

Tourism Study in SHONGPDENG and DARRANG



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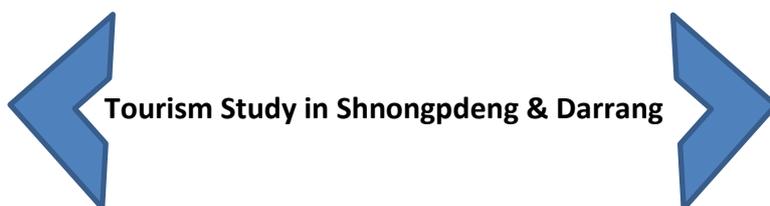
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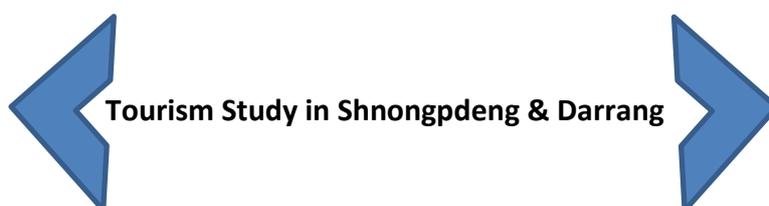
Executive Summary

Meghalaya, also known as the “Abode of the Clouds,” has immense potential for tourism development, due to its hilly landscape, beautiful forests, rivers, waterfalls, diverse flora and fauna, as well as its unique culture and tradition. Situated in the district of West Jaintia Hills, along the banks of the clear waters of the river Umngnot, Shnongpdeng and Darrang are villages with potential for tourism development.

The livelihoods of households in both these villages are dependent on the cultivation of areca nut, betel nut, fishing and wage labour. In Shnongpdeng, tourism is emerging as an important source of livelihood for the people in the village. Tourism related livelihoods that are existent in the village include that of boating, enterprises such as tea stalls, food outlets, kirana shops, and home stays etc.

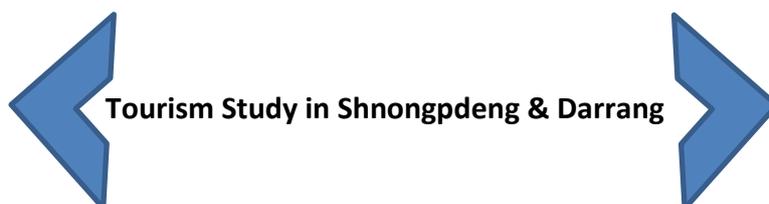
There is great potential for the village to emerge as a centre for adventure tourism, eco-tourism, and cultural tourism. Some of the adventure activities being undertaken in the village include scuba diving, river rafting, kayaking, cliff jumping, trekking, local boating, camping, rock climbing, rappelling and snorkelling.

However, there are some obstacles which need to be addressed for sustainable tourism-based livelihoods to grow in the area such a shortage in infrastructure, shortage in skills, poor institutional structures, lack of proper waste management, and lack of proper access to subsidy schemes. These problems can however be addressed through investments in physical, human, social, natural and financial capital which will help Shnongpdeng develop into an important tourist destination.



The following interventions are suggested:

Human Capital	Social Capital	Physical Capital	Natural Capital	Financial Capital
Skill trainings for youth and women around tourism vocations Sponsorship of local candidates for professional education in Tourism Entrepreneurship trainings Invite Vocational training providers for offering trainings in tourism vocations	Trainings to committees on: - <ul style="list-style-type: none"> - Governance - Decision making - Project management - Leadership - Business planning 	Improving quality of roads Parking spaces Homestays Sanitation and Toilet facilities Basic health services Transportation facilities Investment on Boats, Life jackets	Garbage collection practices Solid waste management Cleanliness awareness drive Park and Garden	Linkage with credit cum subsidy schemes for initiating enterprises Financial literacy training for Shnongpdeng Tourism Development Society (STDS)



Macro-scenario of Tourism in Meghalaya

Importance of Tourism in the State:

Meghalaya is an attractive destination for tourists due to its natural beauty and rich cultural heritage. Although it is difficult to calculate the contribution of tourism to GDP as it spreads across various constituent service sub-sectors, it is clear that tourism heavily contributes towards the state's GDP and creates various employment opportunities. Tourism generates both direct and indirect employment across various sub-sectors – such as hotels, transportation, handicrafts, recreation, and entertainment etc. It also generates employment across various skill levels – from the unskilled to the semi-skilled, and the skilled to the highly skilled. Indirect employment gets created as tourism opens up opportunities in construction, agriculture, food processing, handicrafts and financial services.

Status of Tourism in Meghalaya

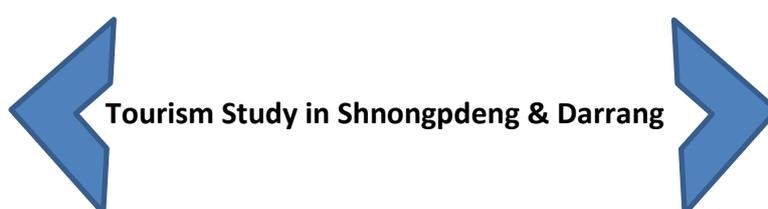
According to the Tourism Development Plan for Meghalaya by the Indian National Trust for Art and Cultural Heritage (INTACH), Meghalaya has potential for Cultural Tourism, Nature / Eco Tourism, Rural Tourism, Adventure Tourism, Wildlife & Forest Tourism, Leisure Tourism, and Wellness Tourism. The potential under each form of tourism includes exposure to the cultural heritage of indigenous communities (cultural tourism); rivers, lakes, waterfalls and forests (Nature / Eco tourism); escape from stressful urban environments (Rural tourism); trekking, biking, river rafting, angling, water sports, paragliding, hand gliding, and hot air ballooning (Adventure tourism); national parks, wildlife sanctuaries, elephant reserves (Wildlife & Forest tourism); landscapes, waterfalls, rivers (Leisure tourism); indigenous healing and herbal healthcare (Wellness tourism) (INTACH, 2010, p. 59).

Tourist flow in Meghalaya

Tourism in Meghalaya has been growing over the years. From about 3.81 lakh tourists in 2005, it increased to 6.98 lakh in 2013. Over 99% of the visitors are domestic tourists and less than 1% of the tourists come from abroad.

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Domestic	375911	400287	457685	549954	591398	652756	667504	680254	691269
Foreign	5099	4259	5267	4919	4522	4177	4803	5313	6773
Total	381010	404546	462952	554873	595920	656933	672307	685567	698042

Source: Meghalaya Tourism Department, 2015

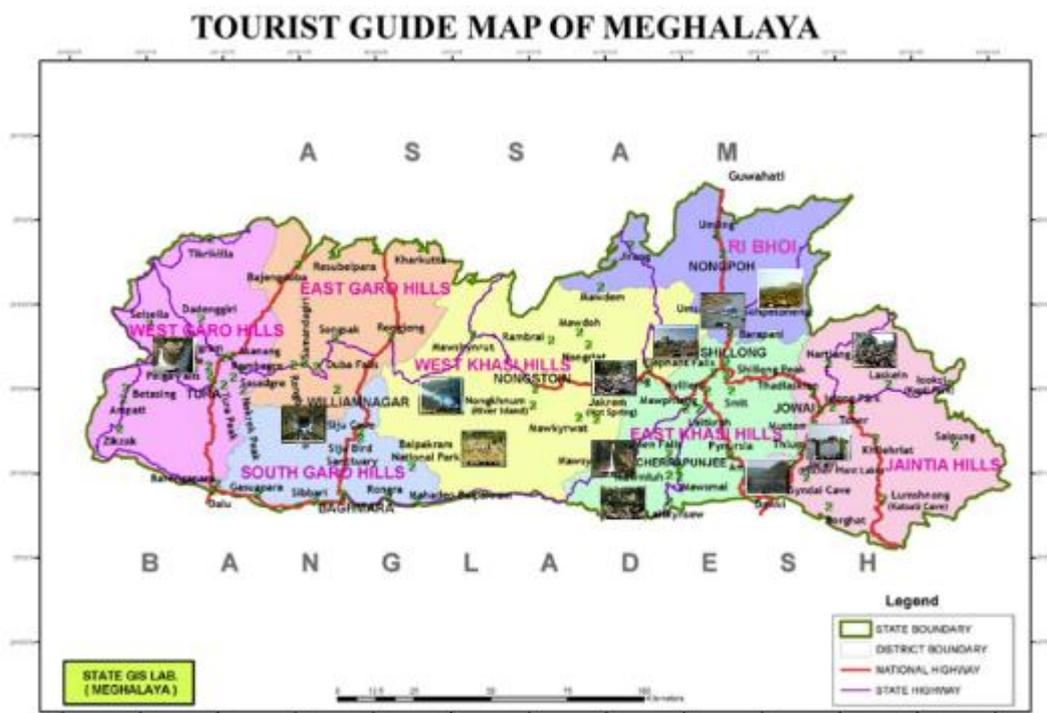


Policies related to Tourism in the state:

The Tourism Policy of Meghalaya (2011) emphasises on the need to holistically develop Meghalaya into a tourist destination. It highlights the need to identify new tourist destinations, to improve infrastructure, to develop tourism products, to create human resources for tourism industry and evolve a marketing strategy to attract tourists. The report also identifies the following areas for potential development of tourism in Meghalaya: adventure sports tourism, wildlife/eco-tourism, cultural tourism, convention & exhibition tourism, wellness tourism, souvenir tourism, golf tourism, pilgrimage tourism, legend tourism, music tourism, cuisine tourism, and film tourism. The report also highlights the importance of keeping Meghalaya clean and the need to adopt best practices for solid waste management (Government of Meghalaya, 2011).

Tourism spots in Meghalaya

Situated in the North-eastern region of India, Meghalaya is a Himalayan state, which borders the state of Assam and shares a boundary with Bangladesh. The following map provides an indication of the different tourism spots in Meghalaya.



The various tourism spots in Meghalaya include: Shillong, Smit, Mawphlang, Cherrapunjee, Laityknsew, Mawsynram, Mawlynnong, Umiam, Lum Sohpetbneng, Diengiei Peak, Dwarksuid, Mairang, Jakrem, Mawkyrwat, Mawthadraishan, Nongkhnum and Ranikor (Khasi Hills); Jowai, Nartiang Monoliths and Durga Temple, Khim Moo Sniang, Thadlaskein Lake, Umhang Lake, Kiang Nongbah Monument, Syntu Ksiar, Stone Bridge at Thlumuwi, Dawki, lawmusiang, Ruparsor Bathing Ghat, U Lum Sunaraja, Umlawan Cave, Lady of Good Health Shrine, Borghat Temple, Jarain Pitcher Plant Lake, Krang Suri Falls, Ialong Park, Tyrshi Falls

and Kupli park (Jaintia hills); Tura, Tura peak, Nokrek Biosphere, Chibrage, Pelga Falls, Rongbang Dare, Sasatgre Village, Bhaitbari, Rangapani, Williamnagar, Rongneggiri, Sisobibra, Adokgre, Naka Chikong, Resubelpara, Napak, Baghmara, Baghmara Reserve Forest, Nengkong, Siju, Balpakram, Imilchang Dare, Emangre, Domavare and Simsang river (Garo hills). Apart from these sites, there are also several eco-destinations and sites for sports and adventure such as trekking, water sports, archery, golfing and canyoning.

Background of Shnongpdeng Tourism study

In order to promote inclusive growth and development with a focus on poverty alleviation, employment generation and livelihood promotion, the Government of Meghalaya (GoM) has launched a flagship Programme titled “Integrated Basin Development & Livelihood Promotion Programme (IBDLP)”. The IBDLP is designed around four pillars - Knowledge Management, Natural Resource Management, Entrepreneurship Development and Good Governance and will be implemented in a Mission mode.

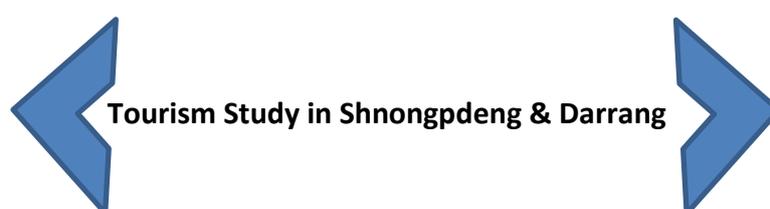
The Meghalaya Basin Development Authority (MBDA) is headed by the Chief Secretary, GoM and is responsible for the strategy and steering the overall implementation of programmes.

Meghalaya Institute of Entrepreneurship (MIE): Under IBDLP, the MIE has been set up to facilitate rapid economic transformation by imparting entrepreneurship education and promoting micro and small enterprises involving the youth, women and other critical target groups in the State.

ILRT is an academic institution promoted by Basix Social Enterprise Group (SEG). Its mandate is to build up a ‘Scientific Knowledge Base’ on livelihoods and disseminate the same to livelihood practitioners for enhancing their understanding and implementation capabilities, who in turn will promote large number of livelihoods.

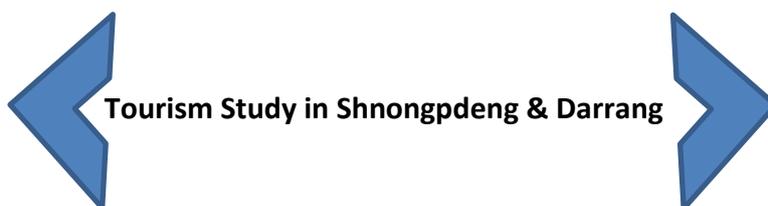
ILRT is contributing towards enterprise promotion in Meghalaya by supporting GoM in their IBDLP Project through capacity building of the ERPs in the 39 blocks of the state.

MBDA thus requested ILRT to undertake a study in Shnongpdeng and Darrang to explore potential for livelihood promotion in the tourism sector in the two villages as part of its support to Entrepreneurship Facilitation Centres (EFC).





Shnongpdeng Bridge



Objectives and Methodology

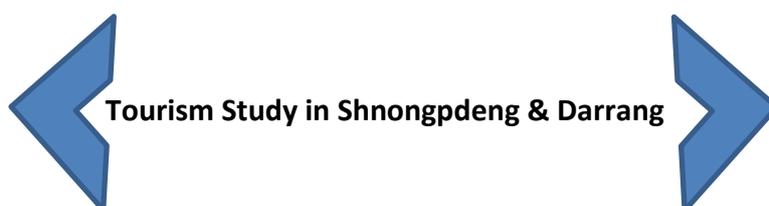
The objective of the study was to identify the potential of tourism in Shnongpdeng village.

The specific objectives were: -

- To identify specific types of tourism which can be promoted in the village (eco-tourism, cultural tourism, adventure tourism)
- To identify the specific spots which can be developed as sightseeing points
- To explore the infrastructure that needs to be promoted (home-stays, parks & games, boating, fishing, shopping areas, food outlets)
- To identify employment opportunities that can be created (tourist guides, trekking guides, boaters, cooks and hotel staff, travel agents, transporters, retailers) from among the local population
- To identify the skills training that needs to be imparted to the local youth, as well as the potential youth who can be given language training
- To explore the branding that needs to be done to depict the village as an important tourist destination.

Scope of the Study

The study undertook three types of scans. A) Scan of the potential tourists, b) Scan of the village, c) scan of other stakeholders such as tourism department, District Rural Development Agency (DRDA), Border Area Development (BAD), Public Health Engineering (PHE), Meghalaya State Skills Development Society (MSSDS) etc. Tourists were interviewed to identify their preferences, their choices and their expectations from a tourist destination. A scan of the village involved exploring the type of tourism that can be developed, locations that can be identified as sightseeing points, infrastructure that needs to be promoted for tourism in the village, employment opportunities that can be created, and skill trainings that need to be imparted. Scan of other stakeholders involved identifying the support that would be required for developing the right type of eco-system for tourism to flourish in the area.



Methodology & Study Tools

An exploratory research design was adopted. As mentioned, three types of scans were done. Hence different types of data collection tools included the following: -

Type of Scan	Tools used	Dates of Scan	ILRT faculty and staff involved
Scan of Tourists (from similar locations)	Structured Questionnaire, Interview Schedule	2nd April, 2016 15th May, 2016 11 Tourists interviewed See Annexure 1	<ol style="list-style-type: none"> 1. Ms. Mayanka Nongpiur, Assistant Manager, ILRT. 2. Ms. Wanda Lamare, Assistant Manager, ILRT 3. Mr. Wilhelmos Shylla, , ILRT-MBDA;
Scan of the Village	Household Survey, Transect Walk, Key informant interviews, Sight observations	<p>1st & 2nd April, 2016: Scan of Households and Village in Shnongpdeng.: 28 Households interviewed</p> <p>30th March, 2016: Focus Group Discussion (FGD) with Shnongpdeng Tourism Development Society</p> <p>26th April, 2016: Focus Group Discussion (FGD) with youth and women in Shnongpdeng</p> <p>27th April, 2016: Scan of Households and Village in Darrang; 18 Households interviewed.</p> <p>See Annexure 2</p>	<ol style="list-style-type: none"> 4. Mr. Ananda Barua, Field Research Associate, ILRT; 5. Ms. Habina Pyngrope, Field Executive, ILRT; 6. Dr. SS Tabrez, Vice Dean, ILRT; 7. Mr. T. Navin, Lead Faculty- Research Support, ILRT;
Scan of Stakeholders	Key informant interviews	<p>6th April, 2016: Meeting with Mr. D.M. Wallang MCS, Project Director, District Rural Development Agency (DRDA) and ADC, West Jaintia Hills;</p> <p>7th April 2016: Meeting with Mr. B. J. Kharshandi, Nodal Officer, BDU and EAC, West Jaintia Hills ; Mr. G Rani, Assistant Director, Border Areas Development Office; and Mr. C. Najjar, Executive Engineer, Public Health Engineering (PHE)</p> <p>8th April 2016: Meeting with Ms. R.C. Sohkhet, MCS, Director of Meghalaya Tourism; Mr. Jason Lamare of Pioneer Adventure Tours, and Meghalaya States Skill Development Agency (MSSDS)</p>	

Village Profile of Shnongpdeng and Darrang

Shnongpdeng and Darrang are villages located in Amlarem block of West Jaintia Hills district, approximately 54 kilometers from Jowai. The two villages are located on the banks of the river Umngot.

Shnongpdeng village has approximately 126 households with a population of about 655 with 326 males and 329 females. There are 138 children in 0-6 age group and the village has a literacy rate of about 75.44%. The village has around 290 workers of which 159 are male and 131 are female. Moreover, out of the 152 main workers, there are about 117 cultivators, out of which 139 are male and 13 are female. Among marginal workers, there are about 20 males and 138 females. There are about 91 marginal cultivators of which 11 are male and 80 are female and 46 agricultural labourers of which 8 are male and 38 female.

Darrang village has about 210 households and a population of 1,234. There are about 632 males and 602 females. About 181 persons are in the age group of 0-6 years. The literacy rate is about 85.3% with 471 males and 427 females. The total number of workers is about 309, with 258 males and 51 females. Out of the 123 main workers, there are 4 cultivators and the rest are main workers, and 83 are male and 40 are female. Among the marginal workers, there are about 175 males and 11 females. There are also about 121 agricultural labourers who are marginal workers and about 61 are other marginal workers.

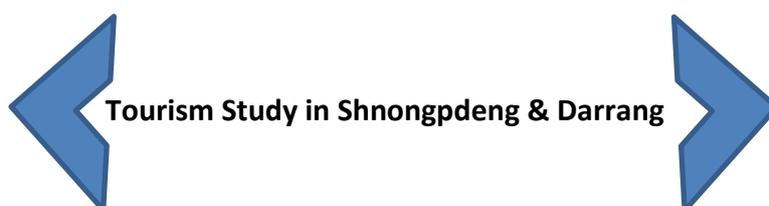
Livelihoods in Shnongpdeng

The majority of the people of Shnongpdeng are involved in areca nut and betel leaf cultivation. There are however a few households that are involved in daily wage labour and other activities related to tourism such as running tea shops which is something that has resulted out of the increase of tourists in the area. The survey conducted on 28 households in the village indicated that the average income that people acquire from areca nut cultivation is about Rs. 40,000 per year and for betel leaf, it's about Rs. 25,000 per year. The villagers also fish from the Umngot River and sell it for income, and women are also involved in fishing activities.

Tourism Based Livelihoods Activities and Contribution of Tourism to Livelihoods:

Although tourism activity in the village is seasonal based, it has been providing considerable profit to the households engaged in it. Tourism has thus become a secondary source of income for those households and many are planning to start various services that cater to visitors.

The households involved in tourism provide services such as boating, home-stays, provide tents, rafting, transportation services as well as food and tea stalls. From the household survey, it is revealed that the average income arising from tourism related activities is much higher than the income from non-tourism related activities. For example, one household that is involved in providing boating and food services to tourists is able to earn around Rs.



70,000 to Rs. 80,000 a year which is much higher than the income they get from other activities. Another household which is involved in providing a homestay, tents, boating, rafting and food services to tourists had an annual income of around 2 lakhs.

Tourism in Shnongpdeng

Tourist destinations in the village:

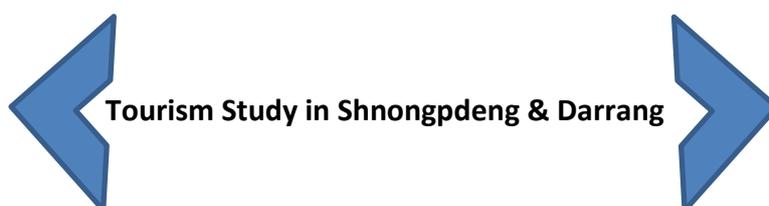
The destinations for tourism in Shnongpdeng are mainly situated by the river Umgnot and the main activities in this area are boating and camping by the river banks. Shnongpdeng is ideal for adventure tourism. Pioneer Adventure Tours, a proprietorship run by Mr. Jason Lamare, a young entrepreneur, has been providing adventure activities such as scuba diving, river rafting, zip lining, kayaking, cliff jumping, trekking, canoeing, local boating, camping, rappelling and snorkelling. They have entered into an agreement with the village in terms of cost sharing and have ensured that the volunteers involved in helping with their activities are all local, and that the food for the tourists are also provided by the locals. Picnic spots for the tourists have been identified by the rocks on the river bank. Moreover, there are also trekking routes from Shnongpdeng to neighbouring villages such as Wahkdait.

Tourism infrastructure in the village - Convergence of Line Departments

Various government departments of Meghalaya have been providing infrastructure in the village such as the District Rural Development Agency (DRDA) which constructed footpaths, railings and maps. The Public Health Engineering (PHE) Department has also been involved in providing the toilets in the village. The Public Works Department (PWD) has been involved in providing the road that leads into Shnongpdeng. The Border Area Development Project (BADP) helped reconstruct the bridge in the village and are also planning to provide lifejackets, and the Fisheries Department is helping to construct a view point/tourist information centre.

Human resources for Tourism in the village:

Shnongpdeng has various committees in the village that address different issues. For example, there is the Cleanliness Welfare Committee, the Village Defence Party, the Shnongpdeng Tourism Development Society, the Village Employment Council, the Village Health, Water and Sanitation Committee, the School Managing Committee, and the Voluntary Committee. The village also has a youth sports and cultural club. However, it was observed that most of these committees lack capacities in leadership, managing the resources, implementing the projects in a timely manner, conflict resolution and decision making. Hence most of these committees needed to be provided with capacities in leadership, managing projects in a timely manner, conflict resolution and decision making.





It was also observed that most of the youth are untrained in tourism related skills. They lacked skills in language, interacting with tourists, customer relations, and capacity to explain details about tourist locations. This particularly acquires importance because most of the youth expressed their desire to become tourist guides which requires good language skills. In fact, a number of youth from Shnongpdeng have registered for trainings in English language, to become

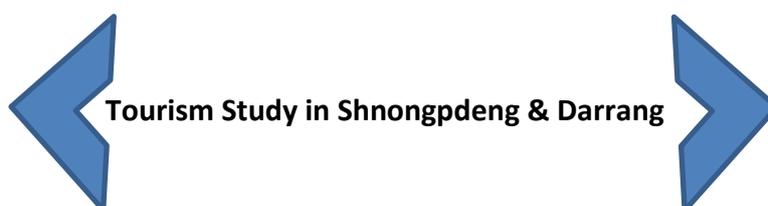
tourist guides, on adventure tourism, and on hospitality. There are around 22 youth who have registered for trainings in adventure sports as well as trainings in hospitality and language skills. Please see Annexure 3 for the list of the registered youth.

Plans for Tourism Development & Role of Agencies:

The Shnongpdeng Tourism Development Society (STDS) is the main body involved in promoting tourism in the village. It has expressed its interest in promoting tourism in a sustainable manner and it has 13 executive members. During a discussion with the stakeholders on the 7th of April, 2016, it was highlighted that the village is getting assistance from the Border Area Development (BAD) for the construction of the parking lot. The BAD will also be collaborating with the Department for Non-Conventional Energy to provide Solar Lights in the village, and it also plans to provide more life jackets for the tourists. The BAD also suggested that it will be helping with the drainage system of the village. It was suggested that the Horticulture Department should be approached for the beautification of the village through the planting of flowers in various parts of the village. It was also highlighted that for the purpose of safety and especially during emergencies, there is a need for a motor boat in the Umngot River as there have been incidences where two tourists drowned. However, due to the presence of stones and big rocks, proper mapping of the river is required before the motor boat can be procured. The Nodal Officer of West Jaintia Hills also noted that the West Jaintia Hills Border Development Unit (BDU) will find out from the Meghalaya State Skills Development Society (MSSDS) about the villages that have been identified for capacity building under the BADP.

Employment potential from Tourism Development (within village and overall):

Many of the households surveyed expressed an interest in being involved in the tourism industry either through providing services such as tea and food stalls. There are currently four homestays in the village and many villagers feel that there is a need to increase the number of homestays to cater to the increasing number of tourists who wish to stay in the village. During the peak season, which is from October to March, the village is receiving up to 1000 visitors per week, which is already a very large number. Many have also expressed



interest in becoming tourist guides for visitors to the villages. A number of youth from Shnongpdeng have thus registered for trainings on language, tourist guides, adventure tourism and hospitality. Apart from adventure tourism, Shnongpdeng also has the potential to develop herbal gardens.

Tourism from Gender Perspective:

During the Focus Group Discussion with the women in Shnongpdeng on tourism in the village, it was observed there are certain issues associated with the privacy of the women. Some women feel that the tourists have violated their bathing spaces near the river. This issue has been addressed to the Dorbar Shnong and the village tourism committee but action is yet to be taken. The Dorbar Shnong proposed that another bathing area by the river



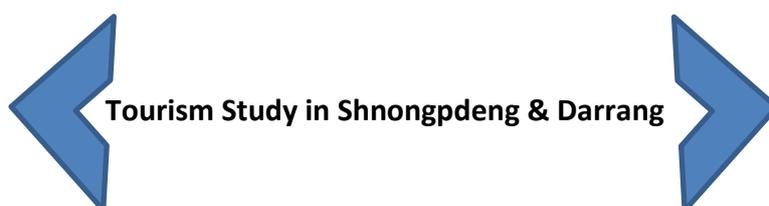
should be selected for the women. It was also observed that the main tourism activity around which the women are involved in are in managing the local food and tea stalls as well as managing homestays, and are not involved in other tourism activities.

Analysis of Tourism development in Shnongpdeng:

Shnongpdeng is now receiving a large number of tourists especially during the weekends of the peak seasons; where it is estimated that the village receives up to 1000 tourists a week. It is therefore important for the people of Shnongpdeng to manage the inflow of tourists well and understand the carrying capacity of the place. It was expressed by the executive members of the Shnongpdeng Tourism Development Society (STDS) that currently the village is only able to handle around 500 tourists per week, whereas the number of tourists visiting the village is actually double.

A large inflow of tourists also means that there will be a large amount of waste to manage. Although there is a Cleanliness Welfare Committee in the village, it has been observed that the village will definitely need more intervention and technical expertise when it comes to the management of waste.

There is a need for proper awareness on the functioning and managing of tourist activities. There is also a need for certification of the individuals of the village involved in Adventure Tourism. It has also been observed that many of the villagers do not understand the full impact of tourism. Hence this issue can be addressed by capacity building trainings and further awareness programmes. The study has also revealed that there are conflicts between the Village Council and the clan members (Zamindars) who own the land. For example, there was conflict on the profit sharing of the revenue that comes out of the parking lot. Although the issue is partly resolved; it is important to note that other conflicts

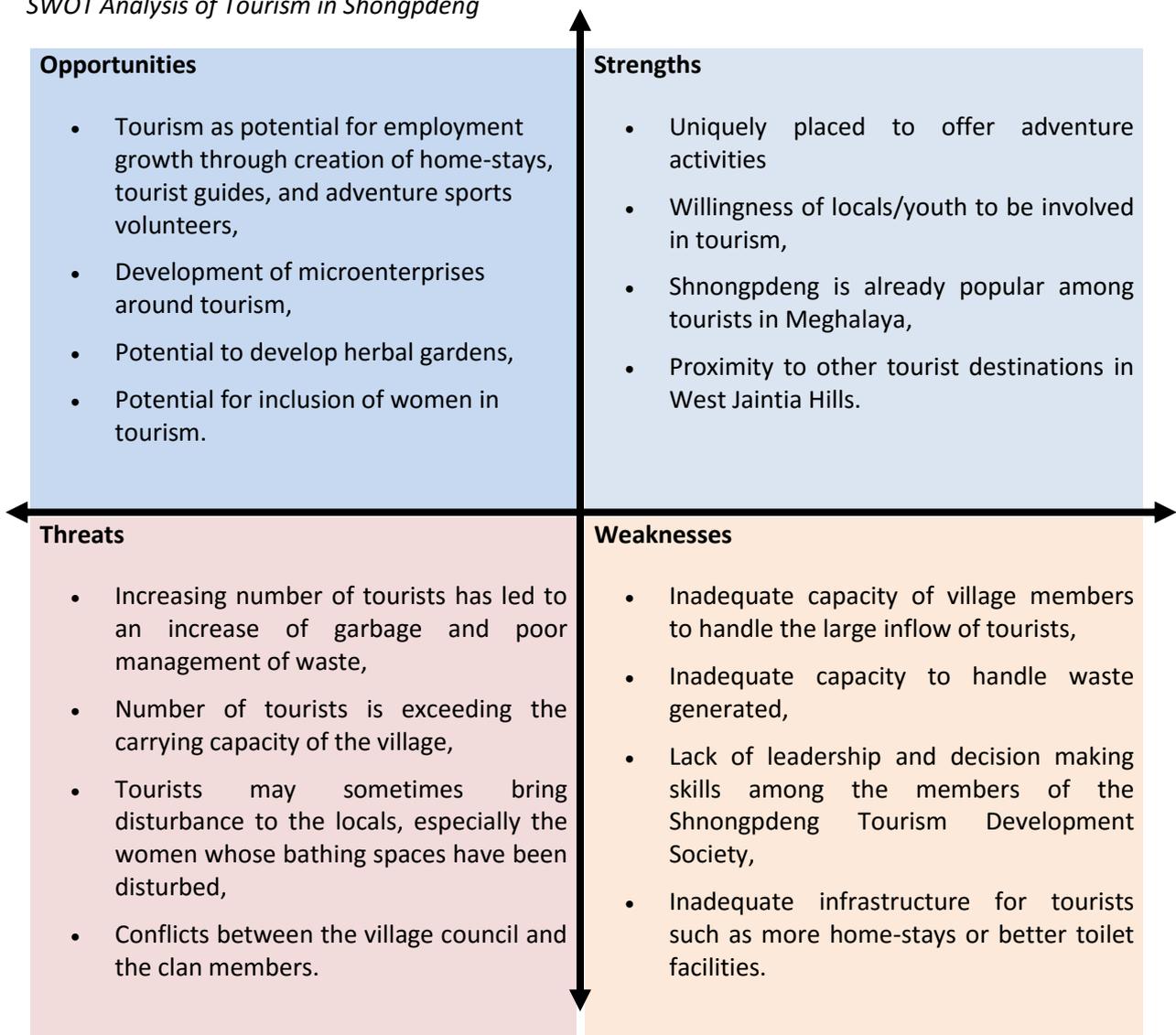


may arise in the future. As mentioned earlier, Shnongpdeng has the following village committees: The Cleanliness Welfare Committee, the Village Defence Party, the Shnongpdeng Tourism Development Society, the Village Employment Council, the Village Health, Water and Sanitation Committee, and the School Managing Committee and the Voluntary Committee. It is therefore important for these committees to be further empowered and provided with capacity building trainings so that they can better manage tourism and help control the bad side effects of tourism.

Shnongpdeng's Carrying Capacity for Tourists

The area of Shnongpdeng that is directly involved in tourism activities is 400 square metres and as explained by the executive members of the society, the current carrying capacity of tourists in the village is 500 people. Therefore Shnongpdeng is currently receiving double the amount of tourists in the area.

SWOT Analysis of Tourism in Shongpdeng



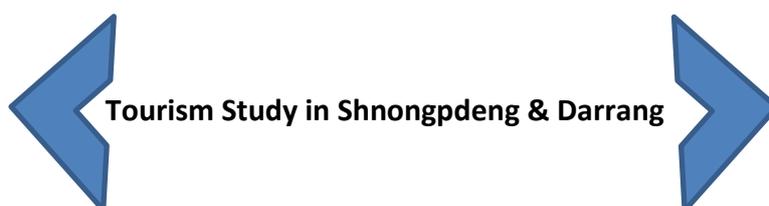
Livelihoods in Darrang

Darrang is a village that is neighbouring to Shnongpdeng. Through interactions with 18 households of Darrang, it was observed that the people were mainly involved in Areca Nut and Betel leaf plantation. The survey revealed that the households' annual income from these two activities ranged from Rs. 60,000- Rs. 2, 00,000. Other activities that the people are involved in are wage labour and a few are government servants. Some households are also involved in pig rearing. It was also observed that the village receives many local tourists especially from Jowai and Shillong, who take part in fishing activities. The people of Darrang also shared that this has in some way has allowed some households in Darrang to open up local tea stalls which in turn has helped support their families. There are around 7 tea stalls in Darrang. The study also revealed that Darrang has not been involved in tourism activities in the past but has the potential to do so. Darrang village is involved in fishing activities that take place during August, September and October every year, and locals make money through selling food and renting boats to the fishermen.

Potential Tourist destinations in the village:

A scan of the village has revealed a few potential sites for tourism development. As mentioned earlier, the river bank of the village, known as Khatlawiar is popular for fishing area from the months of October to March. Therefore there is a potential for Darrang to be promoted as a destination for Aquaculture. It was also witnessed that opposite the fishing area, there are potential sites for camping activities. Furthermore, there are neighbouring villages such as Lymba village and Kongwang village therefore it is possible that trekking routes can be established from one village to another. Nearby Darrang, there is a waterfall called Umjaha waterfall which can possibly be formed into a trekking route. It was however observed that the streams in Darrang village had garbage. This issue needs to be taken into serious consideration since these small streams flow into the river. Furthermore, once a year, the people of Darrang celebrate a festival called the *Shad Ksing* which is also known as a "Celebration of Happiness and Peace." Although this festival can be used to attract tourists; the implications of opening a part of the peoples' culture to outsiders and tourists should be carefully analysed.

Darrang village has not been involved in tourism in the past and although it has the potential to develop as a tourist destination, it is important that such development is done so with close consultation with the village members and gradually introduced, as it will ultimately affect their livelihoods.



Role of Support Agencies in both Shnongpdeng and Darrang

Role of Tourism Department

The Tourism Department has schemes for promoting homestay and resorts. Households in Shnongpdeng and Darrang interested in running homestays in the future can avail of a scheme called the Tourism Development and Investment Promotion Scheme which provides financial assistance of up to 30% of the total project cost. Those who want to take up entrepreneurship in the village may opt for this scheme which also happens to be a subsidised scheme. Moreover, there is a need for higher number of homestays, given the fact that tourist inflow into Shnongpdeng village is increasing.

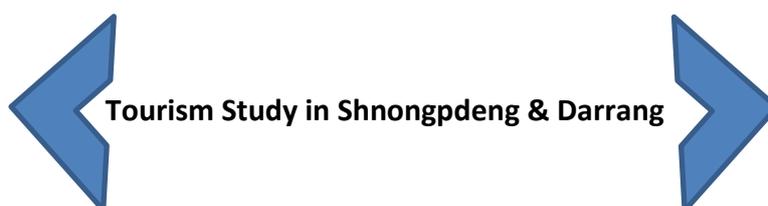
Role of DRDA

The District Rural Development Agency (DRDA) is working towards developing a Tourism Circuit in West Jaintia Hills which aims to involve tourist destinations that are close to one another and Shnongpdeng has been selected as one of the villages. The idea is to map the rich history of the area and to connect the tourists to all related sites in the district. Furthermore, a consultant has also been hired to write a history of the region including Shnongpdeng.

Role of Skill Development Mission

The Meghalaya State Skills Development Society (MSSDS) is currently involved in providing trainings for wage employment. The same is being provided by Project Implementing Agencies (PIAs). The PIAs engaged include Don Bosco Technical School, IL & FS Skills Development Corporation, Centum Learning Limited, NPS School of Hotel Management, SS Netcom IT Solutions, North-east Security Agency and Polaris Solutions Enterprise. The tourism relevant skill trainings offered by these institutes include three kinds of hospitality: general, food and beverages and housekeeping. They however have shortages of skills training in the area of tourism. There are many trainings which can be offered related to tourism, which can provide direct and indirect employment. These could include trainings to become a tourist guide, cook, hospitality assistant, driver, boating, and customer management. Since Meghalaya has a major potential for tourism, it is imperative that they start developing regular training programmes on tourism centric skill development. Limitations faced by the programmes are that most of the courses offered through skill development mission encourage the local youth to find employment outside the state mostly in Delhi, Mumbai and Bangalore. Development of courses for absorption into the state labour market is not seen.

Role of RSETI



RSETI provides entrepreneurship training for youth. However, there are no programmes at present offering courses on the relevant tourism sector. The trainings offered cover Agricultural Entrepreneurship Development Programmes (EDPs), Product EDPs, Process EDPs and General EDPs. It also needs to integrate EDPs relevant for the tourism sector.

Role of PWD

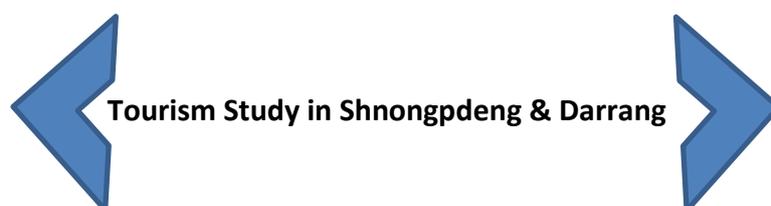
The Public Works Department (PWD) has been involved in providing metal roads that leads from the main highway to the villages of Darrang and Shnongpdeng. Once the roads are completed, the accessibility to both the places will be much easier.

MNREGA

Under the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) a road is being constructed from Darrang village to an area that is close to the banks of the river. Once this road is constructed, it can increase the opportunities for tourist activities like those witnessed in Shnongpdeng. MGNREGA can also be utilised towards developing parks, plantations etc.

Role of Private Tour Operators

There are several tour operators in Meghalaya such as Van Rap Tours and Travels, Cultural Pursuits Adventures, Meghalaya Adventure Tours, Natural Ways, Nakliar Tourist Travels, Tower Tours and Travels, Quest Travels, New Horizon Tours & Travels, and Pioneer adventure tours. Pioneer Adventure Tours runs services such as scuba diving, river rafting, kayaking, cliff jumping, trekking, local boating and camping etc. It also runs a one day package trip to Shnongpdeng which also covers Dawki. Various adventurous activities form part of the package. Boni Tours & Travels offers caving, trekking, boating, camping, biking and golfing in Meghalaya. There is a need to encourage private tour operators to offer their services.



Expectations of Tourists Visiting Meghalaya

So as to understand the expectations of tourists who are visiting Shillong and those who plan to visit other parts of Meghalaya, a short survey was conducted, which provided clues into their expectations related to tourism.

Reasons for Visiting Meghalaya:

- Their reasons for visiting Meghalaya ranged from rest and relaxation, to religious reasons, adventure sports, and culture.
- The travellers were mainly interested in seeing the people, experiencing the culture and the natural beauty of Meghalaya such as the waterfalls, the living root-bridges, and places such as Mawphlang and Cherrapunji.

Views on Food and Accommodation:

- Their views on the hotel accommodation and the food ranged from very good to excellent.
- Majority of the respondents felt that the cost of the accommodation was quite reasonable.

Views on Safety and Cleanliness:

- Their views on safety ranged from good to excellent and found the locals to be quite friendly.
- Some found Shillong to be clean while others felt that the cleanliness was moderate.
- They also rated the adventure activities as being very good.
- When asked whether they would visit Meghalaya again, all said yes.

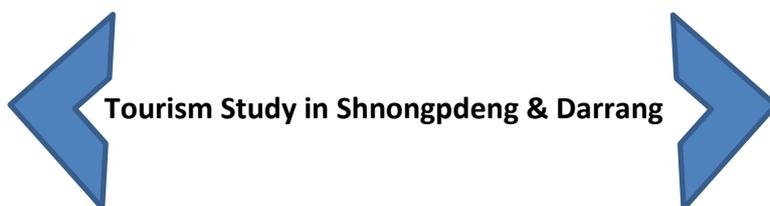
Observations of Tourists who visited Shnongpdeng

Reasons for Visiting Shnongpdeng:

- The tourists' main purpose for visiting Shnongpdeng is for rest and relaxation.
- A few of them were also there for adventure sports and recreational purposes.
- Most of the people heard about Shnongpdeng from their friends and family and one of them heard about it from a tour operator.

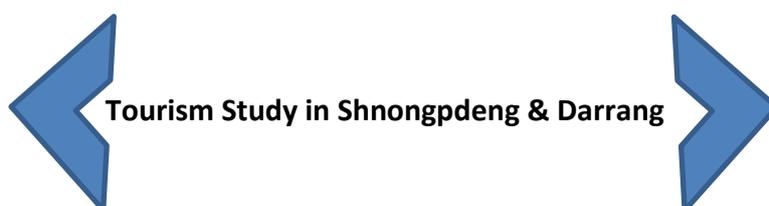
Views on Accommodation, Food and Travel:

- The tourists interviewed in Shnongpdeng stayed in tent accommodation and majority found the accommodation to be very good and the cost to be very reasonable.
- One respondent felt that more homestays could be built.
- The general consensus on the local cuisine is that it is good and they generally found the cost to be reasonable.
- They also found the transport to Shnongpdeng to be good and the cost to also be reasonable.
- The tourists interviewed also felt that the roads towards Shnongpdeng could be improved and there is a need for more toilets in the area.



Other Comments:

- They also found that Shnongpdeng is quite safe and secure, the locals to be quite friendly, and the cleanliness to be good.
- Their views on the adventure activities available ranged from good to excellent.
- Another respondent felt that there needs to be better waste management and that the locals need to be educated on how to maintain the aesthetic beauty of the place and refrain from building concrete structures that will not match the surrounding. She also mentioned that there should be a ban on spitting around the village.
- A few others also felt that there should be more visibility about Shnongpdeng such as through social media.
- The tourists interviewed thus felt that their overall experience in Shnongpdeng was very good and majority of them plan to visit again.



Overall Observations

Potential for employment opportunities

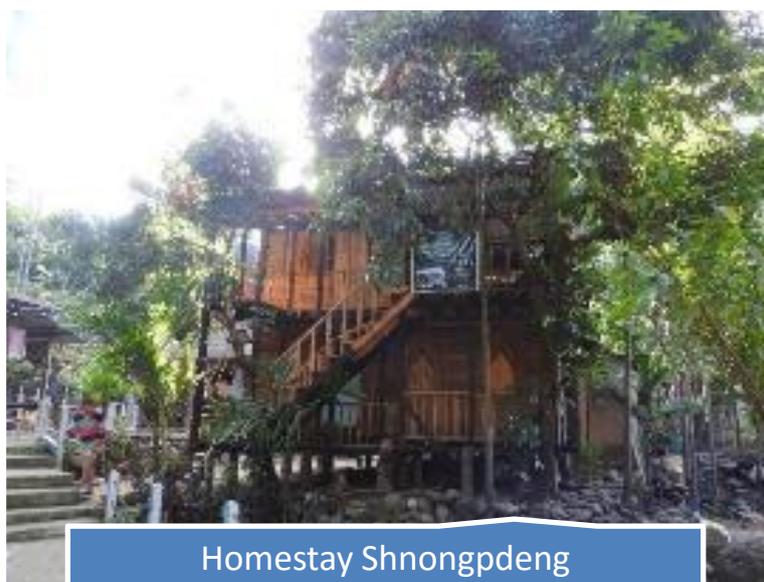
- Both employment and self-employment opportunities could be created in the villages.
- The employment opportunities would cover different sub-sectors such as homestays, adventure activities, boating activities, trekking activities etc.
- There could be employment generation as cooks, servers, trekking guides, boatmen, tourist guides etc.

Potential for development of microenterprises

- The different microenterprises that can be developed include that of retail enterprises, homestays, transportation, eateries, life-jacket rentals.
- The whole household can get engaged in some of these activities such as in homestays, food outlets and eateries.
- Others may take up transportation activities such as drivers of taxi and cab services.
- Enterprises around local cuisine can be set up by the locals.
- A photography enterprise could also be promoted with a few interested youth.

Potential for inclusion of women

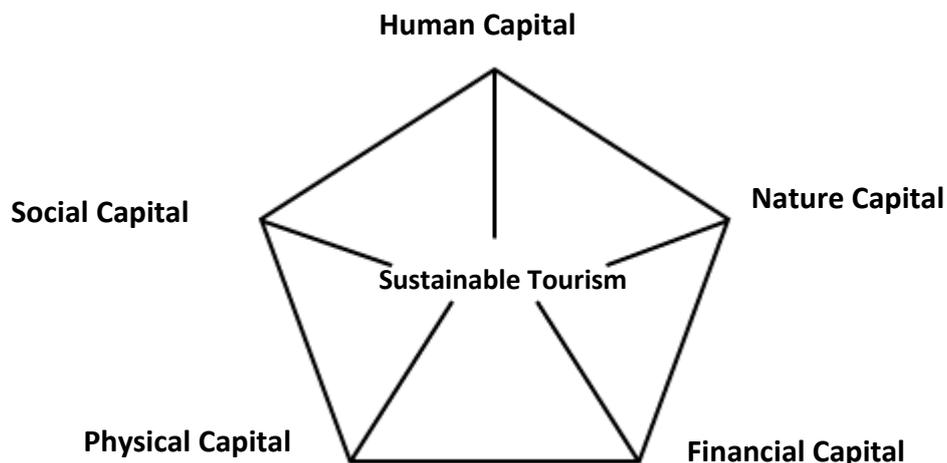
- Inclusion of women could be in activities particularly which involves less drudgery.
- These could be in enterprises such as homestays, retail shops, bakeries, cooks of local cuisine, life jacket rentals etc.
- Both individual and group enterprises of women may be taken up.
- Local cuisine outlets may be managed by group enterprises of women.



Recommendations and Framework for Sustainable Livelihood Framework for promotion of Rural Tourism

Investment in five types of capital would be required for development of sustainable livelihoods in tourism in Shnongpdeng. The five types of capital are mentioned below: -

Sustainable Tourism based Livelihoods



Investments in **Physical Capital** can help address the infrastructure obstacles related to parking spaces, toilet facilities, homestay facilities and transportation.

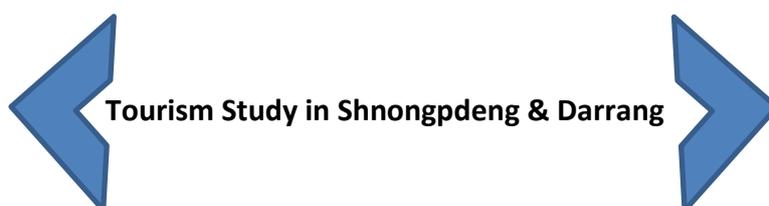
Investments in **Human Capital** can help address the shortages in skill and education levels of youth. This can be done through the provision of skill trainings and sponsorship of locals in professional education.

Investments in **Social Capital** can help address institutional obstacles relate to efficient management of projects and finances by the various committees. It also relates to negotiating with agencies for services such as the Horticulture Department, Tourism Department, and the District Rural Development Agency. This can be done so through training and institutional development support for the committees.

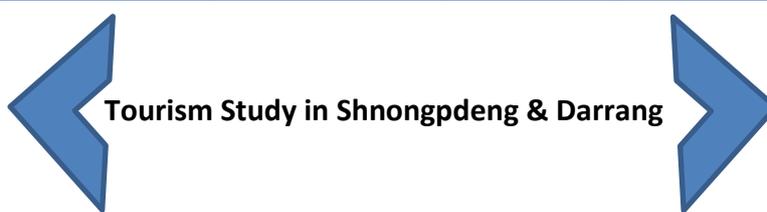
Investments in **Natural Capital** for solid waste management, cleanliness drives, and garbage disposal can help address the increase in garbage, which is an emerging problem in the villages.

Investments in **Financial Capital** are needed because for the successful promotion of enterprises, there is a need to have access to subsidy schemes and credit. Furthermore, for the efficient management of resources available, there is also a need to offer trainings in financial literacy.

The following table thus lists the possible training institutes and collaborative agencies for addressing these issues.



Human Capital Potential Training Institutes		Social Capital Potential Training Institutes		Physical Capital Potential Convergence	
Skill trainings for youth and women around tourism vocations :	Rural Self Employment Institute (RSETI) Rural Resource Training Centre (RRTC) DB Tech Bosco Pnar	Trainings to committees on: - Governance Decision making, Project management Leadership Business planning	Society for Urban and Rural Empowerment (SURE) Jaintia Hills Development Society (JHDS) Indian Institute of Management (IIM), Shillong Institute of Livelihood Research and Training (ILRT)	Improving quality of roads:	Already initiated by the Public Works Department (PWD)
Sponsorship of local candidates for professional education in Tourism:	Institute of Hotel Management (IHM) Indian Institute of Management (IIM): Short term course on Tourism and Hospitality			Parking spaces:	Already initiated by Border Area Development
Entrepreneurship trainings:	Institute of Livelihood Research and Training (ILRT) Indian Institute of Entrepreneurship (IIE)			Home-stays:	Subsidy scheme for Homestays by the Meghalaya Tourism Department
				Sanitation and Toilet facilities:	More toilets can possibly be provided with assistance from the PHE
				Basic health services:	Introduction of a Public Health Centre (PHC) Skill up gradation for existing traditional health care in the village
				Transportation facilities:	Can be initiated by the villagers themselves
				Investment on Boats, Life jackets	BDU is aware of the requirement



Natural Capital Potential Training Institutes/Convergence		Financial Capital Potential Training Institutes	
Garbage collection practices:	<p>Research and collaboration with Technical institute for recycling of waste products;</p> <p>Collaboration with National Environment Research Institute (NERI) and State Investment Program Management and Implementation Unit (SIPMIU) for better and scientific solid waste management practices;</p>	Linkage with credit cum subsidy schemes for initiating enterprises:	<p>Subsidy scheme for Homestays by for the Meghalaya Tourism Department</p> <p>MUDRA schemes</p>
Solid waste management:	<p>Innovative ideas on how to minimize waste such as collection of a deposit from the tourist to ensure he/she returns the exact number of packaging material after a visit.</p>		
Cleanliness awareness drive:	<p>Further encourage the youth & school children through the formation of Eco Clubs in schools. ERPs could play a leading role in this, through effective monitoring of the functioning of Eco clubs.</p>	Financial literacy training for Shnongpdeng Tourism Development Society:	<p>Society for Urban and Rural Empowerment (SURE), Jowai</p>
Beautification through parks, floriculture and greenery promotion:	<p>Horticulture Department</p>		

Recommendations for Promoting Tourism

Investment in capacity building

Capacity building and the enhancement of skills are crucial components for helping capacitate community members to effectively engage in tourism. It can improve the capability of the locals to better manage rural tourism, as well as provide them the necessary tourism-related technical skills. The positive effects of environmental improvements, infrastructural development and training would thus become evident. Some of the major training courses that need to be promoted include English language, food and beverage, trekking guiding, home-stays, small lodges and business development.

Tourism centric skill development

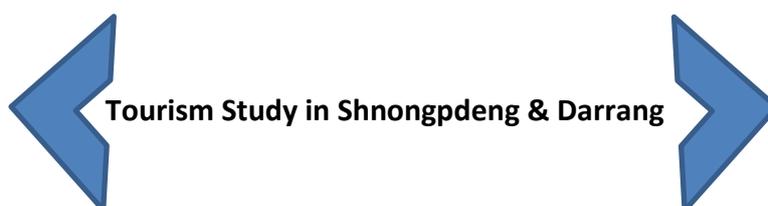
After having consulted skill development missions and agencies such as the Meghalaya State Skills Development Society (MSSDS) and the Rural Self Employment Training Institute (RSETI), it is observed that there are no trainings provided for tourism centric skill development as yet. Although several youth from Shnongpdeng have been identified for trainings in language skills, hospitality, tourist guides and adventure tourism; there is a need for such trainings to be systematised. Skill development agencies should thus try to create training modules that are more specific to tourism.

Tourism centric enterprise development

There are various households that are interested in setting up homestays, providing boating services and food services to tourists. Therefore it is important for institutes to provide the trainings on how to run a homestay and how to provide local food services. Since tourists would like to experience the local culture of a place, it is suggested that the local cuisine of the villages should actively be promoted. Since tourists are normally interested in taking souvenirs when they visit a place, the villagers could be provided trainings on how to make miniature versions of local handicrafts. For example, since Shnongpdeng is known for manufacturing local boats and even supplying it to the neighbouring villages, miniature wooden boats could be made into souvenirs.

Infrastructure development

According to the report on the Guidelines for Ecotourism (2011), produced by the Government of India, Ministry of Environment and Forests, “tourism infrastructure should conform to environment-friendly, low-impact architecture, including solar energy, waste recycling, rainwater harvesting, natural cross-ventilation, reduced used of asbestos, controlled sewage disposal, and merging with the surrounding habitat.” For tourism in Shnongpdeng to be sustainable, it is crucial that a similar approach be adopted.



Inclusion of women in tourism

As witnessed in Shnongpdeng, the women involved in tourism activities were mainly involved in running food and tea stalls as well as homestays. Furthermore, very few women signed up for the trainings in hospitality, language trainings, adventure tourism and tourist guides. It is speculated that the apprehensiveness for women to sign up may be due to the fact that these activities are still very new to the women there. Therefore, in order to diversify the activities of women into other areas, there should be awareness campaigns provided to them on the benefits of being involved in other activities around tourism. Furthermore, skills training or study visits could be arranged for women which can thus help them identify other potential entrepreneurial opportunities around tourism (UNDP, p.18), such as selling local handicrafts or souvenirs. Similarly, to promote tourism in Darrang, the women too should be actively consulted in the process so as to understand how they can be empowered and become active members in the process. The women could also be provided trainings on how to become a trekking guide.

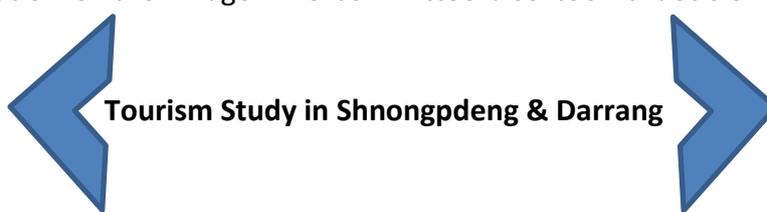
Reducing potential conflicts

As mentioned earlier, conflicts around tourism in Shnongpdeng have arisen in the past and it may arise in the future as well. Therefore, it is important for local governing bodies such as the Village Council and the various committees to be empowered and provided training in leadership skills so that they can become effective decision makers.

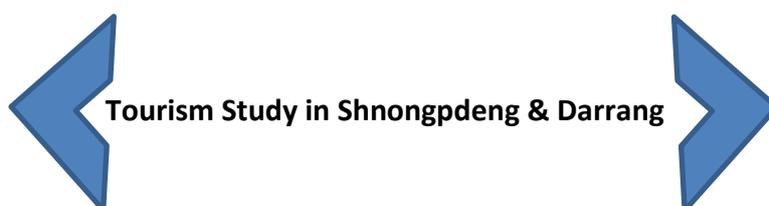
Reducing potential threats (environmental)

Environmental conservation is a crucial aspect of tourism development. As tourism also depends on natural as well as cultural resources, if not carefully managed, tourism can threaten the environment. Therefore, measures need to be prepared in advance to preserve a green and healthy environment. There is thus a need for a programme on Tourism and Environmental Awareness which can provide awareness on health, hygiene and sanitation. The Tourism for Rural Poverty Alleviation Programme (TRPAP) in Nepal is an example of a successful model for Tourism and Environmental Awareness Programmes (TEAP). TRPAP adopted a two way approach. The first is called the “software” approach which aims to raise awareness among the locals on the importance of tourism and the protection of the environment. The second is called the “hardware” approach which is more concerned with the infrastructure in the village. The aim of this programme is thus to sensitise the local people, community organisations, school children, local authorities and other concerned stakeholders (UNDP, 2007, pg. 31).. Therefore to reduce the potential threats on the environment in both Shnongpdeng and Darrang, similar programmes must be conducted in each village

The local community in Shnongpdeng can also learn from the waste management practices adopted in Mawlynnong. In Mawlynnong, villagers formed a committee consisting of the headman and 10 other members, who are in charge of maintaining the cleanliness, drinking water and sanitation of the village. The committee also took a decision to conserve the



existing forest, to plant new trees and keep the top soil intact. Once the decision was taken, the message was passed to the schools and the village. Dustbins made out of bamboo are kept in all parts of the village. Two males and five female villagers from within the village collect waste and if people are found littering, they are warned and charged fines. Children are also taught the importance of maintaining cleanliness at a very young age. A similar model for cleanliness can thus be adopted in Shnongpdeng.



Conclusion

It can be concluded that Shnongpdeng has good potential to acquire a position as an important tourist destination in the Shillong – Dawki – Shnongpdeng tourism circuit. There are a large number of tourism related enterprises and employment opportunities that could be generated in the village. However, it is important that the obstacles related to tourism promotion in the village need to be addressed as a whole, for employment / self-employment to grow. At the moment, there are some infrastructure obstacles related to parking spaces, toilet facilities, homestay facilities, transportation. This requires investment towards developing physical capital. There are shortages in skill levels of youth and to address, this there is need to invest in human capital through skill trainings and sponsorship of locals in professional tourism education. Institutional obstacles relate to efficient management of committees and the society, as well as negotiating with agencies for services such as the horticulture department and the tourism department. To address this, investments in social capital need to be made through training and institutional development support for the committees. Increase in garbage and solid waste is an emerging problem. Therefore investments need to be made in natural capital for solid waste management. For promotion of enterprises, there is need to have access to subsidy schemes and credit, therefore investments towards natural capital need to be made. For efficient management of resources available, there is also a need to offer trainings in financial literacy. A holistic approach with focus on investments in five capitals can help in developing Shnongpdeng into an important tourism destination.



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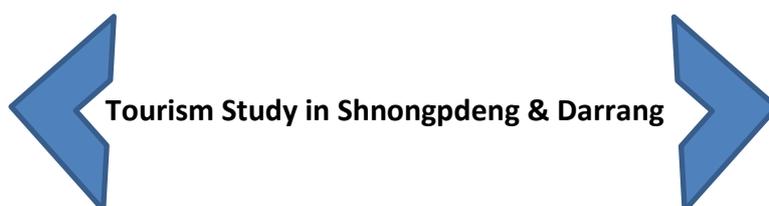
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Annexure 1

Scan of Tourists in Shnongpdeng

Survey Objective

The purpose of the questionnaire is to survey tourists in Shnongpdeng as well as those who have travelled to similar locations. It aims to identify their preferences, choices and their expectations.

Profile of the Respondent

Name of the Respondent	
Nationality	
Gender	Female: <input type="checkbox"/> Male: <input type="checkbox"/>
Occupation	
Age	
Current Residence (City/Town/Village)	
Permanent Residence (City/Town/Village)	

1. What is the purpose of your visit to this place?

Please Tick	
Rest & relaxation	<input type="checkbox"/>
Adventure sports	<input type="checkbox"/>
Culture	<input type="checkbox"/>
Recreational	<input type="checkbox"/>
Health	<input type="checkbox"/>
Other, Please specify	<input type="checkbox"/>

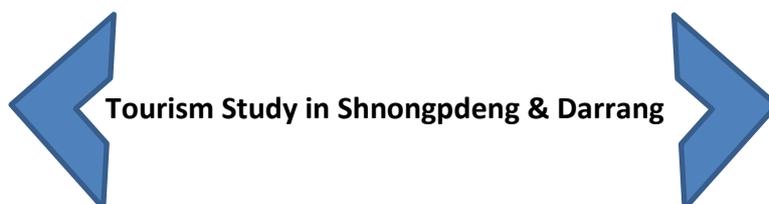
2. How did you hear about this place?

Please Tick	
Friends/ Family	<input type="checkbox"/>
Tour Operator	<input type="checkbox"/>
Internet	<input type="checkbox"/>
Social Media	<input type="checkbox"/>
Other, Please specify	<input type="checkbox"/>

3. How did you reach here?

Please Tick	
Private Car	<input checked="" type="checkbox"/>
Hired Car	<input type="checkbox"/>
Bus	<input type="checkbox"/>
Car arranged by tour operator	<input type="checkbox"/>
Other, Please specify	<input type="checkbox"/>

4. Is this your first visit to this place? If not, how many times have you been here?



5. Please rate the following:

	Excellent	Very Good	Good	Moderate	Poor
Accommodation					
Food/ Local cuisine					
Travel/Transport					
Activities (adventure etc)					
Safety					
Friendliness of locals					
Public utilities (Toilet)					
Cleanliness					
Internet Connectivity					

6. Please rate the following in terms of cost:

	Expensive	Moderately Expensive	Reasonable	Cheap	Very Cheap
Place of stay					
Food					
Travel/Transport					
Activities (adventure etc)					

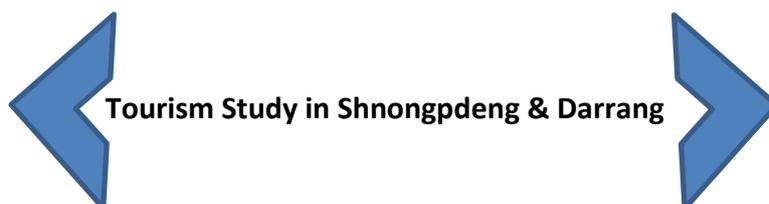
7. Please rate your overall experience:

	Excellent	Very Good	Good	Moderate	Poor
Please tick:					

8. Will you visit this place again? Yes/No. For each answer, please explain why?

9. Have you visited any other villages or towns in the area?

10. Do you have any recommendations on how to improve the traveller's experience here?



Scan of Tourists in Meghalaya.

Dear Madam or Sir!

Good morning/afternoon and welcome to Meghalaya. We are pleased that you decided to come and visit Meghalaya. We kindly ask you to participate in a survey. The purpose of the survey is to get an insight on the tourists visiting Meghalaya to identify their preferences, choices and their expectations which will help us to improve the tourism sector of our state.

Profile of the Respondent

Name of the Respondent	
Nationality	
Gender	Female: <input type="checkbox"/> Male: <input type="checkbox"/>
Occupation	
Age	
Current Residence (City/Town/Village)	
Permanent Residence (City/Town/Village)	

1. How did you arrive in Meghalaya?

Please Tick	
Private Car	<input type="checkbox"/>
Hired Car	<input type="checkbox"/>
Bus	<input type="checkbox"/>
Car arranged by tour operator	<input type="checkbox"/>
Other, Please specify	<input type="checkbox"/>

2. From where did you hear about Meghalaya being a good tourist destination? (mark the appropriate answer)

Please Tick	
I've always known it	<input type="checkbox"/>
The Internet	<input type="checkbox"/>
Friends and relatives	<input type="checkbox"/>
Media	<input type="checkbox"/>
Books and guides	<input type="checkbox"/>
Travel agency	<input type="checkbox"/>
Fairs and/or exhibitions	<input type="checkbox"/>
Part of a travel package	<input type="checkbox"/>
Others, Please specify	<input type="checkbox"/>



3. Is this your first visit to Shillong or to the places you intend to visit in Meghalaya? If not, how many times have you been to Shillong or these other places?
4. What are the places you are planning visiting in Meghalaya?
5. What are your main reasons for visiting these places?

5. What are your main reason for your visit to these places?	Please Tick
Rest & relaxation	
Adventure sports	
Culture	
Recreational	
Health	
Business	
Religious reason	
Other, Please specify	

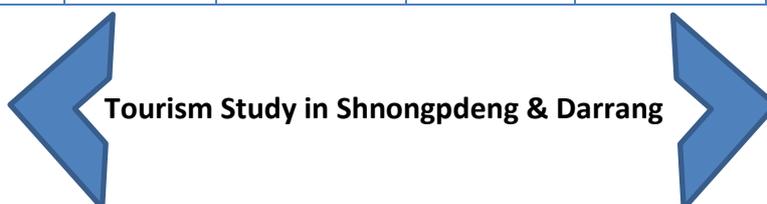
6. As a traveller, what are your expectations of Shillong and the places you intend to visit? What do you expect to see or experience?

7. How are you planning to travel for sight-seeing in Meghalaya; what mode of transportation are you taking?

	Please Tick
Private Car	
Hired Car	
Bus	
Car arranged by tour operator	
Other, Please specify	

8. Please rate the following services (if applicable):

	Excellent	Very Good	Good	Moderate	Poor
Accommodation					
Food/ Local cuisine					
Travel/Transport					
Activities (adventure etc)					
Safety					



Friendliness of locals					
Public utilities (Toilet)					
Cleanliness					
Internet Connectivity					

9. Listed below are some elements that you might consider when you chose a tourist destination. We ask you to evaluate them twice. First, please indicate how important is each element is to you when you chose any tourist destination (in general) (rate them on a scale »1« - completely unimportant to »5« - very important).

Sl. No	ELEMENTS OF TOURIST DESTINATION	HOW IMPORTANT IS THIS ELEMENT?					
		Completely unimportant			Very Important		I don't know
		1	2	3	4	5	
1	Personal safety and security.						
2	All local tourist destinations can be easily reached.						
3	Overall cleanliness of the destination.						
4	Unspoiled nature						
5	Climate conditions						
6	Diversity of cultural/historical attractions (architecture, tradition and customs						
7	The quality of the accommodation (hotel, motel, apartment						
8	Friendliness of the local people.						
9	Organization of the local transportation services						
10	The offer of local cuisine						
11	Possibilities for shopping						
12	Night life and entertainment						
13	Availability of sport facilities and recreational activities						
14	Wellness offer						

10. Please rate the following in terms of cost and what did you expect to pay for each service?

	Expensive	Moderately Expensive	Reasonable	Cheap	Very Cheap	Expected to pay/ day? Rs.
Place of stay						
Food						
Travel/Transport						
Activities (adventure etc)						
Souvenirs						

11. How much do you plan to spend per person during your visit to a tourist destination on the following items?

- a) Transportation (plane ticket, bus ticket, taxi, etc.). Approx. _____ Rs
 b) Accommodation. Approx. _____ Rs
 c) Restaurants, cafes. Approx. _____ Rs
 d) Souvenirs. Approx. _____ Rs
 e) Food (not in restaurants). Approx. _____ Rs
 f) Entertainment, entrance fees (theatre, cinema, exhibitions, museum). Approx. _____ Rs
 g) Other expenses. Approx. _____ Rs

12. Do you expect your expenses while staying in any tourist destination to be: (mark the appropriate answer)

1. Within what was planned?
2. Higher than planned?
3. Lower than planned?

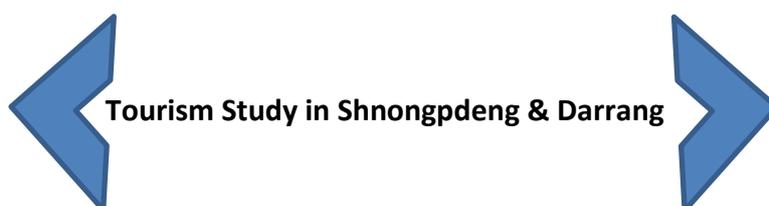
13. Please rate your overall experience in Meghalaya so far:

	Excellent	Very Good	Good	Moderate	Poor
Please tick:					

14. Will you visit these places again? Yes/No. For each answer, please explain why?

15. Do you have any recommendations on how to improve the traveller's experience here?

Thank you very much for your time and answers!



Annexure 2

Tourism Study in Shnongpdeng & Darrang

Survey Objective

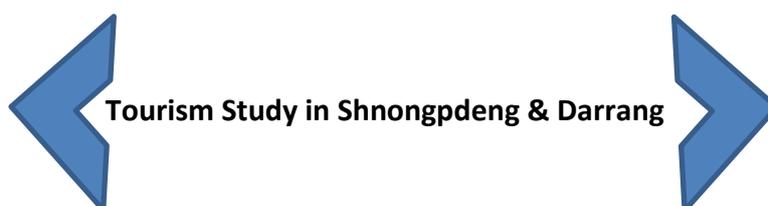
The purpose of the survey is to identify the relative strengths and weaknesses of Shnongpdeng & Darrang for it to develop as an important tourist destination. It is to identify potential tourist spots in the village and nearby locality, the potential employment that can be created, the socio-economic profile of the area including demographic profile, infrastructural facilities along with financial, social and marketing assessment.

Profile of the Respondent

Name of the Respondent	
Age	
Gender	Female () Male ()
Religion	
Marital Status	Married () Unmarried () Widow () Divorced () Separated ()
Education	
Address	
Pin-code	
Village / Town	
Block	
District	
Phone / Mobile No.	
Email id	
Name of the Location	
Specification of the Location	

- Drinking water facilities?
- Toilet in your household? If no, where do you use the toilet?
- Electricity connection?
- Road connectivity?
- Village Security?

Background of the Youth Job Card, Ration Card



Academic Qualification	
Technical Qualification	
Languages Known	
Current Employment Status	
Current Educational Status	

Knowledge and skill levels of Household members:

#	Member	Age	Relationship	Qualification	Skills	Aspiring to take up any Livelihood activity?						
						Livelihood Activity	Market Demand	N	P	H	S	F
1												
2												
3												
4												
5												

1.2 What kind of tourism activities are they mainly involved in? Do you see those kind of activities as diversifying?

1.3 What are the potential locations that are attractive to the tourists?

1.4 What are the different facilities available for tourists in the village?

Section 2: Infrastructure

2.1 What types of business are people involved in from the area?

2.2 How is the transportation service to the area? Is it sufficient for tourists? What is the mode of transport to reach the village?

2.3 How many hotels/ Restaurants/ tea shops available in the area? Is it sufficient for tourists?

2.4 What is the best season for visiting the place?

2.5 How do you all spend your holidays/week-ends? Is there tourist inflow during holidays / weekends?

2.6 Are there any adventure activities carried out in the area such as trekking, river rafting, gliding etc.

2.7 What is the special cuisine of the area? Do you find any local cuisine attractive to tourists?

2.8 How is the safety of the tourists ensured? Are there proper medical facilities available?

2.9 What are your thoughts on the safety of the village and do you see any room for improvement? In case of emergency how do people cope with the need?

Employment Opportunity

3.1 What are the different livelihood activities within the area?

3.2 What is the average income of the people per month / annum? How much does tourism contribute to household income?

3.3 How many people are engaged in their own business in the area?

3.4 How many people are interested in the tourism sector? Is your household interested in tourism business/employment? If so, how?

3.5 Are any of your family members involved in tourism employment?

Please Tick	
Boating	<input type="checkbox"/>
Tourist/Trekking	<input type="checkbox"/>



Guide	
Food/Tea Stall	
Transport	
Home-stays	
Adventure activities	
Other, please specify	

3.6 Has any of your family members received any kind of training related to tourism? If yes, please specify the name of the training?

Name of Training	Organised by:	Date	Location	Recommended by:

If no, would you/they be interested in undergoing any training?

Section 4: Social

4.1 If you are engaged in tourism activities, has it been able to increase your household income?

4.2 Is the tourism activity you are involved in generating sufficient surplus for savings? Are you able to save? Where do you save?

Section 5. Marketing

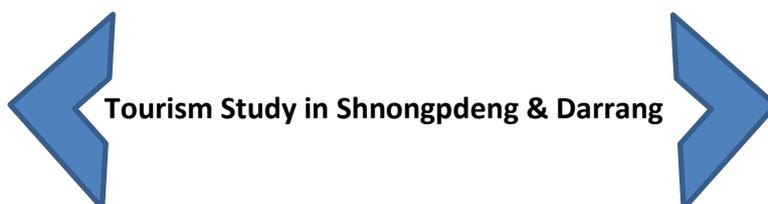
5.1 What is the status of tourist inflow in the area? How many tourists visit the place in the village? Which are the seasons in which there is lot of tourist inflow?

5.2 Do you think there is enough tourist inflow in Shnongpdeng/Darrang? What needs to be done to increase the flow of tourists to the village?

5.3 What are the tourist spots in the village which needs to be projected for attracting tourists?

5.4 What kind of local produce can be marketed to tourists?

5.5 What kind of support is required from tourism department to develop Shnongpdeng/Darrang as an important tourist spot?



5.6 What is the local cuisine which can be marketed?

5.7 What type of local cultural events can be marketed?

Willingness to Tourism employment

6.1 If not already doing so, would members of your household and youth in your household be interested to take up tourism related employment?

6.2 Do you feel the need for undergoing any special type of training for the same? If so what kind of training?

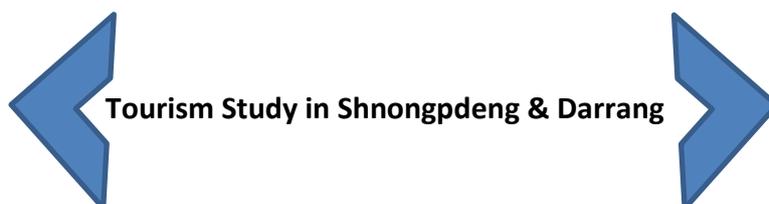
6.3 What kind of tourism related employment you would like to take up after undergoing training?

6.4 Have you hosted tourists at your home? If so, how many times?

6.5 Do you plan to convert your house into a home-stay in the future? Do you have any plans to build a home-stay?

Others

6.6 How do you feel about the increase of tourists in the village?



Annexure 3

List of Partners in Shnongpdeng Village willing to attend Trainings

Sl. No.	Hospitality and Language	Adventure Sports Skills
1.	Hamelumlang Lamin	Founderstrong Gashnga
2.	Makai Lamin	Ialambha Syngkrem
3.	Jonnathan Lamin	Forceful Syngkrem
4.	Emlang Sumer	Valentine Lyngba
5.	Timan Lymba	Hospital Syngkrem
6.	Shemphang Syngkrem	Bansumar Lamin
7.	Silverstar Lamin	Miky Syngkrem
8.	Miki Syngkrem	Chesterfield Syngkrem
9.	Forceful Syngkrem	Shiningstar Khongwang
10.	Silverstar Syngkrem	Bnai Syngkrem
11.	Pyndap Syngkrem	Bakhampher Lamin
12.	Ialambha Syngkrem	Shemphang Syngkrem
13.	Bnai Syngkrem	Hamiyoo Khyriem
14.	Founderstrong Lamin	Silverster L. Gadew
15.	Valentine Lyngba	-
16.	Shiningstar Khongwang	-
17.	Chesterfield Syngkrem	-