CHAPTER-I

INTRODUCTION
“The notion of sustainable tourism implies that social groups and host communities need to participate in decision-making on a relatively level playing field. Yet, in tourism planning and policy making it is inequality rather than equality that is the order of the day.”

Hall and Jenkins (2004), pp. 77

Today tourism is viewed as a promising avenue for economic and human development throughout the world. It is the world’s largest and fastest growing industry that has become an important economic sector in many developing and Least Developed Countries (LDCs) (UNCTAD Report, 2007). Tourism makes an indisputable contribution to local economies, job creation, sustainable development, and can play a lead role in the transformation to Green Economy. According to World Economic Forum (WEF) competitiveness study on tourism and travel (2012), tourism industry creates most new jobs in developing countries.

Foreign exchange earnings of developing countries was around US$50 billion in 1990 to more than US$260 billion in 2007 and the market in 2014 has grown to US$ 7 trillion, around 9% of world GDP (WEF Report, 2015). The statistics shows that the progress of tourism is increasing continuously and around a record number of around 1,135 million tourists crossed borders in 2014, about 48 million more than as compared to 2013 (UNWTO, 2015; WEF, 2015). Tourism is providing many prospects for promoting pro – poor growth as compared to many other sectors.

According to Choi and Sirakaya (2006), tourism can play an important role in developing economies in terms of reduction of poverty through economic development, especially in developing economies. Further tourism is recognized as an “instrument of world peace” (Pattullo, 2006) and facilitates all over development of societies. Despite bringing a number of advantages to economies, tourism's unplanned growth has damaged the natural and socio-cultural environments of many tourism destinations (Liu, 2003).
These undesirable side-effects have led to the growing concern for the conservation and preservation of natural resources, human well-being and the long-term economic viability of communities (Kontogeorgopoulos, 2005). As the tourism industry is becoming increasingly important to communities around the world, the need to develop tourism in a sustainable manner has also become a primary concern. Tourism has a major impact on both people and the environment, hence the growing awareness of the need for tourism to be sustainable.

1.1 SUSTAINABLE TOURISM

WTO (1990) defined sustainable tourism as “any development that meets the needs of the present tourist and host regions while protecting and enhancing opportunities for the future.” Sustainable tourism makes optimal use of environmental resources, respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values, ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host communities, and contributing to poverty alleviation while maintaining high level of tourist satisfaction (UNWTO 2005).

According to the World Tourism Organisation, the development of sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.’ (UNWTO, 2006). Ministry of Tourism Government of India (STCI, 2014) framed Sustainable Tourism Criteria for India, on the lines of Global Sustainable Tourism Criteria. Sustainable Tourism Criteria for India covers both Tour Operation and the Accommodation sectors and also covers the indicators of sustainability with respect to Indian demography. The document consists of various directions set-up by the Ministry of Tourism for the people involved in tour Operation and the Accommodation sector business. The guidelines framed are different for different regions, as the beaches, forests, hilly areas are covered under different guidelines as per the requirement of the
areas. Setting up of STCI (Sustainable Tourism Criteria for India) by Ministry of tourism, Government of India, fulfils the objective of developing different tourism destinations of India in a sustainable way and to provide maximum opportunities to the local communities of the destination, so that the local communities contributes in the economic development of the destination by participating directly or indirectly in the tourism related activities.

1.2 RURAL TOURISM

Rural tourism can be used as a catalyst for the socio-economic regeneration and development in the rural regions and sometimes as an alternative form of tourism against the mass tourism (Sharpley, 2000). The purpose of rural tourism is to develop a rural tourism model in which the local culture and heritage are preserved and are managed by the local communities. Ministry of Tourism- Government of India (2011) defined Rural tourism as “Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.” Rural tourism is a countryside activity which covers cultural, farm/agricultural tourism, adventure tourism, nature tourism and eco-tourism. Unlike others, rural tourism is an experience oriented activity and mostly occurs in thinly populated areas in natural environment and its success depends on the blend of heritage sites, cultural and traditional events performed by the local communities(MoT-GoI,2011).

Even in 10th Five Year Plan of Government of India, thrust was given to promote rural tourism in rural destinations as a primary tourism product and to spread socio-economic benefits in rural regions of India. In India 68.4% of the population resides in its 6.38 lakh villages (Census 2011) and the tourism can be used as a tool to empower the local residents of rural areas, so that they can become economically self dependent. The Ministry of Tourism, Government of India initiated the concept of rural tourism not only to develop another form of tourism that will attract both foreign and domestic tourists, but also to generate opportunities for the local communities of these villages to improve socio-economical conditions through rural tourism schemes. Under rural tourism scheme,
Ministry of Tourism- Government of India Identified around 172 rural sites in all Indian States/Union Territories including 36 rural sites where UNDP (United Nation’s Development Programme) has supported for capacity building. A sub-brand of Explore Rural India was also developed under the Globally recognized brand of “Incredible India” for the promotion of rural tourism in India.

The basic idea behind the scheme was to provide funds to the local destinations for the development of possible kinds of rural activities according to the conditions prevailing there.

### TABLE 1.1: STATE WISE PERFORMANCE OF RURAL TOURISM PROJECTS

<table>
<thead>
<tr>
<th>State</th>
<th>No. of Projects Covered</th>
<th>No. of Successful Projects</th>
<th>No. of Average Projects</th>
<th>No. of Unsuccessful Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Assam</td>
<td>4</td>
<td>-</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Bihar</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Chattisgarh</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>Delhi</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Gujarat</td>
<td>4</td>
<td>-</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Haryana</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>8</td>
<td>7</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Karnataka</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Kerala</td>
<td>5</td>
<td>5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Manipur</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Meghalaya</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Nagaland</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Orissa</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Punjab</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>3</td>
<td>-</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Sikkim</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Tripura</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>11</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>West Bengal</td>
<td>5</td>
<td>-</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107</strong></td>
<td><strong>41</strong></td>
<td><strong>33</strong></td>
<td><strong>33</strong></td>
</tr>
</tbody>
</table>
Destinations like village Morachi- Chincholi (Maharashtra) was promoted and developed for Agro-Tourism, Village Darap (Sikkim) for Eco-tourism, and Village BalabhpurDanga (West Bengal) for traditional dance. Similarly the funds provided by the Ministry of Tourism Government of India were divided into two categories. One portion was kept under “Hardware”, which includes development of Infrastructure, basic assets like bathrooms, toilets, bus-stand and roads and in the other portion was kept under “Software”, which includes skill development, trainings to the local communities and other kind of career oriented trainings for both males and females of the selected villages.

Later on Rural Tourism Assessment report published by Ministry of Tourism-Government of India (2012), revealed that around 107 destinations were selected for the assessment purpose and out of those only 41(38%) were found “Successful”, 33 were found “Average” and 33 were “Failure” (refer table 1.1 above). There were many reasons identified for the failure of rural tourism projects in many sites and the one of the striking feature was non-involvement of local communities and no interest shown by the local communities in the rural tourism projects.

1.3 COMMUNITY BASED TOURISM

Tosun (2000) highlighted that participatory development approach would facilitate implementation of principles of sustainable tourism development by creating better opportunities for local people to gain larger and more balanced benefits from tourism development taking place in their localities, resulting in more positive attitudes to tourism development and conservation of local resources (Inskeep, 1994). Community based tourism (CBT) is becoming a popular strategy towards sustainable rural development and poverty alleviation. CBT refers to a form of tourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community. Community-based tourism development is seen as one form of sustainable utilization with the potential to bring economic, as well as social, benefits to local communities.

The Community based Tourism generally favors an idea of local community involvement for the tourism related activities right from planning, decision making,
evaluation and control to implementation by making it necessary that the will and incentive to participate in tourism related activities should come from the communities itself. The empowerment of local communities to deal with tourism related activities in their destinations helps them to cope up with the managerial and other related aspects of this kind of tourism business (Leksakundilok, 2004).

The concept of community participation is taken a central position in terms of sustainable development (Murphy 1985). There is a symbiotic relationship exists between tourism and local communities. Both community and tourism are helping each other to achieve the level of sustainable development. According to Taylor (1995), local community involvement in tourism related projects is a key to sustainable development as these communities plays an important role in the tourism product development and shares the benefits and the cost of tourism development. Murphy (1985) pointed out that as tourism is an integral part of societies, so its development should be made by keeping the benefits of communities as its main objective. The benefits of tourism should be flown towards communities. There is a need to focus on communities centered research for the benefit of local communities (Pearce & Moscardo, 1999).

1.4 COMMUNITY PARTICIPATION IN TOURISM

Hung, Sirakaya-Turk and Ingram (2011) applied a Motivation Opportunity and Ability (MOA) model in tourism to understand the factors influencing the community participation. In order to understand the deeper meaning of community participation in tourism, it is important to identify the influencing factors and the outcome behavior of the communities. MOA in community participation was an outcome of integration of means and end streams of studies conducted in tourism as no studies were conducted earlier explaining the effect of means of participation on the ends of participation. According to MOA model Motivation, Opportunity and Ability are the three main pillars of community participation, comes under the means of participation and directly affects level of participation which comes under ends of participation.

Participation of communities are influenced by the political, economical and social considerations and along with that some other characteristics like knowledge,
awareness, coordination, resources, literacy level, available time and confidence of community also plays an important role in influencing community participation (Reid 2003; Cole 2006; Addison 1996). Tosun (1999) classified community participation in three categories as (a) Spontaneous (b) Induced participation, and (c) Coercive Participation. Spontaneous participation of community is at the top level, where the community is self motivated and are active to get involved in the process. In Induced level of participation, there is a requirement to motivate people of community to participate in the process and in the Coercive participation, authorities are unwilling to involve community in the process and the participation remains limited to policy implementation. Tosun (1999) further applied this classification in the tourism development process by doing some modification and gave; 1. Spontaneous Community Participation, 2. Passive Community Participation,& 3. Pseudo-Community participation in tourism development. Tosun (2006) said that distribution of power is common among three level of proposed participation, but it varies from level to level and affects the participation in a larger extent.

Tosun (2000), in his study of limits to community participation in the tourism development process in developing countries pointed out that it is important to involve local community in tourism development process. The main aim of the research was to examine the limitations to public participation in the decision making process of tourism development in developing countries though public participation in the benefits of tourism was not totally ignored. Tosun raised many questions on the concept of community participation in developing countries as according to him there are limits to community participation in the decision-making process of tourism development in the context of developing countries.

Tosun classified these limitations across three heads i.e. (i) Operational Limitations (ii) Structural Limitations and (iii) Cultural Limitations to community participation in the tourism development process in many developing countries although they do not equally exist in every tourist destination. Firstly limitations at the operational level include (a) centralization of public administration of tourism, (b) lack of coordination, and (c) lack of information. Secondly structural limitations includes (a)
attitudes of professionals (b) lack of expertise (c) elite domination (d) lack of appropriate legal system (e) lack of trained human resources (f) relatively high cost of community participation and lack of financial resources. Finally cultural limitations include (a) limited capacity of poor people and (b) apathy and low level of awareness in the local community.

Tosun (2000) accepted that these limitations may be an extension of the prevailing social, political and economic structure in developing countries, which have prevented them from achieving a higher level of development. On the other hand, it should be accepted that community participation as citizen power is not a simple matter but it involves different ideological beliefs, political forces, administrative arrangements and re-distribution of wealth and power in developing countries.

Tosun (2000) argued that planning should be changed from destination to destination and community to community according to the conditions of the destinations. He pointed out that it is impossible to believe that the policy which was successful in one destination will also get successful in all the other destinations.

1.5 STATEMENT OF THE PROBLEM

Within the process of globalisation, however, local cultures are often threatened and overlooked. Awareness of cultural settings promotes projects that are compatible with social identity and heritage, and respect cultural values and integrity. So this argument supports the notion that by promoting community based tourism we can actually solve major problems like unemployment and poverty in the destination. Indigenous people can be involved in tourism as owners, not just service providers, by taking advantage of their culture and heritage. They often get involved in small scale developments with opportunities for partnership with government and non-government organisations (DeRose, 2003).

The involvement of communities is essential for the successful implementation of sustainable development model but it has been observed that the communities are not participating in the tourism development as desired (Tosun, 2000). The people who enjoy or suffer impacts of tourism are those who live in the communities in tourist destination
areas; thus communities must participate in planning decisions regarding tourism development (Lea, 1988; Murphy, 1985). Many factors affect the involvement of communities in the tourism development and also the involvement of communities varies with the level of their participation (Hung, Turk & Ingram, 2010). Studies represent that limiting factors or barriers, which prohibits the community’s involvement in tourism development (Aref, 2010). There is a need to study these limiting factors to successfully implement the sustainable tourism model. In developing nations, limited research has been done in empirically finding the barriers to community participation. The levels of participation of local communities vary from place to place. Hung, Turk & Ingram (2010) tested MOA (Motivation Opportunity and Ability) model in a study to identify the relationship between Motivation, Opportunity & Ability and the level of participation of local communities. The study indicates that the low level of Motivation, Opportunity and Ability affects the level of participation in a negative way.

Therefore it is important to examine barriers to community participation in tourism destinations of developing nations and also study the role of motivation, opportunity and ability in increasing their level of participation. This thesis is an attempt in this direction and aims to look for the answer for the following research questions:

**RQ1-** What are the barriers to community participation in areas which have the potential to become successful tourist destinations?

**RQ2-** What motivates communities to participate in tourism development process? Do they enough opportunity and adequate ability to participate in the tourism development process?

**RQ3-** What are the possible strategies to enhance their level of participation?

Keeping the above research questions in mind, this research proposes to conduct an empirical based study to understand the benefits of community based tourism approach in promoting lesser known destinations of Jammu & Kashmir.

More than 10 million tourist visits Katra every year and lots of efforts are on to divert this huge inflow towards other tourism circuits and to raise their stay in the state. This research can be a solution to this problem in some extent as the sites selected in this study are on a common circuit and have a tremendous potential to emerge as a popular
circuit as these sites consist of natural beauty (Mansar and Surinsar Lakes), famous art (Basohli), Archaeological site (Babor) and Jhiri, famous for religious fair.

The findings of this study will help the Government and the policy makers in making future policies regarding tourist destinations. The policy makers shall be able to use the findings while promoting a destination through community participation. Finding will also help the policy makers to know the limits to community participation in the tourism development process in developing countries. This will help the policy makers to understand the perspectives of government, local political bodies, business operator and the community group on community based tourism.

1.6 STUDY AREA

The following five sites have been selected for this research:

1. Mansar (District Samba, Jammu and Kashmir)
2. Surinsar (District Samba, Jammu and Kashmir)
3. Manwal / Babor (District Udhampur, Jammu and Kashmir)
4. Jhiri (District Jammu, Jammu and Kashmir)
5. Basohli (District Kathua, Jammu and Kashmir)

The purpose behind selecting these sites is that all these five destinations are unique in their tourism product. As Mansar is famous for its’ famous lake and it is a well known destination. On the other hand Surinsar is also famous for its’ lake and natural beauty but it is not as much famous as Mansar. Basohli is widely known for its paintings called Basohli Paintings, which are considered the first school of Pahari Paintings, and which evolved into the much prolific Kangra Paintings school by mid-eighteenth century. Jhiri is famous for it’s famous Jhiri Fair and Baba Jitto temple and Manwal is having an archaeological site known as Babor and Bhagwati Temple. All these sites have immense potential to attract tourists and these all areas have unique kind of products. Despite being unique in terms of tourism product, these sites have not able to attract tourists to their potential.
The purpose of this research is to assess the level of participation of local communities in these destinations and the role which they see in their participation.

1.7 OUTLINE OF THE THESIS

The current thesis is structured into seven chapters:

CHAPTER I: INTRODUCTION

This first chapter outlines the background of the study and the overall context in which the study takes place including background, statement of the problem and expected contribution. The main focus is to highlight research issues by building a foundation. This helps to highlight the research gap, research questions and justifying the reasons for conducting this research.

CHAPTER II: PARADIGMS IN COMMUNITY BASED TOURISM

This chapter starts with the initial discussion focusing on the community based tourism and the international perspective of sustainable tourism and its principles. The chapter also covers Indian and International practices and perspectives of community based tourism.

CHAPTER III: TOURISM RESOURCE PROFILE OF SELECT DESTINATIONS

This chapter includes the tourism resource profiling of destinations identified for the purpose of this research. The information regarding the tourism resources available in all the selected destinations was collected and an attempt was made to identify the problems and opportunities in the destination.

CHAPTER IV: REVIEW OF LITERATURE

This chapter builds upon the past literature in the area of tourism, sustainable tourism, community based tourism, limits to community participation and Motivation-Opportunity- Ability framework. The review is presented by wide range of various researches conducted in the respective areas previously and comprehends on research papers published in top quality journals, books published reports, and miscellaneous
articles. On the basis of the review of literature, research gap has been identified. Hypotheses are drawn in this chapter, which are supported by strong arguments and theoretical literature.

CHAPTER V: RESEARCH METHODOLOGY

This chapter discusses the detailed discussion on the research methodology adopted for the study. This chapter also highlights the statistical tools and research techniques adopted for analysis and interpretations of the collected data.

CHAPTER VI: DATA ANALYSIS AND INTERPRETATION

This chapter discusses the findings of this study. The area wise results are discussed in detail and their related interpretations are highlighted. The findings are presented in the tabular form and comparative analysis wherever required is discussed in detail.

CHAPTER VII: CONCLUSION, SUGGESTIONS AND FUTURE RESEARCH

The concluding chapter of the study summarizes the overall findings of the study and points out the findings, the research contribution, managerial implications, limitations along with directions and suggestions for future research.