

# Table of Contents

	<b>Abbreviations</b>	<b>vii</b>
	<b>List of Figures</b>	<b>ix</b>
	<b>List of Tables</b>	<b>xi</b>
<b>1</b>	<b>Introduction</b>	<b>1-22</b>
	1.1 India- A Tourist Destination	<b>1</b>
	1.2 Tourism Meaning & Definition	<b>6</b>
	1.3 Background of the study	<b>8</b>
	1.4 Types of Tourism	<b>11</b>
	1.5 Rural Tourism in Global Context	<b>13</b>
	1.6 Rural Tourism in India	<b>15</b>
	1.7 Tourism in Meghalaya	<b>17</b>
	1.7.1 Geographical Setting of Meghalaya	<b>18</b>
	1.7.2 History of Meghalaya	<b>19</b>
	1.8 Structure of the Thesis	<b>20</b>
<b>2</b>	<b>Review of Literature</b>	<b>23-64</b>
	2.1 Introduction to Tourism	<b>23</b>
	2.2 Impacts of Tourism Industry	<b>25</b>
	2.2.1 Economic Impacts of Tourism	<b>26</b>
	2.2.2 Socio-Cultural Impacts of Tourism	<b>26</b>
	2.2.3 Environmental Impacts of Tourism	<b>27</b>
	2.3 Community Based Tourism	<b>28</b>
	2.4 Alternative Tourism Forms	<b>30</b>
	2.5 Definitions of Rural Tourism	<b>33</b>
	2.6 Origin of Rural Tourism	<b>39</b>
	2.7 Significance of Rural Tourism	<b>41</b>
	2.8 Benefits of Rural Tourism	<b>42</b>
	2.8.1 Rural Tourism Enhances and Revitalizes Community Pride	<b>42</b>
	2.8.2 Employment Generation	<b>42</b>

2.8.3 Environmental Protection & Landscape Conservation	43
2.8.4 Alternative Sustainable Livelihood	43
2.8.5 Women Empowerment	43
2.9 Challenges of Rural Tourism	43
2.10 Local Community Development	47
2.11 Landmark Papers for the Research Study	48
2.12 Research Gaps	60
<b>3 Research Methodology</b>	<b>65-79</b>
3.1 Introduction	65
3.2 Need for the study	66
3.3 Statement of the Problem	67
3.4 Research Design	68
3.5 Research Approach	70
3.6 Research Objectives & Hypothesis	70
3.6.1 Research Objectives	70
3.6.2 Research Hypothesis	70
3.6.3 The methodologies adopted for the fulfilment of the first objective	70
3.6.4 The methodologies adopted for the fulfilment of the second objective	71
3.6.5 The methodologies adopted for the fulfilment of the third objective	71
3.6.6 The methodologies adopted for the fulfilment of the fourth objective	72
3.7 Sampling Design	72
3.7.1 Area of study	72
3.7.2 Sampling Frame	72
3.7.3 Sampling Method	73
3.7.4 Sampling Size	73
3.8 Research Instrument	74
3.9 Data Collection & Procedure	74
3.9.1 Primary Data	75

3.9.2 Secondary Data	75
3.10 Data Screening & Normality	75
3.11 Reliability & Validity	76
3.11.1 Discussion of the Pilot Study	76
3.12 Data Analysis & Statistical Tools	77
3.13: - Limitations of the study	78
<b>4 Tourism in Meghalaya and Prospects of Rural Tourism in Ri-Bhoi District of Meghalaya</b>	<b>80-117</b>
4.1 Meghalaya a Tourism Paradise	80
4.2 Rural Tourism Concept	87
4.3 Brief Geographical Outline of the Study Area	88
4.3.1 Demography, Land use pattern and Drainage	88
4.3.2 Land Use Pattern	90
4.3.3 Drainage	91
4.4 Climate & Rainfall	93
4.5 Population Structure	95
4.6 Economy	96
4.7 Socio-Demographic Profile of the Respondents	98
4.7.1 Gender Composition of the Respondents	99
4.7.2 Block Composition of the Respondents	100
4.7.3 Age Composition of the Respondents	100
4.7.4 Tribe Composition of the Respondents	101
4.7.5 Marital Status of the Respondents	101
4.7.6 Educational Qualification of the Respondents	101
4.7.7 Occupational Composition of the Respondents	102
4.7.8 Monthly Household Incomes of the Respondents	102
4.7.9 Income of Respondents dependent on Tourism	103
4.7.10 Main Source of Income of the Villagers	103
4.8 Tourist Destinations in Ri-Bhoi District	103
4.9 Content Analysis	106
4.9.1 Tourism as a Source of Livelihood	110
4.9.2 Unique Selling Proposition of the Picturesque Landscape of the State	111

	4.9.3 Rural Tourism Scenario in Ri-Bhoi district	112
	4.9.4 Challenges of Rural Tourism Development in Ri-Bhoi district	113
	4.10 SWOT Analysis of Rural Tourism in Ri-Bhoi District.	113
	4.10.1 Strengths	114
	4.10.2 Weaknesses	114
	4.10.3 Opportunities	115
	4.10.4: Threats	116
<b>5</b>	<b>Exploring the Effects of Rural Tourism on Local Community Development</b>	<b>118-149</b>
	5.1 Introduction	118
	5.2 Reliability Analysis of the Questionnaire	119
	5.3 Factor Analysis of Residents Responses regarding Effects of Tourism	120
	5.3.1 The Economic Impacts of Rural Tourism Development.	120
	5.3.2 The Socio-Cultural Impacts of Rural Tourism Development.	128
	5.3.3 The Environmental Impacts of Rural Tourism Development.	136
	5.4 Correlation between the Factors derived from Factor Analysis	142
	5.4.1 Economic Impacts	142
	5.4.2 Socio-Cultural Impacts	144
	5.4.3 Environmental Impacts	145
	5.5 Normality Test for the Respondents Schedule.	145
<b>6</b>	<b>Challenges and Obstacles for the Development of Rural Tourism in Ri-Bhoi District of Meghalaya</b>	<b>150-181</b>
	6.1 Introduction	150
	6.2 Factor Analysis of Challenges for Development of Rural Tourism in Ri-Bhoi District.	151
	6.3 Chi-Square Analysis of the Factors of Challenges of Rural Tourism Development.	162

6.3.1	The first factor being Involvement and Participation of the Local Community.	164
6.3.2	The second factor being Rural Tourism an Important Tool for Rural Community Development.	165
6.3.3	The third factor being Stakeholders support and networking is required to promote the various aspects of rural tourism.	166
6.3.4	The fourth factor being Rural tourism in initiatives have made the rural destinations accessible and help in employment generations for the rural folks.	167
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.	168
6.3.6	The sixth factor being the Host community are pro-active with rural tourism initiations.	169
6.4	Correlation between the factors derived from factor analysis of the challenges variables.	175
6.5	Affiliation between Demographic Factors and Challenges of Rural Tourism development in the study area.	178
6.5.1	Relationship between Demographic factors and Challenges of Rural Tourism Development in the study area.	180
<b>7</b>	<b>Findings, Recommendation, Scope of Further Study and Conclusion</b>	<b>182-205</b>
7.1	Findings.	182
7.1.1	Findings on Present Status of Tourism in Meghalaya and Ri-Bhoi District.	185
7.1.2	Findings regarding Profile of the Respondents.	187
7.1.3	Findings regarding the Impacts of Rural Tourism on Local Community Development.	189
7.1.3.1	Findings regarding the Economic Impacts of Rural Tourism on Local Community Development.	191
7.1.3.2	Findings regarding the Socio-Cultural	192

Impacts of Rural Tourism on Local Community Development.	
7.1.3.3 Findings regarding the Environmental Impacts of Rural Tourism on Local Community Development.	<b>194</b>
7.1.4 Findings regarding the Challenges of Rural Tourism for Local Community Development and Participation.	<b>195</b>
7.2 Recommendation for the Development of Rural Tourism in a Sustainable manner.	<b>198</b>
7.3 Scope for further research/study	<b>201</b>
7.3.1 Contribution of this work to existing body of knowledge.	<b>203</b>
7.4 Conclusion.	<b>204</b>
<b>References and Bibliography</b>	<b>206-225</b>
<b>Appendices</b>	<b>226-230</b>
<b>List of Publications</b>	<b>231</b>