

Undertaking a Curriculum Mapping of an ASEAN, CHED and TESDA Tourism Curricula for Philippine HEIs

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ABSTRACT

This study identifies educational developments that will impact on HEIs and the need to undertake curriculum mapping to ensure that minimum competency standards are included in the program to meet Philippine and Regional requirements. Some of these developments include ASEAN Integration 2015, MRA for Tourism Professionals, Common ASEAN Tourism Curriculum, the ACCSTP that must be aligned with TESDA's Training Regulations; the Philippine Qualifications Framework, and the Ladderized Education Program. The model defines these minimum standards and inputs from academe, students and industry are used to give HEIs relevant feedback on the selection of competencies, creating unique features for each HEI.

Keywords: curriculum mapping, ASEAN MRA For TP, CATC, ACCSTP, PQF, LEP

INTRODUCTION

ASEAN Integration 2015

There are three pillars of the ASEAN Integration 2015 and this includes the ASEAN Economic Community (AEC), the ASEAN Socio-Cultural Community and the ASEAN Political-Security Community.

The AEC has four objectives and these are: single market and production base, competitive economic region, equitable economic development and integration into the global community. The single market and production base will allow for seven of the seventeen core elements and these include: free flow of goods, services, skilled labor, investment, capital, food and agricultural security, and integration of the 12 priority sectors, of which Tourism has been identified as one priority sector.

With all the educational developments in the Philippines (K-12 and PQF) and regionally, the ASEAN MRA for TP, HEIs must be able to offer a curricula in tourism and hospitality that will consider all the requirements of K-12, PQF and ASEAN and still comply with the requirements of the CHED, the government agency that regulates and monitors all HEIs in the Philippines. A curriculum mapping needs to be undertaken so that the curricula is able to meet all the government regulations and at the same time, is able to meet its institutional vision, mission and objectives, as well as its various stakeholders. The curriculum must be able to meet the general requirements of the Philippines and ASEAN and yet provide uniqueness for the HEI so that will be different from all the other HEIs in the Philippines.

Purpose of the Paper

To respond to these developments, this paper will present a method to undertake a curriculum mapping of competency standards that will meet the requirements of the ASEAN CATC, CHED PSG and TESDA TR for a Philippine HEI.

RELATED LITERATURE

ASEAN MRAs

With the AEC, educational programs among the ASEAN Member States (AMS) will need to develop programs and curricula that will allow for a framework of recognition of licenses and assessment results for professionals to be able to work, as part of the free flow of “skilled labor”. To date, there are eight Mutual Recognition Arrangements that have been signed by the various ASEAN Ministers. Accountancy Services, Medical Practitioners, Nursing Services, Architecture and Surveying Services, Electronic and Electrical Equipment Preamble, Dental Practitioners, Engineering Services, and Tourism Professionals. In the Philippines, the first seven MRAs will be implemented through the Professional Regulation Commission, the government recognized agency responsible for the administration, implementation and enforcement of regulatory policies on the regulation and licensing of various professions and occupations under its jurisdiction.

ASEAN MRA for Tourism Professionals

The ASEAN Mutual Recognition Arrangement (MRA) for Tourism Professionals (TP) was signed by all ASEAN Member States last November 2012. As part of the preparations, several ASEAN Master Trainers and Assessors trainings were conducted in different parts of AMS, with two to three representatives from each member state, with the three week ASEAN Master Trainers Program and the two week ASEAN Master Assessors Training. Aside from the trainings, ASEAN MRA for TP consultants identified required competencies through consultations with various groups with Tourism stakeholders in each member state, called the ASEAN Common Competency Standards for Tourism Professionals (ACCSTP). The consultants also developed the toolboxes containing various resources such as Assessor's Manual, Presentation slides, Trainer Guide, Trainee Manual which can be downloaded through a website. To date, 145 competencies of the 242 competencies in the ACCSTP have complete toolboxes already. The Common ASEAN Tourism Curriculum (CATC) was likewise developed containing guides in packaging the curriculum for the fifty-two qualifications in the six labor divisions that include: Housekeeping, Front Office, Food Production, Food and Beverage Services, Tour Operations and Travel Agents. There are qualifications from Certificate 2, 3, 4, Diploma and Advanced Diploma and contain a combination of Core and Generic Competencies that are required for each labor division; and Functional Competencies that are required for each level of qualification.

The trainings were done for the different qualifications as follows: Housekeeping in Bali last November to December 2012; Food Production in Thailand last September to October 2014; Front Office in Bali last October 2014 and Food & Beverage Service last November to December 2014. The two labor divisions of Tour Operations and Travel Agents will be conducted sometime in 2015. As part of the undertaking, all Philippine participants will conduct cascade training to selected trainers/assessors in the country to develop awareness and utilization of the materials in the various programs. The Housekeeping group conducted two cascade training sessions already. These were undertaken last March 2014 at the TESDA Women's Center, and in Marriot Cebu last July 2014, with 65 participants completing both sessions.

Lead Agencies in the Implementation of the ASEAN MRA for TP

In implementing the ASEAN MRA for TP, three agencies were identified by each AMS. In the Philippines, the National Tourism Organization (NTO) is the Department of Tourism (DOT), the government agency that initiates programs for the tourism sector; the National Tourism Professional Board (NTPB) is led by the Tourism Industry Board Foundation Inc (TIBFI) which is the Board for Tourism Professionals composed of representatives from the public and private sectors including the academia and other relevant tourism stakeholders as identified by

the ASEAN NTOs; and the Tourism Professional Certification Board (TPCB) which is the Technical Education and Skills Development Authority (TESDA), the agency authorized by the government of each ASEAN Member State primarily responsible for the assessment and certification of tourism professionals.

The three agencies have been working together to bring awareness of the ASEAN MRA for TP, CATC, and the ACCSTP in the various regions in the Philippines. They have conducted 17 awareness seminars that were initiated by DOT. TIBFI has also intensified its membership to bring together tourism organizations that represent various sectors, and conducted the 3rd HR Tourism Congress in Davao recently. TESDA is also reviewing current Training Regulations in the Tourism sector and align it with the ACCSTP and CATC.

Currently, there are ongoing convergence activities being undertaken by DOT, CHED, TESDA, DepEd in ensuring that the CATC and ACCSTP as mandated in the ASEAN MRA are integrated with the various competency standards that will be defined by the various educational agencies in implementing the Philippine Qualifications Framework (PQF).

Philippine Qualifications Framework

The PQF provides for a seamless education process from Basic Education for Kindergarten up to Grade 12 for Levels 1 and 2, and Technical Education Skills Development for Levels 3 to 5 that includes NC III, IV and Diploma and Higher Education for the Baccalaureate, masters and doctoral programs for Levels 6 to 8. The basic education curriculum has included already various National Certificates in Grades 11 and 12, allowing for graduates of Basic Education to possess knowledge and skills that have been assessed and certified by TESDA to seek employment in jobs that can be described as “manual, practical and/or operational in focus with a variety of options.”

Ladderized Education Program

In higher education, the Republic Act 10647 known as “An Act Strengthening The Ladderized Interface Between Technical-Vocational Education And Training And Higher Education” was signed on July 28, 2014.

Section 2 of this law states that *“it is hereby declared the policy of the State to institutionalize the ladderized interface between technical-vocational education and training (TVET) and higher education to open the pathways of opportunities for career and educational progression of students and workers, create a seamless and borderless system of education, empower students and workers to exercise options or to choose when to enter and exit in the educational ladder, and provide job platforms at every exit as well as the opportunity to earn income.”*

This is also known as the Ladderized Education Program (LEP), students who earn certificates in Technical Vocation programs can earn credit for these in

higher education programs. TESDA has identified several qualifications that can be integrated in grade 12. These are Attractions and Theme Parks Operation NC II, Barista NC II, Bartending NC II, Bread and Pastry Production NC II, Cookery NC II, Food and Beverage Services NC II, Front Office Services NC II, Housekeeping NC II, Local Guiding Services NC II, Tourism Promotion Services NC II, Travel Services NC II. TESDA will also offer NC III, NC IV and Diploma programs in Level 3 to 5. These are Commercial Cooking NC III, Events Management Services NC III, Food and Beverage Services NC III, Housekeeping NC III, Commercial Cooking NC IV, Food and Beverage Services NC IV, Housekeeping NC IV, and soon to be developed, Diploma programs.

CHED CMO 30, S. 2006

Higher Education Institutions (HEIs) offering Tourism and Hospitality programs must comply with the Commission on Higher Education (CHED) Memorandum Order 30, series 2006 entitled “Policies And Standards For Bachelor Of Science In Tourism Management (BSTM)/ Bachelor Of Science In Hospitality Management (BSHM)/ Bachelor of Science In Hotel And Restaurant Management (BSHRM)/ Bachelor Of Science In Travel Management (BSTRM).” It identified, among others, the program specifications, competency standards, minimum curricula requirements that identify the General Education (GE) subjects, Business Core, Tourism Core, Required Professional Courses, and Elective Professional courses plus Practicum, PE and NSTP requirements for any school that will offer the program here in the Philippines.

Tourism and Hospitality Industry and Education

The last few years have seen a growth in tourism and hospitality industry, especially in the Southeast Asian region, including the Philippines. For 2014, international the tourism arrivals reached 4.8 million (DOT), and had around 27.9M domestic tourists. Based on the DOT National Tourism Development Plan (NTDP) for 2011-2016, the target for international tourists is 10 million international tourists and 35.5 million domestic tourists by 2016. There is need for many employees who have the skills sets needed to work in different sectors of the tourism and hospitality industry.

The NTDP identified three strategic directions. The third direction, is focused on Improving Tourism Institutional, Governance and Industry Manpower Capabilities. It identifies three activities and the second activity that is focused on education and training states:

“Develop a competent, well-motivated and highly-productive tourism workforce. This will involve: building skills training capabilities by establishing TESDA skills assessment centers, and a skills recognition system; improving labor relations by modernizing the labor code, enforcing correct service charge

distribution, and increasing the current ratio of tenured to non-tenured employees; promoting professional tourism training and education by participating in ongoing ASEAN initiatives, and consider privatizing TESDA's Tourism and Hospitality training centers; and institutionalizing tourism human resource recognition, networking, and development by establishing an Association of Tourism Human Resource Managers, mainstreaming the "Mabuhay Awards", and organizing an annual National Tourism Human Resources Forum. The DOT will need to work with DOLE, CHED, TESDA as well as industry groups such as the Association of Human Resource Managers to implement these strategic initiatives."

A 2013 ADB Technical Report commissioned by the DOT on Improving Competitiveness in Tourism, financed by ADB CIDA noted several issues. One of the issues is focused on education and is stated as follows:

"DOT and tourism providers are especially concerned about relatively lower service standards and employers complain about the skills mismatch of many school leavers entering the industry. Currently, the hotel and resorts quality assurance rating system is based on outdated standards and is poorly implemented, thereby not serving its purpose as signaling quality benchmarked against international standards. Many young people entering the tourism industry are not considered to be adequately trained. Vocational training curriculums of occupations in the industry are not frequently updated to meet changing international standards and practices, and skills development in tourism is underfunded."

To address this issue, it is suggested to upgrade vocational skills training and education using industry based competency through consultation with industry stakeholders. There is need to review and suggest revisions to the quality and management of tourism industry training.

Out of 2,299 higher education institutions, there are 978 HEIs offering HRM and 346 HEIs offering Tourism programs in the Philippines. For AY 2012-2013, there were 247,354 hospitality students and 19,591 Tourism students. There is also an increasing popularity among high school graduates to choose tourism and hospitality management (THM) programs in the various higher education institutions (HEIs) making it the 3rd of the top ten programs with biggest enrollment. The attraction to these programs are the increasing number of investments in the various sectors of the tourism industry, as well as the high possibility of finding work outside of the country.

The opening of job prospects in ASEAN will also boost employment opportunities for Tourism and Hospitality graduates here in the Philippines. The only challenge is to ensure that the competencies of graduates meet the CATC and competency standards. Students will have to take an assessment with TESDA, and will receive a certification that will allow them to qualify for work in any of the ASEAN member states.

Developing the Curriculum

Peter Oliva (2005) in his book, *Developing the Curriculum*, identified ten axioms that may guide curriculum developers in improving the curriculum. The first axiom is the inevitability of change, as it is through change that life forms grow and develop. There are contemporary developments that may impact on a curriculum that would necessitate it to be changed. As mentioned, a myriad of issues require that curriculum in tourism and hospitality be updated, K-12, PQF, ASEAN MRA for TP and LEP and many more. These require schools and government agencies to recognize these issues and ensure that education remains relevant for all stakeholders.

A second axiom that Oliva shares is connected to the first axiom, that the curriculum is a product of its time. The tourism and hospitality programs in HEIs have been offered since the early 1970's and since then, many changes have been reflected in the CHED PSGs that regulate the offering of the programs in HEIs. There are also emerging developments and jobs in this industry that were not considered during the early offering of the program, such as the use of technology in many of the process such as in reservations and handling guest's accounts, new positions in the hotel such as revenue managers.

The third axiom is that curriculum changes made at an earlier period of time can exist concurrently with new curriculum that was changed at a later period. A curricula must undergo constant evaluation to reflect changing needs of industry, community and the school and so it is dynamic. With many changes happening, a new curriculum can be implemented only for incoming entrants to the program, and thus, sometimes, two or three curricula for the same general program may be offered in a particular HEI.

A most interesting fourth axiom shared by Oliva is that curriculum change results from changes in people, as the curriculum will be implemented by people who must be engaged or have internalized the changes. If the people do not believe in the new curriculum, it would be difficult for the "users" if they were not involved in the process of the curriculum change. Faculty profile have changed tremendously in the last few decades, from faculty members whose educational qualifications were from related disciplines like Home Economics, Nutrition, to Business Management courses who may have had limited work experience in the hospitality industry, to current faculty members with work experiences from different tourism sectors such restaurants of different types, hotels with different categories, land, air and sea based operations and the wide range of tourism sectors, and have taken graduate studies in specialized fields as related to tourism and hospitality.

The fifth of ten axioms identified by Oliva states that curriculum change is effected as a result of cooperative endeavor on the part of groups. It is thus

necessary to involve more people in curriculum developing, so that when there is a “psychological ownership” of the resulting program, the easier it is to accept changes in the curriculum for all those concerned. Undertaking the curriculum mapping will necessitate the involvement of key people who handle the various subjects or are stakeholders, as the new curriculum will be acceptable to everyone. Involvement may be varied for all stakeholders, some can be heavily involved whereas others can be called to participate in some phase of the planning. The curriculum is brought to life with the concerted efforts of everyone, from management, faculty, non-teaching, support staff and even students. Thus, there is need to involve them somewhere in the process of the curriculum development.

The other five axioms are as equally important as the five axioms identified. Suffice to say, they all deal with important aspects of curriculum development that deal with change, decision-making in the process of development, and curriculum development as a never-ending, comprehensive and systematic process, and starts from where the curriculum is at the moment.

Curriculum Mapping

In Glossary of Education Reform, the editor, Stephen Abbot, provides a broad online resource that defines and clarifies educational related terms, concepts, and strategies for various stakeholders so that they can appreciate innovations being used in the educational field. One such term that they have included in this site is curriculum mapping. This is an important aspect in curriculum development that creates a diagram of the curriculum to find and address gaps, redundancies, and wrong sequence of the courses. Curriculum mapping will improve the totality of a program and make it effective for all stakeholders – learners, teachers and administrators. Often, curriculum mapping refers to the alignment of learning standards and teaching

Abbot et al (2013) identified several goals that curriculum mapping aims to achieve. The first aim is to achieve vertical coherence. A vertically aligned or vertically coherent curriculum prepares the learners as they proceed from one lesson to the next lesson or to the next level. Curriculum mapping provides that lessons are purposefully organized and rationally sequenced across different levels so that students build on what they have previously learned knowledge, skills and attitudes that will gradually prepare them for more challenging and higher-level work.

Another aim of curriculum mapping is to achieve horizontal coherence. A curriculum is horizontally aligned or horizontally coherent when learners in one section of the same subject are learning the same competencies in other sections. Curriculum mapping ensures assessments and other evaluation methods, and other methods used by teachers to evaluate learning are based on what was taught to the learners and on the competency standards that the learners are expected to

meet in a particular subject.

It also aims to achieve subject-area coherence. A curriculum is coherent within a subject area when it is aligned both within and across different levels. It ensures that teachers are working toward the same competency standards of multi-section courses and that the learners get the same content, and receive the same instruction. Departmental exams or standard assessments can be utilized to ensure that subject-area coherence may be achieved if a subject has many sections and taught by many teachers.

Interdisciplinary coherence is achieved when a curriculum is coherent across multiple subject areas and aligned both within and across levels. Interdisciplinary coherence may focus on skills and work habits that learners need to succeed in any academic course as defined by program and institutional objectives, as well as industry requirements.

Curriculum Mapping as a Strategy for Effective Faculty Participation

Rahimi et al (2010) conducted a study on curriculum mapping and the involvement of faculty members in this exercise. Curriculum mapping was a tool that improved the relationship among faculty members in content, skills and evaluations of an educational course. It can be viewed from two points: the planned learning and the operationalized applied curriculum. The planned learning may happen on its own but the operationalized applied curriculum shows the learning situations that arise as a result of the learning process. The success of the activities related to curriculum mapping procedures is determined by the faculty members' understanding as well as cooperative understanding among members of the group.

It is thus important to involve faculty members in the curriculum mapping exercise so that they are able to work closely with colleagues, and have "psychological ownership" of the output and use it in the conduct of his learning sessions.

Professional Competencies in Standards

Industry demands more than technical and conceptual skills from graduates. In a study by Mutalib et al (2012), they found that industry wants engineers to be technically skillful and also to be competent in various professional practices such as communication, ethics, leadership among others, in order to be able to compete successfully in the very demanding local and global economy.

With this, the tourism and hospitality programs should also considering including competency standards in the soft and other professional skills that go beyond the functional skills of their profession.

METHOD

Identify all the Competency Standards in ASEAN, TESDA and CHED Tourism and Hospitality Programs

The author reviewed the TESDA training regulations that detail the basic, common, and core competencies needed in various qualifications in the tourism sector. The qualifications were developed by a team of industry and academic experts. To date, there are 18 qualifications that range from National Certificate (NC) II to IV. Refer to Table 1 for TESDA Qualifications in the Tourism Industry.

The CHED Memorandum Order (CMO) prescribes the minimum requirements in offering a Bachelor of Science (BS) in Hospitality Management, Tourism Management and other derivatives, specializations. The program has identified competencies that need to be developed for any learner: resources - identifies goal-relevant activities, ranks them, allocates resources; interpersonal - works with others; information - acquires and evaluates information; systems - understands complex interrelationships; and technology: works with a variety of technologies. It also identifies skills and personal qualities needed such as basic skills - reads, writes, performs arithmetic and mathematical operations, listens and speaks; thinking skills - thinks creatively, makes decisions, solves problems, visualizes, knows how to learn and reason; and personal qualities - possesses a sense of responsibility, self-esteem, sociability, self-management, integrity, and honesty. It has identified the clusters and the number of units as indicated Table 2. The policies, standards and guidelines (PSG) were defined by a technical committee composed of academicians and industry experts and are given appointments for a prescribed period by the Chair of CHED.

For the Common ASEAN Tourism Curriculum, there are 242 competencies that can be classified as core and generic competencies and functional competencies to create 52 qualifications with 32 job titles ranging from Certificate II, III, IV, Diploma and Advanced Diploma. The ASEAN Qualifications are found on Table 3. There are also packaging rules in forming a qualification and are found in a material entitled ASEAN Australia Development Cooperation Program (AADCP) or the Common ASEAN Tourism Curriculum (CATC) and can be accessed thru the ASEAN website.

The ASEAN MRA for TP consultant went to the different ASEAN Member State (AMS) and met with selected tourism stakeholders composed of academe, industry, and government stakeholders. They were asked to identify competencies for each job title and/or qualification. After completing the focused group discussions in each AMS, the consultant selected all the common competencies and these are now identified as the ASEAN Common Competency Standards for Tourism Professionals (ACCSTP). A competency standard was prepared for each of the 242 competencies that include Unit title, Unit descriptor, Elements, Performance criteria, Unit variable, Assessment guide/Unit variable, Critical aspects of assessment, Context of assessment, Resource implication, Assessment

methods. The ASEAN consultants also developed various toolboxes containing significant material that can be used by teachers and learners and these include Trainer Guides, Trainee Manuals, presentation slides and Assessor's Manual.

A spreadsheet was created that placed all the ACCSTP in Column A, and in the first row, indicated the different CHED subjects, the different qualifications of the CATC, and the TESDA qualifications. Separate spreadsheets were created for each of the six labor divisions identified by the ASEAN MRA for Tourism Professionals. This was done as the more global competency standard was ASEAN.

Survey Among Industry, Faculty and Students

A survey was developed by the author and sent to various participants from industry, faculty and students. The demographic profile section were unique for each group. However, the competency listings were based on the CATC and ACCSTP and the various clusters. They were requested to identify if competencies were basic, intermediate or advance based on their perceptions of work or study. The survey link was sent by email using various organizations such as the Hotel and Restaurant Association of the Philippines (HRAP), Philippine Association of Colleges and Universities (PACU), selected members of various educational organizations of the Council of Hotel and Restaurant Educators of the Philippines (COHREP), Association of Administrators in the Hospitality, Hotel and Restaurant Management Educational Institutions (AAHRMEI) and Union of Filipino Tourism Educators (UFTE), and students.

The survey links are as follows:

1. for faculty respondents: https://docs.google.com/forms/d/1zRVbjM_XE5lXByEgqOVbExj4SVMpSczSsw90JeNihz8E/viewform?usp=send_form;
2. for industry respondents: https://docs.google.com/forms/d/1_3ve2yAi6dZPK63-BqbNCdnnAvI4eSgqfyH9pqbNwe0/viewform?usp=send_form;
3. for student respondents - https://docs.google.com/forms/d/1i4guI6GyFvbG2RdBjaL47gZ_erXEVEXW3eSR5YOb6A0/viewform?usp=send_form.

The survey links were sent out last March 18 and initial cut-off for this study was April 1, 2015. The survey will still be open for responses from various groups of respondents until the end of April 2015.

Results

Initial Curriculum Map

The initial curriculum map was created using teams composed of the deans and the chairpersons from various campuses of Lyceum of the Philippines

University in Manila, Cavite, Laguna and Batangas. Several face to face workshops happened such as meetings per campus, bringing all campus teams together, and several email exchanges. Clusters were created to work on a particular labor division, using faculty members who had work experiences in industry as well as taught subjects in the particular labor divisions. The exchanges allowed everyone opportunities to get to know each other well.

An excerpt of the initial curriculum map for Food and Beverage Services (FBS) is found in the figure below. The spreadsheet was very long with 118 rows, with 63 columns to include the CHED mandated subjects in the various clusters, the ASEAN Qualifications for the particular labor division, and the TESDA qualifications. The ACCSTP were placed in one column, and the CHED subjects were arranged in the upper most row.

For each competency, CHED subjects were marked with I, P or D with its description indicated below.

1. I Introduced concepts/Principles
2. P practiced with supervision
3. D Demonstrated across different setting with minimal supervision

The competencies were also color coded to indicate its clustering based on TESDA and ASEAN.

Color Codes	
BC	TESDA Basic Competencies (with italics, substitute)
Com	TESDA Common Competencies (with italics, substitute)
Core	TESDA core competencies (with italics, substitute)
ASEAN C&B	ASEAN Core and Generic
Common ASEAN & TESDA	TESDA & ASEAN common

For the ASEAN qualifications, each competency was marked based on its cluster grouping as indicated below:

1.	CG	Core and Generic Competencies
2.	CC	Common Core
3.	ComCat	Commercial Catering
4.	ComCook	Commercial cookery
5.	CSSAM	Customer Service, Sales and Marketing
6.	ELP	English Language Proficiency

5	Communicate on the telephone	CG/CC	CG/CC	CG	CG	CG	
6	Comply with workplace hygiene procedure. Observe workplace hygiene	CC	CC				Com
7	Conduct a night audit	HFO	HFO	HFO	HFO	HFO	HFO
8	Converse in English at a basic operational level	CG/CC	CG/CC	CG	CG	CG	CG
9	Deliver a short oral presentation in English		ELP	ELP	ELP	ELP	
10	Design, prepare and present various type of reports		GA	GA	GA	GA	
11	Develop a marketing strategy and coordinate sales activities	CSSAM		CSSAM	CSSAM	CSSAM	
12	Develop a implement a business plan	CSSAM		CSSAM	CSSAM	CSSAM	
13	Develop and implement operational policies		GA	GA	GA	GA	
14	Develop and supervise operational approaches		RM	RM	RM	RM	
15	Develop and update local knowledge	CSSAM		CG/ CSSAM	AMCG/ CSS	AMCG/ CSSAM	
16	Develop and update tourism industry knowledge. Develop and update industry knowledge	CC	CC	CG	CG	CG	
17	Develop protective environments for children in tourism destinations	CC	CC		CG	CG	Com
18	Escort, carry and store valuable items	SS	SS	SS	SS	SS	
19	Establish and maintain a business relationship	CSSAM		CG/ CSSAM	CG/ CSSAM	CG/ CSSAM	

Fig. 2: A mapping of selected competencies for ASEAN and TESDA qualifications indicating the cluster type i.e. for ASEAN, CC means Common Core; for TESDA, Com means Common competency.

Survey Results

To date, there were 18 industry respondents, 27 faculty respondents and 12

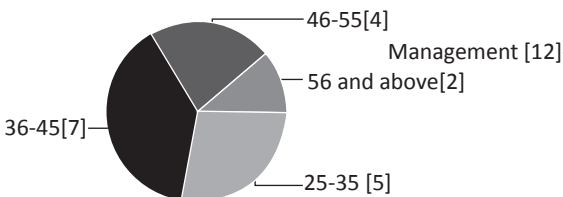


Fig. 3: Industry respondents by age

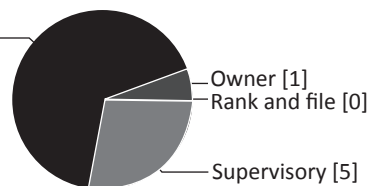


Fig. 4: Industry respondents by rank

student respondents.

Industry Respondents

Most of the industry respondents were 36 years and old. Most of them were also members of the management team and supervisors. Although many of the respondents were from NCR, there were also from some from the other regions. Most of respondents also worked at least 11 years in the industry, and have completed a BS degree and earned MA/MS units.

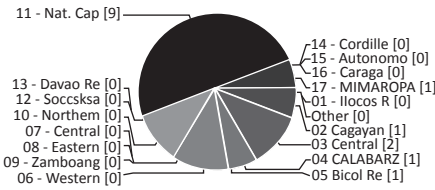


Fig. 5: Location of work of industry

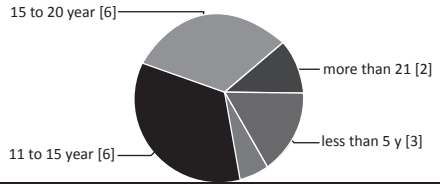


Fig. 6: Number of years working in the industry respondents

Fig. 7: Most industry respondents have BS and MS Units working outside of the six ASEAN labor divisions **Faculty Respondents**

There were more female faculty respondents, aged 36 years old and up, and from the NCR region, with MS/MA units and above, with less than five years work experience in the industry, with many working in the Food and Beverage Service area of the industry.

Fig. 9: More female faculty respondents **Fig. 10:** More faculty aged 36 and up

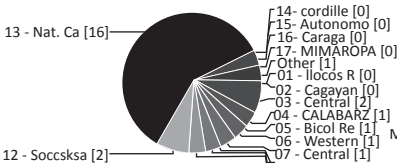


Fig. 11: Most faculty respondents were from NCR

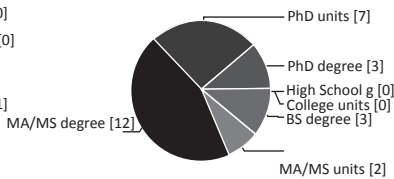


Fig. 12: Most faculty respondents had MA/MS and Phd units/degrees

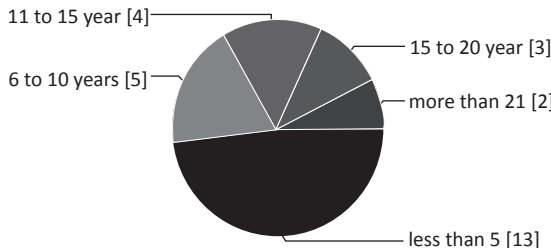


Fig. 13: Membership in educational organization

Fig. 14: Years working in industry

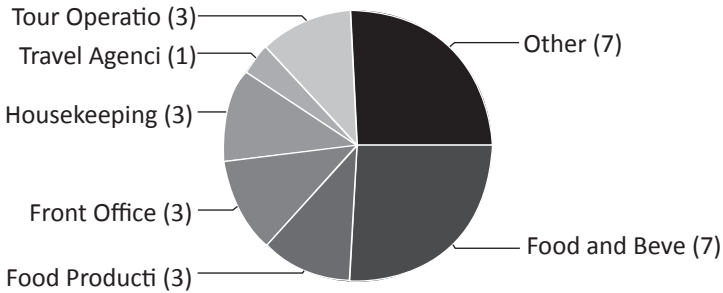


Fig. 15: Industry experience of faculty members

Student Respondents

There were more female respondents, and most of them were taking a bachelor’s program in Travel or Tourism, residing in NCR, and in their 3rd and 4th year levels. Many of the student respondents also want to work in the Travel and Tourism sector.

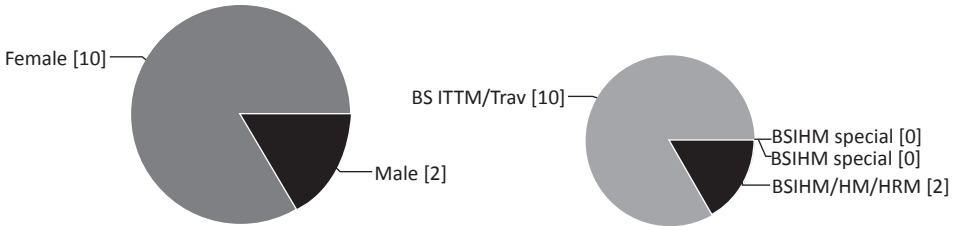


Fig. 16: More female student respondents Fig. 17: More BS Tourism/Travel respondents

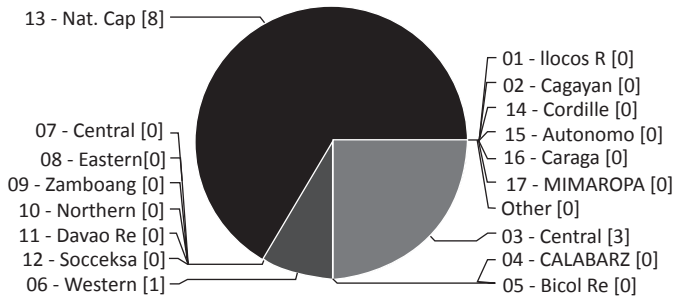


Fig. 18: Most student respondents come from NCR Fig. 19: Most student respondents are 3rd year and 4th year

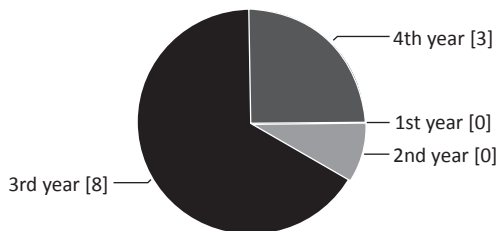
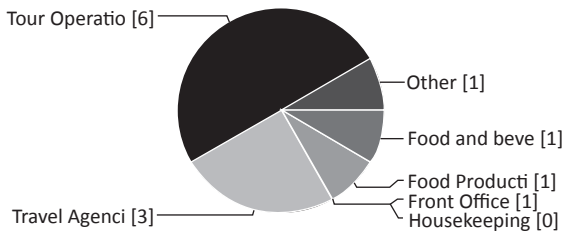


Fig. 20: Most students want Travel agencies and Tour Operations work



Results of the Competency Selection

Partial results of the survey are shown in Figure 21. Initial step was to mark the majority votes were in Basic, Intermediate or Advance for each competency for each group of respondents. Majority votes were marked as slash, “/”. In some instances, there were equal votes for a competency for a group of respondents. Equal votes were marked as “x”. An overall summary was made by getting where the majority of the groups wanted a competency to be introduced.

For example, for the competency “access and retrieve computer-based data,” students and faculty marked it as a basic competency, while industry marked it equally as basic and intermediate. For the overall rating, it is now marked as “basic.”

The three groups of respondents, students, faculty and industry had unanimous rating of “basic” for some competencies such as Access and retrieve computer-based data; Converse in English at a basic operational level; and Perform clerical procedures.

Food and beverage Service		Student			Faculty			Industry			Overall		
Legend -"/" majority, "X" equal votes													
UNIT NAME (All ASEAN)		Basic	Intermediate	Advance	Basic	Intermediate	Advance	Basic	Intermediate	Advance	Basic	Intermediate	Advance
1	Access and retrieve computer-based data, Perform computer operations.	/			/			x	x		/		
2	Communicate on the telephone		/		x		x	x	x		/		
3	Comply with workplace hygiene procedures. Observe workplace hygiene			/	/			x	x		/		
4	Converse in English at a basic operational level	/			/			/			/		
5	Develop and update local knowledge	/				x	x		x	x		x	x
6	Implement occupational health and safety procedures	/		/	/				x	x	/		/

7	Maintain hospitality industry knowledge	/					/		x	x			/
8	Manage and resolve conflict situations. Solve problems related to work activities.	/						x		x			
9	Perform basic First Aid Procedures	/	/	/	/			/			/		
10	Perform child protection duties relevant to the tourism industry	/				/			/			/	
11	Perform clerical procedures	/		/	/			/			/		
12	Promote products and services to customers. Provide effective customer service	/			x				x	x	/		
13	Read and interpret basic instructions, directions and/or diagrams	/		/	/			/			/		

Figure 21: Partial survey results of students, faculty and industry where slash (/) indicated majority choice for each group of respondents, and “x” marks indicate equal votes for the competency in the group.

DISCUSSION

DOT’s NTDP and ADB’s Technical Assistance Report for Improving Competitiveness in Tourism highly recommend the improvement of industry manpower capabilities. Among the many activities, it suggests that tourism and hospitality programs be improved by upgrading level of competency standards to meet international standards. The ASEAN MRA for Tourism Professionals and the CATC provide us with minimum standards that can be used to develop our programs to meet the training standards in the AMS.

The initial results of the curriculum mapping look very promising, as the ACCSTP can be embedded in both HEI and technical vocational programs. There is need for faculty members to undertake curriculum mapping so that skills can be introduced at the right courses, and be practiced and demonstrated as it progresses from one course to another, as well as to different levels. Care must be made in ensuring that vertical and horizontal alignment is undertaken so that gaps and over repetitions are avoided.

The survey on identifying competencies as basic, intermediate and advance can be used in selecting the competencies that will be embedded in the institutions programs depending on the needs of their community and potential market.

There is need to get more respondents from the various stakeholders, industry, faculty members and students so that there is better selection of competencies.

The inclusion of soft skills or professional competencies will make graduates more relevant to the industry as they will have attitudes that will complement their conceptual and technical skills.

Convergence activities between Department of Education, TESDA and CHED should continue as there are tourism and hospitality programs that cuts across all the three educational sectors. The offering of NCI and NCII in Basic Education should vertically align with the programs in TESDA, and should also vertically align with HEI, as provided in the PQF and the Ladderized Education Program. There must also be horizontal alignment in other courses that the students take that may support some skills learned in a previous class.

The new PSG for HEI programs in tourism and hospitality is still being prepared. There is need that the ASEAN's CATC and TESDA's TR are also considered when finalizing the PSG. The assessment and certification steps need to be reviewed to ensure that they are updated together with the retraining of assessors is undertaken.

Curriculum mapping will ensure that these gaps and repetitions are addressed. This activity must be shared with concerned faculty members in an institution so that it would be easier to deploy. The need to ensure that competencies are well mapped into tourism and hospitality offered in HEIs will ensure that our programs will produce graduates that will be relevant, skillful and competent in the Philippines and in the ASEAN region.

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Table 1: TESDA Qualifications in the Tourism Sector

Tourism Qualifications	National Certificate II	National Certificate III	National Certificate IV	Sub-Total
Food & Beverage	1	1	1	3
Cookery / Commercial Cooking	1	1	1	3
Bread and Pastry Production	1			1
Bartending	1			1
Barista	1			1
Attractions and Theme Parks	1			1
Events Management Services		1		1
Front Office	1			1
Housekeeping	1	1	1	3
Local Guiding Services	1			1
Tourism Promotion Services	1			1
Travel Services	1			1
TOTAL	11	4	3	18

Table 2: CMO 30, s. 2006 Curriculum Outline

Number of Units			
Cluster	BSTM	BSHRM/HM	BSTrM

General Education Courses	51	51	51
Business Core	21	21	21
Tourism Core	22	22	22
Specialized Subjects	18	18	18
Practicum/Work-Integrated Learning	6	7	6
PE	(6)	(6)	(6)
NSTP	(8)	(8)	(8)
Total No. of Units	136 units	137 units	136 units

Table 3: ASEAN Tourism Qualifications

CATC Qualifications	Certificate II	Certificate III	Certificate IV	Diploma	Advanced Diploma	Sub-Total
Food & Beverage	2	2	3	1	1	9
Food Production	2	3	3	1	1	10
Front Office	1	1	1	1	1	5
Housekeeping	1	1	1	1	1	5
Tour Operation (Management)	2	3	4	2	1	12
Travel Agencies	3	3	3	1	1	11
TOTAL	11	13	15	7	6	52

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Tourism Ecology – Opening Up New Vistas (Hungarian and Kazakh Case Studies)

*Lóránt Dávid, Alexander Artemyev, Dilyara Woodward,
Ruslan Baiburiev*

INTRODUCTION

In the international scientific literature *landscape ecology* is the science of studying and improving relationships between urban development and ecological processes in the environment and particular ecosystems. This is performed within a variety of landscape scales, development spatial patterns, and organizational levels of research and policy.

Settlement ecology is a subfield of ecology dealing with the interaction between organisms in a settlement or urbanized community and their interaction with that community. Settlement ecologists study the trees, rivers, wildlife, and open spaces found in settlements to understand the extent of those resources and the way they are affected by pollution, overdevelopment, and other pressures. *Human ecology* is also the subdiscipline of ecology with a focus on humans. More broadly, it is an interdisciplinary and trans disciplinary study of the relationship between humans and their natural, social, and built environments.

Proceeding with several authors' ideas and suggestions (TYLER–DANGERFIELD 1999, GRGONA 2005), taking an elemental thesis of ecology and a scientific approach to landscape ecology and settlement ecology as a basis, the phrase '*tourism ecology*' could be introduced (DÁVID et al. 2015). The basis, correlations, and investigational territories of tourism ecology are illustrated in the following figure (Figure 1). Thus, tourism ecology is a tourism development

theory and practice that naturally makes possible the efficient development of rural areas building upon natural and socio-cultural resources. Finally, we think that there is a close connection between the responsible sustainable tourism development and some special indicators of the welfare (e.g. lifestyle, standard of living, living conditions). However, the evaluating a lot of economic, social, statistical and environmental indicators could be a very important part of the theory and practice of the responsible sustainable tourism development (DÁVID et al. 2015).

Moreover, '*recreation ecology*' is the scientific study of environmental impacts resulting from recreational activity in protected natural areas. This field of study includes research and monitoring assessments of biophysical changes, analyses to identify causal and influential factors or support carrying capacity planning and management, and investigations of the efficacy of educational, regulatory, and site management actions designed to minimize recreation impacts.

The aim of this paper is to present two case studies, one from Hungary and one from Kazakhstan in order to test the proposed model.

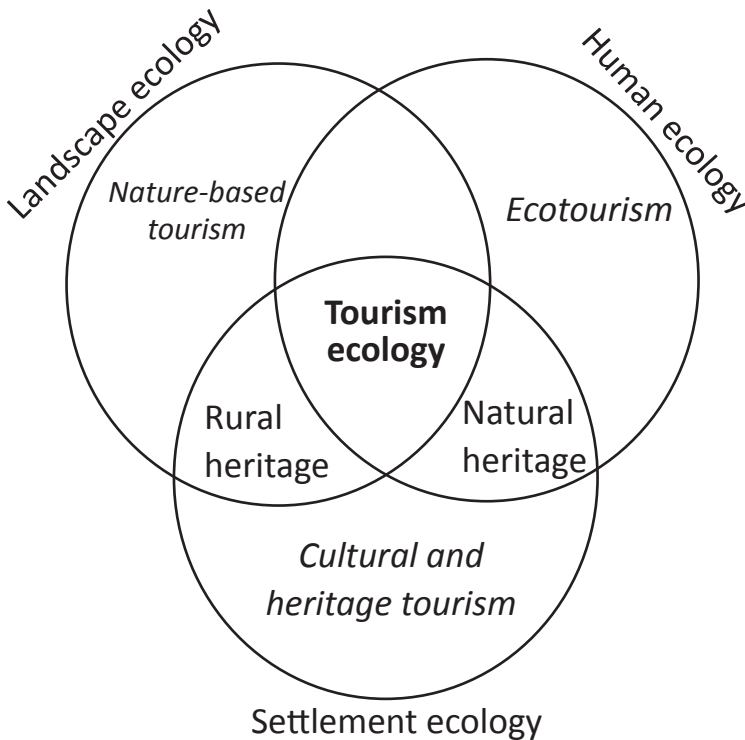


Fig. 1: Relationship of Tourism Ecology (DÁVID 2015)

CASE STUDY FROM HUNGARY

Background

Almost four decades ago people had an extraordinary idea, and conjured up a lake right in the middle of the steppe, the Great Hungarian Plain. This extraordinary area of 127 square kilometres, created by damming the River Tisza, was given the name Lake Tisza. The construction of the lake and its filling with water was planned in three stages, of which only two were realised—fortunately for the natural wildlife. In 1973 the water levels in the channels were raised, and then in 1978 the storage area was inundated by approximately 1.5 meters of water. The third stage would have meant a further 1.5-2 metre rise in the water level, leading to the disappearance of the islands which are now such a special feature of the lake and form a valuable natural habitat. The original purpose planned for the Reservoir of Kisköre was reassessed and the idea of “Lake Tisza” was born. The new concept, as well as safeguarding the water supply, gives priority to environmental protection and tourism (Figure 2).



Fig. 2: Lake Tisza in Hungary (www.tiszataviokocentrum.hu)

The tourist base around the reservoirs is well developed. The variety of accommodation or catering facilities, and of the water-sport services is an additional element attracting the tourists. In the coastal area there are harbours

and marinas, equipment rental places, recreational centres, holiday cottages, and numerous hiking trails (DUDA-GROMADA et al. 2010).

After the successful tourism development a new tourist attraction was set up in the village of Poroszló (Figure 2). The Lake Tisza enriches with a worthy feature of his name „Ecotourist Island of Hungary”. The Lake Tisza Ecocenter (Picture 1), that can be considered the centre of Lake Tisza’s departure building, shows the so far hidden natural wonders of the Lake Tisza and the Tisza Valley. The new touristic complex by Lake Tisza was erected to collect and display the amazing nature and wildlife of the River Tisza valley and the second largest lake in Hungary Tisza. It was opened to the public on 27th April 2012 (Figure 3). In 2015 more than 200.000 tourists visited the complex, and the owner (the local government) and the management have decided new development in the near future (www.tiszataviokocentrum.hu/en/).



Picture 1: (www.tiszataviokocentrum.hu)

CASE STUDY FROM KAZAKHSTAN

Background

Katon Karagay National Park is one of the largest protected areas in Kazakhstan with the territory of 64 377 ha. The park includes the highest point of Altay mountains – Belukha mountain (4 506 m) as well as Listvyaga mountain range and highland between rivers Bukhtarma and Bereli. Mountain ranges of

Southern Altay, Tarbagatai and Sarymsakty are located to the south of Bukhtarma valley.

The relief of the park was formed as a result of vertical movements of large tectonic blocks in different geological epochs. The location of the park in the center of Eurasian continent determines its extremely continental climate. The temperatures reach -49°C in January and $+43^{\circ}\text{C}$ in July. Annual precipitation ranges from 600 to 1800 mm with the maximum fall in July and August. The park is rich in rivers, waterfalls and lakes (Picture 2 and 3).



Picture 2



Picture 3

Flora and fauna of the park is unique and diverse. It includes more than 1.000 species of higher plants, 400 species of vertebrates, including such rare species as snow leopard (*Uncia uncia*), stone marten (*Martes foina*), mountain goat (*Ovis ammon*), saker falcon (*Falco cherrug*) etc.

Tourism Development in KatonKaragay Region

Analysis of the current state of the tourism industry in Katonkaragay Region was conducted. The types of tourism developed in the region are: medical tourism, ecotourism, rural tourism and cultural and heritage tourism.

Tourism infrastructure includes 2 resorts, 11 health resorts, 3 hotels, 2 inns, 12 guest houses. In 2013 the volume of tourism accounted for 160.000 USD with the numbers of tourists reaching 13 000 a year.

Medical tourism's main destination is the famous health resort "Rakhmanovskiyeklyuchi". The therapy here is based on the ancient traditions such as horse milk drinking, mineral waters bathes, antlers extract treatment etc.

Rural tourism is well developed in the villages of Uryl, Berel, Yazevoye, Akmaral where tourists enjoy horseback riding and hiking in the surrounding area with a guide, visiting masters of folk crafts, try Kazakh national dishes. Tourists go fishing, picking berries, mushrooms and nuts. They can see how the carpets are made – "Kazakh Alasha"; how the cheese is boiled; how the unique horse milk

drink is made.

Cultural and heritage tourism has a great potential for development due to rich and diverse cultural heritage often referred to as an “outdoor museum”. For example, Berel burial site includes 70 mounds with stone embankments of different sizes. It is studied by archeologists since 1865.

Ecotourism in Katon Karagay National Park is based on the principle of finding the balance between tourists’ numbers and minimizing negative effects on the environment. For that reason, researchers from Al-Farabi Kazakh National University teamed up with the members of staff of the national park and developed Management Plan of the Park. As a result of the implementation of the Plan, the numbers of tourists increased twice fold (Figure 3)

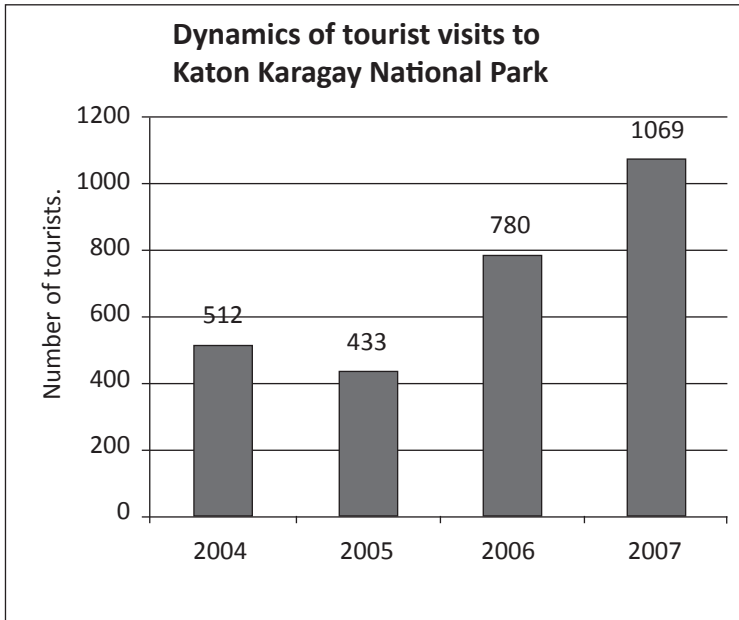


Fig. 3: (own compilation)

Administration of the region plans to develop tourism further by:

- Improving transport and accommodation infrastructure
- Including and developing a number of new tourism destinations
- Promotion of tours to the region at professional fairs and conferences
- Training of personnel
- Increasing the quality of service etc.

CONCLUSION

The proposed model “Relationship of Tourism Ecology” edited by Lóránt Dávid was applied at Lake Tisza in Hungary and Katon Karagai region in Kazakhstan. It was concluded that the proposed model reflects all the factors that need to be considered in the process of tourism development in both countries. The model synergizes quite fully the components of landscape ecology, human ecology and settlement ecology in the contexts of Hungary and Kazakhstan. Further studies are needed in order to uncover closer links, gaps and overlaps between all the components and different types of tourism.

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Cultural Sustainability and Tourism Through the Example of Romani Culture in Hungary

Márta Jusztin

ABSTRACT

Tourism is a dominant factor in the world economy, its positive economic impact on the national economy explains the extreme competition between countries and cities. Maintaining competitiveness is vital for the businesses and the destinations as well. A way to achieve it is by highlighting individual characteristics in the offers and by creating a unique image. The culture of ethnic groups – the “otherness” – is particularly appreciated in the global culture. In addition to the economic significance of tourism its impact on culture needs to be mentioned as well. Tourism is a meeting point of cultures, the interaction is a learning process as well, a cultural exchange. In case well organized and presented, this process will expand the tourist’s and the host community’s knowledge of each other’s culture while shaping their attitude and increasing their tolerance.

In Hungary there are 13 larger ethnic minorities, but their inherent tourism potential has hardly been discovered yet by tourism experts and researchers.

Among all ethnic groups the large Romani population is in the most difficult situation: their economic and social conditions are below the mainstream society, they have a negative self-image, their social acceptance is low and the majority is familiar only with certain elements of their culture.

This presentation examines how and in which form elements of the Romani culture (could) appear in the tourism offer. The focus is on presenting the ambitions of an extremely disadvantaged Romani village. Their aim is to break out

of the extreme poverty and social isolation with the help of the Romani culture and tourism. To achieve this a project has been started; the Bódvalenke Fresco Village. Renowned Hungarian and foreign contemporary Romani artists painted murals on the walls of houses, attracting tourists with high Romani art to the village. This offer is complemented by a culture of everyday life: gastronomy, crafts and a summer festival.

This lecture is seeking answers to the following three main areas related to the Romani culture: The first is whether tourism was able to contribute to the mutual understanding between the minority and the majority. Going on to the economic part the question is whether this branch of tourism has a revenue-raising economic impact. Finally the most important question: Whether tourism was a suitable tool to help ethnic groups present and sustain their culture.

Key words: Romani culture, tourism, Fresco Village

INTRODUCTION

The biggest minority in contemporary Europe is the Romani people with a population of 7-9 million people 80% of them living in Central and Eastern Europe. They are not only the biggest in number but also the group most threatened by poverty.

Their income ratio, employment, education, health condition and expected lifetime are all much below the average of both the European Union and their own home country while their population is growing both in number and in relation to the total population (Merker: 2012:3). Their reputation by the majority population is mostly low. The same is true for the Hungarian Romani population with a very low acceptance in society.

Since it has become an evidently intolerable situation in the long run various solutions have been considered on a European level to promote their acceptance. Culture in the broad sense and among others cultural tourism in a narrow sense have come into question. In a Council of Europe study the following breakout possibility was mentioned: "Unfortunately, the gypsy question is all too often regarded as synonymous with the «gypsy problem»; however, an effective way of approaching this question in cultural terms would be to adopt a stance which refuses to regard gypsy communities as sordid and problematical, but, instead, gives them due credit for their dynamism and grants them the positive recognition to which they are perfectly entitled. In other words, the creation of a Gypsy Cultural Route is synonymous with combating rejection, intolerance, and racism. For the gypsies themselves, it is also a vehicle for the recognition and promotion of their culture, while stimulating their pride in this culture, and hence acquires great symbolic value." (Liégeois 1993: 8-9)

The questions of this paper overlaps with the problems listed above searching how and in what terrains Gypsy culture is present in cultural programmes and

in tourism supply and whether this kind of appearance may be enough to help their self image and self -esteem. Does it contribute to a positive influence on the majority attitude and to cultural sustainability?

The focus of our analysis in a context of the chief forms of Gypsy cultural representations in Hungary is a special project, a so-called Gypsy “fresco village” and the festival related to it.

RESEARCH BACKGROUND

To elaborate the perspectives a short description of the situation of Hungarian Gypsies, the notion of multiculturalism or diversity as a value, and the role of tourism in cultural sustainability is necessary. Our paper wishes to concentrate on the most acute issues regarding the above mentioned broadly researched fields.

The Situation of the Romani People

One third of the Romani people in Hungary live in the most backward northern parts of Hungary, the rest of them in the southern parts and in the Hungarian capital Budapest. Although they have never been fully integrated into the majority society before the change of the regime in 1989 in the period of the communist era all of them had regular and permanent income although coming from physical labour only. There was a drastic change after the change of the regime due to the collapses of firms and factories and because of the lack of convertible knowledge and qualifications among them.

They have quickly lagged behind the Hungarian population in terms of income and circumstances. While their expected lifetime, their income, qualification and employment has become much lower than those of the majority population ghetto settlements have been formed in the poorest territories of Romani majorities. There is a detectable significant conflict threatening social peace between the Romani and non-Romani population of these settlements. Most members of the majority population have serious prejudices. (Merker 2012:23-24).

Romani people are in a very difficult situation facing and clashing daily neutral, in the best case, but usually rather suspicious and hostile “outer world” while their own identity is weak which in turn is related to the refusal of the majority society and with the fact that they themselves are not aware of their own cultural values.

Culture and identity and the feeling of belonging is represented in symbols of the material world manifested in language, in traditional costumes, in traditions and customs, in beliefs and rites, in arts, music and dance, in social forms and in the way of life. Culture is always formed, given over and inherited by a given group, which, in case of the Gypsies also has got an ethnic profile and perspective. Romani culture is very different from the majority population which is reflected in their music, dances, fairy tales and the special scope of their artists, a difference

which could also become a breakout point in terms of their self-esteem and social acceptance. This exactly is the goal of the so-called Gypsy Cultural Route.

Cultural Diversity and Sustainability

Difference is an expression of cultural diversity according to the 2005 declaration of the UNESCO (Unesco 2005: III-4.1) “«Cultural diversity» refers to the manifold ways in which the cultures of groups and societies find expression. These expressions are passed on within and among groups and societies.” This declaration claims, that cultural diversity is a value, which “[...] creates a rich and varied world, which increases the range of choices and nurtures human capacities and values, and therefore is a mainspring for sustainable development for communities, peoples and nations.” (ibid) Culture and cultural diversity is regarded as a means of sustainable development, while the principle of sustainable development according to point 6 of the Principle of Sustainable Development “cultural diversity is a rich asset for individuals and societies. The protection, promotion and maintenance of cultural diversity are an essential requirement for sustainable development for the benefit of present and future generations.” (Convention 2005). The interconnected nature of cultural diversity and sustainable development may help preserve and keep values for further generations. The sustainable role of culture can only be demonstrated through actions: tourism may be such a cultural transfer “practice”.

Sustainable Tourism

The terminology used in relation to tourism will precisely reflect the viewpoint we wish to examine the problem by No. doubt in this respect it is profitability that presides all considerations subordinating even development to this economic approach although the study of tourism has long underlined the significance of tourism other than economic: “It is important to qualify the emphasis on tourism’s economic contributions by highlighting its other positive impacts, which include improving individual well-being, fostering cross-cultural understanding, facilitating learning, contribution to cultural protection, supplementing development, fostering environmental protection, promoting peace and fomenting global consciousness which contributes to the formation of global society.” (Higgins-Desbiolles 2006:1196.)

Still, an important drive of tourism development is its income- and workplace generating factor. Tourism development is mainly regarded from economic respects due to the growing demand disregarding negative effects. To avoid this the direction of development can only be sustainability. A “sustainable development [...] meets the needs of present tourists and hosts while it preserves and enhances the opportunities in the future” (UNESCO 2005:8) The essences of this Sesotyaningtyasa- Manaf claim on the basis of a huge secondary literature “tourism development will be sustainable if the development consists of three important

aspects: environment, social and economic.” (Sesotyanningtyasa-Manaf 2015:274)

Cultural difference as an attraction and a value to be preserved through sustainable tourism based on an ethnic group is the mainline of the present study. Cultural difference is a value from various points of view: “cultural diversity is undoubtedly a factor which can considerably improve the tourist attractiveness of a given region and, at the same time, become the impulse of creating its tourist function and promoting the area for the widely understood cultural tourism. That is why as part of the initiatives supporting the experiencing and popularization of the heritage of various ethnic and national groups, projects [...] promoting the knowledge about [...] the Romani and Hungarians living in the region: themed trails [...] or events [...] The actions aiming at maintaining the cultural diversity and promoting the region (city) as a destination for tourists are subject to a particularly positive reaction when it comes to regions with the so called ethnic multiculturalism.” (Ziółkowska-Weiss 2014:3) Attractions listed in the Polish examples contribute to the maintenance and survival of culture in the spirit of the Convention while fitting in the aspects of economic, marketing and practical approaches. Touristic supply analysed in the above mentioned article theoretically can be realized in any country with ethnic regions such as North-East Hungary.

METHODOLOGY

The representation of Romani culture will be examined from two huge terrains of cultural tourism. On the one hand a thematic overview of different fields of culture such as music, museums, exhibitions, etc. will be provided. Secondly, an exciting experiment in a village of one of the lagging regions is demonstrated: frescoes (murals) painted on some of the fire walls of village houses by contemporary Romani painters create an exceptional attraction for tourists. During the summer period a festival is organized in the village. Interviews and field work helped to reveal the effect the project has made on tourism, on incomes coming from it and on the self esteem and image of the locals. Questions like what the local Romani people regard their own culture, what things they think could be attraction for non-Romani visitors were in the focus of the research.

Both fields of examination were investigated with regard to whether cultural sustainability is realised or not and what role tourism plays on this stage.

To define the meaning of “culture” had to be the necessary starting point of the research considering the huge scholarly debate around the term. Without going deep into the wide scale of considerations the Herskovits definition was chosen which goes like this: “culture is the man-made part of environment”. (Herskovits 1948)

Results

An Overview of the Supply

Romani culture possesses unique and characteristic features partly known and appreciated by the majority society. Their widely known music and dance are such fields but there are further elements to be discovered such as fine arts and gastronomy for example. The main issue mostly is not only whether these are known for the majority population but even whether they have got any information about them.

The best-known feature of Romani attractions and the strongest stereotype at the same time is evidently music and musicality widely known and loved by many people. Musicians of international reputation like the Budapest Gypsy Symphony Orchestra has become an important feature of the image and nation branding of Hungary. A favourite program for foreign visitors is to participate in dinners at typical Hungarian restaurants with Gypsy music, although the pieces they play are mostly not original Gypsy, not even Hungarian, but rather international evergreen melodies. Still, this cliché is a typical element of a Hungarian trip mainly among German visitors.

The places for those who wish to get to know authentic Gypsy music are concerts and not restaurants. These concerts are really high level events are relatively rare attracting mostly Romani people and intellectuals open to alternative entertainment. (romaklub.network.hu) These events do not appear in tourism supply. Romani music groups are successful at multi-arts festivals with audiences almost exclusively from the majority population.

Traditionally the museum has been the space for the preservation and presentation of a people's history and culture. Whereas there are remarkable museums for Romani culture in Great Britain (Gordon Boswell Romany Museum), in Brno (Museum of Romani Culture) the only place where Romani culture is permanently exhibited in Hungary is the small so-called 'Erdős Kamill' Museum. This exhibition is located in the Romani Community House in the South-Transdanubian city, Pécs. Although there are rich and valuable collections possessed by several museums in the country they are available only at temporary exhibitions. (There were two successful exhibitions in the Hungarian Ethnography Museum, Budapest in 1989 and 1993 respectively) There have been plans for an accessible permanent exhibition or a museum displaying Gypsy history and lifestyle but in the end they have not been realised.

A 2010 survey proved that most of the county directorates do not deal with the collection, preservation and display of minority cultural values on a strategic level. (Cserti 2005:41).

This is a huge loss both for the Romani people for not being able to experience that their culture is a value and an equally huge loss for tourism losing and missing a fascinating insight into an unknown history.

Contemporary fine arts productions are collected by several organizations

and museums. Romani civil organizations (Gipsy House/Cigány ház/-Romano Kher), the National Romani Civil Collection/Országos Roma Közérdekű Muzeális Gyűjtemény és Kiállítási Galéria/, Budapest do have collections but due to inadequate places and financial support these collections are not much visited. There are around 1000 visitors per year in the latter place, but even those people only go there if there are other programmes they can participate in. There are no figures about the percentage of non-Romani visitors. The Hungarian National Gallery possesses around thirty paintings by Romani artists. There are further pieces of art in museums in the country but only a few of them get the possibility to be exhibited. Contemporary Romani pieces of art are collected by private galleries and foundations.

The full impression is contradictory: there are pieces of art of high artistic value and there are collections as well but without appropriate marketing neither can reach publicity and both get lost for tourism. There should be a remarkable Romani museum with a permanent exhibition to document their history and culture. Such a museum would be important not only because it would help the formation of the identity of the Romani people, as well as the opinion of the majority society but also because it could widen the palette of Hungarian tourism supply.

In case there is demand for a deeper understanding of Romani spaces of life in Budapest there are thematic walks available by tourist agencies specializing on niche tourism supply into quarters of Budapest mainly inhabited by Romani people on their way towards ghettoization.

The guided tours are for smaller groups taken to private spaces of Romani families where face to face encounters help the understanding of gypsy culture and history. These programmes are mainly for people with no prejudice and intellectually open for cultural and ethnic differences. Only a few hundred people take part in these guided tours yearly.

Gypsy gastronomy is also basically unknown for the majority population. Gastronomy is more than eating or sustainment: it is a living practice of many generations' knowledge characteristic of a group. If you dine together with members of another group eating the food they serve it does not only mean you get information about them but also a kind of mutual confidential relationship will be created between you and them. That is why the few Romani restaurants all over the country having Romani and non-Romani guests have a symbolical meaning. A favourite program for Budapest intellectuals to visit the so called Romani flat-restaurants. After dinner young musicians play and the visitors have a chance to talk to the participants. This seems to be a successful event and a chance for a better communication between the majority and the minority. Despite its success the flat-restaurants provide little opportunity because of the few occasions. Tourism providers have not discovered the opportunity yet.

The diverse nature of Gypsy culture can best be experienced at organized events. There are one or two multi-arts festivals organized in Budapest each year. The best known event is the Cart Wheel – The Romani Values Festival in April related to the International Romani Day. The festival is sponsored by the government “to let insight into the everyday life of Romani people bringing different nationalities closer through cultural understanding. You can get acquainted with the diverse and unique nature of Romani culture”. (www.kormany.hu/en/)

The Roma Ikon Fesztivál (Romani Icon Festival) wishes “to show Romani culture to as many people of non-Romani culture as possible [...] by calling attention of Hungarian young people not to judge schematically and not to think in stereotypes and to learn to live together in peace” (www.romaklub.network.hu). They wish to improve identity, self –esteem and consciousness in Romani young people. This initiation is a marvellous example of how culture can become a means of sustainability. At the festivals participants get a crosscut of Romani culture. Programmes include authentic Romani music, dance, exhibitions, fashion-show of Romani designers and Romani gastronomy. There are both Romani and non-Romani people among the guests which gives perfect occasions to get to know each other and work against prejudices. In the national yearly festival programmes these festivals are not included and the data relating to it get lost amongst the information.

To sum up it can be stated that Romani culture can be characterized with diverse and valuable features. These values can form attitudes, can strengthen the self-image of the Gypsies and lessen the prejudices of the majority culture. But, besides adequate financial sources long-term concepts are also missing and the marketing of organizations does not meet the expectations either. Neither inbound nor outbound tourism have recognized enough the diversity whereas an absolutely unique product could be formed.

Fresco-Village Bódvalenke

The second field of research in cultural sustainability and tourism is fresco-village Bódvalenke in this paper.

Bódvalenke is a hidden little village in North -East Hungary close to the Slovakian border. There are 231 inhabitants among them 124 children living in the village. The population, 95 % of whom are Romani people are the absolute Romani losers of the change of the regime. There is no work opportunity at all, they live in misery and poverty with an average income of USD 2 per day they are the third lowest into the world. (Pásztor 2014). They have no perspective, no self-esteem. This was the situation that shocked a civil interpreter Eszter Pásztor who faced the problem in 2009 and supported by the Reformed Church in Hungary she initiated the project called “fresco-village Bódvalenke”.

Fresco-village, fresco-city is a phenomenon known all over the world. Many

community space walls are decorated by frescoes in Korea (Ihwa), the the USA (Detroit, Philadelphia), Brazil (Rio de Janeiro), Northern Ireland (Belfast, India (Kottayam) and in Egypt.

When she was in Bódvalenke a small Egyptian village occurred to her where there was nothing else to see but the frescoes on the village house walls attracting crowds of tourists creating a considerable income for the locals. She thought of transplanting this idea to Bódvalenke to help the miserable situation of the locals. There was a huge difference though: while other fresco-villages and cities usually fall into the category of street-art Bódvalenke should be unique with romani high-art representations.

The Project

Eszter Pásztor created the first romani contemporary art open-air museum in Bódvalenke. The goal of the project was financial and psychological-moral progress while the means of realization was touristic development. She decided to locate the village on the touristic map of Hungary with this project on the basis of the income-creating effect of tourism, and, last, but not least on the rule of tourism as a cultural transfer. With work opportunity and with the income she wanted to restore the self-esteem the locals lacked proving they are able to make money independently and they may be able to experience and believe that Gypsy culture, their own culture is valuable interesting for the majority culture. Tourism can create opportunities for dialogues between people i.e. to get to know each other more to lessen and cease prejudices.

The Realisation

The cultural-social-touristic project started in 2009 lacked almost all the conditions needed for such an initiation. Given were the picturesque landscape, the Aggtelek stalactite cave system listed among the World Heritage, 10 kilometers away and the thematic route called the Gothic Route 20 kilometers from the village. Everything else was missing. There were only 3 houses with running water, there was garbage everywhere and collapsing cottages at the end of the village. The lands around the village are possessed by Budapest citizens, school and medical service are only available only in the neighbouring village.

The only thing the village could provide were cottages made of adobe with fire walls where it was possible to paint murals.

The Hungarian Reform Church Aid has become the official frame of the project supported and sponsored by firms, companies and private persons. The first step was to clean the place, to demolish the worst cottages, move the people to better houses and to teach and train women to become able to accept visitors. Nowadays there is a project house in the village, they have a women's choir and several houses can provide dining services. Parallel to all these the artists were summoned and organized and all the conditions of a working process were created.

The walls of 33 houses are decorated by well-known Hungarian and European Romani painters. (Rozi Csámpai, József Ferkovics, János Horváth, Róbert Kókény, Ferenc Kunhegyesi, Zoran Tairovic, Gábor Váradi) The iconographies of the paintings are connected to legends, religiousness, everyday life related to Gypsy culture. One of the frescoes represent a Gypsy idyllic scene with women in colourful dresses, elegant men playing music, another one is a memory of their persecution. A further one shows the inhabitants of the village while the one with an Indian dream refers to their historical roots (Fraser 1996:25-34) The inhabitants of the village can recognize themselves on, and indentify with the pictures both in the concrete and in the abstract sense: there they are together with their faith and fate. It is a huge experience for them to see the buses come and see people who walk through this special museum where everything is about them. "Bódválente is important because through it Roma art, invisible through centuries, has become and is becoming visible to the world." (Zoran Tairovic, a famed Serbian Roma painter)

Most of the visitors are tourists who spent their holiday in the surrounding settlements. They come individually or in groups. They do not spend money here if not for the beautiful baskets made here.

Some of the visitors either individual or groups come here after contacting Eszter before. These visits do mean income for the village because they are served dinner by the local women. Selling baskets and the CD of the women's choir mean further incomes, not much though, but still much more than nothing for people living in extreme poverty. The psychological effect is even more important: in their struggle against hopelessness to see people travelling some hundreds of kilometers only to see the frescoes means a new perspective for them.

There is no visitors' statistics, you can rely only on the local's memory when asking the number of tourists, which is not really reliable. In the year of 2015 they remember around 15 buses (48 persons per bus) and very few of them dined there which means the financial profit may not have been significant. Touristic supply have been broadened with a festival of very alternating success. The number of visitors reached its peak in 2013 with 1500 guests in tree days in this small village. Accommodation was available in tents around the village and in the neighbouring villages while catering and services were done by local women gaining some income with this activity.

The central elements of the festival were guided walks in the village, authentic Gypsy music concerts and fashion shows of young Romani designers. Guests came from Budapest and abroad basically as a result of Eszter's organization. The event had a huge international press coverage. (BBC, Euronews CableTV, Al Jazeera, New York Times, Der Standard, News week, Le Monde, Reuters etc.) In 2015 the festival was organized for two days because of the lack of financial sources. A new element was introduced besides the representation of high culture. The idea to

give the opportunity to experience everyday life a project called "Move to Gizi's place" could have been a remarkable initiation if it had been advertised in time. A local family received visitors who had the opportunity to dine with them, to accompany on their way to fetch water from the village well, to make fire in the oven if they wanted hot water for wash, and you could cook with the housewife. Because of a late advertisement only one person was interested. Gastronomy appeared in the forms of "street- food" and "flat restaurant". People were selling home-made foods and cookies in front of their houses while in their inner court cooked food was served on laid tables.

Little interest was mainly due to limited financial support and belated marketing. The official marketing institutions of the sub- region did not promote the event at all. Most of the visitor's were Eszter's friends and acquaintances and very few people came from further places.

It was exciting to see through (non-representative and informal) talks why the locals find tourism important and how they look upon it. Most of the appreciated it was an income factor and would like to have much more visitors. Some (exclusively women) underlined it was good for their children to meet strangers. A woman sort of neutrally had a touching comment: "so that others could see how poor people live!". To the question what the village could provide for tourists everybody mentioned the frescoes first place. A woman added: "Us". This one word suggests the psychological goal of the project was not unreal: it proves the dignity of a person living in extreme poverty on the margins of society who can have the chance of experiencing that his life is also worthy of the interest of others.

SUMMARY

Hungarian Gypsy population is in an extremely difficult situation: unemployment, ghettoisation, a future without perspectives, prejudice, social tension between majority and minority. The solution of the gypsy situation is a complex task and challenge: workplaces, good healthcare, good schools, integrated improvement are necessary. Besides all these also sustainable development is needed with ecological, economic and social circumstances in harmony. The paper approached the problem from the aspect of culture and cultural sustainability on the basis of cultural diversity. The focus of our examination was the nature of the special cultural representation of Gypsy culture and of how this valuable cultural heritage can help Gypsies to have a better social judgement with a destruction of prejudices.

The overview of the some elements of Gypsy culture proved the abundant values accumulated, but their management and presentation is inadequate. There is no long-term strategy and financial sources are missing. The marketing of Romani festivals is not enough to raise the interest of the social majority. It is

important to underline at the same time that the strengthening of their identity and to lessen the prejudice of the majority society is a basic goal of the organizers. Thus culture may be preserved, inherited and get in bedded into a common cultural wealth and heritage. Romani musicians and singers widely-known in certain circles playing authentic music in festivals from spring to autumn can add a lot to this.

For fresco-village Bódvalenke culture has been a means in the development of tourism. The touristic attraction in turn is a culture –creating process. The high-level visual representation of spiritual heritage and the refining of everyday culture has become parallel and mutual. Both the community and the visitors have gained a lot. This type of niche tourism fulfils the expectations of tourists by giving over the local culture to the coming generations.

To extend the touristic supply to nature by organized walks into the forest or to the marsh will bring together with it a nature protection project as well. Economic effect, the last element of sustainable development has already appeared in the income although it is still not significant in volume and much has to be invested only possible with serious outer forces.

There is much to do in the Bódvalenke project and the result was considered insignificant by many compared to the invested energy. It is a surface impression only compared to the fact that Eszter Pásztor made the name of Bódvalenke known both in Hungary and all over the world. The most important aspect above all is that she has created the possibility and basis for a new interethnic relationship and communication. Although in a small circle only she has created a dialogue between minority and majority showing a possible way to understand what tolerance and a mutual respect means toward each other.

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ferenc Kunhegyesi: Ballad of Bódvalenke (in front of the mural Eszter Pásztor)



András B. Balázs: Life of Gypsies



Zoran Tairovic: Ego, id, superego



Henrik Kállai: Persecution



How Sustainable Tourism Development is Influenced by Community Value?

Prof Hardeep Chahal, Ms Asha Devi

ABSTRACT

Community-based tourism has become a viable option for developing traditional tourism industries as it provides economic benefits to local residents as well as work for sustainable tourism development. Research on role of community value in sustainable tourism development has started receiving significant attention among the researchers since about last two decades. By understanding role of community value in developing sustainable tourism, researchers can provide inputs to destination marketing organizations to formulate strategic policies which can minimise the potential negative impacts of tourism development and maximise its benefits.

Hence, main purpose of the study is to examine the role of community values in sustainable tourism development. The primary information was collected from local people and tourists visiting leisure and pilgrimage destinations of Jammu region, India. The purposive sampling was used to gather data from 870 local people during January to June, 2015. EFA, CFA and SEM techniques were used for analysing the data. Findings of the study reveal that community quality of life (QOL), community involvement, community development and optimal resource utilization in the tourism activities are significant in developing and spawning community value. Further community value has significant impact on sustainable tourism development and its dimensions namely economic, social-cultural and environment sustainable tourism development.

Key Words: Community value, economic, socio-cultural and environment sustainable tourism development.

INTRODUCTION

Community-based tourism has become a viable option for developing traditional tourism industries as it provides economic benefits to local residents as well as work for sustainable tourism development. Tourism in context to the community brings several benefits such as provide employment opportunities, increase income, recreational and entertainment resources improvement etc. to the locals vis-a-vis enables the visitors to discover local habitats and respects traditional cultures, rituals, and wisdom (Ardianto, 2013). However, at the same time tourism may bring changes that negatively affect community people lives such as increase traffic congestion, increasing crime and robbery etc. Dyer et al., (2007) and Lee et al., (2010) demonstrated that community residents may also influence the tourism industry structure which affect ongoing development of tourism. In order to achieve successful sustainable tourism development, destination marketing organizations need to develop community-based tourism that enables residents to involve and participate in tourism development planning which results to overall improvement of community value (Besculides, Lee and McCormick, 2002). A community attitude towards support and participation, power redistribution, collaboration processes, and social capital in tourism development is considered as an important step in creating sustainability (Okazaki, 2008).

Community-based tourism research highlights key indicators of community value such as resident attitudes and support toward tourism which are important factors in achieving successful sustainable tourism development (Hwang, Stewart and Ko, 2012; Draper, Woosnam and Norman, 2011; Lepp 2007). The extant literature furthers also shows that most of the studies have examined the role of few selected factors of community value such as community involvement and participation (Lo et al., 2013; Hwang, Stewart and Ko, 2012; Chan and Hung, 2004 and Joppe, 1996), community attitude and perception (Sharma and Dyer, 2009) and Tsaur, Lin and Lin, 2006), community attachment and community support (Lee, 2013; Eshiliki and kaboudi, 2012; Gu and Ryan, 2008 and Sheldon and Abenoja, 2001) in context to sustainable tourism development. Moreover all these studies are conducted in western countries such as Arizona, Lexington/Fayette, and Colorado of United States, Taiwan, Sunshine Coast, and Australia etc. However, not even a single study has been conducted that has considered the influence of community values particularly the role of quality of life (QOL), community involvement, community development and optimal resource utilization in sustainable tourism development. An integrated study that considers the role of imperative group of variables of community value in sustainable tourism is very significant as sustainability needs to be seen from broader perspective. Further,

most of the reviewed studies are conducted in context to single community (Lee, 2013; Eshliki and Kaboudi, 2012 and Gu and Ryan, 2008; Besculides, Lee and McCormick, 2002; Sheldon and Abenoja, 2001), while few studies have examined multiple destinations with different local community (Gursoy and Rutherford, 2004 and McGehee and Andereck, 2004) to study overall community involvement in context to sustainable tourism development. The researchers such as Látková and Vogt, (2012); Gu and Ryan, (2008); Yuksel and Yuksel, (2008); and Sheldon and Abenoja, (2001) have suggested that a comprehensive and integrated framework of community values (i.e. local community involvement, participation and attitudes etc.) with sustainable tourism development (i.e. preserving tourism product and sustaining social, environmental and economic impact of tourism sector) is needed to be undertaken. Aligned with this backdrop, the present study is considered with threefold objective: first, to investigate the role of community values in sustainable tourism development; second to explore the key factors of community values and the third to determine significant determinant of sustainable tourism development in context to India w.r.t. to six tourist destinations.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Community Value

Community is a group of people of host destination having collective source of value, while community value refers to community attitudes and perceptions toward a sense of right and wrong regarding to a society. Lo et al., (2012) stated community value as the most important factor which has significant impact on tourism development. They further remarked that understanding community attitudes and perceptions and how these perceptions are formed regarding tourism development from valuable knowledge for destination marketing organizations is crucial for successful and sustainable development of tourist destination. Lo et al., (2013) remarked about the increasing importance of community-based tourism. They put forth that number of studies have made attempts to measure the impact of local people attitude, their perception and community involvement towards developing effective and sustainable tourism development. Community values provides social, economic and cultural benefits to local residents, promotes host destinations, provides visitors with high-quality experiences and greater environmental awareness among both local community and visitors (Lo, et al., 2013; Eshliki and Kaboudi, 2012; Chandralal, 2010). Further, Lo et al, (2013) also highlighted that tourism in a community highly impacted by the local community attitudes, perceptions, attachments and their involvement because local community or people have great potential for promoting long term sustainable development of tourist destinations sites. They also argued that social impact and community value are the main concerns of local community for promoting any destination. Even earlier, Besculides, Lee

and McCormick, (2002) suggested that benefits-based tourism approach focuses on such tourism (marketing) actions that ensure benefits to their community as well as to develop sustainable tourism development. Very recently, Lee, (2013) suggested that community attachment and community involvement are critical factors that affect sustainable tourism development. Similarly, Chandralal, (2010) found that positive attitudes, perceptions and actively involvement of local community contribute to the development of tourism. He also found that majority of the local residents hold the perception that tourism has a positive effect on the local community by providing employment opportunities, property values, image of the city, appearance and infrastructure of the city and improved pride as the residents, which ultimately increase the sustainable tourism development. In the same line, Eshliki and Kaboudi, (2012) also stated overall community quality of life (QOL), attitude towards visitors, their cultural value and destination facilities and resources significantly contribute to tourism development. Further, there are studies which have identified factors such as community involvement and development (Lee, 2013; Lo et al., (2013 and Sheldon and Abenoja, 2001), community quality of life (QOL) (Eshliki and Kaboudi, 2012, and Sani and Mahasti, 2012) that contribute significantly to sustainable tourism development. The authors also argue that availability of resources and their utilization is equally important for understanding and sustaining tourism development. However, not even a single study have considered the comprehensive overview of community value factors such as community QOL, community involvement, community development and optimum resource utilization. Based upon this background the following hypotheses are generated from the above literature is:

H1: Community value is a multi-dimensional construct comprising community quality of life (QOL), community involvement, community development and optimal resource utilization.

H2: Community value has significant influence on sustainable tourism development.

2.2 Sustainable Tourism Development

The term sustainability refers to “balance” or “wise” use of resources. In general it is a notion of holistic planning and strategy-making, preserving essential ecological processes, protecting both human heritage and biodiversity, and sustaining productive resources for future generations (WCED, 1987). In tourism context, World Tourism Organisation (WTO, 1998, p. 21) defines sustainable tourism as the development that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Maheshawari, Vandewalle and Bomber, (2011) defined sustainable tourism as “the idea of promoting and maintaining tourism development through which social, environmental, and economic progress are attainable without destruction

of earth's natural resources". In other words it is an attempt to make low negative impact on the environment and local community, while helping to generate employment opportunities for local people (Lo et al., 2012). Tanguay, Rajaonsan and Therrien, (2011) defined sustainable tourism as a long-term sustainability of tourism by reaching equilibrium between the environmental, social and cultural aspects of development. They further remarked that sustainable tourism is considered as a development process that maximises the economic benefits while minimising the impact of physical and human environment. From different perspective Ahn, Lee and Shafer, (2002) considered sustainability in tourism as a mean for the improvement of life quality of host community, satisfaction of visitors, the conservative use of natural beauties, historical wealth, social and cultural values. And all these aspects form basic capital of tourism. It is defined as a phenomenon that has wide economic, social, cultural and environmental results (Ciraci, Turgut and Kerimoglu, 2008). Economic sustainability refers to optimising the use of tourist destination resources and distributing the same throughout the community in order to achieve the maximum tourism development and benefits (Choi and Sirakaya, 2006). Environmental sustainability also focuses on protection of natural environment for the present as well as for the future generations. It has both positive and negative effects. The positive economic effects include increased foreign exchange, additional income, employment etc. while its negative impact includes destruction of natural environment, create social and cultural problems etc. On the other hand, socio-cultural sustainability implies respect for social identity, social capital, and community culture (Tanguay, Rajaonsan and Therrien, 2011 and Choi and Sirakaya, 2006). Further, Sharpley, (2009) remarked that protecting environment, increasing living standard of the people, protecting community value, and providing more tourist satisfaction are the basic principles of sustainable tourism development. Hence following hypothesis is formulated:

H3: Economic, social-cultural and environment development of the destination are significant dimensions of sustainable tourism development.

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Generation of Scale Items

The items of different dimensions of community values (Community quality of life (QOL), community involvement, community development and optimal resource utilization) and sustainable tourism development (economic, social-cultural and environment development) were generated from review of relevant literature. 14 Items pertaining to community value are extracted from studies that include Choi and Sirakaya, (2006); Wang, Pfister and Morais, (2006); Lee, (2013) and Tsaur et al., (2006). The items for measuring economic (14 items), socio-cultural (14 items) and environmental (15 items) tourism development are generated from Choi and Sirakaya, (2006); Wang, Pfister and Morais, (2006) and

Tsaur et al., (2006). Based on three studies, the original scale consisted of 57 items rated on a 5-point Likert-type scale with anchors of 1 as strongly disagree and 5 as strongly agree. Some items were kept in negative form so as to have internal cross-checking and to ensure the active involvement of respondents while filling the questionnaire. Finally, to determine the relevancy and quality of the items, a detailed list of items pertaining to community value and sustainable tourism development were discussed with employees of the 5 tour and travel agencies and JKTDC. Thereafter, pretesting was conducted on a sample of conveniently selected respondents (n = 100) from three tourist stay places namely Vasihno Devi Dham, Sarswati Dham and Kalika Dham of Jammu City during November 2014. After pretesting, the questionnaire items were scrutinised and refined for final survey.

3.2 Sample and Response Rate

In order to examine the role of community value in sustainable tourism development data were collected from the local people of six tourist destinations of Jammu region, J&K that include Patnitop, Sanasar, Kud, Vaishno Mata, Temples of Jammu city and Mansar, during January to June, 2015 using purposive sampling. Accordingly, 985 questionnaires were distributed to local people, out of which 870 questionnaires were received which gave response rate of 88.3%.

4. DATA ANALYSIS

4.1. Exploratory Factor Analysis

Before applying any analytical technique, at the outset, negative worded items of the constructs were reversed. Thereafter normality of the data was checked through item-to-item outliers. Accordingly, 38 abnormal responses were extracted and deleted, which reduced the sample size to 832. Subsequently, the skewness and kurtosis measures are checked for community values and sustainable tourism development and all values are found within threshold criteria (i.e. skewness is +1 to -1 and kurtosis is +3 to -3) (Hair et al., 2009). However, eight items of sustainable tourism development are deleted because the items did not match the threshold value of skewness and kurtosis. Afterwards, multivariate analysis technique i.e. exploratory factor analysis (EFA) was been used to identify the underlying dimensions of community values and sustainable tourism development constructs. The EFA helped in managing observed variables into few manageable and meaningful groups (Hair et al., 2009). In EFA, firstly, the value of Kaiser-Meyer-Olkin (KMO) (above 0.50) and significant Bartlett's test of Sphericity (BTS) are examined for further processing (Malhotra & Dash 2010). After that, communalities and factor loadings (above 0.50) and Variance Explained (VE) (above 50%) are checked and items having below 0.05 communalities, factor loading and cross loadings are identified for deletion. The effective sample of the

study i.e. 832 was then divided into two sub-samples comprising 416 respondents each. EFA was run on first sample while CFA was conducted on second sample for confirming the factors established by EFA. The results of EFA are discussed as under:

Principal component analyses (PCA) with varimax orthogonal rotation were used for summarising the original information of constructs with minimum number of factors with maximum variance. Community value construct contained 14 statements, which got reduced to 13 statements under four factors namely, community QOL, community development, optimum resources utilization and community involvement. The high KMO value and χ^2 value in Bartlett's test of sphericity (0.758 and 3647.601) revealed the sampling adequacy of data for exploratory factor analysis. The total variance explained by these factors was arrived at 64.78 % (see Table 1.2). However, alike Community values, r dimension-wise, PCA method was applied on sustainable tourism development construct. the first dimension i.e. economic sustainable tourism development enclosed with 14 statements that was reduced to 10 statements grouped into three factors namely employment opportunities, local economic development and infrastructural development, out of which four statements having low communalities and factor loading were deleted. Similarly, socio-cultural sustainable tourism development also contained 14 statements which were reduced to 11 statements under four factors such as social cost deterioration, recreational and infrastructure facilities improvement, tourism impact on society and public services. Lastly environmental sustainable construct with 15 statements was reduced to 11 under three factors such as environment protection norms, preserving natural resources and community environment sustainability. The KMO value of all three dimensions ranged between 0.676 to 0.757 and χ^2 value in Bartlett's test of sphericity ranged between 2907.45 to 5006.157 are suggesting for running factor analysis. The total variance explained has also ranged from 65 % to 68% (see Table 1.2), which reflect the soundness of the construct.

4.2. Scale Validation- Confirmatory Factor Analysis

A confirmatory factor analysis (CFA) technique is used to confirm the latent dimensions observed under EFA, Further, it enables to describe how measured variables logically and systematically represent constructs involved in theoretical model (Hair et al., 2009). Individual CFA was performed on the two constructs: community value and sustainable tourism development along with three respective dimensions (i.e. economic sustainable tourism development, socio-cultural sustainable tourism development and environmental sustainable tourism development). The models of CFA were assessed on the basis of model fit indices which include chi-square divided by degree of freedom (χ^2/df), root mean square error of approximation (RMSEA), goodness-of-fit index (GFI), Normed fit

index (NFI) and comparative fit index (CFI). Threshold value greater than 0.9 for NFI, GFI, CFI and TLI, RMSEA value less than 0.08, and χ^2/df value less than 5.0 suggest acceptable fit of measurement model (Hair et al., 2009). The detailed CFA results are discussed as under:-

4.2.1. Community Value: Community value construct is considered as first order structure comprising four factors extracted from EFA namely, community QOL, community development, optimum resources utilization and community involvement. The result of CFA revealed that all the manifest variables are highly loaded on their respective latent constructs (Fig. 1, Table 1.2). The fit indices of the specified measurement model have also yielded excellent results (Chi-square/df=4.658, CFI=.954, GFI=.967, AGFI=.929, NFI=.943, TLI=.914, RMR=.018 and RMSEA=.065). All the items show significant CR and SRW values ranged between .50 to .85, all above the threshold criteria. Hence, all the items in the scale are retained for further analysis

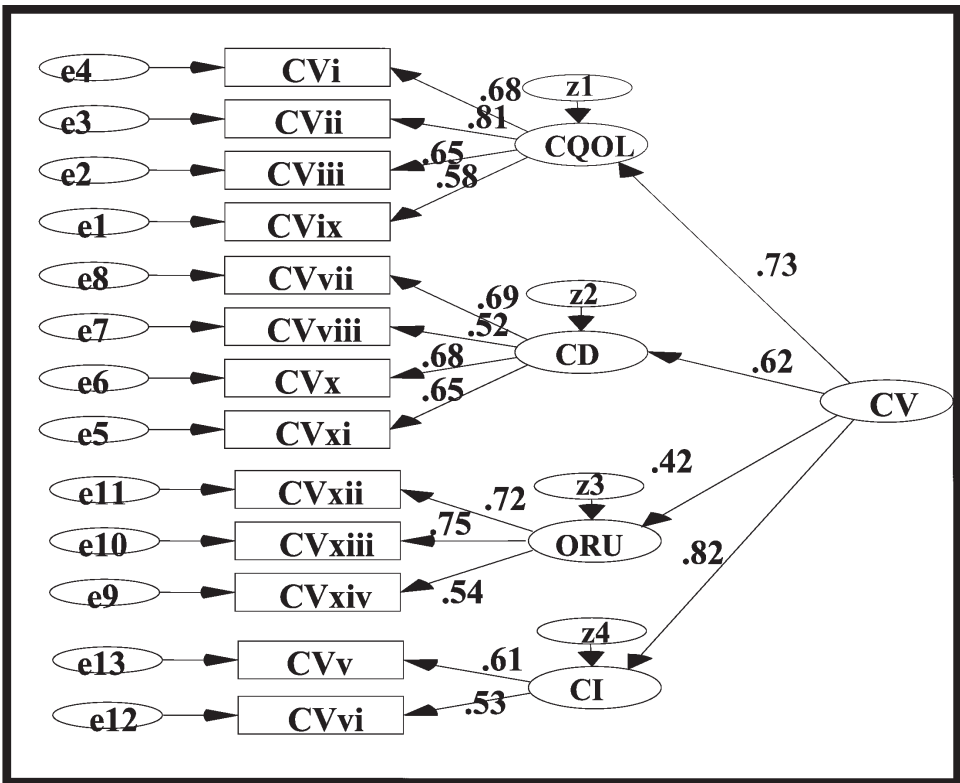


Fig. 1: Measurement Model of Community Value

Note: CV-Community Value, CQOL-Community Quality of Life, CD-Community Development, ORU-Optimum Resource Utilization and CI-Community Involvement

4.2.2. Sustainable Tourism Development: Sustainable Tourism Development Construct is considered as second order structure with three dimensions namely economic sustainable tourism development, socio-cultural sustainable tourism development and environment sustainable tourism development. Each dimension further comprising of different sub-dimensions that are discussed as under:

Economic Sustainable Tourism Development: EFA on economic sustainable tourism development resulted into three factors namely employment opportunities, local economic development and infrastructural development. All the items of these factors obtained SRW value greater than .5 and CR values greater than 1.96, revealing their significant contribution in explaining economic sustainable tourism development model. The CFA model for this construct shows excellent fit as all fit indices are above the threshold values, as CMIN/DF= 4.895, CFI=.954, GFI=.974, AGFI=.942, NFI=.943, TLI=.916, RMR=.017 and RMSEA=.0672.

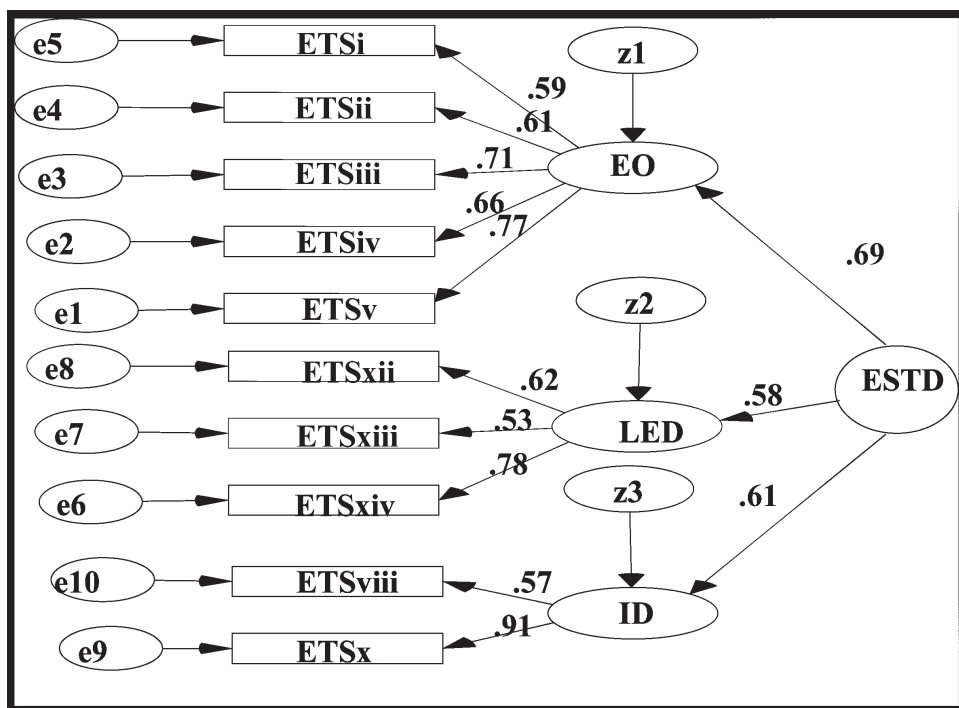


Fig. 2: Measurement Model of Economic Sustainable Tourism Development (ESTD)

Note: EO-Employment Opportunities, LED-Local Economic Development and ID-Infrastructural Development

4.2.3. Socio-cultural Sustainable Tourism Development: CFA was performed on four factors of socio-cultural sustainable tourism development.

CFA results confirmed that all the four factors namely social cost deterioration, recreational and infrastructure facilities improvement, tourism impact on society and public services are significant (see figure 3).

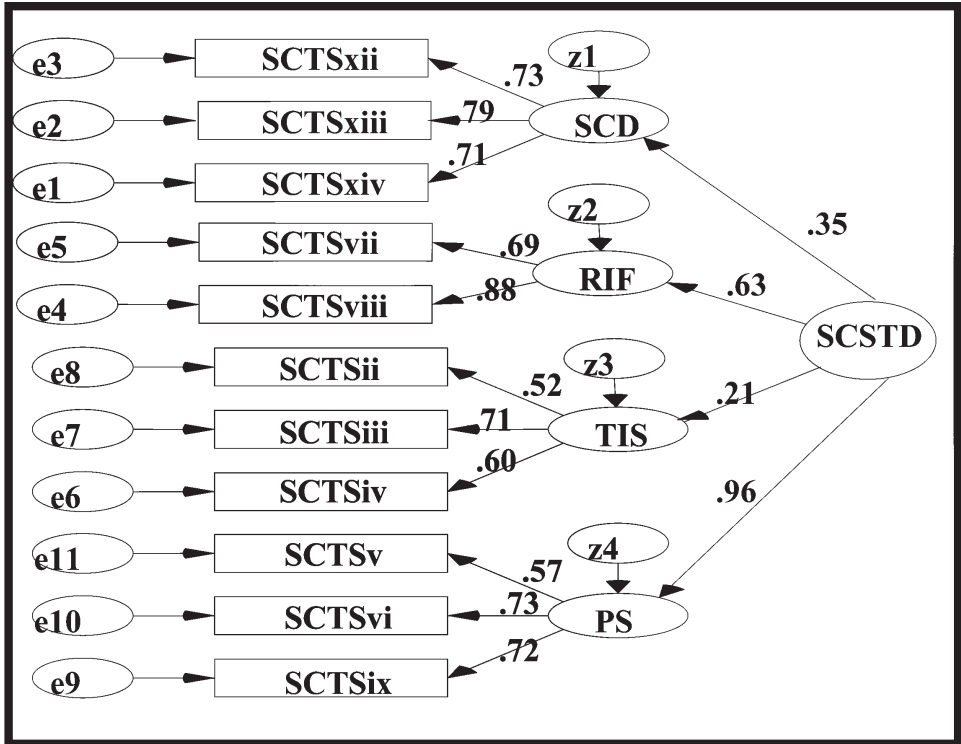


Fig. 3: Measurement Model of Socio-cultural Sustainable Tourism Development

Note: SCD-Social Cost Deterioration, RIF-Recreational and Infrastructure Facilities Improvement, TIS-Tourism Impact on Society and PS-Public Services.

The result also revealed that model fit statistics are above the suggested values i.e. CMIN/DF=4.334, CFI=.950, GFI=.970, AGFI=.944, NFI=.926, TLI=.921, RMR=.026 and RMSEA=.062. Further all the items the factor loading, SRW values are greater than .5 and CR values greater than 1.96 which reveals significant contribution in elucidating socio-cultural sustainable tourism development.

4.2.4. Environmental Sustainable Tourism Development: Under this construct, CFA was run on three independent factors of environmental sustainable tourism development namely environment protections norms, preserving natural resources and community environment sustainability, . CFA results confined that all the three factors are significantly contributing to the construct (see figure 4).

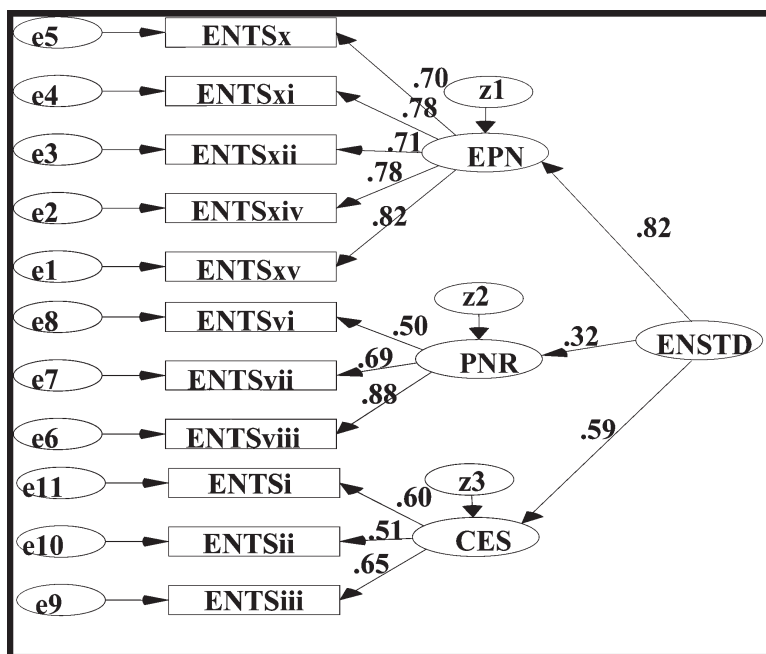


Figure 4: Measurement Model of Environment Sustainable Tourism Development

Note: EPN-Environment Protections Norms, PNS-Preserving Natural Resources and CES-Community Environment Sustainability

As all the items of these factors obtained SRW value greater than .5 and CR values greater than 1.96 (see Table 1.2). The results also shows a good fit model as all fit indices are above the suggested cut off values with CMIN/DF=4.690, CFI=.968, GFI=.972, AGFI=.938, NFI=.961, TLI=.942, RMR=.035 and RMSEA=.065.

5. HYPOTHESES TESTING

5.1. Structural Equation Modelling (SEM) Results Structural equation modeling (SEM) technique was used to test the relationships between community value and sustainable tourism development (and its dimensions). The model of community value and sustainable tourism development fitness (Figure 5) indices- $X^2/df= 4.288$, GFI= .933, AGFI= .926, NFI= .930, CFI= .917, and RMSEA= .078 reflect good model fit. The SEM results indicate that community values comprises of four dimensions - community QOL ($\beta= 0.71$, $p= 0.000$), community involvement ($\beta= 0.83$, $p= 0.000$), community development ($\beta= 0.64$, $p= 0.000$) and optimal resource utilization ($\beta= 0.42$, $p= 0.000$). Among these dimensions community involvement and community QOL are the most significant dimensions of the community value. Previous research such as Lee, (2013) and Lo et al., (2013) also recommended that community involvement and their perception towards tourism activities are significant indicators or factors of community value. Hence,

the first hypothesis which states that community values is a multi-dimensional construct comprising community QOL, community involvement, community development and optimal resource utilization as the key factors of community value got accepted. Further, the study reveals that sustainable tourism development is significantly influenced by community value ($\beta= 0.23$, $p= 0.000$). Thus H2 is supported by the study data.

The last hypothesis H3 depicts that economic ($\beta= 0.59$, $p= 0.000$), social-cultural ($\beta= 0.60$, $p= 0.00$) and environment ($\beta= 0.91$, $p= 0.000$) (see figure 5) as significant dimensions of sustainable tourism development. Thus H3 also got accepted. This is also supported by the study Choi and Sirakaya, (2006).

6. DISCUSSION AND CONCLUSION

In terms of developing a community-based tourism, the present study discusses the comprehensive role of community values across four dimensions - community development, community QOL, community involvement and optimum resource utilization in sustainable tourism development. The findings of the study represent that all the dimensions of community value - community development, community QOL, community involvement and optimum resource utilization have significant influence on sustainable tourism development that is, economic, socio-cultural and environment sustainable tourism development. These results provide support to the argument of previous researches such as Lee, (2013); Eshliki and Kaboudi, (2012) and Sani and Mahasti, (2012) which remarked that community attitudes, their perception, quality of life, community attachment and participation in tourism planning etc. are critical factors that affect the level of support for sustainable tourism development. The study also found that economic, socio-cultural and environment tourism sustainability's are the significant dimensions of sustainable tourism development of a destination. These findings are consistent with earlier studies such as Tanguay, Rajaonsan and Therrien, (2011) and Choi and Sirakaya, (2006), which also found similar findings in their study. These scholars suggested that sustainable tourism development is achieved through sustaining the economic, environmental, social and cultural destination development.

Further, empirical results of the study reveal that employment opportunities, local economic development, and infrastructural development are the important indicators for measuring economic sustainable tourism development. Similarly social cost deterioration, recreational and infrastructure facilities, tourism impact on society and public services are the key measures of socio-cultural sustainable tourism development construct. And environment protections norms, preserving natural resources and community environment sustainability are the vital factors of measuring environment sustainable tourism development.

Furthermore, findings of the study provide recommendations and inputs to

destination marketing organisations (DMOs) to formulate strategic policies and plans for maintaining community environment sustainability, providing more public services, taking initiative of local economic and community development, optimally community resource utilization and creating more recreational and infrastructural facility in the destination which can minimize the potential negative impacts of tourism development on community and sustaining tourism development.

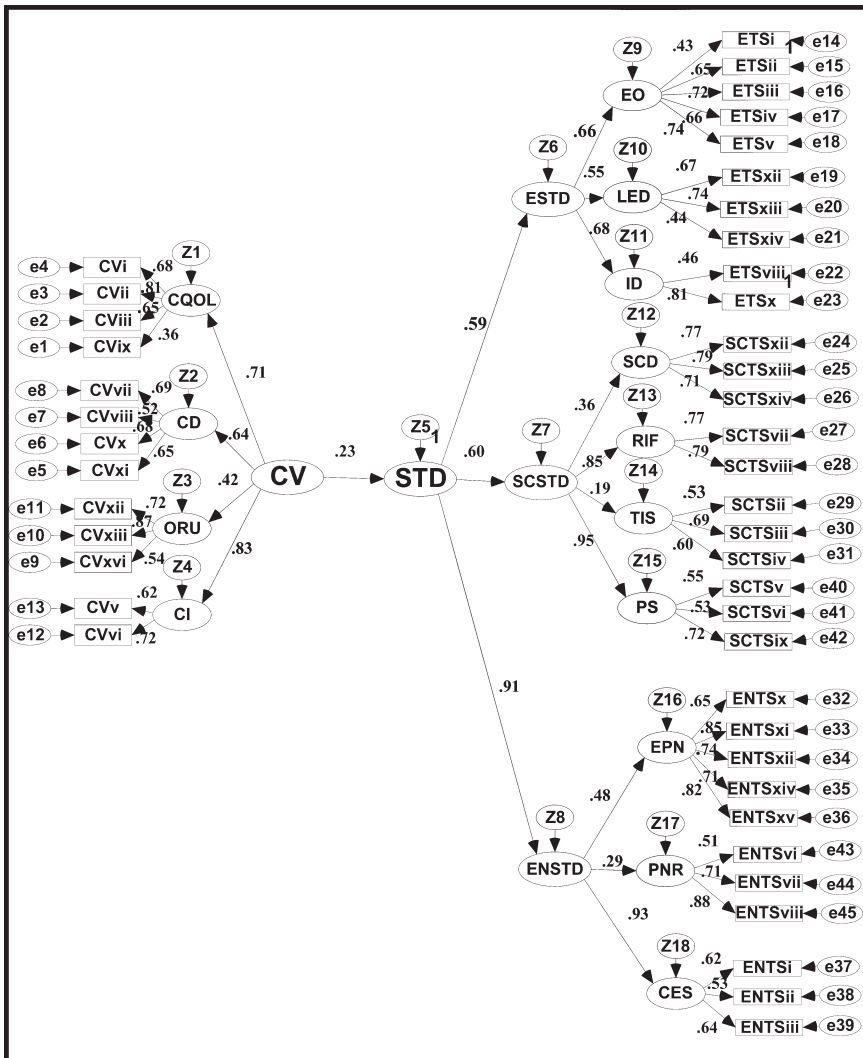


Fig. 5: Structural Equation model

Note: CV-Community Value, CQOL-Community Quality of Life, CD-Community Development, ORU-Optimum Resource Utilization, CI-Community

Involvement, STD-Sustainable Tourism Development, ESTD- Economic Sustainable Tourism Development, EO-Employment Opportunities, LED-Local Economic Development, ID-Infrastructural Development, SCSTD-Socio-cultural Sustainable Tourism, Development, SCD-Social Cost Deterioration, RIF-Recreational and Infrastructure Facilities Improvement, TIS-Tourism Impact on Society, PS-Public Services, ENSTD-Environment Sustainable Tourism Development, EPN-Environment Protections Norms, PNS-Preserving Natural Resources and CES-Community Environment Sustainability.

7. LIMITATIONS AND FUTURE RESEARCH

The study illustrated detailed relationships between community values and sustainable tourism development (economic, socio-cultural and environment development) that allows destination management organizations to better understand the role of local community in developing sustainable tourism development and improve their role in rural destination management. The study was conducted in the presence of certain unavoidable limitations. First, findings of this study are based on the responses of local residents of six destinations of Jammu region selected using purposive sampling due to which results cannot be properly generalized. Hence, future research should be based on local as well as domestic tourists who make actual visits to the destinations. Second, present study has examined the impact of community value on sustainable tourism development, other indicators such as tourist satisfaction and behavioural intentions impact on sustainable tourism development would be incorporated in future research for better understanding. Lastly, present study ignored the influence of demographic factors of community people on their values and sustainable tourism dimensions, thus future community-based tourism research should investigate the influences of demographic characteristics of the community people i.e. age, education, length of residency etc. on local community values.

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Table 1: EFA and CFA results

Constructs	Factors	Items	EFA				CFA			
			KMO	FL	Com	TVE%	ALPHA	CR	SRW	MODEL FIT INDICES
Sustainable Tourism Development										
Economic Sustainable Development	Employment Opportunities	I	.749	.563	.576	24.011	.763	9.871	.591	C M I N / DF=4.895 CFI=.954 GFI=.974 AGFI=.942 NFI=.943 TLI=.916 RMR=.017 RMSEA=.067
		Ii		.646	.668			15.909	.610	
		Iii		.764	.730			17.683	.707	
		Iv		.699	.583			17.038	.661	
		Iv		.813	.714			Ref	.766	
	Local Economic Development	Xii		.696	.613	17.029	.641	9.165	.617	
		Xiii		.803	.690			9.636	.528	
		Xiv		.672	.507			Ref	.778	
	Infrastructural Development	Viii		.789	.669	14.393	.688	4.045	.507	
		X		.778	.683			Ref	.912	

Socio-cultural Sustainable Development	Social Cost Deterioration,	Xii	.676	.819	.709	19.169	.783	17.734	.732	C M I N / D F = 4 . 3 3 4 CFI=.950 GFI=.970 AGFI=.944 NFI=.926 TLI=.921 RMR=.026 RMSEA=.062
		Xiii		.858	.751			17.440	.794	
		Xiv		.794	.672			Ref	.706	
	Recreational and Infrastructure Facilities	Vii		.855	.757	16.366	.751	14.086	.688	
		Viii		.869	.790			Ref	.878	
	Tourism Impact on Society	Ii		.721	.532	15.760	.625	9.945	.516	
		Iii		.802	.691			9.375	.706	
		Iv		.728	.583			Ref	.592	
	Public Services	V		.887	.795	15.620	.640	9.846	.573	
		Vi		.649	.564			13.470	.732	
		ix		.555	.516			ref	.715	
	Environment Sustainable Development	Environment Protections Norms		X	.757	.661	.696	27.335	.864	
Xi			.872	.771		25.796	.777			
Xii			.812	.672		22.478	.706			
Xiv			.762	.778		23.811	.775			
Xv			.824	.748		Ref	.815			
Preserving Natural Resource		Vi	.796	.665		16.436	.710	11.846	.497	
		Vii	.689	.710				13.810	.682	
		Viii	.792	.745				Ref	.878	
Community Environment Sustainability		i	.581	.556		14.463	.608	11.010	.591	
		ii	.791	.632				10.545	.507	
		iii	.794	.672				Ref	.649	
Community Value										
Community Value	Community Quality of Life	i	.758	.760	.632	18.323	.689	9.502	.698	C M I N / D F = 4 . 6 5 8 CFI=.954 GFI=.967 AGFI=.929 NFI=.943 TLI=.914 RMR=.018 RMSEA=.065
		ii		.786	.687			9.690	.818	
		iii		.617	.591			9.155	.606	
		ix		.545	.518			Ref	.505	
	Community Development	vii		.783	.666	16.875	.729	15.254	.645	
		viii		.555	.622			12.767	.652	
		x		.730	.726			13.347	.754	
		xi		.752	.601			Ref	.587	
	Optimum Resources Utilization	xii		.793	.678	16.219	.738	13.831	.733	
		xiii		.859	.771			13.511	.852	
		xiv		.708	.660			Ref	.592	
	Community Involvement	v		.814	.714	13.367	.616	9.638	.606	
		vi		.629	.546			Ref	.723	

Note: EFA-Exploratory Factor Analysis, CFA-Confirmatory Factor Analysis, KMO-Kaiser-Meyer-Olkin Measures, FL-Factor Loading, COM-Communalities, TVE-Total Variance Explained, CR-Critical Ratio and SRW-Standardised Regression Weight

Table 2: Composite Reliability, Average Variance Extracted and Correlation Matrix of Scale

Developing Integrated Routes in Frontier Tourism: An Exploratory Study into the Cross-Border Interactions and Transformations

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ABSTRACT

Academic contributions on cross-border issues in tourism have a long history and cover regional and political geography, destination issues around the world, as well as specific issues from the point of view of various social science disciplines. Most literature deals with the opportunities as well as the problems related to border situations in tourist destinations. In addition, experiences of cross-border, inter-regional, and intra-regional co-operation between tourism stakeholders are covered. The India-Pakistan dispute over Kashmir is considered the most intractable as it remains unresolved even after 65 years following the partition of the subcontinent. Traditionally, both countries have pursued policies that revolved around their concerns regarding territoriality and sovereignty over Kashmir. However, in the last few years after the dialogue process was initiated in 2004 and ceasefire on the Line of Control (LoC) in November 2003, both countries are moving slowly to a people-centric approach encouraging movement of people, goods and ideas across the LoC. The study examines the transformational value of the current patterns of cross-LoC interactions by

using the conflict transformation approach that believes in changing the conflict structure from war system to peaceful system. It argues that expanding cross-LoC travel and trade has the potential to create transformational spaces which will help ease tensions over Kashmir and bring its people to the centre in resolving the Kashmir dispute. It will eventually contribute to peaceful settlement of the conflict by transforming it from State-centric to people-centric solutions. Finally, it makes specific recommendations to India and Pakistan on how they can improve trans-LoC interactions.

Keywords: Collaborative Routes, Conflict Transformation, Cross LoC Interactions, India, Pakistan and Kashmir.

INTRODUCTION

The most commonly accepted definitions of a tourist include elements of distance travelled and time spent away from home. When operationalized in this way, tourist travel usually entails the crossing of some political boundary, whether it is municipal, township, county, provincial, state or international. Although sub-national borders do not greatly affect tourist flows, travellers are often bothered by the 'hassle' of crossing an international boundary. Owing to the negative perceptions often associated with frontier formalities (even at friendly borders), many people may avoid certain interesting and desirable destinations just because they lie within the limits of another country (Smith, 1984). For some people the inconvenience of having to go through customs, having to deal with a foreign language, and having to spend foreign currency can add a perceived distance to nearby, over-the-border attractions. This perceived distance may deter many would-be tourists from actually visiting a neighbouring country. Other tourists, however, consider border crossing part of the excitement of a trip (Eriksson, 1979).

Recent research has confirmed the importance of tourism in borderlands areas. However, although some writers have, in passing, toyed with the notion of boundaries functioning to attract tourists, few, if any, have demonstrated how borders themselves and border-related environments can act as significant tourist attractions. Furthermore, except for a few notable exceptions, there is little information present in the literature to offer a conceptual basis for studying the relationships between political boundaries and tourism.

Borderlands are dynamic places. They are in a constant state of flux, and rarely do they fit national norms or definitions of average places in individual nations. In some cases, border zones are seen as sub-nations, being figuratively distinguishable from the countries to which they belong. According to Pan-American scholars, the U.S.-Mexican border is no exception (Brown 1997; Herzog 1986, 1990, and 1991; Kearney and Knopp 1995; Martinez 1988). In fact most observers agree that the U.S.-Mexican border and its adjacent territories function as a distinct region, pulling both sides into a contiguous and interdependent province that rarely

resembles Mexico or the United States in economic, social, political, or ecological terms. Despite this integrative pattern and the symbiotic relationships that often develop between border communities—which is especially apparent in twin cities like El Paso-Ciudad Juárez, San Diego-Tijuana, and Nogales-Nogales—political boundaries have traditionally functioned as significant barriers to cooperation, regional growth, and conservation management. Nonetheless, political and economic changes have occurred in recent years resulting in improved international relations, increased efforts at cross-border planning, and more integrated forms of communications and development. Various emerging forms of supranationalism (e.g. the North American Free Trade Agreement [NAFTA], the European Union [EU], and Association of Southeast Asian Nations [ASEAN]) and bilateral agreements are examples of these changes.

THEORETICAL PERSPECTIVES

Borders and Trans-frontier Cooperation

Boundaries mark the limits of political organization, which varies over the earth's surface. The term 'borders' generally connotes specific aspects of boundaries. The four most important features of borders are (a) their appearance as an element of the cultural landscape, namely the structures, defenses, communication system, etc., in the border zone; (b) the variation in landscape and land use, in economy and population patterns on the two sides of the border; (c) the impact of the boundary's presence and operation upon the attitudes of the border inhabitants; and (d) the influence the boundary has upon the policies of the state (Prescott, 1987). This approach, the functional approach to border problems as developed by Hartshorne (1950), has found many supporters among geographers in their efforts to theorize on the spatial role of borders and boundaries.

The major theories on the impact of boundaries and border zones are as follows:

- (a) Growth pole theory, which treats economic systems like magnets attracting each other across the national boundary. For example, the USA is considered generally as the pole which attracts Mexican migrant labour and Mexican industries to the border zone. In the new Middle East' the Israeli economy, twelve times larger than the Jordanian economy, could be likened to a growth pole to Jordanian business and labour.
- (b) Integration pole theory perceives isolated urban centers as cybernetically linked. This model deals with international economic liaisons and must be modified to be useful for transborder interaction. (For example, an international corporation which invests in a trade free zone which straddles an international border.)

- (c) Duty-free zones are popular means of transborder cooperation. Again, the Mexican Border Industrial Program-assembly plans bringing parts for assembly without duty, shipping the finished products back without duty, serves as a good example (Stoddard, 1986).
- (d) Finally, an organizational approach to border problems encourages the development of binational regional structures through which border problems might be handled. This approach emphasizes the role of sub-national micro-diplomacy along international borders. House (1982) in his study of the USA-Mexico border and Duchacek (1986) in his investigation of the transborder interactions of the USA and Canada, formulated these relations.

Another effect of borders is on the economic interaction between the neighbours. As early as the 1930s Christaller argued that international political boundaries create artificial barriers to the national economic organization of areas, and that both public and private sectors tend to avoid investing in border areas where there is a threat of international conflict. Loesch similarly maintained that political boundaries break up complementary economic areas and reduce opportunities for economies of mass production and free trade (Loesch, 1954). Loesch argued that the economies of border regions are distorted by differences in the value systems of political and economic orders. More recently, European literature on border region development also frequently assumes that such areas are handicapped not only by border problems as such, but also by their extrinsic location with respect to national capitals which allegedly neglect these areas (Verburg, 1963). Taken as a whole, the available evidence does not support the contention that border regions are necessarily disadvantaged (Hansen, 1986).

In the EEC, despite the abolition of permanent customs barriers between the members, major economic disparities remain. Mercedes Benz has located a factory within a few kilometers of the Alsace Boundary, expressly in order to recruit Alsatian labour, and a number of labour-deficient German border towns rely heavily on daily commuters from France (Martin, 1973). There are many similar cases: in the Alpes-Maritime, for example, between Italy and France, local inhabitants can move freely across the border, in both directions, and take advantage of what is available to them in the other country (Minghi, 1991).

Borderland Typology

Based on the variations in political systems, variation in regulations concerning economic activity and the movement of people, goods and ideas, five types of borders can be identified:

- (1) Alienated or hostile borderlands, where day-to-day routine

cross-boundary interchange is practically non-existent, owing to unfavourable conditions. Warfare, political disputes, intense nationalism, ideological animosity, religious enmity, cultural dissimilarity and ethnic rivalry constitute major causes of such alienation (Martinez, 1994). Examples of sealed borders were the east-west border in Germany and the border of the former Soviet Union with Eastern European countries (Kruszewski, 1986). The Middle East particularly exemplifies fluctuations in trans-border transactions due to warfare and disputes.

- (2) The second types of borderlands are co-existent borderlands. Co-existence arises between adjoining borderlands when their respective states reduce border-related conflicts to a manageable level (Martinez, 1994). A scenario for this type is when conflict is resolved to the extent that international relations are possible, but not to the point of allowing for significant cross-border interaction. The present relations between Israel/Egypt, India/Pakistan, Russia/China and Ecuador/Peru are a few examples of this type of 'cold peace'.
- (3) Interdependent borderlands are regions on both sides of a border, which become symbiotically linked. Such interdependence is made possible by relatively stable international relations and by the favourable economic climate (Martinez, 1994). The prevalent pattern in binational regions throughout the world has been one of asymmetrical interdependence, where one nation is stronger than its neighbour and consequently plays the dominant role. The most prominent example (which is also broadly quoted in the literature) is the USA-Mexico borderland.
- (4) Integrated borderlands. At this stage neighbouring states eliminate all major political differences between them, and existing barriers to trade and human movement across their mutual boundaries (Martinez, 1994). Nationalism gives way to a new internationalist ideology of cooperation as manifested in the multiplicity of transfrontier cooperative organizations in Western Europe.
- (5) Transnationalized border regions are defined as regions in which economic activities on one or both sides of the border are controlled by foreign transnational companies (Lovell, 1994). Examples are the borderlands of Costa Rica-Panama and Honduras-Guatemala.

Methodology and Case Study Development

The India-Pakistan dispute over Kashmir is considered most intractable as it remains unresolved even some 65 years following the partition of the subcontinent. Traditionally, both countries have pursued policies that revolved around their concerns regarding territoriality and sovereignty over Kashmir. However, in the last few years of the dialogue process, initiated in 2004, after a ceasefire on the Line of Control (LoC) in November 2003, both countries are moving slowly to a people-centric approach encouraging movement of people, goods and ideas across the LoC. Important steps were taken between 2005 and 2008 and after resumption of the composite dialogue in February 2011 for facilitating cross-LoC travel and trade between the two parts of Kashmir. Some intra-Kashmiri dialogue has also taken place during this period but it has been more sporadic and less institutionalized. Cross-LoC interactions have been discussed both as a part of the composite dialogue as well as in the back channel set up at the official level from 2004 to 2007 when it was actively pursued in the India-Pakistan dialogue process. The ideas discussed in the Track II initiatives have also strengthened the official level cross-LoC peace process.

The study examines the transformational value of the current patterns of cross-LoC interactions by using the conflict transformation approach that believes in changing the conflict structure from war system to peaceful system. It argues that expanding cross-LoC travel and trade has the potential to create transformational spaces which will help ease tensions over Kashmir and bring in its people to the centre in resolving the Kashmir dispute. It will eventually contribute to peaceful settlement of the conflict by transforming it from State-centric to people-centric solutions. Thus priority should be given to removing all operational difficulties blocking implementation of the agreed cross-LoC confidence building measures (CBMs), especially institutionalizing cross-LoC travel and trade linkages. It identifies major problems in cross-LoC interactions especially in the area of travel, trade and intra-Kashmiri dialogue and explores ways and means of removing the difficulties in the implementation of the steps agreed to by both sides. Further, people-centric interactions must be expanded to another two areas like cross-LoC tourism and educational cooperation that also hold great transformational potential and can contribute to strengthening the cross-LoC linkages and dialogue processes. Finally, it makes specific recommendations to India and Pakistan on how they can improve trans-LoC interactions.

Conflict Transformation Discourses

Conflict Transformation is the third-generation approach in the peace and conflict studies which builds on concepts of conflict resolution and management. Its primary objective is to resolve prolonged and intractable conflicts by initiating dialogue processes and interventions that in the long run changes the relationships

and interests of the warring parties by addressing the underlying dynamics of the conflict. This is quite distinct from the conflict management approach that stresses “positive and constructive handling of difference and divergence.” It does not advocate methods for removing conflict but focuses on ways and means of dealing with it in a constructive way by bringing the parties into a cooperative process for the “constructive management of difference (Bloomfield, D. and Reilly, B., 1998).

The main thrust is on containing the conflict in a positive way so that resumption of hostilities is prevented. Thereby, it focuses on a top-down approach and short-term solutions. Conflict resolution approach too addresses the symptoms of the conflict with short-term interventions. Its main thrust is on helping parties in re-framing their positions and interests that can foster new thinking and new relationships and explore creative solutions so they may identify win-win outcomes. It may temporarily solve the problem or stop the violence, but does not address the underlying causes of the conflict.

In contrast, the main assumption of the conflict transformation concept is that the potential for peace building exists in a particular region or community and is rooted in its traditional culture. Conflict transformation is a process by which conflicts are transformed into peaceful outcome. It is a “process of engaging with and transforming the relationships, interests, discourses, and if necessary, the very constitution of society that supports the continuation of violent conflict (Miall, H., 2004). This approach suggests a different understandings-based conflict theory, human needs and non-violent action. It emphasizes support for groups within the society in conflict rather than for mediation of outsiders. Conflicts are transformed gradually, through a series of smaller or larger changes as well as specific steps by means of which a variety of actors may play important roles.

Conflict transformation theory got impetus in the 1990s as an upsurge in nontraditional conflicts and ‘New Wars’, especially ethnic conflicts led to a shift to emphasizing broader definitions of security covering inclusive or human security. The leading theorists in the field like Edward Azar, Johan Galtung and John Burton who had been working with a frame of analysis based on “protracted social conflicts,” “structural violence,” “human needs” as opposed to the state-centric approaches played a pioneering role in laying the foundations of the transformative approach. John Paul Lederach and Raimo Vayrynen emerged as the leading proponents of conflict transformation theory. Lederach sees peacebuilding as a long-term “transformation of a war system into a peace system, inspired by a quest for the values of peace and justice, truth and mercy’. The process involves changes in the personal, structural, relational and cultural aspects of conflict brought over time and affecting different system levels at different times (Lederach, J.P. 1997). Raimo Vayrynen reinforces the argument by emphasizing that issues, actors and interests are dynamic and change over time due to social, economic and political

dynamics of societies (Vayrynen, R. (eds.), 1991). Building on Vayrynen's approach Hugh Miall identifies five types of transformation that can help peace builders in designing interventions. These include context transformations; structural transformations; actor transformations; issue transformations and personal/elite transformations.

These transformers of conflict can play a pivotal role in designing interventions for peace building. Context transformation usually takes place in the regional or global environment while structural transformations mainly occur at the state/society level. Actor and issue transformations generally come about at the conflict party and elite levels while personal transformations depend on the competencies on the individual level. All the five types of transformers are interrelated. Structural and issue transformations affect the context while actor and issue transformations affect attitudes and memory, behaviour and relationships.

Transformers of Conflict

Type		Examples
1.	Context Transformations	Change in the international or regional environment
2.	Structure transformations	Change from asymmetric to symmetric relations Change of power structures Changes of markets of violence
3.	Actor transformations	Change of leadership Changes of goals Intra-party change Change in party's constituencies Changing actors
4.	Issue transformations	Transcendence of contested issues Constructive compromise Changing issues De-linking or re-linking issues
5.	Personal/elite transformations	Change of perspective Changes of heart Changes of will Gestures of conciliation

Source: Miall, H., 2004

ANALYSIS

- The Kashmir conflict is going through all the five types of transformations in one way or the other. The changes in regional and international context, i.e. nuclearization of the region and emerging human security challenges combined with the end of the Cold War, the 9/11 tragedy, and globalization are slowly changing the perception of the parties about the conflict as they are trying to move away from traditional state-centric approaches, including unilateral military solutions, to search for common grounds or building on convergences.
- The structural transformations are also gradually becoming visible at the State and societal levels on both sides and more so across Kashmir. While the Kashmir conflict has become symmetric at India-Pakistan level, it continues to be asymmetric at Srinagar-New Delhi or for that matter Muzaffarabad-Islamabad levels that makes it far more complex as Kashmiris are yet not involved as party in the formal dialogues processes and lack of interactions between two parts of Kashmir constrains articulation of their narrative and capacity for peace building. The strategic symmetry in India-Pakistan dimension has, however, created a window of opportunity for cross-LoC interactions that may contribute to changing the conflict structure across divided Kashmir. With decline in militancy, the market of violence is changing but Delhi has not yet responded positively by reduction of troops and withdrawal of Armed Forces Special Powers Act (AFSPA), vociferously demanded by the Kashmiris. In a recent report, the DGP, Kuldeep Khoda, has stated that there has been 49% decline in militancy-related incidents this year and that people want stability and economic prosperity.
- Actor transformations are discernible on the parts of both States' political actors to change their general approach to conflict and initiate peace process. This was evident in A. B. Vajpayee–Musharraf and subsequently Manmohan Singh-Musharraf engagements on Kashmir but the security establishments on both sides are still entrenched in the traditional position on the issue. The Indian Army is strongly opposing reduction of troops or withdrawal of AFSPA from Kashmir. The decline in militancy and surge in peaceful protests in IHK indicates that new actors in the political community and cross-LoC trade are emerging and space is available for political dialogue and for specific conflict transformation work. Kashmiri civil society is also

coming forward for peace and appreciating efforts for repairing inter-community relations. The moderates within pro-azadi leadership of the Kashmiri umbrella group, the All Parties Hurriyat Conference (APHC), are supporting a trilateral political dialogue with India and Pakistan and more institutionalized intra-Kashmir dialogue. The National Conference, and People's Democratic Party (PDP) and state Congress are respectively for greater autonomy, autonomy to self-rule, the BJP is for integration with India while Kashmiri Pandits follow a regional narrative.

- Issue transformation is reflected in the nuanced shifts in parties' traditional positions over Kashmir in the last few years. The dominant narrative in each state has been mutually exclusive and is embedded in contest over territory, ideology, self-determination; security including water security, sovereignty and regional aspirations. Pakistan's traditional narrative of shahruq (jugular vein), plebiscite; "unfinished agenda of partition," right of self-determination, and the "core issue" is giving way to aspirations of the Kashmiris and a mutual flexibility over the UN resolutions. India's traditional narrative — atootang (integral part), "accession to India final," autonomy, plebiscite outdated, opposition to third-party mediation, and Pakistan-sponsored terrorism — is moving to making borders irrelevant with free movement of people across the LoC and cooperative and consultative mechanism between India and Pakistan to maximize the gains of cooperation and resolving problems of socio-economic development of Kashmir. The Kashmiri narrative continues to be fractured due to regional, religious and political complexities in Kashmir and is partly being influenced by the Indian and Pakistan narratives. The dominant narrative of pro-azadi groups like the APHC continues to be the exercise of the right of self-determination in accordance with the UN Charter/resolutions but it is also advocating Kashmiris inclusion in a trilateral dialogue process and has expressed their willingness to support alternative negotiated solutions acceptable to all parties to the dispute. So the parties are in the process of reformulating their positions on the conflict so as to reach compromises or resolutions.
- Personal and elite transformations are partly linked with the changing dynamics of issue transformation. On Kashmir, while there is a nuanced shift in the attitude of individual leaders who have been at the helm since 2004, the civil-military bureaucracies on both sides are

still entrenched in state-centric approaches and hardliners including the right-wing parties and militant groups continue to live in bitter past memories characterized by hostile relationships.

DISCUSSION

Since 2005 Pakistan and India have demonstrated a more creative approach on Kashmir that involves incremental growth in cross-LoC interactions. The new people-centric approach has led to opening of cross-LoC travel, economic exchanges and sporadic interaction between the Kashmiri leadership on both sides of the LoC. This has led to some symbolic softening of the LoC.

Cross LoC Travel

Of foremost importance is the easing of the administrative and security procedures relating to the entry permit system for travel, simplifying its format and process and expanding its scope to include all citizens of Kashmir living in the two parts of Kashmir as well as the Kashmiri diaspora.

The resumption of the bus services across LoC was the first major step in facilitating long disrupted human interaction between two parts of Kashmir. Its main purpose was to reunite the divided families across the LoC. In 1947 thousands of families living in the two parts of Kashmir were separated. After the ceasefire in Kashmir on 1 January 1949, a simple *rahdari* permit system was devised for travel between divided Kashmir but it was discarded a few years later and the bus service was suspended in 1965. After almost four decades of suspension, a bus proposal was floated by India in July 2001 and then revived in October 2003. On 16 February 2005, the two countries after intensive negotiations agreed to restart a fortnightly Srinagar-Muzaffarabad bus service from 7 April. The moot point was the modalities regarding travel documents. While India insisted on passport, Pakistan kept stressing on UN document. Back-channel diplomacy was used to work out modalities acceptable to both sides. It was agreed that travel across the LoC “will be by an entry permit system, once identities are verified. Application forms for travel will be available with designated authorities in Srinagar and Muzaffarabad” (Noorani, A. J., 2009). It was decided that permit will be the basis of travel while an entry permit will be issued by the other side. The application forms will be sent to the other side for its permission, which will notify it to the authority that sent them. The bus will not cross the LoC but will stop at the LoC. Passengers will get off, cross the LoC on foot carrying their luggage, and board the waiting bus on the other side, after securing an entry permit there (Noorani, A. J., 2009).

In April 2005, Srinagar-Muzaffarabad bus-service was launched with great fanfare. That initiated the process of restoring communication links between AJK and IHK. In January 2006, both countries agreed to start another bus service

linking Poonch and Rawalakot which was launched six months later in June. Initially, the bus services operated only fortnightly and carried 20-25 people in case of Srinagar-Muzaffarabad and 50-50 in case of Rawalakot-Poonch. In 2008, they were converted into weekly services.

The resumption of cross-LoC bus services was welcomed by majority of the Kashmiris living on both sides of the LoC barring a section of APHC and Kashmiri militant groups. The Srinagar-Muzaffarabad service was disrupted for some time after the road was damaged in the 2005 earthquake. Despite procedural delays, divided families have regularly been crossing the LoC over the last four years. According to AJK official sources nearly 20,000 people have travelled since the bus services were resumed in 2005. Besides, mainstream political leaders as well as those from APHC and media persons were allowed to cross the LoC.

Cross Over Points

Fourteen months later, Pakistan and India agreed to open foot-crossings at five points across the LoC. The points were opened up mainly to provide relief assistance to quake victims and facilitate meetings between the divided families. The earthquake served as a catalyst in expediting the dialogue process to open the crossing points on the LoC. The five foot-crossing points were: Nauseri-Tithwal; Chakothis-Uri; Hajipir-Uri; Rawalakot-Poonch and Tattapani-Mehndhar. The parameters and procedures agreed upon for the Muzaffarabad-Srinagar bus service were to be used for additional crossings. Both sides agreed to make efforts "to expedite the clearance process, preferably within ten days" (Akhlaque, Q. 2005). It was further agreed that priority for crossings would be accorded to members of divided families on either side of the LoC. The first crossing point, Rawalakot-Poonch, was opened on 7 November 2005 to allow exchange of earthquake relief goods. There was lot of enthusiasm on both sides of the LoC and hundreds of Kashmiris on the Pakistani side surged towards the LoC to meet their relatives. In all, four points-Chakothis-Uri, Rawalakot-Poonch and Chilhana-Tithwal and Tattapani-Mehndhar are operational. Later, the two countries agreed to open two meeting points along the LoC including Chakan da Bagh and Chakothis, but they are still not operational.

Despite all the procedural difficulties and limited scope of the travellers, 19,071 people have been able to travel across the LoC from both parts of the divided territory. These include more than 12,000 from AJK and a little over 7,000 from areas across the LoC. Uri-Chakothis and Rawalakot-Poonch happen to be the major crossing points.

Travel Permits

Travel across the LoC is constrained by procedural delays in acquiring entry permits. Invariably, it takes several months to get the travel permits from both

governments to cross the LoC. The processing of entry permit has been made so difficult due to clearance from various intelligence agencies that only a few people can make it and that also after long delays. Members of divided families complain that very few people get clearance from both the governments. Thereby the bus services remain under utilized while thousands of applicants remain on the waiting list. There has been concerted demand by the Kashmiris on both sides of the LoC to simplify the entry permit procedures. In the fourth round of the Composite Dialogue held in March 2007, both sides agreed to ensure implementation of the already agreed Kashmir-related CBMs including rationalization of five crossing points across the LoC (Daily Times, Lahore, 2007).

There is great need and urge among the people of Kashmir for opening more roads across the LoC to improve the mobility of people and promote economic interaction between the two parts of Kashmir.

Cross-LoC Trade

The cross-LoC travel initiative led to greater urge among Kashmiris on both sides for the resumption of cross-LoC trade. In 2006 an understanding was reached between the two countries to start cross-LoC trade in selected primary products of Kashmiri origin. In October 2008, three years after the resumption of cross-LoC bus service and after much protracted talks, a cross-LoC truck service for trade on the Srinagar-Muzaffarabad and Poonch-Rawalakot routes was put in place. In their 21 July 2008 meeting, the foreign secretaries of the two countries agreed to open the route for limited trade. The Working Group on Cross-LoC CBMS in its meeting on 22 September finalized the terms and conditions for the trade between the two parts of Kashmir, consisting of roughly 21 items. India rushed it through as one way of handling the crisis in the Kashmir Valley that erupted around the land-for-Amarnath controversy, and the subsequent economic blockade of the Kashmir Valley by the right-wing Hindu activists of the Jammu region. The blockade led to the demand for opening of Srinagar-Muzaffarabad road and “Muzaffarabad March” call that left a number of people including an APHC leader dead in the police firing.

The mainstream Kashmiri political parties on both sides of the LoC and majority of the APHC leaders supported the reopening of the Srinagar-Muzaffarabad road for trade as it would provide an alternative trade route to ensure uninterrupted flow of consumer items into the valley and for exporting fruit and other items from there. The business and trade community across the LoC welcomed the beginning of trans-LoC trade. They felt that trade would bring the people closer together across the LoC and reduce tension between the two countries while strengthening the peace process. Despite all the difficulties, the trans-LoC trade has been sustained by the divided families and there has been a steady rise in the number of the trucks crossing the LoC and in bilateral turnover.

Intra-Kashmiri Negotiations

Although intra-Kashmiri dialogue is central to the growth of cross-LoC interactions, it has been at the minimal and sporadic for the last seven years of the India-Pakistan peace process. Significantly, India allowed APHC leadership to visit Pakistan and AJK and meet Kashmiri and Pakistani leadership. This provided an opportunity to individual Kashmiri leaders from across the LoC to interact with their counterparts in AJK. There were also a limited number of meetings between the Kashmiri leaders and stakeholders from different regions of Kashmir from both sides of the LoC. These were arranged by the different NGOs engaged in Track II dialogue, i.e. the Delhi-based Centre for Dialogue and Reconciliation (CDR), Washington-based Pugwash, the Islamabad-based Kashmir Institute for International Relations (KIIR) and London-based Conciliation Resources (CR). The participants of various meetings have been emphasizing the opening of all traditional routes of Jammu and Kashmir for the free movement of people and trade.

Concluding Remarks

The status of Kashmir has always been at the centre of India-Pakistan conflict over the past five decades. Since the Kashmir question is linked to the processes of state formation and nation building in both the countries, its resolution has been replete with hurdles. Both India and Pakistan perceive that the process of Partition would be incomplete without integrating a strategically significant territory like Kashmir within their respective borders. However, both these states have to seriously consider the plight of the people of Kashmir—victims of this prolonged rivalry—before resolving the issue. Since the Kashmir question is likely to escape easy solution, it would be desirable for both the countries to actively develop people-to-people contacts through inter-societal rapport and engage in the projects of development cooperation in crucial sectors like tourism, power, disaster management and by consolidating trade- and investment-related ties.

In the context of tourism, boundaries are usually viewed as barriers to interaction, both perceptually and in reality. However, in many cases, they may be regarded as lines of contact and cooperation between similar or dissimilar cultural, economic and social systems. Boundaries in either one of these positions can heavily influence the development and flows of tourism, especially in areas adjacent to or bisected by them. After years of failure to reconcile differences on the issue of Jammu Kashmir, Pakistan and India finally seem to have realized the need to allow 'out of the box' thinking on Kashmir. Increasingly, the debate on Kashmir is beginning to focus on bringing normalcy in the lives of citizens and economic development within the state before hunting for a permanent solution.

The cross-LoC travel and trade have created transformational spaces that can help in improving local economies and trust building within and across the

divided state of Kashmir, eventually bridging the trust gap between Delhi and Islamabad over Kashmir. It is creating a sizable constituency in the region that is developing stake in peace and development in all parts of Kashmir and is bringing in the human dimension ignored so long in the Kashmir narrative.

The resumption of cross-LoC interactions through travel and trade is as yet symbolic and needs to be streamlined and institutionalized. The growth of cross-LoC communication, commerce and dialogue has largely become hostage to the vicissitudes of India-Pakistan relations. The intermittent tensions and distrust between India and Pakistan, especially the aftermath of the Mumbai attacks, badly hampered progress regarding operationalization of the modalities to facilitate trans-LoC travel or trade. With the resumption of the Composite Dialogue, it is hoped that both sides would focus on the implementation of the agreed measures and institute new ones where required to enhance cross-LoC linkages and remove anomalies impeding the growth of such interaction. Some of the measures may include easing travel permits, restoring telephonic communication, building trade infrastructure, expanding tradable items list, instituting trade mechanisms like banking services, trade pass, opening of traditional routes so as to make cross-LoC mobility of people and goods meaningful. Development of cross-LoC linkages holds great transformational value in humanizing the Kashmir conflict and involving the people of Kashmir into informal and formal dialogue processes on Kashmir.

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Participatory Tourism Entrepreneurship in Mountainous Himalaya: A Neoliberal Approach to Restructure Economy, Society and Ecology

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ABSTRACT

The paradigms on place-based development processes are spatially uneven in several parts of Himalaya. The innovative dynamics through tourism entrepreneurial development planning in the mountainous regions has the potential to act as a transformational catalyst to strengthen, protect and conserve economy, society and ecology at large. This piece of research has underpinned the structural positioning of tourism entrepreneurship planning in parts mountainous Himalaya from inception to delivery. The archetype of entrepreneurship development in this discourse is to provide an asylum to all keen stakeholders that guarantee equitable and sustainable livelihood and subsistence through tourism development in this region. The central part of the discussion has brought gray areas of entrepreneurship alike structural alternatives, financing and institutional

assistance etc. by adding the key of participatory contribution of all tourism stakeholders from ground zero.

Keywords: Entrepreneurship, Community participation, Tourism stakeholders, Sustainable development

INTRODUCTION

Blossoming of life and the existence of mountain on planet earth has a gifted relationship. Listen to the whispering of mountain and the mountain people: how snows are vanishing in the air before it touches the mountain feet, ripple of the perennial glacial rivers turns into dead songs, floras and faunas are no more have to flourish and play in the eternal home. This piece of work is dedicated to the voice of Himalaya and its life. Mountains cover almost one-quarter of the world's land surface and are home to twelve percent of the total global population (Food and Agriculture Organization of the United Nations (FAO), 2011). Most of the mountains are topographically complex and based on fragile ecosystems with highly differentiated climatic conditions. Human civilizations living in these complex and high risk environments are the most sufferers for the last many of years due to the unprecedented global climate change (FAO, 2011).

People living in these complex lenses are the poorest, disadvantaged and most vulnerable. Mountain communities are economically, socially and politically marginalized and far away from the mainstream development by lacking basic human needs (food, shelter, basic services, etc.). The painstaking effort through the Millennium Development Goals (MDGs) has not brought any significant changes on mountain issues and tangible results. Constraints to alleviating poverty, averting environmental degradation and attaining sustainable development in these regions are remain significantly meagre. The current mountain global challenges are related to climate change, disasters, desertification, water shortage, food and energy crises etc, are of a long list. There is a strong need for higher levels of funding and investment in these areas to increase coordination and collaboration, and a supporting environment with more supportive laws, policies and institutions for sustainable mountain development. Various transformative steps are taken in the global level like Agenda 21 Chapter 13 (Rio-1992) to mitigate specific challenges of mountain people and several mountain policies through International Year of Mountains (IYM-2002) and the World Summit on Sustainable Development (WSSD-2002) were framed to support mountain development. However most of these downstream perspective policies and steps are criticized due to its failure to resolve specific challenges related to mountain livelihoods and local development (United Nations General Assembly (UNGA), 2011).

The ongoing paradox to bring tourism into the main stream development of mountain people has been on debate lately. A lot ought to do and must to deliver projects, conferences, workshops and capacity building programmes on

sustainable mountain tourism development are gaining ground and importance among policy makers, researchers, developmental agencies and boards and non-governmental organizations (NGOs). Well reputed international organizations and actors with a high priority to streamline mountain sorrows and bring back a vision of change in mountain life are many. Among those Committee for Sustainable Development in Mountain Regions of Argentina (CSDMR), International Centre for Integrated Mountain Development (ICIMOD), United Nations Educational, Scientific and Cultural Organization's (UNESCO), International Union for Conservation of Nature's (IUCN), World Mountain People Association (WMPA) and The Mountain Institute (TMI) are noteworthy. To put all the past and ongoing sustainable developmental agendas together of these organizations and agencies it is difficult to measure that how successful were there efforts.

The discourse on participatory tourism entrepreneurship development through this piece of work is to discuss the potential benefit of participatory tourism entrepreneurship development from the Himalayan context. How the nature based resources can be channelized to benefit the locals through income generation, asset building, capital formation and conservation.

REVIEW OF LITERATURE

As per the social exchange theories, local residents are likely to participate in an exchange with tourists if they believe that they are likely to gain benefits without incurring unacceptable costs (Allen *et al.*, 1993; Getz, 1994; Gursoy *et al.*, 2002; Jurowski *et al.*, 1997; Perdue *et al.*, 1990; Pizam, 1978). Participatory development approaches raise important challenges for development practice. Some explicitly focus on achieving community aims; others mobilize communities to achieve the aims of others. When considering 'participatory development' initiatives, it is necessary to look closer, to see how participatory they actually are (Eversole, 2015). Participatory approach designed to encourage local people to analyze and discuss their problems and priorities. Participatory poverty research has a bigger agenda. *i.e.*, creating more informed and inclusive policy making processes (Arboleda, *et al.*, 2004). A community is just like a scattered collection of dots. One of our first goals is to bring these connected areas of interest together into well-formed teams (Bacon, 2012). To strengthen the capacity of the poor to create, expand, and improve their own communities, the poor must have a chance to participate in decision-making that affects their lives. Paternalism, however well-intentioned, leads only to a dead end. When the poor have the ability to control their own destinies, they can achieve a lot more, a lot faster (Yunus, 2008). The *participation movement* in development is forcing a change of direction, to the role of cultural facilitator and knowledge broker. Participatory approaches have emerged as an attempt to bring development practice nearer to the people it is intended to assist, arising from growing dissatisfaction with expert-led top-down approaches (Farrington & Martin 1988; Bass *et al.* 1995).

The participation of indigenous people in tourism is also driven by the belief that such cross-cultural interaction promotes understanding between indigenous and non-indigenous people (D'A more, 1988). The community participation processes certainly creates opportunities for the residents those are involved in it. But no one knew how effective the opportunities were in giving them an influential voice in the partnerships' work (Lasker & Guidry, 2009). Fundamental political change is needed for practice to be truly empowering at all levels of social work policy and practice, but this does not prevent individual practitioners from attempting to ensure that, as far as possible, 'their own work enshrines the value of partnership' (Thompson, 2000)

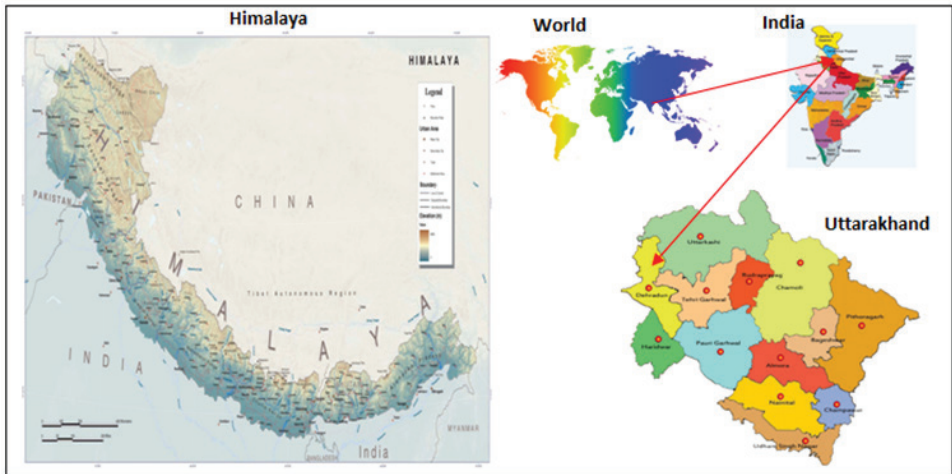
In turbulent times flexibility and responsiveness are vital. Wide participation in innovation is desirable and that organization-wide intrapreneurship should be encouraged (Pearson, 1989). This ability to delegate is critical and enhances the importance of forming a management team that can participate in decision making (Deakins, 1996). Entrepreneurs have been directly involved in building in nations, as artisans, shopkeepers, and early industrialists, many of whom introduced innovations and grew their businesses around them, they anchored and developed that economy. Their individual business decisions and their active participation in local governance constituted early economic development (Lichtenstein & Lyons, 2010). 'Rural development' therefore characteristically refers not to the ongoing internal process of development in rural areas, but to planned agrarian change by outside agencies using the language of participation to legitimise the manipulation (Heyer et al., 1980; Seidman, 1978). Reflection of common-sense, innovative way of thinking and working by bridging lines, divisions, and dichotomies will be critical in future development efforts (Salmen & Kane, 2006). Entrepreneurship research is a relatively young field. Some scholars argue that it is in its adolescence (Low and MacMillan, 1988), for others it is still emerging (Busenitz et al., 2003). Supporting these positions are arguments suggesting that entrepreneurship is a field: (1) in which the search for a distinct theory of entrepreneurship continues; (2) that is characterized by low paradigmatic development (Ireland et al., 2005). Scholars have also frequently evaluated its progress and status as an independent field of study (Davidsson, 2003; Sarasvathy, 2004; Smith et al., 1989). Entrepreneurship is often mixed up with the small business, although the two are not synonymous (Stewart and Roth, 2001). Small business has been the preponderant focal area in hospitality entrepreneurship research. The researchers' interest concentrated on issues such as the importance of small firms in job creation and regional economic impact. Empirical findings of small tourism enterprises in job creation, investigated the contribution of small business in regional development (Wanhill, 2000; Sharma, 2006; Sharpley 2002; Dahles & Bras 1999). In addition, Government support for small firms has been an important aspect of policy in many countries. Wanhill (2000) has examined the Government support for small and medium

tourism enterprises.

Study Area

The Himalayan range is one of the youngest mountain ranges on the planet earth; it coordinates 27.9881° N, 86.9253° E and a length of 2,400 km (1,500 mi). The word Himalayas or Himalaya is originated from the Sanskrit *hima* (snow) + *alaya* (dwelling) means “abodes of snow”. As per the modern theory of plate tectonics, its formation is a result of continental collision between the Indo-Australian Plate and the Eurasian plate. This mountain range in the Indian sub-continent separates the Indo-Gangetic Plain from the Tibetan Plateau. The mountain range carries nine of the ten highest mountain peaks on earth including Mount Everest. The Himalayas extend in five countries: India, Nepal, Bhutan, China (Tibet), and Pakistan. The mountain range is home of many rare species, wild plants, indigenous people and culture. From the context of this piece of research, the study is taken in the Jaunsar-Bawar region of the state Uttarakhand in India.

Image 1: The Himalaya



Source: University of Yale and Cambridge and Google Image

Paradox on Participatory Mountain Tourism Entrepreneurship Development

Participatory sustainable mountain entrepreneurship development is an effort to manage mountain ecosystems in ways that allows in providing a quality livelihood and sustenance for the mountain people now and in the future. Its holistic approach has the potential to addresses issues on environmental, economic, social, cultural, and political issues of mountain people. In mountain areas, agriculture is the main economic activity in which crop production is accompanied by livestock husbandry. Research says 2% of the global mountain

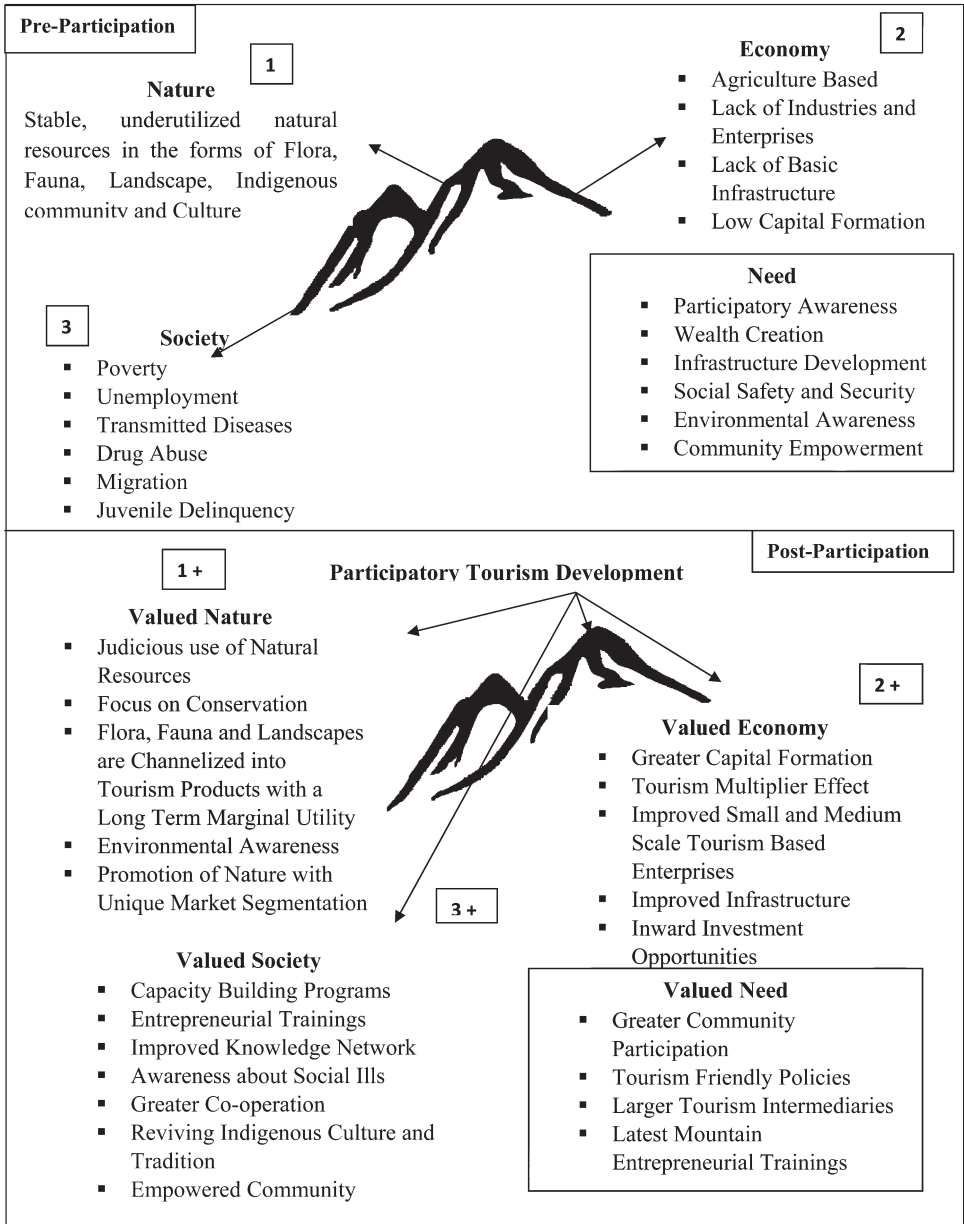
area is estimated to be suitable for agriculture (FAO, 2011). Mountains are highly diverse. Tourism resources in mountain are majestic snow clad mountains, lush green valleys, glaciers, glacial lakes, clear gushing mountain streams and meadows adorned with colourful wildflowers and rare animal species. It is true to belief that the Himalayas are the best place for the tourism entrepreneurs with keen interest on mountain based entrepreneurship.

In the Figure-1 the pre and post participatory model reveals how natural resources can transform into the economic and social wellbeing of mountain people. The resources on the form of nature and culture can be promoted with adventure, nature and community based tourism in the region. The participatory effort makes awake the local with various economic benefits such as employment generation, capital formation, and asset building etc. Entrepreneurial business like ski resorts, camping sites, home stays, souvenir shops, eco-lodges, rental facilities, spas and health retreat centers, tour guides, cultural centers, restaurants, translator service are the viable options in the mountain region. It ultimately leads to economic, social, environmental, cultural and political sustainability of mountain communities for a long run.

The question is why the stress is upon participatory mountain entrepreneurship development? It is because the participation of development is for the community and implemented by the community. From the macroeconomics perspective it helps inward investment through tourist spending, push financial institution to more reliable in financial assistance, stop leakages, helps small and medium scale enterprise development and design mountain infrastructure. On the other hand participation in community building eradicate long standing social issues like poverty, inequality, drug abuse, migration and juvenile delinquencies. In last it creates greater environmental awareness among the mountain communities to conserve the nature and utilize the natural resources judiciously.

The discussion in the Figure-1 on need and valued system have brought the key of community awareness to long term community care through greater community participation, tourism friendly policies, long term association with tourism entrepreneurs and entrepreneurial trainings. Indeed above all the utmost importance of community interest to wake-up with alarm of participation make this discourse a viable and operational one. It is believed that the local government intervention in waking up the community is the need of the hour in many the mountainous state.

Fig. 1: Pre and Post Tourism Participatory Model



Source: authors' own contribution

METHODOLOGY

This paper analyzes and highlights the entrepreneurial status in the Jaunsar-Bawar region of the state Uttarakhand. Seventy questionnaires were filled in the month of May, June and October of the year 2015 by the community members

of the region. The questionnaires were designed to understand the socio-demographic profile of the community, community member's interest to take part in entrepreneurship program and existing entrepreneurial challenges in the study area. Statistical Packages for Social Science Research (SPSS) Version-20 was used for the purpose of analyzing the data. Statistical analysis such as frequencies and cross-tabulation (Chi-square) is used for the analysis and interpretation.

RESULT AND DISCUSSION

Profile of the Respondents

Table 1: depicts the socio-demographic profile of the respondents, with the variables such as gender, age, income and occupation.

Table: 1 Socio-Demographic Profile of the Respondents

Variables	N - Valid	N - Missing	Value	Mean	Standard Deviation
Gender	70	.	Male=46 Female=24	1.3429	.47809
Age	70	.	18-25=11 26-35=15 36-45=24 46-55=12 56-above=8	2.8714	1.21490
Income	70	.	<10,000=35 10,000-20,000=23 20,000-30,000=6 30000-40000=4 >40,000=2	1.7857	1.01999
Occupation	70	.	Housewife=8 Farmer=26 Livestock Keeper=13 Local Business=17 Government/Private Jobs=6	2.8143	1.18313

Source: Primary Data

The table reveals the gender of respondents which shows that out of 70 respondents surveyed; about 46 (65.7%) were male where as 24 (34.3%) were female. The mean was found to be 1.34. The data show a standard deviation value

of .47809. In the case of age the highest number of respondents were between the age group of 36-45 (24) and lowest respondents were from the age group above 56 (8). In the case of income variable the income group between 10,000-20,000 (23) were the most prominent. The mean of the income variable was found to be 1.7857. The last variable that was taken for the purpose of this study was occupation of the community members, the major occupation of the community members were housewife 8(11.4%), farmer 26 (37.1%), livestock Keeper 13 (18.6%), local business 17 (24.3%) and Government/private jobs 6 (8.6%) with a mean of 2.8143.

ENTREPRENEURIAL INTEREST AMONG MOUNTAIN COMMUNITIES

Gender wise Entrepreneurial Interest

To understand the interest among community to participate in entrepreneurship programs, cross-tab is used to analyze gender and occupation wise interest. In the Table-2 gender wise interest of the respondents were under taken.

Table 2: Gender wise entrepreneurial interest among mountain communities

Gender	Interest in Entrepreneurship Programs			Total
	Yes	Neutral	No	
Male	34 69.4%	7 53.8%	5 62.5%	46 65.7%
Female	15 30.6%	6 46.2%	3 37.5%	24 34.3%
Total	49 100.0%	13 100.0%	8 100%	70 100%
Chi-square= .565,				df=2

Source: Primary Data

Thirty four (69.4%) male were interested in entrepreneurship programs, while in the case of female 15 (30.6%) were interested to take part in entrepreneurship programme. Five (5%) male were not interested while 7 (53.8%) were neutral, in the case of female 3 (37.5%) respondents were not interest and 6 (46.2%) were neutral. The Chi-square value is .565 which shows an insignificant relationship between gender and interest in entrepreneurship programme.

Occupation wise Entrepreneurial Interest

Occupation wise interests in entrepreneurship programme among respondents were shown in the Table-3. 22 numbers (44.9%) of community members with farming occupation are interested in entrepreneurship business, while people having local business 10 (20.4%) are interested in it. The Chi-square

value is .145 which shows a significant relationship between occupation and interest in entrepreneurship programme.

Table 3: Occupation wise entrepreneurial interest among mountain communities

Occupation	Interest in Entrepreneurship Programs			Total
	Yes	Neutral	No	
Housewife	3 6.1%	3 23.1%	2 25.0%	8 11.4%
Farmer	22 44.9%	4 30.8%	0 0.0%	26 37.1%
Livestock keeper	9 18.4%	3 23.1%	1 12.5%	13 18.6%
Local Business	10 20.4%	3 23.1%	4 50.0%	17 24.3%
Government/Private Jobs	5 10.2%	0 0.0%	1 1.4%	6 8.6%
Total	49 100%	13 100%	8 100%	70 100%
Chi-square= .145				df=8

Source: Primary Data

Challenges in Entrepreneurial Participation

Table no. 4 depicts the responses regarding the entrepreneurial challenges the community faced in the study area.

Table: 4 Major challenges in entrepreneurial participation

Challenges	Agree	Neutral	Disagree	Mean	Std. Deviation
Land	39 (55.7%)	13 (18.6%)	18 (25.7%)	1.7000	.85719
Capital	37 (52.9%)	13 (18.6%)	20 (28.6%)	1.7571	.87536
Financial Assistance	33 (47.1%)	18 (25.7%)	19 (27.1%)	1.8000	.84442
Resources	43 (61.4%)	12 (17.1%)	15 (21.4%)	1.6000	.82357

Local Participation	34 (48.6%)	17 (24.3%)	19 (27.1%)	1.7857	.84943
Training Programs	37 (52.9%)	19 (27.1%)	14 (20.0%)	1.6714	.79348
Partnership with others	28 (40%)	31 (44.3%)	11 (15.7%)	1.7571	.71090

Source: Primary Data

Majority of the community members were strongly agreed open challenges that hinder the community to participate in the entrepreneurial business are financial assistance, local participation, capital and partnership having the mean score of 1.8000, 1.7857 and 1.7571 respectively (Mean scores are >1.74, a range for 'Neutral'). The mean scores for the variable land, training and resources are 1.7000, 1.6714, and 1.6000 (a range for 'Neutral' again) suggest that majority of the respondents were not sure in their responds to entrepreneurial challenges.

CONCLUSION

The paradox of participatory entrepreneurship development in the mountainous Himalaya has brought several key opportunities and challenges. Participatory mountain tourism entrepreneurship research presumes that community ought to and will engage in grass root action to address issues that affect the quality of their lives. The significance of participatory entrepreneurship is community centred and essentially community controlled that results community ownership, credibility and continuity of trust. To end societal odds, community members must have greater participation in conservation and economic development. Community Based Natural Resource Management (CBNRM) will support agro-based tourism enterprises by ensuring ecological sustainability. Repeated government intervention to awake the mountain community is utmost important in these upland areas through supportive policy frameworks. From the entrepreneurship perspectives, how much and what kind of resources each family has, is a matter to be evaluated? In the same time what kind of training and awareness programmes have to be conducted and designed to make them understand the benefit of participatory tourism entrepreneurship is also important? Community to community transformational programmes must be initiated to make a learning community to interact with a successful community. At last issues on entrepreneurial hindrances like community land, initial capital, financial assistance, community resources, participation attitude, training programs and partnership with others must be addressed before venturing into a large scale mountain entrepreneurship business. There is still a greater need to understand mountain and the people depend upon it in a better way. Participatory mountain development is not completely novel in Himalayas;

efforts are very much in progress to wipe-out mountain sorrows. Participatory entrepreneurship is an endeavour to bring equality par with rest of the world amid a different economy, society and culture.

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Exploration of Factors Affecting the Adoption of E-tourism Technologies

Minakshi Kapoor, Prof. Versha Mehta

ABSTRACT

Information is the life-blood of tourism and so technology is fundamental for the ability of the industry to operate. With roughly two-third of the world economy based on services, and the rise of India and other nations as global IT players, many developing countries have accepted information technologies as a national mission. Information Technologies are bringing about tremendous changes in the economies and societies of countries around the world in form of speeding the automation of work, facilitating borderless financial transactions, delivering global news and entertainment to vast new audiences. These technologies have permeated all areas that pertain to economic development, and are enabling the development of new skills, competitiveness and growth, particularly in developing nations. The accelerating and synergistic interaction between technology and tourism in recent times has brought fundamental changes in the industry. Adoption of new technologies has reshaped the entire process of tourism service development, management and marketing, as well as entire tourism industry as a whole. Due to the increasing impact on efficiency and effectiveness of tourism organizations, ICTs may be perceived as an integral part of the contemporary tourism business. The ICTs' revolution has had already profound implications for the tourism sector. A whole system of ICTs is being rapidly diffused throughout the tourism industry and no player will escape without its impacts. The concept of e-tourism is revolutionizing the tourism industry operations across the globe. E-Tourism reflects the digitisation of all processes and value chains in the

tourism, travel, hospitality and catering industries. At the tactical level, it includes e-Commerce and applies ICTs for maximizing the efficiency and effectiveness of the tourism organization. At the strategic level, e-Tourism revolutionizes all business processes, the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders. In this context, this paper attempts to gain an understanding of different factors that affect the adoption of e-tourism technologies in tourism sector. It also discusses some key policy implications of information technology usage, which government of India will have to address for the sustainable development of tourism industry. Therefore it is imperative for the government to support the country's tourism industry in implementing the e-tourism technologies.

Keywords: ICTs, e-tourism, Sustainable Development, Tourism sector

Reference: SDE/2016/120

1. INTRODUCTION

Tourism has evolved and grown over time and has changed in terms of travel motivators, destinations and number of participants. Today, it is a major economic activity worldwide and a major contributor to the global economy. For instance, India's travel and tourism economy is poised to grow 7.5% in 2015 over the last year according to a report by the World Travel and Tourism Council. Also the report said, by the end of 2015, the travel and tourism sector has contributed Rs 8.22 trillion or 7% of India's GDP and 37.4 million jobs that is almost 9% of total employment. Worldwide, the contribution to GDP from travel and tourism sector was 3.7% in 2015 and has contributed 284 million jobs directly and indirectly or one in 11 of all jobs on the planet. Since India's projected tourism growth was the highest for any major economy but the overall contribution of India's travel and tourism sector to the overall economy is still relatively low (6.7% of GDP, against a global average of 9.8%).

The intense competition in today's business environment means that tourism industry has to work hard to maintain and develop its competitiveness for sustainable development. The success of any sector, to certain extent, depends on its ability to acquire and utilize updated information to assist its management and marketing processes. Hence, Information Technology (IT) assists organization to manage information dynamically and influences business competitiveness through assisting decision makers to make appropriate investments and decisions. Information Technologies help to meet the demands for timely and accurate information by customers. This is evident by the ubiquitous presence of IT systems that work cooperatively to assist managers to deliver quality service to their customers and to enhance operational efficiency and control costs. Researchers have stated that IT, by acting as a protector and enhancer, directly influences the experiences and behaviour of tourists (Kim & Ham, 2007; Singh,

Kim, & Huh, 2006; Winata & Mia, 2005).

The revolution of ITs has profound implications for the management of the tourism industry, mainly by enabling efficient co-operation within the industry and by offering tools for globalization. The introduction of the Internet and the World Wide Web in 1995 and the social media and Web 2.0 revolution since 2005 provided a group of Internet-based applications that allow the creation and exchange of User Generated Content and revolutionized tourism marketing. It has become a significant sales and marketing distribution channel in hospitality and tourism (Lee and Morrison, 2010). The introduction of the computer brought with it technological innovations that have caused major shifts in the way operations are managed. Businesses have gained efficiency and effectiveness as a result of technological advancements. These advancements seem to have a never-ending life cycle, as various technologies continuously improve and develop upon their previous forms and functions.

With the increasing role of ICT in this sector, a different type of tourism, e-tourism known as electronic tourism, has emerged which is radically transforming the tourism industry worldwide. E-tourism defined as the application of information communication technologies (ICTs) on the tourism industry has dramatically affected the strategic and operational management of tourism organizations and destinations. It refers to any tourism activities carried out via the internet. The various functions of the internet have been diversified and as a result, the internet provides an unmatched potential for growth and development of the industry through increased efficiency and effectiveness in areas such as marketing, promotion, market research, finance, travel, purchasing and feedback systems. Thus, e Tourism includes all business functions (e-Commerce and e-Marketing, e-Finance and e-Accounting, e-HRM, e-Procurement, e-R&D, and e-Production) as well as e-Strategy, e-Planning and e-Management for all sectors of the tourism industry. E-Tourism reflects the digitisation of all processes and value chains in the tourism, travel, hospitality and catering industries. At the tactical level, it includes E-Commerce and applies ICTs for maximizing the efficiency and effectiveness of the tourism organization. At the strategic level, E-Tourism revolutionizes all business processes, the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders. It determines the competitiveness of the organization by taking advantage of intranets for reorganizing internal processes, extranets for developing transactions with trusted partners and the Internet for interacting with all its stakeholders. Hence e-Tourism bundles together three distinctive discipline, namely, Business management, Information Systems and Management, and Tourism.

Today, the Indian tourism industry is at a nascent stage, but has an enormous potential for future growth and development. This sector has the highest growth potential after IT and BPO. Thus one can find everything by using online services.

These online tourism services play a very important role in promoting any countries' tourism. There are various tourism services which are available online like airline ticket bookings, railway ticket bookings, hotel bookings, car rental, bus bookings, cruise bookings etc. E-tourism has great potential to influence the growth and development of the tourism industry. It not only facilitates the travellers, on the other side it also gives opportunities to SMEs to develop their business across the world. As Internet based electronic commerce removes all geographical boundaries, firms get scope for getting business across the boundaries. OECD (2002) revealed that advent of Internet-based e-Commerce provides considerable scopes for the tourism industry to expand their customer base, enter new service markets and develop their business. WTO (2001) also accepted that e-Business make possible SMEs the opportunity to undertake their business in new and more cost-effective ways.

In fact, there is a need to accelerate the implementation of e-tourism to improve business performance. In order to do so, this paper attempts to gain an understanding of different factors that affect the adoption of e-tourism technologies in tourism sector. A variety of factors have been identified which help in implementing e-tourism. The study, which is reported in this paper, provides more in-depth information about the reasons why tourism industry is reluctant to adopt e-tourism technologies for their business activities. Identifying the major reasons may help the industry or government to provide appropriate information and support to enhance e-tourism.

The article is structured as follows. Section 1 is the introduction. Section 2 presents a literature review. The research design and the data collection process are presented in section 3. Section 4 presents data analysis. Section 5 discusses the analysis of results. Section 6 provides limitations and future implication, while section 7 discusses some conclusions.

2. LITERATURE REVIEW

In the past few years there has been an explosion of online commercial activity enabled by the internet and this is generally referred to as electronic commerce. The study of Internet based electronic commerce in tourism industry has emerged as a 'frontier area' for information technology. The studies in this area of research were critically reviewed with a view to developing a framework suitable for tourism industry. E-commerce is defined as the process of buying and selling or exchanging products, services and information via computer networks including the Internet (Turban, Lee, King & Chung, 2000). Hasan and Harris (2009) defined electronic commerce 'as the use of electronic transmission mediums to engage in the transaction, weather buying or/and selling, of products and services which required transportation, may be physically or even digitally, and from one location to another location.' Researchers have found that marketing in electronic

commerce is more flexible than the traditional media; marketers can immediately add new items and update information based on the direct feedback received from customers (Kiani, 1998). Updating information in electronic commerce costs much less than creating new traditional brochures or catalogues. Accessibility is another powerful characteristic of the internet. Through the internet anyone on earth can access the information 24 hours a day. Compared to traditional media, marketing in electronic commerce is faster, less expensive, highly immediate communication (Ellsworth and Ellsworth, 1997). Communication shifts from 'one-way' to 'two-way'; information flows between marketers and consumers (Blattberg et al., 1994), and from 'one-to-many' to 'many-to-many' where consumers and marketers can individually interact within the medium (Hoffman and Novak, 1996). Chen et al, (2000) notes two major categories of E-commerce as the business-to-business model (B2B) and the business-to-consumer model (B2C). B2C e-commerce includes Internet marketing, advertising, purchasing and electronic payment systems. Online travel service is a typical case for B2C e-commerce. Due to the increased use of personal computers and the decrease in prices of internet services, the internet has become a source for gathering timely information and converting information into profitable results at a faster rate for tourists. Online purchases have become the fastest growing activity on the internet, and even users who are not online buyers search the World Wide Web for information (Goldsmith and Flynn, 2004). Increasingly, new, experienced, sophisticated and demanding travellers are actively seeking information about more exotic destinations and authentic experiences in order to satisfy their specific needs and wishes. Tourists are increasingly seeking information which enables them to 'experience' the destination instead of simply obtaining facts about 'how the destination is.' These trends for tourism suggest that travel has become a means for finding personal fulfilment, identity enhancement and self-expression. And, perhaps even more important, travellers have become especially concerned not with just being 'there' but with participating, learning and 'experiencing the there' they visit (Stebbins, 1982).

Since due to so many benefits of e-Commerce like less transaction cost, time saving, easy to access, nowadays e-Commerce is becoming first choice for any corporate organization, it doesn't matter whether it produce goods or rendering services. However, adoption of information technologies in tourism is one part of the story. In particular, network access costs, dissemination of information on electronic commerce, training, skill development and human resources provide big challenges for the business organizations.

Cho and Jerome (2006) revealed the factors that affect the relationship between customers and the online service providers. The study was focused on the factors that affect the customer satisfactions by the services provided by online travel agencies. A very interesting point out here stated by the authors is the ease of use

and the attitude of the users toward the usage of the online purchases. They have also mentioned if the online services are beneficial to the consumers of different levels and different ages, how it helps the online agencies to understand attitude of customers improve them. Study firmly believes that the customers should be very much aware of the information regarding the online trade they make, and also it is the responsibility of such service industries to keep them notified. Ekinci and Cobanoglu (2002) focused on the positive and negative aspects of the online purchase the customers do with regards to their travel plans. They strongly stated that e-Purchases should be more beneficial and more convenient to the customers by providing several facilities. E-Commerce sites are expected to have a vaster and clearer detailing and a better way of communication with their customers, if they want to get positive response from the travellers and increase their business. Many a times the travellers face certain difficulties like, inadequate knowledge of their travel destinations, faulty bookings, etc. and to reduce such issues the service providers should have a proper management to ease the travel purchases made by sending booking confirmations, 24 hour assistance and also marketing managers readily available to inform the customers and ease and solve their problems. This reduce in risk factors certainly will build up a confidence amongst the customers and thus boost up the sales. The study also suggested that complete customer satisfaction is the key to this business and thus a valued brand name can be achieved. As there are number of literatures available in the area of electronic tourism services or Internet based tourism service but still there are very few researches which focused and used primary data to explore the various factors affecting adoptability of e-Tourism services. Therefore, there is need to put some efforts to explore these factors and understand their importance in e-Tourism.

3. RESEARCH METHODOLOGY

As the present study is an empirical research in nature, a survey instrument was formulated in assessing the awareness, receptivity and adoption of e-tourism technologies. Also the study is based on the electronic tourism and factors affecting adoptability of e-Tourism services in India, therefore, concentrated on the primary data only which was collected via using questionnaire. Questionnaire was distributed amongst the sample of 150, which were from Jammu in J&K state. The sample was chosen by purposive convenience sampling method of sampling which is one of the non probability techniques. Out of total nos. of 150 distributed questionnaires, 141 filled questionnaires were collected. All items of the questionnaire were tested using standard statistical tools including content and criteria validity, reliability was also calculated to measure the internal consistency amongst the items. Internal consistency reliability is the most commonly used psychometric measured assessing survey instrument and scales (Zhang et al., 2000). Cronbach's alpha is the basic formula for determining the reliability based on internal consistency (Kim & Cha, 2002). For checking the reliability of the

variables, Cronbach's alfa was calculated and the value of Cronbach's alfa was 0.73 (73 %) which is acceptable. Data was collected on the basis of five point likert scale (1= strongly disagree and 5= strongly agree).

3.1 Demographical Profile

Sixty-nine percent (69%) of the participants were male and rest of (31%) were female. More than half of the participants (62.4%) were service personal and the least (2.8%) were self employed. Also detailed information about the demographical profile of the subject is provided in table 1 as below:

Table1: Demographic profile

Respondent's Gender	Gender	Frequency	Percentage
	Male	97	68.8
	Female	44	31.2
	Total	141	100
Respondent's Category	Class	Frequency	Percentage
	Service Personal	88	62.4
	Self Employed	4	2.8
	Home Maker	10	7.1
	Others	39	27.7
	Total	141	100
Respondent's Age	Age	Frequency	Percentage
	20-29	60	42.6
	30-39	15	10.6
	40-49	45	31.9
	50+	21	14.9
	Total	141	100
Respondent's Income Group	Income	Frequency	Percentage
	Less than ₹ 20,000	20	14.2
	₹ 20,000 to ₹ 39,999	71	50.4
	₹ 40,000 to ₹ 59,999	41	29.1
	Above ₹ 60,000	9	6.4
	Total	141	100

4. DATA ANALYSIS

The multivariate data reduction technique of factor analysis has been used for the study. The primary purpose of factor analysis is to define the underlying

structure in a data matrix. It involves examination of interrelationships (correlations) among a large number of variables and reduction of large number of variables into few manageable and meaningful sets (Stewart 1981). Factor analysis was carried out with the Statistical Package for Social Sciences (SPSS) to simplify and reduce the data. Principal Component Matrix (PCA) method of factor analysis with varimax rotation was used to reduce the items. This method has been widely accepted as a reliable method of factor analysis (Alexander and Colgate, 2000). The factor analysis resulted into five factors having 13 variables. The variables with factor loading less than 0.5 and Eigen value less than 1.0 were ignored for the subsequent analysis (Hair et al. 2007). The five factors identified explain 68.57 percent of the total variance. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy score (0.831) was well above the recommended 0.5 level (Malhotra, 1999) suggested that the data may be factorable. Moreover, the Bartlett's test of sphericity indicated that sufficient non-zero correlations existed among the chosen variables ($p \leq 0.01$). The rotated component matrix is shown below in Table 2. The study revealed total five factors namely ease of use, economic, trustworthy, efficiency and security.

Table 2: Rotated Component Matrix (Factor Loadings)

Factors	F1	F2	F3	F4	F5
(F1) Ease of Use					
It is easy to access information online.	0.799				
Online tourism services are more users friendly.	0.704				
It is very comfortable to use online tourism services	0.673				
(F2) Economic					
These services are more cost effective as the user's interaction is directly with the company.		0.628			
Online tourism services make deciding and finalizing your plans hassle free.		0.575			
Promotional strategies of online tourism services		0.563			
(F3) Trustworthy					
Online tourism services are more trustworthy and have lesser probability of errors.			0.845		

Privacy of personal information			0.764		
Online tourism services are technologically more advanced as users get all the facilities like online ticketing, hotel booking, check-in etc in a single click			0.690		
(F4) Efficiency					
Online travel services remains efficient all the time				0.768	
Online services save time and resources				0.538	
(F5) Security					
Online tourism services let the users have secure money transactions.					0.603
These services lack the personal touch of interaction which affects the user's rate of usage.					0.539

5. DISCUSSION

The in depth analysis of five factors which affect the adoptability of e-Tourism services in India are as:

Factor One: Ease of Use

The factor ease of use explained variance of 20.45 % and composite of 3 items namely i) It is easy to access information online (0.799), ii) Online tourism services are more user friendly (0.704) and iii) It is very comfortable to use online tourism services (0.673). This factor expresses a Cronbach's alpha of 0.73 (73 %) which is statistically acceptable. This factor represents the convenience of tourism services which are available online. The user is not required to go personally to a travel agent or some travel agency for any travel services, he just needs a computer with internet connectivity for planning his tour and booking ticket. Now user can book airline tickets, hotels, cars, buses, travel packages etc. either from his home or office very conveniently. Within few clicks one can get all the required information for planning tour. These services are user friendly as the travel portals can be accessed in any language which the user wants. There are no geographical boundaries because while sitting in one country the user can use e-Tourism services of some other place also. Even while booking hotels, user can search the desired category and services he want in a hotel and can also have a view of the hotel property and then book accordingly after getting satisfied with the facilities offered by the hotel and can also check the availability of rooms on the date he

wishes to go. Likewise while booking railway tickets the seat availability can be checked easily through online portals and the route and stoppage points can also be viewed. These travel portals are so designed that the user does not need to have any technical knowledge to access them, everything is easily available and most of the planning of the tour is done automatically by the portals itself only after the user gives some of his basic information like the date of travel, desired destination and the number of travellers. The users can make the booking of tourism services in advance by using online services so that they can travel easily in the peak seasons also. There are many services which are given to the customers only when they make the bookings online. Cancellation options are also given to the users and can be used easily. Thus tourism services provided online are comfortable, user friendly and easily accessible, affect adoptability of e-Tourism services.

Factor Two: Economic

This factor explained variance of 17.68%. The composition of the factor 'Economic' is also included three items i.e. i) These services are more cost effective as the user's interaction is directly with the company (0.628), ii) Online tourism services make deciding and finalizing your plans hassle free (0.575) and iii) Promotional strategies of online tourism services (0.563). Cronbach's alpha of this factor is 0.71 which is acceptable. This factor represents that the online tourism services are economic in nature. Through online tourism services user can directly go to the site of the airline company and buy tickets and thus gets the tickets at an economic price as there is no middle man between the company and the agents who charge the commission and increase the price. The same applies in hotel bookings also. User also get to know the most economic deals from online travel portals, as all the prices are displayed in just one click. The user can also keep a check on prices of airline tickets by visiting online travel portals and book ticket for day on which price is less and this is only possible by tourism services available online. They can give the finest guidance to plan journey effectively well in advance to save a lot of money. There are certain seasons in which tickets are priced at low level and there are a lot of websites available on Internet, which maintain their visitors' database and post them about the latest offers. The rebate and discounts provided on special flights are also promoted on websites which support to determine the finest time to travel. These services also help to decide and plan trip hassle free as all the information needed before, after and while travelling are available online. Promotional strategies of online services also attract many users to avail their services as they keep on flashing new offers and discounts on the most visited sites. Thus users also get a good deal from these promotional activities as there are some services which are specially designed for promotional purposes and these are limited period services and get expired soon. Promotional strategies also help the user to know the different type of packages or services which the portal has launched otherwise, it will not be known as long

as the customer does not visit travel agency or tour operator. Thus online tourism services are more cost effective which also helps the user in hassle free deciding and finalizing of plan and the promotional strategies attract the users to avail these services.

Factor Three: Trustworthy

The factor namely trustworthy explored a variance of 11.85 % and composite of 3 items namely i) Online tourism services are more trustworthy and have lesser probability of errors (0.845), ii) Privacy of personal information (0.764) and iii) Online tourism services are technologically more advanced as users get all the facilities like online ticketing, hotel booking, check-in etc in a single click (0.69). This factor expresses a Cronbach's alpha reliability of 0.67 (67 %) which is statistically acceptable. The traveller is required to enter plenty of information about the travel destinations while planning their tour but due to e-tourism services they enjoy error free transactions. Therefore the services provided by tourism companies over the internet are quite reliable because there is lesser probability of errors. Also the e-Tourism websites are kept updated to help the users for getting the latest genuine information about their travel destinations. When the bookings are made, the passenger enters his personal details like his name, age, address, contact number, etc., which is kept with the company itself confidentially. As mentioned earlier the websites are technologically advanced and are kept up-to-date so that the user gets the latest and perfect information about the available tickets of the desired destinations. In the light of these benefits it can be concluded that trustworthy is also one of the important factors which affect the adoptability of e-Tourism services.

Factor Four: Efficiency

Efficiency is the fourth factor revealed by the study with the rotation sums of squared loading variance of 9.67%. This factor is composed with two items: i) Online travel services remains efficient all the time (0.768), ii) Online services save time and resources (0.538)". This factor expresses a Cronbach's alpha reliability of 0.71 (71.25 %) which is statistically acceptable. This factor shows that online portal are efficient as compare to traditional way of booking, here the user can use number of options to set customized package for him. The fundamental usages of e-Tourism services are for booking travel packages which can vary from time to time. As the role of agent starts after the booking, traveller save his time which is required in offline dealing like for general discussion, bargaining, promotions etc. It also indicates that as online services also save resources and ultimately save cost which results increase in profit on one hand and on the another side it also reduces cost of the service, which encourage traveller to opt more services. Therefore, this factor supports both types of efficiency monetary and non monetary.

Factor Five: Security

Security is the fifth driver revealed by the study with the rotation sums of squared loading variance of 8.92%. This driver is composed with two items first “Online tourism services let the users have secure money transactions (0.603)” and second “These services lack the personal touch of interaction which affects the user’s rate of usage (0.539)”. This factor expresses a Cronbach’s alpha reliability of 0.69 (68.65 %) which is statistically acceptable. This factor is one of the most important factors which play an important role in the growth of online transaction in the country and in the rest of world also. All users are concerned with security and safety, but in the present study, the factor ‘security’ come at the last with least the rotation sums of squared loading variance of 8.92%, which does not mean that in the selected sample or group of respondent, security is not important as like other factors. In e-Tourism, travellers are required to trust unknown tourism service providers especially if traveller does not travel frequently. In the current age of information and communication technology, almost all the big travel service providers are offering e-Tourism facility through their own portal an even some other public portal also. This online e-Tourism service option gives a big opportunity to travellers for saving their time, money but due to security threat, they hesitate to use e-Tourism services.

6. LIMITATIONS AND FUTURE IMPLICATIONS

Like other empirical studies, this study is not without its limitations. Our sample consisted of a very small area which limits the generalizability of the results. The sample size itself is relatively small. The study can be strengthened by increasing the sample size and including participants in other geographical areas. With an increased sample size, a more detailed empirical analysis can be performed. This research can serve as a starting point for e-tourism adoption research, while encouraging further exploration and integration addition adoption constructs. Future research needs to focus on a larger cross section and more diversified samples to verify the findings of the current study. Moreover, to further clarity of the factors influencing e-tourism technologies, Technology Acceptance Model (TAM) and/or other models could be used. Future research could also examine the adoption of e-tourism technologies by employing a structural equation modelling technique. In addition, future research needs to examine e-tourism adoption in the context of cross-national differences. Although the tourism industry structure has been altered dramatically it is evident that both tourism suppliers and online intermediaries should apply constant innovation, in terms of marketing techniques and technological advancements, in order to be able to offer differentiated, personalized, tailored and value added products. The key point for sustaining their competitive advantage is to focus on their core competencies and to exploit the opportunities that technology offers to improve

their strategic position in the tourism value system.

The Government of India should create better awareness of the benefits of e-tourism to encourage higher rate of adoption. It can be done by having seminars or induction sessions to allow the tourism companies to evaluate their new inventions. In order to receive greater responses towards e-tourism adoption, it is recommended that authority should give certificates as a token and financial support to attend the seminar. They could establish a close link with the tourism organizations and get continuous feedback from them in order to identify the problem areas and take necessary actions to rectify them. Another way to enhance the use of e-tourism technologies in tourism sector is that the government should enforce standardized, consistent and uniform policies in implementing e-tourism.

7. CONCLUSION

The purpose of this study is to investigate factors affecting adoptability of e-Tourism services in India; therefore, it was concentrated on the primary data only. The study revealed total five factors namely Ease of use, Economic, Trustworthy, Efficiency and Security. This study also contributes to and extends our understanding of the Internet as a medium for commercial use in the service arena, identifying the rationales for adopting the information technologies by the tourism sector. As the findings indicate that in India, there is huge scope to improve the percentage of e-Commerce adoptability; increase in the percentage of e-Commerce adoptability would be ultimately resulted in positive change in the e-Tourism penetration rate. The study found major five factors based on the primary data, which are as important as all other required supports including infrastructure, laws, awareness etc. to increase the adoptability of e-Tourism services in India. From a managerial viewpoint, the findings provide support for investment decisions, and for decisions relating to the development of Internet services that address and take the concerns and needs of tourism companies into consideration.

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An Exploratory Study of J&K, Gujarat and Rajasthan Tourism in Context of Redesigning Sustainable Economical Tourism Model

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ABSTRACT

The most unpredictable and surprise element in tourism Industry is to understand customer Psychology as any other industry. Being service industry, tourism also comprises of the same characteristics of heterogeneity, inseparability, perishability and intangibility and thus requires understanding customer psychology as one of the most challenging task for meeting expectations and needs of customers. Customization will become possible only through rediscovering the Human psychology at every step, process and operation of tourism industry. This Comparative Study between J&K Tourism, Gujarat Tourism and Rajasthan Tourism throws light on the missing Links which are the major hindrances with respect to Growth of tourism industry and Catering to the needs and expectations of the Local and Global Tourists. Changing trends in tourism business across the globe is influencing Tourist's behavior in various ways –mentally, emotionally, economically and physically keeping in mind their lifestyles, emotions, affordability power and wellbeing. A Strategic Model has been proposed in this paper for better understanding of Human psychology for serving them in best possible manner by any Tourism Industry locally or globally. This

will also work as a competitive advantage strategy to promote good practices in tourism industry and will also help them in strengthening their brand image and long lasting relationship with the customers. In this study an effort has also been done to highlight the importance of J&K, Gujarat and Rajasthan States Tourism and Market these states with respect to the Make in India Program.

Key Words: Tourism Industry, Missing Links, Make in India, Sustainable Model

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TOURISM ECONOMY

Tourism industry is the most revenue generated industry in India and across the globe and contributes heavily in the GDP. Indian tourism is always been an attraction for domestic and international tourists because of its rich heritage, architecture, holy places and strong historical backgrounds .The significance of Indian Tourism is much beyond the understanding of a common man keeping in view the expectations of Tourists in general and their needs in person. Augmentation of quality tourism infrastructure throughout the country is a key area of functioning and concern. Master Plan scheme for all states of India should be the development of quality tourism infrastructure at various tourist destinations and circuits in the States and union territories. Infrastructural development includes release of incentives and funds, tourist facilitation and information, field publicity, promotion & marketing, hospitality and convention programs etc. As reported by WTO (World Tourism Organism) International tourist arrivals increased from 25 million in 1952 to 695 million in 2001, and are predicted to grow to 1.57 billion by 2020 (WTO). Globally, the tourism industry is growing at 4.7 per. The tourism industry in India has come a long way from just 15,000 tourists in 1950 to 2.65 million in 2000. The foreign tourist arrivals into India too have increased significantly. However, it is a different story that India's share in world tourism continues to be at a dismal low.

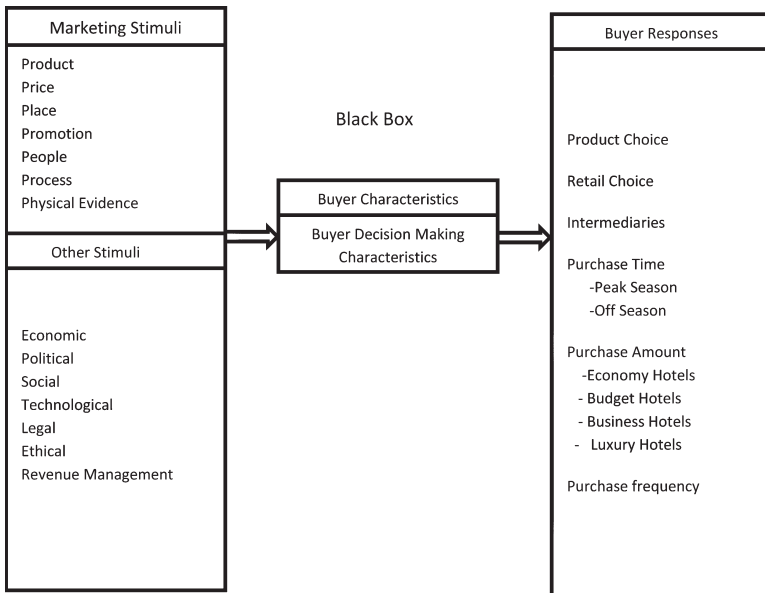
Service Characteristics Dominance

We are not debarred from this fact that Indian tourism industry and its promotion over the past few years has been a success. It is being considered as the fasted growing employment sector. In past few years, the debate over the tourism industry is loaded with methodological landmines. The first concerns the definition and quantification of the tourism industry; the second relates to the nature of tourism as a service industry. In fact tourism industry is an amalgamation of diverse industries and sectors that directly or indirectly cater to the needs of the tourist. The tourism industry, and the products and services that fall under its wide umbrella, are complex indeed. They are bound to certain Characteristics of Tourism as a Service Industry. There are number of features

and characteristics make tourism industry unique. Firstly Tourism is an individual experience and a combination of products and services - not a single product. Tourism commodities like any other services are intangible. They cannot be seen, touched or felt before making any purchase. Selling tourism products is like selling satisfaction and comfort to tourists. Secondly the tourism commodity is not homogeneous in nature. Thus we cannot standardize a service and satisfy each tourist though standardization strategy. Though Hotels and tourist experts attempt to standardize their room and service delivery as efficiently as possible through staff training and quality control procedures but the human ingredient complicates the equation. Tourism is like any other service which requires active interaction between the producer and consumer with their own set of expectations, desires, beliefs and life styles .There is very less probability of uniformity perceived equally by all customers or tourist. Thirdly Tourism commodities are perishable in nature. Tourism commodities are perishable. They cannot be stored for later use, as can tangible products. Hence the occurrence of discounting in services.This leads to the major problem confronting the tourism operators namely, demand and market fluctuations. Tourism is perhaps more vulnerable than any other industry to seasonal fluctuations in demand. Demand fluctuation can be unseen, sometimes due to natural causes, others man-made. Acts of God include climate and natural disasters.

Rephrase of Consumer Behavior in Tourism

Black Box Model of Consumer Buying behavior for Tourism Industry



Source: Re-Conceptualized and Re-designed Model (2015)

The potential of tourism industry lies in the memorable experiences of the tourists. Understanding the Consumer buying behavior with respect to tourism industry is a challenging task for tourism industries as it is full of factors that are more complex and unpredictable. Black box model of the consumer behavior will be quite helpful for tourism practitioners to reach to some conclusion about the desires and expectations of the consumers to attain goodwill, brand image and competitive advantage. The consumer behavior model referred is as follows for tourism industry which will help tourism industry to get well into the minds of the consumers and discover their needs and expectations effectively for better results in terms of customer satisfaction ,profitability and sustainability.

The Black Box Model of Buyer Behavior identifies the process in which consumers will undertake when deciding whether to purchase a product or service. The first part of this model shows how consumers will begin by identifying the marketing stimuli which would be Product, Place, Price, and Promotion. People, Process & Physical Evidence Other stimuli that the consumer may take into account during this process are PEST factors. This information is then put into the Buyer's Black Box, which is where the consumer's personal characteristics will be taken into account in order for them to begin the Buyer Decision Process. The characteristics that can have an effect on the behavior of the buyer are Cultural - Such as specific cultures and religions, Social - Such as family and reference groups, Personal – Including age & life cycle stage, economic circumstances and lifestyle, Psychological – Beliefs, perception, attitudes and motivation

Research Methodology and Design

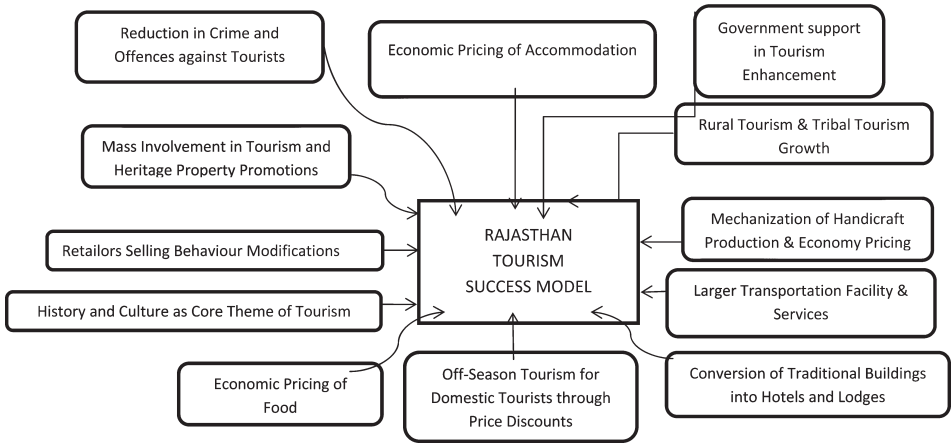
Research Methods and Research needs were conceptualized and examined through extensive discussions and wide reference of secondary sources through literature reviews. Micro field surveys of agencies were used to conceptualize research Framework through comparative analysis. Two Strategic Business Models designed for tourism augmentation for the state of Gujarat through business interdependency. Extensive Field Data of different primary sources were analyzed for behavioral and applied operational strategies. District wise tourist flow and association to destination marketing were framed .Comparative Success Modeling was framed by keeping all research Parameters intact. Wide ranges of Qualitative research methods were used and applied for framing the literature. Methodical accuracy measures were taken care of for quality control.

Comparative Paradigm Perspective of Rajasthan, Gujarat and J&K Tourism Development

India is a nation of diversified cultures, heritage, economy and life styles. The biggest challenge for tourism operators in India is managing diversity in all states keeping view of values, beliefs and life styles. The shift in consumer preferences

leads to the issue of how we market tourism across the country .Tourism is a comparatively young industry and the learning curve for many practioners is practically steep. One of the major challenges faced by this industry is the lack of marketing orientation by tourism promoters and suppliers across the states. India at global level holds 44th rank and china holds 4th rank in tourism development. China by turnover from FTA (Foreign Tourist Arrivals) is ten times more than India. Major Key strength areas for china are low crime rate, very low narcotic consumption pattern in comparison to India.

Fig. 1.1: Rajasthan Tourism Success Model

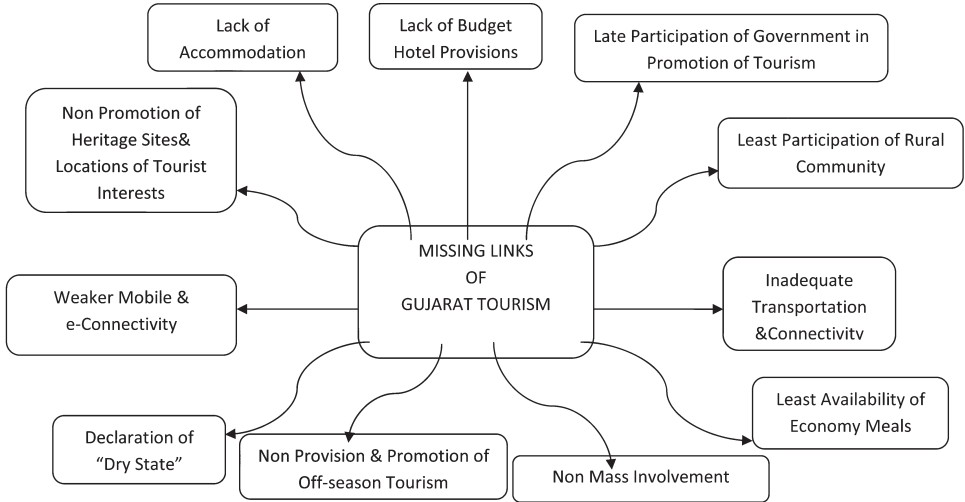


Source: Self Conceptualized Research Model (2016)

Rajasthan Tourism Holds most of the Indicators and criteria for a successful sustainable Tourism Model and witnessed amazing results in terms of FTA and GDP contribution. Tourism is one of the economic sectors in Rajasthan that has the potential to grow at a high rate and ensure the development of infrastructure at the destinations. It has the capacity to capitalize on the country’s success in the services sector and provide sustainable models of growth. In Rajasthan, the tourism sector is based on its unique endowments of biodiversity, Lakes, Tombs and forts and its rich culture and heritage. The alleges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with safeguarding the economic interest and heritage of local communities. In Rajasthan, Tourism is primarily driven by many forces including private sector, with a multiplicity of stakeholders, whose sizes range from micro enterprises to large transnational corporations. The actions of these players, along with those of tourists and the local communities, determine the overall impact of tourism on the environment. Rajasthan Government shares a critical role in determining the policies for sustainable tourism. Key Factors contributes to the success of Rajasthan Tourism Model are Reduction in Crime and Offences against tourists. Government support in Tourism Enhancement, Local

Rural Community Support, Operational guidelines for Government, Developers, Operators and Suppliers, visitors, Destination Population/Host community. Other Important factors would be Environmental pledge, Better Transport Connectivity and Employment quality.

Fig. 1.2: Missing Links of Gujarat Tourism



Source: Self Conceptualized Research Model (2016)

Missing links of Gujarat Tourism are the major reasons of non-development of Tourism sector in Gujarat. Tourism is one service sector which needs lot of government interventions and approvals for running various operations. Gujarat in spite of being a Growth Model for the whole India since last many years, is unable to rise in tourism sector because of missing links which needs lot of attention from tourism promoters, state government, ministry of tourism, Urban and Rural community of Gujarat. Inadequate transportation and connectivity is one of the major hindrances for the growth of tourism industry to attract tourist locally and globally. Inadequate facilities like least availability of economy meals, Lack of Budget Hotel provisions and non-provision & promotion of off-season tourism are surely not the healthy signs for the growth of Tourism as a service industry. Non Mass involvement due to lack awareness among the promoters and local public is another cause for ignorance of this particular sector. Declaration of Dry state by Gujarat government is a wise step taken socially and morally but not at all a favorable step for the promotion and growth of Gujarat Tourism as service industry. Change in Government policies and Tourism Norms will be a wise step for the promotion of Gujarat Tourism. Non provision and promotion of Off-Season Tourism effects the overall growth of Gujarat Tourism which is directly linked to the sustainability of any service Industry. Non Availability of

economic meals is another critical factor for tourists as deciding factor. Major Flaw in the growth of Gujarat Tourism is the late intervention of Government Bodies for promotion of Gujarat Heritage and Culture as a State. Since last many years no attention has been paid to nominate a resource person or celebrity as Brand ambassador for Gujarat Tourism. With all the above weaker links Gujarat as a Tourist State is still under question mark. Unfortunately nothing has been done so far with respect to weaker links. Having a View of Gujarat as the Diamond and capital of the world and textile capital of India, Immediate attention is required from the side of Government, Tourism promoters and operators, Local Public and Rural community to justify the requirement of a Sustainable Business Model for Gujarat Tourism.

Gujarat Development & Strategic Promotion Gujarat Tourism

Sustainable tourism is a kind of tourism which is Informative, Supportive to integrity of place ,beneficial to local residents and operators, conserving resources and heritage, Respectful to local culture and tradition, No –abusive, striving for quality and not quantity and providing a memorable experience the incapability of Gujarat as State may be attributed to a Combination of all factors mentioned as missing links of Gujarat Tourism. The proposed model of Rajasthan Tourism Success Model will really help the development of Gujarat Image as “Gujarat-Where Past and Future Mingles Today.” Gujarat Tourism has to meet many pre-requisites to be labeled as A successful and active tourist State and destination. Pre-requisites include formulation of marketing strategies to attract Investors, design of Marketing plans catering to needs of Tourists and to frame effective marketing and promotional strategies to attract tourist to specific destinations. Formulation of strategies for privatization is also the basic economical need.

Table 1.1: Tourist Facility & Inflow in Gujarat

Destination	Facility of Accommodation	Total Rooms	Annual Tourists Inflow			
			Total	Night Stay	Foreign Tourist	Trend
Dwarka	60	1500	16-17 Lakh	5-6 lakh	1500	↔
Porbandar	21	500	1.5-1.7 Lakh	1-1.2 Lakh	2000	↓
Veravi-Somnath	25	760	9-10 Lakh	4-5 lakh	2500	↑
SasanGir	2	57	1 Lakh	17-20,000	2000	Dom : ↑ Forn : ↓
Junagarh	24	300	9 lakh	0.9 Lakh-0.1 lakh	2500	↔

Chorwad	1	24	-	1000(6 months)	None	↓
A'purMandvi	1	39	-	14,000	1000	↑
Diu*	31	520	-	86,600	5,600	↓
Palitana	111	1700	3 Lakh	2.5 Lakh	2500	↑
Rajkot	65	1400	-	2.75-3 Lakh	1500	↑
Bhuj	12	370	1.6-1.7 lakh	1.3-1.4 Lakh	10,000	↑
KachchhMandvi	1	50	65-70000	4-5000	5000	↑
Modhera	-	-	2 Lakh	-	1200	↔
Bahucharaji	50	750	18-20 Lakh	3-3.5 Lakh	Negligible	↑
Patan	15	150	80,000	20,000	180	↔
Siddhpur	-	-	1 Lakh	Negligible	None	↑
Palanpur	15	300	-	60-75000	None	↑ ↑
Ambaji	110	1675	70 Lakh	6-7 Lakh	Negligible	
Surat	80	2000	-	5 lakh	None	↑ ↓
Ubhrat	1	25	40,000	4,000	None	
Tithal	6	180	75,000	35,000	Negligible	↔
Saputara	13	650	2.5-2.7 Lakh	2-2.25 Lakh	Negligible	↔
Daman *	65	3280	-	4-4.5 Lakh	8-10,000	↔
Vadodara	91	41	-	9 Lakh	Negligible	↑
Pavagadh	1	1015	21-22 Lakh	2-2.5 Lakh	Negligible	↔
Dakore	71	5000	45 lakh	8 Lakh	Negligible	↑
Ahmedabad	165	-	-	15-17 Lakh	10-12,000	↑
Others	-		20-25 lakh			
Total (Incl.UT's)	-	24286	-	120-125	~78,000	-
Major Destinations 23	-	24190	-	110-115 Lakh	~62,400	-

Balance Destinations	60				40-45	-	
Total For Gujarat					110-115 Lakhs		



Note: 1) Trends: = Decreasing \longleftrightarrow = Increasing = Stagnant

2) Destinations marked with * are UT's (Union Territories): Diu and Daman

Source: Ministry of Tourism, Government of India, New Delhi 2014

Tourist facility and inflow in Gujarat for destinations mentioned in Table has been categorized as A,B & C in terms of their potentiality for attracting Total Annual tourist inflow. Category A is assigned to Destinations which are able to attract Nine Lakhs and above annual tourist inflow followed by category B of Three Lakhs and above tourist inflow. Destinations holding less than Three Lacks annual tourist inflow are covered under category C. Category A destinations are known for historical monuments and religion. Somnath temple, Bahuchargi, Ambaji, Pawagarh, Dwarka and Junagarh are majorly the category A destinations and are eligible to be category A destinations. The state is miserable failed to get Category B&C Destinations developed majorly due to non participation of Government. Local tourism facilities are very poor including transportation, poor connectivity of telecommunication services and lack of promotional activities by the state government which leads to non-development of tourism in All three categories of Destinations-A,B & C. The information mentioned in Table clearly indicates that Nature Tourism, Historical Monuments Tourism, Ethnic Tourism and Religious Tourism are not promoted rightly for development of Tourism in Gujarat. Total Annual tourist inflow is drastically lower in figure in comparison to destinations in Rajasthan which are flooded by tourists inflow and the number starts from 10 Lakhs and goes up to 30 Lakhs in many of the destinations including Jaipur, Jodhpur, Udaipur, Jaisalmar, Bikaner, Ajmer and Pushkar. Rajasthan is much ahead in Numbers in comparison to Gujarat with respect to domestic and foreign Tourist arrivals. According to survey report 2013 by Ministry of tourism, number of domestic tourist visits in Rajasthan contributes to 2.6 % share followed by domestic tourist in Gujarat by 2.4%. The shocking facts is that in case of Foreign tourists Visits ,Gujarat stands nowhere among the top 10 states of India and Rajasthan holds a very good share 7.2% in FTA in 2013 and also witnessed an Annual growth of 6% to 8% in FTA because of Rajasthan Tourism Success Model mentioned in Fig (Rajasthan Tourism Success Model).

Tourist Arrival Goals

Remodeling Gujarat Tourism with Preposition

Focus services	Brand Name	Destinations to be Advertised	Slogans
Pilgrimage	ParamAthma or Antarathma Ray of Hope	Palitana ,Ambaji ,Somnath, Dwarka and akshardham	Peace for all
Leisure	Meet and Greet	Saputara ,Ahmedpur, Mandvi, and small Rann of Kuchh	What are you doing this weakened?
Adventure and Wildlife	Wild Gujarat Love Nature	SesanGir	The deeper you go the wilder it gets
Heritage and Culture	Bondage India	Bhuj City, Poshina, Bhavnagar city	
Historical and Archaeological	Ones upon a time in India	Porbandar city, Lothal, Lokhpal, dolavirea and Kutch excavation sites	Explore the finest peace of Indian Art and Culture.

Keeping View of Tourism in Gujarat in line with the contribution of tourism to the state GDP, in spite of having so many resources and potential tourism failed due to unfavorable economic conditions, motivational, technological and policy factors. Attracting Investments in tourism sector and attracting tourists at specific destinations should be the future aim of Gujarat tourism development strategy. Re-modeling of Gujarat tourism with preposition is the immediate need of the Hour .It would be critical for State government but not impossible .The commonalities among several destinations of Gujarat are religious and Historical monuments tourism which can be the key factors to promote Gujarat Tourism as a Brand and can prove to be a successful sustainable economic Model. Gujarat as a state who failed to build the brand image Neither as Cultural heritage and Tradition Tourism including Gandhi's Gujarat or as Home of Asiatic Lion or as land of History culture and heritage nor as Modernity tourism comprising of Industrial Peace and Harmony, Intellectual Hub IIM's or as Milk capital of India.

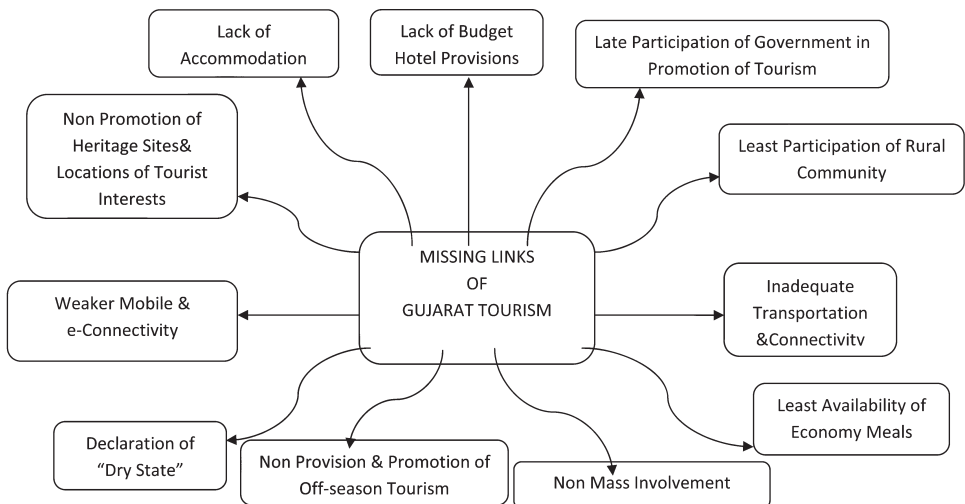
J&K Facts and Tourism Strategic Growth Projection

J&K has been Set like a jewelled crown on the map of India. J&K as Twins Siblings is a multi-faceted diamond witnessed the changes in the Tourism Sector with the change in seasons - always generously gorgeous two major Himalayan ranges, the Great Himalayan Range and the Pir Panjal, surround the landscape from the north and south respectively. They are the source of great rivers, which

flow down into the valleys, forested with orchards and decorated by lily-laden lakes. The Mughals aptly called Kashmir ‘Paradise on Earth’ where they journeyed across the hot plains of India, to the valley’s cool environs in summer. Here they laid, with great love and care, Srinagar’s many formal, waterfront gardens, now collectively known as the Mughal Gardens. They also patronized the development of art & craft among the people of Kashmir, leaving behind a heritage of exquisite partisanship among these people and making the handicrafts of the land prized gifts all over the world.

Kashmir is a land where myriad holiday ideas are realized. In winter, when snow carpets the mountains, there is skiing, tobogganing, sledge-riding, etc. along the gentle slopes. In spring and summer, the honey-dewed orchards, rippling lakes and blue skies beckon every soul to sample the many delights the mountains and valleys have to offer. Golfing at 2,700 m above the sea, water-skiing in the lakes and angling for prized rainbow trout, or simply drifting down the willow fringed alleys of lakes in shikaras and living in gorgeous houseboats are some of the most favoured ones. On the other hand Jammu the land of Duggar has also faced ignorance in past many years with respect to Tourism (Foreign /Domestic) inspite of having a very strong Tourism Dividend. It is said about Jammu that the past still has a living presence and that can be felt by the cultural and geographical Heritage of Jammu. Built over a span of 150 years, There are many royal buildings in Jammu which served as a massive palace for rulers of the Dogra dynasty. It was infact the main seat of the kingdom until 1925, after which Raja Hari Singh moved the royal seat to Hari Niwas Palace in Northern Jammu. Prone to earthquakes and fires, parts of this building, like the Gol Ghar, lie now in ruins, adding to the palace’s

Fig. 1.3: Missing Links of J&K Tourism



Source: Self Conceptualized Research Model (2016)

old world charm. The Pink Hall inside the palace has now been converted to a museum that holds several miniature paintings and emperor Shah Jahan's golden bow and arrow, among other interesting things. In fact the architecture of the palaces in Jammu is borrowed from European Baroque, Mughal and Rajasthani styles, bringing forth a unique blend of different heritage and cultures, that adds a distinct character to both the palace and Jammu.

In spite of extremely high Tourism Dividend in J&K, We have reached to the highest acceptance rate in terms of inflow of Foreign Tourists in J&K State. On consolidation of tourist arrival in individual regions, it is being projected that by the end of 2010 the tourists arrival in Jammu & Kashmir would be around 1,10,73,650 , considering the fact that normalcy will occur in the next 2-3 years which will rise to 2,27,08,506 by the end of 2020.

Projection of Tourists in J&K till 2020

Years	Projection of tourists in J&K (In Millions)
2015	15829895
2016	17009148
2017	18278954
2018	19646661
2019	21120269
2020	22708506

Source: - VIII Chapter Projected Tourism Potential, 20 Year Perspective Plan for Sustainable Development of Tourism in the State of Jammu And Kashmir, Ministry of Tourism ,Government of India

Thus there is an aggressive need of Remodelling the J&K Tourism Development Model.
Remodeling J&K Tourism with Preposition

Focus services	Brand Name	Slogans
Pilgrimage	Amarnath Cave ,Vaishno devi, Hazratbal Shrine, Hari Parbat Pilgrim	Peace for all and Home for All ,Life is Here come and live it to the fullest
Leisure	Bahu Fort, Bagh-e-Bahu,Hari Singh palace Hotel, Patnitop ,Kud, Sanasar	Weekend becomes the Strong End Meet and Greet
Adventure	Waterfall Tourism ,Monkey Tourism Love Nature	The deeper you go the wilder it gets
Food and Handicraft Tourism	Rajhma and Basmati Rice Tourism , Pashmina Tourism. Wazwaan Tourism	Heaven is here ,Come and feel it

Historical and Archaeological	Old Forts of Mubarak Mandi, Hari Singh Palace	Explore the finest peace of Indian Architecture and Culture.
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Seven 'S' are identified to provide the requisite thrust to tourism development in our country. These are - Swagat(Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachana (Infrastructure Development) and Safai (Cleanliness). and the same applies to every sustainable economical tourism Model so as to J&K state as well.

Strategic Recommendations

In the category of Industrialization, Gujarat has surpassed all the Indian states by Economic and Industrial Development in the last one decade. Topographical and climatic condition includes tropical humidity, arid zone and agricultural stretch in the state of Gujarat .Masses employment heavily depends on agricultural engagement and rural settlements. In the Category of Pilgrimage and Leisure J&K has surpassed all the Indian states .In both the states J&K and Gujarat, Tourism promotion of the states came to government priority in the last five to 10 Years. As has been recognized by the industry experts, Rural and Economy Tourism can generate largest employment and enhance the Per-capita income. Ideal Examples set by Goa, Kerala & Rajasthan for Gujarat and J&K to follow. Rajasthan has geographical and demographical similarity with Gujarat. J&K has uniqueness in terms of its Demographic Dividend and regional diversity mixing Jammu, Kashmir and Leh as one land. Tourism Development in Rajasthan has dynamic business applications to cater to all segments of customers covering the market seasons. Economic services, mass engagement in tourism and seasonal pricing has proved the finest pricing strategy and matching to the consumer behavior and psychology .Tourism has reached to all the villages in the state .Gujarat due to its economic order has catered to city and business tourism growth and sidelined the mainstream leisure, adventure, nature ,monument and religious tourism. Improvisation and mass awareness of tourism economy benefits of the economy and budget segment will generate wide spread wide spread economic growth to the rural and arid areas. Improvisation of service links and service providers will attract larger domestic and international tourist footfalls. As organized sector service provisions are less attractive in the context of return on investment and profit generation ,rural tourism and economic tourism village cooperatives and self-help groups initiation will fill the gap with immediate effects .Gujarat has strong village cooperative culture and adequate business acumen for new business creation which has been full proved through its drive and fulfillment of "White Revolution "in the country. A strategic awareness drive and supporting good governance will involve the masses in the tourism economy& K being the strongest in its global visibility can easily overcome the missing links with its intellectual

Tourism Dividend and local community support and bring it back to the top contributor in India's GDP with respect to Foreign and national Tourist footfalls. Another wise step would be Nomination of a very strong Brand ambassador for projecting and highlighting the Heritage of J&K state realistically emphasizing on the strengths and opportunities of other industries to come and explore J&K state and start their operations and activities.

Conclusion & Recommendations

Tourism corporation of J&K state and Gujarat State also has to play the role as a critical catalyst for the overall growth and development of both the states as Tourism states and destinations .In service industry the most important and effective element is Human resource i.e. PEOPLE. Tourists satisfaction at large level is mainly dependent on services provided by Tourism Industry, Gujarat and J&K Government has to facilitate and support creations of training facilities and centers by offering specialized courses in tourism management and sustainability. Lack of safety and Security measures has effected badly the J&K Tourism specifically .Lack of implementation strategy has actually affected Tourism of Gujarat badly. Coordinated efforts by all Departments, Government bodies and local community can only make the implementation strategy a Grand success which is not being visible in Gujarat state specifically for Tourism Sector .Long Term sustainability of Gujarat tourism lies on enhancing quality of Services provided to tourists and by creating sufficient quality Human Resource in the field of Tourism within the state .Another Important objective to be achieved by Gujarat and J&K Tourism corporation is to enact proper legislation to sustain the Tourism industry and to regulate effectively all tourism activities which are till now the weakest links in the success of Gujarat and J&K Tourism. Gujarat and J&K Tourism ought to take many wise steps which should be action oriented including intervention and tie up with professional advertising agencies ,Strategic management consultancy companies and appointment of market research firm to carry out annual and periodic surveys to access the Brand performance and to assess the overall impact of internal and external factors effecting tourism industry in Gujarat and J&K State. Last but not the least most important recommendation specifically for J&K state is with respect to Tourism economical and global development .It is need of the hour to promote all three separately ie, Jammu Tourism, Kashmir Tourism and Leh Tourism for uplifting the status of local communities and to increase the visibility of the Demographic dividend in terms of heritage, culture and most importantly the natural resources.



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Exploring Potential Student's Reasons for Opting Hotel Management Course and Their Expectations in Terms of Job Level, Promotion and Salary Structure

Dr. Hardaman Singh Bhinder

INTRODUCTION

The Indian tourism and hotel industry has emerged as one of the key drivers of economic growth among the services sectors in India. To accelerate tourism development more and more, star hotels are adding up in our country and all over the globe and as much, there will be a requirement for hotel management graduates to take on positions to serve customers. In an honest endeavour to maintain pace with growing employment opportunities and demand for qualified and well-trained employees, there has recently been an increase in the number of education institutions offering hotel management programmes. In that light, the hotel management course plays a very important role, especially in developing the personality of a student which is vital for positive customer interactions. Hotel management education in India, at the undergraduate level, has mainly emerged due to the market forces. In fact, many of these schools now offer catering and service management courses to prepare high school students for an earlier career in the hotel industry. Academic institute's holds better reputation due to success

of their passed out graduates in the employment market. Hence attracts higher calibre prospective students. So it is the responsibility of the academic institutions to produce competent employees to meet the expectation of the hotel industry.

LITERATURE REVIEW

Selection of right course after passing higher secondary education is considered to be a most challenging task in everyone's life. Students do get attracted to professional courses due to wider job prospects available in future than traditional courses. Several researchers pointed out that students found to be enthusiastic at the time of seeking admission in hotel management course but later on found to be negative about hotel industry. Reasons could be lack of awareness about the industry insights, attracted due to glamorous image of the industry etc or get motivated because of cookery competitions are emerging in the media/T.V shows. Significant number of hospitality graduates changed their job to another industry a year after graduating. Reasons due to the poor pay for the hours of work, little recognition for efforts made, or lack of opportunity to progress, long hours and stress at work, as well as not receiving acknowledgement of qualifications gained. **Ineson (1996)** suggested prior industry knowledge should be considered an important criterion in the selection of students for vocational degrees and if such assessment is undertaken, it may lead to the likelihood of successful completion of the programme. **Zahari, M.Salehuddin., et al. (2005)** in their study concluded that despite of greater encouragement, students are clearly becoming less positive about career in the hospitality industry during three year of their study periods and findings revealed that the overall changes are in tune with idea of increasing industry knowledge, familiarisation with the programme leading to reduce students' attitudes, perception and expectation towards their chosen career. **Scott Richardson and Gareth Butler (2011)** emphasised that **Students** still do not see the industry as an appealing career path because many of the factors they find important in a career are missing. These findings highlight the need for the industry to adopt tactics and strategies aimed at ensuring that potential employees, i.e. tourism and hospitality students, are not leaving the industry or even failing to enter the industry on graduation.

Rao, Shreelatha. & Patwardhan, Vidya. (2013) assessed the factors moderating student's selection of hospitality program in India. Result revealed that students found this course is practical oriented than theory oriented and growth in this industry is encouraging. **Andrew Kevin Jenkins, (2001)** in his study highlighted that students have a distinct inclination for certain hotel departments, hotel chains and sectors of the industry. Most of them expected to be a general manager / corporate manager within ten years after completing their course. As the degree progresses, the students' perception of the industry deteriorates. **Lam and Xiao (2000)** emphasised that young and newly recruited employees in the hospitality industry had a high intentions to leave the job when they found that

salary structure was not as competitive as others. **Hobson (1995)** reported that due to industry growth many students especially in the Asian countries of China, Indonesia, Thailand, Singapore and Malaysia have started to choose hospitality programmes without knowing much about the industry. It has been argued by **Barron and Maxwell (1993)** that many new entrants to hospitality institutions may well have an illusory image of the industry as glamorous and probably hold unrealistic perceptions. **Hing and Lomo (1997)** in their study pointed out that many students who enrolled in hospitality courses were have a vague idea of their goal. Students were hoping that during their course study that they will gain a better understanding of management issues, future aspirations and career related opportunities.

RESEARCH METHODOLOGY

The research instrument used in the study was structured questionnaire. Through literature review and interviews with experts in the field of hospitality education certain reasons for opting hotel management course were identified and framed into statements. Apart from exploring reasons for opting course, other factors such as employment level, next promotional time period and expected salary range were also aimed to examine from the perspective of prospect students. The sample population of the study includes higher secondary passed students looking to get enrolled in professional courses. A total of 150 questionnaires were distributed to the students who reported to attend undergraduate course counselling on merit basis as per their course preference schedule at the university premises. Out of total returned questionnaire, it was found that only 126 questionnaires were found complete and usable. Students were randomly selected from the counselling list. Present research paper basically aims at a bird's eye view about what was the major and minor reason of prospect students to get enrolled for hotel management course and what conclusions can be drawn from that. Demographic variables of respondents include their gender, stream, 12 marks%, parental education level, area and state. Further research is needed to be performed on measuring reasons on a Likert scale of larger sample size. Demographic variables of respondents include their gender (Male & Female), family background (Business, Govt Job, Private Job & Agriculture) and hotel star wherein they had completed their I.T (3, 4 and 5 star hotel). The data is analysed using percentage analysis, chi square test.

Research Objectives

1. To explore prospect students reasons for opting hotel management course at undergraduate level on various demographic variables such as gender stream, 12 marks%, parental education level, area and state.
2. To find at what level of employment prospect student look ahead to

hold after five years after completing their course.

3. To examine prospect student's view on how long that they think it will take to get a promotion to next level from first Hotel Job.
4. To find expected salary range of students from initial job offer in the hotel industry.

Demographic Profile of the Respondents

Table 1 shows demographic Variables		Frequency	Percentage
Gender	<i>Male</i>	97	77.0%
	<i>Female</i>	29	23.0%
Stream	<i>Arts</i>	81	64.3%
	<i>Commerce</i>	23	18.3%
	<i>Medical</i>	5	4.0%
	<i>Non-Medical</i>	16	12.7%
	<i>Diploma</i>	1	.8%
12 Marks %	<i>45-50</i>	1	.8%
	<i>51-55</i>	16	12.7%
	<i>56-60</i>	14	11.1%
	<i>61-65</i>	23	18.3%
	<i>66-70</i>	20	15.9%
	<i>71-75</i>	24	19.0%
	<i>76--80</i>	12	9.5%
	<i>81-85</i>	11	8.7%
	<i>86-90</i>	4	3.2%
<i>91-95</i>	1	.8%	
Family Background	<i>Govt Employee</i>	22	17.5%
	<i>Agriculture</i>	63	50.0%
	<i>Private job</i>	22	17.5%
	<i>Business</i>	19	15.1%
Parents Educational Level	<i>12th</i>	73	57.9%
	<i>Graduate</i>	27	21.4%
	<i>Masters</i>	9	7.1%
	<i>Ph.D</i>	1	.8%
	<i>10th</i>	14	11.1%
	<i>Uneducated</i>	2	1.6%

State	<i>Punjab</i>	116	92.1%
	<i>Haryana</i>	8	6.3%
	<i>H.P.</i>	1	.8%
	<i>Others</i>	1	.8%
Area	<i>Village</i>	56	44.4%
	<i>Town</i>	17	13.5%
	<i>City</i>	53	42.1%

Gender: Out of total respondents, Majority of them were boys and 23 % of them were girls. **Stream:** Majority of them have completed their higher secondary schooling in Arts stream, followed by commerce (18%). It was found that less number of students were belonging to medical stream. **Marks Wise:** It was found that most of them fall in 71-75 % range, followed by 61-65%. Less number of students were having higher percentage in their higher secondary level. **Family Background:** Majority of them were belonging to agricultural background and then followed by equal number of them belongs to Govt. Employee and Private Jobs. **Parental Educational level:** Majority of the respondent's parents have education till 12 standards only and then followed by graduates. Less number of respondents has their parental educational level till master's. **State:** Majority of the respondents belong to Punjab. **Area:** In terms of their residence, majority of them belongs to village, and then followed by city. Less number of respondents belongs to town.

Major reasons marked by potential students for opting Hotel Management course programme.

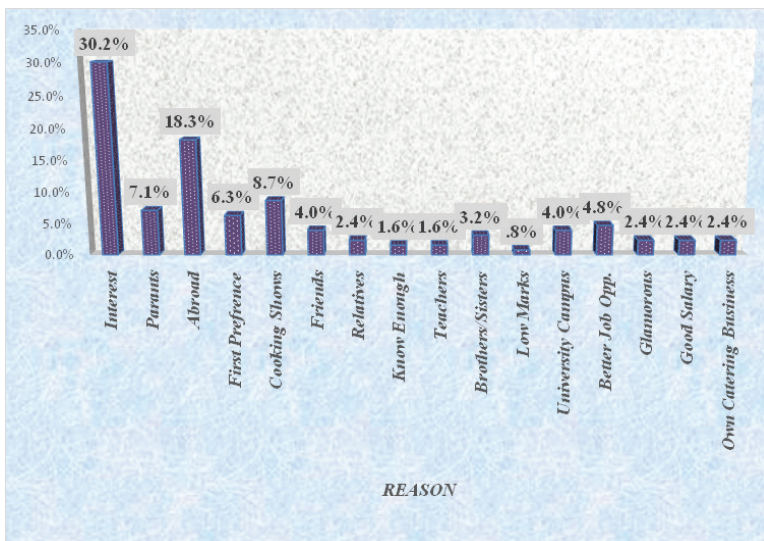


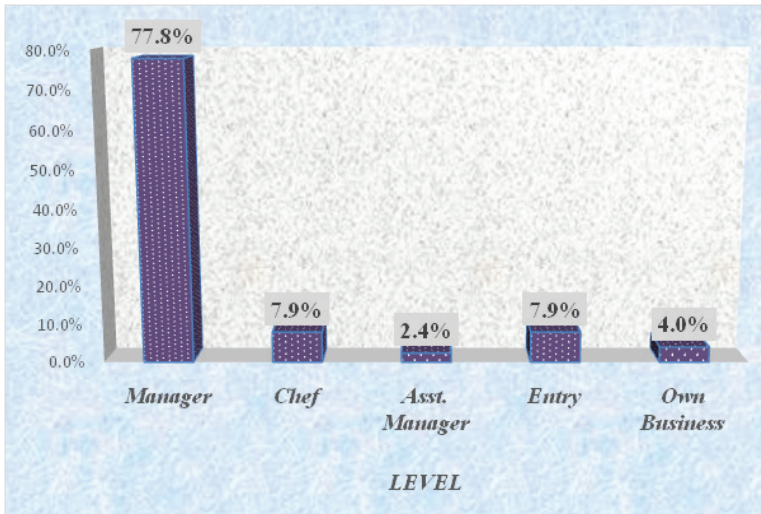
Table 2 shows respondent responses on Reasons	Percentage	Boys f	Girls f
➤ <i>I am selecting this course due to my interest.</i>	30.2%	28	10
➤ <i>My parents encouraged me to study Hotel Management course.</i>	7.1%	8	1
➤ <i>I am selecting this course because I want to go abroad in future and this course will help me for that.</i>	18.3%	19	4
➤ <i>I will prefer this course in case if I didn't get admission in my first preference course study.</i>	6.3%	3	5
➤ <i>I am attracted to hotel Management course due to cooking shows on television.</i>	8.7%	9	2
➤ <i>My close friends are doing and encouraged me to study Hotel Management.</i>	4.0%	3	2
➤ <i>I am choosing this course because my Relatives are working in Hotel Industry and suggested me to do this course.</i>	2.4%	3	0
➤ <i>I strongly believes that I know enough about the Hotel industry before selecting this course.</i>	1.6%	2	0
➤ <i>My school teachers and counsellors encouraged me to study Hotel Management course.</i>	1.6%	1	1
➤ <i>My brothers/sisters encouraged me to study Hotel Management course.</i>	3.2%	4	0
➤ <i>My 12th class marks/result is low and I only qualified for a Hotel Management course.</i>	.8%	1	0
➤ <i>I would like to study in the University campus; this course will help me to get admission in the University.</i>	4.0%	4	1
➤ <i>Hotel Management course provides better job opportunities/scope other than traditional courses.</i>	4.8%	5	1
➤ <i>I am attracted to hotel Management course through the glamorous image of hotel industry portrayed in the Media.</i>	2.4%	3	0

➤ <i>I think there are good salary packages in Hotel Industry, that's why I am attracted to take admission.</i>	2.4%	1	2
➤ <i>We have our Own Catering Business.</i>	2.4%	3	0

Major reasons: Out of several identified reasons, it was found that three reasons were marked by potential reasons for opting hotel management course. Majority of respondents marked reason for opting hotel management course due to their interest in this profession. It was also observed that some of students were opting hotel management because their future intention is to go abroad and this course will help them. Some of them were also motivated to pursue due to watching cookery shows or competitions in television. Now a days because of the TV shows and programmes like master chef and travel & leisure also has contributed to the gaining popularity of this course. **Minor reasons: It was observed that some of the most common reasons for opting hotel management course were marked least by respondents such as: *I know enough about the Hotel industry before selecting this course, My 12th class marks/result is low and I only qualified for a Hotel Management course, I am attracted to hotel Management course through the glamorous image of hotel industry portrayed in the Media.*** Chi square test reveals that there is no significant different exist among respondents demographic variables (except Area) on reasons marked for opting hotel management course. Significant difference exist among students area to which they belong. Students who belong to village area have their future intention is to go abroad and this course will held them. Whereas students belong to city preferred hotel management course due to their interest in this profession.

x Test	Gender	Stream	12 Marks %	Family Background	Parents Edu. Level	State	Area
Chi-square	18.356	62.630	116.913	42.767	58.667	15.392	44.014
df	15	60	135	45	75	45	30
Sig.	.244	.383	.867	.567	.918	1.000	.048

Employment Level	Percentage	Frequency	Boys f	Girls f
Manager	77.8%	98	74	24
Chef	7.9%	10	7	3
Asst. Manager	2.4%	3	2	1
Entry	7.9%	10	9	1
Own Business	4.0%	5	5	0

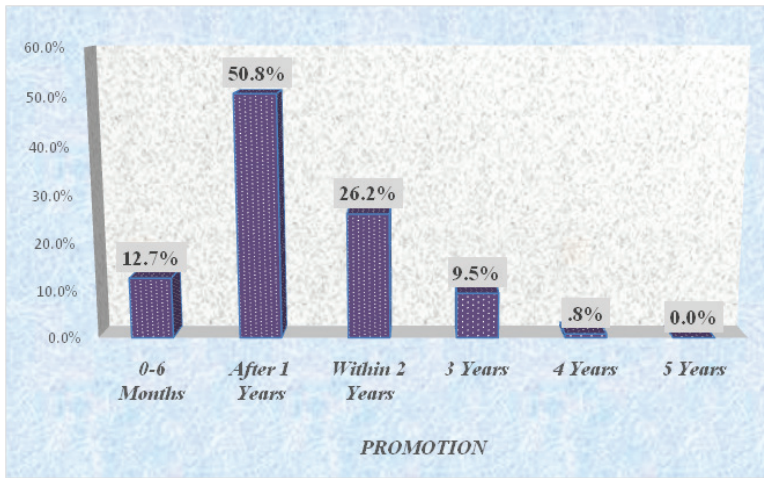


What level of employment do you look ahead to hold after five years after completing your course.

Majority of respondents believe that they will be at managerial positions within time frame of five years after completing their course. Results coincides with **Casado (1992) and Sciarini (1997)** found that on graduation most graduates believed they were qualified enough to work as an assistant manager and were looking for a position that was of a managerial level rather than an hourly operational position. Less percentage of respondents were reported that they will become entrepreneurs and own their business ventures. Chi square test applied and it reveals that there is no significant difference exists among respondent gender, stream, parent educational level and area. However significant difference exists among respondents marks %, family background and state. Students who have secured higher marks percentage believe that they will be at managerial positions after five years of course completion then students with less marks percentage. Similarly students who belong to agricultural background have vision of holding managerial positions after five year of course completion.

	<i>Gender</i>	<i>Stream</i>	<i>Marks %</i>	<i>Family Background</i>	<i>Edu Level Parents</i>	<i>State</i>	<i>Area</i>
<i>Chi-square</i>	3.027	7.781	56.183	28.117	12.138	43.054	6.941
<i>df</i>	4	16	36	12	20	12	8
<i>Sig.</i>	.553	.955	.017	.005	.911	.000	.543

How long, do you think it will take to get a promotion to next level from your first Hotel Job?



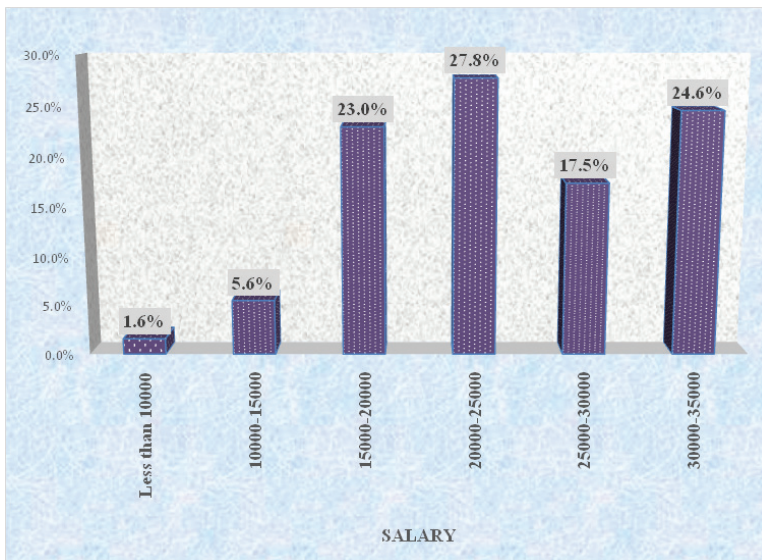
Next promotion (Time Frame)	Percentage	Frequency	Boys f	Girls f
0-6 Months	12.7%	16	13	3
After 1 Years	50.8%	64	54	10
Within 2 Years	26.2%	33	20	13
3 Years	9.5%	12	10	2
4 Years	.8%	1	0	1
5 Years	0.0%	0	0	0

It was observed that majority of respondents think that after one year they will get a promotion to next level from their initial job position. It was found that there is significant difference exist among respondents gender .Majority of boys have believe that after one year they will get next promotional level ,whereas girls believe that within 2 years time frame ,they will get next promotional level.

Next promotion (Time Frame)		
Gender	<i>Chi-square</i>	10.751
	<i>df</i>	4
	<i>Sig.</i>	.030
Stream	<i>Chi-square</i>	8.094
	<i>df</i>	16
	<i>Sig.</i>	.946

Marks %	<i>Chi-square</i>	29.798
	<i>df</i>	36
	<i>Sig.</i>	.757
Family Background	<i>Chi-square</i>	10.251
	<i>df</i>	12
	<i>Sig.</i>	.594
Edu Level Parents	<i>Chi-square</i>	23.030
	<i>df</i>	20
	<i>Sig.</i>	.287
State	<i>Chi-square</i>	5.161
	<i>df</i>	12
	<i>Sig.</i>	.952
Area	<i>Chi-square</i>	14.242
	<i>df</i>	8
	<i>Sig.</i>	.076

What is your expected salary range from your first job in the hotel industry?



Salary Range	Percentage	Frequency
<i>Less than 10000</i>	1.6%	2
<i>11000-15000</i>	5.6%	7

16000-20000	23.0%	29
21000-25000	27.8%	35
26000-30000	17.5%	22
31000-35000	24.6%	31

Majority of the students have expected salary range within 21,000-25,000 from their first hotel job .Some of the students also has expectation in the range of 31,000-35,000. It was found that there is no significant difference exist among respondents demographic variables on salary expectation level from their initial job position in the hotel industry.

SALARY		
Gender	<i>Chi-square</i>	4.390
	<i>df</i>	5
	<i>Sig.</i>	.495
Stream	<i>Chi-square</i>	13.055
	<i>df</i>	20
	<i>Sig.</i>	.875
Marks %	<i>Chi-square</i>	42.721
	<i>df</i>	45
	<i>Sig.</i>	.569
Family Background	<i>Chi-square</i>	8.185
	<i>df</i>	15
	<i>Sig.</i>	.916
Edu Level Parents	<i>Chi-square</i>	27.478
	<i>df</i>	25
	<i>Sig.</i>	.332
State	<i>Chi-square</i>	8.689
	<i>df</i>	15
	<i>Sig.</i>	.893
Area	<i>Chi-square</i>	6.350
	<i>df</i>	10
	<i>Sig.</i>	.785

Findings

Reasons: Present paper reveals that nowadays students were not attracted due to glamorous image of the industry as earlier many researchers highlighted

that students reasons for opting hotel industry. Similarly researchers also pointed out those students who secured less percentage in their 12 standard usually enrol for hotel management course. In the present study it was observed that most of the students do not enough about the hotel industry before selecting course. **Hobson (1995)** reported that due to industry growth many students especially in the Asian countries of China, Indonesia, Thailand, Singapore and Malaysia have started to choose hospitality programmes without knowing much about the industry. **Ineson (1996)** suggested prior industry knowledge should be considered an important criterion in the selection of students for vocational degrees and if such assessment is undertaken, it may lead to the likelihood of successful completion of the programme. Present paper reveals that majority of the students have intention to go abroad in future and this course will help them. This can also be interpreted that mostly students prefer to work abroad rather than pursuing career in their home country. **Level of employment:** It was found that students who secured higher percentage in their higher secondary examinations have broader vision and expectation to hold managerial position within time frame of five years after completion of their course then students with less marks percentage. Students who belong to agricultural background believe same that they will get managerial positions within five years after completing their course. However if we look at the hierarchy levels of the core departments of the hotels, it is rare to hold managerial position of a particular department within a time span of five years. **Promotion to next level:** Students have believe that they will get promotion to next level from initial job with in time period of two years. This can be also a major reason to retain young educated workforce in the hotel industry due to their high career expectations. **Pavesic and Byrmer (1990)** in their study report that a significant number of hospitality graduates changed their job to another industry a year after graduating. Among the reasons given were: the poor pay for the hours of work, little recognition for efforts made, or lack of opportunity to progress, long hours and stress at work, as well as not receiving acknowledgement of qualifications gained. **Expected salary range:** Majority of the students have expected salary range within 21,000-25,000 from their first hotel job. If we look at the prevailing job offers given to final year students mostly falls in the range of 10,000-20,000.

CONCLUSION

Due to popularity of cookery shows and competitions on TV such as master chef attracted many prospect students to get enrol in hotel management course. They think it only involves cooking and are not much aware about other core subjects taught in the course. In some cases ultimate objective is to go abroad and that's why they are selecting this course. Less number of students was found having enough knowledge about the course structure and hotel industry. It is crucial that students must know about the hotel industry prior taking admission and this will lead to maximum transition rate of students from academic to industry. Students

should have achievable career aspiration level for a particular time frame and should work hard to achieve them. Industry should also revise their starting job offers as per the expectation levels of the young educated work force. Similarly students should not be money minded in the initial phases of their career and not get attracted to other sectors due to higher starting salary figures.

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Role of Cuisine and Restaurants in Destination Promotion: Opportunities for Kolkata

Amitabh Dey

ABSTRACT



Purpose: The main objective of this paper is to explore the concepts of culinary tourism as a destination image builder and the initiatives for the development of culinary tourism around the world, with an aim to study India's position, scope and opportunities with special reference to the city of Kolkata in West Bengal.

Design/Methodology/Approach: The paper critically evaluated the concept of development of a tourism destination through culinary development and studied the scope of food and restaurants to promote a destination. The reviews of the secondary sources were used to generate the concept and to summarize the findings.

Findings: The review of literature based paper provides an insight into the development of a destination through cuisine and culture. The comparison of world tourism scenario highlights India's position as a growing tourism destination and finds India in top ten tourism destinations in the world. Moreover the study identifies India's potential as a culinary tourism destination and highlighted how the unexplored city of Kolkata can exploit the opportunities and utilize its resources of food and restaurants to become a culinary destination.

Research Limitations/Implications: The research helped in understanding the present day situation of culinary tourism development around the world. However, non availability of much research work done in Indian context, especially in and around Kolkata was one of major limitation for this work. Never the less,

the findings will have great implications to academicians, restaurant owners, practicing managers, and researchers.

Key Words: Cuisine, Destination, Restaurants, Culinary Tourism Initiative, Incredible India

1.0 INTRODUCTION

Tourism is one of the fastest developing industrial sectors in the world. It not only plays an important role in the tourism economy but also enhances the development of connected economies.(Osman, et al., 2013)(Al-Ababneh, 2013). The tourism industry has left behind the other sectors of the global economy in 2012 and has grown faster than the industries viz. manufacturing, retail, financial services and communications. The global contribution in the GDP of the tourism industry has gone up by 3% and the number of jobs on offer has increased by 5 million to 260 million. Out of the total jobs created by all industries taken together in 2012, the tourism industry itself created more than 10% of the jobs and one in eleven of all jobs in the world are created as well as supported by the travel and tourism industry. From the documented figures from the website of World Travel and Tourism Council (WTTC) in March 2013 it is evident that in 2012 the contribution of tourism in the world GDP was US \$ 6.6 trillion which was 9% of total GDP.(Al-Ababneh, 2013) Therefore the growth of tourism industry is projected to be voluminous.

Tourism being a global phenomenon, there exist a fierce competition between tourism destinations across the world in order to retain the existing number of tourists, to attract new visitors and to ensure continuous growth of tourism revenue. To have a competitive edge it is important to understand those factors that attract tourists to a destination. By virtue of their physiological need every tourist while visiting a destination is in need of food and beverages. This is applicable for all tourist destinations of the world and for all travel situations. Among many motivators of travel, one of the primary factors that tourists consider while selecting a destination is food.(Ardabili, et al., 2011) The exploration or investigation of food, eating habits of people and culinary conditions has been considered since past few decades a field of study under subfields of Sociology and Anthropology. (MacClancy, 1992)(Hjalager, et al., 2002)(Reynolds, 1993) Although, food and food related factors are integral part for travel and destination selection, very few research have been conducted on food as a factor for attracting tourists to a destination. (Hjalager, et al., 2002)(Reynolds, 1993)(Ardabili, et al., 2011).

The various literatures, while talking about food and tourism have considered food as a potential attraction for a destination.(Ardabili, et al., 2011). In India one of the major attractions for the tourists to Lucknow is the Awadhi Cuisine, the kebabs from Tunde Kebab and the visitors to Hyderabad prefer to relish the taste

of Biryani. Kolkata, the city of Joy is known all over the globe for its Mishti Doi; Rasagolla; the Ilish Mach (Hilsa) preparations and the Chinese food customized to Indian taste of Tangra. Orissa, Goa if they attract for seafood, the state of Gujarat presents Dhokla, Phapra, and Jalebi. If Rajasthan presents Dal Bati Churma, Laal Maas, and Safed Maas as attractions, Tamilnadu and other southern states present to the tourists Dhosa, Idly, Sambhar, Chettinad cuisine as well as the filter coffee. The visit to the heaven on the earth “Kashmir” in the state of Jammu and Kashmir is incomplete if one does not taste the 36 course (wedding) banquet “Wazawan” or the traditionally popular dishes like Goshtaba, Rogan josh, Qabargaah or Tabakhmaaz, Yakhni and Matschgand- the lamb meat balls in a gravy tempered with red chillies. Thus it can be seen that every region has popular food items as tourism products which the visitors look forward to or may look forward to if they are made aware when they visit a destination.

Research has shown that although the tourists don't choose their destination only for the food, but food definitely remains a point of satisfaction and discussion at the termination of their tour.(Ardabili, et al., 2011) This specifies that a tourist selects a destination based on various factors other than food, but at the end of the tour food definitely comes out as a factor for satisfaction and accordingly food could find a place in initial considerations as motivators for destination selection subsequently. (Sparks, et al., 2002) Thus it becomes evident that the promotion of the cuisine of an area and the restaurants of that place acts as destination attraction.(Sparks, 2000)

Further to the above, the restaurant operators try to sustain their competitiveness in the market by being focused upon the customer satisfaction through service delivery.(Hwang, et al., 2010) Customer satisfaction is one of the important factors of services management and therefore important to restaurant operators as well as the academicians. As today the globalization and liberalization are affecting economies of the countries across the world, the companies are shifting focus from profit maximization to profit sustainability and maximization through customer satisfaction.(Seth, et al., 2004)

1.1 Purpose of the Study: The Present study thus stems from the above background and aims to explore the opportunities for Kolkata to be promoted as a tourist destination with the help of its restaurants, the cuisines they offer and the quality of service that they provide for customer satisfaction. The quality of food and service assumes importance as in an industry dominated by intangible experiences, it is difficult to measure and guarantee quality in services, but for restaurants due to predetermined and well defined standards it is indeed possible to define quality.

This paper attempts to study various literatures on food tourism and service quality in restaurants to explore and establish the opportunities for the restaurants of Kolkata as destination image builders.




2.0 FOOD AND TOURISM

The development of tourism today is a concept which is self contradictory but true. Along with it, the development of tourism also generates processes of globalization and enhanced appreciation of local resources. Tourism destinations with the responsibility to maintain intense competitiveness and busy to retain their market share, do so in an dynamic and sophisticated environment as the tourists seek newer experiences based on local identity and culture. Accordingly in recent years gastronomy has become an indispensable element that familiarizes with the culture and lifestyle of a place. This emerging role of gastronomy in the choice of destination and tourism consumption has resulted in the growth of gastronomic offerings based on high-quality local products and the consolidation of a separate market for food tourism. In the words of Taleb Rifai, Secretary General World Tourism Organization (UNWTO) *“For many of the world’s billions of tourists, returning to familiar destinations to enjoy tried and tested recipes, cuisine, and gastronomy has become a central part of the tourism experience.”* (Ilín, et al., 2012) In November 2007, in an interview conducted by Mr. Arnab Goswami of Times Now in a programme named *“Frankly Speaking”*, former President of India Dr. A. P. J. Abdul Kalam said that no government can make noble citizen. Government can only design an education system, which in turn can make citizens noble. Drawing inspiration from that observation it can be aptly said that the tourism system with its sets and subsets can only make attractive destinations. If this attraction has to be through promotion of cuisine and food, the role of the restaurants assume importance in the promotion of destination and thereby tourism at large.

Among the tourism destinations of the world, there are few destinations whose brand image is connected with gastronomy. The Mediterranean diets of Spain, Greece, Italy and Morocco have found their places in UNESCO’s list of Intangible Cultural Heritage of Humanity in November 2010. (Ilín, et al., 2012) Similar to the above mentioned nations India too has a rich culinary heritage and has a great opportunity thus to promote gastronomic tourism.

Moreover, research says that when we talk about the gastronomic tourism experiences, we can define it as the judgments carried out by the tourists in regard to attractiveness of food and environment as well as the quality of service (Ilín, et al., 2012). Therefore the food quality and the service quality together create post purchase satisfaction for the customers and tourists. This satisfaction leads to loyalty and in turn paves way for repeat visit. There lies the success for a destination. Thus it can be seen that effective promotion of a destination clubbed with quality food, environment and service quality are the verticals on which the success of a gastronomic destination rests.



3.0 INDIA’S POSITION IN WORLD TOURISM IN COMPARISON TO SELECT TOURISM DESTINATIONS

The final report of Ministry of Tourism, Government of India published in 2010 based on a research conducted by AC Nielsen ORG-MARG to compare the Competitiveness of Tourism Sector in India with selected Countries of the world, had some interesting findings as given below:

- France, Turkey, USA, UK, Indonesia, Malaysia, Singapore, Thailand, Korea and China were surveyed through the responses of International Tourists coming to India and were found to rank high as value for money destinations
- For visits for tourism as a primary reason for travel France and Turkey were found to be in top positions
- Malaysia, Singapore and Thailand were on top as holiday destinations
- UK and USA were preferred for Visiting Friends and Relatives
- China, Republic of Korea and Indonesia emerged as top work destinations
- Amongst the destinations promoting food and cuisine France remained on top as well as it was found to occupy number one position in the world as far as the tourist arrival is concerned. Although France is an expensive destination, the French Food was found to be the most pleasing feature for the travelers.
- In the Asian continent India's closest competitors were Singapore and Thailand in terms of culinary tourism
- Aggressive marketing campaign for shopping followed by multi cuisine options available to people were found to be the main reasons for tourists visiting Singapore.
- Thailand's success was attributed to its low hotel prices, scenic beauty, beaches, inspiring temples, cuisine and architectural ruins of fabulous ancient kingdoms that are awe inspiring
- The report summarized India's position in tourism with these words *"India among all these countries lags behind due to its low level of cleanliness, lack of management, infrastructural blocks in less available star category hotels, roads, lack of proper dissemination of information, improvement in facilities such as visa, travel agencies, etc. Safety and security is one of the important concerns of travelers in India. The hospitality industry in India is still in a nascent stage when compared to many of the developed countries. The tourism industry is distributed in a number of small and medium enterprises that act as fly by night operators, thus creating an uncertainty in the market place.*

*What India lacks in management and infrastructural blocks, it makes up with its unique diversity, culture, friendly people and **sheer variety of cuisine**”*

In spite of the many adversities, the report highlights the importance of the variety of cuisine in India as one of the factors, which covers other lacunae offered by the Indian Tourism to attract tourists-both Foreign and Domestic. This justifies promoting Indian states and cities as culinary destinations.

Further to the above, India Tourism Statistics 2013, published by the Ministry of Tourism, Govt. of India presents encouraging facts and figures about India's prospect in the World tourism scenario. The relevant statistics is summarized in the following tables:

Table 1: Foreign Tourist Arrivals (FTAs) in India, 2005-2014

Year	FTAs from Tourism in India (in Millions)	Percentage (%) change over the previous year
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
Jan-June, 2014	3.54(P)	5.2@

(P) Provisional, @ Growth rate over Jan-June 2013

Source:(i) Bureau of Immigration, Govt. of India for 2005-2013

(ii) Ministry of Tourism, Govt. of India for Jan-June 2014

From the above table it is evident that over the years the numbers of foreign tourists visiting India have shown a steady growth and it can ensure a definite numbers of customers for promotion of culinary experience to the tourists. The number of domestic tourists can also be a huge pool for promotion of cross region culinary tourism. The domestic tourism figure presented in Table 2 below is also encouraging.

Table 2 : Number of Domestic Tourist Visits (DTV) to all States/UTs in India, 2005-2013

Year	No. of Domestic Tourist Visits to States/UTs (in millions)	Percentage (%) change over the previous year
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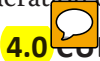
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012 \$	1045.05	20.9
2013(P)	1145.28	9.6

(P) Provisional, \$ DTV figure of 2012 has been revised

Source: (i) State/ Union Territory Tourism Departments

(ii) Incredible India Final report 2014

From the above statistics in the tables 1 and 2 it is evident that there is no dearth of tourists visiting different parts of India and they can be good prospects for promoting Food Tourism. In this regard the ministry of tourism and the Federation of Hotel & Restaurant Association of India can play an important role.



4.0 CULINARY TOURISM INITIATIVES- INDIA AND THE WORLD

As per the world economic figures of 2011 in the overall world GDP of US\$70.2 trillion, the share of services were calculated to be 67.5 per cent, an identical figure as that of 2001. Be it a coincidence or not interestingly the top 15 countries in terms of services GDP were also the same in overall GDP as in 2011. This list included the major developed countries and Brazil, Russia, India, and China. Among these 15 countries India ranked 9th in the overall GDP and 10th in Services GDP. Interestingly India is one country which has shown the highest GDP growth figure of 8.1 percentage points in top 15 countries. India's very high compound annual growth rate (CAGR) of 9.2 percentage point is due to the contribution of its services sector.(2012-13) The Hotel and restaurant sector in India thus has a high growth potential to promote culinary tourism as we have a flourishing services sector contributing to countries GDP.

When we look from the economic point of view, nearly 100% of tourists spend money on food at their destination and According to Pyo, Uysal, and McLellan (1991), among all possible areas of expenditures while traveling, tourists are least likely to make cuts in their food budget. Data shows that more than two-thirds of table-service restaurant operators have reported that tourists are important to their business. All these suggest that tourists' food consumption makes a substantial contribution to the local restaurants, dining places, the food industry, and thereby the destination's economy. (Shenoy, 2005)

In this competitive world of tourism every destination is trying to create an edge over other through aggressive tourism marketing. In this connection Local food or cuisines can be used as unique distinctive resources as tools for marketing to attract tourists. This idea is supported by the studies on wine tourism conducted by Charters & Ali-Knight, 2002; Hall & Macionis, 1998; and Telfer, 2001. They have independently established through research that visitors travel to destinations that have the image to offer quality local products. The ideal examples are Napa Valley in California, Provence in France, Niagara in Ontario, and Yarra Valley in Victoria, Australia. Canada and Australia have also started to explore the culinary tourism segment in their marketing promotion. As their tourism policy they are promoting local cuisines to their tourists. The Canadian Tourism Commission as well as Tourism Council of Tasmania has been promoting culinary tourism to the rapidly growing cultural tourism market. This has resulted in longer stays and increased visitor spending. (Shenoy, 2005)

Research has shown that there has been a profound shift in the tourism trend of gradually moving away from the 'Four S's of Tourism' viz. Sun, Sand, Sex, and Sea to being a part of an overall lifestyle that corresponds to people's daily lives and activities. (Hobson, et al., 1994)(Shenoy, 2005) The development of culinary tourism has been an outcome of a trend of people pursuing their interest in food as a part of a leisure experience such as watching cookery shows, dining out etc. (Sharples, 2003)(Shenoy, 2005) The culinary tourist is thus a special interest tourist whose interest in food is the primary reason.

An internet based search reveals that there are a number of tour operators that conduct culinary tours along with wine tours. An examination of the various websites demonstrates that the culinary tours can be of three types:

1. The cooking school holidays
2. Dining at restaurants famous for their local cuisines or their celebrity chefs
3. A visit to food producers specializing in single product (e.g. coffee plantation tours, tea plantation tours, chocolate lovers' tours, the wine tours, etc. Such renowned tours are the Californian Napa and Sonoma Valleys; Spain, Portugal, France, Oaxaca (Mexico), Morocco and Canada for wine; Olive oil tasting in Italy, cheese tasting in France, and the popular Tapas Tours in Spain. Additionally, in an event named "Taste of Chicago", almost hundred restaurants come together to display their best chefs and the food associated with the city's ethnic diversity, present a wonderful culinary tourism experience. (Shenoy, 2005)

4.1 Indian Initiatives: In World Tourism Mart an annual international

tourism event, held in London, in November 2012, the Ministry of Tourism, Govt of India, started two campaigns to promote Indian destinations abroad and within India. The international campaign was called “Find what you seek”, and the domestic campaign was named “Go Beyond”. With these campaigns India tried to take the Incredible India campaign to the next level with shifting focus from products to consumers as until now the promotion focus of India has been the destinations and products.(Berry, 2013) Taj Mahal as a tourist destination has been sold to the world till now repeatedly, but the time had come to explore new avenues for tourism promotion and thus India ventured into culinary tourism culture. Accordingly the “Incredible Tiffin” project was launched by the Cuisine India Society in Delhi, to provide a glimpse of the local Indian food for the foreigners, to familiarize them with the food available in India. (Berry, 2013)

Gradually Indian kitchens are being transformed into centers for cuisine tourism, where they offer tourists an option to learn the traditional cuisine of the region while staying with the locals. Rashmi Singh, the lady of the house at the Rohet Garh Palace conducts Rajasthani culinary workshops for her guests from France, Australia, Europe and US and gives them insight into traditional Indian cuisine .The dishes range from sula, laalmaas, gatta, halwas, and pakodas to stuffed parathas. Mumbai-based Mercury Travels on other hand has been promoting traditional cooking classes for spouses of corporate biggies. Trans India Holidays, New Delhi has been attending to substantial clients seeking culinary tours of the country.(Berry, 2013) Sameer Gupta, a culinary expert who has served food to dignitaries like George Bush, Prince Charles and Lady Diana, teaches the art of Indian cooking to international tourists visiting Jaipur. (Banerjee, 2015)

The food festivals also have been an integral part of India’s effort in promoting culinary tourism of the country to reflect the diverse cultures and traditions, expressed through its large variety of regional cuisines of the nation. The food festivals of India that are of immense value include International Mango Festival in Delhi, Sea Food Festival in West Bengal, Gujarati Food Festival, etc., which are thronged by innumerable food connoisseurs and tourists from across the country. The Delhi Tourism organized a week long annual event on culinary delights “Dilli ke Pakwaan” at Baba Kharak Singh Marg in Delhi. The attraction of this festival was “Khaao Gali”by the street food vendors associated with the National Association of Street Vendors of India (NASVI) A huge number of people from India, United States, Britain and Germany visited the street food stalls and relished special tikki, jhaalmurhi, soyabeen chaap, rumali roti with kadhai ka paneer and garlic soaked special kababs. Besides the stalls of chaat, kababs, biryani, parathas and chhole bhature, an amazing range of desserts, milkshakes, lassi, churan and pan were on platter in the festival.(Banerjee, 2015)

Another recent Indian initiative is Bangalore Restaurant Week Festival. A large number of chefs from the different restaurants as well as food lovers from

Bengaluru participate in this food festival. In the year 2010, Bengaluru witnessed the celebration of one of the grandest food festivals of the country, with the participation of about 74 restaurants. Various types of contests, quizzes and competitions were organized and were judged by the celebrity chefs.(Banerjee, 2015)

Kolkata based restaurant 6 Ballygunge Place on Jan 9, 2013 hosted 'Pithey Puli Festival' to celebrate 'Makar Sankranti' - a major harvesting festival celebrated in various parts of West Bengal. The festival showcased Bengali delicacies like 'Malai Daab Puli', 'Patishapta', 'Dhakai Roshpithe', 'Malai Moong Pithe' and 'Gokul Pithe'.

5.0 KOLKATA- THE FOOD LOVERS' PARADISE

Kolkata, formerly Calcutta, is the capital of the Indian state of West Bengal. It is located in eastern India on the east bank of the River Hooghly. The city has a population of almost 4.5 million, with an extended metropolitan population of over 14 million, making it the third-largest urban agglomeration and the fourth largest city in India. Kolkata served as the capital of India during the British Raj until 1911. Kolkata was once a centre of modern education, science, culture and politics in India; however it has witnessed economic stagnation in the years following India's independence in 1947. Never the less, since the year 2000, an economic rejuvenation has led to a spurt in the city's growth.(Unk14)

Rice and Macher Jhol (Fish Curry), with Rasagolla, and Mishti Doi (Sweet Yoghurt) for dessert are staple items of Kolkata cuisine. Bengals' vast repertoire of fish based dishes includes various Hilsa preparations. Street food such as Beguni (fried battered eggplant slices), Phuchka (deep fried crêpe with tamarind and lentil sauce), Kati Roll (flatbread roll with vegetable or chicken stuffing) and Chinese food from China Town in the eastern parts of the city have been patronized for the longest time. No one else rather than a person from Kolkata happily chooses Jhal moori and Phuchka over any delectable snack. They prefer their Ilish (Hilsa) over Caviar.(Explocity, 2012)

The confectioneries of Kolkata are well known all over India. Flury's (formerly Swiss owned) on Park Street, Nahoum's (oldest Jewish bakery) in New Market are famous. Mocambo on Park Street used to have belly dancers but is now famous for Continental fish dishes. Nearby, the chelo kebabs of Peter Cat are an all-time favourite as are the steaks at Olympia. The landmark Flury's has been revamped; diners continue to throng here for sandwiches and pastries at breakfast and tea-time. Flury's is one of Kolkata's most enduring Raj era restaurants. The ambience is very British and the service is of a very high standard. BBQ in Taj Bengal, – a poolside restaurant serves Indian and Continental barbecue specialties.

The Chowringhee-Park Street-Esplanade stretch is by far the most happening place in Kolkata and a wide variety of restaurants are located here where one can truly indulge in mouthwatering Bengali, Mughlai, Chinese, Italian and

continental spread. A visit to Tangra, Kolkata's version of Chinatown is especially recommended which is an exclusive Chinese bastion in Kolkata and lots of authentic Chinese restaurants are available here. The Chinese delicacies available at Tangra are lip smacking good.

As far as traditional Bengali dishes are concerned, Peerless Inn and Oh! Calcutta is great options. Aminia, Rahmania and Shiraz are fabled for their Mughlai spread. Mainland China, Marco Polo, Chung Wah and Golden Dragon offer delicious Chinese cuisine. Domino's at Russell Street and Pizza Hut at Camac Street are for Italian delicacies. Celebrity restaurants like Indian Cricket icon Saurav Ganguly's signature restaurant-Saurav's- The Food Pavilion is a top draw. Barista, Café Coffee Day and Flury's are irresistible as far as beverages are concerned. (Unk14)

6.0 CONCLUSION AND RECOMMENDATION

The review of the different information's regarding the culinary tourism and its scope as a destination attraction revealed that culinary tourism all over the world is being promoted as newer avenue for destination image building and promotion. It also has opened a scope for India, which has a rich culinary heritage, whether it is North, South, East or the West.

If the inbound tourism statistics discussed in the text above is any indication, tourism in India is destined for continued and steady growth. Over the last decade, the Ministry of Tourism, through the Incredible India campaign has done much to develop and market tourism market segments of culture and heritage, rural, wellness, medical, and nature. Such efforts have helped elevate the viability and stature of India as a travel destination. However it is only recently that the Ministry of Tourism identified the potential of culinary tourism as a supplementary tourism segment. The Incredible Tiffin campaign, launched in May 2012 aims to foster global awareness of the richness and diversity of India's cuisine. Similarly the efforts for food festivals by Delhi Tourism, and the popularity of "Khaoo Gali" is enough positive indication for the food as destination attraction. Similarly the Bangalore food festival of 2010 throws light on the role of the restaurants in promoting destinations. However, the efforts are isolated and concentrated in few pockets of India only. This needs to spread all across India.

Kolkata, having from the signature 'Chelo Kebab' at Peter Cat and sumptuous 'Daab Chingri' at Bhojohori Manna to Mughlai Paratha at Indian Coffee House and Arsalan's biryani followed by dessert at Flury's, presents an extraordinary culinary journey. Kolkata being a place of culinary traditions and culture has immense potential as a niche tourism destination; however, most of it is unexplored and unorganized.

As affective image formation agents the restaurants in Kolkata, could be an important source of cuisine knowledge, it would be beneficial to have promotional

programs devised by them to attract tourists to showcase Kolkata's varied regional cuisines. Food festivals held in such markets can be an effective way to exhibit cuisines to those who are unfamiliar. In an effort to diversify cuisine knowledge and thereby expand the brand awareness; festivals can also serve as a platform to showcase regional cuisines along with culture, to those that are already familiar with the cuisine. As well, it would be beneficial to identify some notable dishes from various regions of West Bengal to build a brand around. Participation in on-site cooking classes would further enrich the experiential aspect of cuisine promotion.

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Rural Tourism: An Approach for Sustainable Development of Rural Areas

Vivek Sharma

ABSTRACT

This paper focuses on discussing the impact of rural tourism in developing economy of the agricultural communities with the assistance of the sustainability planning in rural tourism. As we all know, that Tourism is making enormous contribution towards local economies through job creation, financial growth and sustainable development. Sustainable tourism development maintains a delicate balance between the human need to improve our lifestyle, with preserving natural resources and ecosystems on which future generations will depend. Being the most important industry, tourism may be an important contributor to the state GDP which provides widespread employment, yields tax revenue so on and so forth. It also covers rural property development, the community economic components and also the role of the government regime. Tourism should be undertaken with equity in mind to distribute fairly benefits and costs among tourism promoters and host peoples and areas. Good information, research and communication on the nature of tourism and its effects on the human and cultural environment should be available prior to and during development, especially for the local people, so that they can participate in and influence the direction of development and its effects as much as possible in the individual and the collective interest. The findings of the analysis counsel that rural tourism development in geographical area can contribute to improved economy among the rural communities in the region.

Keywords: Rural tourism and Sustainability.

INTRODUCTION

Tourism is one of the world's largest, fastest growing and most climate-dependent economic sectors which is regarded as one of the top five employers world-wide and is playing a significant and outstanding role in the physical, economic and social development of many destinations and communities around the world. Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. "Definitions of tourism share a range of common elements" (Dowling 2001, p24). According to the World Travel and Tourism Council (WTTC) tourism is the world's largest industry generating 12% of the global gross national product and it employs around 200 million people worldwide. The current growth rate is 4%, but it is the natural areas of tourism which are most rapidly growing segment of tourism and WTO estimates that it generates approximately 20% of all international travel expenditures (WTO, 1998b). Also, Tourist arrivals are estimated to reach 1.6 billion by 2020, and people will holiday more often, maybe two to four times per year (Pearce, 1995). Tourist arrivals are predicted to grow by an average 4.3% a year over the next two decades, while receipts from international tourism will climb by 6.7% a year (WTO, 1999). Along with this great growth, the tourism industry will also have to take on more responsibility for its wide impacts, on the economy, on the environment, on societies and on cultural sites.

As many as 75% of the world's poor live in the rural areas and more than one-third of rural areas are in arid and semiarid regions (Chaudhry and Gupta, 2010). It is in the context that rural tourism is identified as a tool for rural revitalization. An important question is whether more can be done to develop tourism within such rural areas, as a way of dispersing the benefits of tourism and increasing its poverty impact (Holland, et al., 2003). The aim of promoting tourism is to increase the net benefits to rural people, and increase their participation in managing the tourism product. If more tourism can be developed in rural areas, particularly in ways that involve high local participation in decisions and enterprises, then poverty impacts are likely to be enhanced. The nature of rural tourism products, often involving small-scale operations and culturally-based or farm-based products can be conducive to wide participation but particularly tourism can effectively contribute towards sustainable development in the rural areas.

Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development is often tied to sustainable use, referring to the notion that careful and sensitive economic development is possible without degrading or depleting natural and human resources needed by present and future generations. Sustainable tourism development fulfills economic, social, and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems. Sustainable tourism development

should be: 1) planned and managed for the protection of the natural environment for future generations; 2) planned in an integrated manner with other economic sectors; and 3) assessed on an ongoing basis to evaluate impacts and permit action to counter any negative effects. Thus with sustainable tourism development, the fundamental focus should be on achieving equity and balance.

Any successful tourism development, whether rural or not, depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanized and more developed areas. These challenges may be compounded by political and institutional obstacles, particularly in developing countries, i.e. the administrative complexity of dealing with low-populated areas, the lack of policy coordination between rural development and tourism development, and low priority provided to rural areas by central governments. Thus, ways to deal with these challenges are needed. Rural tourism takes many different forms and is pursued for different reasons. There are developmental reasons to promote tourism as a growth pole such as for regeneration following agro-industrial collapse, or diversification of a remote marginal agricultural area into adventure tourism or cultural tourism. Moreover, rural tourism preserves some depth to a world increasingly being flattened out by the forces of globalization (Tanahashi, 2010). Other reasons relate more to development of the tourism product such as diversifying a country's image, or alleviating bottlenecks in popular sites. With downturns in rural economies over the last three decades, it is perhaps understandable that governments have given a great deal of attention to the economic benefits of tourism, particularly for rural areas attempting to keep pace and adapt to the vigorous globalized economy.

REVIEW OF LITERATURE

Rural tourism has many potential benefits for including employment growth, an expanded economic base, social improvement, and revitalization of local crafts. Rural tourism has a plethora of definitions, from the very minimalist one: "any tourism activity that takes place in rural areas" to more elaborate ones such as the definition by Lane (1994). Lane suggested that rural tourism is tourism located in rural areas i.e. that are rural in scale, character and function reflecting the unique patterns of the rural environment, economy, history and location. According to Lane, any activity that is not an integral part of the rural fabric and does not employ local resources cannot be considered rural tourism. Rural tourism encompasses a broad range of activities yet it is often seen to be synonymous with the "farm tourism". It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism and ecotourism. There are numerous challenges when attempting rural tourism development: the total product package must be sufficient; significant investment may be required; there is the adaption to

a service role; the quality of products and services and the availability of skills and resources for effective marketing (Sharpley, 2000). Tourism development requires attractions, promotion, infrastructure and services and hospitality (Wilson et al. 2001, citing Gunn, 1988).

Telfer (2002) suggested growing numbers of city-dwellers are getting away from it all in the countryside. One of the advantages of rural tourism is that it is based on local; initiatives, local management, has local spin-offs, is rooted in local scenery and it taps into local culture. In theory, the emphasis on the local can help to generate regional development. According to Sharpley and Sharpley (1997), rural tourism is increasingly being used for socio-economic regeneration and diversification. While the definition of rural varies in different countries, Sharpley and Sharpley (1997: 20) further describe rural as all areas 'both land and water, that lie beyond towns and cities which, in national and regional contexts, may be described as major urban centers. Eurostat (1998) defines rural tourism as "the totality of activities of individuals who travel to rural areas (in a non massive way)" (p.28), relating it destination with the amount of tourists flow (although it does not precisely determine the limits of this flow). Accordingly rural tourism should not be viewed as a form of tourism as opposed to other segments of the tourism market, such as cultural, health or business, as these forms of tourism can also occur in rural areas. Eurostat (2002) defines rural tourism as tourism where nature and rural location are the main attractions. So, often the definition of rural tourism comes associated with eco-tourism and agri-tourism (Kastenholz, 2002; Barke, 2004). However, as we saw earlier, the definition and characterization of the countryside, goes beyond its connection to agriculture and ecology, which allows extending the range of activities (and therefore the type of tourism business) related to rural tourism. These activities may for example include activities related to sports, health (Spa), hunting and fishing and other products related to culture and tradition (e.g. gastronomy). It is important to recognize that business services in a community, such as grocery stores and other related business can also become tourism businesses when they sell to tourists. Based on this broader concept, some authors and organizations (Roberts and Hall, 2003) distinguish between tourism in rural areas - based on a purely geographical definition, corresponding to all the tourism that takes place in rural areas - and rural tourism". The latter includes culture as an integral part of the product and is characterized by a personal contact, integration in physical and human environment and form of participation in community life. Thus, Rural tourism should ideally meet the following criteria: 1) located in rural areas; 2) be functionally rural; 3) be rural on the scale (small scale), 4) be traditional in character, 5) growing slowly and organically and 6) be managed by local people.

Literature shows that the impacts of tourism in rural areas differ according to the number and type of tourists, the organization of tourism supply, its integration

in development of the community and the stage in the life cycle of the destination (Wilson et al, 2001; Kastenholtz, 2002; Briedenham and Wickens, 2004; Barke, 2004). These studies make clear that, in addition to organizational skills, coordination and control of industry at the local level will determine the impact of tourism. Page and Getz (1997) conclude by the results of several studies about the attitudes of residents towards tourism, that it tends to be much more positive the greater the perception of tangible benefits and the degree of control over tourism development. In this regard the World Tourism Organization (WTO, 1998:9) states through participation, the communities get more benefits from tourism, in the form of jobs and income, creating opportunities for tourism businesses and other advantages and by obtaining benefits from tourism, communities will give more support to this sector. A positive impact of tourism requires long-term and careful considerations regarding the ways in which tourism and environment are interrelated. Increased concern about the environmental impacts of tourism on the fragile rural areas has inspired some studies about intensive forms of tourism in these areas. This increased environmental sensitivity led to the requirement of more sustainable rural tourism development (OECD, 1994; WTO, 1998; Hall, 2000; Fons et al, 2011), that some call alternative tourism (Conway, 2010). The principles of sustainability relate to environmental, economic and socio cultural tourism development. According to the World Tourism Organization (WTO, 1998), sustainable tourism should:

- Make optimal use of environmental resources;
- Respect the socio-cultural authenticity of host communities;
- Ensure the economic viability of long-term operations, ensuring socio-economic benefits to all stakeholders (including stable employment, income generation opportunities, social services and poverty alleviation)

RURAL TOURISM

Rural tourism is defined as, ‘any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience’. Rural tourism is a recent offshoot of tourism sector that has grown up to be a potential business in its own space. Rural tourism is one of the best opportunities for rural development. Rural tourism offer is distinctive and diverse, demonstrated through the wide range of products and experiences on offer, examples include walking, adventure sports, horse-riding, fishing, boating, literary festivals, bird watching, conservation activities, business meetings and team building. The rural assets and locations where these activities take place are equally diverse and include farms, waterways, rural coastline, rural towns, market towns and villages, pubs, historic houses

and archaeological sites, gardens, lakes, woodlands, mountains and designated landscapes such as National Parks and Areas of Outstanding Natural Beauty (AONBs) and wildlife habitats.

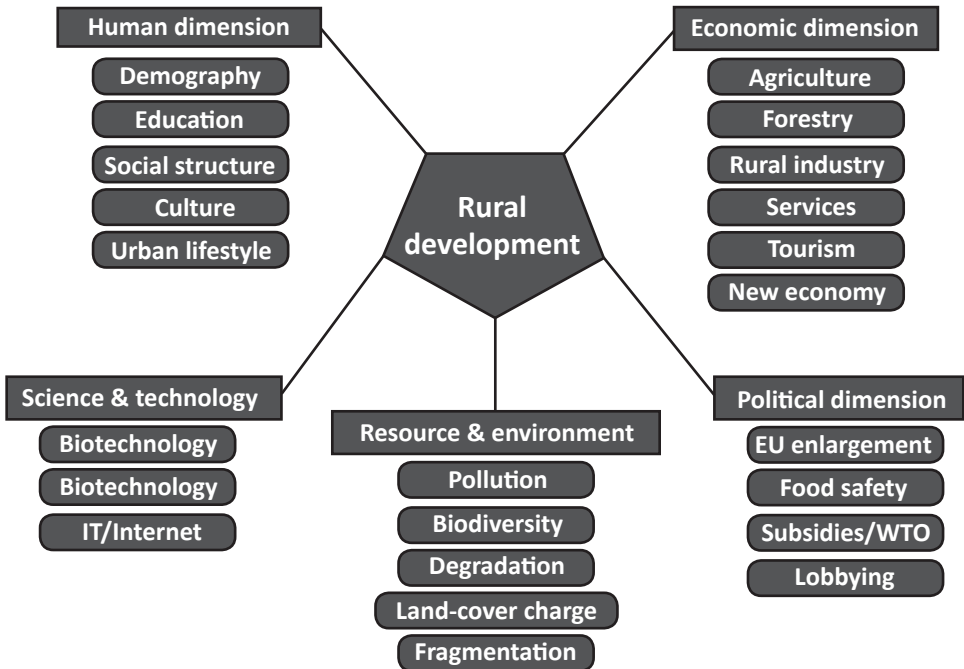
Rural tourism has the potential to build and strengthen tourism livelihoods-linked capacities of local communities by providing them sustainable livelihoods, gender equality, empowerment of women, youth and other disadvantaged sections of the community, and working towards cultural sensitivity and environmental sustainability. This can be done through developing local institutions to manage and take control, providing opportunities to build capacities, and bringing together specialists who could advise and assist in areas such as appropriate infrastructure development, use of local materials, institution building, waste management and business plans.

Rural tourism is also a powerful opportunity to impact and change the minds of tourists. This idea 'transforming the tourist' is crucial to achieving the developmental objectives aimed for. The design, implementation and promotion of the rural tourism projects should encourage potential tourists to "see" more than just the product or the wonderful view but actually be willing to experience, be impacted, and even a little changed by the experience of engaging with the rural community. Rural tourism projects need to be designed so that the community participates in the entire process from the very outset, and be made aware of the pros and cons involved – well before the rural tourism project is being initiated. Empowering the communities to think, choose and shape what kind of tourism and tourist image they wished their village, their home and their locality to be is a central aspect and it provides a rare opportunity to try and transform the nature of tourism – from its mass consumptive form to something which had the elements of interaction, learning and human contact as well. Also, the development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a "counter urbanization" syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.

Rural Development

Today, tourism is considered as one of the most important components of development and is a significant factor in local construction as it can attract foreign investments. Existing literature on rural development in the classical period shows how the new course developed in Third World countries despite the values, belief systems and systems of government, two views on the planning of rural development: Improvement and transformation perspective view of the different goals of these views are taken into consideration in planning rural development, Accordingly, several different definitions of rural development suggested that rural development, is not merely a change in circumstances, rather, a balanced social and economic development of areas with special attention to the maximum utilization of local resources and equitable distribution of benefits and wider development is to be in calculated. It is obvious that rural development involves a process of profound changes in the local community and most importantly the role of individuals.

Fig. 1: Dimensions of rural development



Source: IIASA, European Rural Development (ERD), 2002⁶⁷

Rural Tourism Sites in India

Rural tourism is gaining importance in India as it is estimated that Rs.4, 300 crore additional revenue can be generated through Rural tourism and as it can

play a vital role in bridging the gap between Rural and Urban India by balancing urbanization and counter urbanization syndromes. The Tenth Five Year Plan (2002-2007) has notified Tourism as one of the major sources for generating employment and promoting sustainable livelihoods. The Union ministry of tourism in collaboration with UNDP has launched the Endogenous Tourism Project in the year 2004, linked to the existing rural tourism scheme of the government. The UNDP has committed \$ 2.5 million for the project. UNDP will help in areas of capacity building, involvement of NGOs, local communities and artisans forge strong community-private and public sector partnerships. The government has decided to develop necessary infrastructure for facilitating rural tourism.

Table 1: List of Commissioned Rural Tourism Sites of Ministry of Tourism

Sr. No.	Name of Rural Site	District	State	USP of site
1	Pochampalli	Nalgonda	A n d h r a Pradesh	Cotton & Silk Sarees
2	Konaseema	East Godavari	A n d h r a Pradesh	Eco-tourism (Coastal Development)
3	Puttaparthi	Ananthpur	A n d h r a Pradesh	Culture (Spiritual Life)
4	Chinchinada	East Godavari	A n d h r a Pradesh	Eco-tourism (Coast development)
5	Rengo	East Siang.	A r u n a c h a l Pradesh	Culture and Bamboo Cane handicraft
6	Ligu	U p p e r Subansiri	A r u n a c h a l Pradesh	Culture
7	Ego-Nikte	West Siang	A r u n a c h a l Pradesh	Culture
8	Dehing-Patakai Kshetra	Tinsukia	Assam	Culture and Eco-tourism
9	Heritage village at tera	Kachch	Gujarat	Heritage
10	Hodka	Kachchh	Gujarat	Mirror work/ Embroidery
11	Navagaon and Malegaon	Dang	Gujarat	Culture & Eco-tourism

12	Nagar	Kullu	H i m a c h a l Pradesh	Topi and Shawl Weaving
13	Paragpur	Kangra Valley	H i m a c h a l Pradesh	Himachal Heritage
14	Baroh	Kangra	H i m a c h a l Pradesh	Gurukul Culture
15	Akingaam	Anantnag	Jammu & Kashmir	Culture (Folk Dance: Bhand Pathar)
16	Kokkare Bellur	Bellur	Karnataka	Eco-tourism
17	Attiveri Bird Sanctuary	Uttar Kannada	Karnataka	Eco-tourism
18	Bamavasi	Uttar Kannada	Karnataka	Stone machinery, Wood Carving and Musical instruments
19	Anegundi	Koppal	Karnataka	Banana Fibre Craft
20	Chaugan	Mandla	M a d h y a Pradesh	Lantana Craft
21	Prampur	Ashoknagar	M a d h y a Pradesh	Chanderi Sarees
22	Orchha	Tikamgarh	M a d h y a Pradesh	Historical and Adventure (River rafting)
23	Seodha	Datia	M a d h y a Pradesh	Wood and stone craft
24	Budhni	Sehore	M a d h y a Pradesh	Historical, Spiritual and Wood craft
25	M o r a c h i Chincholi	Pune	Maharashtra	Sufi Tradition and Culture
26	Mopunchuket	Mokokchung	Nagaland	Shawl weaving
27	Avachekha	Zunheboto	Nagaland	Tribal Culture
28	Changtongia	Mokokchung	Nagaland	Tribal culture
29	Leshumi	Phek	Nagaland	Tribal culture and Adventure

30	Thetsumi	Phek	Nagaland	Tribal culture
31	Longsa	Mokikchung	Nagaland	Tribal culture
32	Mitikhru	Phek	Nagaland	Art & Craft (Woodcraft), Handloom
33	Chugli Yimti	Tuensang	Nagaland	Historical & Tribal Culture
34	Raghurajpur	Puri	Orissa	Stone Craft and Pattachitra
35	Samode	Jaipur	Rajasthan	Lac Work, Paper painting, Gems stone painting
36	Lachen	North Sikkim	Sikkim	Rugs and Carpet
37	Tingchim	West Sikkim	Sikkim	Trekking and bird watching
38	Kazhugumalai	Thoothukudi	Tamil Nadu	Spiritual and Pottery making
39	Theerthamalai	Dharmapuri	Tamil Nadu	Historical
40	Devipattinam Navbhashnam	Ramnathpuram	Tamil Nadu	Stone Carving
41	Thirukurungudi	Tirunelveli	Tamil Nadu	Historical
42	K o m b a i (Kurangani)	Theni	Tamil Nadu	Spice
43	Kamalasagar	West Tripura	Tripura	Historical
44	Jageshwar	Almora	Uttarakhand	Spiritual
45	Mana	Chamoli	Uttarakhand	T r e k k i n g Adventure
46	Adi Kailash	Nainital	Uttarakhand	Adventure
47	Padmapuri	Nainital	Uttarakhand	Adventure
48	Nanakmatta	Udham Singh Nagar	Uttarakhand	Spiritual
49	Mukhrai	Mathura	Uttar Pradesh	Folk Dance
50	B a l l a b h p u r Danga	Birbhum	West Bengal	Folk Dance
51	Mukutmonipur	Bankura	West Bengal	Sari weaving

52	Kamarpukur	Hooghly	West Bengal	Spiritual & Craft
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Source: Ministry of Tourism Annual Report 2011-12

Rural Tourism for Rural Development

Rural tourism is REAL (Rewarding, Enriches the spirit, provides Adventure and Learning); is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement to the adoption of new working practices, and the injection of a new vitality into sometimes weakened economies. Potentially rural tourism promises some of the following benefits to rural development:

Job Retention

Rural tourism cash flows can assist job retention in services such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and, in some cases, for foresters and fisherman. Job retention is not as politically glamorous as job creation, but, by helping the viability of small communities, it is critical to the survival of marginal areas.

Job Creation

Job creation typically occurs in the hotel and catering trades, but can also take place in transport, retailing, and in information/heritage interpretation. Studies suggest that job creation varies by enterprise type. Farmhouse accommodation and bed-and-breakfast can create up to 23 jobs per

1,00,000 of tourism revenue. Job creation effects are less marked in hotels and caravan/campsites, yielding approximately six jobs per 1,00,000 of revenue.

NEW BUSINESS OPPORTUNITIES

Tourism generates new opportunities for industry. Even rural businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality. Rural tourism facilitates expansion of complementary businesses such as service stations and new businesses are created to cater to tourist needs for hospitality services, recreational activities and arts/crafts.

Opportunities for Youth

The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people. Career options are enhanced with the opportunities for training and direct involvement in running tourism businesses, especially those within small communities.

Service Retention

Visitor information services can be provided by existing outlets, such as shops, thus increasing income flows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide. Finally, tourism's importance to national economies can strengthen the political case for subsidies to help retain services.

Community Diversification

Community diversification is an important activity in many upland and climatically marginal regions. Forest regions have suffered serious socio-economic problems in recent years, partly because of the mechanization of tree felling and processing, and partly because of falling prices following reduced timber demand. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed.

Enhancement and Revitalization of Community Pride

Tourism encourages conformity to an ideal image of community which can result in growth of personal ties and community solidarity. Thus, the basis for community solidarity shifts from shared cultural background to shared image. Amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture.

Preservation of Rural Culture and Heritage

In rural tourism, the sense of place "is a fundamental element in both the tourists" and host community's feelings of what make the area attractive to visit and live in. This sense of place is maintained partly through rural museums which play a vital role in preserving heritage.

Increase Arts and Crafts Sale

Arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognizing their importance, and by purchasing craft products. Income flows from these activities are well documented. Support between the arts and tourism can be a two-way process. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

Landscape Conservation

Landscape conservation has become an increasingly important form of

heritage protection. Landscape is of crucial importance to rural tourism but, equally, visitor use is vital to the landscape conservation industry. Visitor use brings political benefits, can bring economic gains, and can provide jobs in maintaining and repairing traditional landscapes worn by recreational activities.

Environmental Improvements

Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.

SUMMARY & CONCLUSION

Rural tourism could be a strategy for sustainable development for rural areas and if a proper marketing plan is done for rural tourism, it could bring lots of benefits to the society. It could be a source of sustainable revenue generating project of rural development for our government machinery. It can help inflow of resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas. Environmental management, local involvement, sound legislation, sustainable marketing, and realistic planning are crucial for development of rural tourism. Rural tourism has emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. The contribution of tourism to rural development is important if local people participate in its development, it is also a means to protect the environment, economic and cultural-historical traditions, rural local. Rural tourism is based on three axes: space, people, products because (Florina Bran, Marin Dinu, Tamara Simon, 1997, p7)

- The area without human existence cannot support the coexistence;
- People without space or products have only a limited capacity to receive;
- Products that are not based space and people have only a short existence and can not
- Deliver sustainable development locally

Recommendations & Findings

- Integration of tourism planning and national development strategy, regional and especially local.

- Supporting local economies by supporting tourism development initiative groups and local touristic offer support to protect the environment and cultural property environment.
- Consultation of experts and the public in the development of tourism and local economy to avoid conflicts of interest between political factors, government, on the one hand and tourism entrepreneurs and people on the other side;
- Sustainable development of tourism must be maintained through training, qualification, improvement, training of locals, civic training, adequate sociological support;
- Maintaining natural diversity, local heritage and lifestyles, social and cultural development of rural areas.
- Promote traditional tourism products and Refurbishment of the Monuments.
- Improvement of village surroundings like landscaping, development of parks, fencing, and compound wall and road connectivity within the Panchayat limits.
- Providing for improvement in solid waste management and sewerage Management.
- Procurement of equipments directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the tourism zone.
- Research and monitoring of rural tourism activities and actions to protect and conserve the environment and tourism resources.
- Study suggest that concerned state/central agencies/departments and the requirements of national development and funding agencies should prepare an action plan for implementation of identified potential development schemes / projects and for development of infrastructure in conformity with the policy objectives & guidelines provided.
- There is need to assess the existing infrastructure levels at identified rural destinations/centre in terms of quality of roads/transportation facilities, civic amenities, boarding and lodging facilities etc.
- There is need to broadly assess traffic flow to identified rural destinations & centers for assessment of infrastructure requirements taking into account past growth trends, suggested linkages and integration, future expected developments including likely investments by the State and

investment climate/incentive for the private sector, etc.

- Finally, rural tourism players are aware that the main element for success of rural tourism is environment. Everyone is conscious about environment protection. Just like keeping authenticity and diversity, preserving the nature must be as original as possible. This approach is particularly needed today because of the uncertain impacts of global climate change and rapidly increasing global population growth that is leading to unprecedented demands on natural resources.

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Community Participation in Eco Tourism and Conservation at Jim Corbett National Park, Uttarakhand

Mahendra Singh Negi, Swati Mehra & Tripti Singh

ABSTRACT

Eco tourism in simple words is which concerns with the preservation of the living aspects of environment while offering the best to the tourist. It has a potential to provide a sustainable approach to tourism development in India. Community as a whole has emerged as an effective key element to promote the development of eco tourism which produces meaningful benefits for all sectors of the community while protecting the longevity of the tourist product, encouraging environmental and cultural conservation as well as preservation and conservation of biodiversity. Communities residing in and around Jim Corbett Tiger Reserve suffered a great neglect economically in the past. This study aimed at evaluating the participation of community residents in ecotourism and conservation activities at Corbett Tiger Reserve, Uttarakhand ; review benefits received by residents from Corbett Tiger Reserve. A Structured questionnaire using Likert 1.5 scale was developed to measure the issues relating to the objectives of the study along with their relation with the development in eco tourism activities. The data so collected were analyzed by using tools such as mean, standard deviation and variance in co efficient which is presented in tabular form. The study reveals that the level of participation of community residents in ecotourism venture is very low. The tourism agencies failed to take community into confidence in planning and management process of wildlife in the reserve.

Keywords: sustainable, community, preservation, biodiversity

INTRODUCTION

India is one of the few countries of the world endowed with an array of tourism resources - from bio-cultural diversity to a wealth of histories and antiquities. These should have accelerated the growth of tourism in India. Within the tourism industry worldwide, ecotourism is one of the fastest growing sectors (Eagles, 1995). Ecotourism has therefore come to signify an attractive investment proposition. The promise of ecotourism is that financial benefits originating from the influx of foreign tourist income may be employed to finance the provision and management of national parks to conserve the natural resources that tourists are willingly pay to experience. Community plays an important role in establishing and developing eco tourism destination. In this regards, ecotourism has been evolved as a form of tourism which aims to enhance natural conservation and support the wealth of the local community. Ecotourism is generally considered a nature-friendly activity and able to support biodiversity conservation. Ecotourism is a form of tourism which emphasizes community participation in its development. At this point, ecotourism can be seen as a concept of sustainable tourism which supports nature preservation and improves community participation in its implementation. There are wide varieties of interpretations associated with the concept of community participation in the field of tourism. Campbell, L. (1991), however, refers to local participation as the ability of local communities to influence the outcomes of development projects that have an impact on them. Ecotourism development may initiate conflicts when governments impose it on a community without consulting the local people (Scheyvens, 2009). Thus, the opportunity for control of tourism should be in the hands of the community members living close to the tourism facility; that is, tourism should be community driven (Snyman, 2012). It is however necessary that there must be some input of policies and legislation from governments to enable the local community to actively get involved in the tourism development process

LITERATURE REVIEW

Ecotourism development is a local issue because it is at the local level that action takes place. The concept of participation in eco tourism has long been studied since community participation is one of the main prerequisites for the success of the development. Participation is an important aspect in the development processes. Belsky, J (1999) observes that if every individual in the local community is given the chance to participate in tourism development at an early stage, there is sufficient consensus of opinion to permit broad based planning objectives. Given the chance, the community can provide valuable input into the decision-making process. According to Fridgen (1996), residents have both the right and obligation to participate in the tourism development processes that will shape the future

of their community and their lives. This is because local people will have to live each day with the effects of tourism development including increased numbers of people, increased use of roads and various economic and employment-based effects (Fennel, 2008). The rationale for community participation in tourism as suggested by Shackley, M. (1996) includes the following: it is part of the democratic process; it provides a voice for those directly affected by tourism; it utilizes local knowledge to ensure that decisions are well-informed; it can reduce potential conflict between tourists and members of the local community. Additionally, as most tourism infrastructures are funded with taxpayers' money, communities are already participating in its development through funding. Pearce et al. (1996) insisted that the purpose of participation for many individuals is to exercise power or at least some influence over the outcomes of tourism development in the community. Santosh. P. Thampi (2005) has conducted a study on "Ecotourism in Kerala, India: Lessons from the Eco-

Development Project in Periyar Tiger Reserve". The purpose of the study was to describe and evaluate the ecotourism project at the Periyar Tiger Reserve, Kerala, India. According to him, the inhabitants of the forest use to make living by illegal trading of forest goods. Their activity was thus detrimental to the conservation of the forest. However, their intimate knowledge about the plants and animals, and their survival instincts could be best used for participatory ecotourism activities.

OBJECTIVES OF THE STUDY

The main objective of the study is as follows :

- To know about the participation of community residents in ecotourism planning and conservation of biodiversity at Corbett National Park
- To review the benefit received by community residents from ecotourism

Study Area

Jim Corbett National Park is the oldest and the finest park of the Indian subcontinent, located across two districts, Pauri Garhwal and Nainital in Uttarakhand at the Shivalik foothills between the Himalayas and the Terai. Its named after the famous man-eater hunter-turned-conservationist Jim Corbett who played a key role in the park's establishments Hailey National Park on 8th August 1936. On 1st April 1973 the government launched an ambitious conservation program, "PROJECT TIGER" to secure the preservation of tigers and protection of all major ecosystems in the tiger range by using the animal as a symbol of national heritage. Corbett National Park a.k.a Corbett Tiger Reserve became the launch site of the project. The Reserve is situated in 1288.32 sq km. including 520 sq. km. of the core area and 797.72 sq. km. of buffer area. The core area forms the Jim Corbett National Park while the buffer contains reserve forests that are 466.32

sq. km. There is an ample scope of Wilderness Tourism here which attracts both domestic and foreign tourist. It is also famous for its rich bio-diversity and is the first national park in India comprising hills, riverside belts, marshy depressions, grass lands and large lakes. Almost 73 per cent of the park is covered with dense moist deciduous forest full of Sal, Haldu, Pipal, Rohini and Mango trees. The park is considered as an ecotourism destination, with around 110 species of flora and 50 species of mammals, 580 species of birds and 25 species of reptiles. Which helps in generating revenue for the Government. The primary management objective for Corbett National Park is conservation, while secondary objectives include recreation, research, education and monitoring of visitor activities. To protect the heritage of the great conservationist, a "Jim Corbett Trail" has been developed in Chhoti Haldwani, the erstwhile property of Jim Corbett to support eco tourism in the area. The house of Jim Corbett today is Corbett Museum and nucleus of heritage trail. It is managed by the villagers and provides unique and firsthand experience of work done by Jim Corbett. The heritage covers 2 Km distance, and passed through fields and places immortalized by Jim Corbett. The heritage trail is being successfully managed with the help of the Eco Development Committee held by the local communities. Another ecotourism destination is Camp Kyari at Kyari village located at a distance of 7 km from the headquarters of Corbett National Park at Ramnagar It started functioning in Dec 2000. Initially the camp was set up primarily for winters to improve the huts for tourists with the participation of villagers. Further they made some furniture like chairs and tables using the stones from the river. Here the village panchayat, villagers and the employees of Camp Kyari all work in co-ordination and 25% of the profit goes to the village panchayat. The profit is used for the benefit of the village and tries to help the unemployed youths.

RESEARCH METHODOLOGY

Corbett National Park was selected as the study site for two main reasons: it is an established ecotourism destination and existing management objectives for the park are compatible with ecotourism. The sample size consists of 170 community residents along with respondents from tourism and forest departments. The selection of the community residents for the purpose of data collection was on random basis. Questionnaires were developed using Likert 1.5 scale(Strongly Disagree 5, Disagree 4, Neutral 3, Agree 2 and Strongly Agree 1).Principally, there were three issues addressed in questionnaires which is participation of community residents in ecotourism planning and management , participation of communities in conservation and benefits received by community residents from eco tourism. The data collected were analyzed using statistical tools such as standard deviation and co efficient of variation. Secondary data from government reports, research reports and from the Ministry of Tourism, Uttarakhand Government were also taken into consideration. The data was also collected by means of personal

interaction with environmentalist, educationist, and local community residing in the Kyari village and Cornett National Park and through observations.

FINDINGS AND DISCUSSION

The findings and discussion are presented according to the set objectives

1. SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Individual characteristics	Frequency	Percentage
LEVEL OF EDUCATION		
None	47	27.64
Basic	98	57.66
Secondary	25	14.70
Total	170	100
GENDER		
Male	76	44.7
Female	94	55.3
Total	170	100
AGE		
18-24	40	23.54
25-34	54	31.76
35-44	38	22.35
45-54	17	10.00
55-64	10	5.88
65 and above	11	6.47
Total	170	100
INCOME PER MONTH		
Upto Rs 2500	81	47.64
2501-5000	54	31.78
5001 and above	35	20.58
Total	170	100

Table 1 : Socio demographic profile of residents

The table-1 reveals that majority of respondents (55.3 %) being females could be indication that females participate more in ecotourism and conservation ventures in Corbett Tiger Reserve than males. It could also be because many women here maintain life in homes through daily food supply and upbringing of their kids. High population of youths was recorded in the communities as

majority was between ages 25 to 44 which can be major source of manpower. It also exhibits that majority of community residents i.e., 57.66 have completed only primary education. Further, 27.64 percent of community residents did not have any formal education. This indicates high level of illiteracy in the communities, and this could lead to restiveness and conflicts especially when the youths are not fully occupied. 47.64 percent of community residents have their income less than Rs. 2500 which indicates that majority of the community resides below and in poverty and does not have an adequate standard of living.

2. PARTICIPATION OF COMMUNITY RESIDENTS IN ECOTOURISM AND CONSERVATION ACTIVITIES

Table 2 shows that majority of the respondents reported that they did not have any idea and knowledge about participation of community residents in ecotourism ventures. This clearly speaks of tourism promoting agencies and forest department were not involving the community people in ecotourism planning and management process. The community residents were completely neglected while preparing action plan and evaluation and monitoring process of ecotourism project in Corbett Tiger Reserve. However, the implementing agencies have taken the help of community residents as they find it difficult to implement the project indicating residents were used as lender of last resort.

Variable	No. of Respondents							
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	CV
Planning	60	95	10	5	00	4.23	0.69	0.16
Preliminary study	40	120	5	5	00	4.14	0.60	0.14
Action Plan	80	80	5	5	00	4.38	0.68	0.15
Implementation	48	102	10	10	00	4.10	0.75	0.18
Monitoring and evaluation	32	118	5	10	05	3.95	0.84	0.21

Table 2 - Participation of communities in ecotourism planning and management

*SD-Standard Deviation

* CV- Variance of co-efficient

Variable	No. of Respondents							
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	CV
Illegal trading of forest products	72	70	09	14	5	4.11	1.03	0.25

Involvement in poaching	112	55	00	03	00	4.62	0.58	0.12
Guide services in restricted areas	15	135	10	10	00	3.91	0.61	0.15
Social forestry	7	23	5	95	40	2.18	1.07	0.48
Planning for conservation	65	47	24	16	18	3.73	1.33	0.35
Conservation action plan	20	120	20	10	00	3.88	0.67	0.17
Health services to wildlife	25	30	15	80	20	2.76	1.28	0.46

Table 3 -Participation of communities in conservation

*SD-Standard Deviation

* CV- Variance of co-effievent

Table 3 shows that majority of the respondents agreed that they do respect policy of conservation biodiversity and opinioned that residents' involvement in illegal trading of forest products and poaching is very low because of awareness and respect towards the bio diversity and conservation . The community residents also argued that the tourism promoting agencies as well as forest department were not involving the community residents in planning and management process of conservation of wildlife and biodiversity at the Corbett Tiger Reserve .However, residents are actively engaged in social forestry and health services to the wild life.

3. BENEFITS RECEIVED BY COMMUNITY RESIDENTS FROM PARK

Benefits	Respondents							
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D	CV
Priority in jobs	40	80	10	40	00	3.70	1.07	0.29
S k i l l development	35	100	5	20	10	3.76	1.08	0.28
Infrastructure development	20	55	5	60	30	2.85	1.35	0.37
Awareness about government schemes	30	70	10	50	10	3.35	1.23	0.36
Access to forest trade	130	30	5	5	00	4.66	0.68	0.99
Compensation from wild life harm	5	50	5	100	10	2.64	0.99	

Table 4 - Benefits received by community residents from Corbett Tiger Reserve

Results from Table 4 reveal that majority of respondents were of the opinion that locals were not given priority for jobs in the Corbett Tiger Reserve. Many of the respondents were of the opinion that residents had restricted access to forest resources and are also not aware of the various government schemes for the residents living in the reserve. Corbett Tiger Reserve project did not improve the linking roads to communities and other infrastructure in the area such as schools, clinics, transportation, toilet facility, etc which gets worst during the rainy season. Compensation for causing harm to the agricultural fields, human and animals by the wildlife are not adequate as many respondents gave the feedback negatively.

CONCLUSION

The findings of this study revealed that the level of participation of community residents in ecotourism venture is very low. Community were not involved in decision-making, implementation, and evaluation and monitoring of tourism projects in Corbett Tiger Reserve. The tourism agencies failed to take community into confidence in planning and management process of eco tourism in the area. The community residents were completely neglected while preparing action plan and evaluation and monitoring process of ecotourism project in Corbett Tiger Reserve. It is observed that majority of the respondents were respecting policy towards conservation of biodiversity. They have reduced their involvement in illegal trading of forest products. The study also reveals that community residents were not involved in planning and management process of conservation of wildlife and biodiversity as government are not taking into them in consideration. The respondents expressed that the ecotourism projects has generated a low level of employment opportunities to the local people as they are not given priority in the jobs.

SUGGESTIONS

The Corbett Tiger Reserve Administration in association with NGOs and Business Management Educational Institutions should conduct market orientation programme for community residents for the upliftment of the communities in the nearby area. The government schemes meant for tribal and below poverty line category have not reached the community residents living in forest areas therefore it is the need of the hour that government machinery to immediately develop a comprehensive plan for integrated development of community residents living in the forest areas of Corbett Tiger Reserve. Job opportunities to be made for the community residents so that they can improve their standard of living. The Uttarakhand Forest Department should also develop an integrated plan for developing ecotourism as well conservation of biodiversity in the area. They should involve all the stakeholders including local community right from the planning

process to monitoring and evaluation process. The government machinery should also take measures to improve the linking roads to communities and other infrastructure in the area such as schools, hospitals, transportation, toilet facility, so that education and healthcare facilities of the locals can be taken care of. The community residents should be assigned with key responsibility in all areas of planning and management. Measures should be taken to preserve the local culture, tradition social customs, local life style by creating platform for exhibiting art, culture, tradition on the occasion of tourism and environmental day etc. Finally, all the stakeholders need to play their role in promoting ecotourism which will go a long way in preserving and protecting the biodiversity as well as wildlife for the next generation. They also need to share responsibilities for preserving the biodiversity but also participate in equitable sharing of the benefits.

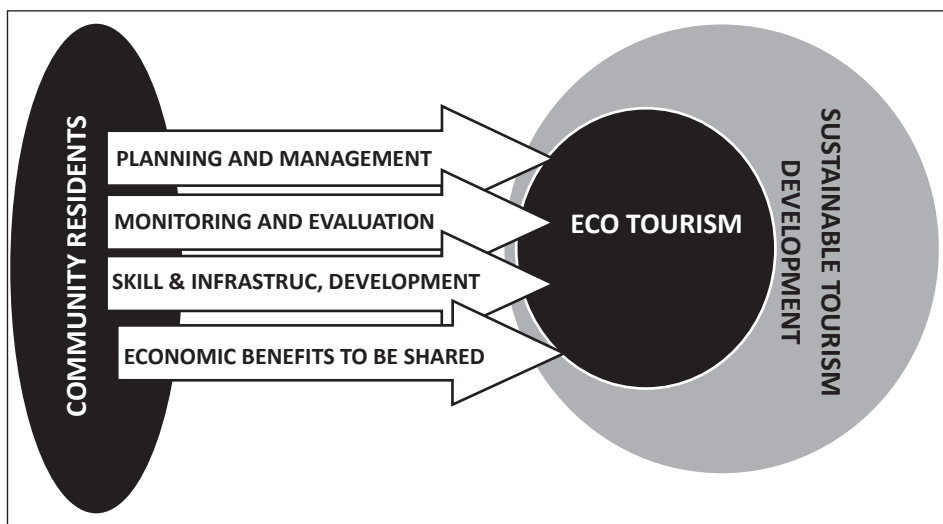


Fig. 1: Model for Sustainable eco tourism development

A model for Sustainable ecotourism development has been developed keeping in view the local residents so that ecotourism projects can lead to sustainable tourism development without disturbing the wild life activities. This model suggests that community residents should be involved in planning, management, monitoring and evaluation of such projects along with the development of skills in residents and providing a better infrastructure facilities can lead to success of eco tourism projects having overall sustainable tourism development.

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Local Resident Perceived Tourism Impacts: An Empirical Investigation in a Rural Community

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ABSTRACT

Tourism in current scenario has emerged as a tool of growth with the ability to propel holistic sustainable development. The importance of this industry has been realized by the developing nations and many Governments have started focusing on the development of tourism infrastructure in their territories. Tourism is also known for its multiplier effect and UNWTO estimates that 1 among 11 jobs in the world has been created by tourism and its connected industries. The purpose of this study is to identify the impacts of tourism in rural tourism destinations. It has been observed that level of impacts alters the level of development, socio-cultural behaviour, environment of the local area, economical aspects and atmosphere of the tourist destination. A questionnaire designed in bilingual languages (Hindi & English) has been used to measure the tourism impacts. The Questionnaire is divided into four main parts, measuring economical, socio-cultural, environmental and other factors. Jhiri, the destination in the study is primarily famous for pilgrimage and its 8 days long annual rural fair. Every year Jhiri attracts large number of pilgrims as well as tourists because of its fair and faith. Findings of the study indicate that tourism has positive impacts on Jhiri destination, though some negative impacts in terms of pollution and overcrowdedness have also come forth. The study also suggests revival or creation of nearby and new tourist attractions to maintain proper balance of tourism impacts

on the destination. Local communities should be given importance, so that they can also contribute in the maintenance of the destination.

Key Words: Tourism Impacts, Rural Tourism, Community participation, Local Residents.



1.0 INTRODUCTION

Tourism is one of the most lucrative industries and because of the multiple direct and indirect benefits of tourism, many governments are focusing on the development of this industry in their region. At the same time one cannot neglect its negative effects on the local community (Butler, 1980; Dietvorst, 1990). To minimize the negative impacts there is emergence of various forms of tourism such as sustainable, eco tourism, rural tourism and community based tourism. Community based tourism is getting more importance in today's world because of its contribution and emphasis on community development and community sustenance. According to Responsible Tourism Website community based tourism "is in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation." (Responsibletravel.com, 2013).

Community based tourism emerged to interlink local communities and tourism management to overcome the negative impacts of tourism and increase the positive impacts by increasing community carrying capacities (Murphy, 1985). Local community gets affected by the tourism development in different domains like: social, economic, cultural, and environmental both in positive and negative ways (Lee, 2013). For a successful tourism there should be win-win situation between tourist and host. To achieve this local community should be involved from the planning to policy making and to the development of tourism. Local community's involvement in tourism development will depend upon how they perceive it. A number of studies have studied the perceived impacts of tourism development by the local community (Pizam, 1978; Rothman, 1978; Thomason, Crompton, & Kamp, 1979; Liu and Var, 1986; Long et al., 1990; Perdue et al., 1990; Ap, 1992; Getz, 1994; Lankford, 1994; Lankford and Howard, 1994; McCool and Martin, 1994; Akis et al., 1996; Hernandez et al., 1996; Jurowski et al., 1997; Chen, 2000; Gursoy et al., 2002; McGehee and Andereck, 2004; Andereck et al., 2005).

Many people perceive tourism positively as it helps in job creation, infrastructure development and improved quality of life (Saveriades, 2000; Mitchell and Reid, 2001; Andriotis, 2002). Many people also perceives tourism in negative aspect such as environmental degradation, noise, traffic, loss of cultural authenticity, demonstrative effect (Cañizares, Tabales & García, 2014; Liu et al., 1987; Perdue et al., 1990; Chen, 2000). The involvement of local people will depend upon how they weigh the impacts. If they perceive more benefits than cost they will support the development otherwise they will withdraw their support. (Gursoy

& Rutherford,2004; Stylidis et. al, 2014; Lee,2012; Abdollahzadeh & Sharifzadeh, 2012). This phenomenon is explained by different scholars by different theories like social representation, social identity, social exchange, reasoned action etc. In this paper we will consider social exchange theory as our basis of study. The purpose of this study is to investigate resident's perception on the impact of the tourism development on different domains like: socio-cultural, economic, environmental, infrastructure and others. Though a lot of studies have been done to know the positive and negative impacts of tourism by evaluating the predetermined parameters that are based on the experts opinion but very few studies have evaluated resident's point of view (Andereck, Valentine, Knopf, & Vogt, 2005). The study is different from other studies in recent years as it is conducted in small village Jhiri (J&K) of developing country. This place has potential to become popular tourist destination because of its rich tourism resources.



REVIEW OF LITERATURE

The study is conceptually based on Social exchange theory which is accepted by most of the studies in explaining resident's reaction to tourism development. (Bestard & Nadal,2007; Andriotis & Vaughan,2003; Andereck, Valentine,Knopf, & Vogt,2005; Jurowski & Gursoy,2004). Social exchange theory states that there is exchange of social and material resources in human interaction and the involvement of people in the exchange process will depend upon how they perceive the cost and benefits of exchange (Ap, 1992). If the perceived benefits (positive impacts of tourism) are more than cost (negative impacts of tourism) than only the exchange will occur (Dyer et al., 2007; Gursoy et al., 2010; Ko & Stewart, 2002;Lee, 2013). Recently, many studies based on social exchange theory have tried to establish a relationship between perceived cost by the community and their involvement in tourism development and perceived benefits and community's involvement in the tourism development.

The results have shown that if community perceives benefits in all the domains they will support tourism development(Gursoy et al., 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Kaltenborn, Andersen, Nellesmann, Bjerke, & Thrane, 2008; Nicholas et al., 2009) and if they perceives negative impacts they will not support tourism development (Gursoy et al., 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Nicholas et al., 2009; Nunkoo & Ramkissoon, 2011). Exchange occurs in three domains: socio-cultural, Economic and environmental. There is also criticism of social exchange theory by many scholars who further gave the alternatives like social representation, social identity etc. (Ap, 1992; Jurowski et al., 1997; Lindberg and Johnson,19 97; Gursoy et al., 2002; McGehee and Andereck, 2004).

2.1 Tourism Impacts

Tourism cannot be viewed as panacea to all the problems. There are mixed

consequences of tourism development. It is generally divided into three categories: economic, socio-cultural and environmental. Work on perceived impacts was first studied in 1960's (Pizam, 1978). Then followed by different scholars in different domains both in positive and negative aspects.

2.2 Economic Impacts of Tourism Development

One of the prime motives of most of the developing countries to promote tourism is economic gains. But as said nothing comes free of cost. So it is also followed by negative impacts on both host and tourist. For the local resident the economic benefits are mainly in the form of income generation and employment. It can be directly like hotels, restaurants, transports or indirectly like supplying construction material, labour etc. Tourism contributes to improve the economy of community (Gursoy & Rutherford, 2004; Perdue, Long, & Allen, 1990), it raises the income level of the local people (Liu & Var, 1986; Milman & Pizam, 1988), it creates the opportunity for new businesses opportunities (Dyer, Gursoy, Sharma, & Carter, 2007; Kwan & McCartney, 2005). Tourism industry has a multiplier effect. At the same time there are also negative impacts of tourism on economy as it may cause inflation, leads to leakage (Telfer & Wall, 2000; Torres, 2003; Telfer & Sharpley, 2008).

2.3 Socio-cultural Impacts of Tourism Development

As tourism is a social phenomena, local communities cannot live in isolation. Tourist while travelling comes in contact with the local people and thus results in socio-cultural impacts both positive as well as negative. The social and cultural impacts of tourism are distinguishable, but are often considered together as the 'people' impacts which arise from interactions between residents and visitors. Tourism plays an important role to preserve cultural and social values, it improves pride (Andereck et al., 2005; Stronza & Gordillo, 2008). It also improves quality of life of the residents (Milman & Pizam, 1988; Perdue et al., 1990), it creates new opportunities (Harrison, 1992), leads to women empowerment (Crompton & Sanderson, 1990), and improves safety and security of local people (Pizam, 1978). Many studies investigate the negative impacts of tourism development (Ap & Crompton, 1998; Pizam, 1978). Tourism leads to prostitution (Liu & Var, 1986; Liu et al., 1987), traffic congestion, crowding (Andereck et al., 2005; Dyer et al., 2007), leads to smuggling (Belisle & Hoy, 1980; Milman & Pizam, 1988), increase crime (Andereck et al., 2005).

2.4 Environmental Impacts of Tourism Development

Today people are more aware of their ecology and surroundings and they are more concerned about environmental degradation. Many scholars have investigated that residents give higher preference to environmental factors than economic factors (e.g. Liu and Var, 1986). Positive impacts on environment is like

construction of reserves, parks, increase in level of awareness towards protection of natural resources. Whereas negative impacts are like construction of more roads, hotels on the cost of environment, increase in pollution, water, noise, air which leads to environmental degradation. Many studies have investigated the impact of environment in local people's attitude towards tourism development (Carmichael, 2000; Sheldon and Abenoja, 2001; Ko and Stewart, 2002; Jurowski and Gursoy, 2004; Kuvan and Perran, 2005).

3.0 STUDY AREA

Jhiri a rural tourist destination in J&K, India was selected for the purpose of the study. Jhiri is a rural destination falls under Kana Chakk and is situated along with Akhnoor road, Jammu. Jhiri is famous for its annual Jhiri fair and every year it receives 5-7 Lakh tourists. Being primary destination it is famous in Jammu and surroundings destinations like Sui and Burj are also very popular among the local residents. This place is having a potential to become a popular tourist destination of J&K. The unique quality of this destination is its unique tourism product like pilgrimage sight, fair heritage temple of Sui, ancient wall paintings and this place is also close to international border between India and Pakistan.

4.0 RESEARCH METHODOLOGY

In the first phase of the research, a focus group was conducted with the local residents including villagers, shopkeepers and small vendors of Jhiri and responses were recorded. Based on the findings of the focus group, a structured questionnaire was prepared and pilot tested on a sample of twenty local residents of Jhiri. Changes in the questionnaire were made according to the result of pilot study. For the purpose of this study data was collected during the Jhiri festival in the month of November. Two hundred (n=200) in-depth interviews were conducted with different stakeholders including shopkeepers, artists, panchayat members, students, government employees and senior citizens. Snowball sampling method was used because of time and resource constraints as the festival was for a limited time period. For all constructs measured in the study, a five point Likert scale was used. Questionnaire was prepared in both Hindi and English languages consisting of thirty six items: five for economic impacts, three for social impacts, four for social negative impacts, three for environmental negative impacts, six for infrastructural impacts and remaining for others impacts. The items selected for the current study were used from past studies.

5.0 DATA ANALYSIS AND FINDINGS

The purpose of this study was to identify the impacts of tourism in rural tourism destinations. It has been observed that level of impacts also alters the level of development, socio-cultural behaviour, environment of the local area, economical aspects and atmosphere of the tourist destination. The descriptive

statistics (mean and standard deviation) related to each of the items measured is presented in Table 1. The findings suggest that expected for Social negative and environmental negative impacts of rural tourism, the mean scores of all the items are high.

Thus the findings of the study indicate that the tourism has more positive impact on Jhiri destination rather than having negative impact. Tourism has created a positive impact on the economic condition of local community by increasing their earnings and by creating new employment and entrepreneurial opportunities for local business. Items of economic impact, which are which are most favoured by the locals are as follows; "Tourism has increased the income in our village" "Tourism has created new job opportunities for local business" "Property rates have been increased because of tourism". Local residents are getting employment opportunities at various Dhabas, Dharamshalas and Yatri Niwas that have come up at the destination for tourists.

Similarly tourism has created a positive social impact on the local residents. The residents of Jhiri believe that because of the Jhiri festival and tourists coming to their village, the local residents feel proud that they belong to Jhiri. Further they agree that it is because of tourism that their local heritage and monuments are being preserved. They believe that entertainment and recreational facilities in their area which has increased in last few years can be attributed to tourism development. Since a large number of tourists visit during the week long Jhiri festival, the local residents feel that tourism leads to overcrowding which also disrupts their daily life. Especially the people who are not associated with tourism directly or indirectly feel this negative social impact. Because of the religious character of the destination, tourism does not lead to disruption of local traditions as the tourists visiting Jhiri are extra cautious.

Table 1 Perceived Impacts of Rural Tourism

S. No.	CONSTRUCT/ITEM	Yes	No
1	Do you know that your village is a part of rural tourism development Project.	29.73%	70.27%
2	Do you think that your area is getting promoted by the government and tour operators?	39.50%	60.50%
3	Is there any Govt. approved tourist guide working in your area.	0%	100%
	ECONOMIC IMPACTS	Mean	Std Dev
4	Tourism has increased the income of villagers in our village.	2.68	1.18

5	Tourism has created new jobs in our village.	2.00	1.10
6	Tourism has created new opportunities for local business.	3.08	1.31
7	Tourism increases the prices of goods and services.	2.00	1.11
8	Property rates have been increased because of tourism.	3.45	1.17
SOCIAL IMPACTS			
9	Tourism has raised the entertainment and recreational facilities for the villagers.	2.07	0.87
10	Tourism helps in preservation of the historical monuments of your area.	2.62	1.11
11	Tourism enhances pride in your community.	3.99	0.88
12	Tourism disrupts the life of local residents (congestion, traffic).	1.95	1.15
13	Tourism increases delinquent behaviour (crime, thefts, etc.)	1.57	1.07
14	Tourism leads to overcrowding in your destination.	2.74	1.30
15	Tourism has created disruption in local traditions.	1.53	0.86
ENVIRONMENTAL IMPACTS			
16	Tourism increased deforestation in our destination.	2.11	1.13
17	Tourism has increased environmental pollution and garbage in our area.	3.07	1.16
18	Tourism has raised encroachment in our destination.	1.54	1.05
INFRASTRUCTURE			
19	Tourism encourages the creation of parks and leisure areas for local residents.	2.31	1.01
20	Tourism improves the public services (health, water supply, etc.).	2.97	1.12
21	You have good connecting roads because of tourism.	3.82	1.24
22	Dhabas, Dharamshala and Yatri Niwas has been created at your destination for tourists.	2.38	0.98
23	Tourism increases public transport in our destination.	3.68	1.07

24	Number of Public Toilets has been raised for tourists.	3.15	0.95
OTHER IMPACTS			
25	Tourism has improved our standard of living.	2.77	1.13
26	Our area has been promoted due to tourism.	2.76	1.11
27	Is there any NGO is active in your area?	2.32	1.32
28	Tourism officials host meetings with the villagers.	1.74	0.88
29	Tourism officials are interested in hearing our opinions.	1.47	0.80
30	Tourism department provides training to the local residents of our village	1.23	0.45
31	Government officials provide financial incentives to local villagers to start their business in tourism.	1.27	0.45
32	Tourism officials provide opportunities for us to be represented in decision making bodies.	1.43	0.60
33	We are fully aware of the issues related to tourism development in our community	2.59	1.13
34	We know how we can participate in tourism development.	2.64	1.21
35	We know about the likely impacts of tourism.	3.14	1.13
36	Government had taken steps to preserve our traditional dances and art	2.76	1.1
NOTE: Items measured on 5 point Likert Scale			

During the fair approximately six lakh tourist visit the destination which is above the carrying capacity of the destination. Local residents believe that tourist do not act responsibly because of which extra garbage is created during the festival. They were of the view that adequate waste management and disposal facilities are not created by the administration which leads to dumping of garbage near the temple and the destination resulting in higher perceived negative environmental impact.

Advent of tourism has led to improvement in the infrastructure of the area like creation of parks and leisure areas for the local residents and development of public toilets, water supply, primary hospitals and good connecting roads. Local residents view tourism as a great contributor in building quality road network to their area. Because of the tourism development in the region, the public services including water supply and medical facilities have also improved. The accessibility of the destination has improved in the last few years as the frequency of public

transport has increased. One of the major concern improvement area as perceived by the local residents was the creation of public toilets. They attribute the creation of this facility due to funding under the rural tourism scheme.

The study suggests revival or creation of nearby and new tourist attractions to maintain proper balance of tourism impacts on the destination. Finding shows that the local community believes that they are not involved in the tourism development process and the tourism administration of the region does not listen to their views and opinions. They feel that the government is not providing enough training and resources which will enable the locals to be part of the tourism development process. During the focus group, it was revealed that many youth are keen to get engaged in the tourism sector, but are not receiving any guidance from the government agency.

6.0 CONCLUSION

The study revealed that rural residents were aware of the tourism impacts and understands how tourism can lead to economic, social, environmental and infrastructural impacts. Local people of the Jhiri area perceive tourism as a important factor for the development of the area. They positively favoured the economic impact, social cultural impact and infrastructure development impact of tourism in there area and consider these factors as most important for the overall development of the area. However negative impact of tourism on environment and the social negative impact of the tourism are least favoured by the local community.

Despite their limited education and professional understanding of tourism, they were keen to participate in the tourism development process. They were of the view that they should be involved in the destination development planning and implementation. They wanted that their opinion should be considered for the development of the area. Also the youth should be provided adequate training so that they are able to reap the benefits of tourism. According to the local residents, government should provide financial support to local people to start there business and officials should host meetings with and should give importance to Local communities, so that they can also contribute in the maintenance of the destination.

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