CHAPTER-III

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CHAPTER: III.

3. METHODOLOGY

The objectives of the study were to find out Socio Economic Status (SES) of women in the study area, involvement of women in tourism related activities, to find out relationship between SES of women and their involvement in TRA and finally to formulate strategies for economic empowerment of women through tourism related activities. For fulfilling all four objectives the methodology of the study was divided into six phases. The phases are:

1. Women Survey
2. Tourists Survey
3. Participatory Rural Appraisal (PRA) for women
4. Stakeholder Analysis
5. Strategy formulation for Economic Empowerment (EE) of women
6. Practicability study of the strategies

To fulfill the first three objectives of the study, women survey was carried out in the study area. Tourists' survey was done simultaneously with the women survey to find out demands of tourists. In the third stage PRA was done in ten selected villages in the study area for assessing perceived skills of local women.

The fourth stage of the study method was Stakeholder Analysis. Stakeholder from different tourism related fields were selected for the survey. They provided valuable information about the opportunities for women to get involved in tourism related activities. This was considered as major input for strategy formulation.

With the information acquired from Tourists survey, PRA and Stakeholder Analysis, strategies for economic empowerment of women through tourism related activities were framed. Last stage was practicability study of these strategies. To finalise the chosen strategies, an expert opinion survey was conducted. The expert opinion survey finally assisted in achieving the fourth
objective of the study. The period of the study was 2010-2011. Fig. 3.1 represents a diagrammatic view of the methodology of the study.

![Methodology Diagram]

**Fig. 3.1: Diagrammatic Representation of the Methodology of the Study**

### 3.1. THE STUDY AREA:

The study was conducted among the inhabitants of the villages situated in the periphery of Kaziranga National Park (KNP). Kaziranga National Park a name known worldwide for its success in the conservation history of one horned Indian Rhinoceros (*Rhinoceros unicornis*) and hosting the largest population of wild Indian one-horned Rhinoceros in the world. It provides habitat for a number of threatened species and migratory birds. A symbol of dedication for the conservation of animals and their habitat, Kaziranga, with a National Park status represents single largest established protected area within the Burma Monsoon Forest Bio-geographical Province to provide long term viable conservation (Environment and Forest Department 2).
KNP was notified as a national park on 11 February 1974, following the first notification in 1969. It was originally established as a reserved forest in 1908, a game sanctuary in 1916 and a wildlife sanctuary in 1950 and lastly designated as a World Heritage site in December 1985 (UNESCO).

At present, Kaziranga is one of the popular tourist destinations of Assam. KNP is surrounded by three districts, namely, Golaghat, Nagaon and Karbi Anglong, presently known as Dima Hasao District Autonomous Council (DHDAC). KNP is divided into four Ranges i.e. Kohora (Central Kaziranga), Bagori, Burapahar (Ghurakati) and Agoratoli. Each Range has one entry point for exploring. There is provision for elephant safari and jeep safari for exploring the park in each entry point.

There are 113 villages surrounding Kaziranga National Park, having a population of 81,957 out of which 43,558 are male and 38,399 are female (Data from Block offices of Jakhalbandha, Bokakhat and Rongbangway). The population consists of tribal and non tribal communities. The communities are Karbi, Nepali, Mishing, Adibasi, Ahom and Koch. The population of the villages mentioned above is mainly involved in three different economic activities, viz., agriculture, employment in private business houses and the government sector (Goswami 13-14).

3.2. WOMEN SURVEY:

The objectives of carrying out the women's survey were to find out the current socioeconomic status (SES) of the women in the study area, their involvement in tourism related activities (TRA) and to test existence of relationship between involvement in TRA and the SES of the respondents. The following methodology was followed for carrying out the women survey.

1. Range: A forest range is a term used to signify an area containing one or more (usually) demarcated and (usually) protected or resource-managed forests, for administrative purposes. The term was in use in British India, and hence India, Pakistan and Bangladesh use this term for administrative purposes (ed.wikipedia.org/wiki/forest_range)
**Sampling Technique:** Quota sampling method was used for selection of sample. Age and locality were the quotas for the study. Women belonging to 15-45 years of age are the population for the study. Sample was almost equally distributed in three age groups 15-25 years, 25-35 years and 36-45 years. These three women groups have been considered as women below and above these may not be able to actively participate in tourism related activities.

Total 10 Villages (Table-3.1) were selected from the populated area surrounding KNP for sampling. Four villages from Golaghat district and three villages each from Nagaon and Karbi Anglong (DHDAC) districts were selected by judgmental method. Judgment was based on extent of tourism activity in the area and covering all four tourist entry points of KNP. Based on number of population, sample was drawn proportionately from each district.

**Table 3.1: List of Villages for Sampling**

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Name of the Village and Range</th>
<th>District *</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kohora No 1: Kohora range</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sepenakubua: Kohora range</td>
<td>Golaghat (18,790)</td>
</tr>
<tr>
<td>3</td>
<td>Bosagaon: Kohora range</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Bohikhuwa: Agoratoli range</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Kuthori: Bagori range</td>
<td>Nagoan (16,504)</td>
</tr>
<tr>
<td>6</td>
<td>Baghmari: Bagori range</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Baghjan: Burapahar range</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Chandrasing Rongpi: Kohora range</td>
<td>Karbi Anglong (3,105)</td>
</tr>
<tr>
<td>9</td>
<td>Englepothar: Kohora range</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Holiram Terang: Bagori range</td>
<td></td>
</tr>
</tbody>
</table>

*Figure in parentheses indicate the total female population of the district

**Sample Size:** For determining sample size the sample size determination formula by Krejcie and Morgan (607-10) was used. Hanagriff and Murova (2); Ahmed, Yusof and Saids (179); Nwabude (10); Albritton et. al. (5); Mansur and Abidin (728) used the same sample size determination method.
The sample size determined formula by Krejcie and Morgan is as follows-

\[ n = \chi^2NP (1-P) \div \text{ME} (N-1) + \chi^2 P (1-P) \]

\( n \) = Sample size  \\
\( \chi^2 \) = Chi-square for the specified confidence level at 1 degree of freedom (6.64)  \\
\( N \) = Population size (38,399)  \\
\( P \) = Population proportion (.50 for this study)  \\
\( \text{ME} \) = Desired margin of error (expressed as a proportion=.05)

Confidence level was taken as 99% and margin of error (degree of accuracy) was taken as 0.05. The calculated sample size was 652. Number of samples from Golaghat district was 320, from Nagoan district 280 and from Karbi Anglong (DHDAC) was 52. Seven samples were eliminated due to non-response and remaining 645 samples were considered as final.

**Tools for Data Collection:** A close-ended questionnaire was prepared and tested by a pilot survey of 40 samples. After slight modification, the pre-tested questionnaire was used for data collection.

To measure socio economic status (SES), SES scale developed by Kuppuswami and modified by Ghosh and Ghosh (1104-5), SES scale of all India coordinated research project on Home Science; Bharadwaj Socio Economic Status Scale (BSES) by Bharadwaj; SES Scale by Singh, Shyam and Kumar; and Adolescent Girls' Empowerment (AGE) Scale developed by Sisodia and Singh were referred to formulate SES scale suited for the study.

SES Scores 10-40 was considered as lower, 41-70 as middle and 71-100 was considered as upper class. For determining involvement in tourism related activities, dichotomous question was used in the tool. Level of involvement and type of involvement was also measured with the help of close-ended questions. Women’s perceptions about tourism were studied using five point likert scale (Annexure: One).

**Analysis Tool:** Various statistical tools such as frequency, percentage, mean, chi-square, t-test, ANOVA were used for analysis.
Map: 3.1-Map of the Study Area
3.2. TOURISTS SURVEY:

To develop strategies for involving local women in TRA, it is necessary to find out the demand pattern of the tourists visiting the destination. To achieve this goal, a survey of the tourists visiting KNP was carried out using the following methodology.

**Sampling Technique:** Data was collected from both domestic and foreign tourists who stayed in KNP for at least one night. To maintain the randomness of the sample, the method adopted for selecting sampling units was to pick every fifth registered tourists from the accommodation houses. Selection of accommodation houses was selected on judgmental basis. The judgment criteria were tariff rate and frequency of being chosen by both domestic and foreign tourists. The type of survey was exit survey. Survey was conducted according to the spare time available to the tourists.

**Sample Size:** The calculated sample size using the formula by Krejcie and Morgan (607-10) is 660. But other similar studies (Kozak 790; Malta Environment and Planning Authority; Frew and Shaw 195; Yu & Ko 83; Alhasanat 21-21) have taken 500 as the sample size. Hence, the sample size for this research was taken as 500. Total 514 tourists, of which 400 domestic and 114 foreigner were the samples of the study. Period of survey was 2010-2011.

**Tools for Data Collection:** Data collection tool was a pre tested close ended self administered questionnaire. A pilot survey of 40 tourists was done for testing the questionnaire. The questionnaire was divided in two halves. First half dealt with respondents' personal information such as place of origin, place of stay etc. The second half was about demand of tourists. Tourists' opinion, preference and buying interests about various souvenir items, consumable items, and tourism facilities were taken as variables for tourists survey. Variables were measured using a five point Likert scale ranging from (+2) strongly agree to (-2) strongly disagree (Annexure-Two).

**Analysis Tool:** Frequency, percentage, mean, chi square, t test and ANOVA were used for analysis.
3.3. PARTICIPATORY RURAL APPRAISAL:

Participatory Rural Appraisal methodology is used for interacting with villagers, understanding them, and learning from them. It involves a set of principles, a process of communication, and a menu of methods for seeking villagers’ participation (Mukharjee 15). According to Bhandari (9) in PRA outsiders help local people in analyzing information, practicing critical self awareness, taking responsibility and sharing their knowledge of life and conditions to plan and to act.

Participatory Rural Appraisal method can be considered as most suitable method for women empowerment. Women empowerment is a process. This can be facilitated by Government’s policies and programmes but can be achieved only when the women themselves realize the issue and strive for it (Pillai 25). Clift & Freimuth (289) mentioned that participatory rural appraise have the potential to raise the status of women. According to Ramanjananeyulu (54) the impact of women empowerment would occur by the use of Participatory Learning Approach (PLA) for integrating women's own priorities and strategies in the mainstream of development. Hemmati also mentioned that, participatory processes and setting up community based tourism initiatives benefit greatly from having information available about which areas of planning and management most urgently need for women’s participation.

Main purpose of Participatory Rural Appraisal method was skill mapping of women villagers in the study area. The latent purpose was to sensitize and motivate village women to utilize their capability to get involved in tourism related activities for their economic empowerment.

PRA was conducted in all 10 villages selected for women survey. Workshops were organized with the help of Angawadi (Scheme of Social Welfare Department, Government of Assam) workers of the concerned village. Local women drew the map of their villages showing different skills of women. In the workshop, the researcher acted as facilitator. She took the opportunity of
the gathering to awaken village women about their economic empowerment through involvement in tourism related activities.

3.4. STAKEHOLDER ANALYSIS:

To gain qualitative information, semi-structured interviews were taken of stakeholders. The chosen stakeholders were tourism officials, forests officials, academicians, administrative officers, entrepreneurs, accommodation facility provider, gypsy (used for safari inside KNP) owner, tour guide and official from Indian Institute of Entrepreneurship, Guwahati. The group of stakeholders has been formulated keeping in mind the members' knowledge of the area, of tourism, and the entrepreneurship aspect. Total 11 stakeholders were interviewed for the purpose. The information regarding opportunities of women to get involved in tourism was achieved from the stakeholders. This provided the base around which strategies for economic empowerment of women were formulated.

3.5. FORMULATING STRATEGIES FOR ECONOMIC EMPOWERMENT OF WOMEN:

According to Chambers and Conway (9) a livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks. It should be capable of maintaining or enhancing its potentials and assets both now and in the future. At the same time, there should not be any deflation of the natural resource base. While formulating strategies for economic empowerment of women through tourism related activities this concept of sustainability was taken into consideration. Information gained from literature review, stakeholder analysis, women survey, PRA and tourists' survey were utilized to develop strategies for economic empowerment of women through tourism related activities in the study area. Figure: 3.2 gives a diagrammatic view of strategy formulation process.

Literature review and Stakeholder Analysis provided knowledge of different Government schemes and opportunities for possible entry of women in
tourism related activities. Tourists’ survey gave a clear picture of their opinions, preferences and buying interests about various souvenir, consumable items and tourism facilities. Women survey and PRA showed the present scenario of women in tourism related activities and potentials of other women who can join the tourism work force. Thus potentials and possibilities of women are synthesized to formulate livelihood strategies for present and future women in tourism industry.

3.6. PRACTICABILITY STUDY OF SUGGESTED STRATEGIES:

An expert panel was formulated among the stakeholders for studying the practicability of the suggested strategies. The experts were selected on the basis of their contribution to the tourism industry in Assam with special reference to KNP. The selected experts were-

- Assistant Director, Tourism, Assam;
- Director, Kaziranga National Park;
- Two renowned academicians;
- Assistant Director, Indian Institute of Entrepreneurship, Guwahati; and
- A women entrepreneur from KNP.

The suggested strategies were circulated among them in three rounds to find out the whether the strategies were feasible and could be sustained over a long period of time (Annexure-Three). Expert suggestions and modifications were incorporated in the strategies so that these can be practically implemented.
Fig.: 3.2. Development of Strategies for Economic Empowerment of Women