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Dear respondent,

The undersigned is pursuing Doctoral Research on the problem, "Sustainable Rural Tourism in Himachal Pradesh: A Study of Kullu and Kangra Districts". Information given by you will be highly valuable for researcher and for the tourism development in the state. The information provided by you will be kept secret and will be strictly used for research purpose only. The questionnaire will take no longer than 10 minutes to complete.

Raksh Kumar
Research Scholar
IVS, MTA, HP University Shimla-5

Name of the Resident______________________________
1. Your native area______________________________
2. Gender____________________________________
3. Age________________________________________
4. Marital Status_______________________________
5. Educational Qualifications____________________
6. Occupation___________________________________

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

<table>
<thead>
<tr>
<th>RURAL TOURISM IMPACTS (POSITIVE IMPACTS: ECONOMIC)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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</thead>
<tbody>
<tr>
<td>1. The increasing number of tourists in your community has improved the economic situation of your village</td>
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<tr>
<td>2. The buying power of your community is better as a consequence of rural tourism.</td>
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</tbody>
</table>
3. Rural tourism has provided economic benefits for the local residents

4. Rural tourism has improved the life quality of the community

5. Rural tourism has affected the cost and standard of living

6. Rural tourism stimulates the local and regional economy

7. Rural tourism assists development and maintenance of public facilities

8. Rural tourism created new cultural activities and attractions

9. Rural tourism created new opportunities for shopping, dining

10. Rural Tourism enhances area promotion

11. Rural tourism improves public service (health, fire, police protection)

12. Rural tourism increases availability of recreational facilities

**POSITIVE SOCIO-CULTURAL IMPACTS**

1. Rural tourism provides incentives to restore historical buildings

2. Rural tourism has enabled more cultural exchange between tourists and residents
3. Rural tourism has brought positive impacts for the cultural identity of your community

4. Rural tourism developments are making my community a more interesting place to live

5. Rural tourism encourages public participation

6. Rural tourism enhances pride in the area

7. Leads to interaction with friends, relatives, neighbors

<table>
<thead>
<tr>
<th>ENVIRONMENTAL IMPACTS (POSITIVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rural tourism has improved public facilities (road network, civic centers, etc.)</td>
</tr>
<tr>
<td>2. Rural tourism encourages the creation of parks and leisure areas for local residents</td>
</tr>
<tr>
<td>3. Rural tourism affects conservation, appreciation of natural areas</td>
</tr>
<tr>
<td>4. Rural tourism changes a local area’s appearance</td>
</tr>
<tr>
<td>5. Rural tourism increases use of the natural resource base by residents</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RURAL TOURISM IMPACTS (NEGATIVE IMPACTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>293</td>
</tr>
<tr>
<td>ECONOMIC</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>1. Rural tourism unfairly increases the cost and the taxes related to it</td>
</tr>
<tr>
<td>2. Rural tourism increases the cost of living</td>
</tr>
<tr>
<td>3. Rural tourism increases the price of goods and services</td>
</tr>
<tr>
<td>4. Rural tourism causes more public expenses in your community</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RURAL TOURISM IMPACTS (NEGATIVE SOCIO-CULTURAL)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rural tourism affects the rights of residents</td>
<td></td>
</tr>
<tr>
<td>2. Rural tourism disrupts the life of local residents (congestion, traffic c)</td>
<td></td>
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<tr>
<td>3. Rural tourism increases alcoholism, drug use/addiction</td>
<td></td>
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<tr>
<td>4.</td>
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<tr>
<td>5. Rural tourism increases delinquent behavior (crime, robberies, vandalism)</td>
<td></td>
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<tr>
<td>6. Rural tourism leads to visitor saturation and overcrowding</td>
<td></td>
</tr>
<tr>
<td>7. Rural tourism increases smuggling</td>
<td></td>
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<tr>
<td>8. Rural Tourism Impacts</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ENVIRONMENTAL IMPACTS (NEGATIVE)</th>
<th></th>
</tr>
</thead>
</table>
1. Rural tourism damages the natural environment and landscape

2. Rural tourism increases environmental pollution (trash, water, air, and noise)

3. The construction of hotels and tourism facilities have destroyed the natural environment

4. I consider that the befits of tourism are larger than its costs for my village

5. Tourism can be one of the most important industries for my village

6. More tourism would help my community to grow in the right direction

7. Rural tourism increases litter

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 |

<table>
<thead>
<tr>
<th>COMMUNITY CAPACITY ATTRIBUTES</th>
<th>1</th>
<th>2</th>
<th>3</th>
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</thead>
<tbody>
<tr>
<td>1. Entrepreneurship capacity</td>
<td></td>
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<tr>
<td>2. Management skills and capacity</td>
<td></td>
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</tr>
</tbody>
</table>
3. Service and hospitality skills

4. Coordination capacity (for tourism activities, events, and bookings)

5. On the land and traditional knowledge and skills

6. Critical mass of skilled and trained people to develop tourism industry

7. Level of youth involvement in training and capacity building for tourism

8. Knowledge and awareness of tourism industry

9. Levels of knowledge and awareness of local culture and history

10. Level of local control over tourism development and ongoing management processes

11. Presence of or access to skill and capacity building programs for tourism and economic development

12. Presence and availability of tourism awareness raising programs
Dear respondent,

The undersigned is pursuing Doctoral Research on the problem, "Sustainable Rural Tourism in Himachal Pradesh: A Study of Kullu and Kangra Districts". Information given by you will be highly valuable for researcher and for the tourism development in the state. The information provided by you will be kept secret and will be strictly used for research purpose only. The questionnaire will take no longer than 10 minutes to complete.

Raksh Kumar
Research Scholar
IVS, MTA, HP University Shimla-5

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1. Nationality
   a. Indian
   b. Foreigner

2. Gender
   a) Male
   b) Female

3. Age
   a. 18–24
   b. 25–34
   c. 35–44
   d. 45–54
   e. 55–64
   f. 65 and above

4. Occupation
   a) Employed
   b) Student
c) Retired
d) Unemployed
e) Other

5. **Length of stay**
a) One Night
b) 2 Nights
c) 3 Nights
d) 4 Nights
e) More than 4 Nights

6. **Purpose of visit**
a) Touring and sightseeing
b) Religious
c) Friends and/or relatives (VFR)
d) Business

7. **Education**
a) Higher (post-secondary) education
b) Secondary
c) High school
d) Primary and

8. **Annual Income**
a) Up to 2 lakhs
b) 2 to 4 lakhs
c) 4 to 6 lakhs
d) 6 to 10 lakhs
e) More than 10 lakhs

9. **Children Accompanying**
a. None
b. 1
c. 2
d. 3 or more

10. **Accommodation**
   a. Dharamshala
   b. Guest House/ Lodges
   c. 1-2 Star Property
   d. 3-4 Star Property
   e. 5 star
   f. Others

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**

<table>
<thead>
<tr>
<th>Statements</th>
<th>Level</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Attributes</td>
<td></td>
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<tr>
<td>1. Maintenance of the heritage buildings in area</td>
<td>Expectation</td>
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<tr>
<td></td>
<td>Satisfaction</td>
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<tr>
<td>2. Ambience and setting of the area</td>
<td>Expectation</td>
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<tr>
<td></td>
<td>Satisfaction</td>
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<td>3. Beauty of scenery &amp; landscape</td>
<td>Expectation</td>
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<tr>
<td></td>
<td>Satisfaction</td>
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<td>4. Cleanliness of the area</td>
<td>Expectation</td>
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<td></td>
<td>Satisfaction</td>
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<tr>
<td>5. History of the area</td>
<td>Expectation</td>
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<td></td>
<td>Satisfaction</td>
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<tr>
<td>6. Seeing old buildings/monuments</td>
<td>Expectation</td>
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<td></td>
<td>Satisfaction</td>
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<td>7. Peaceful and calm place</td>
<td>Expectation</td>
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<td></td>
<td>Satisfaction</td>
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<td>8. Authentic experience</td>
<td>Expectation</td>
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<td></td>
<td>Satisfaction</td>
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<td></td>
<td>Safety and security in the area</td>
<td>Expectation</td>
<td>Satisfaction</td>
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<tr>
<td>10. Signage within and outside the destination</td>
<td>Expectation</td>
<td>Satisfaction</td>
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<td>11. Guides in the area</td>
<td>Expectation</td>
<td>Satisfaction</td>
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<tr>
<td>12. Well promoted area</td>
<td>Expectation</td>
<td>Satisfaction</td>
<td></td>
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<tr>
<td>13. Variety of Accommodations</td>
<td>Expectation</td>
<td>Satisfaction</td>
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<tr>
<td>14. Accessibility to/from the area</td>
<td>Expectation</td>
<td>Satisfaction</td>
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<tr>
<td>15. Cultural and Entertainment activities in the area</td>
<td>Expectation</td>
<td>Satisfaction</td>
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<tr>
<td>16. Shopping facilities in the area</td>
<td>Expectation</td>
<td>Satisfaction</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>
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Raksh Kumar
Research Scholar
IVS, MTA, HP University Shimla-5

1. Name__________________________________________
2. Your native area__________________________________________
3. Gender______________________________________________
4. Age______________________________________________
5. Marital Status______________________________________________
6. Educational Qualifications__________________________________________
7. Occupation/ Profession______________________________________________

The following are sustainable rural tourism indicators, 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

<table>
<thead>
<tr>
<th>Sustainable Rural tourism Indicators</th>
<th>1</th>
<th>2</th>
<th>3</th>
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</thead>
<tbody>
<tr>
<td>Developing a sustainable rural tourism where all stakeholders practice green operations.</td>
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<tr>
<td>Question</td>
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<tr>
<td>Preserving all natural areas of village</td>
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<tr>
<td>Restricting vehicular movements by tourists to control pollution and congestion in the village.</td>
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<tr>
<td>Maintaining and considering reuse of old buildings in the downtown area.</td>
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<tr>
<td>Ensuring residents have control over tourism development decision-making.</td>
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<td>Providing long-term and well paying employment opportunities for the local people.</td>
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<td>Securing health and wellness of visitors</td>
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<td>Continuing to grow rural tourism.</td>
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<td>Providing strong motivators for visiting the village</td>
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<td>Ensuring visitors’ experience are memorable</td>
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<tr>
<td>Providing long-term profitability to stakeholders</td>
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<tr>
<td>Ensuring areas tourism marketing budget is sustained and increased</td>
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</tbody>
</table>
The following are sustainable rural tourism barriers. 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

<table>
<thead>
<tr>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td>Various and conflicting interests of stakeholders</td>
<td></td>
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<tr>
<td>Lack of coordination</td>
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<tr>
<td>Lack of government support</td>
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<tr>
<td>Lack of leadership</td>
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<tr>
<td>The diversity of tourism industry and the large number of actors</td>
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<tr>
<td>Lack of awareness</td>
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</tbody>
</table>

If there are any additional comments that you would like to add please do so below.