

Chapter 6

A Netnographic Analysis of Tourists' Experiences in the Rural Tourism Village of India

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ABSTRACT

The study aims to investigate the experiences of the tourists at Raghurajpur and employed netnographic study approach to extract the tourists' experience from TripAdvisor website. Raghurajpur in Indian state of Odisha is a popular rural

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tourism destination known for its different kinds of traditional art forms including paintings, engravings, and craft making. On thematic analysis of the data, the study came out with identification of four components of tourists' experience at Raghurajpur, namely travel motives, positive experience, negative experience, and concern for art and artisans. The study explains the reasons to visit Raghurajpur and sheds light on other aspects of tourists' experiences. This will help the stakeholders better understand the nature and status of Raghurajpur village so that they can take corrective actions to serve the exact needs of the tourists along with preserving its rich culture, heritage, and art.

INTRODUCTION

The research article attempts to study the experiences of tourists in the rural tourism village of Raghurajpur as presented by the tourists' in their online reviews about the village on TripAdvisor website. Raghurajpur is a small village in the Puri district of the Indian state Odisha. It is also known as artisans or crafts village as the village is home of skilful artisans who specialise in traditional crafts such as patta paintings, tusser paintings, palm leaf engravings, papier mache toys and masks and cow dung toys. The village is situated at a distance of 14 km from the Hindu pilgrimage town of Puri on the southern bank of river Bhargavi. The temple town of Puri is well connected with the road and rail services from all the prominent cities of India. Nearest airport is Bhubaneshwar airport which is at a distance of 67 km from the village of Raghurajpur. The village was recognised as a Heritage Village in 2000 by the Government of India (Behera, S.K. et al., 2021).

The Indian state of Odisha is a destination rich in culture and heritage (Panigrahi, 2005; Mahapatra, 2011). The cultural and heritage attractions available in the state for rural tourists include indigenous tribes, unique art forms, ethnic cuisine and handicrafts. Considering the potential of Raghurajpur village in terms of availability of unique rural tourism attractions, the village was identified by the Ministry of Tourism of Govt. of Odisha and developed as a rural tourism destination. The focus was on improving infrastructure and provide skill development and training to the local artisans (Mohanty et.al., 2018). This study adopts netnographic method to critically examine the tourists' online reviews extracted from the TripAdvisor website to have an understanding of their experiences after visiting the rural tourism village of Raghurajpur. The structure of the article includes introduction to the research problem followed by the review of the related literature discussing the previous studies on the subject. The latter part of the article elaborates the methodology applied in the research study followed by presenting the findings and concluding

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