CHAPTER 7
COMMUNITY PARTICIPATION AND CAPACITY BUILDING FOR RURAL TOURISM DEVELOPMENT
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ABOUT THE CHAPTER:

This chapter tries to explain the need of community involvement in tourism planning and development. It is argued that a community-based approach to tourism development is a prerequisite to sustainability. Community involvement in establishing desirable conditions is perhaps the single most important element of growth management in tourist destinations. Communities need only to be educated about the benefits of tourism, and that their involvement in good visitor management techniques will actually solve problems. Involvement of a community in the tourism development process is vital if any region wishes to deliver tourism experiences which ensure both visitor satisfaction and ongoing benefits for the residents of destination areas. While satisfying local needs it may also be possible to satisfy the needs of the tourist, which is one of the key components of the notion of community participation. Community participation in the tourism development process as a tool to solve major problems of tourism in developing nations. Community participation and capacity building in the tourism development process will achieve more equal distribution of the benefits, discourage undemocratic decision-making and will meet the needs of local community in better way.

7.1 INTRODUCTION

Tourism development in rural areas, in both the developed and the developing world, has generally occurred without the participation of those often most directly affected by it; the local residents. Further, the development of tourism destinations has generally been driven entrepreneurially; without an overarching strategy which takes into account local culture, social and environmental impacts. This incremental approach to tourism development is initially ignored by local residents who view it as a necessary component of generating economic development in their region. Globalization and the subsequent transformation of the modern economy from one based on industry and manufacturing to information and services has altered drastically the work environment and the rural economy has not been exempt from its effects. Rural communities have begun to focus increasingly on tourism as a way to generate growth in
response to a failure in attracting new industry, as well as the decline of natural resource-based industries (Jenkins, Hall and Troughton, 1998). There is growing evidence that tourism is being developed in many communities without the participation of local residents. It is often cultivated in isolation to the residents of the host communities and without the projection or appreciation of its ultimate effects on every-day life over the long-term (Fuller and Reid, 1998; Mowforth and Munt, 1998). It would appear that while tourism is viewed as an industry, there are no established rules or guidelines particular to tourism development in a given region.

This evolution seeks to sustain tourism as an agent for socio cultural and economic development. It is believed that participatory development approach would facilitate implementation of principles of sustainable tourism development by creating better opportunities for local people to gain larger and more balanced benefits from tourism development taking place in their localities (Tosun, 2000), resulting in more positive attitudes to tourism development and conservation of local resources, and by increasing the limits of local tolerance to tourism. These may ensure both visitor satisfaction and ongoing benefits for the residents of destinations areas. Moreover, it has also been seen as an instrument to improve the professional basis of tourism development planning, and to reflect and satisfy needs of local people in a better way as well as developing a more democratic local community. However, all of the arguments favor participatory tourism development strategy may not be found equally valid, while some may be thought to apply in some localities and others in different ones. Obviously, not every form of community participation can contribute to the realization of the expected benefits tourism. This is not surprising since community participation can take many forms ranging from manipulative participation to citizen power. Although arguments for community participation in the tourism development process have been raised, the forms of community participation desired by interest groups in a tourist destination have not been much considered in the literature.

7.2 COMMUNITY INVOLVEMENT IN TOURISM

Community involvement in tourism development have become an ideology of tourism planning'. It is argued that 'a community-based approach to tourism development is a prerequisite to sustainability'. Community involvement in establishing desirable conditions is perhaps the single most important element of growth management in tourist destinations. Communities need only to be educated about the benefits of tourism, and that their involvement in good visitor management techniques will actually solve problems'. Involvement of a
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Community in the tourism development process is vital if any region wishes to deliver tourism experiences which ensure both visitor satisfaction and ongoing benefits for the residents of destination areas. Hall (1994) has claimed that satisfying local needs it may also be possible to satisfy the needs of the tourist, which is one of the key components of the notion of community participation. Community participation in the tourism development process as a tool to solve major problems of tourism in developing nations. He has contended that community participation in the tourism development process will achieve more equal distribution of the benefits, discourage undemocratic decision-making and will meet the needs of local community in better way. The above theoretical arguments for participatory tourism development approach seem to be good news. If applied, most of the problems of tourism development may be avoided. Perhaps, thus it is difficult to challenge them. However, these arguments have left enough room to pose some interesting and, perhaps, difficult questions about the approach's validity and practicality. Some of these limits to participatory tourism development approach may be observed especially in rural regions of, or peripheral regional economic development, in advanced economies as well. As argued, it is very difficult to decline community participation, but it appears to be essential to clarify it for the purpose of this article since mere reference to conceptual arguments in the previous section of this study does not indicate what exactly it implies or means in the context of this article. Hence, it should be noted that community participation here refers degrees of citizen power (partnership, delegated power and citizen control) and interactive participation and self-mobilization.

Many tourism destinations throughout the world are now reaching a stage of maturity which produces conflicts and communities are reacting negatively and even resisting further or continued development (Reid, 1999). Is there a way that this situation can be rectified so that the needs of citizens in a tourism community can be satisfied and every-day life not diminished? Generally, planners and scholars interested in community development have advocated a community-based development approach to decision-making in order to encourage and give citizens the voice and the skills to shape their own image of their community. The community development literature abounds with definitions and prescriptions. It is useful to identify elements that are common to these definitions: a focus on change; indigenous problem identification; participation of all concerned community members in the activities and processes.
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Fuller and Reid (1998) suggest that this approach to development lends itself well to tourism communities. This represents a drastic departure from the entrepreneurial, incremental approach which dominates tourism planning and development today. A main reason for the absence of this approach until now is that often the need for planning is recognized well after the initiation of tourism in a community and, generally, only once tourism development starts to have negative effects and impairs the everyday life of the residents. Further to this, the first attempt to rectify development problems usually focuses on the creation of a planning document that reacts to the tangible side-effects of tourism but does not address the community's underlying need for a process that enhances dialogue, trust and participatory decision-making. Concrete issues including hours of operation and traffic control are often the focus of attention and planning. All too often, however, these issues are not adequately dealt with because the community actors do not have a history of involvement in decision-making nor an established mechanism that allows them to speak to each other and make decisions in a non-adversarial manner. A first step, then, before a planning document is attempted should be the initiation of a community-based planning process which establishes mechanisms for dialogue, participation and decision-making.

Community plus Development

Community development combines the idea of "community" with "development". We discussed earlier the concept of community – a group of people with a shared identity. Hence, community development relies on interaction between people and joint action, rather than individual activity – what some sociologists call "collective agency" (Flora and Flora, 1993). "Development" is a process that increases choices. It means new options, diversification, thinking about apparent issues differently and anticipating change (Christenson et.al., 1989). Development involves change, improvement and vitality – a directed attempt to improve participation, flexibility, equity, attitudes, the function of institutions and the quality of life. It is the creation of wealth – wealth meaning the things people value, not just dollars (Shaffer, 1989). It leads to a net addition to community assets, avoiding the "zero sum" situation where a job created "here", is a job lost "there". Putting the two terms together – community development – means that a community itself engages in a process aimed at improving the
social, economic and environmental situation of the community. The community is both the means and the end of community development. The community itself takes action and participates together. It is through this action that the community becomes more vital, not just economically but as a strong functioning community in itself. Community development improves the ability of communities to collectively make better decisions about the use of resources such as infrastructure, labour and knowledge (figure 7.1).

Figure 7.1

COMMUNITY DECISION MAKING CAPACITY

(Source: Shaffer, unpublished).
7.3 INTEGRATED PLANNING FOR RURAL TOURISM DEVELOPMENT

Some of the most common terms used in discussions about tourism are integrated planning, sustainable development and tourism. These terms often do not have common agreement about the meaning, mostly because each term means something different to each user. The main point to keep in mind is the inter-relationship of sustainability, planning, development and tourism. From there it is possible to then consider how these may be integrated in order to achieve efficient practices of planning which can lead to sustainable tourism development.

Planning is an activity of both government and business and creates challenges from the complex interaction of many variables. Integrated planning is one of several management approaches used to address the increasing complexity. There are two dimensions of integrated planning: one is horizontal, across decision areas and programmes and the second is vertical, through the components of decision-making and planning. Including these linkages in the planning process will help to achieve balance among the important components of tourism activity and development in order to have a rational, consecutive progression for decision-making. Integrated planning in the tourism sector should include consideration of the following issues:

- Impact on the natural environment, the host communities, the local (regional, national) economy, the indigenous culture;
- Demands made on human resources, including knowledge, skills, aptitudes, and numbers;
- Impact of and on transport and infrastructure systems, regional development, resource use and distribution;
- Responsibilities derived from international agreements, accords and protocols;
- Impact of and on other sectors of the economy, especially the primary sectors of agriculture, forestry, mining and fishing, but also some industrial sectors, transportation and various aspects of commerce;
- Implications of tourism development for land ownership and land tenure, land and property values, alternative or substitute uses.
- Linkages through the different levels of planning; and linkages with governments and agencies, tourism industry, interest groups, host communities, indigenous communities, development industry (other than in tourism)
- These issues can be dealt with when developing tourism policies and plans at various levels as long as the following strategic elements are also included:
Tourism-related infrastructure – transportation, water supply, energy and power supply, waste disposal, pollution control, telecommunications;

Tourism-specific development – accommodations of various types, integrated resorts, restaurants, shopping, support services, travel services, recreation and entertainment, health and emergency services, safety systems and visitor attractions;

Appraisals and impacts (including carrying capacity assessments) of tourism development on, for example, the economy, the environment, the host community, culture and heritage;

Financing, marketing, promotion and information systems;

Tourism awareness in the host community and human resources development programmes.

Integrated tourism planning also means integration of goals, objectives, programmes, projects, investment, and resource use. Resource use is of central importance, particularly for sustainable development, because it involves the relationship between economic development and the conservation of natural resources. In recent years, conservation of cultural and human resources has been added. The most common elements of sustainable development are:

- Managing the use, development and protection of resources in such a way that the economic, cultural, social and physical environmental well-being of communities is sustained; and

- Managing those resources in order to:
  - meet the foreseeable needs of future generations;
  - safeguard the life-supporting capacity of air, water, soil and ecosystems (including the food-chain);
  - avoid, remedy or mitigate any adverse impacts of human activities on the resources.

Development and conservation can become mutually supportive, if people in the decision-making process see tourism as a means to an end rather than an end in itself. Tourism is just one of many means that may be used to achieve economic, environmental, social and cultural, and organizational sustainability. In order to bring together the issues of integrated planning and sustainable development, some basic principles need to be followed, while the exact style and form can be determined by the circumstances of the particular situation. The following principles provide the basis for an integrated planning approach:

- Ensure that a range of feasible alternative plans would be developed;

- Ensure that the range of possible relevant factors to be taken into account is as wide as possible.
Achieve a synergy of tourism development with other forms of development and conservation;
Meet the strategic objectives of the host communities and governments.
Make various economic, social, environmental, cultural, organizational objectives compatible;
Maintain the primary attractiveness of the destination.
Maintain the competitiveness of the destination.
Minimize and prevent the least desirable features of tourism activity;
Harmonize the levels and styles of tourism development with the usable resources.
Achieve a planning solution which ensures that the special identity of the destination is maintained.

7.4 CAPACITY BUILDING FOR COMMUNITY PARTICIPATION AND RURAL TOURISM DEVELOPMENT

Tourism depends almost entirely on skilled and innovative human resources for delivering quality service. Our research found that many small-scale tourist operators in rural areas had little or no experience either in hospitality or in small business operation. The management of the majority of cultural villages has less experience in the industry. Education and training are urgently needed to ensure the delivery of quality service. In planning for tourism training, the characteristics of the local industry have to be taken into account. Small businesses often lack the staffing flexibility of larger operations. Lack of time is one of the reasons why tourism operators absent themselves from training. There is need of meeting the educational and training needs of tourist guides, rural tourism operators, rural communities, local government authorities, tourism associations and development organisations are essential for successful rural tourism. The means to achieve this are:

- Encouraging industry training for rural tourism operators
- Establishing educational programmes to increase the tourism skill base of local
- Government and economic development officers
- Distributing a simplified code of conduct for visitors of the rural tourism destinations
- Working with academic institutions on developing relevant and effective training materials and courses that encourage best practices and principles to ensure that tourism development will be sustainable and keep abreast of new demand patterns.
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Compilers of training programmes should recognize the value of the input of local rural expertise. Tourists are normally not excited by an academic or technical report on environmental conditions, but retain memories of the everyday way of life of people and their surroundings. Tourists are in search of enlightening experiences rather than being (semi-formally) taught while on vacation. Formal training courses for tour guides often lack the informal touch that triggers people's imagination. Local inhabitants are in a unique position to convey this, and often constitute better guides than those from outside. Rural communities can seize this opportunity to enhance the local economic impact of rural tourism.

Before embarking on the creation of a tourism development plan community members should consider developing mechanisms for ensuring that all voices in the community are heard and that as many stakeholders develop the capacity to access the decision-making process as possible. Our analysis uncovered resident apathy and feelings of disempowerment as many respondents did not feel able either to have their concerns aired, or to influence the power structures in their communities. This point is underscored by a recent analysis of the effectiveness of community roundtables as mechanisms for tourism planning (Jamal and Getz, 1999). The creation of space to address conflict that erupts over tourism development is an important step in engendering collaboration, but existing power structures, as well as assumptions about how that collaborative process should be undertaken, make that space a 'contested terrain'. To address this problem, tourism planners can take a lesson from community development scholars and theorists. The community planning process runs the risk of exacerbating already present and unequal power relations unless those normally left out of the decision-making process are both actively encouraged and given the skills to participate. Opening the process to the participation of whole community does not ensure that all members are able to participate.

Building Trust and Ownership

As capacity is encouraged and more community members feel able to take a meaningful part in decision-making processes in their communities, mutual trust will develop between the various parties. Lackey and Dershem argue that the 'process is pedagogy' by suggesting that the knowledge and skills of community members is increased as they become more involved in community activities. Learning new knowledge and skills, and enriching old ones, can help to increase and maintain self-esteem, self-actualization, and other humanistic concepts of
development which in turn can motivate community members for future involvement and action. Community development specialists and planners should be encouraged to involve stakeholders more directly in the process of planning community activities. Our analysis suggests that members of local service clubs especially have the potential to undertake more of a role in planning and organizing communitywide activities.

7.5 COMMUNITY OPINION ABOUT CAPACITY BUILDING ATTRIBUTES

Community tourism planning in small communities indicates that access to information is an essential ingredient both for engendering community support for, and involvement in, the creation of tourism development plans. Tourism business owners, local entrepreneurs and others involved in the development of tourism activities must be made aware of the importance of transparency and the provision of information to the community at large. This information needs be provided to members of the community through a process of open dialogue during which members should be able to engage with the information and those providing it. Instituting these three facets of the pre-planning phase for community tourism development would begin the creation of confidence and trust in the system so that all interested parties will be deemed to have a legitimate voice on issues affecting them and confidence that their voice will be heard in the decision-making process.

In order to gather information on capacity building for rural tourism, a structured questionnaire for local community was used in Kullu and Kangra districts of Himachal Pradesh. An on-site survey of some selected villages of both districts was undertaken. The study was comprehensive, with data collected from local people, who are directly or indirectly avail the benefits of rural tourism. Local people were asked to indicate their opinion upon various attributes of capacity building on rural tourism. A 5-point scale (1 = strongly agree; 2 = agree; 3 = neutral; 4 = disagree; 5 = strongly disagree) was used for respondents from local community to rate various impact items.
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<th>District</th>
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<th>S.D</th>
<th>C.V</th>
<th>Skewness</th>
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**Source:** Data collected through questionnaire, S.D Standard Deviation, C.V. - Coefficient of Variation
1. Entrepreneurship capacity

While ranking the entrepreneurship capacity for rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 1.12 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.734) and coefficient of variation (52.372). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.932) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (74.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 1.45 which also come to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.646) and coefficient of variation (42.177). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.573) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (57.04) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

2. Management skills and capacity

While ranking the management skills and capacity for rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 0.39 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.730) and coefficient of variation (34.697). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.483) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (88.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.
In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 0.71 which also come to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.730) and coefficient of variation (34.697). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.483) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (88.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

3. Service and hospitality skills

While ranking the service and hospitality skills for rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 1.54 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.192) and coefficient of variation (53.855). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.584) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (74.7) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 1.66 which also comes to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.129) and coefficient of variation (65.093). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.484) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (84.4) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.
4. Coordination capacity

While ranking the coordination capacity (for tourism activities, events, and bookings) rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 0.59 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.962) and coefficient of variation (53.066). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.917) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (78.7) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 0.99 which also come to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.820) and coefficient of variation (64.035). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.594) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (96.34) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

5. On the Land and Traditional Knowledge and Skills

While ranking the on the land and traditional knowledge and skills for rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 1.09 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.519) and coefficient of variation (71.856). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.492) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (182.42) has been found to be showing significant difference at 1% level of
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significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 1.43 which also come to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.291) and coefficient of variation (77.020). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (1.651) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (89.04) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

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

While ranking the critical mass of skilled and trained people to develop tourism industry for rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 0.98 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.902) and coefficient of variation (70.302). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.355) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (31.2) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 0.87 which also come to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.559) and coefficient of variation (75.970). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.457) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (61.75) has been found to be showing significant difference at 1% level of
significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

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

While ranking the Level of youth involvement in training and capacity building for rural tourism the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 0.71 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.583) and coefficient of variation (56.171). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.093) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (97.18) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 1.11 which also comes to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.083) and coefficient of variation (88.002) .The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (1.057) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (81.5) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

8. Knowledge and awareness of tourism industry

While ranking the level and knowledge and awareness of tourism industry the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 1.54 which comes towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.983) and coefficient of variation (81.175). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.918) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (75.76) has been found to be showing significant difference at 1% level of significance.
In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 1.69 which also comes to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.562) and coefficient of variation (95.121). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.952) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (92.1) has been found to be showing significant difference at 1% level of significance.

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

While ranking the level of knowledge and awareness of local culture and history the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 3.52 which come towards agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.758) and coefficient of variation (49.936). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.592) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (97.04) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 3.74 which also come to agreed level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.776) and coefficient of variation (54.891). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.562) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (60.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

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

While ranking the Level of local control over tourism development and ongoing management processes the mean score of the sample for Kangra district as per the table 7.1 have
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worked out to be 0.72. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.049) and coefficient of variation (47.885). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.496) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (78.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 0.94. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.271) and coefficient of variation (37.809). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.597) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (84.7) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

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

While ranking the presence of or access to skill and capacity building programs for tourism and economic development the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 0.57. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.968) and coefficient of variation (39.220). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.562) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (60.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 0.96. A lot of disparity in the responses of the sample from the mean has been
disclosed by the computed value of standard deviation (0.730) and coefficient of variation (29.697). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.493) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (58.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

12. Presence and availability of tourism awareness raising programs

While ranking the presence and availability of tourism awareness raising programs the mean score of the sample for Kangra district as per the table 7.1 have worked out to be 0.79. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.912) and coefficient of variation (79.302). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.356) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (81.2) has been found to be showing significant difference at 1% level of significance.

In case of Kullu district the mean score of the sample as per the table 7.1 have worked out to be 0.92. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.592) and coefficient of variation (95.970). The value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.484) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (91.78) has been found to be showing significant difference at 1% level of significance.

Conclusion

Rural tourism is a rapidly growing industry and the impacts of tourism are extremely varied. On one hand, it plays an important and certainly positive role in the socio-economic and political development of communities, for instance, offering new employment opportunities. Also, in certain instances, it is contributing to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, as a tool to create jobs, it has not fulfilled its expectations. Thus to get the benefits from rural tourism there is much emphasis to be given upon community capacity rural tourism. Community Capacity
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Building at the community level needs to improve power for advocacy and decision making in tourism activities. Community capacity building is an important principle for rural tourism development but it has some limitation. There is need of improving community knowledge and enhancing community participation in rural tourism development. Rural tourism stakeholders are also lacking the coordination, management skills. There is also need of starting capacity building programmes for the local community at government level or public-private partnership basis. Kangra and Kullu districts which are the hub of rural tourism in Himachal Pradesh are still lacking the effective community capacity for rural tourism.

There is need to develop capacity in many areas of the rural economy and to deliver community services. There is need to increase in ability and skills of a community to facilitate development actions. There is need to raise common minimum skill levels of people for rural tourism by developing human resources to meet employment opportunities, and enhancing the visitor experience by overcoming disparities of service in the delivery rural tourism. To help achieve this, there is need of conducting workshops and programmes for rural people. A key way in which the social economy can be used to build capacity for rural tourism is through the development of a unified industry or destination voice, such as a local tourism advocacy or development organization. Various nonprofit organizations such as community stakeholders, ranging from individual citizens to tourism business owners can have a mandate to pool resources to develop the local tourism industry. Such tourism advocacy group can provide a base from which many other initiatives can be developed, such as quality-assurance programs, new product development, and operator training sessions. These organizations can grow with the scale of the tourism industry and can act as a conduit through which the local connects to provincial, national, and international partners.

Summary

Tourism depends almost entirely on skilled and innovative human resources for delivering quality service. Our research found that many small-scale tourist operators in rural areas had little or no experience either in hospitality or in small business operation. The management of the majority of cultural villages has less experience in the industry. Education and training are urgently needed to ensure the delivery of quality service. In planning for tourism training, the characteristics of the local industry have to be taken into account. Small businesses often lack the
staffing flexibility of larger operations. Lack of time is one of the reasons why tourism operators absent themselves from training. There is need of meeting the educational and training needs of tourist guides, rural tourism operators, rural communities, local government authorities, tourism associations and development organisations are essential for successful rural tourism.

Community capacity building is an important principle for rural tourism development but it has some limitation. There is need of improving community knowledge and enhancing community participation in rural tourism development. Rural tourism stakeholders are also lacking the coordination, management skills. There is also need of starting capacity building programmes for the local community at government level or public-private partnership basis. Kangra and Kullu districts which are the hub of rural tourism in Himachal Pradesh are still lacking the effective community capacity for rural tourism. There is need to develop capacity in many areas of the rural economy and to deliver community services. There is need to increase in ability and skills of a community to facilitate development actions. There is need to raise common minimum skill levels of people for rural tourism by developing human resources to meet employment opportunities, and enhancing the visitor experience by overcoming disparities of service in the delivery rural tourism. To help achieve this, there is need of conducting workshops and programmes for rural people. A key way in which the social economy can be used to build capacity for rural tourism is through the development of a unified industry or destination voice, such as a local tourism advocacy or development organization.

References