PREFACE

Present research has identified the barriers to community participation, which are prohibiting communities to participate in tourism development of tourist destinations. The present research study is inclined towards finding the facts and illustrating the conclusions, by studying thoroughly the select destinations in the state of Jammu and Kashmir.

The present study has attempted to assess the extent of community / local resident’s involvement in tourism development in their local areas. Another objective of the present study is to investigate perspectives on community based tourism development of the key stakeholders i.e. government, local political bodies, business operator group and the community group as well as empirically testing the M-O-A (Motivation, Opportunity and Ability) model for community participation in the selected sites. Findings of the present study will help to identify the limiting factors to community based tourism as perceived by the stakeholders and suggestions could be provided to policy makers to promote community based tourism.

For the purpose of this study, five destinations were selected from Jammu region of Jammu and Kashmir. A pilot survey in the form of small studies and focus group interviews was conducted in the selected destination. The results of the pilot study were discussed with the experts to finalise the questionnaire for the final study. The data was collected from the five destinations of Jammu and Kashmir with the help of a structured questionnaire and was analysed by using various statistical techniques.

The present research work has been divided into seven chapters to cover various aspects related to sustainable tourism and community participation by the local communities.

CHAPTER –I: INTRODUCTION

Chapter one gives an overview of the tourism scenario in the World. The current chapter also discusses the importance of Sustainability for tourism and the importance of community participation for the sustainable development of tourism. The chapter further highlights the concept of barriers to community participation, the factors limits the
communities to participate in tourism development. The chapter also introduces the MOA (Motivation Opportunity and Ability) model with respect to the level of participation of communities.

CHAPTER II: PARADIGMS IN COMMUNITY BASED TOURISM

This chapter discusses about the National and International policies, conferences, declarations associated with the community based tourism and the concept of sustainability concept. The chapter also covers the initiative taken in various states and regional level policies. The chapter also discusses the initiatives taken in National tourism policies of India.

CHAPTER III: TOURISM RESOURCE OF SELECT DESTINATIONS

This chapter deals with the profiles and demographics of selected destinations. The chapter also discusses the justification for the selection of the destinations. Most importantly the chapter also covers the tourism products of selected destinations and the problems faced by these destinations.

CHAPTER IV: REVIEW OF LITERATURE

This chapter covers the literature reviewed for the present study. The literature review is divided into a). Tourism Growth, b). Sustainable Development, c) Rural Tourism, d). Community Participation, e). Levels of Participation and f). Barriers to community participation. The literature covers the various aspects of tourism development and its requirements for the development of destinations, emerging economies, poor as well as underdeveloped countries. The literature review also creates a link between the negative impacts of tourism and the need of sustainable development of destinations, between sustainable development of destinations and the need of community involvement, between community participation and the removal of barriers and between the MOA (Motivation Opportunity and Ability) model and the level of participation.
CHAPTER V: RESEARCH METHODOLOGY

The chapter explains the Research Methodology applied in the current study. The chapter covers all the aspects, right from the data collection to instrument designing.

CHAPTER VI: RESULT ANALYSIS AND DISCUSSIONS

This chapter presents the results and the findings of the data collected from the selected destinations with the help of questionnaire. The chapter carries out systematic analysis of the objectives and test the hypothesis framed for the study.

CHAPTER VII: CONCLUSION, SUGGESTIONS AND FUTURE RESEARCH

This chapter presents the focused suggestions based on the findings and results of the study. The chapter also presents discussions on the recommendations for all the selected destinations. The chapter develops a complete conclusion and also mentions the limitations of the study, which generates scope for the future research.