RESEARCH DESIGN
CHAPTER-3
RESEARCH DESIGN

About the Chapter:

This chapter studies the complete research methodology adopted during the research starting from the collection and analysis of data. It explains the need of the study, scope of the study, objectives of the study and limitations as well as the various sources of primary and secondary data. The present study shows the result of the perceptions of local community regarding the impacts and the role of tourism in the community development as well as profile of the tourists and their activity preference at the destination. The study has been conducted in the tribal districts of the State. The three tribal districts which included in the study were Kinnaur, Lahal-Spiti and Chamba. In this chapter the need, scope, objectives, research methodology and limitations have been presented in a well organized manner.

3.1 STATEMENT OF THE PROBLEM

The literature review discussed the views of various researchers in the field of tourism especially the impacts of mass tourism and further, the emergence of Alternative tourism firstly in the developing nations and then everywhere including India and in Himachal Pradesh particularly in the tribal areas of the state. The most valid reason for the promotion of Alternative tourism is the saturation point of the mass tourism destinations. After the detailed review of literature and finding out the research gap, the present study tries to investigate the impacts of tourism and the emergence of Alternative forms of tourism in Himachal Pradesh and in the
tribal areas of the state. So the Statement of the problem selected is

"ALTERNATE TOURISM IN TRIBAL DESTINATIONS- A STUDY OF HIMACHAL PRADESH"

3.2 NEED OF THE STUDY

The subject of alternate tourism in tribal destinations in India with special focus on the tribal areas of Himachal Pradesh is a key to the underpinning of all tourist activity and development process and exploring potential of these areas and further strengthening tourism for sustainable use. Further, the marketers of the tribal destinations will also come to know about the perceptions of host community and the impacts of tourism on tribal communities and the development of rural and backward areas for tourism point of view so that these areas can get more number of tourists in future. India being a tourist country and Himachal a key tourist State having great potential of tourism in its tribal districts like Chamba, Lahaul-Spiti and Kinnaur district, This study will be based on studying Foreign and Domestic travellers and the host community The study will help to provide a message to tourism providers how to cater to the needs and wants of tourists and the participation of local communities in the development process as well as providing an opportunity of employment generation to the local people.

3.3 SCOPE OF THE STUDY

In Accordance with Geographic Area

The research is conducted in the State of Himachal Pradesh. Three major tribal districts namely Chamba, Lahaul Spiti valley and Kinnaur, which are frequented by both domestic and foreign tourist, were selected for the study, based on convenient sampling.
In accordance with Study Period

For the purpose of data collection from the tourists, i.e. primary study, the factor of Seasonality in the state of Himachal Pradesh needs to be kept in view. The study was conducted during the peak tourism period, so that availability of the required number of tourists (both domestic and foreign) is ensured. For the tribal areas of Himachal Pradesh, the peak season spreads from the month of May to August. Therefore the time period will cover the peak tourist seasons.

In Accordance with Focus

The study has been focused on the identification of the sources of Alternative tourisms in the tribal areas, the various types of activities undertaken in these areas by tourists and emerging new forms of tourism in these areas. It may also lead to identify differences in the activities and use of infrastructure undertaken under mass tourism and alternative tourism and also perceptions of host community for tourism development. Therefore, in accordance with focus, the scope of the study are very wide as the concept of Alternative tourism is new in India and even Government of Himachal Pradesh has framed its policy whose aim is to develop and promote Alternative types of tourism in the State particularly in the tribal districts of Himachal Pradesh which has lots of potential for further development.

3.3.1 Study Area

Geographically, in Himachal Pradesh, there are three districts which are located in the tribal belt of the state. These three districts are namely, Kinnaur, Lahaul- Spiti and Chamba. Further, all the three districts are interconnected directly with each other through roads and passes of high altitude.
3.4 OBJECTIVES OF THE STUDY

Although there is phenomenal growth in Indian Tourism, but tourism in tribal areas was never given any priority. The concept of alternate tourism in tribal and rural areas has a noble cause, it is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern times. Not much study has been done in India to assess the potential of alternate tourism and the related challenges and opportunities. In this backdrop the present exercise attempts to attain the following objectives during the course of research.

OBJECTIVES

1) To study the potential of alternate tourism in tribal areas of H.P.
2) To study the profile of tourists visiting the study area.
3) To find out the perception of local community regarding tourism development in the study area.
4) To find out the Economic, socio cultural and physical impacts of tourism in host community and the environment of tribal areas.
5) To identify the tourist activity preference at the destination.
6) To study the existing tourists establishments /facilities provide by govt. and their policy about tourism development in tribal districts of H.P.
7) To suggest some appropriate measures to formulate a balanced tourism policy which must reflects the economic
and social benefits with minimum cultural and environment impact on destination.

3.4.1. RESEARCH QUESTIONS
Based on the objectives of the study following research questions have been formulated.

1. What are the opinions of tourists for the potential of Alternative tourism in the tribal areas?
2. What is the profile of the tourists who generally visit the tribal areas of the State and what are the main activities which they undertake under Alternative tourism?
3. Whether tourism has generated any impacts on the local community?
4. How tourism is playing a role in the development of the community in the study area?
5. What is the role of government in the development of tourism in the tribal areas of the State?
6. What are the various facilities which government provides in the study area?

3.5 RESEARCH METHODOLOGY
Research methodology a strategy on the basis of which observations and made and data is collected and analysed. It helps in drawing results and gaining information. The use of correct methods is the requirements of a scientific study. Keeping the said requirements in mind, the methodology of the data collection and analysis was made.

3.5.1 Sources of Data
The objectives mentioned above have been accomplished by making the use of primary data as well as secondary data. But the present study has been for the most part a primary study
on the sample survey of local community and tourists with the help of questionnaires.

1. **Secondary data**

The data has been used to provide information on differentiating the foreign and domestic tourists and their statistics of travel. Secondary data on tribal destinations will be collected through published material for tourism promotion from tourist offices.

The following sources will be used.

- Books on Tribal studies, environment. Discipline of Management, Forestry, Tourism
- Research Papers and Tourism Journals, e-journals.
- Reports of Tourism organizations (UN WTO).
- Tourism and Travel magazines

2. **Primary Data**

Primary data has been used to study the profile of the tourists and their opinions about the alternative forms of tourism in the study areas and also for their selection of activities undertaken at the destinations. Primary data has also been used to study the perceptions of the local people about the impacts of tourism and the role of tourism in the development of communities. Further, informal group discussions have been carried out with the people as well with the tourists in the study area.

1. **QUESTIONNAIRE**

Two sets of questionnaires have been framed to collect data from both the tourists and the local community. The questionnaire addressed all the objectives of the study and has been divided into various sections having a number of related questions to gather data for individual sections. Besides
procuring the general demographic data of tourists, the other questions were related with the mode of making their arrangements for travel and stay, duration of their actual stay at destination, activities preferences, on nature of locals and opinions for the potential of Alternative tourism in the tribal areas and their impact on the host communities. The two different questionnaires were designed for local community and the tourists.

1. Questionnaire for local community as per the annexure-1
2. Questionnaire for tourists as per the annexure -2.

3. Informal Discussions
With the intentions of being familiar with the ground realities in a better manner, personal visits to the destinations have been made. Interactions with the local people and tourists have been made. To obtain first hand information, informal discussion plays a very important role to know the real feelings of the respondents and in cross examining the responses given by respondents in the questionnaires and hence getting some additional and useful information on the study.

3.6 SAMPLING METHOD
Sampling maybe defined as the selection of some part of an aggregate or totality on the basis of which a judgement about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it. When dealing with the people, it can be defined as a set of respondents selected from a larger population for the survey. Hence before collection of data, the researcher has to determine the sample size. There are many sample designs from which a researcher can choose. Some designs are relatively more precise and easier to apply than others. Therefore, researcher must select a sample design which should be reliable and appropriate. Sampling enabled the researcher to study a relatively small number of units
instead of the total population and to get data that are representative of a whole population. Finally the researcher must decide the type of sample he will use. This provides some advantages; first of all, in most of the primary survey, approaching whole population is not possible or difficult. Secondly, sample save lots of time, energy as well money.

Simple Random sampling

I. Systematic sampling

II. Stratified sampling

III. Cluster sampling

IV. Area sampling

V. Multistage- sampling

Non probability sampling includes Accidental, Purposive, Quota and Snow- ball sampling.

In the present study multi- stage sampling has been applied based on convenient sampling cum judgement basis. The total number of local people and tourists of three districts namely, Kinnaur, Lahaul- Spiti and Chamba constitute the population. Present study has been undertaken in three districts of Himachal Pradesh and multi- stage sampling has been applied for selection of the sample.

**Stage 1**

In first stage, three districts of the tribal areas have been selected for the present study.

**Stage 2**

In stage second, three places each from Kinnaur and Lahaul- Spiti and two places from Chamba district have been selected keeping in view the size of the tribal population and the number of tourists that are received by these places. These destinations received the most of the tourists and also have maximum population staying here.
Table 3.1

DETAILS OF THE PLACES SELECTED FOR STUDY

<table>
<thead>
<tr>
<th>Districts</th>
<th>Kinnaur</th>
<th>Lahaul- Spiti</th>
<th>Chamba</th>
</tr>
</thead>
<tbody>
<tr>
<td>Places</td>
<td>Kalpa</td>
<td>Keylong</td>
<td>Bharmour</td>
</tr>
<tr>
<td></td>
<td>Recong Peo</td>
<td>Kaza</td>
<td>Holi</td>
</tr>
<tr>
<td></td>
<td>Sangla</td>
<td>Udaipur</td>
<td></td>
</tr>
</tbody>
</table>

**Stage 3**

In this stage local community and tourists have been selected on the basis of cluster sampling from each district with respect to local population and tourist arrivals.

**3.6.1 Local Community**

To select a sample the following process was adopted. While selecting the relative proportion of population of each district was given equal importance. 100 respondents from each district have been taken, selecting the total 300 respondents from three districts. Hence total 300 local people have been taken as a sample of total population of three districts on the basis of convenient sampling.

Table 3.2

DETAILS OF SAMPLE SIZE FROM EACH DISTRICT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Districts</th>
<th>Sample of local community</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kinnaur</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Lahual- Spiti</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Chamba</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>
The data instrument was prepared following a review of existing literature on tourism and included questions adopted by a number of previously administered questions dealing with resident attitude and opinion about tourism development and its impacts. The questions dealing with socio-cultural, economic and environmental impacts and the role of tourism in community development were included also included in the questionnaires situated on likert scale (5-point scale) with 1 for strongly disagree and 5 for strongly agree.

3.6.2 Tourists

To select a sample the following process was adopted. While selecting, the relative proportion of tourist's arrivals in each district was given equal importance. 100 respondents including both domestic and foreign tourists from each district have been taken, selecting the total 300 respondents from three districts. Hence total 300 tourists have been taken as a sample of total tourists on the basis of convenient sampling.

3.7 ANALYSIS AND INTERPRETATION OF DATA

In the analysis of the collected data the Statistical package for social sciences (SPSS, Version 20) was used. Keeping in view of the study, the data collected was analyzed and interpreted with the help of the

2. Statistical Methods.
3. Graphical Methods
4. Likert Scale

1. Mathematical Methods:

In the present study the data collected was analyzed with the help of the mathematical methods such as percentage.
2. **Statistical Methods:**

Statistical methods provide an indispensable tool for collecting, organizing, analyzing and interpreting data expressed in numerical terms.

The statistical methods, which have been used in this research, are

(a) Descriptive statistical measures.

(b) Non-Parametric tests.

**a) Descriptive statistical measures:**

The statistical analysis based on the computation of descriptive statistical measures is mostly applied in action research, and provide valuable information about the nature of a particular group and represents that group only. Following methods have been used in the present study

1. Measures of central tendency or averages:
   - Weighted arithmetic Mean.

2. Measures of spread, dispersion or variability:
   - Variance and standard deviation, Skewness.

**b) Non-Parametric tests: (Check for ranking correlation also)**

The Non-parametric test, which we have been used in the present study is chi-square test:

**Chi-square test:**

The chi-square test is used with discrete data in the form of frequencies. It is a test of independence and is used to estimate the likelihood that some factors other than chance account for the observed relationship. Since the null hypothesis states that there is no relationship between the variables under study, the chi-square test merely evaluates
the probability that the observed relationship results from chance.

3. **Graphical Methods**

In the present study the data collected was analyzed with the help of the graphs where needed in the following ways:

1) Bar Diagrams

2) Pie Diagram.

3.8 **LIMITATIONS OF THE STUDY**

The present study has following limitations-

- The present Study is confined to a particular geographical area and is study is limited to three districts of Himachal Pradesh.

- The sample size of the foreign tourists might be lesser than domestic as at the time of the survey, adequate foreign tourists may not be found at a particular destination.

- Due to the lack of resources it would not be possible for researcher to visit all tourist places in each district.

**Conclusion of the chapter**

The present study focuses upon the Alternative tourism in three tribal districts of Himachal Pradesh namely, Kinnaur, Lahaul-Spiti and Chamba. Firstly it investigates the profile of the tourists visiting the tribal areas and then their activities preference at the destinations under Alternative tourism. Then it investigated the perceptions of local community and their views for the development of tourism and its role in the community development. To achieve all the objectives of the present study, a comprehensive and detailed research methodology was adopted which included the framing of questionnaires for
a comprehensive and detailed research methodology was adopted which included the framing of questionnaires for primary data collection from the tourists as well as from the local community and then various methods applied for the analysis and interpretation of the data and in the last limitations of the study were discussed in detailed and systematic manner.