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Appendices

Questionnaire

Dear Respondent,

The undersigned is pursuing Doctoral Research on the topic, “A Study of Rural Tourism in Ri-Bhoi District of Meghalaya: Prospects & Challenges”. Information provided by you will be very valuable for the researcher and for the tourism development in the Ri-Bhoi district. The information provided by you will strictly use for research purpose only and will be kept confidential. The questionnaire will take about 10 minutes to complete.

Indrajit Dutta

Research Scholar

Royal Global University, Guwahati, Assam

Name of the Resident:

1. Name of your village:

2. Your village falls under which block of Ri-Bhoi district: Jirang Umsning
 Umling Bhoirymbong.
3. Gender: Male Female
4. Age: 20 to 30 31 to 40 41 to 50 51 to 60 above 60
5. Tribe: Khasi Jaintia Garo Others(_____)
6. Marital Status : Married Un married.
7. Educational Qualifications : Under Matric Matric Graduate
 Postgraduate PhD

8. Occupation: Farmer Self-employed Government Service Private
 Unemployed
9. Your monthly household income from all sources: Less than Rs 20,000
Rs 20,000 to Rs 50,000 Rs 50,000 or more
10. Whether your Income is depended on Tourism: Not at all Partially
Depended Fully depended.
11. What is the main source of income generation for majority of the village
population?
 Agriculture Self-employed Government Service Private
Services

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

RURAL TOURISM IMPACTS: ECONOMIC IMPACTS	1	2	3	4	5
1. Rural tourism in your village has provided economic benefits for the residents					
2. Rural tourism has affected the standard of living of the villagers					
3. Rural tourism has been able to stimulate the local economy					
4. Development and maintenance of public facilities are supported due the advent of rural tourism					
5. Due to rural tourism new cultural activities and attractions have been created					
6. Rural tourism has created the demand for local handicrafts and local indigenous delicacies					
7. Due to rural tourism the local area gets highlighted among tourist circuits					
8. Rural tourism has improved the community services like health, sanitation & hygiene, security etc					
9. Rural tourism increases the recreational facilities in your village					
10. The growth in rural tourism has motivated the youth to involve in tourism related jobs & activities.					
11. The scope in rural tourism has encouraged the private player's participation and investment in the rural areas.					
12. Due to Rural Tourism the accessibility of the village has improved.					
13. Majority of local people are earning money by leasing their land & property for tourism purpose.					
14. Rural Tourism growth and development have resulted in high prices of land and property in and around the area.					
15. The increased flow of tourists has caused price rise of daily use items & commodities for the locals					
16. Tourism activity in the area is dominated by the non-natives.					

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

SOCIO CULTURAL IMPACTS	1	2	3	4	5
1. Rural Tourism provides incentives to restore historical and heritage sites and buildings of the area.					
2. There has been more cultural exchange between tourist and local host communities					
3. Rural Tourism enhances & revitalize community pride and has given a cultural identity to the place and the community					
4. Rural tourism advancements are making more habitable place to live for the local communities and for the tourist to visit					
5. Rural Tourism has led to more awareness towards protecting culture and heritage.					
6. Rural tourism has been able to empower the local women of the communities and they are participating in tourism activities actively.					
7. Rural tourism has given an opportunity to the local communities to showcase their traditional indigenous delicacies cooked in traditional way to the tourists					
8. Increased rural tourism in the area has led to negative effect on the rural lifestyle and culture					
9. Local community prefers tourism related jobs rather than their traditional livelihood occupations.					
10. The increased flow of tourists has also resulted in anti-social behaviour such as crime, drug activity, alcoholism, gambling, Promiscuity, prostitution etc.					
11. Traditional village houses have been replaced by modern houses due to the boom of rural tourism in your area.					
12. Sometimes tourist visiting the rural locations does not respect the rural culture and behave in undesirable manner.					

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

ENVIRONMENTAL IMPACTS	1	2	3	4	5
1. Rural Tourism has resulted in preserving the natural resources and landscape.					
2. Local people have understood the importance protecting. their environment as it is the major attraction for the rural tourists.					
3. Rural tourism encourages the creation of parks and leisure areas for residents					
4. Tourism earnings has also facilitated preservation and conservation of environment.					
5. Rural tourism has enhanced the aesthetic value of the local area.					
6. The local community and local SHG's/NGOs are partnering to protect environment of the place.					

7. Rural Tourism has made villages to adopt renewable & energy saving technologies.					
8. Rural tourism has resulted in overcrowding in the rural area.					
9. The tourist flow to rural locations have resulted in increased traffic and increasing the levels of pollution in the rural area.					
10. The rural tourism growth coupled with major construction activity such as hotels, restaurants are damaging the landscape & affecting the ecological balance.					
11. Open spaces in the rural area are slowly getting replaced by tourism related infrastructure.					
12. The garbage and littering in rural area have increased due to Rural Tourism.					

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

Survey regarding challenges of rural tourism for local community development.	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.					
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.					
3. The local people of your area involved in Rural tourism activities are professionally qualified or trained in Hunar se Rozgar etc.					
4. The bureaucrats, tourism department etc. involve the local community in decision making process of rural tourism initiatives					
5. The gram panchayat/NGO in your rural area take rural tourism decisions seriously & monitor the impacts of rural tourism.					
6. The local community involved in tourism activity in your rural area can communicate (Hindi / English) effectively with the tourists.					
7. Your rural area has got metalled roads with good transport connectivity.					
8. The tourism development activities in your village are receiving continuous financial support and technical support from the Govt. agencies.					
9. Rural tourism activities are a source of alternative livelihood for the local agrarian folks					
10. The migration of people from the village to nearby towns and cities has been controlled by the advent of rural tourism					
11. Marginalised community members especially ladies are getting empowered by getting involved in rural tourism activities					
12. The rural tourism has stimulated demand for locally produce handicraft and handloom products					

**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
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.					
15. The indigenous rural tourism product in your village has got great diversity and products have been designed for various market segments.					
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.					
17. Your village or rural area has a visitor or tourism information centre.					
18. The locals involved in tourism in your village have formed alliances with tourism industry/ stakeholders to attract tourists to their rural areas.					
19. The village authority in your village/rural area promotes local fairs & festivals to attract tourists.					
20. Rural tourism in your rural area is community based in approach, rather than benefitting few individuals.					
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.					
22. Government provides loans, taxation benefits & subsidies to the rural folks who want to involve in small businesses in tourism at rural level.					

I thank you for your valuable inputs and again state that the information would not be shared with anyone else. (Indrajit Dutta, Research Scholar (tourism), Royal Global University, Guwahati, Assam)

List of Publications

IMPORTANCE OF COMMUNITY PARTICIPATION IN REALISING RESPONSIBLE TOURISM: A CASE STUDY OF MAWLYNONG VILLAGE OF MEGHALAYA.

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Abstract :

With the tourism boom and the simultaneous development of other sectors, the world is becoming very accessible to tourist and thus creating pressure on the resources. To combat this onslaught, tourism stakeholders and especially local communities need to play a very crucial role to maintain the balance and there by encouraging sustainable responsible tourism practices so that these tourist centric places are good to live and visit. As compared to conventional tourism forms , Community Based Tourism (CBT) and Responsible Tourism (RT) initiatives have been linked with the holistic community development and preservation of the natural resources. In most of the rural tourism destinations CBT approaches has been measures of poverty alleviations for the rural folks and to empower the marginalised sections of society especially the women. Community based tourism initiatives also provides alternative sources of livelihood to the rural folks and thereby empowering the whole community and in reinforcing community attachment and local pride. Though many CBT initiatives have been initiated in the rural areas of Meghalaya with the help of the Directorate of Tourism, Government of Meghalaya, and other tourism stakeholders. One village by the name of Mawlynnong in East Khasi Hills district of Meghalaya has been able to successfully operate and sustain the Rural tourism concept with the village community being the only stakeholder for more than two decades. Mawlynnong has become the prime hotspot in the tourism circuits for adopting CBT & RT practices. This paper attempts to study how CBT approaches plays an important role in overall development of a community with special references of the Mawlynnong village. The paper also emphasises on the importance of Responsible tourism practices, so that these places become good places to live and visit and thereby creating an enriching experience both for the tourist and the host communities.

Key words: Sustainable, Enriching, Empowering, Community Attachment, Local Pride

INTRODUCTION :

The travel and Tourism industry has become the fastest growing economic sectors and playing a crucial role in the global economy. The tourism boom coupled with the development of other ancillary sectors especially transportation has made the world more accessible . As a result, there is a lot of movement of tourist globally daily and due to this movement, there is a tremendous pressure on the resources which leads to unfavourable and irreversible impacts especially in the environmental and socio-cultural aspects. As per United Nations World Tourism Organisation(UNWTO) tourist arrivals from 25 million in 1950 has increased to 1.4 billion in 2018 a 56-fold increase and it is estimated by 2030 the figure would touch 1.8 billion with the current growth rate, which translates to about 5 million people crossing international borders daily (ICAO-2018). Post-World War II, around 1950s onwards, people started to travel overseas for holiday purposes with the development of sectors associated with tourism industry. By the end of 1980s, a phenomenon called Mass tourism gained its peak. Mass tourism phenomenon was focussed on garnering more and more tourist to a particular destination with adequate tourism

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ABSTRACT:

In the last couple of decades, it has been observed that most of the progressive countries are looking at various measures to ameliorate the socio-economic conditions of the rural masses residing in the rural sectors. A country like India being the second most populace in the world has more than half of its population inhabiting in the rural areas, in the villages, in poor socio-economic environments. Agriculture being the primary occupation in India including in Meghalaya, however in the recent times it has been observed that this sector has become less lucrative due to various natural and man-made challenges. Tourism in rural areas can be a very significant factor which can positively influence regional rural development. Under the umbrella of Rural Tourism, Agritourism is a new niche tourism form which can catalyze significant development for the rural areas and the masses. This niche tourism initiative is based on a working farm or ranch, where farmers can have alternate earning options by effectively using the resources available and the tourist can also experience nature and village lifestyles at affordable prices. Meghalaya a pristine north-eastern state of India with tremendous tourism potential is home to about 6400 villages and most of the rural inhabitants of these villages live in poor socio-economic conditions, hence effective implementation of Agritourism practices supported by Government agencies and other tourism stake holders in these villages can be a game changer resulting in poverty alleviation and overall sustainable development of the area and the communities. This paper aims to highlight the significance of Agritourism for socio-economic development for the rural masses and listing the various Agritourism activities and attractions, so that they can be promoted and marketed effectively to have steady flow of tourists and visitors throughout all seasons. Lastly the paper also aims to study the role of state agencies and local community stake holders to ensure that maximum benefits from Agritourism is routed to the rural areas and communities.

KEY WORDS: Socio-economic condition, Rural Masses, Alternate earning options, Poverty alleviation and Community stake holders.

INTRODUCTION:

For all nations with abundant tourism resources and stable political environment the travel and tourism sector has contributed significantly to the country's Gross Domestic Product (GDP), employment generation and in Foreign Exchange Earnings (FEE). The tourism sector's linkages with the other sectors of the economy like transport, construction, handicrafts, manufacturing, horticulture, agriculture etc has stimulated growth and thereby strengthening the economies of the nations. A country like India being the second most populace in the world and having more than half of its population inhabiting in the rural areas, in the villages, in poor socio-economic environments, the tourism industry can play a small but significant role in ameliorating the socio-economic conditions of the rural masses residing in the rural sectors.

Though the tourism industry has substantially stimulated positive impacts on the Global economy, but