

**EXPLORING THE POTENTIAL OF ECO TOURISM AS A
MEANS OF PROMOTING RURAL DEVELOPMENT AND
IMPROVING THE LIVELIHOODS TORURAL
COMMUNITIES FOR DEHRADUN DISTRICT
UTTARAKHAND**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the reward for the award of the degree
of

Master of Business Administration (MBA)

in

Development Management

by

Kamal Shukla

Under the Supervision and Guidance of

Dr.Kajal Sitlani

2023

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DECLARATION

I hereby declare that this dissertation titled Study on “**Exploring the potential of eco-tourism as a means of promoting rural development and improving the livelihoods to rural communities for Dehradun district Uttarakhand**” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Kamal Shukla

5th June, 2023

CERTIFICATE

This is to certify that dissertation titled **Exploring the potential of eco-tourism as a means of promoting rural development and improving the livelihoods to rural communities for Dehradun district Uttarakhand** undertaken by **Kamal Shukla** in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Dr. Kajal Sitlani

Faculty Guide

IIHMR University, Jaipur

Date: 5th JUNE 2023

Gautam sadhu

School Dean

IIHMR University, Jaipur

Date: 5th JUNE 2023

Abstract

The following district investigates the manner through which nature-based travel could further uplift rural areas and refine country lifestyles in Uttarakhand's Dehradun district. Nature-based travel champions safeguarding natural resources and public participation rather than mass travel. Dehradun, located in northern India's Uttarakhand, proves ideal for nature-based travel courtesy of its natural splendor and cultural heritage.

Eco-tourism, rural development, and livelihood enhancement literature is perused to establish a theoretical base for the investigation. The inquiry employs numerical and descriptive approaches. Indigenous populaces, sightseers, administrative representatives, and non-administrative associations are reviewed, conversed with, and assembled.

The exploration illustrates Dehradun's natural asset benefits. It stresses occupation formation, income amplification, foundation advancement, and social safeguarding. Nature tourism also supports provincial populaces to take an interest in the travel industry esteem chain by improving limit, aptitudes, and business enterprise.

The analysis also underlines location-specific eco-friendly travel hurdles and constraints. Such difficulties encompass deficient amenities, comprehension and cognizance of eco-tourism, publicity and marketing techniques, and interested group involvement. Eco-travel drives and countryside progression rely upon conquering these barriers.

The research concludes with nature-based tourism proposals for Dehradun region authorities, town councils, and grassroots groups. These consist of strategy creation, facility enhancement, village skill advancement, and interested party communication forums. Dehradun region could employ nature-based tourism to boost country lives and safeguard its natural and social inheritance by adhering to these principles.

Acknowledgements

I wish to express gratitude to all who aided in the accomplishment of this examination into ecotourism's possibility to advance provincial improvement and enhance rustic networks in Dehradun District, Uttarakhand.

I'm most grateful to my Guide, for their direction, support, and encouragement throughout the study process. Their knowledge and thoughts shaped this research.

The local residents of Dehradun District in the northern Indian state of Uttarakhand who graciously agreed to take part in this research effort have my deepest appreciation. Their openness has helped us grasp ecotourism and its possibilities for rural development. Their generosity and participation made this research feasible.

I'm grateful to Dehradun District's government and non-government officials and workers for their time and resources for interviews and data collecting. Their contributions enhanced this study.

My colleagues and friends helped me with my study project. Their thoughts, conversations, and support have greatly shaped our research.

I thank ecotourism, rural development, and community livelihoods researchers and academics. This study relied on their work.

Notwithstanding the vicissitudes and tribulations intrinsic to the human condition, my kinfolk have proffered their steadfast affection, compassion, and moral support. Their affection and support have driven me.

Though I remain unable to personally acknowledge each individual contribution, my gratitude nevertheless extends to all those involved in facilitating this research. Your help was priceless.

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CHAPTER 1

INTRODUCTION

1.1 General

In recent times, ecotourism, with its increasing potential as an influential mechanism capable of stimulating rural development and improving the economic conditions of country communities, has gained growing recognition. With its emphasis on experiencing pristine natural surroundings and preserving their integrity, ecotourism, an environmentally-friendly form of travel, gives rural, culturally-rich regions the unique chance to benefit economically from their ecological and cultural heritage without compromising it. With the promise of connecting voyagers longing to immerse themselves amid the splendor and multiplicity of the natural world, ecotourism can cultivate fiscal prosperity, nurture environmental custodianship, and strengthen indigenous peoples through self-governance.

Long overlooked regarding opportunities for progress, the countryside, frequently typified by pristine surroundings, abundant wildlife, and time-honored societal customs, now merits consideration. The contribution of these regions to sustainable development could be profoundly impactful, if properly cultivated and nurtured. Unlocking the vast untapped economic potential of rural communities through ecotourism, which allows visitors an immersive experience into the natural splendor and cultural richness of these regions, can simultaneously catalyze their financial prosperity. The abundance of alternative economic prospects engendered through environmentally-friendly travel and leisure activities in remote areas constitutes a foremost benefit. Facing difficulties from volatile commerce and shifts in weather patterns, conventional livelihoods intrinsic to rustic locales, for instance cultivation or angling, frequently encounter obstacles. Ecotourism offers an alternative source of income that is less dependent on these factors, providing opportunities for local residents to engage in activities such as guiding nature walks, providing accommodation and hospitality services, or showcasing traditional crafts and cultural performances. By diversifying their livelihood options, rural communities can become more resilient to economic shocks and enhance their overall standard of living.

While ecotourism can help preserve natural and cultural resources, if mismanaged it

risks damaging the very assets on which it depends. When ecosystems as well as cultural sites become tourist attractions, their sustainable management becomes a top priority. Realising the economic worth of these assets, local communities are encouraged to actively engage in their protection as well as restoration. The multifaceted approaches of establishing protected refuges, adopting sustainable agricultural techniques passed down through generations, and resuscitating time-honored wisdom and customs that further environmental safeguarding, can synergistically work together to counter the perils of ecological disruption. Ecotourism catalyzes sustainable development through aligning and intertwining economic gain with environmental guardianship and preservation of cultural heritage. While the significance of ecotourism as a mechanism to propel rural development and elevate the quality of life in country communities is crucial. Ecotourism offers a sustainable or inclusive approach to economic development by capitalizing on rural areas' natural and cultural resources. It provides chances for locals to actively contribute in the tourism industry, encourages environmental conservation, as well as promotes cultural preservation. As we continue to investigate the potential of ecotourism, it is essential to implement responsible tourism practices that priorities the well-being of both the natural world or local communities, thereby maximizing the beneficial effects or minimizing the negative ones.

1.2 Preserving Natural Resources and Cultural Heritage:

An approach endorsing accountable travel to natural domains retaining the milieu and benefiting indigenous peoples, nature-based tourism aims for sustainably buttressing rustic communities by protecting time-honored customs. The latent benefits nature-based tourism provides in attracting eco-conscious sightseers esteeming and upholding the integrity of native ecosystems and long-established mores could aid in safeguarding and sustaining those very resources so crucial for sustaining rustic populaces. Maintaining natural resources and cultural legacy through nature-based tourism involves adopting a sustainable approach to tourism prioritizing the conservation of the natural surroundings and the preservation of the cultural legacy of rustic communities. In juxtaposition to the standardized adventures proffered by mainstream tourism, oft seeking to maximize both participation figures and profits, nature-based tourism endeavors to find an equilibrium between the immediate delight of visitors and the enduring prosperity of both local habitats and inhabitants. While nature-based tourism

aims to allure visitors revering and upholding the indigenous habitats and customs, an objective is fostering appreciation for the local ecosystem and traditions. This is achieved by promoting responsible and environmentally congenial practices among tourists, such as minimizing waste generation, conserving water and energy, and respecting wildlife and natural habitats. Through conveying to sightseers the significance of ecologically-friendly procedures, nature-based tourism acts to engender comprehension and a consciousness of obligation in regard to our milieu. The delicate balance sustaining the subsistence of backcountry folk whose survival hinges precariously upon the land's finite bounty is inseparably tied to the pivotal function ecotourism serves in safeguarding and perpetuating those very provisions on which their existence relies. Dependent on forests, rivers, and fauna as they are, innumerable bucolic districts find sustenance for undertakings like husbandry, fishing, and lumbering in these natural endowments. Through emphasising sustainable practices that minimise the negative impacts of visitation, nature-based tourism strives to guarantee the enduring vitality of these valuable resources. An integral aspect of nature-based tourism is also the preservation of cultural legacy through nuanced interactions with locations. Rich in long-held conventions and landmarks integral to their character and legacy, rustic settlements frequently harbor distinctive rituals and historical locales. Nature-based tourism encourages visitors to engage with and respect these cultural assets, promoting cultural exchange and appreciation. The protection of cultural legacy through nature-based tourism allows for isolated communities to uphold the distinctive customs and beliefs that shape their singular identities. With the implementation of engaging activities, nature-based tourism ventures could appeal to visitors through guided explorations of natural surroundings, attentive wildlife viewing, explorations of locales important to cultural history, and immersive participation in time-honored rituals and celebrations. Connecting intimately through immersive experiences with the native habitat and societal customs in an area allows explorers to form profound bonds with and grasp the importance of safeguarding that region's intrinsic worth. Through an amalgamation of sustainable tourism's tenets, environmental stewardship, and safeguarding cultural legacy, nature-based tourism morphs into an efficacious implement impelling bucolic progress. Rustic communities are afforded opportunities through it to leverage economic prospects of innate and time-honored endowments whilst safeguarding their durability into posterity. Through this intricate and multi-pronged strategy, the livelihoods of those inhabiting this locale are buttressed whilst

cultivating a tomorrow in which visitation and safeguarding that which is innate and time-honored can cohabit in concord.

1.3 Economic Opportunities and Diversification:

Rural communities often face challenges such as limited economic opportunities and reliance on traditional industries. Eco-tourism presents an avenue for economic diversification by capitalizing on the natural beauty, wildlife, and unique experiences that rural areas can offer. Through the establishment of environmentally-friendly tourism enterprises targeting visitors interested in natural and cultural heritage, isolated populations inhabiting rural localities stand to create occupational openings, supplement earnings for indigenous commercial ventures, and decrease overreliance on any solitary trade.

Rural communities often encounter economic challenges, such as limited job opportunities and a heavy reliance on traditional industries that may be vulnerable to market fluctuations or technological advancements. Eco-tourism provides a potential solution by tapping into the natural beauty, wildlife, and unique experiences that rural areas possess, thereby opening avenues for economic diversification. The pristine natural wonders and cultural richness found in rural destinations are leveraged by eco-tourism to draw visitors pursuing a genuine and ecologically-friendly escape from the mundane. If they craft sustainable tourism ventures tailored to showcase their natural surroundings, rural populations can leverage these assets into financial prospects. Equipped with myriad endemic natural marvels and rife in vibrant cultures native to their lands, regions proffer an assortment of pursuits for sojourners coveting an unadulterated venture, be it immersing in aboriginal traditions, observing wildlife untamed in their primeval domains, braving grueling treks across uncultivated wilds, or gleaning the ways of husbandry indigenous to the locale. The proliferation of employment prospects stemming from eco-tourism's ascent in rustic vicinities constitutes one of its most salient benefits to those populations. As eco-tourism gains momentum, local residents can find employment in various sectors, such as tour guiding, hospitality, transportation, handicraft production, and culinary services. Not limited merely to providing income alone, these jobs also cultivate the gradual honing of skills and expertise within the community itself. Diversifying the array of occupational possibilities that eco-tourism proffers attenuates overdependence on any

lone commercial enterprise, in consequence augmenting the durability of the indigenous market. In addition to direct employment, eco-tourism stimulates the growth of local businesses. The influx of visitors exploring bucolic surroundings spurs the proliferation of lodgings, eateries, conveyances, mementos, and attendant commercial ventures to satisfy their wanderlust. This surge in demand provides opportunities for entrepreneurship and the expansion of existing businesses, thus boosting the local economy. Local artisans and producers can also benefit from eco-tourism by selling traditional crafts, local products, or agricultural goods to tourists, thereby supporting rural livelihoods. Eco-tourism also has the potential to promote community-based enterprises and initiatives. Rural communities that choose to undertake an activist role in conceptualizing, cultivating, and administering their own eco-tourism enterprises as an alternative to dependence on outside tour organizers or substantial lodging corporations have the potential to reap rewards. By empowering local inhabitants to become involved partners in tourism, a feeling of possession, esteem, and command over their means and destiny can be nurtured. With a diverse range of community members actively participating and invested in the decisions surrounding and benefits flowing from eco-tourism, the economic gains it generates become more evenly spread amongst those who call the community home, strengthening the ties that bind them together and enhancing the collective sense of contentment and prosperity. It brings in new sources of income, generates employment, stimulates local businesses, and encourages community empowerment. Beyond simply capitalizing economically on rural regions, eco-tourism underscores the inherent worth of their natural beauty and cultural richness. The cycle this creates of investing in infrastructure, education, and environmental conservation to then provide even more support for long-term rural community development in a sustainable fashion.

1.4 Empowerment and Community Involvement:

If approached judiciously and with the community's best interests in mind, ecotourism contains the promise of economically revitalizing rural areas by actively involving locals in conceptualizing, enacting and overseeing tourist operations. Though local residents may initially feel detached from the natural and cultural heritage surrounding them, through active participation in eco-tourism enterprises they can develop a profound sense of custodianship over these treasures, becoming empowered

stakeholders championing sustainable progress in their communities. While empowerment and community participation are fundamental tenets of eco-tourism by affording rural populations the chance to meaningfully engage in envisioning, constructing, and directing tourism pursuits themselves. By involving local residents in eco-tourism initiatives, several positive outcomes can be achieved. Allowing localized community input into tourism development that incorporates environmental and cultural sustainability, eco-tourism empowers rural peoples with a voice to shape the trajectory of visitation in a way that aligns with their values and priorities. Instead of being passive recipients of external decisions, local residents become active participants in shaping their own futures. By using this participatory methodology that gives agency to stakeholders, their opinions are incorporated and their understandings about the indigenous environment and patrimony are leveraged. Compelled by these shared ideals, eco-tourism enterprises are thus poised to evolve harmoniously with a locale's ethos, demands, and dreams. Through engaging vigorously in environmentally-friendly tourism practices that highlight their region's natural splendor and time-honored traditions, the inhabitants of an area can develop an enhanced appreciation for the intrinsic worth of their ecological and cultural patrimony, as well as a keener sense of custodianship over these precious communal possessions. They become aware of the unique assets that their community possesses and recognize their value in attracting visitors. This increased appreciation leads to a stronger commitment to the conservation and preservation of these assets, as the residents themselves become advocates for sustainability and the protection of their resources. This sense of ownership and pride also enhances the community's resilience and determination to safeguard their cultural traditions and way of life. Empowering local residents through community participation in eco-tourism by furnishing them with novel abilities, insights, and prospects for individual and vocational advancement. Through interacting with visitors, attending training courses, or assuming positions of leadership, the local community develops crucial competencies in the spheres of hospitality, client care, promotion, and environmental preservation. Not only does cultivating multifarious abilities that better prepare them for employment in the tourism industry strengthen their general aptitude and confidence, but it also expands their job opportunities within that sector. Through concerted efforts to participate in the affairs of their rural communities, residents can transform into empowered advocates helping to ensure the enduring prosperity of the places they call home. By participating in decision-making processes, they can advocate

for responsible tourism practices, environmental protection, and the equitable distribution of benefits. In order ensure that the economic gains produced through environmentally-friendly tourism are distributed throughout the indigenous populace, galvanizing feelings of togetherness and diminishing disparities. Eco-tourism's facilitation of cultural interchange between voyagers and indigenous inhabitants may cultivate reciprocal comprehension and esteem. By interacting with inquisitive adventurers exploring the countryside, rustic settlements can proudly exhibit the particular conventions, usages, and modes of existence that define them. This exchange of knowledge and experiences enriches both visitors and locals, promoting cultural diversity and creating lasting connections that go beyond the transactional nature of tourism. Community engagement and resident empowerment stand at the core of the eco-tourism ideal. Inviting local inhabitants to partake in conceptualizing, building up, and running tourism pursuits furnishes them with a feeling of possession, honor, and command over their characteristic and social legacy. This contribution produces intensified preservation attempts, individual and expert improvement, and the chance to form the maintainable advancement of their own networks. At last, eco-tourism enables provincial groups to turn into dynamic investors in their own fate, sustaining a feeling of flexibility, pride, and prosperity.

1.5 OBJECTIVES

1. To examine the concept of eco-tourism and its potential as a means of promoting sustainable rural development and improving the livelihoods of rural communities.
2. To identify the key success factors for eco-tourism ventures in rural areas and assess their applicability to different contexts.
3. To investigate the challenges faced by rural communities in implementing eco-tourism initiatives and propose strategies for overcoming these challenges.
4. To assess the economic, social, and environmental impacts of eco-tourism on rural communities and their sustainability.
5. To analyze the policies and strategies implemented by governments and other stakeholders to promote eco-tourism in rural areas and identify best practices.

6. To propose recommendations for rural communities, policymakers, and other stakeholders to harness the potential of eco-tourism for sustainable rural development and improved livelihoods.

1.6 HYPOTHESIS

1. Null Hypothesis: There is no significant impact of ecotourism on sustainable livelihood. Hypothesis
2. Alternate Hypothesis: There is a significant impact of ecotourism on sustainable livelihood.

CHAPTER 2

LITERATURE REVIEW

2.1 General

Review of literature usually helps in surveying different books, articles and other relevant materials related to the subject of the research. Literature review is done to provide an overall approach of the earlier carried research work related to the present research by different authors. Literature review in general organizes patterns of the articles in the form of summary and analysis, which lies in specific categories of different concepts. It is done to validate the relevance of the old investigations in the present day and related the old ones with the current literature. The intellectual developments in place today have been aided by an increased comprehension of what constitutes progress in current thinking. It also helps in identifying the gap in the research.

An exhaustive analysis of associated studies empowers investigators to grasp the experiments executed within a defined realm or on a distinct theme and to attain a lucid representation of the deficiencies extant or the unplumbed facets of said realm or theme. This will provide insight into the issue that the researcher will investigate. In this way, the review of relevant literature will make the researcher's activities more profitable, efficient, and time-efficient. Keeping the preceding justification in thoughts, the examiner studied the studies pertinent to the current topic of study. It is essential to survey the research work done by others in various fields. It helps in growing a research project in our area of research priorities. The current research is integrally connected with the past researches. The researcher surveyed various sources of literature such as encyclopedias of education and educational research, educational journals, dissertations.

2.2 Literature Review

Paper title	Authors	Year

“An assessment of the potential of ecotourism and community based natural resource management as a rural development strategy with special reference to Isimangaliso Wetland Park”	S.E. Mesenc ho	2 0 1 2
“Community-based ecotourism managing to fuel community empowerment? An evidence from Malaysian Borneo”	Velan Kunjura man	2 0 2 2
“Ecotourism as a Tool for Sustainable Rural Community Development and Natural Resource Management in the Tonle Sap Biosphere Reserve”	Neth, Barome y	2 0 0 8
“ECOTOURISM IN RURAL DEVELOPING COMMUNITIES”	Lisa M. Campbe ll	1 9 9 9
“Sustainable tourism development: A study on community resilience for rural tourism in Malaysia”	Ahmad Fitri Amir	2 0 1 5
“Potential of coffee tourism for rural development in Ethiopia: a sustainable livelihood approach”	Tamagn Woyesa	2 0 2 0
“Views of utilizing sustainable tourism to improve community sustenance: a case study of the impoverished rural communities of Musina Municipality”	Azwindi ni Isaac Ramaan o	2 0 2 1
“Potentials of community-based-ecotourism to improve human wellbeing in Cambodia: an application of millennium ecosystem assessment framework”	Abu SMG Kibria	2 0 2 0
“Does ecotourism contribute to sustainable destination development,	Amare	2

or is it just a marketing hoax? Analyzing twenty-five years contested journey of ecotourism through a meta-analysis of tourism journal publications”	Wondira d	0 1 9
“Do ecotourism sites enhance rural development in Ghana? Evidence from the Wechiau Community Hippo Sanctuary Project in the Upper West Region, Wa, Ghana”	Samuel Ziem Bonye	2 0 2 1
“Diversification Into Tourism Development And Community Participation In Rural Areas: A Case Study From Danang, Vietnam”	Thu Thi Trinh	2 0 1 9
“Sustainable tourism planning and management for sustainable livelihoods”	Jethro Zuwari mwe	2 0 2 0
“Community-based Tourism homestays capacity to advance the Sustainable Development Goals: a holistic Sustainable Livelihood perspective”	Khamsa vay PASAN CHAY	2 0 2 0

CHAPTER 3

RESEARCH METHDOLOGY

3.1 Research Design:

A mixed-methodological approach, incorporating qualitative data gathering and analytical techniques as well as quantitative ones, will be utilized throughout the course of this study. The qualitative method will aid in comprehending the perspectives as well as encounters of local communities, whereas the quantitative method will permit statistical analysis or generalization of findings

3.2 Research Objectives:

1. To examine the concept of eco-tourism and its potential as a means of promoting sustainable rural development and improving the livelihoods of rural communities.
2. To identify the key success factors for eco-tourism ventures in rural areas and assess their applicability to different contexts.
3. To investigate the challenges faced by rural communities in implementing eco-tourism initiatives and propose strategies for overcoming these challenges.
4. To assess the economic, social, and environmental impacts of eco-tourism on rural communities and their sustainability.

Study Area Selection: The study will select a specific rural area known for its potential for ecotourism development. The area will be chosen based on its existing natural resources, cultural heritage, and community interest in promoting sustainable tourism.

Sampling Technique: While utilizing a deliberate sampling method to enlist contributors such as community occupants, travel industry partners, authorities, and specialists in rustic advancement and eco-the travel industry, the examination will receive a calculated examining method to choose members. The sample size 200 respondents determined based on the saturation of information and representation of key stakeholders.

Data Collection:

Qualitative Data:

- **In-depth interviews:** Conduct interviews with key informants, such as community leaders, tourism operators, and government officials, to gather rich qualitative data on their experiences, perspectives, and challenges related to ecotourism and rural development.
- **Focus group discussions:** Organize group discussions with community members to understand their aspirations, expectations, and concerns regarding ecotourism initiatives and their potential impact on livelihoods.

Quantitative Data:

Surveys: Design and administer structured questionnaires to collect quantitative data from local communities, tourists, and relevant stakeholders. The survey will assess socio-economic indicators, community perceptions, tourism impacts, and the potential for sustainable livelihood development through ecotourism.

Data Analysis:

a. Qualitative Analysis:

Transcribe and code interview and focus group data to identify recurring themes and patterns. Conduct thematic analysis to explore the perspectives and experiences of participants regarding ecotourism and rural development.

b. Quantitative Analysis:

Clean and analyze survey data using statistical software. Perform descriptive statistics to summarize socio-economic indicators and community perceptions.

Ethical Considerations:

- Obtain informed consent from all participants before data collection.
- Protect the confidentiality and anonymity of participants.
- Comply with ethical guidelines and regulations regarding human subjects research.

SPSS

SPSS (Statistical Package for the Social Sciences) is a software package widely used for statistical analysis and data management. It was initially developed by IBM in 1968 and is now owned by IBM's software division, IBM SPSS Statistics. SPSS is highly popular among researchers, data analysts, and social scientists for its extensive range of statistical procedures and user-friendly interface.

Key Features and Capabilities:

Data Management: SPSS allows users to import, clean, manipulate, and transform data. Containing the capability to encompass numerous classifications of information, this includes quantitative, categorical, as well as alphanumeric variables in its repertoire. Users can create new variables, recode existing ones, merge datasets, and handle missing data.

- **Statistical Analysis:** SPSS offers a wide range of statistical procedures to analyze data. An assortment of analytic techniques, ranging from fundamental descriptive statistics summarizing data tendencies and relationships to more sophisticated methods assessing covariation and clustering, as well as forecasting outcomes over time, are incorporated. It also supports non-parametric tests and time series analysis
- **Data Visualization:** SPSS provides several options for data visualization, including charts, graphs, and plots. With a few simple clicks, users are able to effortlessly generate an array of visualizations, such as bar graphs, histograms, scatterplots and line charts to gain insight into the connections and trends hiding within the information.
- **Customization and Automation:** SPSS allows users to automate repetitive tasks and customize the software to meet specific needs. It supports the use of syntax, a command-based language, which enables users to write scripts to perform complex analyses and apply them to multiple datasets.
- **Integration and Export:** SPSS facilitates seamless integration with other software tools. It supports importing data from various formats, such as Excel, CSV, and databases. Additionally, SPSS allows users to export results to different file formats, including Excel, PDF, and Word.
- **Extensions and Add-ons:** SPSS offers additional functionality through extensions and add-ons. These include modules for specific analyses, such as Advanced Statistics, Regression Models, and Missing Values. Users can enhance the

software's capabilities by installing these modules based on their requirements.

With its expansive array of statistical tools and capabilities to analyze diverse datasets, the broad-spectrum statistical application SPSS has become the preeminent choice for researchers, data scientists, and industry professionals across myriad domains—ranging from the social sciences and market research to healthcare and commercial enterprise. Its intuitive interface, extensive statistical capabilities, and data management features make it a popular choice among both beginners and experienced analysts.

CHAPTER 4

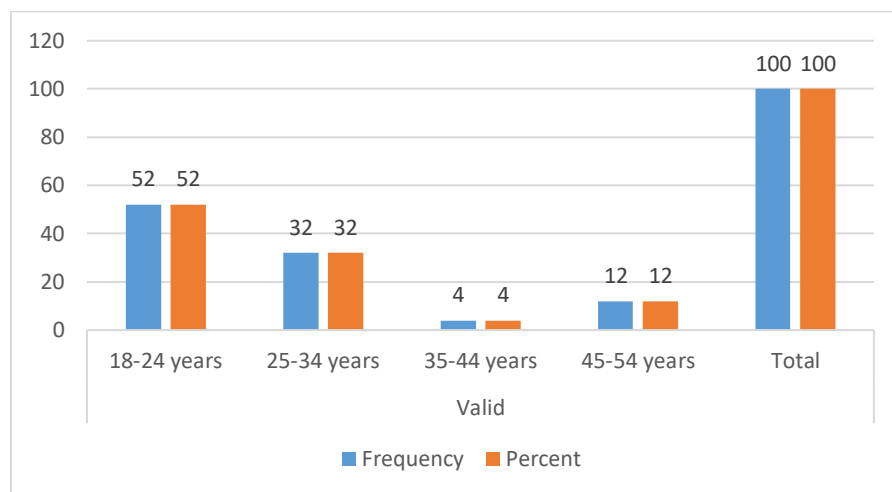
RESULT AND DISCUSSION

Age

Table 1Age

		Frequency	Percent
Valid	18-24 years	52	52.0
	25-34 years	32	32.0
	35-44 years	4	4.0
	45-54 years	12	12.0
	Total	100	100.0

Figure 1 Age



The demographic dispersion across age cohorts within this particular assemblage is evident in the accompanying data display. Those within subgroups ranging from 18 to 24 years old up through the 45 to 54 age demographic exhibit considerable diversity in their outlooks and life experiences. The "Frequency" column breaks down the total number of responders by age range. Among the diverse age groups accounted for in the dataset ranging from youthful respondents in their late teens to the more mature in middle age were 52 vivacious souls between 18 and 24 years, 32 in the quarter-century to mid-thirties bracket, a mere quartet in the 35 to 44 range, and finally a dozen in the 45 to 54 category. The "Percent" column displays the proportion of total responders

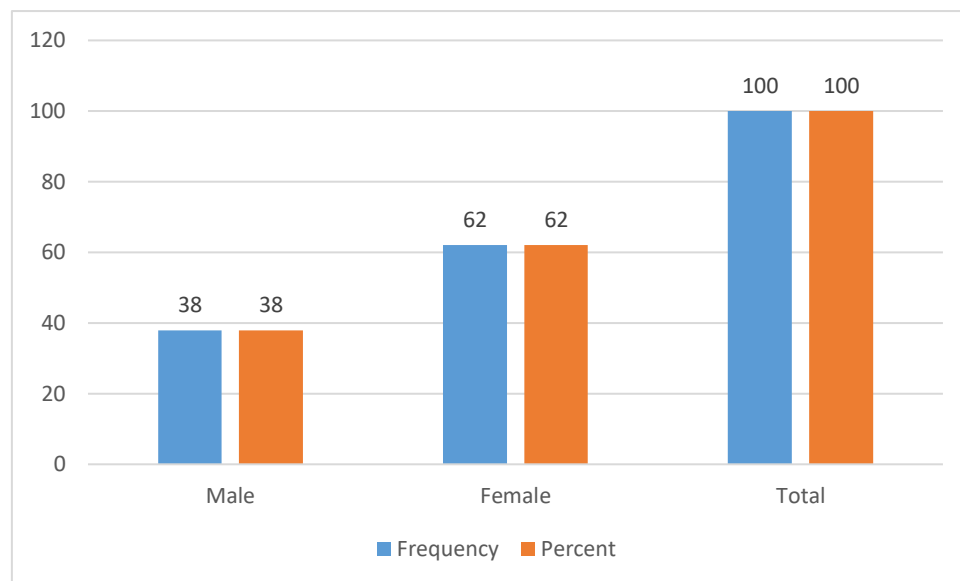
who fall into each age group. The demographic statistics characterizing the ages of those participating in the survey, undulating on the younger end of the age spectrum in a fashion leaning towards being positively skewed, from the age of 18 up to 54, comprise a constituency of 52% being under the age of 25, 32% ranging in ages from 25 up to 34, a mere 4% between 35 and 44 years of age, with the remaining 12% spanning the ages starting at 45 and concluding at 54.

Gender

*Table 2*Gender

Valid	Frequency	Percent
Male	38	38.0
Female	62	62.0
Total	100	100.0

*Figure 2*Gender



The table shows that 100 people in total were considered for the study. Of those surveyed, precisely thirty-eight individuals, comprising thirty-eight percent of the respondents in their totality, were designated as being biologically male. However, 62 people were classified as female, making up 62% of the whole sample.

These numbers suggest that the sample is somewhat biased towards females since they represent a larger proportion of the total than do men. Keeping in mind that this analysis

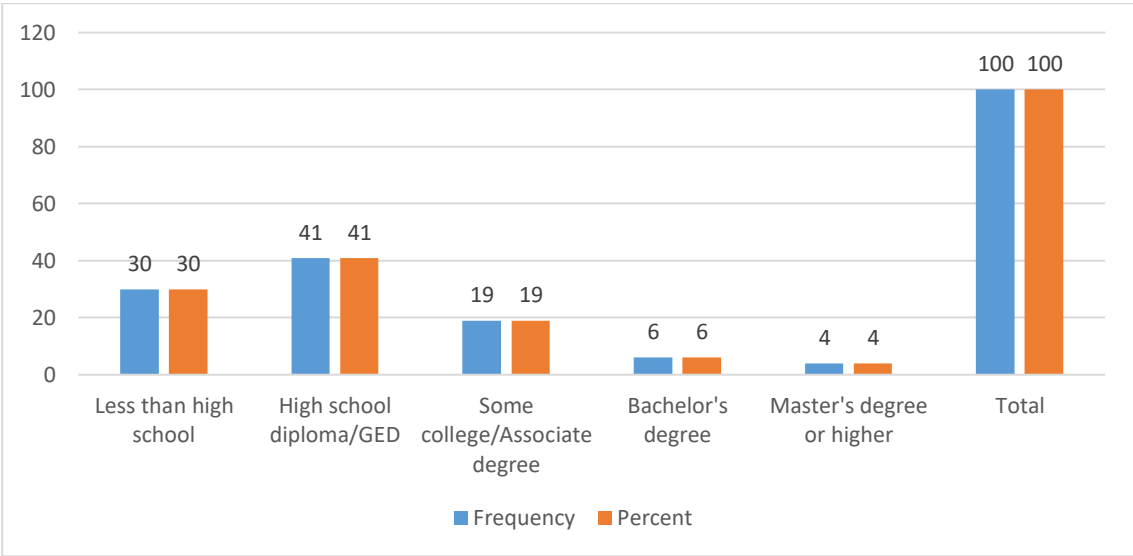
relies solely on the provided data and excludes any additional details or surrounding circumstances, it is vital not to lose sight of the fact that this explanation is founded exclusively upon the furnished table.

Education Level

Table 3Education Level

Valid	Frequency	Percent
Less than high school	30	30.0
High school diploma/GED	41	41.0
Some college/Associate degree	19	19.0
Bachelor's degree	6	6.0
Master's degree or higher	4	4.0
Total	100	100.0

Figure 3Education Level



The table provided displays information on the education levels within a specific population. With a categorization of the populace into quintiles of scholastic attainment - those bereft of secondary education, possessors of a secondary school certificate or equivalent, some collegiate study or associate credential, bachelor's qualification, and master's degree or loftier - each echelon comes equipped with a duo of pillars

emblematic of "Frequency" and "Percent" values.

Though a substantial portion of 41 individuals, comprising exactly 41.0% of the population, had attained either a high school diploma or General Education Development, a careful analysis of the accumulated information revealed that this constituted the single largest demographic category within the overall group. Following closely behind, 30 individuals, or 30.0%, have an education level lower than high school.

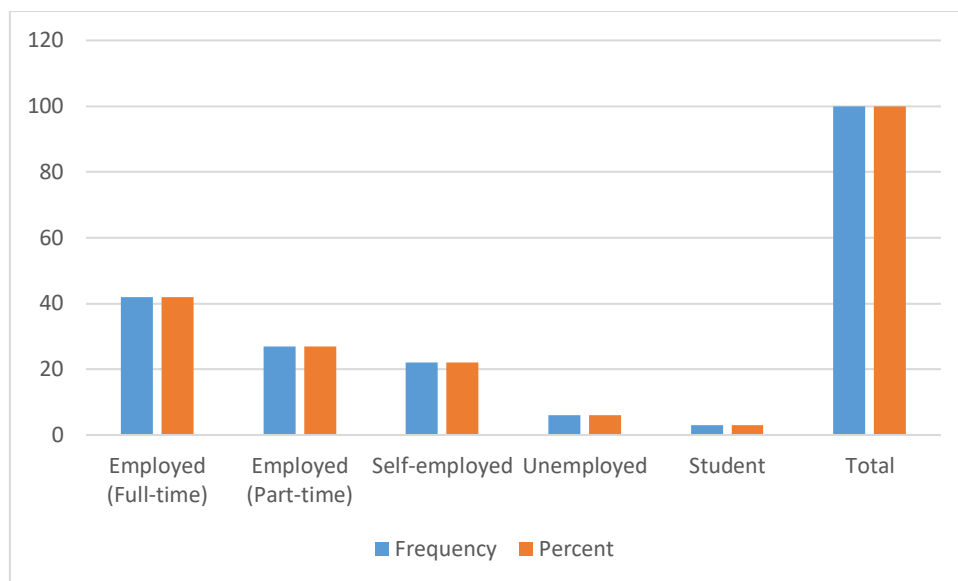
Although 19 individuals, corresponding to 19.0% of the total cohort surveyed, had pursued postsecondary coursework to some degree or earned an associate degree. Comparatively, a smaller proportion of the population, specifically 6 individuals, or 6.0%, have obtained a bachelor's degree. Although the smallest subset of the study group encompassing just 4 participants had pursued and obtained either a master's degree or even a higher level of education, representing 4.0% of the total population.

Occupation

Table 4Occupation

Valid	Frequency	Percent
Employed (Full-time)	42	42.0
Employed (Part-time)	27	27.0
Self-employed	22	22.0
Unemployed	6	6.0
Student	3	3.0
Total	100	100.0

Figure 4Occupation



The voluminous table provided herein meticulously delineates and categorizes in an assiduous manner the manifold and multifarious occupations which the populace undertake, separated into segments designated as “Employed (Full-time),” “Employed (Part-time),” “Self-employed,” “Unemployed,” and “Student,” furnishing the frequencies and percentages of the inhabitants of each group enumerated and particularized within the capacious table.

The category with the greatest frequency is "Employed (Full-time)" in the table, with 42 people making up 42% of the total. "Employed (Part-time)" comes in second place with 27 respondents, or 27% of the sample. Of the overall total number, seventeen individuals constituting twenty-two percent could best be described as operating within a self-employed occupational framework.

The other occupational categories have lesser numbers. Of the sample, a sextet constituting six percent could be classified as lacking employment, whereas a trio accounting for three percent would be more appropriately categorized under the rubric of "student" status.

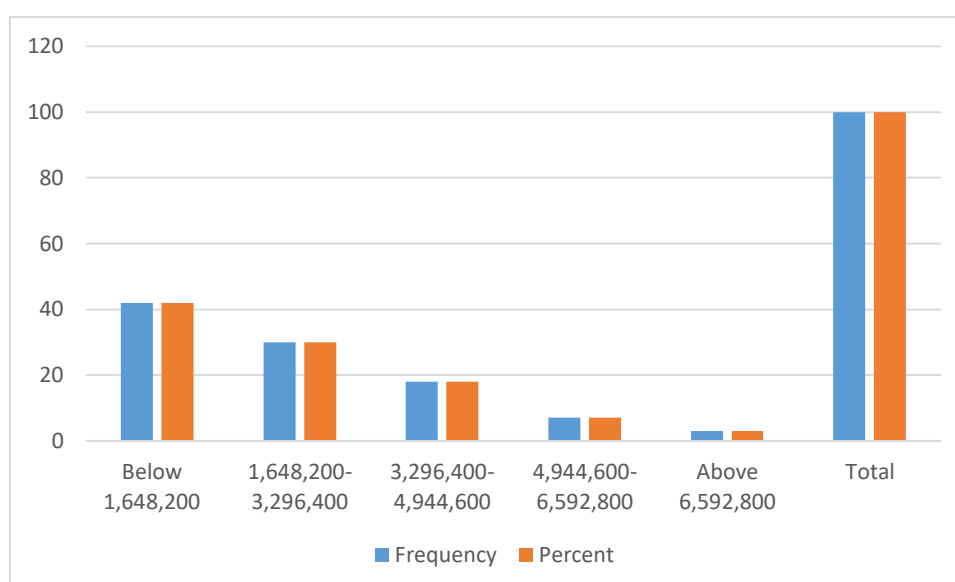
The data represented demonstrates that the sizable portion constituting the sample set, or rather the preponderance of the population scrutinized, are engaged in occupations on either a full-time or part-time basis. While the vast majority elect to work for themselves, far fewer remain unemployed or continue their studies.

Annual Income

Table 5 Annual Income

Valid	Frequency	Percent
Below 1,648,200	42	42.0
1,648,200- 3,296,400	30	30.0
3,296,400- 4,944,600	18	18.0
4,944,600- 6,592,800	7	7.0
Above 6,592,800	3	3.0
Total	100	100.0

Figure 5 Annual Income



The data indicates that, although comprising the totality of those surveyed, the preponderance subsisted on annual emoluments not exceeding 1,648,200 rupees. 42 respondents, or 42% of all responses, fall into this group.

A total of thirty respondents, accounting for thirty percent of the overall replies, reported their income as falling within the second-highest bracket of 1,648,200 rupees to 3,296,400 rupees.

Among the 18% of responders reporting incomes within the 3,296,400 rupees to 4,944,600 rupees' range were precisely 18 individuals.

Among the seven percent in the upper middle tier of compensation, an eclectic mix of personalities emerged.

Of the total respondents surveyed, an elite cadre of precisely three individuals, comprising a diminutive three percent of the overall sample, were found to inhabit the

loftiest fiscal echelon, specifically delineated as an annual pecuniary accretion exceeding 6,592,800 rupees.

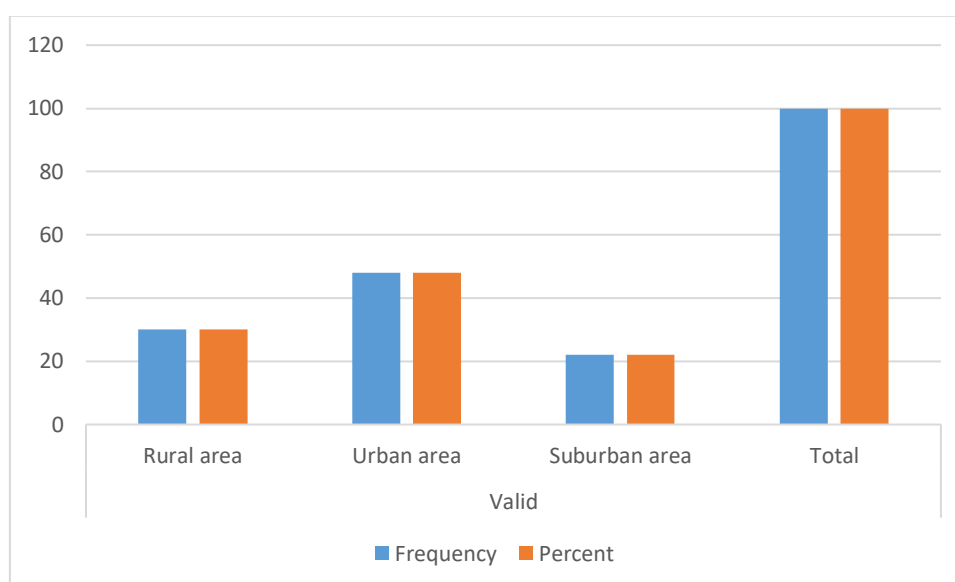
Ultimately, despite the fact that the preponderance of those surveyed make under 1,648,200 rupees annually, as compensation elevates, the quantity of individuals taking part declines precipitously. This indicates that the studied population's income distribution is biased towards lower income individuals.

Residence

Table 6Residence

		Frequency	Percent
Valid	Rural area	30	30.0
	Urban area	48	48.0
	Suburban area	22	22.0
	Total	100	100.0

Figure 6Residence



Segregated residually into rustic, municipal and intermediary sectors, the tabular representation disseminates statistics relative to the allotment of examinees. The table includes two columns: "Frequency" and "Percent."

A substantial portion of the respondents surveyed, specifically 30 out of 100 accounting for 30% of the total respondents, inhabit sparsely populated rural locations as evidenced

by the data presented in the table. Nearly half of the respondents, a total of 48 or 48% of those surveyed, inhabit metropolitan regions. Lastly, 22 respondents, constituting 22% of the total, live in suburban areas.

Of the survey participants polled, the percentages delineated within the "Percent" column denote the fractions apportioned to each housing category relative to the aggregate total of respondents. The percentages for each category add up to 100%, indicating that all respondents' residences are accounted for in the table.

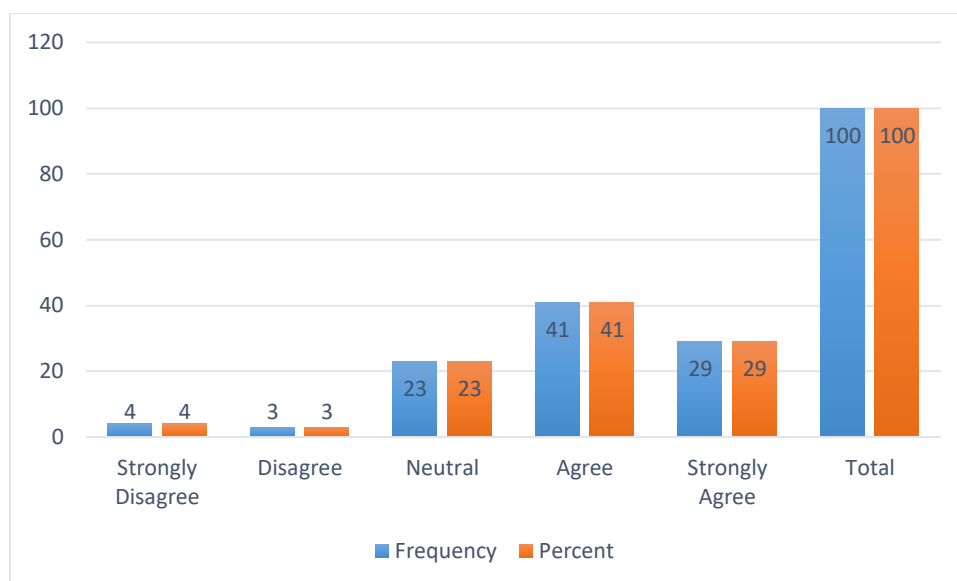
While almost half of those surveyed dwell in more populated, concentrated metropolitan locales, nearly a third inhabit sparsely populated rural regions, and slightly over a fifth reside in transitional suburbanized zones between the two, as can be deduced from this information. The table offers insights into the distribution of respondents based on their residential location and can be used to analyze patterns or draw conclusions related to the topic of residence.

Ecotourism activities have improved the economic well-being of the local community

Table 7 Ecotourism activities have improved the economic well-being of the local community

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	3	3.0
Neutral	23	23.0
Agree	41	41.0
Strongly Agree	29	29.0
Total	100	100.0

Figure 7 Ecotourism activities have improved the economic well-being of the local community



The supplied data represent the results of a survey or questionnaire in which respondents were asked to designate their level of agreement or disagreement with a specific statement or question. The table displays the response frequency and percentage for each category.

Four percent of respondents vehemently disagreed with the statement, while three percent disagreed in general. A sizeable proportion, 23%, remained neutral on the subject. On the other hand, 41% of participants agreed and 29% strongly concurred with the statement.

Overall, the majority of respondents (70%) expressed a favourable opinion of the statement by concurring or strongly agreeing. In contrast, a lesser proportion of respondents (7%) held a negative opinion, disputing or vehemently disagreeing. The remaining respondents chose a neutral position.

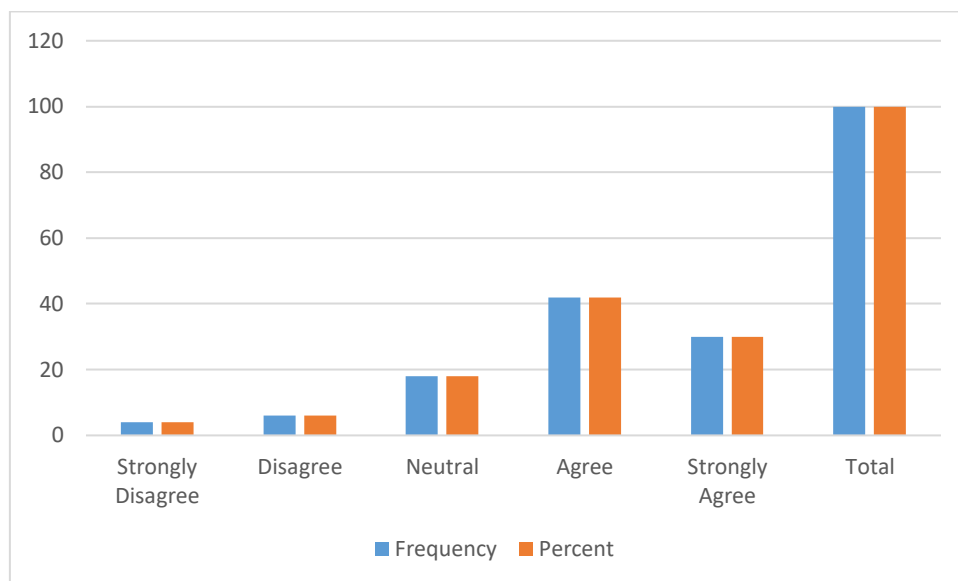
Ecotourism initiatives have created job opportunities for the local residents

Table 8 Ecotourism initiatives have created job opportunities for the local residents

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	6	6.0
Neutral	18	18.0
Agree	42	42.0
Strongly Agree	30	30.0

Total	100	100.0
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Figure 8 Ecotourism initiatives have created job opportunities for the local residents



The table's data illustrates the distribution of responses to a particular query or assertion. Participants were given five response options: "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree."

Four participants (4%) out of the total sample size of 100 strongly disputed with the statement. Six additional participants (6%) voiced disagreement. The largest group, comprised of 18 participants (18%), chose "Neutral" to indicate that they neither concurred nor disagreed with the statement. In contrast, 42 participants (42%) concurred with the statement, and 30 (30%) strongly agreed.

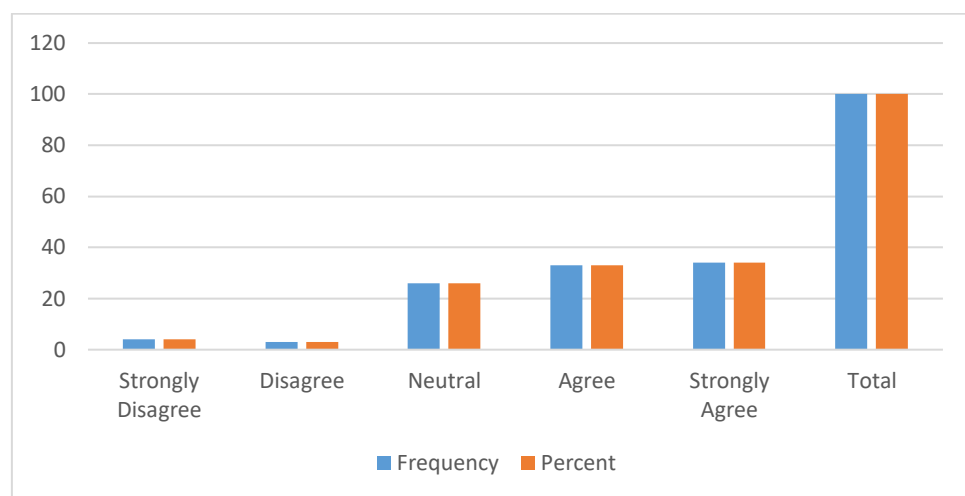
This distribution of responses provides a summary of the attitudes or opinions of the participants regarding the query or statement. It appears that the majority of participants (42%) concurred with the statement, while a lesser proportion (30%) strongly agreed. However, a sizeable proportion of respondents (18%) remained neutral, indicating that there was no discernible inclination towards agreement or disagreement. In addition, a minority of participants (4% and 6%, respectively) expressed significant disagreement and disagreement.

Ecotourism has enhanced the preservation and promotion of local cultural heritage.

Table 9 Ecotourism has enhanced the preservation and promotion of local cultural heritage.

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	3	3.0
Neutral	26	26.0
Agree	33	33.0
Strongly Agree	34	34.0
Total	100	100.0

Figure 9 Ecotourism has enhanced the preservation and promotion of local cultural heritage.



One hundred individuals participated in the survey and provided responses. The "Valid Frequency" column indicates the number of respondents who chose each option, while the "Percent" column indicates the proportion or percentage of respondents who selected each option out of the total number of respondents (100). Only 4% of respondents were vehemently opposed to the statement or query. A further 3% of respondents disagreed, indicating a slightly greater level of disagreement. The plurality of respondents, 26%, chose the neutral option, indicating that they were neither in agreement nor disagreement with the statement/question.

33% of the respondents concurred with the statement/question, indicating a moderate level of agreement. The greatest percentage of respondents, 34%, strongly concurred with the statement/question, indicating a substantial degree of agreement.

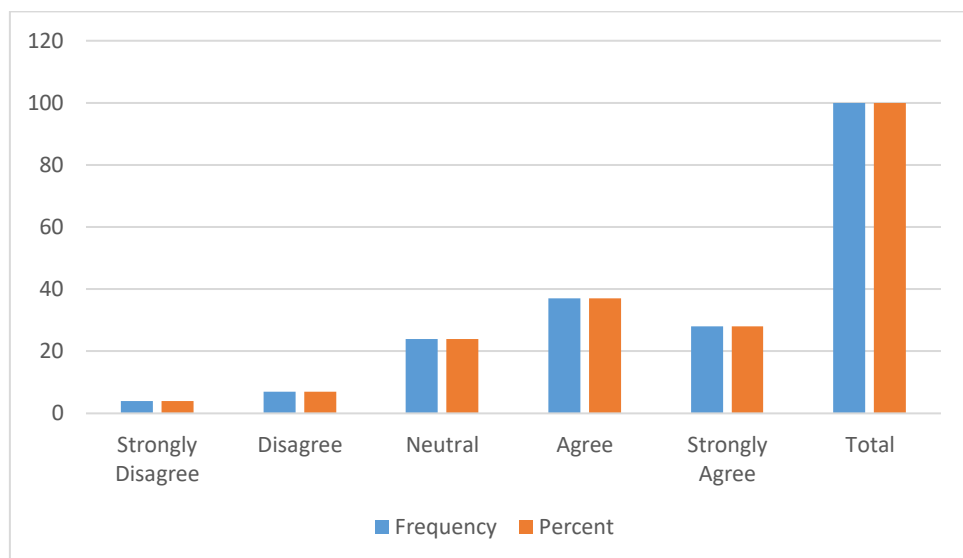
In conclusion, based on the data provided, the majority of respondents tended to agree or firmly agree with the statement/question, with a sizeable minority expressing no opinion. Alternatively, a lower proportion of respondents disagreed or strongly disagreed.

Ecotourism has led to an improvement in community infrastructure and services.

Table 10 Ecotourism has led to an improvement in community infrastructure and services.

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	7	7.0
Neutral	24	24.0
Agree	37	37.0
Strongly Agree	28	28.0
Total	100	100.0

Figure 10 Ecotourism has led to an improvement in community infrastructure and services.



Four responses out of a total of one hundred (4%) were categorised as "Strongly Disagree," signifying a strong disagreement with the statement or query. Seven responses (7%) were classified as "Disagree," indicating a general disagreement that was not as severe as the preceding category. The greatest proportion of responses, 24 in total (24.0%), fell under the "Neutral" category. This indicates that these respondents were neither in agreement nor disagreement with the statement or query; they maintained a neutral stance. In the "Agree" category, 37 responses (or 37.0%) expressed agreement with the statement or query. This indicates a moderate level of agreement among these participants.

28 responses (28.0%) were classified as "Strongly Agree," indicating a high level of

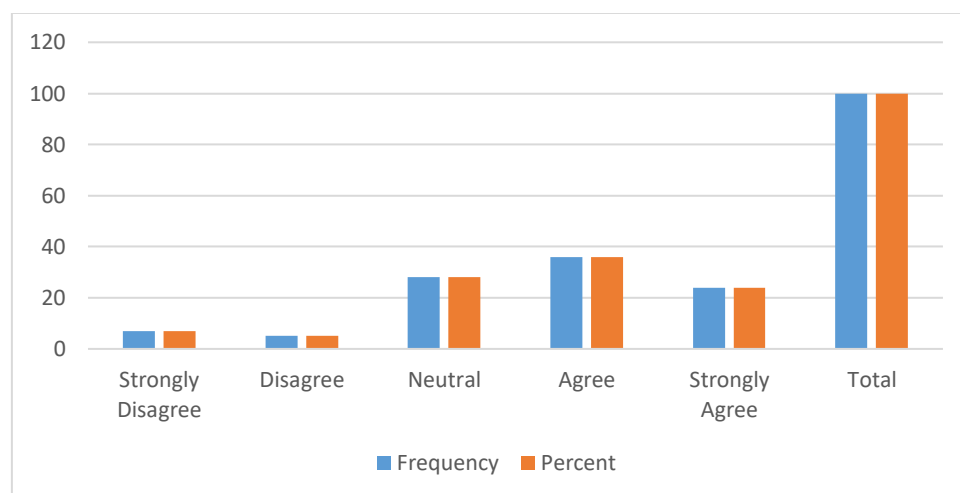
agreement with the statement or query. According to the responses received, the majority of respondents either agreed or vehemently concurred with the statement or query, with a sizeable minority expressing no opinion. However, there were also participants who strongly or otherwise disagreed, demonstrating a variety of perspectives on the subject.

Ecotourism has positively contributed to the overall well-being and quality of life of the local community.

Table 11 Ecotourism has led to an improvement in community infrastructure and services.

Valid	Frequency	Percent
Strongly Disagree	7	7.0
Disagree	5	5.0
Neutral	28	28.0
Agree	36	36.0
Strongly Agree	24	24.0
Total	100	100.0

Figure 11 Ecotourism has positively contributed to the overall well-being and quality of life of the local community.



In this instance, the data is divided into six categories: "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree," as well as "Total." Following each category are two values: "Frequency" and "Percent." The "Frequency" column represents the number of respondents who selected a particular category, while the "Percent" column represents the proportion of respondents who selected that category.

According to the interpretation of the data, the majority of respondents selected the "Agree" and "Strongly Agree" options, which account for a combined 60% of all responses (36% + 24%). This indicates that a substantial proportion of respondents agreed with the statement or question.

In contrast, a lesser proportion of respondents (28%) selected the "Neutral" category. This indicates that a substantial number of respondents took a neutral stance, neither agreeing nor disagreeing with the statement.

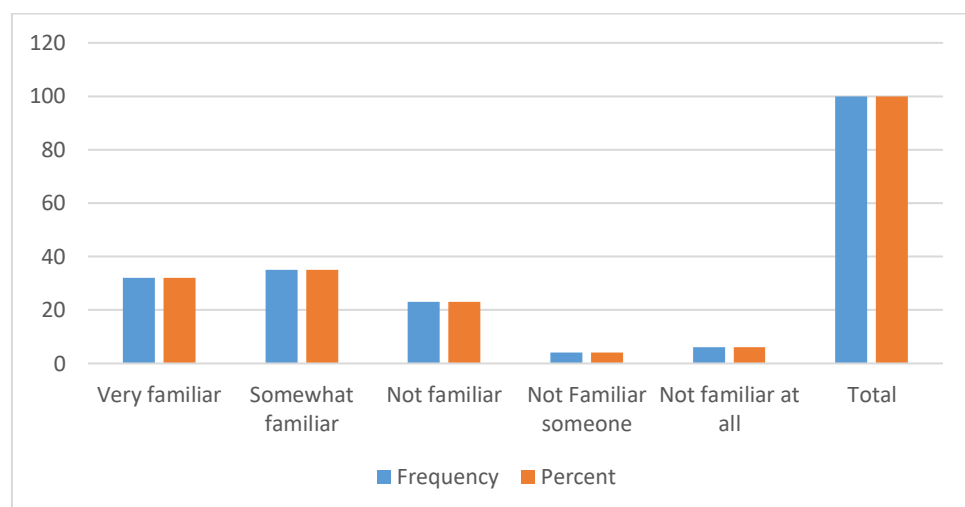
The categories with the fewest responses were "Strongly Disagree" (7%) and "Disagree" (5%). This indicates that a relatively tiny percentage of respondents disagreed with the statement or query.

How familiar are you with the concept of eco-tourism?

Table 12How familiar are you with the concept of eco-tourism?

Valid	Frequency	Percent
Very familiar	32	32.0
Somewhat familiar	35	35.0
Not familiar	23	23.0
Not Familiar someone	4	4.0
Not familiar at all	6	6.0
Total	100	100.0

Figure 12How familiar are you with the concept of eco-tourism?



The exhibited data illustrates the results of a survey conducted to ascertain respondents'

familiarity with a particular topic. The survey provided respondents with multiple options to indicate their level of familiarity. There were 100 participants in the survey. 32% of respondents indicated that they were "Very familiar" with the topic, demonstrating a solid understanding and knowledge of the subject. Another 35% of respondents claimed to be "Somewhat familiar" with the topic, indicating a moderate level of familiarity. Conversely, 23% of respondents indicated that they were "Not familiar" with the topic, indicating a lack of knowledge or awareness. A smaller proportion of respondents, 4%, indicated that they were "Not Familiar with someone" in relation to the topic, indicating unfamiliarity with someone or something associated with the topic.

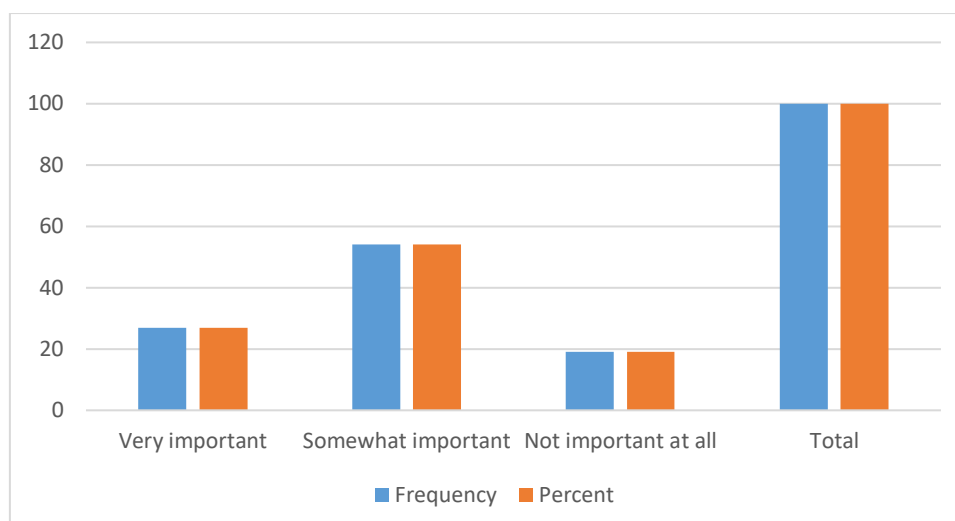
6% of respondents indicated that they were "Not familiar at all" with the topic, indicating a total lack of familiarity or knowledge. The results of the survey disclose varying degrees of familiarity among respondents, with a significant proportion identifying as "Very familiar" or "Somewhat familiar." In contrast, a lesser proportion of respondents reported having limited or no familiarity with the topic.

How important do you think eco-tourism is for promoting sustainable rural development and improving the livelihoods of rural communities?

Table 13How important do you think eco-tourism is for promoting sustainable rural development and improving the livelihoods of rural communities?

Valid	Frequency	Percent
Very important	27	27.0
Somewhat important	54	54.0
Not important at all	19	19.0
Total	100	100.0

Figure 13How important do you think eco-tourism is for promoting sustainable rural development and improving the livelihoods of rural communities?



The provided information represents a survey or evaluation in which participants were asked to rate the significance of a particular factor. Respondents were given three options: "Very important," "Somewhat important," and "Not important at all."

The frequency and percentage of respondents who selected each option are displayed in the table.

27% of the participants regarded the factor as "Very important." This indicates that a substantial proportion of respondents gave the factor a high level of importance.

54% of respondents indicated that the factor was "Somewhat important." This indicates that a larger proportion of participants recognised the factor's significance, but perhaps did not view it as critically as the "Very important" group.

19% of respondents assessed the factor as "Not important at all." This minority opinion held that the factor was insignificant in the context of the survey or evaluation.

The majority of respondents deemed the factor to be essential to some degree, with the largest group describing it as "Somewhat important." However, it is crucial to keep in mind that these interpretations are founded solely on the provided data, and that additional context is necessary for a more thorough analysis.

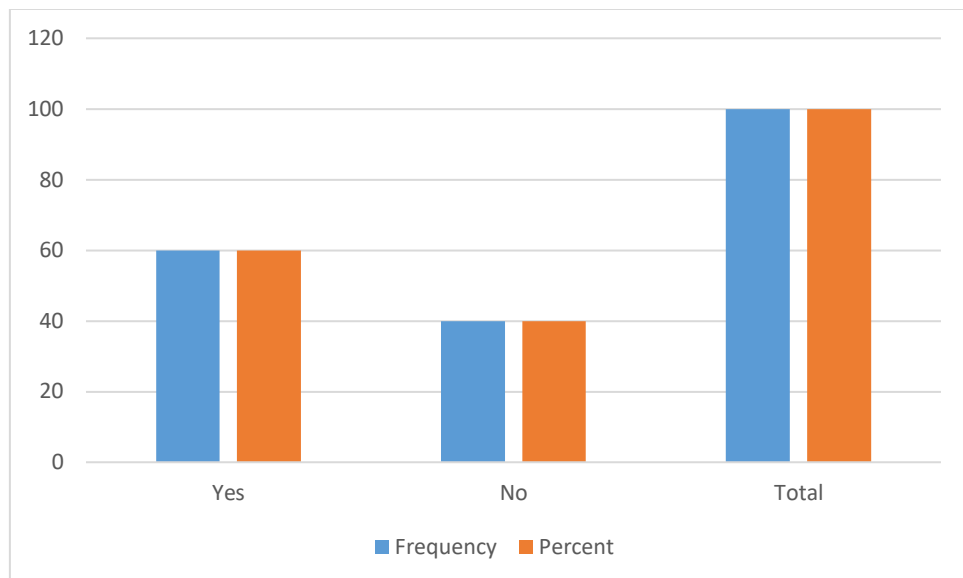
Have you witnessed any positive changes in the local community due to eco-tourism?

Table 14 Have you witnessed any positive changes in the local community due to eco-tourism?

Valid	Frequency	Percent
Yes	60	60.0

No	40	40.0
Total	100	100.0

Figure 14Have you witnessed any positive changes in the local community due to eco-tourism?



According to the table, sixty observations, or sixty percent of the total, are classified as "Yes." This indicates that the preponderance of data elements fall under this category. In contrast, 40 observations, or 40% of the total, are classified as "No."

There is also a "Total" entry in the table, indicating that the sum of the frequencies is 100, which represents the entire dataset. 60% of the observations fall under the "Yes" category, whereas 40% fall under the "No" category, based on the information provided.

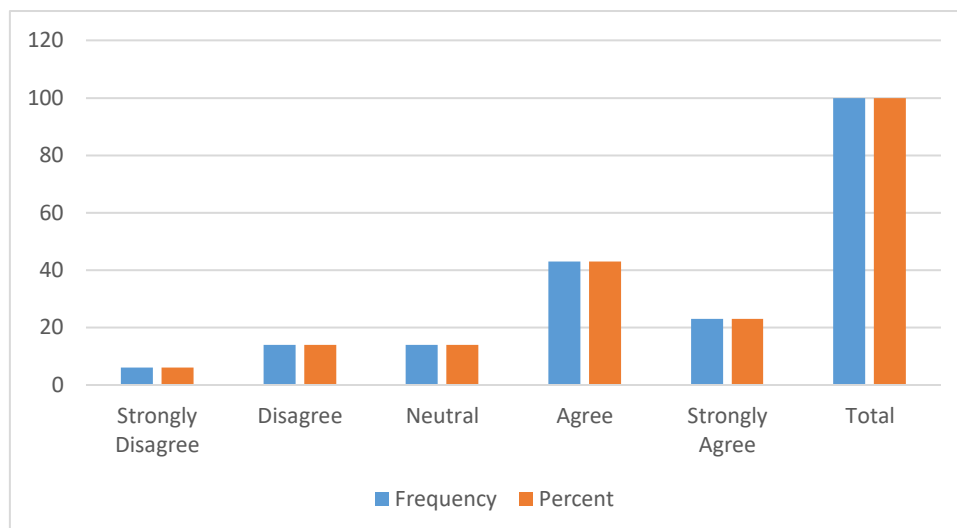
Ecotourism activities have positively contributed to the income generation opportunities for the local community.

Table 15Ecotourism activities have positively contributed to the income generation opportunities for the local community.

Valid	Frequency	Percent
Strongly Disagree	6	6.0
Disagree	14	14.0
Neutral	14	14.0
Agree	43	43.0
Strongly Agree	23	23.0

Total	100	100.0
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Figure 15 Ecotourism activities have positively contributed to the income generation opportunities for the local community.



The table summarizes the responses of a survey on the topic of ecotourism activities and their impact on income generation for the local community. The majority of respondents (66%) agreed or strongly agreed that ecotourism has positively contributed to income opportunities for the local community. Conversely, 20% of respondents disagreed or strongly disagreed with this statement. Approximately 14% of respondents were neutral, indicating a lack of opinion or uncertainty. Overall, the survey suggests that a significant portion of respondents believe ecotourism activities have a positive effect on generating income for the local community. However, it's important to consider other factors and perspectives when assessing the overall impact of ecotourism on local communities.

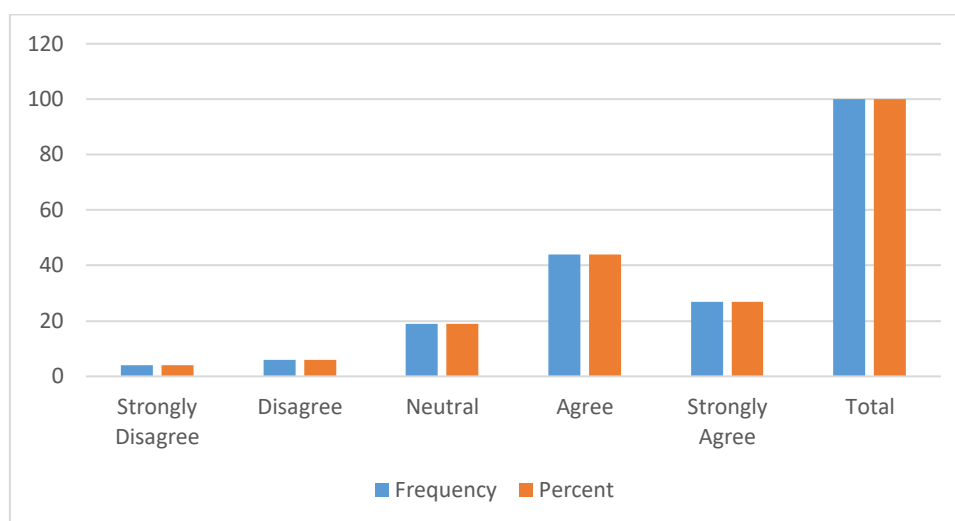
Ecotourism has improved the standard of living for the local community.

Table 16 Ecotourism has improved the standard of living for the local community.

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	6	6.0
Neutral	19	19.0
Agree	44	44.0
Strongly Agree	27	27.0

Total	100	100.0
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Figure 16 Ecotourism has improved the standard of living for the local community.



The plurality of responses from the 100 participants in the survey fell into the "Agree" category, with 44 participants selecting this option, or 44.0% of the total responses. The "Strongly Agree" category garnered 27 responses, or 27.0% of the total number of responses.

19 individuals, or 19.0% of the total responses, selected "Neutral" as their response of choice, making it the option with the highest participation rate. The response options with the lowest counts were "Strongly Disagree" and "Disagree," which received 4 and 6 responses, or 4.0% and 6.0% of the total responses, respectively. In conclusion, the survey results indicate that the majority of respondents concurred or firmly agreed with the statement or question posed. Without specific information about the statement or query, it is difficult to offer a more in-depth interpretation.

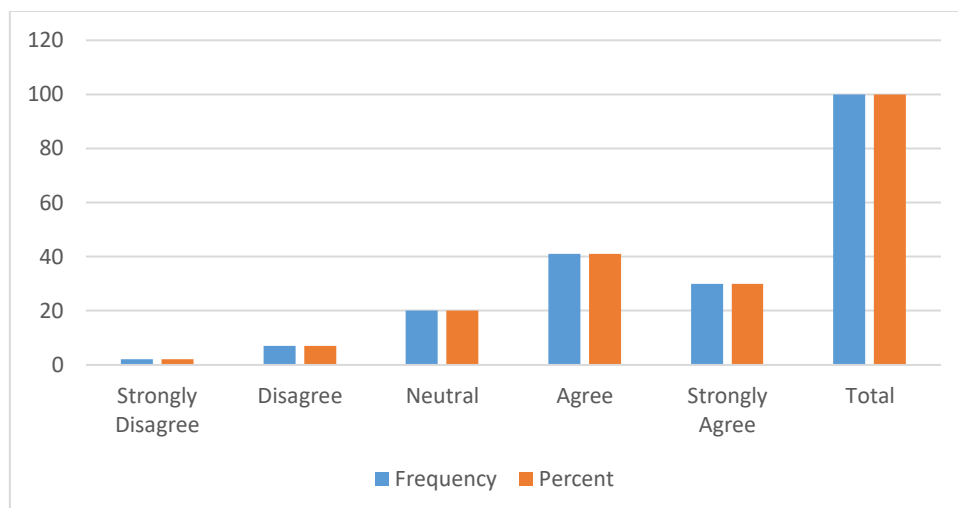
Ecotourism initiatives have provided employment opportunities for the local residents.

Table 17 Ecotourism initiatives have provided employment opportunities for the local residents.

Valid	Frequency	Percent
Strongly Disagree	2	2.0
Disagree	7	7.0
Neutral	20	20.0
Agree	41	41.0

Strongly Agree	30	30.0
Total	100	100.0

Figure 17 Ecotourism initiatives have provided employment opportunities for the local residents.



The table seems to be replies to a survey or questionnaire on ecotourism projects and local jobs. The table shows answer categories from "Strongly Disagree" to "Strongly Agree" with their frequency and percent values.

Despite the fact that among those surveyed, a sizeable minority remained either indifferent or disagreed with the notion, the vast majority of the 100 individuals questioned enthusiastically concurred that ecotourism programmes work to furnish local inhabitants with gainful employment opportunities.

According to the survey findings, an overwhelming 71 percent of those surveyed, comprising 41 percent who agreed and 30 percent who strongly concurred, were of the opinion that ecotourism had generated job opportunities locally. However, 9% (2% strongly disagreed and 7% disagreed) disagree with this assertion.

The table shows that although most respondents believe that ecotourism programmes boost local employment, there is opportunity for development and addressing issues mentioned by those who disagreed or were indifferent

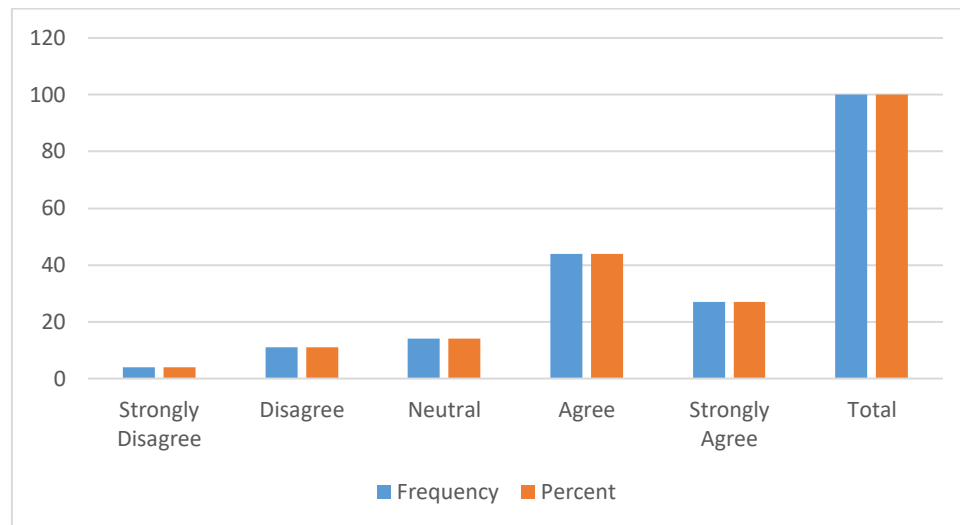
Ecotourism has enhanced the skills and capacity of local community members.

Table 18 Ecotourism has enhanced the skills and capacity of local community members.

Valid	Frequency	Percent
Strongly Disagree	4	4.0

Disagree	11	11.0
Neutral	14	14.0
Agree	44	44.0
Strongly Agree	27	27.0
Total	100	100.0

Figure 18 Ecotourism has enhanced the skills and capacity of local community members.



The table includes Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree responses. Response categories have frequency counts and percentages.

Strongly Disagree: 4 (4.0%)

Four people strongly disagree that ecotourism has improved local community skills and capacities. This shows that a tiny percentage of respondents do not think ecotourism has improved local skills and capacities.

11% disagree.

Eleven respondents disagree, saying ecotourism has not improved local community members' abilities. This indicates a significantly higher percentage of respondents who regard ecotourism negatively.

Neutral: 14 (14.0%)

Fourteen respondents are indifferent on the assertion that ecotourism has improved local community skills and capacities. They may need more information to develop an opinion.

44% agreed.

Forty-four percent agree, saying ecotourism has improved local community members'

abilities and ability. This suggests that many respondents believe ecotourism improves local skills and capabilities.

Strongly Agree: 27 (27.0%)

Twenty-seven respondents strongly believe that ecotourism has improved local community capabilities. This suggests a large number of respondents feel ecotourism improves local skills and capacities.

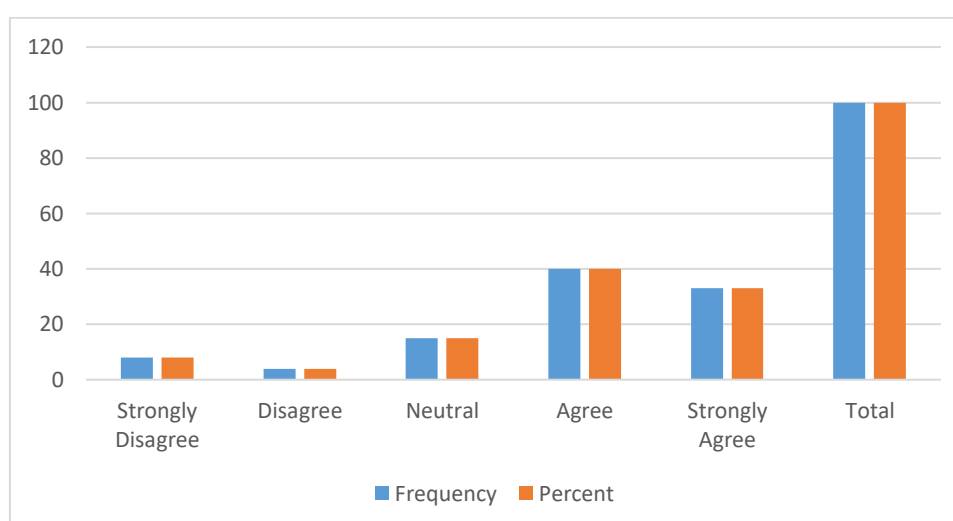
The table shows a variety of comments on how ecotourism affects local community skills and ability. Ecotourism has improved local community members' abilities and capacities, according to most respondents.

Ecotourism has improved access to basic services (education, healthcare, infrastructure) in the local community.

Table 19 Ecotourism has improved access to basic services (education, healthcare, infrastructure) in the local community.

Valid	Frequency	Percent
Strongly Disagree	8	8.0
Disagree	4	4.0
Neutral	15	15.0
Agree	40	40.0
Strongly Agree	33	33.0
Total	100	100.0

Figure 19 Ecotourism has improved access to basic services (education, healthcare, infrastructure) in the local community.



The table shows poll answers on how ecotourism affects local access to fundamental amenities including education, healthcare, and infrastructure. The table has columns for "Valid," "Frequency," and "Percent."

Respondents have many survey question alternatives in the "Valid" column. These selections presumably indicated agreement or disagreement with the remark.

"Frequency" shows how many respondents chose each answer choice. 8 severely disagreed, 4 disagreed, 15 neutrals, 40 agreed, and 33 strongly agreed.

The "Percent" column shows how many people chose each option. Total responders determine these percentages. 8% disagreed, 4% disagreed, 15% indifferent, 40% agreed, and 33% strongly agreed.

According to the research, 73% of respondents agreed. 40% and 33% strongly agreed. 12% disagreed, with 4% "disagree" and 8% "strongly disagree."

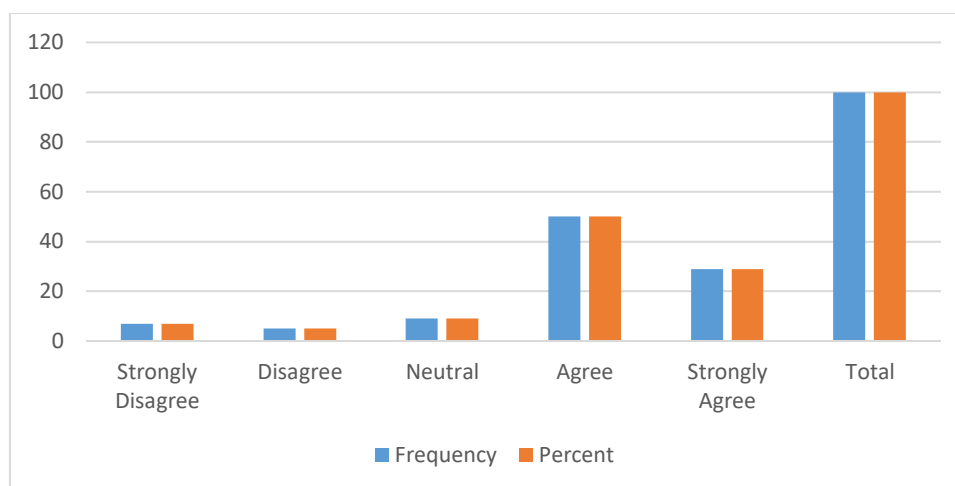
It is crucial to note that 15% of respondents picked the "neutral" option, reflecting their ambiguity or lack of perspective on how ecotourism affects local community access to basic services.

Ecotourism initiatives in this area are environmentally sustainable.

Table 20Ecotourism initiatives in this area are environmentally sustainable.

Valid	Frequency	Percent
Strongly Disagree	7	7.0
Disagree	5	5.0
Neutral	9	9.0
Agree	50	50.0
Strongly Agree	29	29.0
Total	100	100.0

Figure 20Ecotourism initiatives in this area are environmentally sustainable.



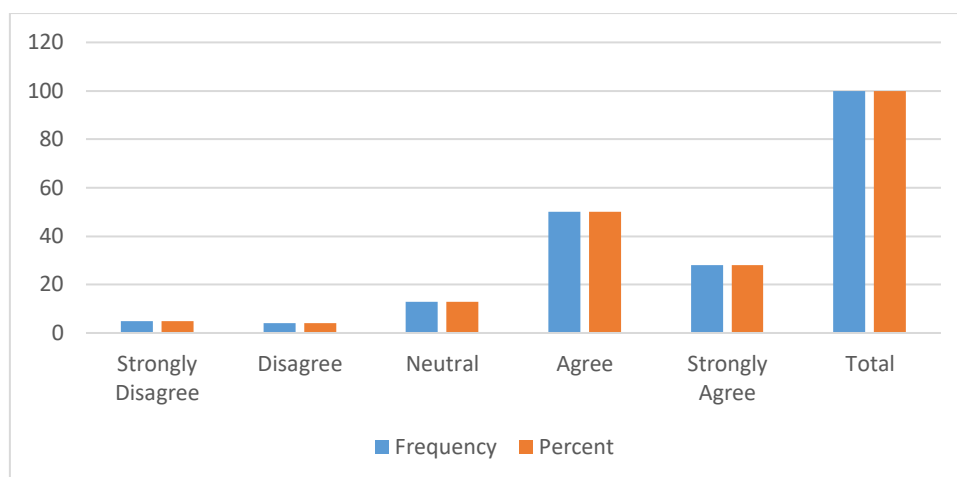
The table presents data on respondents' opinions regarding the environmental sustainability of ecotourism initiatives in a particular area. The majority of respondents, accounting for 79%, expressed agreement with the statement, either agreeing or strongly agreeing. On the other hand, 12% of respondents disagreed with the statement. A smaller segment, approximately 9%, remained neutral and did not have a strong opinion. Overall, the data suggests that a significant portion of the surveyed population believes that ecotourism initiatives in the area are environmentally sustainable, although further analysis should consider the sample size and representativeness of the respondents.

Ecotourism initiatives in this area are socially sustainable.

Table 21 Ecotourism initiatives in this area are socially sustainable.

Valid	Frequency	Percent
Strongly Disagree	5	5.0
Disagree	4	4.0
Neutral	13	13.0
Agree	50	50.0
Strongly Agree	28	28.0
Total	100	100.0

Figure 21 Ecotourism initiatives in this area are socially sustainable.



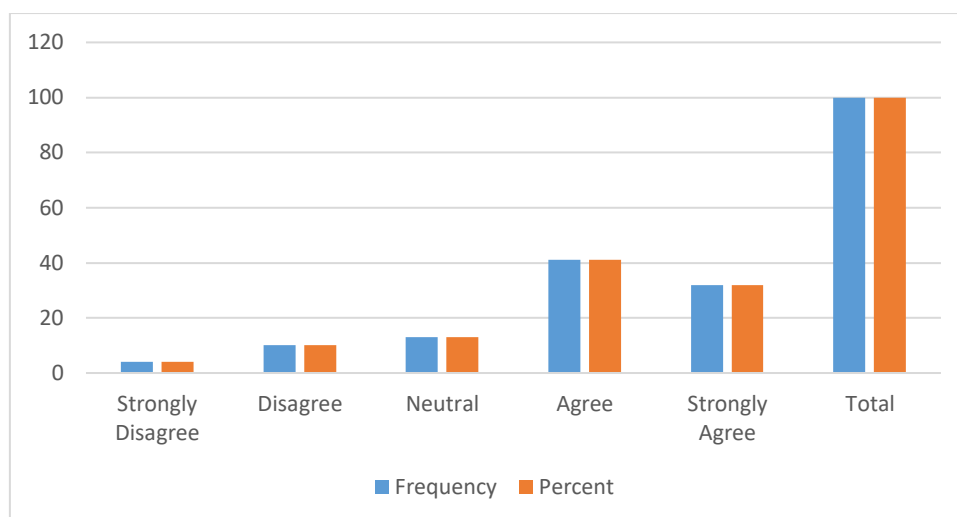
5% of respondents strongly disagreed with the statement or query, which corresponds to five valid responses. Moreover, 4% of respondents disagreed, accounting for 4 valid responses. The category with the most responses was neutral, with 13 respondents (13% of all valid responses) expressing neither agreement nor disagreement. 50 respondents (50 percent of all legitimate responses) concurred with the statement/question, while 28 respondents (28 percent of all valid responses) strongly concurred. There were 100 legitimate responses, representing one hundred percent of the respondents. In summary, the majority of respondents concurred or firmly agreed with the statement/question, as these responses accounted for 78% of all valid responses. The neutral category received a substantial number of responses, whereas the disagreement categories received fewer.

Ecotourism initiatives in this area are economically sustainable.

Table 22 Ecotourism initiatives in this area are economically sustainable.

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	10	10.0
Neutral	13	13.0
Agree	41	41.0
Strongly Agree	32	32.0
Total	100	100.0

Figure 22 Ecotourism initiatives in this area are economically sustainable.



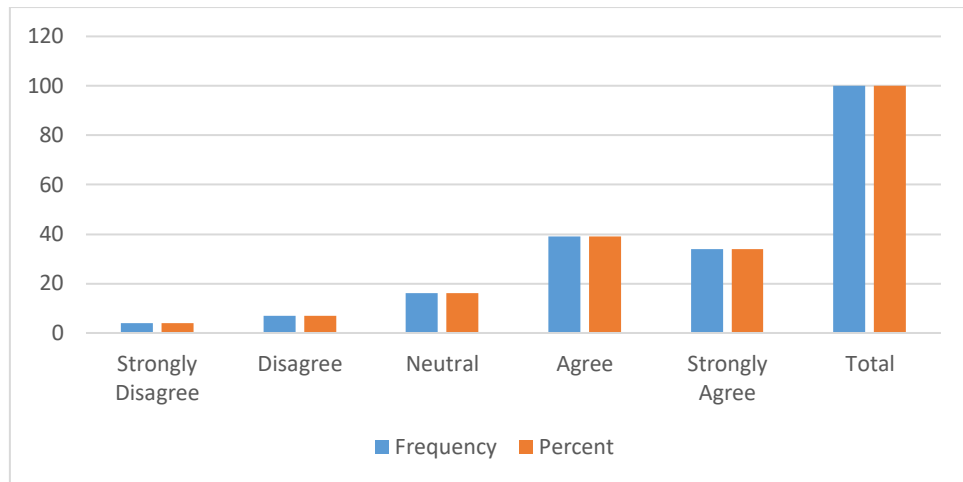
The provided table displays responses to a survey question regarding the economic sustainability of ecotourism initiatives in a particular area. Out of 100 valid responses, 41% of participants agreed and 32% strongly agreed that these initiatives are economically sustainable. However, 10% disagreed, 13% were neutral, and 4% strongly disagreed. These findings suggest a significant level of support for the statement, but also indicate that there are differing opinions on the matter.

The benefits of ecotourism will be long-lasting and sustainable for the local community

Table 23The benefits of ecotourism will be long-lasting and sustainable for the local community

Valid	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	7	7.0
Neutral	16	16.0
Agree	39	39.0
Strongly Agree	34	34.0
Total	100	100.0

Figure 23The benefits of ecotourism will be long-lasting and sustainable for the local community



The table shows the responses to a survey on the statement "The benefits of ecotourism will be long-lasting and sustainable for the local community." Out of 100 respondents:

- 4% strongly disagreed
- 7% disagreed
- 16% were neutral
- 39% agreed
- 34% strongly agreed

Overall, 73% of respondents agreed or strongly agreed that the benefits of ecotourism would be long-lasting and sustainable for the local community.

Nonparametric Tests

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of Education Level occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of Ecotourism activities have improved the economic well-being of the local community occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of Ecotourism initiatives have created job opportunities for the local residents occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of Ecotourism has positively contributed to the overall well-being and quality of life of the local community. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of How important do you think eco-tourism is for promoting sustainable rural development and improving the livelihoods of rural communities? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

From the above table we can say that Null hypothesis has been rejected and Alternative hypothesis accepted which is showing that Ecotourism has a significant impact on rural development and livelihood generation.

CHAPTER 5

SUGGETIONS

1. **Conduct a thorough evaluation:** Start by conducting a comprehensive assessment of the rural area's natural and cultural resources. With densely concentrated areas set aside specifically to preserve native wildlife and picturesque landscapes combined with a rich cultural history conveyed through time-honored art forms and customs passed down for generations, this destination appeals to environmentally-conscious voyagers seeking an authentic experience of a region's natural and human heritage.
2. **Develop sustainable infrastructure:** Invest in the development of sustainable infrastructure to support ecotourism. This could involve constructing eco-lodges, visitor centers, nature trails, or camping facilities with minimal environmental impact.
3. **Encourage community involvement:** Involve local communities in ecotourism planning and development. While giving them decision-making authority and empowering them to take an active part in managing ecotourism activities as well as benefiting from them, engage them.
4. **Provide training programmers for local communities to improve their skills in hospitality, customer service, tour guiding, and environmentally sustainable practices.** By providing carefully curated, culturally sensitive services and encounters to patrons, they will be enabled to maintain their time-honored traditions intact.
5. **Collaboration with relevant stakeholders, including government agencies, non-profit organizations, and tourism operators, to leverage their expertise, resources, and networks.** Ecotourism initiatives stand to benefit greatly from multifaceted development and strategic promotion.
6. **Promote and market ecotourism:** Create a marketing plan to increase awareness of the rural destination's ecotourism offerings. Utilise various channels, such as social media, websites, brochures, and travel agencies, to target eco-conscious travellers and promote the distinct experiences the rural community has to offer.
7. **Encourage responsible tourism practises and emphasise to visitors the significance of responsible tourism.** Educate them about the local culture, environment, and

customs, and encourage them to minimise their ecological imprint by engaging in environmentally responsible behaviours and respecting the local communities.

8. Diversify income sources: ecotourism should be considered a part of a diversified local economy. Rather than simply encouraging such income-generating activities, actively assisting in developing and promoting them through strategic partnerships, know-how sharing, and access to funding sources, would catalyze their growth. Through diversifying income streams and distributing economic activity across various sectors, a community's financial robustness and stability stands to gain considerable reinforcement.
9. Regularly evaluate the ecological, economic, & social impacts of ecotourism operations. Utilise this data to make informed decisions, enhance sustainability, and mitigate any potential negative consequences.
10. Consider obtaining eco-certifications or accreditations from reputable organisations to demonstrate your dedication to sustainable practises. This can increase credibility and attract tourists who are environmentally conscious

CHAPTER 6

CONCLUSION

Though rural areas have frequently been ignored in economic advancement, their promise for sustainable progress is vast. Ecotourism offers a mechanism to realize this potential by diversifying communities' sources of income and so making them more resistant to the adverse effects of economic shocks. The procedure of conserving and protecting natural resources & cultural heritage is facilitated by the provision of incentives for such conservation and restoration.

In addition, the conclusion emphasizes that ecotourism functions as a catalyst for sustainable development by bringing together economic interests with environmental and cultural stewardship. This aligns economic stewardship with economic interests. With an emphasis placed heavily upon adopting tourism practices imbued with a sense of responsibility that prioritizes the well-being of both the surrounding natural environs and populaces therein, communal health and prosperity.

In short, the findings provide more credence to the idea that ecotourism may significantly advance rural regions & raise people's living standards. It places an emphasis on the requirement for practices that are both responsible and sustainable in order to maximize the good benefits and minimize the negative repercussions

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