“COMMUNITY BASED TOURISM DEVELOPMENT”
(A Case Study of Sikkim)

SUMMARY

BY

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Selection of Topic
The review of literature indicated the gaps in researches on Community Based Tourism in India despite awareness about it among stakeholders and scattered success stories on ground. This interested researcher in the area of Community Based Tourism. However the choice of the theme, “Community Based Tourism Development” (A Case Study of Sikkim) for doctoral level enquiry and thesis was the outcome of many factors namely:

i. Sikkim is the only state of India that has been selected and supported by International UNESCO project for Community Based Tourism.

ii. All rural areas/villages of Sikkim are community based and provide suitable settings for the implementation of community based schemes.

iii. The evaluation studies on rural tourism projects in Sikkim have rated these successful. Some of the projects are supported by Ministry of Tourism, Govt. of India.

iv. The researcher has been associated with the evaluation studies on rural tourism of Ministry of tourism, Govt. of India and visited both successful and unsuccessful cases and witnessed the criticality of host participation and the different ways of engaging locals.

v. Researcher is a native of Sikkim and wanted to make a modest contribution to the home state.

Area of Study
The area of study is limited to the state of Sikkim sampled through seven villages; Darap, Dzongu, Kewzing, Pastanga, Rey Mindu, Uttarey and Yuksom where rural tourism has been implemented and is successful.

Study area is shown in the figure 1.1 shows the map of state with sampled villages plotted.
Objectives of the Study

The objectives for the present study have been planned to understand dynamics of community based tourism in Sikkim. These are:

1. To identify and map of Community Based Tourism resources in Sikkim.

2. To examine the potential of Community Based Tourism in Sikkim.
   i. To study the interest of tourists in various community based activities.
   ii. To study the engagement of local communities in various community based activities where tourists do/can participate.
   iii. To study the role and activities of Non Governmental Organizations and Government in the promotion of Community Based Tourism.

3. To study the satisfaction level of tourists from the Community Based Tourism in Sikkim.

4. To study the impact of Community Based Tourism in Sikkim.
Hypotheses of the Study

Five hypotheses have been developed to assess community based tourism in the light of research objectives.

H1  Ho  There is low potential of Community Based Tourism in rural Sikkim.
    H1  There is high potential of Community Based Tourism in rural Sikkim.

H2  Ho  Tourists coming to rural areas of Sikkim do not participate in community based activities.
    H1  Tourists coming to rural areas of Sikkim to participate in any community based activities.

H3  Ho  Local communities do not take interest and do not participate in community based activities that interest tourists.
    H1  Local communities take interest and participate in community based activities that interest tourists.

H4  Ho  Local communities are not ready to engage in Community Based Tourism.
    H1  Local communities are ready to engage in Community Based Tourism.

H5  Ho  Tourists are not satisfied with Community Based Tourism in Sikkim.
    H1  Tourists are satisfied with Community Based Tourism in Sikkim.

H6  Ho  There is a negative impact of Community Based Tourism in Sikkim.
    H1  There is a positive impact of Community Based Tourism in Sikkim.

Research Design

Sample Selection

The sample of the study included different stakeholders in tourism mainly hosts/communities, tourists, NGO’s and Government representatives. The communities, tourists and NGO’s were contacted in the sampled villages while government officials were contacted at their headquarters.

Sampling for primary data collection has been done at two levels; first for choosing villages from four districts of Sikkim for detailed study and second for selecting respondents from
different groups in these villages. Seven villages have been selected where tourism is active through rural tourism scheme and there are 12 such villages in the state (table 1.1).

Table. 1.1. Selected villages for study

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Village</th>
<th>Tourism in village</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Darap</td>
<td>(i) ECOSS, (ii) UNESCO and Ministry of Tourism, Govt. of India</td>
<td>West</td>
</tr>
<tr>
<td>2</td>
<td>Dzongu</td>
<td>(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim</td>
<td>North</td>
</tr>
<tr>
<td>3</td>
<td>Kewzing</td>
<td>(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim</td>
<td>South</td>
</tr>
<tr>
<td>4</td>
<td>Pastanga</td>
<td>(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim</td>
<td>East</td>
</tr>
<tr>
<td>5</td>
<td>Rey Mindu</td>
<td>(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim</td>
<td>East</td>
</tr>
<tr>
<td>6</td>
<td>Uttarey</td>
<td>(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim</td>
<td>West</td>
</tr>
<tr>
<td>7</td>
<td>Yuksom</td>
<td>(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim</td>
<td>West</td>
</tr>
</tbody>
</table>

(i) ECOSS: Ecotourism and Conservation Society of Sikkim
(ii) UNESCO: United Nations Educational, Scientific and Cultural Organization

The selected communities for the study are from five different communities of seven sample villages of Sikkim. Purposive sampling was used to collect the data depending on the availability of tourists and hosts in the sample villages at the time of data collection. It has been assumed that this would not disturb results as the sample villages are small in size that is also a typical feature of Sikkim villages and communities are close knit and homogenous. The tourists coming to villages in Sikkim are also special interest tourists coming for quaint experiences.

The distribution of villagers, tourists and NGO’s from the selected villages is shown in table 1.2.
Table 1.2. The distribution of villagers, tourists and NGOs from the selected villages

<table>
<thead>
<tr>
<th>Name of the village</th>
<th>Number of sampled villagers (Total population of the village)</th>
<th>Number of sampled tourists (Dom/Int.Total)</th>
<th>Number of NGO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of sampled villagers</td>
<td>Total population of the village (2011 census)</td>
<td>Domestic</td>
</tr>
<tr>
<td>Darap</td>
<td>91</td>
<td>3168</td>
<td>30</td>
</tr>
<tr>
<td>Dzongu</td>
<td>92</td>
<td>4513</td>
<td>51</td>
</tr>
<tr>
<td>Kewzing</td>
<td>90</td>
<td>2831</td>
<td>48</td>
</tr>
<tr>
<td>Pastangga</td>
<td>96</td>
<td>500</td>
<td>61</td>
</tr>
<tr>
<td>Rey Mindu</td>
<td>95</td>
<td>5011</td>
<td>65</td>
</tr>
<tr>
<td>Uttarey</td>
<td>98</td>
<td>2000</td>
<td>35</td>
</tr>
<tr>
<td>Yuksom</td>
<td>96</td>
<td>2543</td>
<td>37</td>
</tr>
</tbody>
</table>

The government officials from Sikkim Tourism, Government of Sikkim were also contacted in district offices and headquarters. They were interviewed on various aspect of Community Based Tourism.

**Data Collection**

The data for the study was collected from both primary and secondary sources.

Primary data was collected from villagers and tourists with the help of structured questionnaires. The survey was intended to understand the views of local communities and tourists on Community Based Tourism Development through their participation in it.

Data collected from NGO’s and government was also primary but interview method was used here.

Secondary data was collected from government agencies, research reports, statistical reports and articles published in news papers, electronic media and websites.
Data Analysis
The data was analyzed through descriptive statistics such as percent analysis, mean, standard deviation and factor analysis. SWOT analysis, matrix and KPIs (Key Performance Indicators) were used for qualitative data.

Limitations of Study
A few difficulties arose in the fieldwork. One of the biggest challenges was the collection of official statistical data of tourist arrivals at different tourists visiting villages like (Darap, Yuksom, Uttarey, Dzongu, Kewzing, Rey Mindu and Pastanga). The fieldwork was also constrained by the limits of time and budget. The severe climate conditions and inaccessibility to these areas added more hardness to the fieldwork.

Use and Application of study findings
The study is confined to the selected villages of Sikkim. The scope of the study is limited to investigate the perception of host community on selected issues related to community based tourism development in selected villages of Sikkim. Experience and expectations of host community from growing tourism were given due attention. The study also examines the perception and profile of tourists in two broad segments: domestic and international of a comparative study.

Chapter plan
Chapter 1 New Tourism and Community Based Tourism
1.1 Mass Tourism and Changing Behaviour of Tourists
1.2 New Tourism and its Development
1.3 Development of Community Based Tourism
1.4 Evolution of concept of Community Based Tourism
1.5 Benefits of Community Based Tourism
1.6 Development of Tourism and Community Based Tourism in India
   1.6.1 Community Based Tourism in India
1.7 Tourism and Community Based Tourism in India
   1.7.1 Hospitality Competiveness of Sikkim
   1.7.2 Community Based Tourism in Sikkim
Chapter 2  Review of Literature
2.1 Centrality of Community Participation
2.2 Community Based Tourism Settings
2.3 Community Based Tourism Models
2.4 Sustainability through Community Based Tourism
2.5 Barriers to Community Based Tourism
2.6 Evaluation, Threat and Opportunities of Community Based Tourism

Chapter 3  Research Methodology
3.1 Selection of Topic
3.2 Area of Study
   3.2.1 Important Features of the Sample Area
   3.2.2 Study villages
3.3 Objectives of Study
3.4 Hypotheses of Study
3.5 Research Design
   3.5.1 Sample Selection
   3.5.2 Data Collection
   3.5.3 Data Analysis
3.6 Limitation of Study
3.7 Use and Application of Study Findings
3.8 Chapter Plan

Chapter 4  Community Based Tourism in Sikkim-An Analysis
4.1 Demographic Profile of Host Communities
4.2 Participation of Host Communities in Tourism
4.3 Demographic Profile of Tourists
4.4 Travel Profile and Behaviour of Tourists
4.5 Identification and Mapping of Community Based Tourism Resources in Sikkim
4.6 Potential of Community Based Tourism in Sikkim
   4.6.1 Awareness of Tourists about Sikkim and Rural Holidays
4.6.2 Participation of Community Members in Community Based Activities to Engage Tourists.

4.7 Experience of Tourists with Facilities in the Villages

4.8 Engagement of Community in Activities Relevant for Tourists and Useful to Community

4.9 Role and Activities of Non Governmental Organizations and Government in the Promotion of Community Based Tourism

4.9.1 Assistance Provided by NGOs and Government

4.10 Satisfaction of Tourist with Overall Tour Experience in the Villages.

4.11 Impact of Community Based Tourism in Sikkim

4.11.1 Economic and Infrastructural Impact

4.11.2 Socio-Cultural Impact

4.11.3 Environmental Impact

Chapter 5 Conclusions and Recommendations

5.1 Conclusions

5.1.1 Objective 1

5.1.2 Objective 2 and Hypotheses 1, 2, 3 and 4

5.1.2.1 To Study the Interest of Tourists in Various Community Based Activities

5.1.2.2 To Study the Engagement of Local Communities in Various Community Based Activities Where Tourists Do/Can Participate

5.1.2.3 To Study the Role and Activities of Non Governmental Organization and Government in the Promotion of Community Based Tourism

5.1.3 Objective 3 and Hypothesis 5

5.1.4 Objective 4 and Hypothesis 6

5.2 Recommendations

5.2.1 Code of Conduct for Visitors

5.2.1.1 Respect for Local Customers

5.2.1.2 Economic Contribution
1.1 Objective 1

The first objective was to identify and map of Community Based Tourism resources in Sikkim.

Identification and mapping of resources is an extensive process and the information for the same was collected through observation, interview with locals, tourists and government officials. The identification and mapping of tourist resources in Sikkim has been done on the presumption that all natural and cultural resources of the state are suitable for Community Based Tourism Development as these are very fragile and cannot be maintained without the active involvement of the community.

The mapping of identified resources has been done through matrix that was prepared based on other studies.

1.2 Objective 2 and Hypothesis 1, 2, 3 and 4

The second objective was to examine the potential of Community Based Tourism in Sikkim and hypothesis was framed for the same as follows.

H1 Ho There is low potential of Community Based Tourism in rural Sikkim.

H1 There is high potential of Community Based Tourism in rural Sikkim.
The potential was assessed with the help of awareness of tourists about Sikkim and rural holidays, their participation in community based activities and involvement of communities in various activities for tourists.

Separate sub-hypotheses were framed for the assessment parameters of CBT as explained below.

1.2.1 To study the interest of tourists in various community based activities

H2 Ho Tourists coming to rural areas of Sikkim do not participate in community based activities.

H1 Tourists coming to rural areas of Sikkim to participate in any community based activities.

Data analysis shows that both domestic and international tourists are extremely interested in various community based activities like a day hikes to pilgrimage sites near village area, natural trail nearby village and cultural shows. Some of the international tourists like to explore the area by involving in trekking, bird and butterfly watching.

In view of above H1 is accepted and Ho is rejected.

1.2.2 Engagement and willingness of local communities in various community based activities where tourists do/can participate

H3 Ho Local communities do not take interest and do not participate in community based activities that interest tourists.

H1 Local communities take interest and participate in community based activities that interest tourists.

H4 Ho Local communities are not ready to engage in Community Based Tourism.

H1 Local communities are ready to engage in Community Based Tourism.

The analysis brings out that local communities take interest, participate and are willing to engage in Community Based Tourism in villages of Sikkim.

The results of towards receptive ambience and settings suitable for community based tourism and therefore inference has been drawn that the potential for CBT in Sikkim is high. This is also supported by the fact that both domestic and international tourists coming to these villages were aware of Sikkim and rural holidays.
In the view of above result, the alternative hypothesis is accepted and null hypothesis is rejected.

1.2.3 To study the role and activities of Non Governmental Organizations and Government in the promotion of Community Based Tourism

The analyses were done on the basis of the role and activities of Non Governmental Organizations and Government in the promotion of Community Based Tourism. The assistance in Community Based Tourism villages by NGOs and Government was accessed in various categories like creating employment, supports skill building through training programmes, support equitable distribution of revenue for all participants, support in development of the villages and overall satisfaction.

It was found that most of NGOs (local, national and international) and government (local and national) are taking keen interest to promote Community Based Tourism in seven villages and provided assistance, support in development and create jobs in the villages. Host communities are satisfied with the assistance.

Results show the NGOs and governments are actively assisting the communities and villages for the promotion Community Based Tourism

1.3 Objective 3 and Hypothesis 5
The third objective was to study the satisfaction level of tourists from the Community Based Tourism in Sikkim.

H5 Ho Tourists are not satisfied with Community Based Tourism in Sikkim.

H1 Tourists are satisfied with Community Based Tourism in Sikkim.

The analysis was based on the satisfaction with overall tour experience in villages of Sikkim. The tourists were very much satisfied with the overall tour experiences in the villages and due to this they pleased and decided to visit this place again the visit to these villages exceeds their expectations. They strongly recommend their friends and relatives to visit these villages because the tradition and culture of Sikkim is unique.

It is inferred that, tourists are very much satisfied with overall tour experience in villages. Therefore, H1 is accepted and Ho is rejected.

1.4 To study the impact of Community Based Tourism in Sikkim
The fourth objective was to study the impact of Community Based Tourism in Sikkim.
There is a negative impact of Community Based Tourism in Sikkim.

There is a positive impact of Community Based Tourism in Sikkim.

The three major impacts were covered for better outcome of the result. They are Economic and Infrastructural Impact, Socio-Cultural Impact and Environmental Impact. The result shows that there is positive impact as well as negative impact in economic and infrastructural because on one hand Community Based Tourism is creating jobs in the villages and the jobs created are good but in other hand the prices of vegetables, fruits and other day today commodities has increased in village. The villagers are suffering with the hike of price.

The socio-cultural impacts show that the villagers are satisfied to adopt tourism in their villages because tourism has helped host communities in preserving and promoting their uniqueness and villagers take pride for developing their villages for Community Based Tourism. Villagers even learn new things from the tourists. Here the negative part is tourists do not know how to behave and bad behaviour such as thefts, alcoholism and drug abuse has increased with tourism.

The environmental impacts show all local communities are very much concerned in this matter and agree that the natural resources are better managed and good care has been taken to reduce the negative impacts but garbage and vehicular pollution has increased in the villages which are not good.

In view of the mixed result about the impacts of Community Based Tourism in Sikkim, we have failed to reject any hypothesis.

Recommendations

Using the findings, the study has established that there are proper policy issues, which need to be addressed for the effective involvement of local people in the tourism decision making process, in the sharing of tourism benefits and in tourism’s contribution towards poverty alleviation. It makes following specific suggestions:

- Cultural tourism, this type of tourism is associated with activities such as cultural shows, curio shops, and handcraft sales which do not require high education. In addition, the income accrued goes directly to the community involved.
- Training of locals in tourism
- Local community shall be involved in decision making.
• Guidelines or Code of Conduct for Visitors.

Suggestions for further studies in the gap areas

The study focuses on the interest level of local participants in Community Based Tourism Development in Sikkim. However, the CBTD in Sikkim may not be the only element needed for their participation. There are other components that merit further study. The suggestions are as followed:

1. More research work is required to analyze and quantify the extent of such contribution in economic terms, especially at the household level.
2. Study of background, planning, decision-making, problem solving, evaluation, tourism activities and maximize the benefit of host community.
3. Study the suitable and specific practices for tourists, when they travel and stay at villages of Sikkim in term of sustainability concept.
4. Study the cooperation of the local community, tourism businesses and government officials in Community Based Tourism Development in other villages of Sikkim.
5. Study on the comparison of Community Based Tourism Development in Sikkim and other states for propose to sharing experiences.