CHAPTER – 4
RESEARCH DESIGN AND METHODOLOGY

4.1 Organisation of the Research

The present chapter has been devoted to the organization of the research and elaborates upon the methodology used to carry out this study. It refers to the various sequential steps adopted by researcher in studying a problem with certain objectives. Figure charts out the stepwise framework adopted to conduct this research.

Research Design

Step 1
Survey of Literature Related to Sustainable Tourism, Residents’ Attitudes

Step 2
Identification of Issues

Step 3
Defining the Problem and Objectives of Study

Step 4
Building Methodological Framework

Step 5
Developing Questionnaire

Step 6
Conducting Pilot Study

Step 7
Framing Final Questionnaire with Appropriate Changes

Step 8
Conducting Survey

Step 9
Analyzing Data

Step 10
Discussion of Findings and Results

Step 11
Concluding the Study with Suggestions
4.2 Statement of Problem

After detailed review of literature it has come to the fore that the area under study is experiencing much human interference, because of the activities of millions of pilgrims, who visit the shrine every year; this has resulted in many environmental, social and economic problems and issues.

At present no plan and policy measure have evolved to consider the issues of residents and nothing sort of Sustainable Tourism Development (STD) plan has been evolved keeping in mind the local environmental, social and economic scenarios.

Ever Increasing number of visitors to the twin shrines of Shri Mata Vaishano Devi and Shiv Khori due to large number of facilities available en-route as well as at the base camps has led to unsustainable development of the infrastructural as well as super structural assets. For creation of these assets by state authorities as well as private players most of the agriculture land has been occupied and pressure is there on adjoining villages.

The problem evolves how to minimize the negative impacts of tourism in the area which has rich nature and cultural heritage. However, if tourist infrastructure is developed and activities are promoted in consonance with the environmental norms and local conditions it may prove to be sustainable and beneficial for all the stakeholders including the local residents.
4.3 **Study Area:**

The study area relates to the villages located in the periphery of Katra (the base-camp of Shri Mata Vaishano Devi Shrine) and Ransoo (Base Camp for Shivkhori shrine). Following villages having direct impact of tourism have been selected for the study;

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of village</th>
<th>Distance from Katra</th>
<th>Households</th>
<th>Approx.Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Purana Daroor</td>
<td>03 kms</td>
<td>62</td>
<td>957</td>
</tr>
<tr>
<td>2.</td>
<td>Hansali</td>
<td>01 kms</td>
<td>91</td>
<td>625</td>
</tr>
<tr>
<td>3.</td>
<td>Kundorian</td>
<td>01 kms</td>
<td>257</td>
<td>3958</td>
</tr>
<tr>
<td>4.</td>
<td>Aghar Jitto</td>
<td>06 kms</td>
<td>665</td>
<td>3390</td>
</tr>
<tr>
<td>5.</td>
<td>Pagtha</td>
<td>05 kms</td>
<td>57</td>
<td>600</td>
</tr>
<tr>
<td>6.</td>
<td>Nomain</td>
<td>05 kms</td>
<td>68</td>
<td>750</td>
</tr>
<tr>
<td>7.</td>
<td>Panthal</td>
<td>08 kms</td>
<td>85</td>
<td>880</td>
</tr>
<tr>
<td>8.</td>
<td>Ransoo</td>
<td>65 kms</td>
<td>150</td>
<td>1800</td>
</tr>
</tbody>
</table>

(Base-camp for Shivkhori)
4.4 Need and Relevance of the Study:

The detailed review of literature and the survey of the study revealed that residents are the main stakeholder’s. Many studies been conducted on residents’ attitudes and perceptions in different destinations, but no such attempt has been made to study the rural residents’ attitude towards tourism in the area under study as the area i.e Shri Mata Vaishano Devi Shrine has witnessed an influx of more than 10 Million pilgrims in the year 2011. Therefore the sustainable tourism development after studying the residents’ attitude can help to sustainable use of scarce resources in the area. The present study has attempted to:

- Create an inventory of various types of tourism impacts in any destination after review of available literature.
- As stated in the objectives, the study has assessed the attitude of the rural residents towards the different types of tourism impacts.
- An attempt has also been made study the residents’ opinion about the personal benefits and the support for additional tourism development in the study area.
- The researcher has also made an attempt to assess the existing level touristic facilities by the residents’ so as to find out a gap between the existing and required facilities and suggest region specific options.
- The study makes recommendations and suggestions on the basis of findings study.
4.5 Scope of the Study

Jammu and Kashmir abounds in natural beauty, Jammu province of J&K State is full of natural spots and most of them are still virgin, tourists have yet to visit them. These destinations are spread around the length and breadth of the state, with more than 10 million visiting the Shri Mata Vaishno Devi shrine every year. The area has great is a great tourism potential to be tapped in the time to come.

Main occupation of the villagers in the study area is agriculture and seasonal jobs and jobs in tourism and allied areas. The literacy rate in surrounding villages is also poor. The main aim of sustainable tourism development and studying the rural residents’ attitude towards the tourism impacts is to create awareness among the local people and providing suggestions and recommendations to the planners and the policy makers.

4.6 Objectives of the Study

The study will be carried out to achieve the following objectives;
1. To study the residents’ attitude towards impacts of tourism.
2. To study the residents’ attitude relating to support for additional tourism.
3. To suggest the region specific policy options for sustainable tourism.

4.7 Hypothesis:

**H1.** There is positive relationship between the level of tourism activity and residents’ feeling about tourism.

**H2.** There appears to be threshold of tourism development activity beyond which attitude become less positive.
4.8 Research Instrument

For the purpose of collecting the primary data from the respondents (residents) a structured questionnaire was developed (Annexure 1). The questionnaire consisted of nine parts. The respondents were given 5 choices based on 5 point Likert Scale to choose ranging from Strongly Disagree (S.D) to Strongly Agree (S.A).

Part ‘A’ of the questionnaire was devoted to know about the general profile of the respondents like age, gender, marital status, occupation, qualification, family size, involvement in tourism, etc. Part ‘B’ of the questionnaire consisted of 10 statements to assess environmental impacts of tourism in the study area by using 5 point Likert scale. Accordingly Part ‘C’ contained 10 statements relating to economic impacts of tourism as perceived by the locals.

Part ‘D’ of the questionnaire containing 15 statements was devoted to know the attitude of the respondents towards social impacts and accordingly Part ‘E’ had 15 statements with regard to the cultural impacts of the tourism.

In Part ‘F’ of the questionnaire there were 5 statements related to the infrastructural related impacts and Part ‘G’ had 15 statements to assess the perceived personal benefits by the residents as well as support for tourism.

Part ‘H’ contained two independent variable statements to assess the overall attitude of respondents towards tourism impacts and the level of tourism activities in the study area.
Last part of the questionnaire included a list of 20 facilities available in the area the respondents were to assess these facilities on 5 point Likert scale ranging from Very Good (VG) to Very Poor (VP). Respondents have also been asked to provide suggestions and the recommendations for the sustainable development of tourism in the area.

4.9 Pilot Study

Pilot study was conducted with the help of questionnaire to test the effectiveness of the questionnaire. In the first case, the questionnaire was administered on 35 villagers in the study area. Some of them had problems in understating the questionnaire, so it was decided to print the questionnaire in Hindi as well as in English. Only in few instances the researcher explained the meaning. After the pilot study, slight modifications were made while framing the final questionnaire.

4.10 Sample Selection and Collection of Data

Data Collection: The present study is based on both primary and secondary data.

Primary data has been collected through a questionnaire comprising of 10 sections. All the sections of the questionnaire are structured except last section in which the respondents were asked to suggest policy options for sustainable development. The study areas consisted of seven villages in the periphery of Katra (Base Cap for Shri Mata Vaishano Devi ji Shrine) and Shivkholi village.
**Sample Size:** The stratified random sampling has been used where 50% of the total households of every village have been considered as sampling framework.

For selection of the respondents’ only person of the selected household has been considered for the study. There are about 1498 households in the study area of which 749 were contacted and 584 agreed to participate in the study yielding the response rate of 78%.

**Secondary data** has been taken in the form of various research papers published in journals, conference proceedings, edited books, research articles magazines, doctoral thesis, reports and publications and websites related to the topic.

### 4.11 Statistical Analysis

The Data collected with the help of questionnaire was tabulated and the residents were categorized on the basis of demographic characteristics like gender, age, marital status, education, occupation, income, family size and their involvement in tourism and the responses were analyzed on various parameters to find out the differences, if any, amongst the sub-groups. Student t-test and F-test were administered (Freedman, Pisani and Purves, 1998; Carlson and betty, 1997).

The primary data collected was edited to identify omissions and ambiguities. The final usable responses were codified and entered into a Microsoft Excel and SPSS data file for further analysis. The categorical variables were codified before entering into a computer file. The analysis of data has been done using Microsoft Excel and SPSS software. The statistical
data has been tabulated in form of frequency distribution and descriptive statistics. Descriptive statistics (Mean, Standard Deviation, and Percentage) obtained from all parts of the questionnaires taking all the respondents as a group has been presented in the study are mean, standard deviation, regression and correlation analyses. The data was collected using survey method using face to face interviews and interactions.

Inter-correlations between different variables/items/statements were calculated based on separate parameters. The present study has made use of the graphical methods to represent certain findings through Bar Diagrams and Pie Diagrams.

4.12 Contribution

The present work is first of its kind studying the rural residents’ attitude towards tourism with an aim to suggest the options and recommendations for the sustainable tourism planning and development in Jammu region specially the study area. In India, tourism has been simply recognized to visit some places of tourist interest and to see there some sites of cultural and historical attractions. The present work is an attempt to contribute on the underlying issues of tourism so as to make it one of the economically viable and environmentally and socio-culturally enriching industry in the time to come.

4.13 Limitations of the Study

A limitation of time has restricted the research to a selected area of study. Hence the study area has been restricted to selected 8 villages, seven villages around Katra town (the base camp for Shri Mata Vaishano Devi
Shrine) and the village Ransoo (the base camp for Shivkhori shrine) in Reasi District. These villages were selected for the study keeping in the mind the direct impacts of the tourism in these areas due to the influx of the 10 million pilgrims to the area every year. The researcher has made all possible efforts to maintain the objectivity, validity and the reliability of the study yet certain limitations and hindrances need to be kept in mind whenever its findings are considered. The individual nature of study, time and resource limitations has led the researcher to limit the scope of the study. The Limited sample size can be another limitation for generalizing the findings of the study.
References


Irwin, R. D. (1990) Marketing Research - Text and Cases, Inc, All India Traveler Bookseller, Delhi


