

# 6

## **Challenges and Obstacles for the Development of Rural Tourism in Ri-Bhoi District of Meghalaya**

### **Outline of the Chapter**

This chapter gives the interpretation of the challenges aspects of the local community schedule. To assess the accurate challenges of rural tourism development, the resident schedule was subjected to Factor Analysis, Chi-Square Test of Association and Pearson Correlation was conducted and hypothesis formulated was validated.

### **6.1: Introduction**

In the 21<sup>st</sup> century, due to rapid urbanisation, the rural communities who are dependent on natural resources and agriculture and allied activities, at large are facing a large number of challenges and at times the very existence of the rural communities in the rural areas are at stake. Some of the challenges by the rural societies in the least developed regions are depleting agricultural returns, unemployment, rise in poverty levels migration, etc. In some instances, due to the heavy pressure of the challenges, the vigour of the villagers and the village have been battered. As a result, alternative sustainable rural tourism initiatives can be initiated in these regions, so that alternative livelihood opportunities could be generated and the social and economic benefits

through tourism initiatives could provide the basic means of living for the rural local communities.

Due to stressful urban lifestyle, many people travel to the rural settings to de-stress and to break the monotony of urban mundane and to seek for mental solace, [228]. Though rural tourism initiatives in the rural settings has multiple economic and socio-cultural benefits, [229] however excessive tourism initiations can create a disbalance in the fragile ecosystems of the rural settings and rurality factor could be eroded from the rural tourism destinations , [230].

Development of rural tourism in rural settings is always challenging .Tourism development in an area depends on a lot of variables like commercial and economic dynamics, infrastructural aspects, availability and level of skills of human resource ,investors willingness and other logistic issues and in this context development of tourism in the rural setting becomes even more challenge as in the rural setups some of the variables significant for tourism development may be missing or insignificant.

In Indian context, where almost 70 percent of the total population residing in 640867 number of villages, rural tourism can be an important tool for the upliftment of the rural economy and the rural local community. Though pan India significant development regarding rural tourism initiatives has been carried out-north-eastern scenario in context to Ri-Bhoi district of Meghalaya is still at a nascent stage. The district of Ri-Bhoi is blessed with abundance tourism resources and there is tremendous scope for rural tourism initiatives and at the same time along with the prospects, the challenges associated with the development of rural tourism needs proper investigation and consideration.

## **6.2: Factor analysis of Challenges for development of Rural Tourism in Ri-Bhoi District**

To understand the factors which act as a challenge for development of rural tourism, exploratory factor analysis has been used to identify and validate the factors.

A questionnaire with a 5-point Likert scale covering the challenges for development of rural tourism on local community development with 22 statements with 21 being positive impacts and 1 being negative impact has been used for the study (Table 6.1)

**Table 6.1:** Challenges for development of Rural Tourism comprising of 22 statements in the Schedule.

To measure the challenges of rural tourism for local community development	Strongly agree=1, agree=2, Neutral=3, Disagree=4, Strongly Disagree=5				
	1	2	3	4	5
1. The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.	18 4.1%	353 80.2%	0 0%	69 15.7%	0 0%
2. The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle.	17 3.9%	416 94.5%	1 0.2%	6 1.4%	0 0%
3. The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.	2 0.5%	216 49.1%	1 0.2%	215 48.9%	6 1.4%
4. The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives	7 1.6%	335 76.1%	1 0.2%	97 22%	0 0%
5. The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.	26 5.9%	381 86.6%	0 0%	33 7.5%	0 0%
6. The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.	36 8.2%	401 91.1%	0 0%	3 0.7%	0 0%
7. Your rural area has got metalled roads with good transport connectivity.	25 5.7%	254 57.7%	0 0%	161 36.6%	0 0%
8. The tourism development activities in your village are receiving continuous financial support and technical support from the Govt. agencies.	0 0%	92 20.9%	2 0.5%	345 78.4%	1 0.2%
9. Rural tourism activities are a source of alternative livelihood for the local agrarian folks	77 17.5%	359 81.6%	0 0%	4 0.9%	0 0%
10. The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism	98 22.3%	299 68%	0 0%	42 9.5%	0 0%
11. Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	95 21.6%	342 77.7%	0 0%	3 0.7%	0 0%
12. The rural tourism has stimulated demand for locally produce handicraft and handloom products	67 15.2%	356 80.9%	0 0%	16 3.6%	1 0.2%

Please indicate your opinion by placing a check mark (✓) in the relevant box below.

Strongly agree=1, agree=2, Neutral=3, Disagree=4, Strongly Disagree=5

13. The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists.	1	2	3	4	5
	1	15	1	255	168
	0.2%	3.4%	0.2%	58%	38.2%
14. To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors.	0	157	2	253	28
	0%	35.7%	0.5%	57.5%	6.4%
15. The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments.	0	253	25	156	6
	0%	57.5%	5.7%	35.5%	1.4%
16. The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.	4	385	21	29	1
	0.9%	87.5%	4.8%	6.6%	0.2%
17. Your village or rural area has a visitor or tourism information centre.	0	10	0	377	53
	0%	2.3%	0%	85.7%	12%
18. The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.	91	334	0	14	1
	20.7%	75.9%	0%	3.2%	0.2%
19. The village authority in your village/rural area promotes local fairs & festivals to attract tourists.	37	366	0	37	0
	8.4%	83.2%	0%	8.4%	0%
20. Rural tourism in your rural area is community based in approach, rather than benefitting few individuals.	15	413	0	8	4
	3.4%	93.9%	0%	1.8%	0.9%
21. The locals involved in tourism of your rural area emphasize more on providing authentic & distinct experience to tourists and not builds a non-natural environment.	10	425	1	4	0
	2.3%	96.6%	0.2%	0.9%	0%
22. Government provides loans, taxation benefits & subsidies to the rural folks who want to involve in small businesses in tourism at rural level.	0	47	2	354	37
	0%	10.7%	0.5%	80.5%	8.4%

After conducting factor analysis out of the 22 statements only 18 statements had a factor loading of greater than (>)0.5, hence they were considered for the analysis and the rest of the 4 statements whose factor load was less than (<) 0.5 was not considered for the analysis. Some of the results of factor analysis are the following.

**Table 6.2:** Descriptive Statistics for Challenges for Rural Tourism development

Descriptive Statistics	Std.		Analysis N
	Mean	Deviation	
The implementation of government rural tourism schemes has resulted in improvement of your rural area through improvement in infrastructure	2.2727	.77146	440
The homestay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, quality food and is based on indigenous lifestyles	1.9909	.30917	440
The local people of your area involved in rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc	3.0159	1.02685	440
The bureaucrats, tourism department etc involve the local community in decision making of rural tourism initiatives	2.4273	.84798	440
The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism	2.0909	.59298	440
The local community involved in tourism activity in your rural area can communicate (Hindi/English) effectively with tourists	1.9318	.32354	440
Your rural area has got metalled roads with good transport connectivity	2.6750	1.03308	440
Rural tourism activities are an alternative livelihood for the local agrarian folks	1.8432	.43266	440
The migration of people from the village to nearby towns and cities has been checked by the advent of rural tourism	2.0136	1.23162	440
Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	1.7977	.45025	440
The rural tourism has stimulated demand for locally produce handicraft and handloom products	1.9273	.56000	440
The rural tourism in your village is not viable as the input of money to set up tourism related infrastructure at a remote location in comparison to flow of tourists	4.3045	.67021	440
To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	3.3455	1.03414	440
The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments	2.8068	.97413	440
The gram panchayat/cooperative systems/SHG/NGO's carries out studies of residents, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product	2.1773	.55695	440
Your village or rural area has a visitor or tourism information centre	4.0750	.45410	440
The locals involved in tourism in your village have formed alliances with tourism industry stakeholders to attract tourists to their rural areas	1.8636	.58027	440
The village authority in your village/rural area promotes local fair & festivals to attract tourists	2.0841	.64368	440

To assess the suitability of the data for factor analysis a Kaiser-Meyer-Olkin (KMO) test is done. In KMO test if the measured value is greater than (>)0.9 is considered marvellous ,value greater than ( >) 0.8 is considered as meritorious, value greater than (>) 0.7 is considered as middling, value greater than (>) 0.6 is considered as mediocre, ,value greater than (>) 0.5 is considered as miserable and if measured value is less than(<) 0.5 is considered as unacceptable i.e., the results of the factor analysis, guaranteed won't be suitable for the analysis of the data [223].Since the value of KMO test is 0.638 which is greater than (>) 0.6, hence the data set for the challenges for rural tourism development can be considered adequate.

Bartlett's test of sphericity is carried out prior to statistical analysis test of data reduction like factor analysis, to confirm that a data reduction technique can lessen the data in meaningful manner. A significance value less than (<).05 interprets that the data are differing significantly from identity and are acceptable for data reduction statistical techniques like factor analysis [223]. Since the Bartlett's Test of Sphericity significant value is .000 which is less than (<) 0.05, hence factor analysis is recommended for the data set (Table 6.3).

**Table 6.3:** KMO and Bartlett's Test for Challenges for Rural Tourism development

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.638</b>
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	<b>2831.003</b>
	<b>Df</b>	<b>153</b>
	<b>Sig.</b>	<b>.000</b>

A total of 22 items was used to assess the challenges for rural tourism development and when factor analysis was conducted only 18 items was found to have loaded properly as their load factor was greater than (>)0.5. Four items namely “ *The tourism development activities in your village are receiving continuous financial support and technical support from Government agencies*” , “ *Rural tourism in your rural area is community based in approach, rather than benefitting few individuals*”, “*The locals involved in tourism of your rural area emphasize more on providing authentic & distinct experience to tourists and not builds a non-natural environment*” and “*Government provides loans, taxation benefits & subsidies to the rural folks who want to involve in small businesses in tourism at rural level*” were discarded because their factor loading was less than (<) 0.5 .

**Table 6.4:** Communalities for Challenges for Rural Tourism development

<b>Communalities</b>	<b>Initial</b>	<b>Extraction</b>
The implementation of government rural tourism schemes has resulted in improvement of your rural area through improvement in infrastructure	1.000	.819
The homestay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, quality food and is based on indigenous lifestyles	1.000	.729
The local people of your area involved in rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc	1.000	.598
The bureaucrats, tourism department etc involve the local community in decision making of rural tourism initiatives	1.000	.677
The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism	1.000	.646
The local community involved in tourism activity in your rural area can communicate (Hindi/English) effectively with tourists	1.000	.814
Your rural area has got metalled roads with good transport connectivity	1.000	.564
Rural tourism activities are an alternative livelihood for the local agrarian folks	1.000	.739
The migration of people from the village to nearby towns and cities has been checked by the advent of rural tourism	1.000	.531
Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	1.000	.733
The rural tourism has stimulated demand for locally produce handicraft and handloom products	1.000	.602
The rural tourism in your village is not viable as the input of money to set up tourism related infrastructure at a remote location in comparison to flow of tourists	1.000	.642
To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	1.000	.695
The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments	1.000	.749
The gram panchayat/cooperative systems/SHG/NGO's carries out studies of residents, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product	1.000	.664
Your village or rural area has a visitor or tourism information centre	1.000	.711
The locals involved in tourism in your village have formed alliances with tourism industry stakeholders to attract tourists to their rural areas	1.000	.771
The village authority in your village/rural area promotes local fair & festivals to attract tourists	1.000	.660

Extraction Method: Principal Component Analysis.

**Table 6.5:** Total Variance Explained for Challenges for Rural Tourism development.

Total Variance Explained				Extraction Sums of Squared			Rotation Sums of Squared		
Component	Initial Eigenvalues			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.590	19.946	19.946	3.590	19.946	19.946	2.668	14.822	14.822
2	2.683	14.906	34.852	2.683	14.906	34.852	2.342	13.012	27.834
3	2.035	11.306	46.158	2.035	11.306	46.158	2.180	12.109	39.943
4	1.536	8.535	54.693	1.536	8.535	54.693	2.116	11.753	51.696
5	1.363	7.571	62.264	1.363	7.571	62.264	1.590	8.835	60.531
6	1.137	6.316	68.580	1.137	6.316	68.580	1.449	8.049	68.580
7	.849	4.716	73.296						
8	.690	3.835	77.131						
9	.642	3.568	80.699						
10	.635	3.526	84.225						
11	.610	3.389	87.614						
12	.468	2.601	90.215						
13	.431	2.394	92.610						
14	.385	2.140	94.750						
15	.315	1.749	96.498						
16	.259	1.439	97.937						
17	.222	1.232	99.169						
18	.150	.831	100.000						

Extraction Method: Principal Component Analysis.

The Total Variance Explained table highlights the factors of the study with their respective Eigen values. The Eigen values (Table 6.5) draws to the conclusion the total number of factors needed for the research study. In this study of challenges for rural tourism development, a total number of six factors is suitable for the study. Out of the total 22 factors for challenges for rural tourism development, four factors were not considered due to it poor load category, hence 18 variables were used in the study which has been clubbed under 6 factors based on Eigen values which are greater than 1.

The two columns namely the percentage of variance and cumulative percentage highlights the percentage of total variance of each factor and growing percentage of variances formed by current and prior factors, respectively. In the table the sixth factor gives a value of 68.580%, which means the 6 factors accounts for 68.580% of the total variance.

The factor analysis extraction of the variable challenges for rural tourism development has resulted in 6 factors or components (Table 6.7). The six factors has been named as *Involvement and Participation of the Local Community* comprising of 4 items, *Rural Tourism An Important Tool for Rural and Community Development* comprising of 3 items, *Stakeholders Support And Networking Is Required To Promote The Various Aspects Of Rural Tourism* comprising of 3 items, *Rural Tourism Initiatives have made*



*the rural destinations accessible and help in employment generations for the rural folks comprising of 3 items, Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability comprising of 2 items, and The host community are pro-active with rural tourism initiations comprising of 3 items.*

**Table 6.6:** Factor Load for Challenges for Rural Tourism development with Rotated Component Matrix

	Component					
	1	2	3	4	5	6
The implementation of government rural tourism schemes has resulted in improvement of your rural area through improvement in infrastructure	.131	.889	-.043	.090	-.009	.049
The homestay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, quality food and is based on indigenous lifestyles	.829	.027	-.005	.046	-.158	.114
The local people of your area involved in rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc	-.162	.335	-.004	.330	.111	.582
The bureaucrats, tourism department etc involve the local community in decision making of rural tourism initiatives	-.238	.723	.204	.150	.174	.058
The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism	.261	-.303	-.116	.291	.267	.563
The local community involved in tourism activity in your rural area can communicate (Hindi/English) effectively with tourists	.807	-.241	-.248	.014	.189	.090
Your rural area has got metalled roads with good transport connectivity	-.105	-.019	-.051	.688	.149	.233
Rural tourism activities are an alternative livelihood for the local agrarian folks	.713	.261	.173	.263	-.055	-.247
The migration of people from the village to nearby towns and cities has been checked by the advent of rural tourism	-.119	.185	.040	.344	.597	.079
Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	.177	.134	.010	.818	.049	-.113
The rural tourism has stimulated demand for locally produce handicraft and handloom products	.189	.346	-.037	.651	.133	-.060
The rural tourism in your village is not viable as the input of money to set up tourism related infrastructure at a remote location in comparison to flow of tourists	-.231	.048	.746	-.171	-.006	-.025
To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	-.128	-.021	.799	.064	.186	.036
The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments	.393	-.101	.754	.040	.014	.121
The gram panchayat/cooperative systems/SHG/NGO's carries out studies of residents, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product	.010	.066	.223	.104	.774	-.026
Your village or rural area has a visitor or tourism information centre	.055	.136	.166	-.214	-.136	.773
The locals involved in tourism in your village have formed alliances with tourism industry stakeholders to attract tourists to their rural areas	.560	.211	-.297	-.121	.556	.011
The village authority in your village/rural area promotes local fair & festivals to attract tourists	.140	.669	-.312	.168	.232	.117

**Table 6.7:** Factors for challenges for rural tourism development

<b>Factor</b>	<b>Factor</b>	<b>VARIABLES</b>	<b>FACTOR LOAD</b>
1.	Involvement and Participation of the local community	The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle	0.829
		The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.	0.807
		Rural tourism activities are a source of alternative livelihood for the local agrarian folks	0.713
		The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.	0.560
2.	Rural tourism an important tool for rural and community development	The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.	0.889
		The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives	0.723
		The village authority in your village/rural area promotes local fairs & festivals to attract tourists	0.669
3.	Stakeholders Support and networking is required to promote the various aspects of rural tourism	The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists	0.746
		To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	0.799
		The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments	0.754
4.	Rural Tourism Initiatives have made the rural destinations accessible and help in employment generations for the rural folks.	Your rural area has metalled roads with good transport connectivity.	0.688
		Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	0.818
		The rural tourism has stimulated demand for locally produce handicraft and handloom products	0.651
5.	Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability.	The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism	0.597
		The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.	0.774
6.	The host community are pro-active with rural tourism initiations	The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.	0.582
		The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.	0.563
		Your village or rural area has a visitor or tourism information centre.	0.773

In the analysis, each variable or factor with a factor load greater than (>) 0.5 has been considered. The six factors obtained denotes about 68.580% of cumulative variation. The factor analysis was conducted from IBM-SPSS-25 version.

The six factors extracted through factor analysis for challenges for rural tourism development are as follows: -

*Involvement and Participation of the local community* were the first factor extracted through the analysis and the items under this factor are:

- The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle.
- The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.
- Rural tourism activities are a source of alternative livelihood for the local agrarian folks.
- The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.

*Rural tourism an important tool for rural and community development* was the second factor extracted through the analysis and the items under this factor are:

- The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.
- The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives.
- The village authority in your village/rural area promotes local fairs & festivals to attract tourists.

*Stakeholders Support and networking is required to promote the various aspects of rural tourism* was the third factor extracted through the analysis and the items under this factor are:

- The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists.
- To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors.
- The indigenous rural tourism product in your village has great diversity and products have been designed for various market segments.

*Rural Tourism Initiatives have made the rural destinations accessible and help in employment generations for the rural folks* was the fourth factor extracted through the analysis and the items under this factor are:

- Your rural area has metalled roads with good transport connectivity.
- Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities.
- The rural tourism has stimulated demand for locally produce handicraft and handloom products.

*Local community involvement in rural tourism planning and operations has also led to check on migration* was the fifth factor extracted through the analysis and the items under this factor are:

- The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism.
- The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.

*The host community are pro-active with rural tourism initiations* was the sixth factor extracted through the analysis and the items under this factor are:

- The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.
- The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.
- Your village or rural area has a visitor or tourism information centre.

### **6.3: Chi-Square analysis of the factors of challenges of rural tourism development.**

To understand the opinions of the local community members regarding the challenges of rural tourism development in the study area the following hypothesis has been formulated.

**H<sub>0</sub> = The responses of the respondents has been equally distributed in context to the challenges of rural tourism development in the study area.**

**H<sub>1</sub> = The responses of the respondents has not been equally distributed in context to the challenges of rural tourism development in the study area.**

After factor analysis of the variables of challenges associated with rural tourism development, 18 variables were used in the study which has been clubbed under 6 factors based on Eigen values which are greater than 1. The 6 factors are tabulated in Table 6.8

**Table 6.8:** Factors for challenges for rural tourism development with factor loadings

Factor	Factor	VARIABLES	FACTOR LOAD
1.	Involvement and Participation of the local community	C2 The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle	0.829
		C6 The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.	0.807
		C8 Rural tourism activities are a source of alternative livelihood for the local agrarian folks	0.713
		C17 The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.	0.560
2.	Rural tourism an important tool for rural and community development	C1 The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.	0.889
		C4 The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives	0.723
		C18 The village authority in your village/rural area promotes local fairs & festivals to attract tourists	0.669
3.	Stakeholders Support and networking is required to promote the various aspects of rural tourism	C12 The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists	0.746
		C13 To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	0.799
		C14 The indigenous rural tourism product in your village has great diversity and products have been designed for various market segments	0.754
4.	Rural Tourism Initiatives have made the rural destinations accessible and help in employment generations for the rural folks.	C7 Your rural area has metalled roads with good transport connectivity.	0.688
		C10 Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	0.818
		C11 The rural tourism has stimulated demand for locally produce handicraft and handloom products	0.651
5.	Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability.	C9 The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism	0.597
		C15 The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.	0.774
6.	The host community are pro-active with rural tourism initiations	C3 The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.	0.582
		C5 The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.	0.563
		C16 Your village or rural area has a visitor or tourism information centre.	0.773

### 6.3.1: The first factor being Involvement and Participation of the local community.

Chi-square analysis for the first factor i.e., Involvement and Participation of the local community of the challenges of rural tourism development is tabulated in Table 6.9.

**Table 6.9:** Chi-square Test for the first factor (Involvement and Participation of the local community) of the challenges of rural tourism development.

Item No	Statement	Pearson Chi-Square	Df	Asymp.Sig (2-sided)
C2	The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle	6.028 <sup>a</sup>	4	0.286
C6	The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.	8.677 <sup>a</sup>	4	0.081
C8	Rural tourism activities are a source of alternative livelihood for the local agrarian folks	5.209 <sup>a</sup>	4	0.123
C17	The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.	3.282 <sup>a</sup>	4	0.178

From the Table 6.9 and Table 6.10, we can observe that statements C2, C6, C8 and C17 of the first factor (Involvement and Participation of the local community) of the challenges of rural tourism development have significance values greater than 0.05 at 5% level of significance with the measured Chi-square value of the statements is lower than the tabulated value of 9.488. Hence the 4 statements of factor one accepts the null hypothesis.

**Table 6.10:** P-value at 5% level of Significance for Chi-square test for the first factor (Involvement and Participation of the local community) of the challenges of rural tourism development.

S.No.	Factor	Chi-square	P-value at 5%	Null Hypothesis
1	C2	$X^2(4) = 6.028^a$	$p > 0.05$	Accept null hypothesis
2	C6	$X^2(4) = 8.677^a$	$p > 0.05$	Accept null hypothesis
3	C8	$X^2(4) = 5.209^a$	$p > 0.05$	Accept null hypothesis
4	C17	$X^2(4) = 3.282^a$	$p > 0.05$	Accept null hypothesis

From the Table 6.10, it is observed that the responses of the respondents (local community) have been equally distributed with reference to the statements C2, C6, C8 and C17 of the first factor (Involvement and Participation of the local community) of the challenges of rural tourism development. Hence, we can interpret that there is no

significance difference among the 440 respondents over the view of the statements of involvement and participation of the local community.

### 6.3.2: The second factor being Rural tourism an important tool for rural and community development.

Chi-square analysis for the second factor i.e., Rural Tourism an important tool for rural and community development of the challenges of rural tourism development is tabulated in Table 6.11.

**Table 6.11:** Chi-square Test for the second factor (Rural tourism an important tool for rural and community development) of the challenges of rural tourism development.

Item No	Statement	Pearson Chi-Square	Df	Asymp.Sig (2-sided)
C1	The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.	13.453 <sup>a</sup>	4	0.009
C4	The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives	3.297 <sup>a</sup>	4	0.781
C18	The village authority in your village/rural area promotes local fairs & festivals to attract tourists	5.209 <sup>a</sup>	4	0.123

From the Table 6.11 and Table 6.12, we can observe that statements C4 and C18 (except C1) of the second factor (Rural tourism an important tool for rural and community development) of the challenges of rural tourism development have significance values greater than 0.05 at 5% level of significance with the measured Chi-square value of the statements is lower than the tabulated value of 9.488. Hence the 2 statements C4 and C18 of second factor accepts the null hypothesis, while statement C1 reject null hypothesis.

**Table 6.12:** P-value at 5% level of Significance for Chi-square test for the second factor (Rural tourism an important tool for rural and community development) of the challenges of rural tourism development.

S.No.	Factor	Chi-square	P-value at 5%	Null Hypothesis
1	C1	$X^2(4) = 13.453^a$	$p < 0.05$	Reject null hypothesis
2	C4	$X^2(4) = 3.297^a$	$p > 0.05$	Accept null hypothesis
3	C18	$X^2(4) = 5.209^a$	$p > 0.05$	Accept null hypothesis

From the Table 6.12, it is observed that the responses of the respondents (local community) have been equally distributed with reference to the statements C4 and C18 (except C1) of the second factor (Rural tourism an important tool for rural and community development) of the challenges of rural tourism development. Hence, we



can interpret that there is no significance difference among the 440 respondents over the view of the statements of Rural tourism an important tool for rural and community development, except one statement i.e., the implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.

**6.3.3: The third factor being Stakeholders support and networking is required to promote the various aspects of rural tourism.**

Chi-square analysis for the third factor i.e., Stakeholders support and networking is required to promote the various aspects of rural tourism of the challenges of rural tourism development is tabulated in Table 6.13.

**Table 6.13:** Chi-square Test for the third factor (Stakeholders support and networking is required to promote the various aspects of rural tourism) of the challenges of rural tourism development.

Item No	Statement	Pearson Chi-Square	Df	Asymp.Sig (2-sided)
C12	The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists	8.454 <sup>a</sup>	4	0.189
C13	To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	4.297 <sup>a</sup>	4	0.381
C14	The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments	9.508 <sup>a</sup>	4	0.023

From the Table 6.13 and Table 6.14, we can observe that statements C12 and C13 (except C14) of the third factor (Stakeholders support and networking is required to promote the various aspects of rural tourism) of the challenges of rural tourism development have significance values greater than 0.05 at 5% level of significance with the measured Chi-square value of the statements is lower than the tabulated value of 9.488. Hence the 2 statements C12 and C13 of third factor accepts the null hypothesis, while statement C14 reject null hypothesis.

**Table 6.14:** P-value at 5% level of Significance for Chi-square test for the third factor (Stakeholders support and networking is required to promote the various aspects of rural tourism) of the challenges of rural tourism development.

S.No.	Factor	Chi-square	P-value at 5%	Null Hypothesis
1	C12	$X^2(4) = 8.454^a$	$p > 0.05$	Accept null hypothesis
2	C13	$X^2(4) = 4.297^a$	$p > 0.05$	Accept null hypothesis
3	C14	$X^2(4) = 9.508^a$	$p < 0.05$	Reject null hypothesis

From the Table 6.14, it is observed that the responses of the respondents (local community) have been equally distributed with reference to the statements C12 and C13 (except C14) of the third factor (Stakeholders support and networking is required to promote the various aspects of rural tourism) of the challenges of rural tourism development. Hence, we can interpret that there is no significant difference among the 440 respondents over the view of the statements of Stakeholders support and networking is required to promote the various aspects of rural tourism, except one statement i.e., the indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments.

#### **6.3.4: The fourth factor being Rural tourism initiatives have made the rural destinations accessible and help in employment generations for the rural folks.**

Chi-square analysis for the fourth factor i.e., Rural tourism initiatives have made the rural destinations accessible and help in employment generations for the rural folks of the challenges of rural tourism development is tabulated in Table 6.15.

**Table 6.15:** Chi-square Test for the fourth factor (Rural tourism in initiatives have made the rural destinations accessible and help in employment generations for the rural folks) of the challenges of rural tourism development.

Item No	Statement	Pearson Chi-Square	Df	Asymp.Sig (2-sided)
C10	Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	0.462 <sup>a</sup>	3	0.929
C11	The rural tourism has stimulated demand for locally produce handicraft and handloom products	1.118 <sup>a</sup>	3	0.795

From the Table 6.15 and Table 6.16, we can observe that statements C10 and C11 of the fourth factor (Rural tourism initiatives have made the rural destinations accessible and help in employment generations for the rural folks) of the challenges of rural tourism development have significance values greater than 0.05 at 5% level of significance with the measured Chi-square value of the statements is lower than the

tabulated value of 7.815. Hence the 2 statements C12 and C13 of fourth factor accepts the null hypothesis.

**Table 6.16:** P-value at 5% level of Significance for Chi-square test for the fourth factor (Rural tourism initiatives have made the rural destinations accessible and help in employment generations for the rural folks) of the challenges of rural tourism development.

S.No.	Factor	Chi-square	P-value at 5%	Null Hypothesis
1	C10	$X^2(3) = 0.462^a$	$p > 0.05$	Accept null hypothesis
2	C11	$X^2(3) = 1.118^a$	$p > 0.05$	Accept null hypothesis

From the Table 6.16, it is observed that the responses of the respondents (local community) have been equally distributed with reference to the statements C10 and C11 of the fourth factor (Rural tourism initiatives have made the rural destinations accessible and help in employment generations for the rural folks) of the challenges of rural tourism development. Hence, we can interpret that there is no significant difference among the 440 respondents over the view of the statements of Rural tourism initiatives have made the rural destinations accessible and help in employment generations for the rural folks.

### **6.3.5: The fifth factor being Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability.**

Chi-square analysis for the fifth factor i.e., Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability of the challenges of rural tourism development is tabulated in Table 6.17.

**Table 6.17:** Chi-square Test for the fifth factor (Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability) of the challenges of rural tourism development.

Item No	Statement	Pearson Chi-Square	Df	Asymp.Sig (2-sided)
C9	The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism	8.799 <sup>a</sup>	4	0.068
C15	The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist, and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.	3.398 <sup>a</sup>	4	0.496

From the Table 6.17 and Table 6.18, we can observe that statements C9 and C15 of the fifth factor (Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability) of the challenges of

rural tourism development have significance values greater than 0.05 at 5% level of significance with the measured Chi-square value of the statements is lower than the tabulated value of 9.488. Hence the 2 statements C9 and C15 of the fifth factor accepts the null hypothesis.

**Table 6.18:** P-value at 5% level of Significance for Chi-square test for the fifth factor (Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability) of the challenges of rural tourism development.

S.No.	Factor	Chi-square	P-value at 5%	Null Hypothesis
1	C9	$X^2(4) = 8.799^a$	$p > 0.05$	Accept null hypothesis
2	C15	$X^2(4) = 3.398^a$	$p > 0.05$	Accept null hypothesis

From the Table 6.18, it is observed that the responses of the respondents (local community) have been equally distributed with reference to the statements C9 and C15 of the fifth factor (Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability) of the challenges of rural tourism development. Hence, we can interpret that there is no significant difference among the 440 respondents over the view of the statements of factor Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability.

### **6.3.6: The sixth factor being the Host community are pro-active with rural tourism initiations.**

Chi-square analysis for the sixth factor i.e. The host community are pro-active with rural tourism initiations of the challenges of rural tourism development is tabulated in Table 6.19.

**Table 6.19:** Chi-square Test for the sixth factor (The host community are pro-active with rural tourism initiations) of the challenges of rural tourism development.

Item No	Statement	Pearson Chi-Square	Df	Asymp.Sig (2-sided)
C3	The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.	13.495 <sup>a</sup>	4	0.005
C5	The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.	7.563 <sup>a</sup>	4	0.118
C6	Your village or rural area has a visitor or tourism information centre.	3.495 <sup>a</sup>	4	0.920

From the Table 6.19 and Table 6.20, we can observe that statements C5 and C6 (except C3) of the sixth factor (The host community are pro-active with rural tourism initiations) of the challenges of rural tourism development have significant values

greater than 0.05 at 5% level of significance with the measured Chi-square value of the statements is lower than the tabulated value of 9.488. Hence the 2 statements C5 and C6 of the sixth factor accepts the null hypothesis and the statement C3 rejects hypothesis.

**Table 6.20:** P-value at 5% level of Significance for Chi-square test for the sixth factor (The host community are pro-active with rural tourism initiations) of the challenges of rural tourism development.

S.No.	Factor	Chi-square	P-value at 5%	Null Hypothesis
1	C3	$X^2(4) = 13.495^a$	$p < 0.04$	Reject null hypothesis
2	C5	$X^2(4) = 7.563^a$	$p > 0.05$	Accept null hypothesis
3	C6	$X^2(4) = 3.495^a$	$p > 0.05$	Accept null hypothesis

From the Table 6.20, it is observed that the responses of the respondents (local community) have been equally distributed with reference to the statements C5 and C6 of the sixth factor (The host community are pro-active with rural tourism initiations) of the challenges of rural tourism development. Hence, we can interpret that there is no significant difference among the 440 respondents over the view of the statements of the host community are pro-active with rural tourism initiations, except one statement i.e., the local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.

**Table 6.21:** The challenges of rural tourism on local community development in terms of percentage and frequency.

VARIABLES		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
		5	4	3	2	1
C2	The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle	17 (3.9%)	416 (94.5%)	1 (0.2%)	6 (1.4%)	0 (0%)
C6	The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.	36 (8.2%)	401 (91.1%)	0 (0%)	3 (0.7%)	0 (0%)
C8	Rural tourism activities are a source of alternative livelihood for the local agrarian folks	77 (17.5%)	359 (81.6%)	0 (0%)	4 (0.9%)	0 (0%)
C17	The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.	91 (20.7%)	334 (75.9%)	0 (0%)	14 (3.2%)	1 (0.2%)
C1	The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.	18 (4.1%)	353 (80.2%)	0	69 (15.7%)	0

C4	The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives	7 (1.6%)	335 (76.1%)	1 (0.2%)	97 (22%)	0 (0%)
C18	The village authority in your village/rural area promotes local fairs & festivals to attract tourists	37 (8.4%)	366 (83.2%)	0 (0%)	37 (8.4%)	0 (0%)
C12	The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists	1 (0.2%)	15 (3.4%)	1 (0.2%)	255 (58%)	168 (38.2%)
C13	To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors	0 (0%)	157 (35.7%)	2 (0.5%)	253 (57.5%)	28 (6.4%)
C14	The indigenous rural tourism product in your village has great diversity and products have been designed for various market segments	0 (0%)	253 (57.5%)	25 (5.7%)	156 (35.5%)	6 (1.4%)
C7	Your rural area has metalled roads with good transport connectivity.	25 (5.7%)	254 (57.7%)	0 (0%)	161 (36.6%)	0 (0%)
C10	Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities	95 (21.6%)	342 (77.7%)	0 (0%)	3 (0.7%)	0 (0%)
C11	The rural tourism has stimulated demand for locally produce handicraft and handloom products	67 (15.2%)	356 (80.9%)	0 (0%)	16 (3.6%)	1 (0.2%)
C9	The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism	98 (22.3%)	299 (68%)	0 (0%)	42 (9.5%)	0 (0%)
C15	The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.	4 (0.9%)	385 (87.5%)	21 (4.8%)	29 (6.6%)	1 (0.2%)
C3	The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.	2 (0.5%)	216 (49.1%)	1 (0.2%)	215 (48.9%)	6 (1.4%)
C5	The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.	26 (5.9%)	381 (86.6%)	0 (0%)	33 (7.5%)	0 (0%)
C16	Your village or rural area has a visitor or tourism information centre.	0 (0%)	10 (2.3%)	0 (0%)	377 (85.7%)	53 (12%)

The Table 6.21 highlights the challenges of rural tourism development in terms percentage and frequency. The first factor (Involvement and Participants of the local Community) of the challenges of rural tourism development has 4 statements i.e., C2,

C6, C8 and C17. The responses of the respondents for C2 statement are 3.9 percent “*Strongly Agree*” followed by 94.5 percent “*Agree*”; 0.2 percent “*Neutral*” and 1.4 percent “*Disagree*”. Hence about 98.4 percent of the respondents agree to the question that “*The Home stay scheme in your rural area/village has complemented the rural tourism by providing affordable accommodation with minimum standards of cleanliness, sanitation, food quality and is based on indigenous lifestyle.*” The response of the respondents for C6 statement are 8.2 percent “*Strongly Agree*” followed by 91.1 percent “*Agree*” and 0.7 percent “*Disagree*”. Hence about 99.3 percent of the respondents agree to the question that “*The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.*” The response of the respondents for C8 statement are 17.5 percent “*Strongly Agree*” followed by 81.6 percent “*Agree*” and 0.9 percent “*Disagree*”. Hence about 99.1 percent of the respondents agree to the question that “*Rural tourism activities are a source of alternative livelihood for the local agrarian folks.*” The response of the respondents for C17 statement are 20.7 percent “*Strongly Agree*” followed by 75.9 percent “*Agree*”; 3.2 percent “*Disagree*”, and 0.2 percent “*Strongly Disagree*”. Hence about 96.6 percent of the respondents agree to the question that “*The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.*”

The second factor (Rural Tourism an important tool for Rural and Community Development) of the challenges of rural tourism development has 3 statements i.e., C1, C4 and C18. The response of the respondents for C1 statement are 4.1 percent “*Strongly Agree*” followed by 80.2 percent “*Agree*” and 15.7 percent “*Disagree*”. Hence about 84.3 percent of the respondents agree to the question that “*The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits.*” The response of the respondents for C4 statement are 1.6 percent “*Strongly Agree*” followed by 76.1 percent “*Agree*”; 0.2 percent “*Neutral*” and 22 percent “*Disagree*”. Hence about 77.7 percent of the respondents agree to the question that “*The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives.*” The response of the respondents of C18 statement are 8.4 percent “*Strongly Agree*” followed by 83.2 percent “*Agree*” and 8.4 percent “*Disagree*”. Hence about 91.6

percent of the respondents agree to the question that *“The village authority in your village/rural area promotes local fairs & festivals to attract tourists.”*

The third factor (Stakeholders Support and Networking is required to promote the various aspects of Rural Tourism) of the challenges of rural tourism development has 3 statements i.e., C12, C13 and C14. The responses of the respondents of C12 statement are 0.2 percent *“Strongly Agree”* followed by 3.4 percent *“Agree”*; 0.2 percent *“Neutral”*; 58 percent *“Disagree”* and 38.2 percent *“Strongly Disagree”*. Hence about 96.2 percent of the respondents disagree to the question that *“The rural tourism in your village is not viable as the input of money is high to setup adequate living conditions (Infrastructure, basic services, social services & preservation of culture) at a remote location in comparison to flow of tourists.”* The responses of the respondents of C13 statement are 35.7 percent *“Agree”*; 0.5 percent *“Neutral”*; 57.5 percent *“Disagree”*, and 6.4 percent *“Strongly Disagree”*. Hence about 63.9 percent of the respondents disagree to the question that *“To get a reasonable business, the rural tourism stakeholders in your village have got the support of governmental/international/national tourism bodies to maintain a constant demand of visitors.”* The responses of the respondents of C14 statement are 35.7 percent *“Agree”* followed by 0.2 percent *“Neutral”*; 57.5 percent *“Disagree”* and 6.4 percent *“Strongly disagree”*. Hence about 63.9 percent respondents disagree to the question that *“The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments.”*

The fourth factor (Rural Tourism Initiatives have made the rural destinations accessible and help in employment generations for the rural folks) of the challenges of rural tourism development has 2 statements i.e., C7, C10 and C11. The responses of the respondents of C7 statement are 5.7 percent *“Strongly Agree”* followed by 57.7 percent *“Agree”* and 36.6% percent *“Disagree”*. Hence about 63.4 percent respondents agree to the question that *“Your rural area has got metalled roads with good transport connectivity.”* The responses of the respondents of C10 are 21.6 percent *“Strongly Agree”* followed by 77.7 percent *“Agree”* and 0.7 percent *“Disagree”*. Hence about 99.3 percent respondents agree to the question that *“Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities.”* The responses of the respondents of C11 statements are 15.2 percent *“Strongly Agree”* followed by 80.9 percent *“Agree”*; 3.6



percent “Disagree” and 0.2% “Strongly Disagree”. Hence about 96.1 percent respondents agree to the question that “*The rural tourism has stimulated demand for locally produce handicraft and handloom products.*”

The fifth factor (Local Community involvement in rural tourism planning and operations has led to check on migration and sustainability) of the challenges of rural tourism development has 2 statements., C9 and C15. The responses of the respondents of C9 statements are 22.3 percent “Strongly Agree” followed by 68 percent “Agree” and 9.5% percent “Disagree”. Hence about 90.3 percent respondents agree to the question that “*The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism.*” The responses of the respondents of C15 statement are 0.9 percent “Strongly Agree” followed by 87.5 percent “Agree”; 4.8 percent “Neutral”; 6.6% percent “Disagree” and 0.2 percent “Strongly Disagree”. Hence about 88.4 percent respondents agree to the question that “*The gram panchayat/ Cooperative system/ SHG/NGO carries out studies of resident, tourist and other stakeholders to understand their perception and promote their understanding as well as to retain the core rural product.*”

The sixth factor (The host community are pro-active with rural tourism initiations) of the challenges of rural tourism development has 3 statements i.e., C3, C5 and C16. The responses of the respondents of C3 statement are 0.5 percent “Strongly Agree” followed by 49.1 percent “Agree”; 0.2 percent “Neutral”; 48.9 percent “Disagree” and 1.4 percent “Strongly disagree”. Hence about 50.3 percent respondents disagree to the question that “*The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.*” The responses of the respondents of C5 statement are 5.9 percent “Strongly Agree” followed by 86.6 percent “Agree”; and 7.5 percent “Disagree”. The responses of the respondents of C16 statement are 2.3 percent “Agree” followed by 85.7 percent “Disagree” and 12 percent “Strongly disagree”. Hence about 97.7 percent respondents disagree to the question that “*Your village or rural area has a visitor or tourism information centre.*”

The inferences drawn to analyse the responses of the respondents being equally distributed among the factors of the challenges of rural tourism development, Chi-square analysis was carried out and tabulated from Table 6.9 to Table 6.21. For the study 18 statements were divided into 6 factors which highlights the challenges for rural tourism development in the study area. Inferences drawn from Chi-square test of

the factors of the challenges of rural tourism development indicate that under factor one (*Involvement and Participation of the local community*) statements C2,C6,C8 and C17; under second factor (*Rural tourism an important tool for rural and community development*) statements C4 and C18; under third factor (*Stakeholders support and networking is required to promote the various aspects of rural tourism*) statements C12 and C13; under fourth factor (*Stakeholders support and networking is required to promote the various aspects of rural tourism*) statements C7,C10 and C11; under fifth factor (*Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability*) statement C9 and C15 and under sixth factor (*The host community are pro-active with rural tourism initiations*) statements C5 and C6 have calculated values less than the table values ( $df=3$ .  $X^2=7.815$  and  $df=4$ .  $X^2=9.488$ ) and the p-values at 5% level of significance is greater than 0.05, as a result the null hypothesis is accepted. Hence, we can conclude that for statements C2, C6, C8, C17, C4, C18, C12, C13, C7, C10, C11, C9, C15, C5, C6 the responses of the respondents are equally distributed.

Whereas the statements C1(*The implementation of Rural tourism schemes by the local Government has resulted in improvement of your rural area in terms of benefits*); C14 (*The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments*); and C3 (*The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.*) have calculated chi-square values more than the table values ( $df=4$ .  $X^2=9.488$ ) and the p-values with 5% level of significance is less than 0.005, thus do not accept null hypothesis. Hence, we can conclude that for statements C1, C14 and C3, the responses of the respondents have not been equally distributed.

#### **6.4 Correlation between the factors derived from factor analysis of the challenges variables.**

A total of six factors were derived at after factor analysis was carried out on the data set of the challenges aspect. The factors are namely *involvement and participation of the local community*, *rural tourism an important tool for rural and community development*, *stakeholders support and networking is required to promote the various aspect of rural tourism*, *rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks*, *local community*

*involvement in rural tourism planning and operations has also led to check on migration and sustainability and the host community are proactive with rural tourism initiations.* Pearson correlation test was carried out to assess the correlation between the factors of the challenges aspect. Table 6.22.

**Table 6.22:** Pearson Correlation between the factors of the challenges aspect.

<b>Pearson Correlation/ P-value</b>	<b>Factors</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>C6</b>
Pearson r P-value	Involvement and participation of the local community (C1)	1	.150 <sup>xx</sup> 0.002	.158 <sup>xx</sup> 0.001	.174 <sup>xx</sup> 0.000	.003 .955	.063 .188
Pearson r P-value	Rural tourism an important tool for rural and community development (C2)	.150 <sup>xx</sup> 0.002	1	-.043 0.366	.305 <sup>xx</sup> 0.000	.154 <sup>xx</sup> 0.001	.259 <sup>xx</sup> 0.000
Pearson r P-value	Stakeholders support and networking is required to promote the various aspect of rural tourism(C3)	.158 <sup>xx</sup> 0.001	-.043 0.366	1	.109 <sup>x</sup> 0.022	.122 <sup>x</sup> 0.011	.139 <sup>xx</sup> 0.003
Pearson r P-value	Rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks(C4)	.174 <sup>xx</sup> 0.000	.305 <sup>xx</sup> 0.000	.109 <sup>x</sup> 0.022	1	.349 <sup>xx</sup> 0.000	.300 <sup>xx</sup> 0.000
Pearson r P-value	Local community involvement in rural tourism planning and operations has also led to check on migration and sustainability(C5)	.003 .955	.154 <sup>xx</sup> 0.001	.122 <sup>x</sup> 0.011	.349 <sup>xx</sup> 0.000	1	.243 <sup>xx</sup> 0.000
Pearson r P-value	The host community are proactive with rural tourism initiations(C6)	.063 .188	.259 <sup>xx</sup> 0.000	.139 <sup>xx</sup> 0.003	.300 <sup>xx</sup> 0.000	.243 <sup>xx</sup> 0.000	1

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

From the table 6.22 the following inferences can be drawn at:

- The factor *involvement and participation of the local community* are positively correlated with the factor *rural tourism an important tool for rural and community development* and the p-value being at 0.002, hence it is statistically significant.
- The factor *involvement and participation of the local community* are positively correlated with the factor *stakeholders support and networking is required to*

*promote the various aspect of rural tourism* and the p-value being at 0.001, hence it is statistically significant.

- The factor *involvement and participation of the local community* are positively correlated with the factor *rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks* and the p-value being at 0.000, hence it is statistically significant.
- The factor *rural tourism an important tool for rural and community development* are positively correlated with the factor *rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks* and the p-value being at 0.000, hence it is statistically significant.
- The factor *rural tourism an important tool for rural and community development* are positively correlated with the factor *local community involvement in rural tourism planning and operations has also led to check on migration and sustainability* and the p-value being at 0.001, hence it is statistically significant.
- The factor *rural tourism an important tool for rural and community development* are positively correlated with the factor *the host community are proactive with rural tourism initiations* and the p-value being at 0.000, hence it is statistically significant.
- The factor *stakeholders support, and networking is required to promote the various aspect of rural tourism* are positively correlated with the factor *rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks* and the p-value being at 0.022, hence it is statistically significant.
- The factor *stakeholders support, and networking is required to promote the various aspect of rural tourism* are positively correlated with the factor *local community involvement in rural tourism planning and operations has also led to check on migration and sustainability* and the p-value being at 0.011, hence it is statistically significant.

- The factor *stakeholders support, and networking is required to promote the various aspect of rural tourism* are positively correlated with the factor *the host community are proactive with rural tourism initiations* and the p-value being at 0.003, hence it is statistically significant.
- The factor *rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks* are positively correlated with the factor *local community involvement in rural tourism planning and operations has also led to check on migration and sustainability* and the p-value being at 0.003, hence it is statistically significant.
- The factor *rural tourism initiatives have made the rural destinations accessible and help in employment generation for the rural folks* are positively correlated with the factor *the host community are proactive with rural tourism initiations* and the p-value being at 0.000, hence it is statistically significant.
- The factor *local community involvement in rural tourism planning and operations has also led to check on migration and sustainability* are positively correlated with the factor *and the host community are proactive with rural tourism initiations* and the p-value being at 0.000, hence it is statistically significant.

### **6.5: Affiliation between Demographic Factors and Challenges of Rural Tourism development in the study area.**

The hypothesis formulated to determine association between demographic factors and challenges of rural tourism development in the study area.

**H<sub>0</sub> = Demographic factors has no significant association with the level of challenges in context to rural tourism development.**

**H<sub>1</sub> = Demographic factors has significant association with the level of challenges in context to rural tourism development.**

To ascertain the affiliation between the various demographic variables and the level of Environmental impacts due to development of rural tourism initiatives was analysed by using both Cross Tabulation analysis and Chi-Square Test of associations and the results are presented in Table 6.23.

**Table 6.23:** A Cross Tabulation analysis and Chi-Square Test of Association between Demographic variables and Challenges for Rural Tourism Development.

		Challenges of Rural Tourism Development								Chi-Square Tests	
		High		Moderate		Low		Total			
		Count	%	Count	%	Count	%	Count	%		
Block	Jirang	40	30.5	58	44.3	33	25.2	131	100.0	36.820 <sup>a</sup>	.000
	Umsning	28	22.8	50	40.7	45	36.6	123	100.0		
	Umling	51	40.2	58	45.7	18	14.2	127	100.0		
	Bhoirymbong	33	55.9	22	37.3	4	6.8	59	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Gender	Male	80	33.8	100	42.2	57	24.1	237	100.0	.523 <sup>a</sup>	.770
	Female	72	35.5	88	43.3	43	21.2	203	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Age	20 to 30	23	33.3	31	44.9	15	21.7	69	100.0	15.574 <sup>a</sup>	.049
	31 to 40	66	36.5	84	46.4	31	17.1	181	100.0		
	41 to 50	53	33.5	66	41.8	39	24.7	158	100.0		
	51 to 60	8	29.6	6	22.2	13	48.1	27	100.0		
	above 60	2	40.0	1	20.0	2	40.0	5	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Tribe	Khasi	128	35.7	154	42.9	77	21.4	359	100.0	9.286 <sup>a</sup>	.158
	Jaintia	3	23.1	8	61.5	2	15.4	13	100.0		
	Garo	17	36.2	14	29.8	16	34.0	47	100.0		
	Others	4	19.0	12	57.1	5	23.8	21	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Marital	Married	113	35.5	131	41.2	74	23.3	318	100.0	1.104 <sup>a</sup>	.576
	Unmarried	39	32.0	57	46.7	26	21.3	122	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		

	Challenges of Rural Tourism Development									Chi-Square Tests	
	High		Moderate		Low		Total				
	Count	%	Count	%	Count	%	Count	%			
Educational	Under Matric	22	34.9	26	41.3	15	23.8	63	100.0	3.483 <sup>a</sup>	.900
	Matric	39	32.0	53	43.4	30	24.6	122	100.0		
	Graduate	77	35.5	91	41.9	49	22.6	217	100.0		
	Postgraduate	13	35.1	18	48.6	6	16.2	37	100.0		
	PhD	1	100.0	0	.0	0	.0	1	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Occupation	Farmer	17	30.4	19	33.9	20	35.7	56	100.0	12.468 <sup>a</sup>	.132
	Self Employed	104	36.5	122	42.8	59	20.7	285	100.0		
	Government Service	19	38.8	24	49.0	6	12.2	49	100.0		
	Private	11	23.4	22	46.8	14	29.8	47	100.0		
	Unemployed	1	33.3	1	33.3	1	33.3	3	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Income	< Rs 20,000	34	35.8	38	40.0	23	24.2	95	100.0	1.869 <sup>a</sup>	.760
	Rs 20,000 to Rs 50,000	64	33.0	82	42.3	48	24.7	194	100.0		
	> Rs 50,000	54	35.8	68	45.0	29	19.2	151	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Depended on	Not at all	37	36.3	42	41.2	23	22.5	102	100.0	2.369 <sup>a</sup>	.668
	Partially depended on	54	32.9	67	40.9	43	26.2	164	100.0		
	Fully depended on	61	35.1	79	45.4	34	19.5	174	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		
Source	Agriculture	148	35.0	178	42.1	97	22.9	423	100.0	3.343 <sup>a</sup>	.502
	Self employed	4	26.7	9	60.0	2	13.3	15	100.0		
	Government service	0	.0	0	.0	0	.0	0	.0		
	Private service	0	.0	1	50.0	1	50.0	2	100.0		
	Total	152	34.5	188	42.7	100	22.7	440	100.0		

### 6.5.1: Relationship between Demographic factors and Challenges of Rural Tourism Development in the study area.

The association of the demographic factors and the challenges of rural tourism initiation and expansion was analysed by using Chi-Square Test of Association and the deduction are displayed in Table 6.24.

**Table 6.24:** Chi-Square Test of Association between Demographic Factors and Challenges of Rural Tourism Development.

<b>CHALLENGES</b>				
DEMOGRAPHIC FACTORS	Chi-Square X <sup>2</sup> (4)	p-value at 5%	p- value	Null Hypothesis
Block	36.820 <sup>a</sup>	.000	p < 0.05	Reject null hypothesis
Gender	.523 <sup>a</sup>	.770	p > 0.05	Accept null hypothesis
Age	15.574 <sup>a</sup>	.049	p < 0.05	Reject null hypothesis
Tribe	9.286 <sup>a</sup>	.158	p > 0.05	Reject null hypothesis
Marital Status	1.104 <sup>a</sup>	.576	p > 0.05	Accept null hypothesis
Educational Qualification	3.483 <sup>a</sup>	.900	p > 0.05	Accept null hypothesis
Occupation	12.468 <sup>a</sup>	.132	p > 0.05	Accept null hypothesis
Income	1.869 <sup>a</sup>	.760	p > 0.05	Accept null hypothesis
Income Depended on Tourism	2.369 <sup>a</sup>	.668	p > 0.05	Accept null hypothesis
Main Source of Income	3.343 <sup>a</sup>	.502	p > 0.05	Accept null hypothesis

## Summary

This chapter interprets the challenges of rural tourism development in the study area. To measure and analyse the level of challenges for rural tourism development in the study area of Ri-Bhoi district of Meghalaya, factor analysis on the resident schedule consisting of 22 items on 5 to 1 Likert scale was carried out. Out of the 22 items only 18 items were used for the factor analysis due to the load factor and the 18 items were clubbed to 6 factors. To understand the opinions of the local community members regarding the challenges of rural tourism development chi-square analysis of the factors of challenges were carried out. A Chi-Square analysis of the factors and a Pearson correlation test was conducted among the factors derived from factor analysis to understand the association among the factors. Also, to study any affiliation between the demographic factors and the challenges of rural tourism development factors, a cross tabulation and chi-square test of association were carried out.