

Research Article

## Impacts of Rural Tourism Project: A Case of Naggar Village, Himachal Pradesh

Vipul Kumar Gautam

Research Scholar, Department of Travel and Tourism Management, Central University of Himachal Pradesh, Dharamsala, Himachal Pradesh, India

Email id: vipaditya@gmail.com

### ABSTRACT

Majority, about 70%, of India's population lives in the countryside. It suffers from many economic and social problems such as poor infrastructure, ignorance, unemployment, poverty, unprivileged women and so on. Tourism, if planned well, is theoretically understood of being prowess to addressing such issues. This article aims to assess the present scenario of tourism at Naggar village, Himachal Pradesh. Findings reveal that local residents and business-owners have positive attitude towards tourism and there is no negative impact perceived hitherto.

**Keywords:** Inclusive growth, Tourism impacts, Rural development, Alternative tourism, Naggar village, Himachal Pradesh, Rural tourism.

---

### INTRODUCTION

Tourism is a complex dynamic system (Baggio, 2013) as it makes use of a wide range of publicly and privately owned natural and cultural resources, and has interests of a wide range of stakeholders (Cawley and Gillmor, 2008). This may result in certain complications at a destination, termed as “negative impact of tourism”, such as conflict in land use, control over the natural capital, distribution of income, displacement of local communities (Ertuna and Kirbas, 2012) and harm to the environment (Cawley and Gillmor, 2008). Tourism may also present potential threats to the quality of the physical environment, social structure and culture depending upon types and scale of development of tourism at a destination (Garrod *et al.*, 2006). These challenges could be addressed by an integrated approach (Jenkins and Oliver, 2001); a method of encapsulating its multidimensional nature and multiplicity of stakeholders (ibid) which aims to promote environmental,

economic and socio-cultural sustainability in tourism and empowerment of local people thus thereby contributing to the sustainability of the wider rural system (Cawley and Gillmor, 2008). A stakeholder as defined by Freeman (1984, p. 46) is “any group or individual who can affect or is affected by the achievement of the organization’s objectives”. A well planned community-based tourism emphasises equitable development and enables community ownership, livelihood security, minimal linkages and backward linkages, efficient conflict resolution, improved conservation and increases the local population social carrying capacity (Ministry of Tourism, Govt. of India/UNDP, 2008). Tosun and Jenkins (1996) asserted that ‘Regionalisation’ may be used as a tool to contribute to the equitable distribution of various benefits of tourism development.

Although there are many challenges faced by the tourism planners because of the abstract nature of tourism, the lack of control by an individual, multiple stakeholders, the range of goals and objectives for a tourism destination, reliance on voluntary travel and travel preferences, changing environmental conditions, unpredictable entrepreneurial activity, effects of acculturation, and the limited understanding of tourism by the local residents and so on (Gunn and Var, 2002) yet to some extent, these could be tackled by planning according to geographic scale; the destination level and the site level, for specific projects (ibid).

Naggar village project started in the year 2005 is a part of 128 explore rural India project sites recognised by the Ministry of Tourism, Government of India (Sengupta, 2008). It has been recently awarded by CNBC-Awaaz Travel as the best site demonstrating the women empowerment (Ministry of Tourism, Govt. of India, n.d.). It gets around one lack tourists per year (as reported by the Himachal Pradesh Tourism Development Corporation (HPTDC) officials at Naggar castle).

The project needs to be assessed to know the possible its effect on the destination. This paper will contribute to the understanding of a rural tourism project using qualitative methods as there are no such studies available especially in Indian context. Besides, the results are significant to the planners and policymakers. The present study therefore aims to

- a) To examine the attitude of the local residents towards tourism at Naggar village.
- b) To find out the major challenges in way to the development of tourism thereof.
- c) To assess the present scenario of tourism and its influence on the selected destination.

## **LITERATURE REVIEW**

Literature indicates that research in rural tourism started in the late 1970s; however, it was paid a little attention until 1999. It was 2000 onwards when the literature on rural tourism research grew up.

The main factors that laid to the development of rural tourism are due to the social and economic transformation on demand and supply side, on demand side, the presser of modern urban life, a booming natural food market and a desire to conserve traditional rural life (Ertuna and Kirbas, 2012) and on the supply side, decline of traditional rural industries such as agriculture, forestry and mining over the past three decades has necessitated rural communities to explore alternative means for strengthening their economic base (Andereck and Vogt, 2000; Gilbert, 1989). Tourism is recognised as one of the primary industries with the potential to assist the local communities in developing their economic diversity (McGehee and Andereck, 2004; Davis and Morais, 2004).

The Impacts of tourism are generally classified into three categories: economic, socio-cultural and environmental (Cooper *et al.*, 1993). Generally, non-economic impacts that is the socio-cultural and environmental impacts as a whole considered to be negative (Liu *et al.*, 1987) whereas the economic impacts are considered to be positive (Harcombe, 1999).

There is a large amount of literature available on rural tourism. Chow (1980) studied how the rural areas in Hawaii could be developed by integrating it with tourism. Six year later, in the year 1986, Perdue *et al.* (1987) examined the perception and attitude of rural residents therein he found out that there is no difference in the perception and attitude of participants and nonparticipants residents, this, however, was contradicted in a later study by Andereck *et al.* (2005), as they argued that those who feel tourism is important for economic development, benefit from it and those who don't feel aren't benefited relatively. Turnock in 1988 studied the potential of rural tourism in Romania and suggested the applications of planning in rural tourism (Turnock, 1990) whereas Gilbert (1989) explored the applications of marketing in rural tourism. Kousis (1989) studied the change in the family of local community due to mass tourism in the rural areas in the island of Crete, Greece, therein he argued the such changes are because of the economic factors rather than the ideological factors, introduced by outsiders. Developing further insights in the area of rural tourism, Murphy and Williams (1999) examined the potential of attracting Japanese tourists into the rural areas, their suggestions include; establishment of Regional Rural Tourism Organisation (RRTO), assessment of product-market match, enhancing and marketing tourism products and creating awareness amongst the tour operators.

Reichel *et al.* (2000) discussed the service quality and orientation perspectives of rural tourism. In the same year, Fleischer and Felsenstein (2000) evaluated the implications of public support to the small-scale tourism enterprises in the rural areas in Israel. Getz and Carlsen (2000) examined the goals and motivations of tourism and hospitality enterprises located in the rural areas in the Western Australia and found that most of the owners were uncertain about the outlook of their businesses. Thompson (2004) in his research in Tokyo studied why and

how the local residents involve in tourism. Pina and Delfa (2005) in their study conducted at Murcia, Spain developed a model for the determination of the tourist profiles that corresponds to the different types of existing accommodations in a certain rural tourism destination. In the same year, Petrzelka *et al.* (2005) evaluated effect of gender in the perception of rural tourism.

In a study conducted in Spain in 2006, Maestro *et al.* (2007) examined the role of tourists' attitudes towards rural tourism, as a new form of tourism could affect the quality and satisfaction that tourists associate with a specific facility. In a later study, Saxena and Ilbery (2008) introduce the notion of integrated rural tourism. In the same year, Daugstad (2008) investigated the dimensions of landscape in reference to tourism. Later, Ohe and Kurihara (2013) examined the relationship between the direct effects of local brand farm products through the increase in income and employment in the local community and indirect effects, such as through the development of tourism.

In recent studies, Prabhakaran *et al.* (2014) proposed a conceptual framework for the community participation in rural tourism whereas Falak *et al.* (2014) proposed the strategies to the effective rural development by taking a multi-stakeholder perspective. In another study, Hwang and Lee (2015) evaluated the effect of the rural tourism policy on non-farm income in South Korea and they found out it is effective in both cross-sectional and longitudinal perspectives.

## **NAGGAR VILLAGE, THE STUDY LOCATION**

As illustrated in Figure 1, Naggar village is located in the Kullu district of Himachal Pradesh at the altitude of 1760 m from the sea level (Weare, 2009). One can find village settlements on both sides of Beas River (Figure 2). The village holds pride of being one of the former capitals of the Kullu Valley (*ibid*) which is about 80 km long and 2 km wide (Sajnani, 2011).

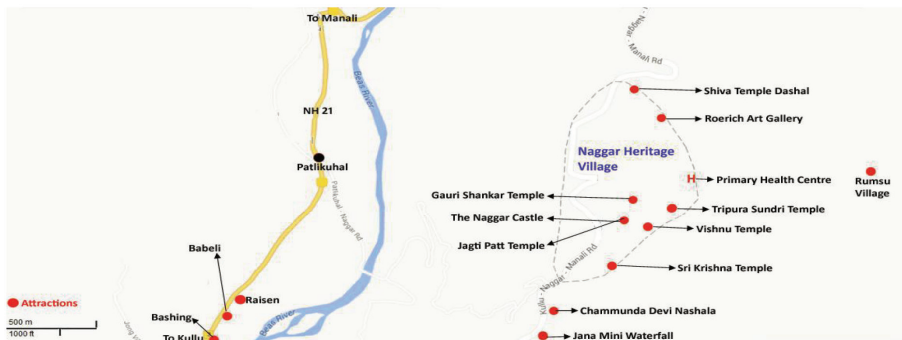
The village was founded by Raja Visudhpal and continued as a headquarter of the state until the capital was transferred to Sultanpur (Kullu) by Jagat Singh in 1460 A.D (Himachal Pradesh Tourism Development Corporation [HPTDC], n.d.). It has the population of 3450 as per the population census of 2001 (Asher, 2008). The main occupation of dwellers of the village is farming.

**Tourist attractions in and around the village:** Naggar Castle was built by Raja Sidh Singh (as written on the board at the castle), is centre of attraction in the village with its 500-year-old history. It houses the beautiful sandstone temple of Jagti Patt. The castle is made in the Kath-Kona system; the traditional vernacular style of the building in Kullu Valley, the alternative layers of timber beams and dry stone courses without mortar are used for making walls over which sloping roofs are made in timber (Wattas, 1997).



**Figure 1: Location of Naggar heritage village**

*Source:* Own draft based on the political map of Himachal Pradesh.



**Figure 2: Tourist attractions in and around the Naggar Heritage Village**

*Source:* Own Draft based on Google map.

Roerich Gallery, displaying the work of painter and philosopher Nicholas Roerich (Weare, 2009) is another attraction at the village. Beside Roerich Gallery there is Roerich house, the place where the world famous Nicholas Roerich lived from 1928 to 1947 (Weare, 2007). All these including Urusvati Himalayan Research institute, Svetoslav Roerich and Devikarani Roerich memorial, ancient memorial stones of Naggar kings and queens, folk art museum and so on, all managed by the Nicholas Roerich Trust which was started in 1962. Chief Minister of the state

(Himachal Pradesh) is chairman and Russian Ambassador to India is the vice chairman of the trust (as acknowledged by the officials at the trust).

As illustrated in Figure 2, eleventh century temples, Gauri Shankar temple, a monument of national importance and the last monument of the Gurjara-Pratihara traditions, Vishnu temple and Krishna temple are the other attractions in the Naggar village.

Tripura temple, the kuldevi of King Family of Himachal is another attraction at the village. This is also the venue for the Shadi Jatar fair which is held from 18 to 24 May annually wherein local culture is exhibited and many sport events are organised.

The adventure attractions near the village include trekking on the 12 km long Chanderkhani pass for which Naggar serves as a base (Mitra, 2006), paragliding at Sarsai which is 3 km away from Naggar and rafting on Beas River at Raisen, Baleli and Bashing which are about 3, 6 and 9 km away from Naggar village.

One can enjoy the view of beautiful Jana waterfall, located at a very peaceful place; the waterfall is about 10 m wide and has a height of 15 m.

## **METHODOLOGY**

Qualitative approach was adopted to carry out this study, as it seeks to capture the growing 'individualisation' ways of living and biological patterns (Beck, 1992), it therefore, dissolutes the 'old' social inequalities in the new diversity of milieus, subcultures, lifestyles and ways of living (Flick, 2014). Dynamic social changes confronted by the social researchers with the new perspectives and contexts result in their traditional deductive methodologies are failing due to the differentiation of objects, Flick adds further (ibid). Tourism consists of four major stakeholders; tourists (was not included in this study), residents, entrepreneurs, and local governmental officials (Goeldner and Ritchie, 2006), were selected for the interview through the convenient sampling method. The interview schedule, allows understanding the lived experience of people and its meaning made by them (Seidman, 2013), was used as a guide for the interview. There were 15 questions (see Appendix) posed to the residents, entrepreneurs and government officials. The interview was noted on paper. In addition, some of the interviews were recorded on phone as backup. Besides interview, the observation method was also adopted to collect the possible data. The data were collected in the month of February, a winter season in the region (Morsel *et al.*, 2014) when the tourists inflow is relatively less, as reported by the local business-owners. The data were transcribed and then analysed through content analysis method as it helps systematically describing the meaning of interview material (Schreier, 2012).

**Participants' characteristics:** As illustrated in the table, 13 number of residents, 05 local entrepreneurs and 02 local government officials were interviewed in toto. The characteristics of the interviewed respondents are given below:

Stakeholder	Male	Female	Total	Average Age
Local resident	09	04	13	34*
Entrepreneur	04	01	05	43*
Govt. official	02	–	02	46*

*\* Figures rounded off*

## FINDINGS AND DISCUSSION

Reaching the Naggar Chowk of Naggar village, the first sight gives an impression of a small city-like view with many shops, restaurants, hotels, vehicles and banks (State Bank of Patiyala and Punjab National Bank) located in a row on both sides of the road with high density. However, this might be due to the fact that it is located at the old Kullu–Naggar–Manali Road, has been used as the mode of transportation especially in older the days when National Highway 21 did not exist (Figure 2). Though on the way to the village, you will find apple orchards which would give you a sense of ruralness (Bhagat, 2005) yet you will be in the state of indecision of to whether you are at a village or at a small city. Your doubts would vanish off soon after you move forward about one-two km away from the Chowk in either direction. You would find houses rarely located at a very close proximity and people carrying out their rural-styled-daily-life jobs like farming and cattle care and so on. Interacting with the people, you will find them xenophobia less and highly cooperative, signifies their positive attitude towards tourism. Thematic analysis of the interviews with the stakeholders is discussed below:

**a) Evolution of tourism at Naggar:** Tough subtle tourism has been there since Naggar became the capital of Kullu Valley yet there were no tourist lodges/hotels excepting three PWD and forest department guest houses where tourists used to stay. Tourism was strengthened in 1960s when HPTDC undertook Naggar castle and developed it as a heritage hotel it then served the need of high end tourists. Tourism boomed here in the 1990s and continued to grow until 2004 but declined in the year 2004–2005 due to widespread message of some foreign tourists been looted here. However, it has been growing since then and has resulted in the up bring of many hotels and home stays in the area.

Naggar Tourism Development Association (NTDA) has been formed in 2014 that affiliates all the tourism-related businesses in Naggar, the main aim of NTDA is growth of tourism at Naggar while keeping any negative impact at minimal.

**b) Benefits of tourism:** All the infrastructural developments are because of tourism asserted business-owners. Tourism creates job opportunities and is a good

source of income to everyone irrespective of gender, age and education level, everyone agreed to it. There are some women entrepreneurs who are doing well. One entrepreneur pointed out that farmers get good price for the vegetables and fruits they farm; however, this was contradicted by farmers. It brings the name and fame for the place was added by local residents. Also, some residents pointed out that it enables two-way learning of language cuisine and so on. Tourism has benefited us with the infrastructure like road and water and so on, acknowledged the local residents.

**c) Negative sides of tourism:** Most of the respondents lauded it void, including response to the inflation. However, one entrepreneur and three local residents lay blame on it of having negative impacts on the local culture. One local resident also pointed out that it may mislead the youngsters in future as they may fall in the habit of drinking and drugging by seeing the tourists doing so. Local residents said not all but some tourists are bad in the sense they through the garbage around, they however, added further that this is also done by the local residents.

**d) Training/Awareness programmes:** Mahila Mandal and other organisations motivate local women to take up some small businesses like pickle and handicraft making, the organisations also cognise the local residents about the benefits of tourism and how to behave with tourists. There were programmes organised in 2006 and 2011–2012 by the government/NGO to train the local business entrepreneurs especially the women on how to treat the tourists added by the entrepreneurs, this was however contradicted by the local residents as they said there have been no training programmes.

**e) Funds for tourism development and financial assistance for business:** A fund of 1 crore was sanction by then the Prime Minister, Shri Atal Bihari Bajpei said the local entrepreneurs and it was anticipated by the local residents too. However, this fund was not used in any public infrastructure development pointed out the local residents. Besides, the entrepreneurs acknowledged the unavailability of any loan facility for business.

**f) Problems curtailing tourism to develop, steps to be taken to deal with:** Many existing problems such as bad conditions of road, unavailability of parking facility and street lights, lack of no sewage facility and so on discourage tourism at Naggar to grow. All these issues must be addressed and it would surely boost tourism here, added by the hosts at Naggar Village. Some foreign tourists who are drug addicted get looted by non-local people is also a problem pointed out by some local residents. Tough, traffic is not a problem at this time yet it may be so in the future. Thus, it must be planned out said a local entrepreneur who owns a home stay. Cleanliness is another problem added by almost all the respondents. They suggested that there must be public toilets, dustbins at every 100 m (which don't exist at all) to deal with this problem. The local entrepreneurs also alleged non-local tour operators

that they give hotel at Naggar and charge price for Manali (as it is just 20 km from here), thus the tourists feel cheated and it results in dissatisfied tourists. Some local residents also pointed out that sometimes snow creates problems as it halts electricity and causes landslide and so on. Another serious problem as raised by the entrepreneurs is that some people lease out the hotels and the lessee just tend to earn money results in dissatisfied tourists. Poor connectivity is another problem, the entrepreneurs pointed out that there is no train connectivity; the nearest broad gauge line railway station with good connectivity is Ambala, and Pathankot which are 320 and 325 km, respectively, the nearest narrow gauge line railway stations are at Joginder Nagar and Shimla which are about 120 and 270 km, respectively. They advised that railway connectivity should be developed and the capacity of Kullu airport must be enlarged.

**g) Tourist market and demand for tourism at Naggar:** Local business-owners pointed out that the main markets for Naggar are Israel and Russia. The tourists generally come through the word of mouth publicity. However, we only get the transit tourists who visit Manali and Kullu. People come here to experience our culture and tradition, thus there is a demand and scope for introducing the ethnic and local dishes in the restaurants said hotel owners.

**h) Supply of the tourism services at Naggar:** This is a very peaceful place, we have all the kinds of tourism products including adventure (as we have paragliding at Sarsai, water rafting on Beas river, trekking on Chandrakhani trek), agro-tourism, and of course the rural tourism. We have good hotels and home stays for all the segment of tourists. However, some tourists paradoxically perceive that it's a village so there won't be good hotels and hence they don't come here said the local hoteliers. We even have some tour operators opened up here, they added further. There are some people involved in the handicraft manufacturing and shawl weaving said entrepreneurs and local residents.

**i) Future plans to develop tourism at Naggar:** There is a plan to develop garden/park, the ecotourism is also being planned with camping sites. In addition, NTDA is planning to develop its official website that will serve as a reliable source of information on tourism service providers and tourists' place of interest in and around Naggar. There is also a plan for organising a summer festival annually. We have also planned to install some hoardings with slogans on cleanliness said Mr. Sant Kumar Sharma, the local resident and a member of NTDA.

## CONCLUSION

All the local stakeholders at the village have a sense of positivity towards tourism and its development. Tourism has transformed the outlook of this village; women and youngsters have job and business opportunities, and culture has appreciation. However, there are always scopes for betterment, as suggested by the stakeholders

at Naggar; parking facility, public toilets must be developed, streetlights and dustbins must be installed at appropriate places to overcome these challenges, besides, some souvenir shops housing the local handicraft should be opened up. At the same, it needs to be made sure that youth is not misled, culture isn't diluted and the authenticity is not damaged as it has been warned by many studies that commoditising of culture and heritage assets for tourism purposes results in the loss of authenticity (Finn, 2009; Shepherd, 2002; Halewood and Hannam, 2001; Goulding, 2000; Cohen, 1988).

The use of research method (qualitative) and less number of participants for all of the stakeholders in this study refrain any generalisation (Marshall, 1996). Other studies are suggested by enlarging the sample size and using different methodology.

## REFERENCES

- Andereck KL, Valentine KM, Knopf RC and Vogt CA, 2005. Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, Vol. 32, No. 4, pp. 1056–1076.
- Andereck KL and Vogt CA, 2000. The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research*, Vol. 39, No. 1, pp. 27–36.
- Asher M, 2008. *Impacts of the proposed Himalayan Ski village project in Kullu, Himachal Pradesh – A preliminary fact finding report*. Himachal Pradesh: Him Niti and Jan Jagran Evan Vikas Samiti. Retrieved from [<https://ia801409.us.archive.org/25/items/ImpactsOfTheProposedHimalayanSkiVillageProjectInKulluHimachalPradesh/ImpactsOfTheProposedHimalayanSkiVillageProjectInKulluHimachalPradesh.pdf>]
- Baggio R, 2013. Studying complex tourism systems: A novel approach based on networks derived from a time series. *arXiv preprint arXiv:1302.5909*.
- Beck U., 1992. *Risk society: Towards a new modernity*. Trans. M. Ritter. London: Sage.
- Bhagat R, 2005. Rural-urban classification and municipal governance in India. *Singapore Journal of Tropical Geography*, Vol. 26, No. 1, pp. 61–73.
- Cawley M and Gillmor DA, 2008. Integrated rural tourism: Concepts and practice. *Annals of Tourism Research*, Vol. 35, No. 2, pp. 316–337.
- Chow WT, 1980. Integrating tourism with rural development. *Annals of Tourism Research*, Vol. 7, No. 4, pp. 584–607.
- Cohen E, 1988. Authenticity and commoditization in tourism. *Annals of Tourism Research*, Vol. 15, No. 3, pp. 371–386.
- Cooper C, Fletcher J, Gilbert D and Wanhill S, 1993. *Tourism: Principles & practice*. Harlow: Longman.
- Daugstad K, 2008. Negotiating landscape in rural tourism. *Annals of Tourism Research*, Vol. 35, No. 2, pp. 402–426.
- Davis JS and Morais DB, 2004. Factions and enclaves: small towns and socially unsustainable tourism development. *Journal of Travel Research*, Vol. 43, No. 1, pp. 3–10.
- Ertuna B and Kirbas G, 2012. Local community involvement in rural tourism development: The case of Kastamonu, Turkey. *Revistade Turismoy Patrimonio Culture*, Vol. 10, No. 2, pp. 17–24.

- Falak S, Chiun LM and Wee AY, 2014. A repositioning strategy for rural tourism in Malaysia-community's perspective. *Procedia-Social and Behavioral Sciences*, Vol. 144, pp. 412–415.
- Finn J, 2009. Contesting culture: A case study of commodification in Cuban-music. *Geo Journal*, Vol. 74, No. 3, pp. 191–200.
- Fleischer A and Felsenstein D, 2000. Support for rural tourism: Does it make a difference?. *Annals of Tourism Research*, Vol. 27, No. 4, pp. 1007–1024.
- Flick U, 2014. *An introduction to qualitative research*. 5th ed. New Delhi: Sage.
- Freeman RE, 1984. *Strategic management: A stakeholder approach*. Boston: Pitman.
- Garrod B, Wornell R and Youell R, 2006. Re-conceptualising rural resources as countryside capital: The case of rural tourism. *Journal of Rural Studies*, Vol. 22, No. 1, pp. 117–128.
- Getz D and Carlsen J, 2000. Characteristics and goals of family and owner-operated businesses in the rural tourism and hospitality sectors. *Tourism Management*, Vol. 21, No. 6, pp. 547–560.
- Gilbert D, 1989. Rural tourism and marketing: Synthesis and new ways of working. *Tourism Management*, Vol. 10, No. 1, pp. 39–50.
- Goeldner CR. and Ritchie JB, 2006. *Tourism: Principles, practices, philosophies*. New Delhi: John Wiley & Sons.
- Goulding C, 2000. The commodification of the past, postmodern pastiche, and the search for authentic experiences at contemporary heritage attractions. *European Journal of Marketing*, Vol. 34, No. 7, pp. 835–853.
- Gunn CA and Var T, 2002. *Tourism planning: Basics, concepts, cases*. 4th ed. New York: Routledge.
- Harcombe D, 1999. The economic impacts of tourism. *ABAC Journal*. Retrieved from [[http://www.journal.au.edu/abac\\_journal/1999/may99/article3.html](http://www.journal.au.edu/abac_journal/1999/may99/article3.html)].
- Halewood C and Hannam K, 2001. Viking heritage tourism: Authenticity and commodification. *Annals of Tourism Research*, Vol. 28, No. 3, pp. 565–580.
- Himachal Pradesh Tourism Development Corporation [HPTDC],n.d., *Naggar*. Retrieved from [<http://hptdc.nic.in/cir0201.htm>].
- Hwang J and Lee S, 2015. The effect of the rural tourism policy on non-farm income in South Korea. *Tourism Management*, Vol. 46, pp. 501–513.
- Jenkins T and Oliver T, 2001. Integrated tourism: A conceptual framework, deliverable 1 SPRITE project. *Aberystwyth: Institute of Rural Studies*.
- Kousis M, 1989. Tourism and the family in a rural Cretan community. *Annals of Tourism Research*, Vol. 16, No. 3, pp. 318–332.
- Liu JC, Sheldon PJ and Var T, 1987. A cross-national approach to determining resident perceptions of the impact of tourism on the environment. *Annals of Tourism Research*, Vol. 14, pp. 17–37.
- Maestro RMH, Gallego PAM and Requejo LS, 2007. The moderating role of familiarity in rural tourism in Spain. *Tourism Management*, Vol. 28, No. 4, pp. 951–964.
- Marshall MN, 1996. Sampling for qualitative research. *Family Practice*, Vol. 13, No. 6, pp. 522–526.
- McGehee NG and Andereck KL, 2004. Factors predicting rural residents' support of tourism. *Journal of Travel Research*, Vol. 43, No. 2, pp. 131–140.

- Ministry of Tourism, Govt. of India/UNDP, 2008. Sustainability in tourism: A rural tourism model. In: A review report 2008 Retrieved from [[http://archive.org/stream/SustainabilityInTourism-RuralTourismModel/SustainabilityInTourism\\_aRuralTourismModel\\_aReviewReport\\_djvu.txt](http://archive.org/stream/SustainabilityInTourism-RuralTourismModel/SustainabilityInTourism_aRuralTourismModel_aReviewReport_djvu.txt)].
- Ministry of Tourism, Govt. of India, n.d., Rural tourism. Retrieved from [<http://tourism.gov.in/TourismDivision/AboutContent.aspx?Name=Tourism%20Infrastructure%20Development&CID=7&INO=10>].
- Mitra S (Ed.), 2006. *The Buddhist trail in Himachal: a travel guide*. New Delhi: Good Earth Retrieved from [<https://books.google.co.in/books?id=UVfiQwTp8wwC&pg=PT1&lpg=PT1&dq=The+Buddhist+Trail+in+Himachal:+A+Travel+Guide.+Good+Earth&source=bl&ots=Gc6cY74TYV&sig=kBomlbhrvHgapFF0-BOiyLnYo8g&hl=en&sa=X&ved=0ahUKEwis7aP0p8fLhXRcY4KHZmuD4gQ6AEIJzAC#v=onepage&q=The%20Buddhist%20Trail%20in%20Himachal%3A%20A%20Travel%20Guide.%20Good%20Earth&f=false>].
- Morsel J, Ubarev Y and Eagle D. (Eds), 2014. *Seabuckthorn. Research for a promising crop: A look at recent developments in cultivation, breeding, technology, health and environment*. Norderstedt, Germany:Books on Demand.
- Murphy A and Williams PW, 1999. Attracting Japanese tourists into the rural hinterland: Implications for rural development and planning. *Tourism Management*, Vol. 20, No. 4, pp. 487–499.
- Ohe Y and Kurihara S, 2013. Evaluating the complementary relationship between local brand farm products and rural tourism: Evidence from Japan. *Tourism Management*, Vol. 35, pp. 278–283.
- Perdue RR, Long PT and Allen L, 1987. Rural resident tourism perceptions and attitudes. *Annals of Tourism Research*, Vol. 14, No. 3, pp. 420–429.
- Petzelka P, Krannich RS, Brehm J and Trentelman CK, 2005. Rural tourism and gendered nuances. *Annals of Tourism Research*, Vol. 32, No. 4, pp. 1121–1137.
- Pina IPA and Delfa MTD, 2005. Rural tourism demand by type of accommodation. *Tourism Management*, Vol. 26, No. 6, pp. 951–959.
- Prabhakaran S, Nair V and Ramachandran S, 2014. Community participation in rural tourism: Towards a conceptual framework. *Procedia-Social and Behavioral Sciences*, Vol. 144, pp. 290–295.
- Reichel A, Lowengart O and Milman A, 2000. Rural tourism in Israel: service quality and orientation. *Tourism Management*, Vol. 21, No. 5, pp. 451–459.
- Sajnani M, 2011. *Encyclopedia of tourism resources in India*. New Delhi: Gyan Book Pvt. Ltd.
- Saxena G and Ilbery B, 2008. Integrated rural tourism a border case study. *Annals of Tourism Research*, Vol. 35, No. 1, pp. 233–254.
- Sengupta N, 2008, November 8. This tiny Himachal village is a big hit with tourists. Retrieved February 14, 2014, from [<http://timesofindia.indiatimes.com/india/This-tiny-Himachal-village-is-a-big-hit-with-tourists/articleshow/3687584.cms>].
- Schreier M, 2012. *Qualitative content analysis in practice*. London: Sage.
- Seidman I, 2013. *Interviewing as qualitative research: A guide for researchers in education & the social sciences*. 4th ed. New York: Teachers College Press.
- Shepherd R, 2002. Commodification, culture and tourism. *Tourist Studies*, Vol. 2, No. 2, pp. 183–201.

- Thompson CS, 2004. Host produced rural tourism: Towa's Tokyo antenna shop. *Annals of Tourism Research*, Vol. 31, No. 3, pp. 580–600.
- Tosun C and Jenkins CL, 1996. Regional planning approaches to tourism development: The case of Turkey. *Tourism Management*, Vol. 17, No. 7, pp. 519–531.
- Turnock D, 1990. Tourism in Romania: Rural planning in the Carpathians. *Annals of Tourism Research*, Vol. 17, No. 1, pp. 79–102.
- Wattas R, 1997. The vernacular, colonial and contemporary architecture of the hills with special reference to Shimla. In: Mulk Raj Anand(Ed.), *Splendors of Himachal Heritage*. 1st ed. p. 85–91, Abhinav Publications, New Delhi.
- Weare G, 2009. Trekking in the Indian Himalaya. Lonely planet. Retrieved from [[https://books.google.co.in/books?id=8Edyaya74boC&printsec=frontcover&dq=Weare,+G.,+\(2009\).+Trekking+in+the+Indian+Himalaya.+Lonely+Planet.&hl=en&sa=X&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.in/books?id=8Edyaya74boC&printsec=frontcover&dq=Weare,+G.,+(2009).+Trekking+in+the+Indian+Himalaya.+Lonely+Planet.&hl=en&sa=X&redir_esc=y#v=onepage&q&f=false)].
- Weare G, 2007. *A long walk in the Himalaya: A trek from the Ganges to Kashmir*. Victoria, AU: Transit Lounge.

## APPENDIX

### SCHEDULE

#### Questions asked to the local residents and entrepreneurs at Naggar:

1. What do you do?
2. Your highest qualification?
3. How old are you?
4. Could you recall how tourism started up here and evolved with the time?
5. What do you think on tourism's impacts here?
6. What do you think are the benefits of tourism?
7. Do you think tourism creates new jobs?
8. What do you think about how it impacts the environment?
9. What do you think about tourism has enabled infrastructural development here?
10. Do you think, are there any negative impacts of tourism at this village?
11. Do have been government officials/NGOs hold any programme or camp here?
12. What do you think about what steps should be taken to develop tourism at this village sustainably?
13. What challenge you face?
14. What do you think about the future of tourism here and its impacts on the residents of this village?
15. Would you like to add anything else?