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SUSTAINABILITY, RURAL TOURISM IMPACTS AND COMMUNITY OPINION: A STUDY OF PRAGPUR AND BAROH VILLAGES IN HIMACHAL PRADESH

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Abstract

Rural tourism can be an important force for developing disadvantaged and undeveloped rural areas. Rural tourism is one of the key areas which can strengthen socioeconomic activities of local people besides attracting tourists to distant villages. Tourism growth potential can be harnessed as a strategy for rural development. Rural Tourism is one of the few activities which can provide a solution to the problems of unemployment, poverty and other social issues. Local support, however, is usually a necessary component for a successful tourism strategy. Comprehensive planning and development represents one of the key components of most successful rural tourism strategies. For long term sustenance of rural tourism planning need not occur in a vacuum, but may be of more use to a rural community when the planning is tied to broader regional development efforts. The key parameters that define rural tourism are that it is located in rural areas, functionally rural, based on small-scale and traditional activities and enterprises, relies on the traditional qualities of the countryside, develops slowly under the control of local people and is non-uniform and reflecting the complexity of the rural environment. The impact of rural tourism varies greatly among rural regions and depends on a host of factors including work force characteristics and seasonality issues. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. The present study tries to assess the rural tourism impacts in Pragpur and Baroh villages which have been identified by Ministry of tourism, Govt. of India for its rural tourism project. The study conducts survey of local people and tourists in both the villages and tries to identify some issues related to rural tourism. The present study tries to assess the impacts that rural tourism has created in both villages. The perception of local residents in this regard is taken and key issues are identified for the slow growth of the rural tourism. The paper finally suggests some measures for the rural tourism growth in both of villages.

Key words: Rural tourism, sustainability, tourism impacts.

Introduction

Himachal Pradesh is a land of rurality where more than ninety percent of population lives in villages. The villages of Himachal Pradesh bear very diverse cultures, heritages and variety in way of life of people. The villages are very unique in their geographical, topographical and socio-cultural settings. The rural areas are perceived as healthier, offering fresher air, cleaner water and the opportunity for outdoor recreation. Rural areas offer fresh, and sometimes, specialty foods. Tourism in rural areas can be a potential panacea for many of the effects generated by tourism for the host communities, many of whom face uncertain futures in the post-modern world. So rural communities, farmers, local authorities, state and national governments have become interested in rural tourism for community renewal. In Himachal Pradesh all the districts are witnessing domestic and foreign tourists and most of them prefer to visit rural destinations of Shimla, Kullu, Kangra, Lahaul-Spiti and Kangra districts that is resulting in the growth of rural tourism with the increase in the numbers of tourists visiting these places. In Himachal Pradesh rural tourism is receiving increased recognition as a rural economic development tool. The government initiatives such as Home stay scheme, Kahani Har Gaaon Ki have sought to encourage tourism as an economic substitute for traditional rural economic activities. The tourism activities in rural areas have resulted into variety of impacts yet these impacts for along time have not been given its due recognition as rural tourism is often taken to be synonymous with alternative tourism and the notion that alternative tourism is embedded by sustainable practices. Thus sustainable rural tourism concept is promoted in Himachal Pradesh that seeks to sustain the quantity, quality and productivity of both human and natural resource systems over time.

Table 1
Tourist arrival in Himachal Pradesh in 2011

District	Domestic Tourists	Foreign Tourists	Total
Bilaspur	1093317	104	1093421
Chamba	817477	2191	819668
Hamirpur	630108	4	630112
Kangra	1813686	98962	1912648
Kinnaur	467186	17860	485046
Kullu	2659527	138488	2798015
Lahaul-Spiti	470815	73040	543855
Mandi	1184335	9813	1194148
Shimla	2818270	134167	2952437
Sirmaur	872597	3142	875739
Solan	801234	6464	807698
Una	976336	283	976619
Total	14604888	484518	15089406

Source: Tourism Department, Himachal Pradesh

Rural tourism is an economically significant sector of Himachal economy and holds great potential in terms of sustainable rural development. Sustainable development for community tourism aims to improve the residents' quality of life by optimizing local economic benefits, protecting the natural and built environment and providing a high quality experience for visitors.

Rural Tourism Impacts and Sustainability

Rural tourism development is an effective strategy for revitalizing rural communities that have experienced serious structural and economic problems. Rural tourism has risen to become one of the main economic activities in the majority of rural areas. Whereas rural tourists are attracted by a peaceful atmosphere and nostalgia for old ways of life, as evidenced by the independent ruralists segment. Peripheral rural areas are also considered to be repositories of older ways of life and cultures that respond to the postmodern tourists' quest for authenticity. This increasing support for rural tourism is based upon a number of perceived benefits it potentially provides to rural areas (Bansal, 2003).

Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. It has been argued that rurality as a concept is connected with low population densities and open space, and with small scale settlements, generally of fewer inhabitants.

Development of tourism in rural areas leads to generation of new jobs, enhance community infrastructure, and assist revitalization of the flagging economies of rural areas. The diverse pressures from tourism and its associated development have begun to affect local populations worldwide. Tourism development could cause positive and negative impacts, and its classification could be divided as three aspects: economic impacts, socio-cultural impacts, and environmental impacts (Simpson, 2008). In economic impacts, attracting more investment and spending, adding regional revenues, increasing prices, raising employments, and increasing residents' living standard (Sharpley, 2002). Changes in traditional culture, increase of crime rate, establishment of local identity, increase in land bargain, and the effects on residents' way of life are the main items in social culture impact (Liau, 2006). Conservation of natural resources, public facility improvement, traffic jams and accidents, and noise and pollution are the main environmental impact items.

Sustainability is imperative for rural tourism planning villages may face pressure on the natural, cultural and socio-economic environments from tourism growth (Bansal 2005). It has been recognized that uncontrolled growth in tourism aimed at short-term benefits often can harm the environment and societies as well as destroy the very basis of tourism. Host societies have

become more aware of such problems, along with some consumers who now demand higher environmental standards from tourism suppliers and greater commitment from tour operators and travel agents. Sustainable rural tourism development as meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future. According to Roberts and Hall (2001) benefits of rural tourism are economic growth, diversification and stabilization through employment creation in tourism business, provision of supplementary income in farming, craft and service sector, the opportunity to realize the economic value of specific, quality-based production of food products, as well as of unused and abandoned buildings. He also explained that rural tourism leads to increment in social contacts, especially in breaking down the isolation of the most remote areas and social groups.

Rural tourism can be the farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas, ethnic tourism. There is also a large general interest market for less specialized forms of rural tourism. Pragpur and Baroh villages reflect the rich cultural heritage of the Kangra valley and are also excellent example of heritage tourism.

WTO (1993) described that sustainability refers generally to development that meets the needs of present tourists and host regions while it protects and enhances opportunities for the future. Bramwell and Lane (1994) proposed that rural tourism can include activities and interests in farms, nature, adventure, sport, health, education, arts, and heritage. He expands the concept into living history such as rural customs and folklore, local and family traditions, values, beliefs, and common heritage and embraces all aspects of leisure appropriate in the countryside. Lane (1994) explained that the decline of agriculture and forestry has pushed and motivated people, rural development actors, politicians, NGOs and governmental bodies to search for alternative modes of production. Muller (1994) describe that sustainable tourism has been promoted in policy documents, strategic plans and the academic literature related to tourism. There have been numerous attempts to define the term, yet few have explored stakeholder perceptions of sustainable tourism. Weaver (2004) discussed that sustainable rural tourism is not unproblematic, having a plethora of meanings depending on the context. Indeed the literature concedes that it is because of the oxymoronic nature of the term 'sustainable tourism' and its amenability to appropriation by supporters of various ideologies that can be used to represent and support just about any model of development.

Hall (2005) described that in rural areas the conceptual link between tourism and sustainability leads to a tourism industry that sustains local economies without damaging the environment on which it depends. Rural tourism should: (1) sustain and create local incomes, employment and growth, (2) contribute to the costs of providing economic and social infrastructure, (3) encourage the development of other industrial sectors (e.g. through local purchasing links), (4) contribute to local resident amenities and services and (5) contribute to the conservation of environmental and cultural resources. Thus, the goals of rural tourism development are, in many respects, almost identical with the ones of sustainable

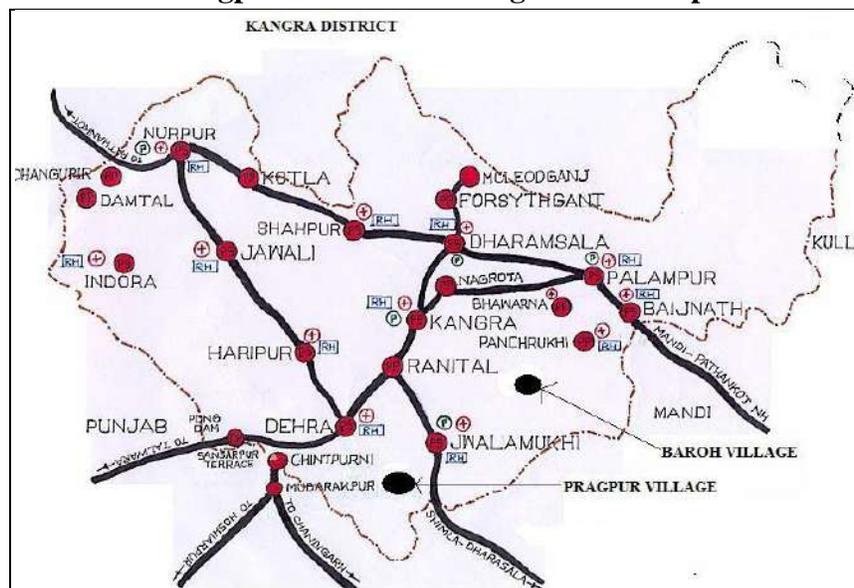
tourism management, and compared to forestry and many other primary economies, such as mining and fisheries, tourism is also regarded as a more 'soft' and therefore 'sustainable' option to the environment.

Wilkinson, 1989 suggested that tourism development should be integrated into the broader context of sustainability. Specifically, it is recognized that the magnitude and type of tourism developments should vary from one location to another according to environmental and socio-cultural characteristics and the potential role of other economic sectors. Mahajan, A. (1992) has conducted a study on tourism in Kangra valley with its developmental potential and problems. He was of the opinion that Kangra is blessed with immense tourist potential but the problem is related with marketing of this. And moreover, he also pointed about the poor accessibility of destinations. In his study he has listed various cultural and heritage resources of Kangra valley including Masroor Temple. Saxena, B.R. (1999), while studying the cultural aspects of Himachal tourism through fairs and festivals in Himachal Pradesh, he made a socio-economic and cultural analysis of fairs and festivals and so pointed out about the touristic importance of fairs and festivals.

Pragpur and Baroh Villages

Pragpur and Baroh are two villages identified for the promotion of rural tourism by the Ministry of tourism, Govt. of India. For creation or improvement of infrastructure in these villages various activities have been undertaken such as improvement of surroundings of the village which include landscaping, development of parks, fencing, compound wall etc; improvements of roads within the Panchayat limits, provision for improvement in solid waste management and sewerage management signage's, tourist accommodation and other work/activities directly related to tourism.

**Figure 1
Pragpur and Baroh Villages in the Map**

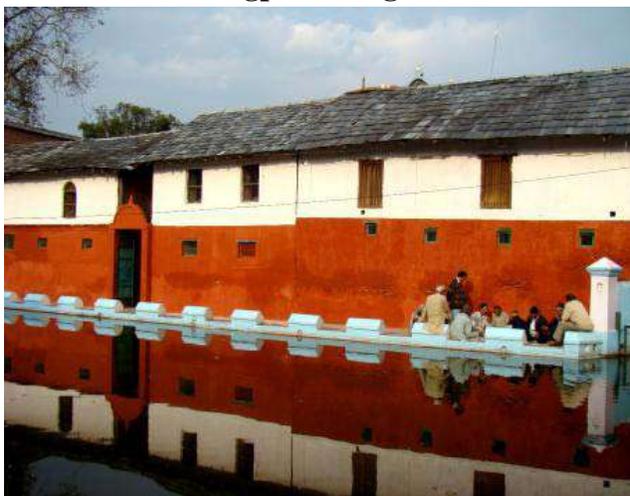


1. Pragpur Village

Pragpur is one of the famous heritage villages situated at an altitude of 1,800 feet above sea level in the Kangra District of Himachal Pradesh. There are several testimonies of historical, cultural and religious importance in the village situated on the banks of River Beas. The destination was accredited as a Heritage Village by the Himachal Pradesh Government in December 1997, while the twin village Garli-Pragpur was declared as heritage zone in 2002. Deeply interwoven into the annals of Indian history and widely renowned for its largely medieval aura, the village is also a paradise for any art buff. The buildings in Pragpur are magnificent, and they play a major role in giving the entire village of Pragpur its medieval ambience. Under the shadows of the mighty Dhauladhar range which provides a stunning backdrop, the region has countless streams that merge with the Beas River. It is also a haven for all types of flora and fauna, and has a pleasant climate throughout the year.

With its equitable climate, easy access, safe passage and rich flora and fauna, Pragpur and its surroundings offers an ideal location for rural tourism. The ambience of the heritage zone of Garli-Pragpur is zealously protected by the local residents. Several heritage structures are now being restored using original techniques but with modern facilities to facilitate tourist. All these buildings are ancient and have stood the test of time for hundreds of years. There are various various old buildings such as ButailNivas which is a huge complex with six apartments and a courtyard in between. The Judge's Court is a huge mansion constructed in the Indo-European style of architecture, now serves as a heritage. The LalaRerumal Haveli, a stunning garden designed in the Mughal style with a huge reservoir and a wide terrace, is also a must see for any tourist in Pragpur. There are also other heritage buildings such as Chaujjar Mansion, an ancient ShakthiMandir and the Atilyalas, which are nothing but public platforms.

Picture 1
Pragpur Village



Picture 2
Baroh Village



Baroh Village

Baroh is a village in Kangra district of Himachal Pradesh. The village is rich of traditional culture, rural heritage, and old architecture of houses. The village is well connected with roads and has the facilities of electricity and water. The village has a long history and a population of approximately 2000 people. Baroh is a tehsil in Kangra district known for its climate, rural architecture, RadhaKrishan temple made of white marble to Goddess Durga temple. This temple is famous for the largest amount of white marble used for any temple in Himachal Pradesh. Baroh is located 23 km from Kangra. In this temple there is an idol of Goddess Durgamade of metal. A lot of devotees come here every year to worship Baba Baroh. The temple is worth seeing and the modern construction with ancient architect of Hindu temples of South India makes it worth seeing. The temple can be reached by road after diverting from PathankotManali National Highway just 5 kilometers before NagrottaBagwan. Along with Baba Baroh Temple, tourists can pay homage at an ancient temple of Kali NathBhole Shankar located nearby.

Baroh Village and Gurukul Process

Baroh village is identified by Ministry of tourism Govt. of India for promoting Gurukul culture. Kangra valley has been very famous for Kangra painting, architecture, weaving, pottery and handicrafts. Gurukul culture in Baroh village can disseminate the traditional knowledge and art of the village, Gurukul platform to learners and teachers. To boost rural tourism by disseminating knowledge among visitors about the glory of the village can help in reviving the precious and traditional knowledge such as dances, music etc. The gurukul process is an important element of the rural tourism programme which imparts knowledge among the youth or the new learners about the traditional history, art, culture and craft of the place. The knowledge is imparted by a guru or a number of gurus in the rural setting itself, where learners stay & learn about art & culture. The rural tourism in Baroh village seeks to revive traditional art forms of area and to retain the craftsmen so that they can transform their knowledge and skills to other people of the area.

Methodology

The purpose of the study is to analyze residents' attitudes towards rural tourism development, and the perception of its impacts on the economic, socio-cultural and environmental aspects of rural life of Pragpur and Baroh villages in Kangra valley. Questionnaire consisting of 27 items encompassing residents' perceptions on rural tourism impacts were got filled from local residents of Pragpur and Baroh villages. Responses to the items related to socio-cultural, environmental and economic impacts were 5-point Likert-type scales where 1-strongly disagree, 3- neutral and 5-strongly agree. The mean value, standard deviation, coefficient of variation and skewness is also calculated to study the variation and direction of responses of respondents. The chi-square test is used to test if a sample of data came from a population with a specific distribution.

Data collection

On-site surveys were conducted in both the villages. According to estimates from the village pradhans of Pragpur and Baroh villages, the tourists arrival in Pragpur village is 10000 and in Baroh village it is approximately 20,000. So 1% of tourists of both villages i.e. 100 in Pragpur and 200 in Baroh villages were selected and contacted on convenience cum judgment basis.

TABLE 2
PROFILE OF LOCAL RESIDENTS

Profile	Pragpur Village		Baroh Village	
	No. of respondents N=100	Percentage	No. of respondents N=200	Percentage
Gender				
Male	116	58	122	61
Female	84	47	78	39
Age				
Below 18	9	4.5	12	6
19- 35	60	30	52	26
36 – 50	79	39.5	87	43.5
51 +	52	26	49	24.5
Marital status				
Married	145	72.5	137	68.5
Unmarried	55	27.5	63	31.5
Education				
Illiterate	0	0	0	0
Matric	78	39	86	43
10+2	56	28	42	21
Graduate	54	27	63	31.5
Others	12	6	9	4.5
Occupation				
Farming	56	28	91	45.5
Dairying	14	7	49	24.5
Tourism	42	21	25	12.5
Other	88	44	35	17.5
Are you aware that this village is a part of rural tourism project of the				

Govt of India?				
Yes	56	28	39	19.5
No	144	72	161	80.5
Do you know why?				
Yes	38	19	29	14.5
No	162	81	171	85.5
Do tourists visit your village after the rural tourism status?				
Yes	52	26	24	12
No	148	74	176	88

Source: Data collected through questionnaire

Demographic Profile

It is evident from the table 2 that in Pragpur village 116(58%) respondents were male while 84(47%) respondents were female. In case of Baroh village out of 200 respondents 122(61%) were male while 78(39%) were female. In Pragpur village 9(4.5%) respondents were below the age of 18 years, 60(30%) respondents were between 19-35 age group, 79(39.5%) respondents were between 36-50 age group and 52(26%) respondents were above 51 years of age. While in case of Baroh village 12(6%) respondents were below the age of 18 years, 52(26%) respondents were between 19-35 age groups, 87(43.5%) respondents were between 36-50 age group and 49(24.5%) respondents were above 51 years of age. Respondents were also classified on the basis of their marital status also. In Pragpur village 145(72.5%) respondents were married while 55(27.5%) respondents were unmarried. In case of Baroh village 137(68.5%) respondents were married while 63(31.5%) respondents were unmarried.

While the education level of respondents is concerned in Pragpur village 78(39%) respondents were having matric level of education, 56(28%) respondents had 10+2 level of education, 54(27%) respondents were graduate while 12(6%) had other qualification such as masters, diplomas etc. In case of Baroh village 86(43%) respondents were having matric level of education, 42(21%) respondents had 10+2 level of education, 63(31.5%) respondents were graduate while 9(4.5%) had other qualification.

Table 3**Community Perception about Rural Tourism Impacts in Pragpur and Baroh villages**

IMPACTS	Village	Mean	S.D	C.V	Skewness	Chi-Square	P-Value
1. Rural Tourism has created jobs in the village.	Pragpur	2.12	0.61	32.17	-0.595	107.04	<0.01
	Baroh	1.23	0.56	43.56	-0.694	89.09	<0.01
2. Jobs created are not good	Pragpur	4.35	0.96	39.22	0.562	60.24	<0.01
	Baroh	4.67	0.37	45.76	0.763	75.98	<0.01
3. Incomes of villagers have increased	Pragpur	1.92	1.11	43.85	-0.591	54.73	<0.01
	Baroh	1.18	0.87	42.32	-0.721	76.45	<0.01
4. Villagers have become richer	Pragpur	1.37	0.98	72.06	-0.908	89.76	<0.01
	Baroh	1.02	0.56	83.09	-0.543	112.32	<0.01
5. Prices have increased with coming of tourists	Pragpur	3.91	0.55	55.43	0.222	42.14	<0.01
	Baroh	3.53	0.64	64.34	0.562	99.12	<0.01
6. Roads have been developed for tourists	Pragpur	1.29	0.52	52.17	-0.096	47.18	<0.01
	Baroh	1.12	0.34	65.23	-0.162	78.53	<0.01
7. Toilets have been developed for tourists	Pragpur	0.89	0.52	52.17	-0.096	47.18	<0.01
	Baroh	0.47	0.59	74.73	-0.083	77.12	<0.01
8. Recreational facilities have come up like guest house, cafe, small exhibition ground and hall	Pragpur	1.18	0.54	54.03	-0.513	46.34	<0.01
	Baroh	0.95	0.89	67.42	-0.452	77.12	<0.01
9. These facilities are regularly used by villagers	Pragpur	0.94	0.51	51.85	-0.466	50.42	<0.01
	Baroh	0.89	0.67	49.34	-0.532	98.12	<0.01
10. Tourism has helped us in preserving and promoting our uniqueness as identified by ministry	Pragpur	3.23	0.90	90.30	0.351	81.2	<0.01
	Baroh	3.56	0.65	88.23	0.652	72.82	<0.01
11. We take pride in identification of our village for tourism	Pragpur	3.89	0.55	55.97	0.455	71.78	<0.01
	Baroh	3.64	0.23	72.34	0.534	73.74	<0.01
12. We organize cultural activities for tourists quite often	Pragpur	0.93	1.07	108.00	-1.037	61.5	<0.01
	Baroh	0.56	0.87	79.98	-0.236	72.76	<0.01
13. We learn new things from tourists	Pragpur	3.93	0.79	39.16	-0.963	78.24	<0.01
	Baroh	3.36	0.67	44.87	-0.328	87.56	<0.01

14. Tourism is disturbing our age old traditions, not a good thing	Pragpur	3.12	0.50	51.02	1.651	169.04	<0.01
	Baroh	3.43	0.87	57.23	0.982	89.23	<0.01
15. The villagers actively participate to help tourists	Pragpur	3.59	0.98	42.066	0.908	89.74	<0.01
	Baroh	3.89	0.67	47.67	0.387	77.19	<0.01
16. There is no scheme of involvement of villagers in tourism	Pragpur	2.82	0.54	54.03	-0.513	76.34	<0.01
	Baroh	2.45	0.76	57.38	-0.712	87.23	<0.01
17. NGO is working in our village for tourism	Pragpur	1.59	0.51	51.85	-0.466	82.42	<0.01
	Baroh	0.91	0.78	61.87	-0.541	78.23	<0.01
18. NGO is very helpful	Pragpur	0.43	0.50	57.02	-0.651	169.04	<0.01
	Baroh	0.81	0.76	89.12	-0.761	98.12	<0.01
19. Tourists are using things that belonged to us	Pragpur	3.52	0.65	65.82	1.262	83.44	<0.01
	Baroh	3.89	0.89	82.13	0.982	89.12	<0.01
20. Village is becoming crowded	Pragpur	3.36	0.55	55.43	0.222	42.14	<0.01
	Baroh	3.52	0.63	65.99	0.453	76.212	<0.01
21. Bad behaviour such as thefts, alcoholism, drug abuse have increased with tourism	Pragpur	2.34	0.90	90.30	-0.351	71.212	<0.01
	Baroh	2.09	0.67	83.23	-0.521	89.128	<0.01
22. Tourists do not know how to behave	Pragpur	2.51	0.55	55.97	-0.451	41.78	<0.01
	Baroh	2.65	0.59	72.98	-0.764	89.32	<0.01
23. Tourism has made the village grow and it is no longer good	Pragpur	2.48	0.52	52.17	-0.096	47.18	<0.01
	Baroh	2.19	0.39	63.13	-0.167	78.28	<0.01
24. Garbage has increased	Pragpur	4.23	0.79	108.002	1.037	61.5	<0.01
	Baroh	4.12	0.89	89.62	0.982	73.92	<0.01
25. Vehicular pollution has increased	Pragpur	2.94	0.911	91.175	-0.907	45.76	<0.01
	Baroh	2.87	0.389	88.362	-0.768	73.81	<0.01
26. Natural resources are better managed for tourists	Pragpur	2.69	1.051	105.121	-0.943	82.13	<0.01
	Baroh	2.89	0.872	98.12	-0.352	93.31	<0.01

27. More cleanliness is maintained	Pragpur	1.21	0.995	99.623	-1.288	90.3	<0.01
	Baroh	1.08	0.623	88.26	-0.983	83.76	<0.01

Source: Data collected through questionnaires, S.D Standard Deviation, C.V. - Coefficient of Variation

In Pragpur village 56(28%) respondents are involved in farming, 14(7%) respondents are having dairying profession, and 42 (16%) respondents are involved in tourism while 88(44%) respondents are having different professions. In case of Baroh village 91(45.5%) respondents are involved in farming, 49(24.5%) respondents are having dairying profession, and 42 (16%) respondents are involved in tourism while 88(44%) respondents are having different professions.

While the awareness of local people about rural tourism project in Pragpur is concerned, 56(29%) respondents were aware while 144 (72%) respondents were not aware about rural tourism project in the village. Similarly in case of Baroh village 39(19.5%) respondents were aware while 161(80.5%) respondents were not aware about rural tourism project in the village. In Pragpur village 38(19%) respondents were aware while 162 (81%) respondents were not aware. Similarly in case of Baroh village 29(14.5%) respondents were aware while 171(85.5%) respondents were not aware about reason of rural tourism project in the village.

Rural Tourism Impacts and Community Perception

Rural tourism creates variety of impacts in the locality of any destination. In this regard the perception of local residents is assessed to find out certain reasons for slow growth of rural tourism. Various impacts are assessed with respect to the impact statements and the opinion of respondents are rated for each of statement. Table 3 presents perception of local people about various tourism impacts in villages of Pragpur and Baroh. It is evident from the table 3 that while dealing with the statement rural tourism has created jobs in the village the people of both village are dissatisfied with the statement. However the dissatisfaction is more as per the mean value of sample in Baroh(1.23) than in Pragpur (2.12) . Local people strongly agree that the jobs created are not enough and the mean value for Pragpur (4.35) is more than in Baroh (4.67) village. There is a strong disagreement among local people that rural tourism has led to increase in the income of the villagers which is evident from the mean value of Pragpur (1.92) and Baroh (1.18) villages. Similarly villagers have discarded the statement that villagers have become richer because of rural tourism. (1.12).

Local residents perceive that prices of commodities and other services have increased because of coming of tourists in both the villages and level of agreement to the statement in Pragpur (3.910 is more than in Baroh (3.23). Roads play very important role in tourism development but both the villages are lacking the good quality roads. Local residents are dissatisfied in both the villages and level of dissatisfaction is more in Baroh (1.12) village than in Pragpur. Toilets reflect the good sanitary condition of the area but both the villages are lacking toilets for tourists. In this regard the dissatisfaction level of local people is more in Baroh (0.47) than in Pragpur (0.89) village. Both village are lacking in recreational facilities, guest houses, cafe, small exhibition ground , hall etc. and level of dissatisfaction is high in Baroh(0.95) than in Pragpur(1.18) village.

Local residents of both the villages are satisfied that tourism has helped us in preserving and promoting our uniqueness as identified by ministry and they are also taking pride in identification of our village for tourism. But there are very few activities in which local people participate specifically for tourists. Local residents were satisfied that they learn new things from the tourists and level of satisfaction is high in Pragpur (3.93) than in Baroh (3.64) village. Local residents also agree that tourism is disturbing their age old traditions, not a good thing. In case of Baroh the level of satisfaction (3.43) is higher than in Baroh (3.12). Similarly while dealing with the statement that villagers actively participate to help tourists. There is also lack of knowledge among local residents that how they can get involvement in rural tourism activities and in this regard dissatisfaction is shown in both the villages. One very significant issue is raised from survey is that there is no NGO in both of the villages that work for the tourism. Local people agree to the statement that tourists are using those things that belonged to the local people.

While dealing with the statement that village is becoming crowded, respondents of the villages agreed to the statement but the level of agreement in Baroh (3.52) village is more than in Pragpur (3.36) village. Yet local residents do not perceive that there is increase of bad behaviour such as thefts, alcoholism, drug abuse have increased with tourism in both the villages. People have also little disagreement that tourists don't know how to behave. Local residents also disagree in both the villages that rural tourism has made the village grow and it is no longer good which implies that people are eager for the sustainable growth of rural tourism. One very important issue is raised that there is increase in the garbage in both the village level of agreement to the statement in Pragpur (4.23) is more than in Baroh (4.12) village. While vehicular pollution is concerned residents of both the villages agree that it has increased. There is also important issue highlighted that natural resources are not well managed for tourists in both the villages. Both villages are also lacking in the cleanliness as depicted from the table that there is disagreement in Pragpur (1.21) and Baroh.

Picture 3.1

Poor Roads Condition in Baroh



Picture 3.2

Poor Restoration of Buildings in Pragpur



Conclusions and Recommendations

Hence it can be concluded that rural tourism impacts are not uniformly distributed in both of the villages. Both villages are still lacking basic infrastructure such as good roads, hotels, homestays, marketing and promotion, sanitation, self employment through tourism and capacity building programmes. The benefits of tourism need to be penetrated in all sections of villages. A number of problems which challenge not only the perceived benefits of rural tourism development in general, but also the potential for tourism diversification in particular, have also been identified. Rural tourism needs to be intended as a supplementary, rather than an alternative source of income. The development of rural tourism needs to consider within the broader context of a both villages' system. Rural tourism has not risen to become one of the main economic activities in Pragpur and Baroh villages.

Rural tourism can be considered as a tool for promoting the development of some economically and socially depressed people of the area. There is need of encouragement of local ownership through development of home stays, tourist guides, restaurants, guest houses for management of tourism resources, and small and medium enterprise development. It is found from the study that rural tourism in Pragpur and Baroh is not sustainable enough to counter the threats which unmanaged tourism can bring. Sustainable rural tourism sees tourism within destination areas as a relationship between host areas and their habitats and peoples, holidaymakers, and the tourism industry. In both the villages there is need to minimize environmental and cultural damage, optimize visitor satisfaction, and maximize long-term economic growth of the villages. The rural environment in both the villages is very fragile one. Rural tourists look for high quality and unspoiled scenery, for peace, quiet, and, to some extent, solitude, and for the personal attention which small-scale tourism enterprises can offer to their guests. There is need to sustain the culture and character of host communities, landscape and habitats, rural economy.

1. There is also need of develop strong linkages among rural tourism stakeholders to enhance the multiplier effect, thus contributing to increased revenue retention and creation of employment opportunities for local people.
2. There is need to develop hotels, guest houses, homestays, travel agencies, community awareness that would bring sustainable local development and provide richer experiences for tourists.
3. There is need of marketing and promotion of both the villages by various agencies. The image of Pragpur and Baroh villages should appear in tourism brochures, websites, magazines, newspapers, televisions and should represent the cultural values of the villages.
4. There is an urgent need for tourism development strategies centered mainly on local employment and self-employment, development of partnership amongst public and private sectors, NGOs and local communities.

5. There is need of developing infrastructure such good quality roads, HPTDC rest houses, homestays, restaurants serving local cuisines, health facilities etc. in both the villages.
6. There is need to promote local art and craft, cuisines, culture, architecture etc.
7. There is need of increasing participation of local people in decision making process.
8. There is need of capacity building of local people for rural tourism.
9. There is need to integrate with the local economy with tourism contributes to the overall development of local people at grassroots level. There is also need of conservation of natural resources for sustainable rural tourism development.
10. The small scale of most community-based tourism initiatives means that their impact, both on nature conservation and on income and employment for the community as a whole, is limited. They can be more influential and successful if they are integrated within other sustainable development initiatives at a regional and local level.
11. There is need of involving the community is a critically important and complex subject for successful community-based tourism.

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