

A Study on Rural Tourism in Ri-Bhoi District of Meghalaya: Prospects and Challenges

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To



**THE ASSAM
ROYAL GLOBAL UNIVERSITY**

By

Indrajit Dutta

**Department of Travel and Tourism Management
Royal School of Travel and Tourism Management**

Registration Number:1190018

February 2024

DECLARATION

I hereby declare that the content embodied in the PhD thesis entitled “*A Study on Rural Tourism in Ri-Bhoi District of Meghalaya: Prospects and Challenges*” is the result of research work carried out by me in the Department of Travel and Tourism Management, The Assam Royal Global University, Guwahati, India, under the supervision of Prof. (Dr.) Soumitro Sen.

In keeping with the general practice of reporting research observations, due acknowledgments have been made wherever the work described is based on the findings of other researchers.

Further, I declare that this thesis as a whole or any part thereof has not been submitted to any university (or institute) for the award of any degree/ diploma.



(INDRAJIT DUTTA)

Date: 13/02/2024

Registration No: 1190018

Place: Guwahati

Roll No: 197201001

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Signature of the Supervisor

HOD/Coordinator

**Royal School of Travel & Tourism Management
The Assam Royal Global University
Betkuchi, NH 37, Guwahati 781035**



Signature of the Co-Supervisor












Head

**Department of Geography
Sonapur College, Sonapur**

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Indrajit Dutta

Abbreviations

BDO	Block Development Officer
C&RD	Community and Rural Development
CBT	Community Based Tourism
CVR	Content Validity Ratio
DC	District Collector
DOT	Directorate of Tourism
ETB	Endogenous Tourism Project
FTA	Foreign Tourist Arrivals
GDP	Global Domestic Product
GPCP	Government Private Community Partnership
HPTDC	Himachal Pradesh Tourism Development Corporation
ICTA	International Culinary Tourism Association
ILO	International Labour Organisation
KMO	Kaiser- Meyer- Olkin
KS	Kolmogorov Smirnov
LDC	Least Developing Countries
MAL	Meghalayan Age Limited
MLA	Members of Legislative Assembly
MOT	Ministry of Tourism
MRD	Ministry of Rural Development
MTDC	Meghalaya Tourism Development Corporation
NH	National Highway
NHIDCL	National Highway and Infrastructure Development Corporation Limited
OECD	Organisation for Economic Cooperation and Development
PPP	Public Private Partnership
RTCA	Rural Tourism Cluster Approach
SDP	State Domestic Product

SHG	Self-Help Group
SIT	Special Interest Tourism
SPSS	Statistical Package for Social Sciences
SWOT	Strength Weakness Opportunity Threats
TBL	Triple Bottom Line
TIES	The International Ecotourism Society
TO	Tour Operators
UNDP	United Nations Development Project
UNWTO	United Nations World Tourism Organisation
USP	Unique Selling Proposition
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

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