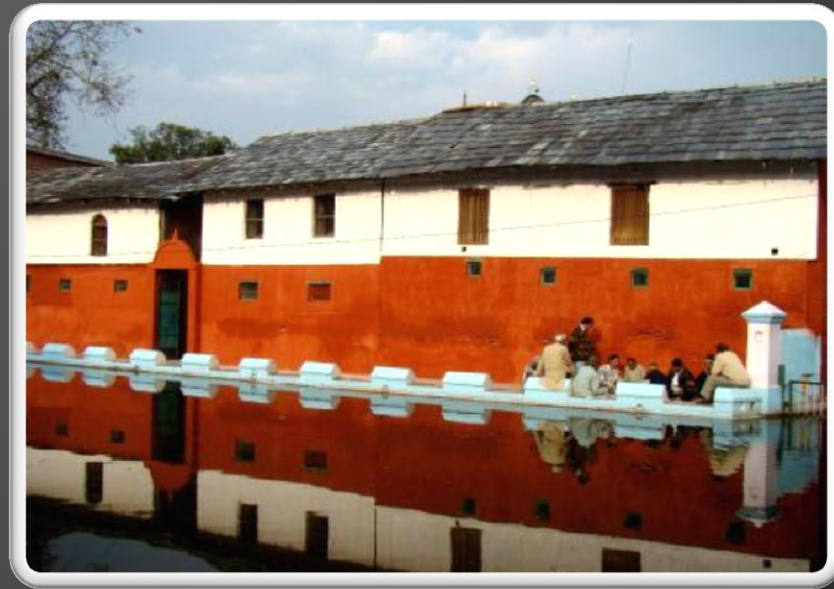


# SUSTAINABLE TOURISM: ISSUES AND CHALLENGES

(A CASE STUDY OF PRAGPUR VILLAGE IN INDIA)



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# How sustainable tourism is different ?

- ◎ “tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”
- ◎ development of sustainable tourism is a process which meets the **needs of present** tourists and host communities whilst protecting and enhancing **needs in the future.**

# Not in isolation

- ① **Community Involvement**
- ② **Urban and rural Planning**
- ③ **Railways, Highways and Road network**
- ④ **Cities Management**
- ⑤ **Rural Development**

# Business models

- ⦿ **Need to be country specific**
- ⦿ **Can not be out of basic governance structure of a place**
- ⦿ **In federal system of country, tourism planning is done by states**
- ⦿ **Vide variation across the country and focus on infra development to attract visitors-rural tourism projects**

# Business models

- ⦿ A system required where every development in tourism or outside tourism will revolve around sustainability
- ⦿ **Waste management**
- ⦿ Tourist movement management-footsteps (air travel, water use)

## Indian Govt. Efforts

- ◎ **Code of conduct for safe, sustainable and honourable tourism-to be made part of hotel classification and approval of travel agencies**
- ◎ **Clean India Campaign has been started on a large scale with support of other ministries**

# Rural Tourism ?

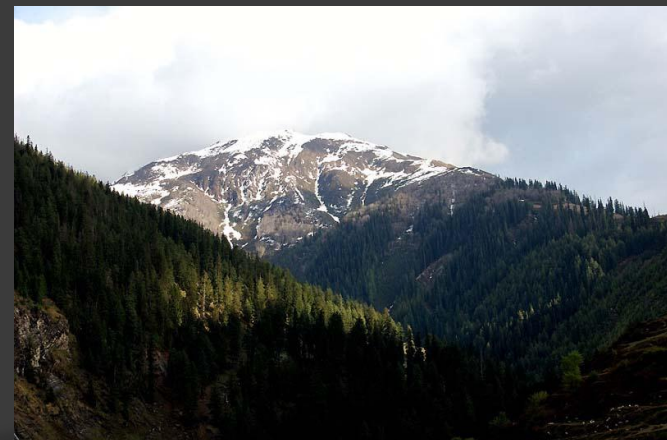
## Showcases

- ⦿ Rural life
- ⦿ Art,
- ⦿ Culture and heritage at rural locations



## Benefits

- ⦿ Local community
  - ⦿ Economically
  - ⦿ Socially
- Interaction between the tourists and hosts.



# Rural Tourism ?



- ◎ **Rural tourism** is local tourism, “tourism of the area,” sought after and controlled by local authorities .
- ◎ According to **Bramwell (1993)**, the small scale of firms and their functional relationship with nature, heritage or traditional societies make them rural.



# Growing Rural Tourism



**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.

# Rural Tourism: A Path to Prosperity

- ❖ **Rural Tourism has become** important force for developing the area.
- ❖ **Strengthened Socio-economic Activities** of local people besides attracting tourists to the village.



# Study Area: Pragpur village

The area of **Pragpur** village is near to Palampur and Dharmshala in Himachal Pradesh, known for Sood (money lenders) community.



# Ambience of Villages

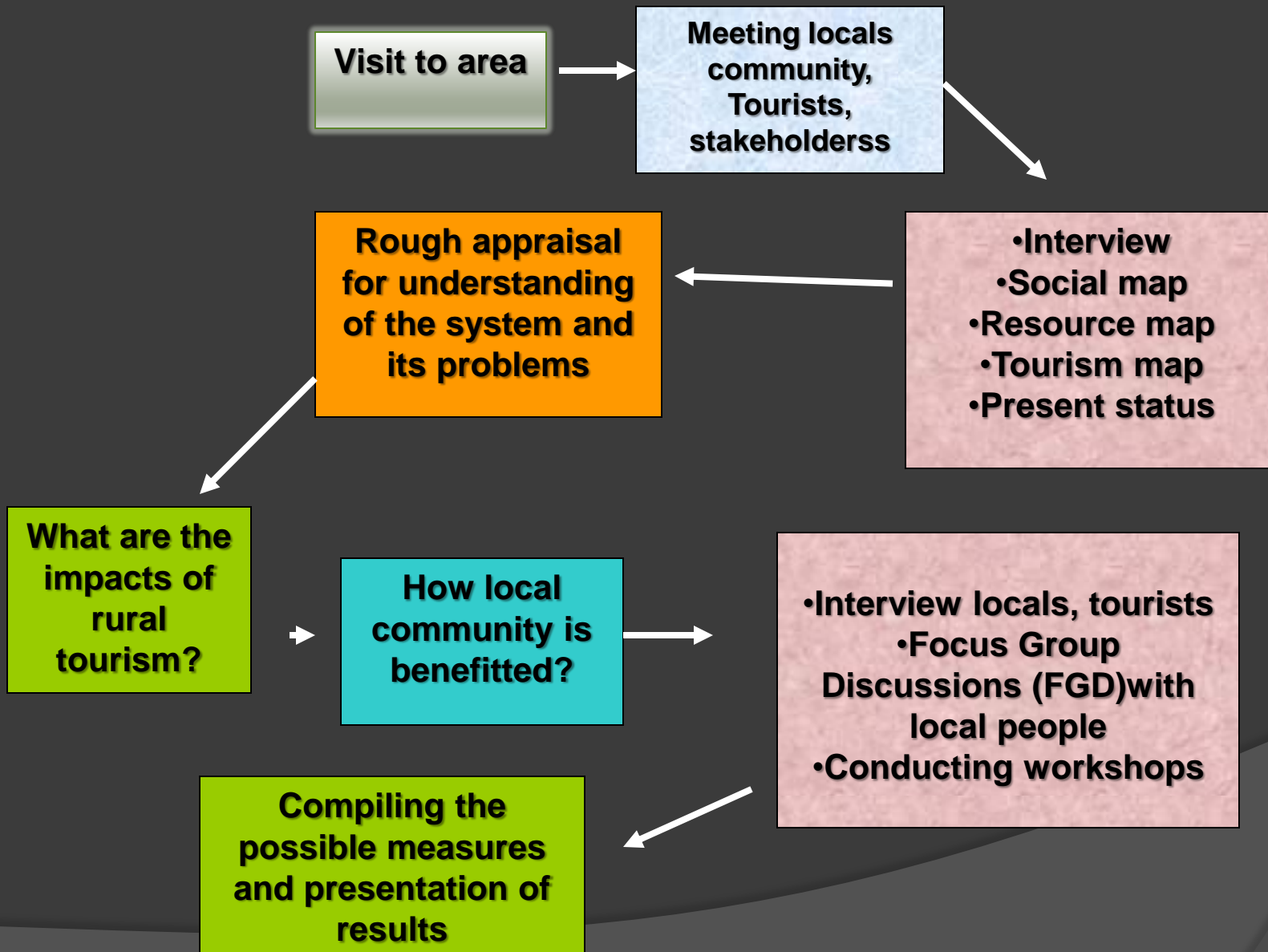
- ◎ Their magnificent buildings - some decaying and crumbling –gives Pragpur a medieval ambience.
- ◎ In December 1997 the Government of Himachal Pradesh notified Pragpur as a Heritage Village



# Objectives of the Study

- ① To study the social, cultural, economic and environmental impacts of rural tourism in selected villages.
- ② To study the opportunities for self sustainability of selected villages.
- ③ To study the local community perception about the attraction of the rural tourism in the selected villages.

# Study/Survey Methodology



# Study Question?

*“How Rural  
Tourism can  
lead to the  
sustainable  
development in  
the local area?”*



## Questionnaire/Schedule

- In order to gather information on rural tourism's impacts on the Pragpur, a structured interviews and questionnaire for local community.
- Sample size is 110 (Convenience Sampling) for local community.



# Focus Group Discussion (FGD)

- ◎ To understand the various issues problems of local community.
- ◎ People provided data relevant to the study.
- ◎ Opportunity to interact with villagers to understand their perception and expectations of the villagers.



# Demographic Profile

Variable	No. of Respondents (110)	Percentage
Gender		
Male	66	60
Female	44	40
Age		
Below 18	18	16.3
19-35	36	32.7
36-50	44	40
51+	12	11
Marital Status		
Married	68	61.8
Unmarried	42	38.2

<b>Variable</b>	<b>No. of Respondents (110)</b>	<b>Percentage</b>
Education		
Upto matric	24	21.8
10+2	41	37.2
Graduation	31	28.1
Other	14	12.7
Occupation		
Farming	23	20.9
Dairying	9	8.1
Tourism	22	20
Other	56	50.9

# Awareness

Variable	No. of Respondents (110)	Percentage
Are you aware that your village is part of rural tourism project of the Govt of India?		
Yes	82	74.6
No	28	25.4
Do you know why?		
Yes	47	42.8
No	63	57.2
Do tourists visit your village after the rural tourism status?		
Yes	64	58.1
No	46	41.8

<b>Impacts</b>	<b>Mean</b>	<b>S.D</b>	<b>C.V</b>	<b>Skewness</b>	<b>Chi-Square</b>	<b>P-Value</b>
<b>Economic and Infrastructural</b>						
Rural Tourism has created jobs in the village.	0.98	0.61	32.17	0.595	107.04	<0.01
Jobs created are not good	4.35	0.96	39.22	0.562	60.24	<0.01
Incomes of villagers have increased	1.02	1.11	43.85	0.591	54.7	<0.01
Villagers have become richer	0.97	0.98	42.06	0.908	89.7	<0.01
Prices have increased with coming of tourists	1.21	0.55	55.43	0.222	42.14	<0.01
Roads have been developed for tourists	1.09	0.52	52.17	0.096	47.18	<0.01
Toilets have been developed for tourists	0.35	0.52	52.17	0.096	47.18	<0.01
Recreational facilities have come up like guest house, cafe, small exhibition ground and hall	0.38	0.54	54.03	0.513	46.34	<0.01
These facilities are regularly used by villagers	0.34	0.51	51.85	0.466	50.42	<0.01

<b>Impacts</b>	<b>Mean</b>	<b>S.D</b>	<b>C.V</b>	<b>Skewness</b>	<b>Chi-Square</b>	<b>P-Value</b>
<b>Socio-cultural</b>						
Tourism has helped us in preserving and promoting our uniqueness as identified by ministry	3.23	0.90	90.30	0.351	31.2	<0.01
We take pride in identification of our village for tourism	2.89	0.55	55.97	0.45	41.78	<0.01
We organize cultural activities for tourists quite often	0.93	1.07	108.00	-1.037	61.5	<0.01
We learn new things from tourists	1.29	0.79	39.16	0.963	78.24	<0.01
Tourism is disturbing our age old traditions, not a good thing	2.34	0.50	51.02	2.651	169.04	<0.01
The villagers actively participate to help tourists	3.59	0.982	42.066	0.908	89.7	<0.01
There is no scheme of involvement of villagers in tourism	3.82	0.540	54.035	0.513	46.34	<0.01
NGO is working in our village for tourism	0.59	0.51	51.85	0.466	82.42	<0.01

<b>Impacts</b>	<b>Mean</b>	<b>S.D</b>	<b>C.V</b>	<b>Skewness</b>	<b>Chi-Square</b>	<b>P-Value</b>
NGO is very helpful	0.43	0.50	57.02	2.651	169.04	<0.01
Tourists are using things that belonged to us	1.12	0.65	65.82	1.262	83.44	<0.01
Village is becoming crowded	1.36	0.55	55.43	0.222	42.14	<0.01
Bad behaviour such as thefts, alcoholism, drug abuse have increased with tourism	0.99	0.90	90.30	0.351	31.2	<0.01
Tourists do not know how to behave	2.51	0.55	55.97	0.451	41.78	<0.01

<b>Impacts</b>	<b>Mean</b>	<b>S.D</b>	<b>C.V</b>	<b>Skewness</b>	<b>Chi-Square</b>	<b>P-Value</b>
<b>Environmental</b>						
Tourism has made the village grow and it is no longer good	1.01	0.52	52.17	0.096	47.18	<0.01
Garbage has increased	3.73	1.79	108.00 2	1.037	61.5	<0.01
Vehicular pollution has increased	2.94	0.911	91.175	0.907	45.76	<0.01
Natural resources are better managed for tourists	1.69	1.0512	105.12 1	0.943	82.1	<0.01
More cleanliness is maintained	1.21	0.995	99.623	1.288	90.3	<0.01



# Outcomes

Based upon a detailed analysis of the cases, the following positive outcomes can be highlighted:

- 1. Lives of the local community changed considerably with the rural -tourism destination venture.*
- 2. The local people today have developed themselves into entrepreneurs.*
- 3. They have learned soft skills to handle customer service and to market their product.*
- 4. The entire rural/agri-tourism venture has raised the self-esteem of the farmers.*
- 5. Efficient utilization of the existing natural resources.*

# VISUAL EVIDENCE – 13th Jan. 2012

**Awareness towards  
environment**



**Community Awareness –  
involvement for cleanliness**



**Fish feeding by  
local residents**



**Tree protection by way  
of religion**



**Community Pond**

# Facilities



Public Toilet



Public drinking water tabs



Open Platform for community interaction (*Chaupal*)



Beauty parlour  
(For local costumes)

# Tourism Development



Clean streets



Heritage building  
(famous for Nano car advertisement)



The Judges court  
(Heritage Resort)



Tourist guide house



News paper vendor



Meeting of Rural Tourism Project



Creation of awareness and penalty by Panchayat

# Threat to Heritage Appeal



**Concrete constructions**



**Towers**

# Conservation

- Poor conservation
- Deterioration of old buildings
- New concrete structures



# Attention Required

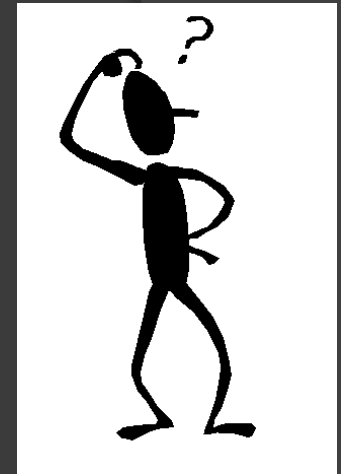
- ① **Cleanliness** in the area, conservation of heritage buildings, local people involvement.
- ② **Maintenance** of the of heritage buildings so that they can be preserved for the future generations.





# Attention??

- ⦿ Local people participation in conservation, promotion and sustainable development.
- ⦿ Capacity building of local people
- ⦿ Local culture , handicrafts, cuisine, dances, need be promoted
- ⦿ Revitalization of crafts, customs and cultural identities.
- ⦿ Increasing opportunities for social contact and exchange.
- ⦿ Protection and improvement of both the natural and built environment.
- ⦿ Increasing recognition of rural priorities and potential by policy-makers and economic planners.



**Any query**

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