food supplies will be borne by the renter.

Cost: The cost varies as per the size of the caravan, but approximately Rs2,500 per person per night. The caravan that accommodates 9 people costs Rs25,000 per night. A caravan can cover 250km per day. Driver: All the caravans come with a driver. You cannot drive the caravan yourself.

Motorhome Adventures



A caravan by Motorhome Adventures.

The Delhi-based caravan service that has been around since 1998. Besides Delhi, the caravans are also available for hire in Delhi, Bengaluru and Bhopal or other parts of Madhya Pradesh.

Where can you go: Motorhome Adventures lets you customise your trip and even change them at the last minute. Itineraries can be prepared for destinations such as Himachal Pradesh, Goa, Uttarakhand, Goa, Rajasthan, Ladakh, depending on point of departure. Amenities: You can choose from a number of caravans that accommodate small groups to large groups, with two to 12 berths. While the facilities vary as per the size, here are some of the features you can expect:

Lounge area with sofa come bed. Microwave, fridge and a safe, Bathroom and shower facilities with hot and cold water, A slide-out kitchen off board, with burners, a basin, and storage facility

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for utensils. Motorhome Adventures also offers Club on Wheels, a party caravan with a bar, DJ cabinet, lounge area, a dance floor, smoke room and more besides the basic features.



A caravan by Motorhome Adventures.

Cost: From Rs14,000 per night for a four-berth caravan Driver: The caravans are accompanied by a driver. Self-drive is not an option. Book here . 9871063984

Trippy Wheels



A Trippy Wheels caravan by the mountains. The caravans are spray painted by artists with all things funky and colourful.

Where can you go: Hampi, BR Hills, Hirekolale Lake, Dubare Forest Camp, Kundapura, Bhadra Sanctuary, Sakrebayalu, Tala Kaveri, Dandeli and Yana. You can also take a journey outside of Karnataka to Goa or Andhra Pradesh. Amenities: Trippy Wheels largest caravan can sleep nine people. It features:

Central air-conditioning, A kitchenette with a stove, utensils, crockery, cutlery and storage facilities, charging points, lights, fan and a music system, an outdoor barbeque facility, board games, chairs and a tent to camp out., The caravan does not have a washroom, but there will be a driver who will guide you with partner hotels you can stop at to freshen up.

The Scavenger Hunt in Search of Native Land Through the Path of History That Influenced “Caravan Tourism” In India



Inside the caravan

Cost: Rs3,000 per person/per night Driver: The caravan has a designated driver and self-drive is not an option.

Camper Trails



Where can you go: The company runs trips to Sakleshpur, Chikmagalur, Coorg, Gokarna, Kabini, Mangalore, Mysore, Bandipur Reserve and Dandeli. The caravan has also journeyed to Goa in the past. Amenities: The trailer sleeps five people and has the following features:

Centrally air-conditioned powered by a generator, A toilet and a small tub with a shower facility with hot water, Kitchenette with two induction burners and a sink which can be used only when the caravan is stalled, Mini fridge and microwave/oven and barbeque grill, TV and music system, Camping chairs, awning, a four-sleeper tent, portable shower, indoor games, equipment to play cricket, badminton, archery and more

Cost: Rs8,000 per day for 5 people on weekdays; Rs10,000 per day for 5 people on weekends (inclusive of driver and assistant, exclusive of fuel, toll and food. Driver: The trailer is attached to a Tata Xenon truck driven by a Camper Trails driver. Self-driving is not an option.

Camping Co



Camping Co's van with a rooftop tent. This is a caravan adventure unlike the others. Camping Co's outlander truck Xenon comes with a rooftop tent that can be attached to the car wherever you decide to camp, under the stars or by a river. The trailer is available for pickup in Guwahati, Assam.

Where can you go: The advantage of this camper is that you can self-drive. So, you can travel anywhere around Northeast India.



View from the rooftop tent

Amenities: Like other trailers and caravans, the van does not come with a washroom, kitchenette and other in-built facilities. But the rooftop tent lets you camp literally anywhere you wish. The company has also partnered with a number of properties that allow you to use their kitchen, washroom, restaurants and charging points. Cost: Rs3,000 per night for two people

Green Dot Expeditions



Green Dot Expedition's Taurus Van parked in Ladakh. In the winters you can take a road trip around Rajasthan and Kutch and in the summers Himachal Pradesh and Ladakh aboard the spacious overland truck Taurus.

Where you can go: You can choose to camp by the banks of the Indus River in Ladakh or the sand dunes of Jaisalmer, or a secluded beach in Kutch. Green Dot Expeditions offers a variety of itineraries to choose from in these states. Amenities: The campervan can accommodate up to 8 guests. Here are some of its features:

Eight front-facing reclining and pushback seats, two types of toilets, one on board and a portable toilet, Solar panels to charge cell phones, cameras, laptops, Camping equipment such as tents, chairs, stools, tables and hammocks and barbeque, Lockers and plenty of space to accommodate baggage, A kitchenette with high-pressure burners and cookware, The onboard crew will prepare all meals, including breakfast, lunch, evening tea and snack, and dinner.

Cost: From Rs7,000-10,000 per person/per night Driver: The vehicle is accompanied by Capt. Suresh Sharma. Self-driving is not an option.

3.8 CARAVAN TOURISMS HOLDS WITH RURAL EXCAVATION

To begin with we know tourism is a vast industry that provide provisions for many other sectors. Caravan tourism is just a part of the big picture. Similarly, village tourism is also an emerging sector like any other areas that give great influence in the development of the society and so for the enrichment of the tourism industry. It's widely evident that people enjoy travelling and there have been many excavations done by many traveller lovers. Tourism is an art of enjoying ourselves along with attractions that are set for our eyes.

One way to enrich our body, mind and spirit is to set ourselves free from all the hurdles and try embellish within the soul of beauties. To be precise it is our mind that directs us and lead us to excavate new adventures and make mind blowing memories. Caravan tourism can be a soul source to achieve that kind of experience. Caravan tours are very popular around the world, people during their free try enjoy their leisure by conducting journeys. That too if the ride is been initiated by our interest and wander to any places of choice, which solely gives quite an experience. The speciality of travelling in caravan gives a different vibe. The fact that can be seen is that we, ourselves can be the drivers and drive along with our friends, family and relatives.

The moral principle that hides behind caravan tourism is that it brings people together and helps every individual to survive happily. Caravans are like any other accommodation sector provides stay and other minor facilities. The advantage that is frequently noticed is that caravan tours are less expensive. If people from low economic status who wishes to spend their activity time in developed countries where the expenses, they would be meeting will be high to a rate we can not imagine. Not to mention if travelling with family there's no need to mention how exhausting our condition would be, so in such occasions it is always a good choice to rent a caravan which definitely can accommodate few a number of passengers. Back to the point that says its less cost effective, while we travel to different destinations of there occur lots charges for fares for utilising varied facilities. If wagons like this are rented out then the only charges that they need to worry about is the fuel cost, food expenses and the entry fees if there is a one. So, basically people can relax and enjoy the journey, it's like an independent tour that do not have a guide or package. There are companies which rent out the caravans so all we need to do is make enquires for our knowledge.

So, when we look from a different frame, we can say caravan tourism in the development of the society. Caravans are like any other vehicle on which we can travel and also make a comfortable stay also. There by people can travel freely irrespective of the boundaries that will be restricted by or to travel companies. When we say restriction, it means the entries to local village areas. When we make use of the caravan facility there will be a limitation for the tourist crowd. Eventually when there are less restriction people will tend travel more. Due to the inflow of the tourist of course there's a chance for the people of the rural get to know about the outskirts. If local people get to expand their boundaries, then it would be a great opportunity for them to improve and improvise.

3.9 THE CONCEPT OF VILLAGE LIFE EXPERIENCE

The concept of Village Life Experience in the tourism sector was first introduced by the Responsible Tourism Mission. It was brought forward with the aim of protecting the native crafts, traditional jobs and the village life of Kerala. The main highlight of this idea is that it ensures public participation for tourism development thereby supporting farmers, small-scale entrepreneurs, traditional artisans and so forth. Currently, RT Village Life Experience is an ideal model that has received praise and appreciation from all over the world. The Mission offers half day and full Village Life Experience packages. Far away from the hustle bustle of

city life, the rural land decked with tranquil backwaters, green carpeted paddy fields, swaying coconut palms, small fishing hamlets and unique artforms is an experience to cherish forever. These villages usher us into a world where contentment and peace prevail.

3.9 VILLAGES BEING A SPOT FOR TRAVELLERS

A village is frequently described as a settlement whose inhabitants are traditionally involved in primary industries, such as fishing, agriculture, and mining. Over time, changes in economy and society have resulted in many village communities and their residents finding a new trade: tourism.

Village tourism is important in terms of a country or region’s allure, providing a contrast to city and larger urban developments. The appeal of the village is derived from a combination of physical, historical, and nostalgic attributes and the prospect of encountering a community in microcosm. Although often linked to rural areas and countryside, villages regularly serve as independent attractions and destinations. Village tourism provides people with the opportunity to experience another way of life and to discover something of the regional character of a country.

Even it is also beneficial for the travellers to explore the intermediaries of village areas to learn about the independent culture and traditions which can help people picturise the inner soul of human culture. Travelling always educate people directly or indirectly. Caravan tours helps people travel into the heart of places. Whereas to note the point caravan tours are eco-friendly so it doesn’t create any kind of damage to the rural areas.

Village Tourism, though a new concept in India introduced from the West is rapidly gaining in popularity owing to the fact that a huge bulk of our population still resides in the villages and to know ‘India’ in totality you have to know the Indian Villages first. That’s the reason why the tourism department of the Government is making strong moves to foster Village tourism in the country.

3.10 TIME TO FOSTER VILLAGE TOURISM IN THE COUNTRY

Our country India leaves travellers mesmerized with astounding vistas, stunning landscapes, and a culture that is all colourful and truly captivating. But since a major part of

our population resides in the villages, it's equally important to explore rural India alongside the commonly visited tourist destinations of India. In fact, the beauty of rural India is no less than the well-known tourist spots. It's an un-spoilt virgin beauty of Mother Nature you would perhaps get nowhere else. To get the real essence of Indian culture, to sniff in the smell of raw earth or draw the whiff of the fresh blooms coming up with every changing season you do need to visit an Indian Village untouched by the evils of Industrialization.

That's the reason many Travel and Tourism Companies offer Village Tourism Packages for enthusiasts. Often Students are taken for Village Tourism Tours because such tours are truly a learning experience for them. Visiting Rural India, which is rightly called the 'Heart of India' allows people to gain an understanding of the lifestyle of rural India; even at times participate in it.

3.11 THE KEY ADVANTAGES OF VILLAGE TOURISM ARE:

- Learning something different from urbanization.
- Getting an opportunity to visit farmlands.
- Getting introduced to artisans and even purchasing locally manufactured handicrafts.
- Socio-economic development of the village.

With the increasing popularity of Village Tourism, many villages of India which were once totally unknown to the Nation and also to the world, have come to the fore and are frequented every year by tourists now. This has led to the economic development of these villages.

3.12 KERAVALAN KERALA PROJECT

Three decades after the historic houseboat experience, Kerala Tourism is ready to bestow you a new, safe, customized and closest-to-nature travel experience. Keravalan Kerala is developed on a Public-private partnership mode with private investors, tour operators and local communities being key stakeholders. The two major components of this activity are Tourism Caravans and Caravan Parks. While the first involves specially-built vehicles for travel, leisure and stay, the Caravan Parks are designated places to park the vehicles and enable the visitors to spend a night or a day or station for an extended period to explore the

destination. Caravan Tourism will also promote Responsible Tourism activities for sustainable growth and for the benefit of the local communities, promote eco-friendly practices and market for local products. There will be two types of caravans. In one model, two guests shall be accommodated, while the other is for a family of four members. The tourism caravans will have all the necessary facilities for a comfortable stay such as sofa-cum-bed, kitchenette with fridge and microwave oven, dining table, toilet cubicle, partition behind the driver, Air-conditioner, internet connectivity, audio-video facilities, charging system and GPS. Eco-friendliness being a major feature of Caravan Tourism, preferably Bharat Stage VI compliant vehicles will be pressed into service. Assuring complete security of the guests, there will be IT-enabled real-time monitoring of caravans. A fool-proof approval mechanism is also put in place to grant approval for the operation of caravans based on the procedures set by the State Motor Vehicles Department in accordance with the Central Motor Vehicles Rules. The caravan parks are to be developed in the private sector, public sector or in the joint sector. The configuration of parks will vary from location to location, even though the fundamental attributes remain the same. A caravan park will be a completely safe and secure zone offering a hassle-free and stress-free environment to tourists, protected with necessary features like compound walls, adequate security and safety arrangements, patrolling and surveillance cameras. The Park authorities will maintain effective coordination with local authorities and medical establishments to attend to medical emergencies. The Bharat Benz along with Autobahn Trucking rolled out a new feature-laden vehicle, the first-of-its-kind in the coach industry for the Department of Tourism, Kerala. The customized stylish vehicle, equipped with all the accessories for a peaceful travel and comfortable stay, was jointly launched by Mr P A Mohamed Riyas, Minister for Tourism and Mr Antony Raju, Minister for Transport.

3.13 CARAVAN TOURISM KICK-STARTS IN KERALA WITH FIRST PARK IN VAGAMON.

Kerala’s first Caravan Park has been set up in Vagamon under the Caravan tourism project of the Tourism Department. The private sector caravan park will be inaugurated by the end of February. Services of at least seven caravans will be made available during the inaugural ceremony.

The tourism department expects a boost in the tourism sector with the new project. Following Vagamon, caravan parks will be opened in Malampuzha and Marayoor too, where the preparations are in their final stage. The parks will be established in such locations with fewer facilities for visitors, but high tourism potential.

The tourism department is receiving a remarkable response for the Caravan project announced in October 2021. 67 individuals/ institutions from the private sector have submitted their applications to set up the first 100 parks till now. Apart from this, 154 individuals/ institutions have applied for launching caravans here. The minimum land area required for a caravan park is 50 cents. The tourism department will grant a subsidy of Rs 7.5 lakhs or 15 per cent of the total investment for the first 100 applications received. The next 100 applicants will receive a subsidy of Rs 5 lakhs or 10 per cent of their investment while the later 100 applicants can avail of a subsidy of Rs 2.5 lakhs or 5 per cent of the investment amount. Expenses of a caravan will incur at least Rs 57 lakhs.

3.14 CARAVAN PARKS

Caravan Parks will be located in natural settings, giving top priority to tourists' safety and security and hygienic features. These parks will be a completely safe and secure zone offering hassle-free and stress-free environment to tourists, protected with necessary features like proper fencing, adequate security and safety arrangements, patrolling and surveillance cameras. Caravan Parks will be developed in the Private Sector, Public Sector or in the Joint Sector, as the case may be, the configuration of which varies from location to location, even though the fundamental attributes remain the same. The general focus of the development of Caravan Parks shall be for utilising the tourism potential of the new and untapped destinations.

Operational Requirements

- Be operational 24 x 7 during the tourist season or on demand
- Be connected by fair-weather road from the main road
- Have all necessary trading licenses / NOCs from the authorities concerned including fire, pollution etc
- Have public liability insurance

- Have electricity, water and sewage connections compatible with the Caravan specifications in India to ensure standardisation
- The parks could be standalone or hybrid. However, in the case of hybrid parks, the caravan parking facilities and related services should be physically separated and be away from the other services like the wayside amenities, restaurants, general vehicle parking or accommodation

Safety & security

- A boundary wall with limited entry and lockable gates around the Caravan Park area to avoid trespassing. Adequate security and safety arrangements should be made which shall include deployment of security guards with a system of patrolling and surveillance cameras.
- A properly equipped First Aid kit should be available at the reception and adequate first aid training should be provided to the staff. The facility of doctor on call should be available at the park and a well-defined mechanism shall be in place to handle any medical emergency. The park management shall maintain effective coordination with the local medical establishments.
- The supervisory staff and other workers should be trained in the Disaster Management to face disasters like the fire, road accidents, earthquakes, floods, landslides (in hills) etc.

Tourist Facilitation centre (TFC)

The TFC shall be constructed providing appropriate facilities and infrastructure for the tourists /campers. The architecture of the new/ upcoming buildings in the hilly and ecologically fragile areas shall incorporate creative architecture for its sustainability, for its energy efficiency and as far as possible in conformity with the local art and the architecture using the local materials.

Responsible Tourism

Responsible Tourism-friendly policy shall be adopted for sustainable growth which also benefits the local community and does not adversely affect the local environment. Use of eco-friendly practices and local products shall be encouraged.

Waste Management

- Provision for the segregation of the garbage into biodegradable (kitchen waste etc), non- bio-degradable (thermo coal products, aluminium foil, cigarette butts etc) & recyclable (newspapers, bottles, cans etc) material.
- System for the reception, storage and disposal of all the refuse and waste matter originating from the park.
- Adequate and safe method of sewerage collection, treatment and disposal.



3.15 NEW GUIDELINES FOR ADVENTURE TOURISM IN INDIA

The new policy has focused on the safety of the people and covers all tour operators that organise adventure tourism except adventure sports, performance-oriented sports, forest safari and nature trips. The policy will establish a regulatory framework for the sector with guidelines on necessary training of personnel and equipment etc. It will make it mandatory for tour operators to register with the state tourism directorate and take all necessary precautions while organising adventure tours. The 170-page document contains guidelines that enumerate

basic safety standards, and include land, air, and water activities. The adventure sports that have been included in the list are mountaineering, bungee jumping, trekking, paragliding, kayaking, scuba diving, river rafting, and snorkelling.

The document entails all Standard Operating Procedure (SOPs), and has age limit for every sport now. Other than that, you also have instructions regarding training, the use of proper equipment's, emergency rescues, use of sign boards, risk management strategy, permissions for flying, and insurance liabilities, among others. Also, the document includes information regarding minimum standards that tour operators need to follow. For example, tour operators need to register with their respective local tourism department, and also make sure that their staff members are trained regularly. There is also a minimum qualification for staff members in adventure tour business.

3.16 LIMITATIONS OF CARAVAN TOURISM POLICY IN KERALA

Caravan tourism is not suitable for the state's tropical climate and the project will turn into vain if the government moves ahead with the project without checking its sustainability. Because Kerala is among the ecologically fragile regions in the country where climate change has been taking a toll on the people every monsoon in the form of floods, landslides and sea erosion.

The state's caravan tourism policy does not say how many caravan parks will be allowed and what will be their minimum distance from national parks, wildlife sanctuaries and ecologically-sensitive villages.

3.17 MEASURES TAKEN TO PROMOTE CARAVAN TOURISM

The government is ready to cut motor vehicle tax on tourist vehicles to provide impetus to the caravan tourism in the state the government would provide green channel passage for approved caravans. They would also get preference during pollution testing. Caravans would be registered within 24 hours of application, he added. Carbon emissions

in caravan parks will be lower than that of developing a full-fledged tourist destination, which is more damaging for the environment in terms of construction

Caravan Parks coming up across the state as part of “Keravan Kerala” project will be located in natural settings, giving top priority to tourists’ safety and security as well as hygiene. “What makes Kerala’s Caravan Tourism policy different from others is that it is more responsible and more committed to local communities. It opens up the possibility of turning unexplored places in the state into alluring destinations for the caravan travellers to park and stay. The initiative is designed to make tourism a sustainable activity that would bring benefits to local communities and also scale up opportunities for the industry.

Tourist caravans will be comfortable, fully regulation-compliant and safe. “There will not be any garish constructions, leaving the place as natural as possible. Each Caravan Park will have a sewage treatment plant. The basic intent of the project is to club the luxury of caravan with the natural look of the park, The experiential potential of caravan tourism is enormous as visitors can savour village life experience in the place where they halt. Whether it is a village with swathes of paddy fields, a fishermen’s hamlet or a hub of traditional industry or craft, the tourists can have a close look at the daily chores of the community.

The experiential feature, directly linked to Kerala’s successful Responsible Tourism (RT) initiative, has the potential to generate employment and commercial opportunities for local communities, local self-government institutions, small and micro enterprises, artists and women’s groups like Kudumbashree.

As “Keravan Kerala” is set to emerge as a major segment of Kerala Tourism, the policy provides attractive incentives, including investment subsidies for the purchase of caravan vehicles.

4. DATA ANALYSIS AND INTERPRETATION

I have done my data collection successfully through the questionnaire and observation method. I thank and express my gratitude to the local and tourist for helping me complete my analysis. This section helps in easy reviewing of data for the purpose of arriving at a conclusion. For analysis and interpretation of data I am using pie chart for single answer questions for the multiple answer question.

4.1 Most of The People Like Travelling:

Options	Respondents	Percentage
Yes	22	100
No	0	0
Maybe	0	0
Total	22	100

Table 4.1

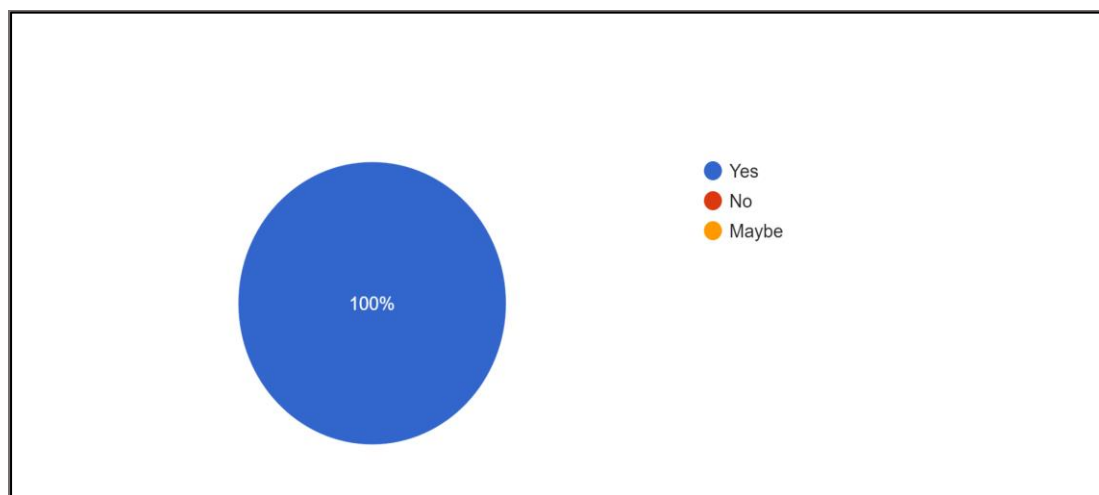


Fig 4.1

Interpretation:

From this table we are able to understand that 100% of travellers likes to travel and which precisely indicates that how far people are interested in tourism so, it is very necessary that the sustainability and development of tourism sector need to enhanced and concentrated.

4.2 Type Of Journey People Enjoy:

Options	Respondents	Percentage
Long journey	19	86.4
Short journey	3	13.6
Don't like to travel	0	0
Total	22	100

Table 4.2

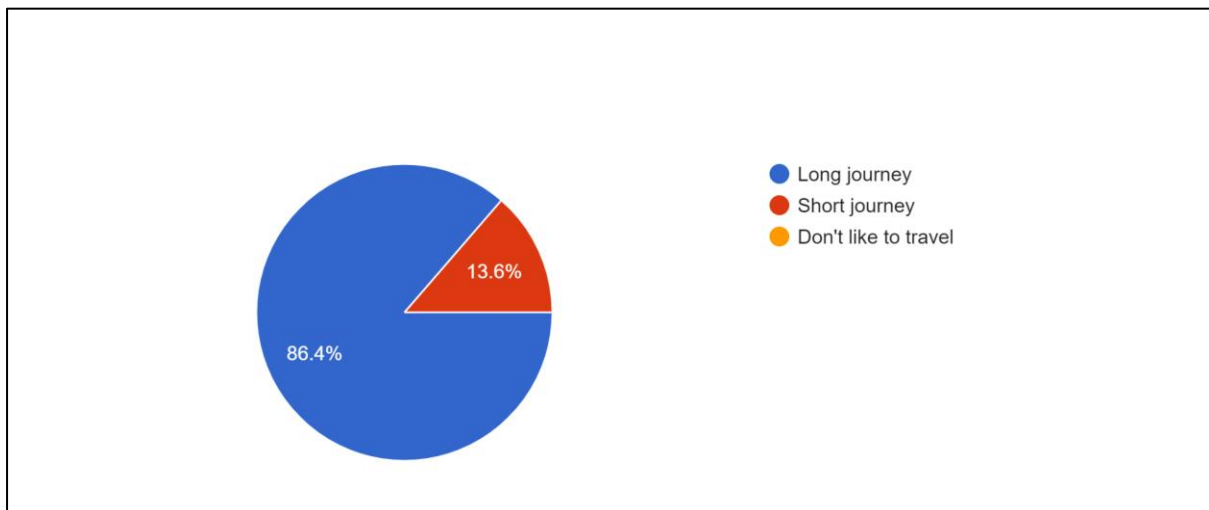


Fig 4.2

Interpretation:

There are different categories of people who likes and dislikes to travel that too duration can be considered as factor that can influence the people's interest in whether to conduct a journey, based on the survey that has been conducted we are able to understand that 86.4% people like to take up long journey which clearly helps to identify that if caravan tourism is established with all facilities and requirements people might give it try to experience it.

4.3 People’s Preferable Companions:

Options	Respondents	Percentage
Family	11	50
Friends	8	36.4
Colleagues	0	0
Strangers	3	13.6
Total	22	100

Table 4.3

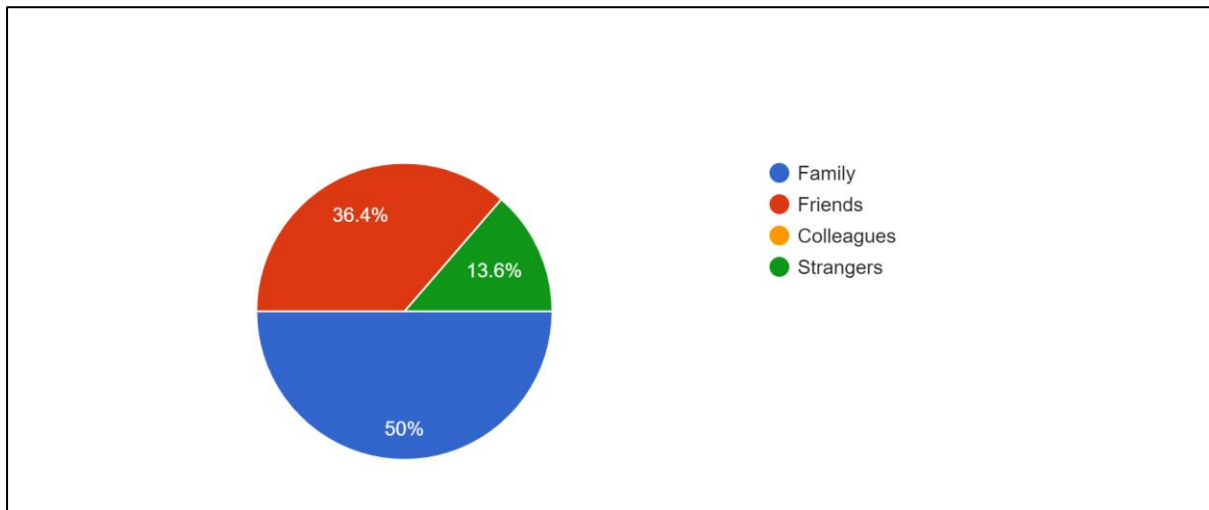


Fig 4.3

Interpretation:

People enjoy travelling with their companions and their choice selecting with whom they want to go while travelling can vary from one person to another. It was able to observe that by giving four options that is family, friends, colleagues and strangers. Out of which it was able to examine that most of the people like to spent their time with family. So, with the study that I have conducted helps me realise that caravan tourism along with village tourism exploration can be an ideal deal to go ahead.

4.4 People’s Choice of Tours:

Options	Respondents	Percentage
Yes	16	72.7
No	6	27.3
Maybe	0	0
Total	22	100

Table 4.4

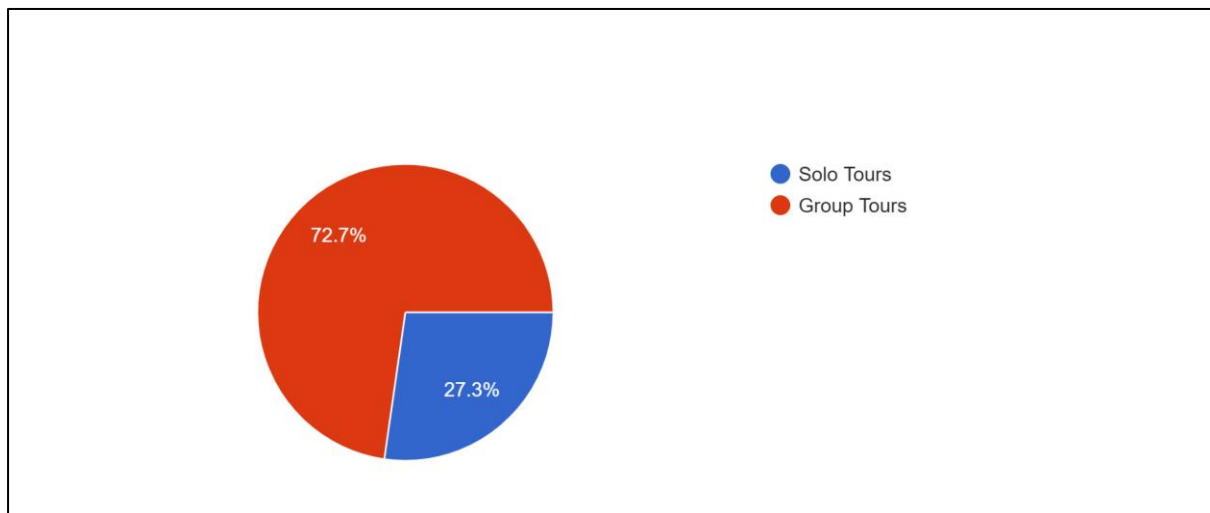


Fig 4.4

Interpretation:

According to the pie chart we are able to visualise that 72.7% people opt for group tours and rest 27.3% people have selected solo tours. It is quite understandable that people are living in a society so, it is obvious that the individuals rely on each other and likes to share and spend with people there by while conducting tours it is now evident that people prefer travel in groups and enjoy the fun time together.

4.5 Types of Tours Opted by People:

Options	Respondents	Percentage
Independent Tours	12	54.5
Hosted Tours	7	31.8
Incentives	3	13.6
Others	0	0
Total	22	100

Table 4.5

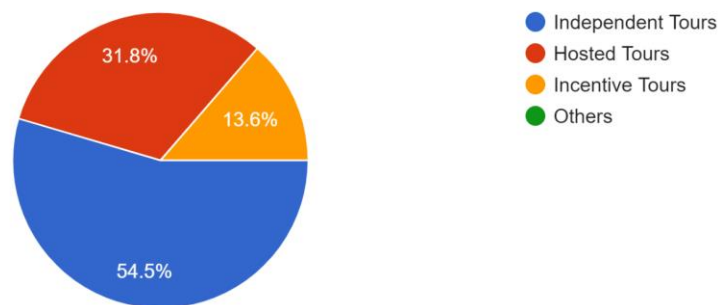


Fig 4.5

Interpretation:

There are wide varieties of package tours available at different categories. Based on my study on the implementation of caravan tourism and exploration of rural areas the apt package tour is independent tours. Independent Tours can be taken at any time to suit you. Our self-drive tours are the perfect way to enjoy a driving holiday or vacation, without the time, hassle and guesswork of planning it yourself.

4.6 Reason to Select Package Tours:

Options	Respondents	Percentage
Everything will be planned and organised	8	36.4
It is much safer and don't have to go through anything alone	5	22.7
Payments will be paid before hand	2	9.1
All of above	7	31.8
total	22	100

Table 4.6

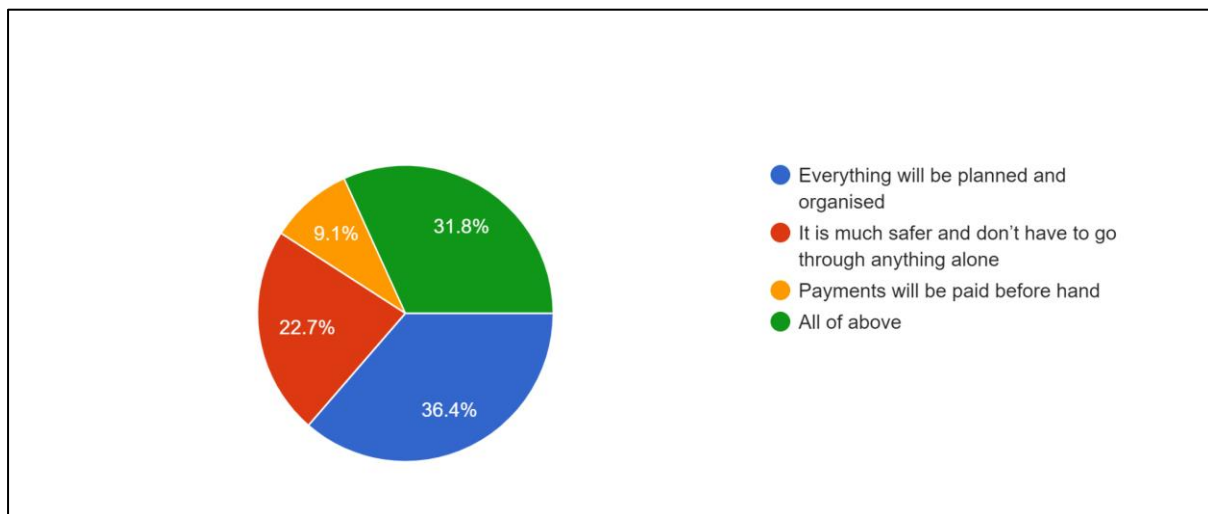


Fig 4.6

Interpretation:

It is evident that most of the people chose package tours only because Everything will be planned and organised before hand around 36. 4% consider this as a reason to go along with and 31.8% people have a suggestion of choosing all of the three options that has been provided which are It is much safer and don't have to go through anything alone and Payments will be paid before hand so by looking at it, we can also say that it would be disadvantage for caravan

tourism and for rural tourism because the so mentioned requirements don't add up as a its feature.

4.7 People's Knowledge About Government Support:

Options	Respondents	Percentage
Yes	12	54.9
No	9	40.9
Maybe	1	4.5
total	22	100

Table 4.7

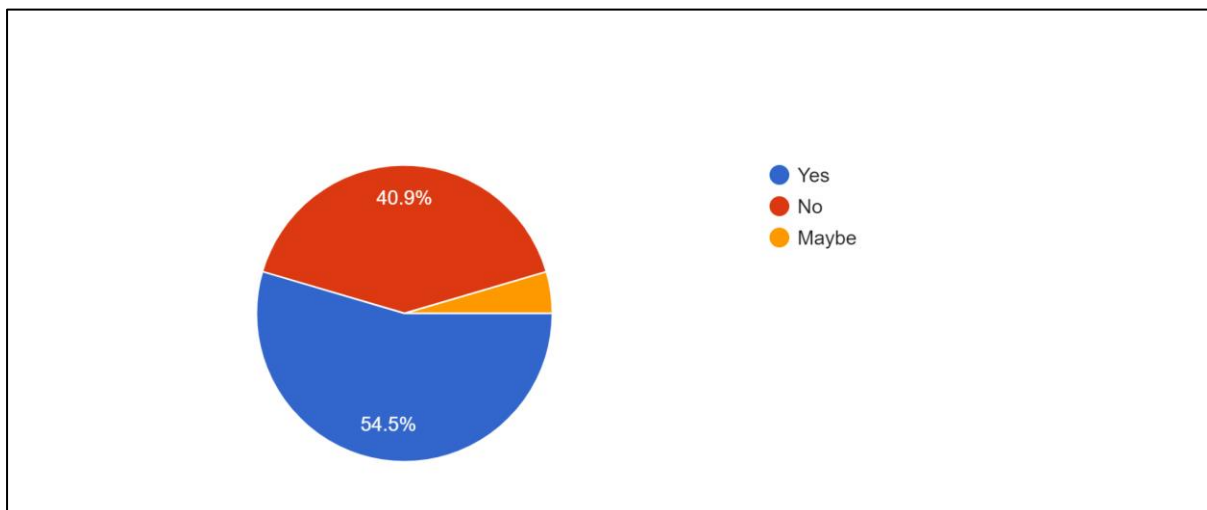


Fig 4.7

Interpretation:

54.9% people know about the fact that there exist a field called caravan tourism and also realise the fact that our is supporting to the good cause for the tourism sector. It is also another thing that 40.9% doesn't know about our governments support. That says peoples lack of knowledge based on the field which can be framed to the inefficiency of the medias that doesn't give much importance to such areas and doesn't share reliable information's.

4.8 Safety Comes First:

Options	Respondents	Percentage
Yes	13	59.1
No	2	9.1
Maybe	7	31.8
total	22	100

Table 4.8

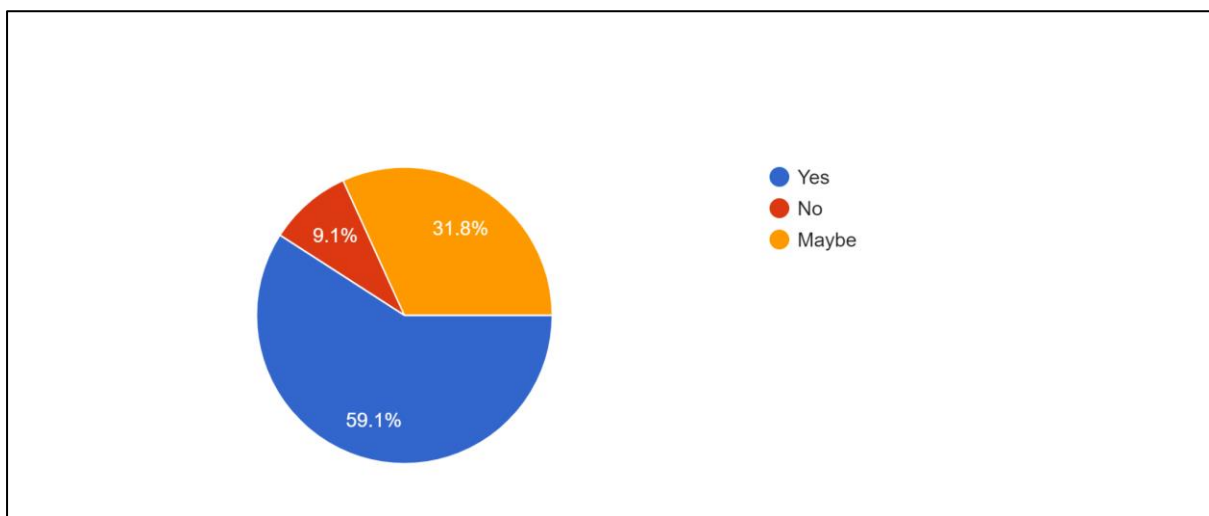


Fig 4.8

Interpretation:

Safety comes first when it comes while travelling most of the people believe that travelling alone quite safe but there are also number of people who aren't sure about the idea of travelling alone is safe. Because as you can relate to the idea that caravan tourism is all about traveling in a trailer along in the sense with a few a number of people but still the travelling period will be spent mainly alone throughout the journey.

4.9 Safe India:

Options	Respondents	Percentage
Yes	8	36.4
No	9	40.9
Maybe	5	22.7
total	22	100

Table 4.9

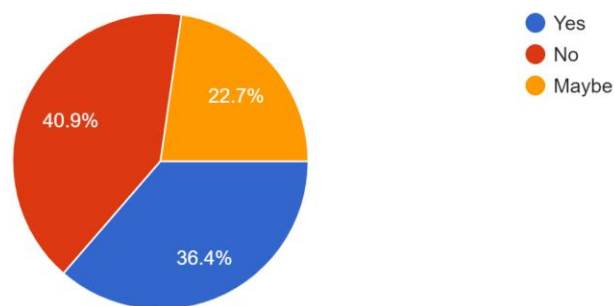


Fig4.9

Interpretation:

Most of surveyed people believes that India is not as safe and secure country. Safety comes first when it comes while travelling most of the people believe that travelling alone quite safe but there are also number of people who aren't sure about the idea of travelling alone is safe. Because as you can relate to the idea that caravan tourism is all about traveling in a trailer along in the sense with a few a number of people but still the travelling period will be spent mainly alone throughout the journey.

4.10 Supportive Government:

Options	Respondents	Percentage
Disagree	1	4.5
Agree	21	95.5
total	22	100

Table 4.10

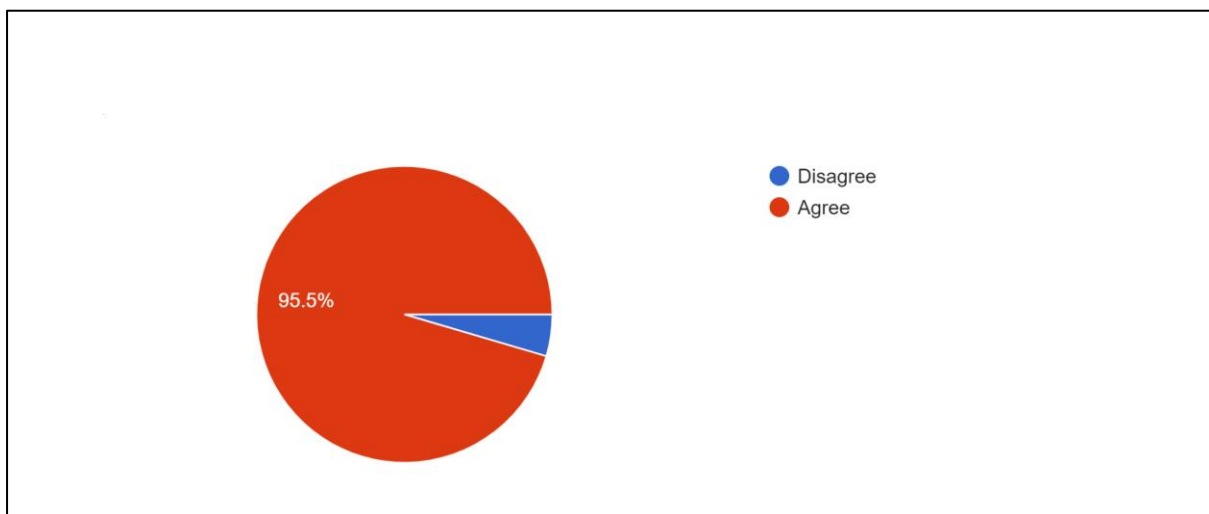


Fig 4.10

Interpretation:

people know about the fact that there exist a field called caravan tourism and also realise the fact that our is supporting to the good cause for the tourism sector. It is also another thing that some people don't know about our governments support. Our government is very much efficient enough to handle any sectors in India but the only thing that strings back is that the financial resources to enhance the developments. That says peoples lack of knowledge based on the field which can be framed to the inefficiency of the medias that doesn't give much importance to such areas and doesn't share reliable information's.

4.11 Awareness of Caravan Tourism:

Options	Respondents	Percentage
Yes	18	77.3
No	5	22.7
total	22	100

Table 4.11

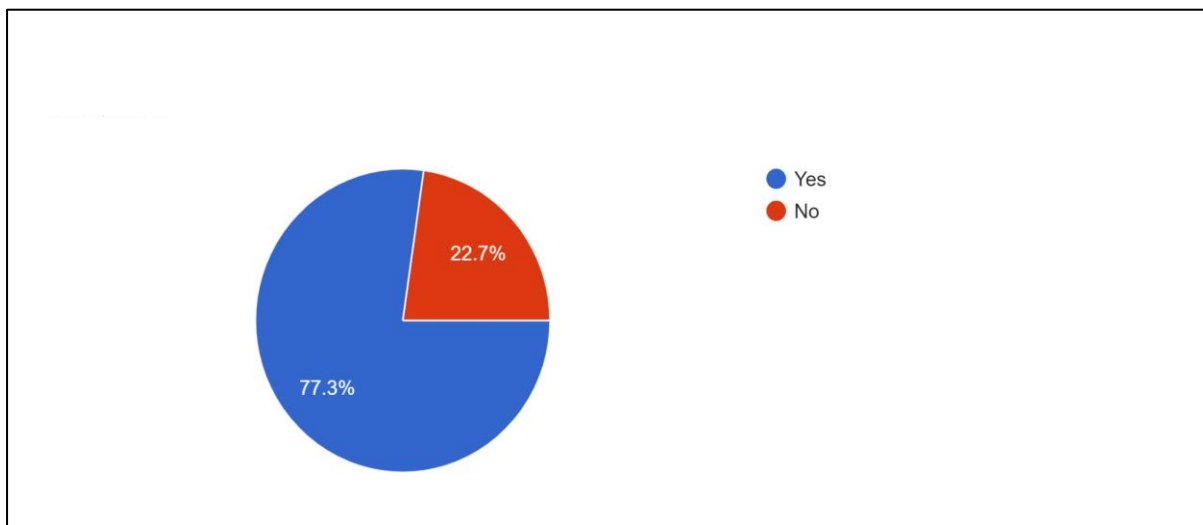


Fig 4.11

Interpretation:

Caravan tourism is quite popular around the world but the importance for it in India is not of much even though is interesting to know that many people are aware about this type of tourism. in many movies we can see that the whole storyline might be within the frame work of a caravan. So, eventually people kind of get the knowledge regarding the interesting things about caravan.

4.12 Caravan Experience:

Options	Respondents	Percentage
Yes	2	13.6
No	20	86.4
total	22	100

Table 4.12

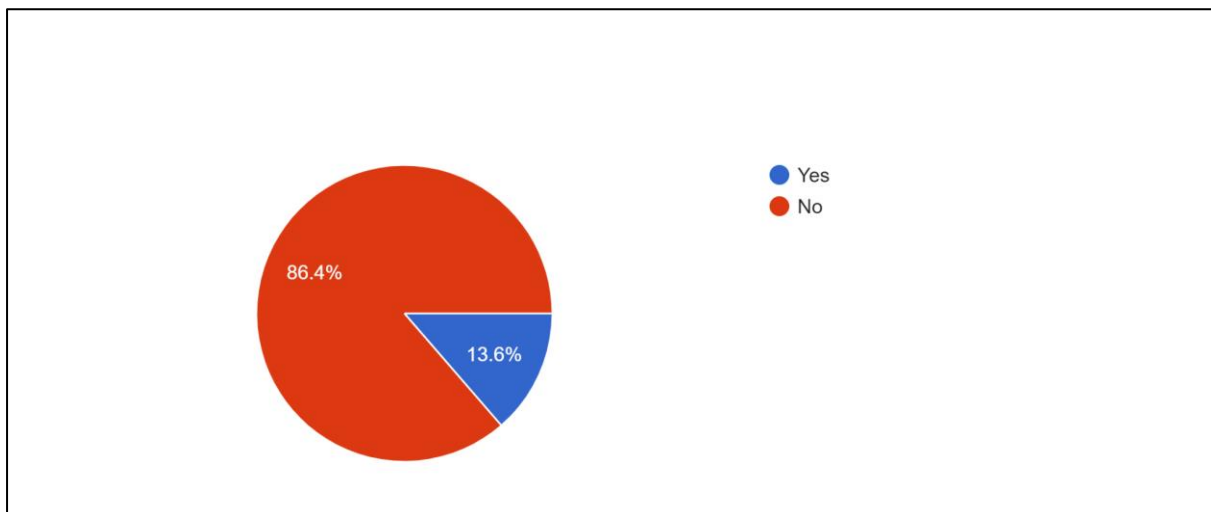


Fig 4.12

Interpretation:

Many people are aware about caravan tourism and its existence but based on the survey it shows that only 2 people out of 22 have really experienced caravan tourism. the reason for which might be lack of financial resources an individual may suffer, lack of facilities that hasn't been provided and inadequate amount information's.

4.13 Caravan Tourism Development Activities:

Options	Respondents	Percentage
Yes	16	72.7
No	1	4.3
Maybe	6	22.7
Total	22	100

Table 4.13

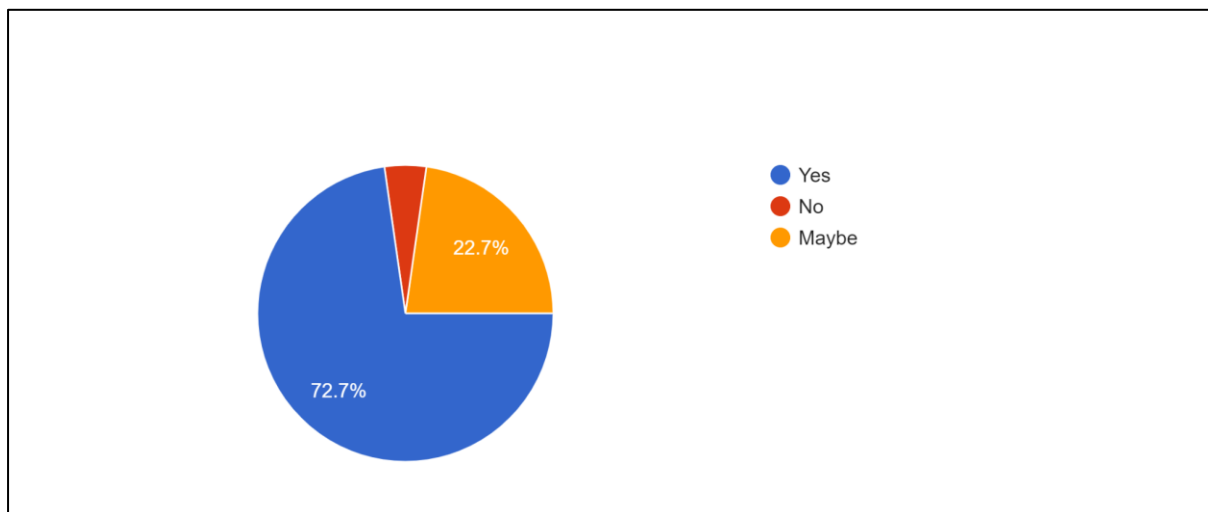


Fig 4.13

Interpretation:

72.7% believes that caravan tourism can be helpful for the development of rural areas. As we know caravan tourism is about exploring places that have not been visited by many of the visitors. So, if people start to explore these unknown places the local community will be able to see a new world and that will be helpful for their personal development, helps in changing one's lifestyle which can be taken in positive and negative sense. If number of visitors get to go then eventually there will be progress in the unfinished constructions. And there by many people can get employment based on these developments.

4.14 Features of Caravan Tourism:

Options	Respondents	Percentage
Less expensive	4	18.2
More eco friendly	3	13.6
privacy	5	22.7
All of above	11	45.5
total	22	100

Table 4.14

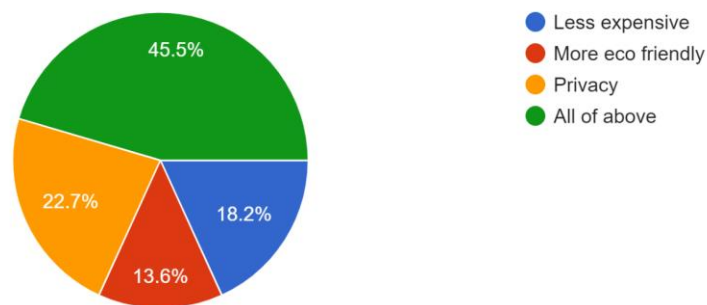


Fig 4.14

Interpretation:

From the fig. 4.14 it is absolutely clear that the main speciality about it is that it is less expensive, more of eco friendly and gives a great value to personal privacy. So, may of the individuals have opted for the option “all of above” that itself says how much people values the least basic requirements. They need not pay huge amount for accommodation and for travelling’s, limitless journeys with maximum personal space because the caravan that been in use will be in our possessions until the end of the tour.

4.15 Yes to Caravan Tourism:

Options	Respondents	Percentage
Yes	22	100
No	0	0
total	22	100

Table 4.15

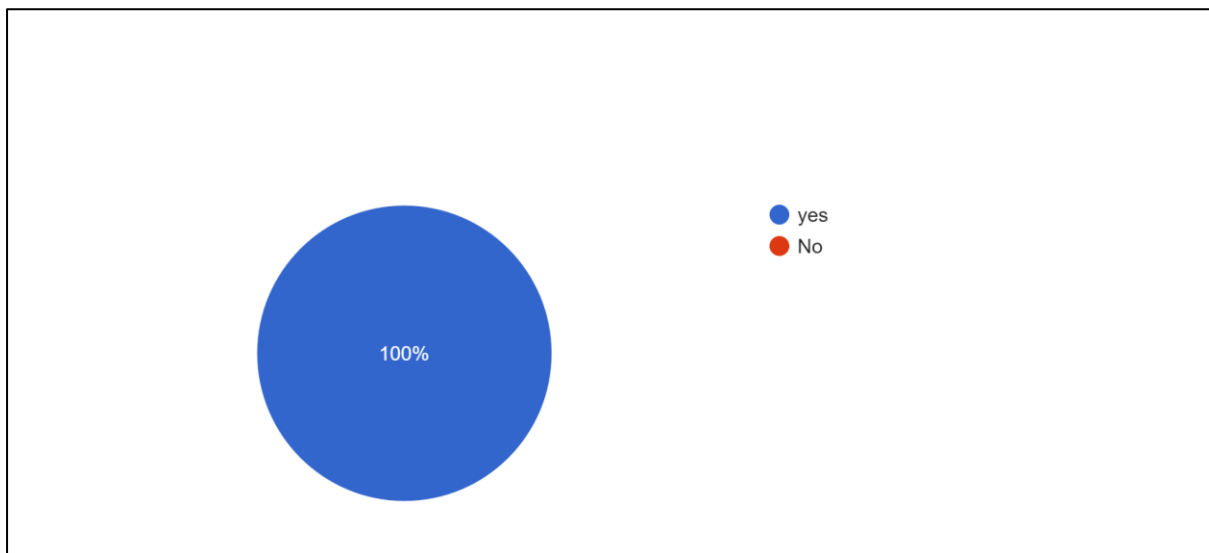


Fig. 4.15

Interpretation:

The concept of Caravan tourism has gained immense popularity across the globe owing to the freedom and flexibility it provides, while holidaying vis-a-vis itineraries and accommodation. And it gives great experience to all category of people. The fig. 4.15 show 100% of people are interested in conducting caravan tourism, if necessary, preparations are made for the development of caravan tourism.

4.16 Mode of Transportation:

Options	Respondents	Percentage
Air	3	13.6
Water	2	9.1
land	18	77.3
total	22	100

Table 4.16

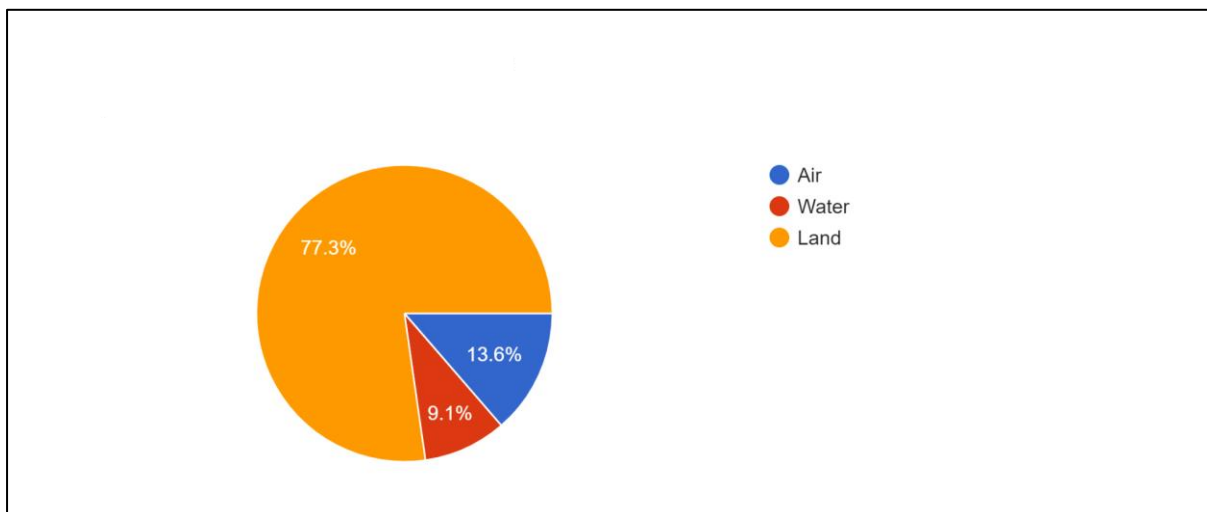


Fig 4.16

Interpretation:

Around 77.3% people wishes to land way over other mode of transportations. Which is perfect for the idea to bring up the importance of caravan tourism. Because only if people love to travel on road, then only, we can completely safely guard the sustainment of caravan tourism. if people prefer to opt for water or air way transportation the survival of caravan tourism will be less.

4.17 Type of Vehicle:

Options	Respondents	Percentage
Bus	2	9.2
Rail	3	13.6
Car	13	63.6
other	4	13.6
total	22	100

Table. 4.17

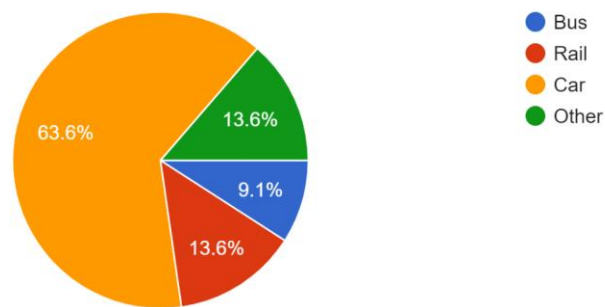


Fig.4. 17

Interpretation:

To enjoy the caravan tourism exposure, we need a vehicle there's no restriction that says we can only use this particular type of motor vehicle. But still for easy travel and movement it is always well and good enough if the size of the motor vehicle is smaller but it shouldn't be way too small because the travellers need facilities to make a stay. A car is not a good option because the area for utilising the facilities is necessary.

4.18 Knowledge Regarding Village Tourism:

Options	Respondents	Percentage
Yes	16	68.2
no	6	31.8
total	22	100

Table 4.18

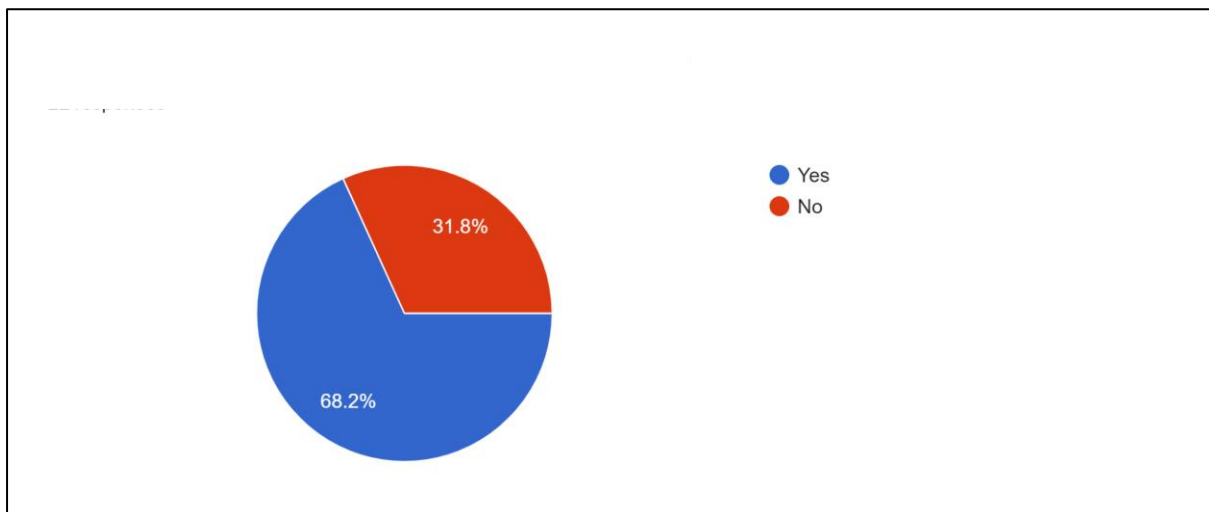


Fig 4.18

Interpretation:

Village tourism is quite popular around the world but the importance for it in India is not of much even though is interesting to know that many people are aware about this type of tourism. Village tourism also aims to benefit the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. It is pretty much experience oriented, meshes with seasonality and local events and is based on preservation of culture, heritage, and traditions. So, eventually people kind of love to get the knowledge regarding the interesting things about caravan.

4.19 The Fact That Caravan Tourism Can Enhance Rural Areas:

Options	Respondents	Percentage
Yes	15	68.2
no	4	18.2
maybe	3	13.6
total	22	100

Table 4.19

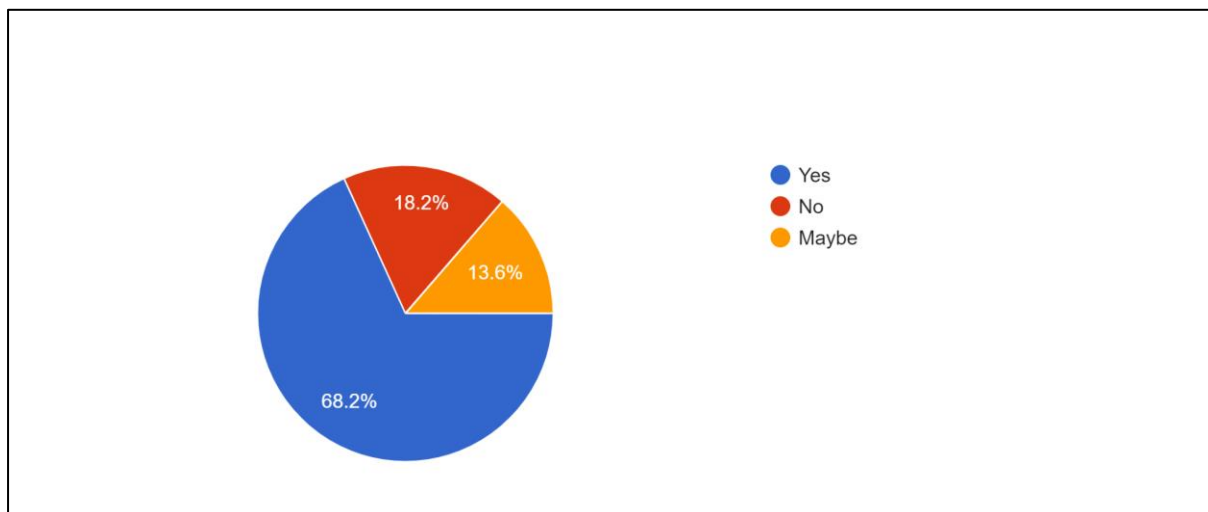


Fig 4.19

Interpretation:

Yes, according to the data collected it opens up the possibility of turning unexplored places in the state into alluring destinations for the caravan travellers to park and stay. The initiative is designed to make tourism a sustainable activity that would bring benefits to local communities and also scale up opportunities for the industry.

4.20 Importance of Culture and Tradition:

Options	Respondents	Percentage
Yes	18	81.8
no	2	9.1
maybe	2	9.1
total	22	100

Table 4.20

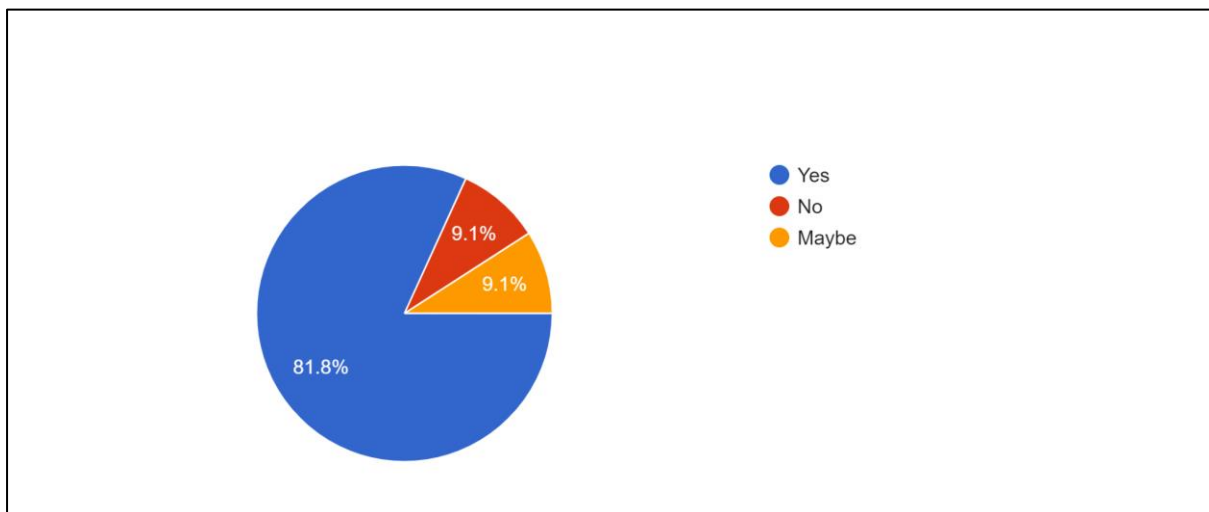


Fig 4.20

Interpretation:

Village tourism provides people with the opportunity to experience another way of life and to discover something of the regional character of a country. Village tourism is important in terms of a country or region's allure, providing a contrast to city and larger urban developments. The appeal of the village is derived from a combination of physical, historical, and nostalgic attributes and the prospect of encountering a community in microcosm. Although often linked to rural areas and countryside, villages regularly serve as independent attractions and destinations.

4.21 Stand Outs of Caravan Tourism:

Options	Respondents	Percentage
Competitive price	5	19
No additional expenses	7	33.4
Complete sightseeing	10	47.6
Total	22	100

Table 4.21

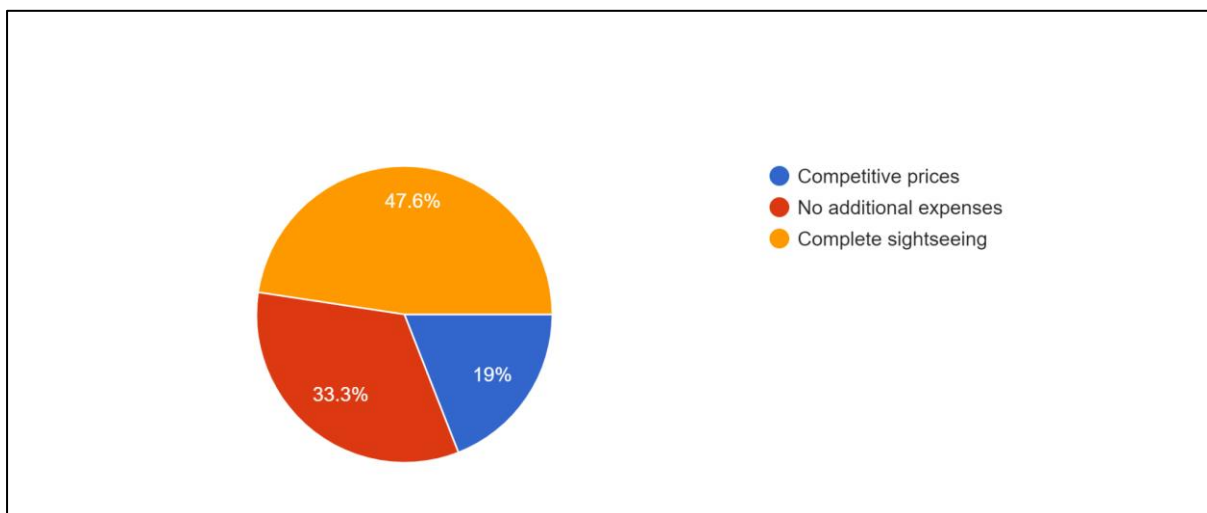


Fig 4. 21

Interpretation:

Competitive prices, no additional expenses and complete sightseeing all three are stand out reasons to experience a good time for journey. But based on pie chart analysis we can decide the fact that 47.6% of the travellers enjoy taking up caravan tourism only because it can be merit to experience complete sightseeing, whereas 33.3% loves the idea that it is inexpensive and the rest 19% sees that it is having competitive price while being compared.

4.22 Invasion of Visitors:

Options	Respondents	Percentage
Yes	16	68.2
No	2	9.1
Maybe	4	22.7
Total	22	100

Table 4.22

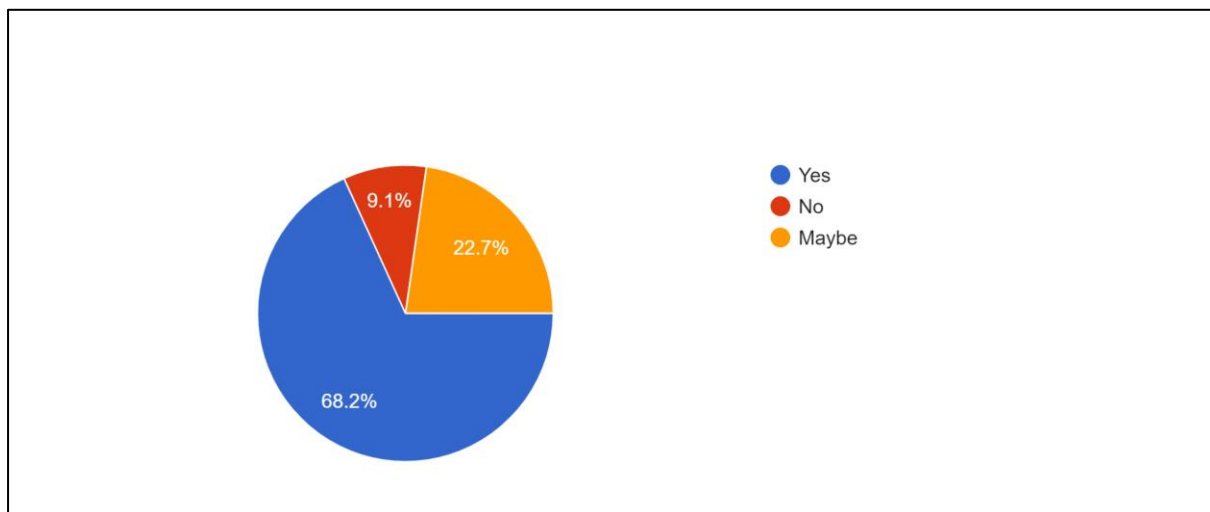


Fig 4.22

Interpretation:

When we deal with caravan tourism and village tourism there is a high chance that lot of travellers get into the outskirts of rural area. The common opinion based on the idea that whether local community agrees to welcome visitors, which is a yes, everyone believes the idea of tourist coming to rural area always brings benefit, more or less it would be helpful for development of locality and lets them to improvise eventually for the sustainment.

4.23 Perfect Option for Sightseers:

Options	Respondents	Percentage
Increased responsibility	4	20
Potentially noisy environment	6	30
Payment of ground rates	3	10
None of the above	9	40
total	22	100

Table 4.23

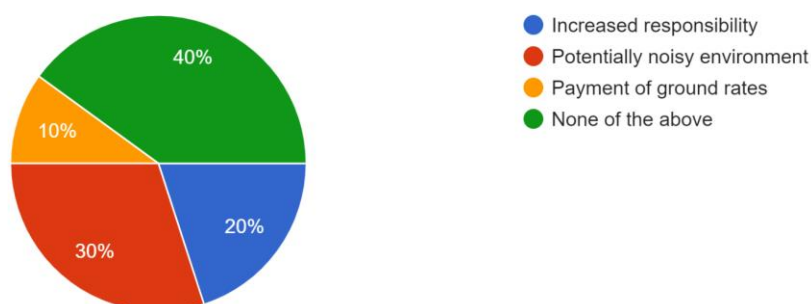


Fig 4.23

Interpretation:

Sightseers travel basically to enjoy all the attractions and experience different cultures, adventures and tries to make things less hastily during their venture. So, it’s found that increased responsibility, potentially noisy environment and payment of ground rates doesn’t act as a demerit for applicants while opting for caravan tourism. Even though noisy environment does may act as a stubborn point that can create people irritating and unreliable factor. On this type of tours, it is quite obvious that there will be a need of taking responsibilities

which can also be problematic for the tourist as travelling is all about being free and relaxing every moment without any worries.

4.24 Ideal Travellers:

Options	Respondents	Percentage
Age 50+	1	4.6
Budget travellers	13	54.5
Sightseers	7	31.8
Other	1	9.1
total	22	100

Table 4.24

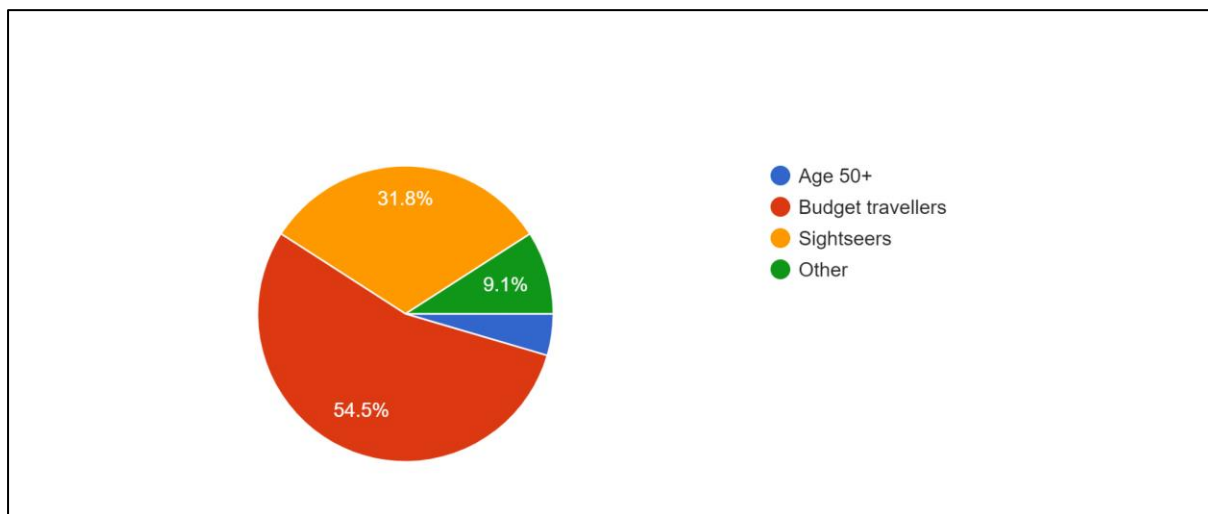


Fig 4.24

Interpretation:

Based on the data that has been collected it is understood that most of them have reviewed that caravan tourism and camping is ideal for budget travellers who spend their money wisely. So, they reduce unwanted expenses and enjoy the travel without much luxury. So, the travellers will be in benefit of not spending too much by purchasing expensive rooms. The its very apt for sightseers as they may wish to explore each and every corner so if the transportation is

accessible within our hands, then wont it be a best option to roam around and enjoy all the time without wasting time by waiting for the cab or other transport medium.

SWOT ANALYSIS

➤ STRENGTH

- Low prices
- Appropriate types of vehicles for the market
- Complete sightseeing
- Having adequate facilities and equipment such as water, electricity, gas and telephone
- Local authorities pay special attention to the development of rural tourism
- The spirit of hospitality in the village

➤ WEAKNESS

- Understaffed
- Lack of physical space to expand
- Traffic tickets and revenue drain due to vehicles parked improperly because of lack of space
- Lack of skilled and trained forces in the village
- Lack of local government's support in the management of tourist destinations in order to become a sustainable tourism
- Lack of trust between local government and its local community
- Lack of tourism infrastructures such as roads and sewage
- Inadequate equipment and recreational, sport facilities

➤ OPPORTUNITY

- Increasing the government attention to planning
- Improving living standards of local people
- Local potential that can be developed into souvenir business today, among others, the handicrafts of the people as well as palm sugar, kawung sugar, borondong, dodol, ranginang and coconut shell crafts.
- Excellent profit margin opportunities

➤ **THREATS**

- Vehicle damage leading to loss of insurance
- Caravan tourism is not suitable for the state’s tropical climate
- Damage to scenic area
- Vulnerability of environment through scattering waste and leaking sewage
- The increase in noise pollution
- The loss of traditional culture and local customs by tourists
- Increase social crimes by tourists

5.1 FINDINGS

- Many people are aware about caravan tourism and they are interested in engaging in a caravan journey.
- The caravan tourism is not something new but a continuation of past long adjourns.
- Caravan tourism is considered as an emerging sector in the field of tourism in India.
- Lots of youngsters are engaged in travelling in caravans.
- Caravans are best option for budget travellers and easy to access without any delay.
- Caravan tourism can influence in the development of rural areas and enhance the livelihood of the local community and lets them to improvise eventually for the sustainment.
- Rural tourism helps in learning something different from urbanization.
- Getting an opportunity to visit farmlands.
- Getting introduced to artisans and even purchasing locally manufactured handicrafts.
- Socio-economic development of the village.
- It is found that increased responsibility, potentially noisy environment and payment of ground rates doesn't act as a demerit for applicants while opting for caravan tourism.
- People wish to land way over other mode of transportations. Which is perfect for the idea to bring up the importance of caravan tourism.

5.2 SUGGESTION

- People could get even more engaged in activities related to caravan exposure.
- The government could enhance the importance of village tourism and there by support the caravan tourism.
- Measures to promote caravan tourism can be implemented.
- Rules and regulations of our country and of the motor vehicle department are a bit rigid so, liberation for these can be made to enhance the use of it.
- Parking areas and facilities related to it for caravans has to be constructed and increased development for the infrastructure has to be enhanced.
- Assist the help of businesses and include them in developing ‘action-based’ concepts for community tourism advertising.
- Villagers and Paying guest landlords should be trained on ways to address foreign tourists and in return the guest can also be polite and friendly to the locals.
- Encourage and involve visiting families and tourists to work in the farm and earn based on effort and put time to understand what a farmer goes through to earn whatever he does. This will send a clear message about hard work.

6. CONCLUSION

with we know tourism is a vast industry that provide provisions for many other sectors. Caravan tourism is just a part of the big picture. Similarly, village tourism is also an emerging sector like any other areas that give great influence in the development of the society and so for the enrichment of the tourism industry. It's widely evident that people enjoy travelling and there have been many excavations done by many traveller lovers. Tourism is an art of enjoying ourselves along with attractions that are set for our eyes. Caravan tours are very popular around the world, people during their free try enjoy their leisure by conducting journeys. That too if the ride is been initiated by our interest and wander to any places of choice, which solely gives quite an experience. The speciality of travelling in caravan gives a different vibe. The fact that can be seen is that we, ourselves can be the drivers and drive along with our friends, family and relatives. So, when we look from a different frame, we can say caravan tourism in the development of the society. Caravans are like any other vehicle on which we can travel and also make a comfortable stay also. There by people can travel freely irrespective of the boundaries that will be restricted by or to travel companies. When we say restriction, it means the entries to local village areas. When we make use of the caravan facility there will be a limitation for the tourist crowd. Eventually when there are less restriction people will tend travel more. Due to the inflow of the tourist of course there's a chance for the people of the rural get to know about the outskirts. If local people get to expand their boundaries, then it would be a great opportunity for them to improve and improvise.

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Social Media Interviews

8. APPENDIX

QUESTIONNAIRE

I am Rose Thaliyath a student at St. Teresa’s college, Ernakulam doing Masters in Tourism and Travel Management (MTTM). As part of our course, we are doing a dissertation paper and I am working on the topic **The scavenger hunt in search of native land through the path of history that influenced “Caravan Tourism” in India**. It would be great full if you could kindly fill up this questionnaire with utmost sincerity, your response will be used for academic purpose.

Thank you for your valuable time and cooperation.

General Details

Name:

Gender:

Age:

Place:

Nationality:

Educational Qualification:

- PU/S.S. L.C
- U. G
- P. G
- Others

Questionnaire To Locals:

1. Do you like to travel?

- a. yes
- b. no
- c. maybe

2. Do you like long journey or short journey?

- a. long journey
- b. short journey
- c. doesn't like to travel

3. With whom do you prefer to travel with?

- a. Family
- b. friends
- c. colleagues
- d. strangers

4. What kind of trip do you prefer?

- a. Solo tours
- b. group tours

5. Which is better DIY or tour packages? If yes, which package do you prefer?

- a. independent tour
- b. hosted tour
- c. incentive tour
- d. other

6. Why do you think package tours are better compared to DIY?

- a. Everything will be planned and organised
- b. Payments will be paid before hand
- c. It is much safer and don't have to go through anything alone
- d. All of above

7. Do you know our government has started to work projects that support caravan tourism?

- a. yes
- b. no
- c. maybe

8. Do you think it's safe to travel alone?

- a. yes
- b. no
- c. maybe

9. Is India safe place to travel alone?

- a. yes
- b. no
- c. maybe

10. Do you agree that our government support tourism?

- a. Agree
- b. disagrees

11. Are you aware of caravan tourism?

- a. yes
- b. no

12. Have you ever done caravan tourism?

a. yes

b. no

13. Do you think caravan tourism can be helpful for the development of rural areas?

a. yes

b. no

c. maybe

14. What do you like about caravan tourism?

a. Less expensive

b. More eco friendly

c. Privacy

d. All of above

15.If necessary, preparations are made for the development of caravan tourism, then will you choose this mode of travelling?

a. yes

b. no

Questionnaire To Tourist:

1.Do you travel frequently?

a. yes

b. no

2.What types transportation do opt for

a. air

b. water

c. land

3. if land way, then what mode do you like to travel on

- a. bus
- b. rail
- c. car
- d. other

4. Have you ever tried to know what village tourism is?

- a. yes
- b. no

5. Are you able to realise the fact that caravan tourism can enhance rural areas?

- a. yes
- b. no
- c. maybe

6. Do you know India promotes caravan tourism?

- a. yes
- b. no
- c. maybe

7. Have you ever heard of caravan tourism in India?

- a. yes
- b. no

8. What's interesting about caravan tourism?

- a. Competitive prices
- b. No additional expenses
- c. Complete sightseeing

9. Are you interested in exploring the areas that showcases culture and tradition?

a. yes

b. no

10. Do you think the local people wants to welcome travellers?

a. yes

b. no

c. maybe

11. Is caravan tourism eligible for all category people? If no, state the reason.

12. According to your opinion is caravan tourism a new thing?

a. yes

b. no

c. maybe

13. Are you willing to travel a long journey in caravans? If no what is troubling you from?

14. Does caravan tourism resembles the past mode of traveling?

a. yes

b. no

c. maybe

15. What do you think the most that will act as a demerit for caravan tourism?

a. Increased responsibility

b. Potentially noisy environment

c. Payment of ground rates

d. none of the above

16. Who Will Enjoy Traveling with Caravan Tours?

a. Age 50+

b. Budget travellers

c. Sightseers