


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 the Study
This chapter details the roadmap used to conduct enquiry and to develop thesis. This begins with defining the selection of topic, research problem and setting up the objectives of the study and moves forward to explain the research methods employed in the study, including details about the research design, sampling framework, data collection, data analysis and interpretation methods. Further, the significance of the study, research challenges and limitation of the study are discussed.

### 3.1. Selection of Topic

The review of literature indicated that Community Based Tourism is still not the focus in India though all stakeholders are aware of the need for meaningful engagement of host populations in the tourism process. Though there are success stories at many places in the states of Sikkim, Uttrakhand and a few other places where the experiments on community participation have been implemented with the support of United Nation Development Programme (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO), National Institute for Entrepreneurship and Small Business Development, Ministry of Micro, Small and Medium Enterprises, Government of India (NISBURD) and YES bank. This fascinated 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.

3.2. Area of Study

The area of study is limited to the state of Sikkim about which secondary data was collected for all aspects of local community participation in Tourism. For primary survey seven villages; Darap, Dzongu, Kewzing, Pastanga, Rey Mindu, Uttarey and Yuksom have been selected. These villages are from four districts of Sikkim. A brief sketch of socio-economic and demographic profile of the study area will point to the difference and similarities of the sample villages and that have been useful in understanding the differences in the attitudes of people from different areas in Community Based Tourism practices. The brief profile of Sikkim and sample villages is presented in table 3.1.

<table>
<thead>
<tr>
<th>Features of Study Area</th>
<th>Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Darap</td>
</tr>
<tr>
<td><strong>District</strong></td>
<td>West</td>
</tr>
<tr>
<td>Area (sq)</td>
<td></td>
</tr>
</tbody>
</table>
### 3.2.1. Important Features of the Sample Area

Sikkim is marked by many initiatives such as ecotourism policy, organic state etc. that support its case for alternate tourism. Community based tourism has been successfully implemented here with the support of NGOs (Local and International) and Governments (State and National). The sample villages and their stories of tourism development show the different approach of tourism in the state. A map of study area is shown in the figure 1.1 along with sample villages.

The state has abundant natural resources and still rural but fairly accessible through all the modes of transport. Bagdogra airport in northern part of West Bengal provides air connection to the state. It is 124 kms away from Sikkim’s capital Gangtok and takes around 4.30 hours drive time. Gangtok is also served by daily helicopter service operated by Sikkim Tourism Development Corporation (STDC) from Bagdogra and it takes 20 minutes flying time but this is subjected to the weather conditions.

The closet railway stations are from Gangtok are Siliguri (114 kms) and New Jalpaiguri (125 kms) and both have drive time of around 04:30 hours. These stations have trains connecting to Kolkata, Delhi, Guwahati, Lucknow and other important cities in India.

The road network of is spread over 2,074.55 kms but its lifeline is National Highway 31A that connects Gangtok with Darjeeling, Kalimpong, Siliguri and all district headquarters within Sikkim.
3.2.2 Study Villages
The study villages have been selected from the villages where community based tourism has been implemented. A brief on villages will provide an insight into unique their character.
i. **Darap** is a small village in west Sikkim at an altitude of 5,100 feet or 1554.48 meters above sea level. The word Darap has its origin from the Limboo (Tribal) word “Tan-lop/Therap” which literally means a flat land. This valley is exposed to temperature variations of 05 degree centigrade to 28 degree centigrade. This makes Darap storehouse of various rare and endangered species of flora and fauna and various unique and rare aspects of the Limboo culture are preserved in this valley. The village is inhibited by 95 per cent Limboo population occupies a place of pride in one of the richest limboo culture heritage of Sikkim. Darap has towering Khanchendzonga-3rd highest peak (also the guardian deity) and is just 7 kilometers from the tourist hub of Pelling offering peaceful environment similar to Pelling. The village has come up in recent years as one of the major village tourism and offbeat travel destination of Sikkim for its sustainable tourism practices through Community Based Tourism Development.

ii. **Dzongu**, the special Lepcha (aboriginal tribe), lives in the north district of Sikkim amidst steep inclines and deep valley in the last range of earth covered hills ahead of the rocky Himalayan snow clad peaks. Bordering the Khanchendzonga Biosphere Reserve and at an elevation ranging between 300 feet and 20,000 feet above sea level. The Lepcha communities in Dzongu live in relative isolation from the outside world with their own traditional practice and believe. Dzongu is surrounded with panoramic views of Mt. Khanchendzonga and is particularly rich in flora and fauna. Dzongu offers an authentic and alluring experience of Sikkim.

iii. **Kewzing** is a typically Bhutia (local community) village in south Sikkim at an attitude of 1200 feet or 365.76 meters. Kewzing provides its inhabitants with magnificent views of mountains including Mr. Kabru. The atmosphere in the village is very serene and peaceful as the local people are very friendly and hospitable. Kewzing is well connected by road to Siliguri and Gangtok. Gangtok is approximately 76 km away.

iv. **Pastanga** in Lingzey is a small village in the East Sikkim at an altitude of 4676 feet or 1425 meters. It is just a two hour drive and 28 kms from Gangtok (Capital of Sikkim). The village name is derived from its older names “Pa-Sing-Tel” in Kulung Language meaning “forefather’s wood collecting place” and “Pasing
Tengkha” in Bhutia language meaning “below bamboo forest” that gradually changed to Pastanga. More than twelve varieties of bamboo thrive in the area and the nearby hills. Attractions include orchids and rhododendrons and various species of birds. The village is inhabited by three ethnic communities namely Rai, Bhutia and Lepcha. The majority population is of farmers and earns the livelihood through traditional organic agriculture, horticulture practice and dairy farming. The village is one of the main producers of large cardamom and ginger.

v. **Rey Mindu** is a small Lepcha (aboriginal tribe) village, located 21 km away from Gangtok, the capital of Sikkim. It is nestled between the world renowned monasteries, namely Rumtek Monastery and Lingdum Monastery and amidst a diverse flora and fauna. The village is nestled below the Fhambong Lho wildlife sanctuary and has a handicraft centre which displays various Sikkimese traditional items. Rey Mindu village is famous for its traditional cuisines.

vi. **Uttarey** is a typically Nepalese village and is one of the oldest society located at the Indo Nepal Border in the extreme west district of Sikkim at an altitude of 6600 feet or 2011.7 meters. On the way to Uttarey one passes through Singsor Bridge, said to be the second highest bridge in Asia. Uttarey is famous for its tranquility and natural beauty and provides beautiful view to the Himalayan Mountain. Other important tourist spots around Uttarey include the mainbus waterfall and Chewyabhang Pass. This pass is about 10 km of Uttarey and is the gateway to Nepal.

vii. **Yuksom** is a Bhutia (local tribe) village in Geyzing subdivision of west district of Sikkim. Yuksom was the first capital of Sikkim at a height of 12000 feet or 1780 meters. According to the historical records, the first Chogyal (King) of the kingdom of Sikkim was consecrated in 1641 A.D by three learned Lamas (Monks). It serves as the base camp for unforgettable treks into the wilds of the mountains known as Dzongri and Goechala at a height of 18,000 feet. Also known as trekkers’ paradise. The trek has magnificent view of Mt. Pandim, awe inspiring Mt. Khanchendzonga and whole of Himalayan range. Khangchendzonga National Parks accessible from Yuksom. One can also find oldest monastery Dubdi built in 1701 A.D. Yuksom is thus considered a model village for eco-tourism.
3.3. 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.

3.4. Hypotheses of the Study

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

**H1**  
**H0**  
There is low potential of Community Based Tourism in rural Sikkim.

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

**H2**  
**H0**  
Tourists coming to rural areas of Sikkim do not participate in community based activities.

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

**H3**  
**H0**  
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.
Local communities are not ready to engage in Community Based Tourism.

Local communities are ready to engage in Community Based Tourism.

Tourists are not satisfied with Community Based Tourism in Sikkim.

Tourists are satisfied with 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.

3.5. Research Design

3.5.1. 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. These villages were selected after discussion with stakeholders where it emerged that the results of community based tourism will be visible in these villages as enough time has passed since the implementation of CBT scheme here. United Nations Educational, Scientific and Cultural Organization (UNESCO) with local Non Government Organization Ecotourism Conservation Society of Sikkim (ECOSS) in 2004, United Nation Development Programme (UNDP) along with Ministry of Tourism, Government of India realized this in 2008 and Sikkim Tourism, Government of Sikkim with local Non Government Organizations (NGOs) started initiatives for Community Based Tourism in the state that have been successful in the form of Homestay and Rural Tourism.
Table 3.2. 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>Sikkim Tourism, Govt. of Sikkim 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, Ministry of 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>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’ visiting for quaint experiences.

The distribution of villagers, tourists and NGO’s from the selected villages is shown in table 3.3.
Table 3.3. 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/Intl.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>Pastanga</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.

3.5.2. 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 newspapers, electronic media and websites.

3.5.3. 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.

3.6. 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. Hence, the study is restricted by the available information, which was collected from various sources like through personal visits, interviews and questionnaires.

3.7. Use and Application of Study Findings
The study has been conducted at a time when CBT has started maturing in the study villages though the local NGO in each village still regulates and catalyses the activities of tourism. The feedback of all the stakeholders provides insights to improve the models and processes used for the development of CBT. The government and NGO.s can revisit their roles and villagers can form Self Help Groups to take initiatives. The study findings can be useful to all to look further and to ensure a very successful CBT in Sikkim.

3.8. Chapter Plan
The whole work is presented in the four chapters. The chapter scheme and their contents are presented below.

Chapter 1   New Tourism and Community Based Tourism
This introduces the concept mass tourism, new tourism and community based tourism. Further it explains about community based tourism in India and Sikkim. This prepares reader to understand rest of the work.
Chapter 2  Review of Literature
Earlier works by academicians and scholars are covered in detail to identify the research gaps.

Chapter 3  Research Methodology
Discusses the approach followed for the present research. Mainly it deals with objectives, hypothesis, sample selection, data collection and analysis plan.

Chapter 4  Community Based Tourism in Sikkim-An Analysis
It explains the status of Community Based Tourism in Sikkim with the help of analysis of data that has been done to find answers to objectives of the study and hypotheses.

Chapter 5  Conclusion and Recommendation
This chapter concludes the study results and offers suggestions and recommendation for areas where detailed study can be taken in future.

References


Kumar Ranjit (2005): Research Methodology, Pearson Education.


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CHAPTER 4
COMMUNITY BASED TOURISM IN SIKKIM-AN ANALYSIS

4.1 Demographic Profile of Host Communities
4.2 Participation of Host Communities in Tourism