Assessment of Locals’ Satisfaction towards Eco-Tourism Development at Chakrata: Koti-Kanasar, Tyuna and Mangtad Region of Uttrakhand in India

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Abstract
Ecotourism is an important and alternative choice for the devastating nature of mass tourism across the world in this 21st century. This is an alternative form of mass tourism with the primary objective to conserve, preserve, and restore the fauna and flora, providing wilderness experience to the visitors and ensuring growth and development local residents. It is a paradigm, tool, philosophy and catalyst to develop and promote responsible and sustainable tourism development at any destination along with enjoying and admire the natural beauty, experiencing tranquility, preserving fauna, flora, and indigenous culture. In order to develop and promote the ecotourism and community based tourism (CBT), participation and satisfaction of local residents must be in central of focus, which lead to conservation of ecology, environment and improving the well-being of local people. Furthermore, ecotourism is also emphasized on Conservation of biodiversity, cultural diversity, scope for income generation, employment opportunities, sustainable use of natural resources, establishing and maintaining harmonious relationships between nature and human beings, ensuring well-being and satisfaction of local people and visitor. Therefore, This research paper primarily assesses the present status of Eco-tourism in the study area in view of measuring satisfaction level local residents, those are important for the Eco-tourism development in the region. It is a quantitative as well as qualitative assessment based on survey research design in study area. Data was collected through self-administered questionnaires from 200 local residents and were analyzed by quantitative methods. Descriptive statistics (Frequencies, Percentages, Means, and Standard Deviations) and inferential statistics (one sample t-test and Independent t-test) were performed to assess and analysis locals’ satisfaction with reference Eco-tourism development.

Keywords: Perception, Satisfaction, Eco-tourism, Responsible tourism, Carrying capacity, Community based tourism (CBT).

Introduction
Local residents are the moral and legitimate stakeholders for development and promotion of ecotourism over the destinations and play a significant role in conservation and preservation of natural resources, fauna, flora, biological diversity, ecological balances and indigenous culture. Therefore, ensuring growth, development and satisfaction of local residents towards ecotourism and community based tourism through various means viz; proving employment...
opportunities, education, awareness, promoting local culture, art, heritage, fair, festivals, traditions, indigenous products, and services and connecting them with entire development and tourism system.

**Review of Literature**

Since from 1980, Climate change, biodiversity and Ecotourism development have been central of focus because of several significant climatic and environmental changes been taken place at the ecotourism destinations, natural sites and ecological system. In order to address these challenges and issues various conferences, agreements and summits took place at the national and international level to assess, evaluate, discuss and deliver towards ecotourism, climate changes and community based tourism. These conferences were; Kyoto Protocol on Climate Change and its Impacts, Nagoya Declaration, Quebec Declarations, Manila Declaration, Oslo Declarations on Sustainable Ecotourism and Nations Framework Convention on Climate Change (UNFCCC or FCCC) and main objectives of these declarations are; fighting against global warming, setting the preliminary agenda and a set of recommendations to bring in systematic operation of ecotourism activities, reinforce the commitments towards imbibing the principles and sternly practices of sustainable tourism at the ecotourism sites. Year 2002 celebrated as International year of Ecotourism. India is also fowling various other programs like; CAMPFIRE program (Communal Area Management for Indigenous Resources) of Zimbabwe and ACAP (Annapurna Conservation Project) at Nepal, in view to ensure conservation, enhancement of revenues and visitor and local resident’s satisfaction.

In view of assessment and evaluation satisfaction level of local residents towards Eco-tourism development in the study area, following objective and hypotheses are formulated;

1. To assess and evaluate the participation and satisfaction level of local communities in development of ecotourism and community based tourism in the study area.
2. To examine participation of local communities in ecotourism development in the area
3. To measure the satisfaction level of local communities toward ecotourism development in the study area

**H1:** There is significant participation and satisfaction of local communities towards development of ecotourism and community based tourism in the study area.

**H2:** There is significant participation of local communities in the development of ecotourism and community based tourism in the study area.

**H3:** There is significant satisfaction of local communities about the development of ecotourism and community based tourism in the study area.

For testing hypothesis **H1:** “There is significant participation and satisfaction of local communities towards development of ecotourism and community based tourism in the study area and its corresponding objective is “To assess and evaluate the participation and satisfaction level of local communities in development of ecotourism and community based tourism in the study area.” Researcher has conducted the one sample t-test to measure the difference between respondents satisfaction from the hypothesize mean and also check whether this difference is significant or not and presented in table 1.1
Table 1.1 Results of One sample t – test on Respondents satisfaction towards communities participation in Ecotourism Development at the destination

<table>
<thead>
<tr>
<th>Group</th>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>S.D</th>
<th>Mean Difference</th>
<th>Test value</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locals</td>
<td>Satisfaction</td>
<td>200</td>
<td>3.00</td>
<td>0.824</td>
<td>2.000</td>
<td>5</td>
<td>22.223</td>
<td>0.000**</td>
</tr>
</tbody>
</table>

**0.01 level of Significance,**

From table 1.1 It was observed that the mean and S.D. of total respondents satisfaction was 3.00 (0.824) and value of hypothesize mean was 5 (test value). It indicates that there is significant mean difference between them in reference locals’ participation and satisfaction about development of ecotourism and community based tourism in the area. Researcher also calculated t-value as well as p- value to see the significant difference statistically between the both groups. The value were 22.223 and 0.000 respectively for t – ratio and p- value. The t-value as well as p-values were found significant (p=0.000<0.01) at 0.01 level of significance so, it is clear that there is significant mean difference between sample and hypothesize mean of locals towards development of ecotourism and community based tourism at the destination. Hence hypothesis H1: “There is significant participation and satisfaction of local communities towards development of ecotourism and community based tourism in the study area was accepted and its corresponding objective “To assess and evaluate the participation and satisfaction level of local communities in development of ecotourism and community based tourism in the study area was achieved.

Further, this is also concluded that total respondents had moderate satisfaction towards communities’ participation and satisfaction in ecotourism development at the destination as mean of their satisfaction fall under moderate satisfaction category as per the table. 1.2

Table 1.2 Mean score and Level of Satisfaction

<table>
<thead>
<tr>
<th>Mean scores</th>
<th>Level of Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 2</td>
<td>Low satisfaction</td>
</tr>
<tr>
<td>2 to 3</td>
<td>Moderate Satisfaction</td>
</tr>
<tr>
<td>3 to 4</td>
<td>High Satisfaction</td>
</tr>
<tr>
<td>4 to 5</td>
<td>Very high satisfaction</td>
</tr>
</tbody>
</table>

Figure 1.1 Local residents satisfaction towards Eco-tourism and community based tourism development in the study area.
For testing hypothesis H2: “There is significant participation of local communities in the development of ecotourism and community based tourism in the study area.” and its corresponding objective is “To examine participation of local communities in ecotourism development in the area” Researcher has conducted the one sample t-test to measure the difference between locals satisfaction from the hypothesize mean and also check whether this difference is significant or not and presented in table 1.3

**Table 1.3 Results of One sample t – test on Locals satisfaction towards community participation in the ecotourism Development at the destination**

<table>
<thead>
<tr>
<th>Group</th>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>S.D</th>
<th>Mean Difference</th>
<th>Test value</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locals</td>
<td>Satisfaction</td>
<td>200</td>
<td>4.20</td>
<td>0.614</td>
<td>1.800</td>
<td>5</td>
<td>19.123</td>
<td>0.000**</td>
</tr>
</tbody>
</table>

**0.01 level of Significance**

From table 1.3 It was observed that the mean and S.D. of total respondents satisfaction was 4.20 (0.614) and value of hypothesize mean was 5 (test value). It indicates that there is significant mean difference between them in reference to locals’ satisfaction about communities’ participation in ecotourism development in the area. Researcher also calculated t-value as well as p- value to see the significant difference statistically between the both groups. The value were 19.123 and 0.000 respectively for t – ratio and p- value. The t- value as well as p-values were found significant (p=0.000<0.01) at 0.01 level of significance so, it is clear that there is significant mean difference between sample and hypothesize mean of locals towards communities participation in ecotourism development at the destination.

Hence hypothesis H3: “There is significant participation of local communities in the development of ecotourism and community based tourism in the study area was accepted and its corresponding objective “To examine participation of local communities in ecotourism development in the area was achieved.

Further, this is also concluded that locals had very high satisfaction towards communities’ participation in ecotourism development at the destination as mean of their satisfaction fall under very high satisfaction category as per the table. 1.4

**Table 1.4 Mean score and Level of Satisfaction**

<table>
<thead>
<tr>
<th>Mean scores</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1 to 2</td>
<td>Low satisfaction</td>
</tr>
<tr>
<td>2 to 3</td>
<td>Moderate Satisfaction</td>
</tr>
<tr>
<td>3 to 4</td>
<td>High Satisfaction</td>
</tr>
<tr>
<td>4 to 5</td>
<td>Very high satisfaction</td>
</tr>
</tbody>
</table>
Figure 1.2 Locals satisfaction towards Communities participation in the Eco-tourism Development in the study area.

For testing hypothesis H3: “There is significant satisfaction of local communities about the development of ecotourism and community based tourism in the study area” and its corresponding objective is “To measure the satisfaction level of local communities towards Ecotourism development in the study area.” Researcher has conducted the one sample t-test to measure the difference between local residents satisfaction from the hypothesize mean and also check whether this difference is significant or not and presented in table 1.5

Table 1.5 Results of One sample t – test on Local residents satisfaction towards Ecotourism Development at the destination

<table>
<thead>
<tr>
<th>Group</th>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>S.D</th>
<th>Mean Difference</th>
<th>Test value</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local residents</td>
<td>Satisfaction</td>
<td>200</td>
<td>2.90</td>
<td>0.524</td>
<td>2.100</td>
<td>5</td>
<td>21.123</td>
<td>0.000**</td>
</tr>
</tbody>
</table>

**0.01 level of Significance

From table 1.5 It was observed that the mean and S.D. of total respondents satisfaction was 2.90 (0.524) and value of hypothesize mean was 5 (test value). It indicates that there is significant mean difference between them in reference to locals’ satisfaction about ecotourism development in the study area. Researcher also calculated t-value as well as p-value to see the significant difference statistically between the both groups. The value were 21.123 and 0.000 respectively for t- ratio and p- value. The t-value as well as p-values were found significant (p=0.000<0.01) at 0.01 level of significance so, it is clear that there is significant mean difference between sample and hypothesize mean of local communities towards ecotourism development at the destination.

Hence hypothesis H3: “There is significant satisfaction of local communities about the development of ecotourism and community based tourism in the study area” was accepted and its corresponding objective “To measure the satisfaction level of local communities towards Ecotourism development in the study area was achieved.
Further, this is also concluded that local residents had moderate satisfaction towards ecotourism development at the destination as mean of their satisfaction fall under moderate satisfaction category as per the table. 1.6

<table>
<thead>
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<th>Mean scores</th>
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<tbody>
<tr>
<td>1 to 2</td>
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<tr>
<td>2 to 3</td>
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<td>Very high satisfaction</td>
</tr>
</tbody>
</table>

Table 1.6 Mean score and Level of Satisfaction

Figure 1.3 Local residents satisfaction towards Eco-Tourism Development in the study area.

Major Findings

1. It was found that hypothesize mean was more than sample mean in reference to satisfaction and participation of locals residents towards Eco-tourism and community based tourism development in the study area under core indicators of Eco-tourism and mean difference was significant, therefore it is concluded that local residents had high level satisfaction towards Eco-tourism development at the destination.

2. It was found that hypothesize mean was more than sample mean in reference to participation of local communities towards Eco-tourism development in the study area under core indicators of Eco-tourism and mean difference was significant, therefore it is concluded that locals had very high level satisfaction towards Eco-tourism development at the destination.

3. It was found that hypothesize mean was more than sample mean in reference to satisfaction of local communities towards Eco-tourism development in the study area under core indicators of Eco-tourism and mean difference was significant, therefore it is
concluded that locals moderate level satisfaction towards Eco-tourism development at the destination.

**Conclusion and Recommendations**

1. Findings suggested that locals had high satisfaction towards participation and satisfaction of local communities about eco-tourism and community based tourism development in the study area under core indicators of Eco-tourism therefore it is recommended that tourism must be develop in responsible and sustainable way under core indicators of ecotourism, maintaining Carrying capacity and ensure very high level of satisfaction to the locals.

2. It is also recommended to minimize the leakage effect and ensure equitable distribution of tourism products and resources among the various visitors.

3. There should be a comprehensive ecotourism development in the region that would make sure overall and very high satisfaction to local communities.

4. Minimize the negative impacts of ecotourism at the study area like degradation of natural resources, disturbances in the habitat of fauna and flora, ecological imbalances, pollution and cultural conflicts among local communities etc.

**References**


