CHAPTER 3

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CHAPTER 3

RESEARCH METHODOLOGY

3.1 Statement of the problem

The importance of tourism as an economic activity is growing all over the globe. As per the findings of the latest research by WTTC, tourism has become the industry that employs the largest number of population\(^1\). Both developed and developing countries have their competitive edge and vie each other to maximise their benefits out of tourism. South East Asia and India are gearing up to achieve spectacular progress in tourism field owing to a number of encouraging factors. India with her diverse historical and cultural heritage has vast potential not only in international tourism but also in developing domestic tourism. Each state in India has many magnificent offers to the tourists. Among the states in India, Kerala is leading the tourism march through innovative products and practices\(^2\). Beaches, backwaters, wildlife sanctuaries, evergreen forests, diverse flora and fauna with undulating landscape in a narrow strip of land of about 38,863 Sq. Km make Kerala exquisite and quite distinct from all other places in India or even in the world\(^3\). The tourists to Kerala are equally attracted by its richness of modernity and tradition. There is a growing interest among tourists to visit the rural villages of Kerala\(^4\). Two villages, Kumbalangi and Aranmula are identified as two places to promote endogenous tourism in Kerala\(^5\).

Kumbalangi is a village that is near to Kochi town of Kerala. This village is one of the endogenous tourism model villages funded by UNDP and government of
Tourism in Kumbalangi is in its blossoming stage. There is very high enthusiasm for local people in developing tourism in their village. They look forward to the implementation of different tourism projects as a means to enhance their livelihood earnings.

Village or rural tourism models like Kumbalangi are capable of offering inimitable experiences to the tourists. However rural tourism models have to be planned and executed with lot of care. There are quite a number of positive and negative impacts of tourism in the economic, social, cultural, environmental arena. Unless implemented with care, tourism will not only fail to sustain the growth but also will spell disastrous consequences in the future, especially on the less privileged.

Though endogenous tourism model is proposed as a very important means in bringing sustainable development in rural areas, so far there are no studies which evaluate the holistic impact of this tourism model. Kumbalangi is the first endogenous tourism destination that has completed the implementation of the project. Therefore this research purposes to make an in-depth study about the impact of endogenous tourism on the development of Kumbalangi village. The developmental impact of the project is evaluated primarily based on the resident perceptions. The study aims also to propose policy guidelines to developmental funding agencies, government and other authorities that direct tourism growth in the state.
3.2 Rationale of the Study

Today tourism has evolved into one of the world’s most powerful socio-economic forces. In the third millennium tourism has grown inexorably. Looking beyond the current crisis of recession, as per the findings of WTTC, Travel and Tourism is expected to regain its leading, dynamic role in global growth. The world average contribution to Gross Domestic Product (GDP) by Travel & Tourism is expected to rise from 9.4% (US$5,474 bn) in 2009 to 9.5% (US$10,478 bn) by 2019 and to total employment is expected to rise from 219,810,000 jobs in 2009, (i.e. 7.6% of total employment, or 1 in every 13.1 jobs) to 275,688,000 jobs, (i.e. 8.4% of total employment or in 1 in every 11.8 jobs by 2019). Export earning in real terms is also expected to rise during the same period.9

It is clear from the facts presented above that tourism has become a means to achieving economic and social development globally. Indeed the most common justification for promotion of tourism is its contribution to development. Though tourism is considered as an important means of development, increase in the tourism activity alone does not set a nation inevitably on the path of development. Promotion of tourism without taking into account the carrying capacity issues can also appallingly damage the tourist potential of locations especially in rural areas. The increase in tourist arrivals including foreign tourists does not guarantee increase in the local income. Many forms of leakages can lead to the transfer of money from the host country or place to urban cities and foreign countries also.
Another important aspect that must be taken into consideration is the paradigm shift in the traditional understanding of the concept of development. Traditionally, development was defined in terms of economic development. GDP growth rates were considered to be indicative of the development of a nation. But today, development has become much more comprehensive in meaning, embracing many dimensions. While dealing with development, in addition to the economic dimensions, social, cultural, environmental, equity dimensions also must be given due consideration. Tourism as a vehicle of development has got all these important dimensions. The temptation of economic development can very often create myopic vision and may result in the total neglect of other dimensions of development. Moreover, deteriorating effects of development on society, culture, ecology, environment etc are gradual and hence not immediately noticeable like economic growth. Therefore, unless serious researches are conducted the evil effects of developmental efforts cannot be brought to the notice of policy makers and general public. Excited by the sudden economy growth, if other dimensions of development are undermined the long term sustainable holistic development - including economic development - of any society will be in danger.

This study uses the term ‘development management’ to denote the whole aspects of development. The emphasis of the term is in the decisive participation of the stakeholders in the planning and implementation of the project with a view to sustainable development.

In the global endogenous tourism map Kumbalangi has a significant place. Globally, it is recognised as an excellent model for village or rural tourism.
Kumbalangi village is one of the 36 destinations in India to implement endogenous tourism project in 2003\textsuperscript{14}. The project aims at enhancing the development management of the location and the lives of the residents. The project has software content and hardware content. Software content was meant to positively orient the people towards tourism and to help them to take up different decisive roles in connection with implementation of the project. Therefore large number of training programmes were conducted for the residents. More than 5000 people underwent these trainings.

The hardware content addresses primarily the development of basic infrastructure. NGOs are formed in the island village to encourage, promote, coordinate and guide tourism activity in the place. People are quite enthusiastic about taking different roles in developing tourism activity. The recent declaration by the Central Government- Kumbalangi as ‘model tourism village’- has resulted in raising the pride of the people regarding locality. The Panchayath authorities are also taking up lot of initiatives to develop tourism in the region.

This research attempts to critically examine development of the region through the implementation of endogenous tourism project. In development management not only the product is important but also the process of development. Hence the process of development in connection with the tourism promotion is also studied in the research. Though endogenous tourism is presented as a successful means for rural development, at present there are no studies that evaluate the impact of this new tourism model. Hence a holistic study on Kumbalangi endogenous
tourism model will be highly useful for the academic community, general public, governments and policy makers, and developmental agencies.

3.3 General Objective
General objective of the research is to evaluate the role of rural tourism in the development management of a region.

3.4 Specific Objectives
The research is conducted with the following specific objectives.

To find out the attitude of people towards tourism development in Kumbalangi
To study the influence of participation in the planning on participation in the implementation of tourism project in Kumbalangi
To examine the effect of residents participation on their perception regarding the impact of rural tourism
To evaluate the impact of rural tourism on the development management of Kumbalangi village

3.5 Theoretical Background of the Study
There are several theories that explain the participation of people in projects. This research utilises the theoretical foundations proposed by two prominent theories. They are Civic Voluntarism Model and Leader- Participation Model. Civic Voluntarism Model has its origin in Political Science and Leader- Participation theory has its origin in Management Science. Both theories are explained below.
The Civic Voluntarism Model was proposed by Sidney Verba and Norman Nie in 1972 to explain the level of people participation in politics. Initially the theory was referred to as resources model.\textsuperscript{15} Though originally the theory was meant to explain the involvement in politics, later the theory was applied to explain how individual respond to economic and social environments.\textsuperscript{16} According to the theory people participation in social life is determined by three factors. They are: the availability of resources, psychological engagement with the project, and belongingness to recruiting networks\textsuperscript{17}. Resources mean the availability of time, money and civic skills. They also include the socio economic factors. Psychological engagement is dependent on the perception of efficacy of the project and finally the recruitment network is the requests for participation that come from social organisations. An individual may be requested to participate in a particular activity that has social significance because of his or her affiliation with a club or religious organisation and this request gives the individual a feeling of obligation to participate\textsuperscript{18}.

This research examines the people participation in the planning and implementation of tourism project in Kumbalangi village. The study has examined the participation of residents based on three factors proposed in the civic voluntarism model. The demographic details of the respondents gave insight regarding their resource availability. Four specific questions were asked to determine level of psychological engagement of the respondents in the tourism project. The third factor is belongingness to recruiting networks. The study by Kang and Kwak suggest that length of residence and neighbourhood stability have
significant influence in determining interpersonal network and belongingness\textsuperscript{19}. Therefore this study has examined the duration of residence in Kumbalangi to decide on their belongingness.

Another theory used in this research is \textbf{Leader - Participation Model}. It was proposed by Victor Vroom and Philip Yetton to explain the leadership behaviour in organisations\textsuperscript{20}. They examined how subordinates can be encouraged to participate in the decision making process. When they proposed the theory initially there were seven stages of participation but later modified to five stages\textsuperscript{21}. The first stage is where leader tells and sells the decisions to the subordinates. The leader tells the subordinates to do something and the subordinates have to execute. In the second stage the leader gathers information from the subordinates and makes the decision for him and communicates it to the subordinates. In the third level also the leader gathers information from the subordinates, but only from selected individuals and decides for him. In the fourth level the leader shares the problem to the group and gathers information and ideas from the group. However, the decision is made by the leader. The fifth level is participative decision making where subordinates and the leader together analyses the problem and arrives at an appropriate decision making\textsuperscript{22} The theory finally concludes that participation at the highest level is achieved when people are given a role in the decision making process. When individuals take active roles in decision making they usually tend to own the decisions and try to implement the projects.
This study utilises the leadership-participation theory to examine whether the role in decision making influences the level of participation. Therefore questions were asked to examine the level of resident participation in the different tourism related projects. Questions were asked to examine the relationship between participation in tourism planning and participation in tourism project implementation.

3.6 Hypotheses

There are many studies conducted on resident participation in development projects and also on the impact of tourism in rural areas. In the light of previous studies this research was conducted with the following three hypotheses. Resident participation in the second hypothesis includes both participation in planning and implementation. The impact of participation in planning and implementation were studied separately in the data analysis chapter.

\[ H_1 \]: Residents’ participation in planning directly influences their participation in implementation of the tourism project.

\[ H_2 \]: Residents’ participation in the tourism project positively influences their perception on the impact of the project.

\[ H_3 \]: Implementation of endogenous rural tourism results in the development management of Kumbalangi village.

3.7 Proposed Conceptual Models

Participation of the stake holders is an essential part of today’s development philosophy\(^\text{23}\). It is impossible to overemphasise the need for beneficiary participation in the developmental projects\(^\text{24}\). The studies have proved that the
level of participation determines the sustainability and ownership of the project\textsuperscript{25}. Participation of the residents and beneficiaries is found influencing their perceptions also\textsuperscript{26}. Rahman\textsuperscript{27} and Roodt\textsuperscript{28} state that participation relates to a transformation act by the beneficiaries of development. Even if there are dissenting voices and problems arising from community participation, it is essential part of the development process\textsuperscript{29}. It makes them think, act and control their actions\textsuperscript{30}. There are also many studies on resident participation in rural tourism projects\textsuperscript{31}. Based on the researches already conducted, this study proposes that participation of the residents in the project positively influences the perceptions on the impact of the project. Both participation in planning and implementation positively influence the resident perceptions on infrastructure, local income, quality of life, cultural identity, and ecology and environment. Following conceptual model explains the relationship between participation and perception.

![Figure 3.1 Conceptual Model: Relationship between participation and perception](image-url)
3.8 Scope of Study

Study was conducted in Kumbalangi Gramma Panchayath. In order to promote the rural tourism efforts in Kumbalangi Gramma Panchayath, the UNDP and Government of India funded it as one of the endogenous tourism projects. The study concentrates on the impact of tourism in the development management of Kumbalangi Gramma Panchayath.

3.9 Universe

The universe of the survey research was the total voters in Kumbalangi Gramma Panchayath. The total voters in the Panchayath were 18612 as per the voters list prepared by the authorities as on 10 January 2008.

In addition to the survey among residents, interactions with the tourists to Kumbalangi during the period of data collection also enhanced the understanding of strength and weaknesses of the project. The period of field study and data collection was from October 2007 to March 2008.

3.10 Sample Size

The sample size for this study was 530 voters in Kumbalangi Panchayath. The sample consisted of 245 males and 285 females. The sample was identified using the following technique.

3.11 Sampling Technique

Probability sampling technique was used to identify the sample. Care is taken to ensure that the sample is a true representative of the universe. The sample of electoral population is taken through multi stage stratified random sampling
technique. The initial strata identified were geographical regions of Kumbalangi Gramma Panchayathu. Kumabalngi is divided into five geographical regions namely, South Kumbalangi, Central Kumbalangi, Central Kumbalangi Illickal Area, North West Kumbalangi, North Kumbalangi. Then one booth from each geographical area was selected through lottery method. A total of 700 respondents were from selected from these booths again through lottery method. Finally responses were collected from 530 respondents. This comprised of 10% of the voters from the selected booths. Some of the voters in the list were not available in the place to respond to the questionnaire. Therefore a larger list was prepared to replace the absentees from the list.
Table 3.1 Sampling method

<table>
<thead>
<tr>
<th>Geographical Area</th>
<th>Booth Numbers</th>
<th>Random Selected Booth</th>
<th>Total voters in the Booth</th>
<th>10% Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Kumbalangi</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>98</td>
<td>100</td>
<td>1178</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>99</td>
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<tr>
<td></td>
<td>100</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Central Kumbalangi</td>
<td>101</td>
<td></td>
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<tr>
<td></td>
<td>102</td>
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<tr>
<td></td>
<td>104</td>
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<td></td>
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<tr>
<td>Central Kumbalangi Illicakl Area</td>
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<td></td>
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<td>106</td>
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<td></td>
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<tr>
<td>North West Kumbalangi</td>
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<td>Total</td>
<td>17</td>
<td>5</td>
<td>5311</td>
<td>530</td>
</tr>
</tbody>
</table>
3.12 Major Variables of Research

Major variables of research were finalised on the basis of extensive literature review, focus group interactions, pilot study, and direct observations by the researcher. Important variables relevant to development management in the context of community based rural tourism were identified and grouped for the purpose of data collection and analysis. The following were the major grouping variables under this study. Preservation of culture, traditions and practices, participation of stakeholders, contribution to infrastructure development, influence on local income, influence on quality of life of residents, influence on number of crimes, knowledge enhancement for residents, attitude towards conservation of ecology and environment.

3.13 Data Collection

In order to collect primary data for the research the initial step was to undertake a pilot study regarding the possibilities of research and was to gain an insight into various factors like, education level, psycho-social attitudes, topography of the location etc.

During this study the researcher has contacted people of the locality from different economic, educational and employment backgrounds. The authorities of the local self-government were also contacted. Based on the primary interactions it was understood that a research would be possible in the area.

The pilot study helped the researcher in finalising the different strata for sampling and also the variables to be studied.
3.13.1 Primary Data Collection

Questionnaire survey was the primary data collection tool. The tool was developed after several rounds of interactions with key informants like the authorities of the Panchayath and the residents engaged in the tourism business. Before administering the questionnaire to the general public a pre-test was done and checked the reliability of the questionnaire. Based on the responses from the pre-test, some questions were omitted and a few questions were included. Modifications in the wordings were also made to ensure clarity of understanding of the questions.

Finally the researcher developed a reliable and valid ‘development management assessment scale’ for the collection of data from the public. To increase the validity of the data multiple questions were asked to collect data on each of the major development variables. Seven questions were meant to collect the demographic details of respondents. The rest of the questions were on the factors identified for study. The respondents were asked give their responses on a five point Likert scale on development management variables. Five and one always meant highest positive evaluation and highest negative evaluation respectively. Finally there was an open ended question meant to collect opinions regarding the future growth of Kumbalangi tourism project.

3.13.2 Secondary Data Collection

Secondary data for the study were collected from books, periodicals, research journals, brochures and leaflets published by the Panchayath and voluntary organisations, relevant websites etc.
3.13.3 Methods and Tools of Data Collection

The data were collected primarily through direct administration of the questionnaire. The services of research assistants were also utilised in data collection. Since many respondents were less literate, questionnaires were translated into vernacular (Malayalam). The direct administration of the questionnaire helped in clarifying the doubts - if any- of the respondents. This has further helped in enhancing the validity of data.

3. 14 Definitions

This study utilises different development management variables for analysis. All these variables are very much used in development literature. But some of them are used by different authors with differences in the shades of meaning. Therefore it was thought necessary to specify the implications of those terms in this research.

3.14.1 Community Participation

Community participation is advocated for long time in all sustainable tourism development projects\textsuperscript{32}. Haywood defines community participation as ‘a process of involving all stakeholders (local government officials, local citizens, architects, developers, business people, and planners) in such a way that decision making is shared.\textsuperscript{33}’ Taylor criticized this approach and called it \textit{communitarianism}\textsuperscript{34}. The World Summit on Sustainable Development held in Johannesburg in 2002 acknowledged community participation as an essential component of sustainable development. The term social capital from sociology is also used in tourism literature in the context of community participation. Many authors use the term
civic engagement instead of community participation\textsuperscript{35}. For the purpose of this study community participation is defined as the efforts of residents both individual and organized to influence the decision making and implementation of the tourism project.

3.14.2. Quality of Life

Quality of life has become a topic of discussion in most of the developmental literature. Assessment of quality of life helps in going beyond the objective perspective to understanding the subjective human response and feelings\textsuperscript{36}. Since quality of life is significantly related to subjective feelings and perceptions, it necessarily tends to be multidimensional\textsuperscript{37}. Therefore perceptions on quality of life may be different for different people in similar situations and experiences\textsuperscript{38}. Tourism is seen as an industry that can bring higher standard of living to people of the region\textsuperscript{39}. For this study quality of life is defined as the personal evaluation of the satisfaction and contentment derived from his or her experience of the surroundings.

3.14.3. Environment and Ecology

Environment broadly refers to the all the natural and culture surroundings of people\textsuperscript{40}. Tourism industry is very much related the destination environment and exerts tremendous influence on them\textsuperscript{41}. Tourism has power to enhance the quality of environment and also has the power to destroy it\textsuperscript{42}. Inskeep defines environment as the ‘physical environment which includes natural and built components. The natural environment is what exists in nature – climate, weather, the land and its soil and topography, geology, water features, flora, fauna and
ecological systems. The built environment is comprised of man-made physical feature, mainly all types of buildings, other structures and infrastructure development, as well as archaeological and historic sites. In this study the meaning of environment is limited to natural environment. Man-made physical features of environment are excluded from the term environment and ecology.

3.14.4. Infrastructure

The discourse on sustainable tourism development revolves around a central issue of how effectively the host community manages and utilises the natural, built, and socio-cultural resources of the region. The utilisation of these resources should ensure the equitable distribution of costs and benefits to the host community as well as to tourists. Bernbom includes streets and transportation systems, ports, urban areas, the Internet (cyberspace), the electro-magnetic spectrum, intellectual resources, various types of associations in tourism infrastructure. These facilities are not isolated for tourism but are part of the life and activities (such as agricultural, residential, commercial, recreational, industrial) of the residents and most of them predating tourism development. In this study the tourism infrastructure refers to all man-made resources that are available to the use of the public and tourists.

3.15 Data Analysis and Interpretations

Analysis of the data was done using SPSS software. Appropriate statistical tests are used for the analysis of data. Statistical tests include ANOVA, regression analysis, correlation analysis, and chi square tests, in addition to descriptive
statistics and percentage analysis. Charts, graphs and tables were used to present the information.

3.16 Limitations of the Study

There are some limitations of the study that need to be acknowledged. Kumbalangi Village is experimenting endogenous, rural tourism model for its development. This model is quite new and is only emerging. Tourism in Kumbalangi is also in its infancy. The data was collected immediately after the implementation of the project. The initial euphoria of participating and experimenting a new developmental model could influence the responses of people. The questionnaire survey was administered during the months from October to December which is the tourist season. The research finding is based on data collected only during a limited period. Hence the thought patterns of the period can have impact on their responses. Therefore the responses of could be influenced by the mood of the season and behaviour bias\textsuperscript{48}, especially in the case of their responses on local income.

The findings of the study are based on perceptions of the respondents. Therefore further researches could be conducted using quantitative data to identify the impact of rural tourism on Kumbalangi village.

This research has examined the resident perceptions on the impact of rural tourism on development management. But as is clear the study is confined to project implemented in Kumbalangi. Hence many of the findings of the study may not be as such applicable to other endogenous rural tourism projects.
Notes and References


2 Award from Pacific Asia Travel Association. (2008). Most Innovative Adventure Activity - International Paragliding Championship, 2007-08


