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PREFACE

Journal of Tourism feels happy to connect the readers with the bunch of research papers crafted by the eminent scholars. Increased number of contributions from researchers have been received, followed by the intensive review process of our editorial team, four significant research papers were found suitable for publication and presented for the readers….

First paper titled ***"An Exploratory Study of Environmental Management Practices in Greater Hyderabad Municipal Corporation of Star Hotels"*** authored by Arakhita Behera opines on the significance of environmental practices and its necessity in hotels. Author also explored the implementation and impacts of environmental management practices in star hotels of Hyderabad emphasizing on energy conservation, water recycling, besides describing on the food waste management. Author also throws light on the green practices being followed in the hotels of the city.

Second paper **titled** ***"Understanding Attributes of Religious Heritage for Integrated Planning in Urban Tourism Destinations"*** authored by Priyanka Singh, Pravin Singh Rana and Rinzing Lama shares the need to understand the religious heritage and its associated attributes for sustaining the heritage exhibits besides recording on the significance of portraying heritage attributes as uniqueness of the place. Authors also shared light on the relationship between religious heritage, urbanisation and urban planning by using three key attributes.
Third paper titled ***"Antecedents of Regional Tourists' Loyalty to Bhutan"*** authored by Karma Lhendup and Bhagirathi Panda shares on the experiences and background of domestic tourists of Bhutan, their satisfaction and its influence on loyalty towards destination. Authors have also recorded the relationship between destination image and loyalty. Different models have been used by the authors to validate the data. Significant suggestions were also part of the paper.

Fourth paper titled ***"Perceptual Differences in Economic, Social and Environmental Impacts of Tourism Development"*** authored by Irfana Rashid describes the perception of local residents of South, Central and North Kashmir on economic, social and environmental impacts of tourism. Also, intention of people to support tourism is also measured. Authors have also made a significant attempt to learn the underlying perception differences of different geographical area and demographic backgrounds.

Journal of Tourism feels elated to record its sincere gratefulness to all its respected reviewers, contributors, subscribers and readers and all well-wishers for their support and contributions in shaping the journal.

S. C. BAGRI

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Contents

Key Words

Environmental Management Practices, Star hotels, GHMC, Chi-square method

An Exploratory Study of Environmental Management Practices in Greater Hyderabad Municipal Corporation of Star Hotels

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Abstract

This paper examines star hotels' environmental management practices in Greater Hyderabad Municipal Corporation (GHMC) of Telangana. A survey schedule was distributed among employees of star hotels to extract data regarding their environmental management practices. The results reveal that conservation of energy and water, recycling and reusing waste, and using less toxic products are the most critical environmental practices being implemented in those star hotels.

INTRODUCTION

The hotel industry of the hospitality sector is one area that puts a significant burden on nature. This is because the hotel industry itself requires a few aggregate facilities to serve its consumers better (Kasliwal and Agarwal, 2016). Consequently, vast quantities of resource use, i.e., water, energy, and other resources in the hotel industry's daily activity, create ecological harm and cause climate change at the domestic and global levels. The greenhouse gasses, i.e., carbon monoxide, carbon dioxide, and chlorofluorocarbons discharge by hotels cause massive harm to the environment. It has also been observed that the hotels are harming nature more than any household setup. Kim et al. (2016) found that every five-star hotel yearly emits 160 kilograms to 200 kilograms of carbon dioxide per square meters of room, using 170 - 440 liters of water per day. Also, every visitor creates at least 1 kilogram of waste per day.

It has also been increasingly evidenced that consumers are becoming ecologically sensible (Behera, 2018a; 2015). This imposes more pressure on hotels to go for environmental management practice. With growing pressure from consumers, the state, and the administration, the hotels also endorse eco-friendly approaches (Robin et al., 2017). With tensions building on both the hoteliers and the administration, it is becoming increasingly significant for hotels to implement environmentally friendly practices. Hotels are currently wanted to show environment-friendly and responsibility of utilizing less water and energy conscientiously and control waste responsibly (Zhang et al., 2017; Deraman et al., 2017; Behera, 2018b). One of the motives why they are becoming more responsive to environmental concerns is the consciousness of different stakeholders comprising investors, workers, and clients.

As part of the hospitality sector, the hotel industry is the leading tourism industry. Its growth has always been linked to the development of hospitality and tourism (Behera, 2013). For the last few years, the Indian hotel industry has grown reasonably well. As per Tourism Ministry, Government of India (2019), the number of hotels has increased from 1784 in 2017 to 1961 in 2018, including all the star hotels. The cumulative demand for energy and water, unregulated solid waste, and contamination are the three key negative impacts that hoteliers have on nature. Given the hotel business's size worldwide, there is an inevitable vulnerability to their sustainability because of worldwide environmental change. This absolutely calls for the hospitality industry to be environmentally conscious (Zhang et al., 2017).

Many hotels have started implementing environmental management practices in their daily operation (Frondel et al., 2006). It is the management of various techniques and methods to acquire, organize, and manage natural resources systematically. Many hotels started considering environmental management as part of their competitive advantages (Hu and Hsu, 2010; Lau, 2011). While it is understood that the hotel's luxurious services can damage our environment, there is still no evidence that these hotels are doing something to preserve our nature. There is unmistakably a need to assemble a combined effort to save our environment from further harm. As Punitha et al. (2015) have pointed out, there is definitely a requirement for such rules and strategies that could stop harming nature, but there are hardly any policies that could do so. Authorities worldwide need to develop such stringent strategies and initiatives that could enable hotels and other business entities to effectively use natural resources (Robin et al., 2017). In the economy of Telangana, the hotel industry plays an important role.

Moreover, the policies which are recently in place have hardly been effective enough due to inadequate implementation. Interesting concerns have been posed by these above background studies on the environmental management of a hotel. However, not a single research in the Greater Hyderabad Municipal Corporation (GHMC) area of Telangana State has focused on implementing environmental management practices in the hotel industry. The current paper is one such endeavor to focus on this need.

GHMC (Greater Hyderabad Municipal Corporation) area is a demanding business area experiencing quick urbanization. The primary financial activities are services, tourism, and information technology. The hotel units have risen rapidly in GHMC because of an expansion in business enterprises and visitor landings. The objective of this paper is to explore different environmental management practices of star hotels of GHMC.

This paper starts with a short introduction, then moves to a review of the literature. The third part covers research methods. The fourth section encloses the result and analysis, and the fifth section contains the conclusion, the sixth section encompasses the limitations, and the final section concludes with future studies.

REVIEW OF LITERATURE

A report named 'Our Common Future' defined sustainability as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This definition of sustainability was considered worldwide development programs for decision-making (Mebratu, 1998). The term *sustainability* is then reciprocally utilized with the word 'green' (Solow 1991). Hardly any researchers, such as Solow (1991), Costanza and Patten (1995) have criticized this description of sustainability for its narrow meaning to only conservation of nature. They suggested broadening its connotation by adding the production process and effective utilization of natural resources.

The manufacturing industry first utilized the application of the term sustainability. Later on, service industries have promptly used it (Goodman, 2000). The hospitality sector is one that gained the idea of sustainability. In the hotel industry, sustainability means the proper and effective use of resources to service to its guests (Mensah, 2006). In an intensely competitive market, most hotels have been picking up different resource management strategies called green management. Precisely it is a systematic way of optimizing natural resources by the organization to improve efficiency by employing different approaches and procedures. As environment management practices are strategic tools for competitive business, many hotels anticipate their use to be carried out very efficiently (Lau, 2011; Hu & Hsu, 2010).

Organizations invest in establishing better environmental performance for a variety of reasons. The slack resources theory, proposed by Waddock and Graves (1997), states that organizations with sufficient resources allocate discretionary resources to those activities that foster social responsibility, such as environmental improvements. This is a worthwhile investment that is solely intended to help organizations advance and improve their competitive advantage through image and reputation (Covin & Miles, 2000). Hotels achieve a better reputation and image by allocating those resources to implement green practices, leading to positive green performance.

According to competitive advantage theory, organizations that have implemented advanced management seek emerging bases for competitive advantages, such as green practices, as a way of satisfying their customers. Managers concerned about public recognition of their improved green performance typically provide a one-of-a-kind benefit that boosts their competitive position (Russo & Founts, 1997). These theories inform that there is the main reason why hospitality units participate in green practices, regardless of their nature, financial circumstances, or management strategies. While some see it as a way to improve their image and credibility in order to gain a competitive advantage, others see it as a reason to be socially and environmentally responsible.

Lanjewar (2015) indicated that hotels that implemented green practices are the hotels that endeavor to be all the more sustainable in terms of effectiveness and negligible use of energy, water, and materials while offering quality services. Hoteliers previously distinguished numerous advantages that they can gain from green practices, i.e., gaining brand value, good image-building towards visitors, falling off expenses and liabilities, and getting more profit. The Intercontinental Hotel Group (IHG) was the leading green hotel that started in 2008. Pizman (2008) indicated it was the world's first hundred percent environmentally friendly hotel. Their green characteristics encompassed the donation of imperishable food to charities, solar panel installation on housetops, a rainwater collecting framework to supply water to latrines, power created by wind power, recycled glass windows, furniture, and structures made entirely from recycled materials.

According to the major theoretical frameworks, their adoption is driven by a desire for social legitimacy, and as a result, isomorphism emerges among adopting firms (Boiral et al., 2018; and Testa et al., 2018a). As previously indicated, the need for social legitimacy may significantly impact the findings of studies based on managers' opinions (Heras-Saizarbitoria and Boiral, 2013; Boiral et al., 2018). On the other hand, many empirical studies have ignored this point. They have evaluated the results of Environmental Management Systems (EMS) standards based on the managers' opinions in charge of their implementation. Because of biases like social desirability, bureaucratic silence, and the rhetoric of achievement, this approach tends to misinterpret empirical study findings (Heras-Saizarbitoria and Boiral, 2013). Several empirical studies have examined the influence of these techniques on performance with more impartial, or at least comprehensive, measurements to minimize these biases.

Sustainability is now a key driver of success for most businesses, particularly in the tourism industry (Alonso-Almeida, Bagur-Femenias, Llach, & Perramon, 2018; Brauer, Dymitrow, & Tribe, 2019; Dans & Gonzalez, 2019; Font, Garay, & Jones, 2016; Kim, Kim, Lee, Kim, & Cui, 2020). While academics have been studying tourism sustainability for decades (e.g., Nash & Butler, 1990), the subject is now attracting the attention of more researchers and practitioners (e.g., Avila-Robinson & Wakabayashi, 2018; Hsu, Chen, Nyaupane, & Lin, 2020; Paiano, Crovella, & Lagioia, 2020; Sourvinou & Filimonau, 2018). These studies say that focusing on sustainability improves a destination's competitive advantage (Goffi, Cucculelli, & Masiero, 2019; Presenza, Messeni Petruzzelli, & Natalicchio, 2019), as well as workers' organizational citizenship behaviors within their companies (Pham, Tuckov a, & Jabbour, 2019).

i. Energy Consumption

Al-Aomar and Hussain (2017) said that energy shortage has already existed in the past, and thus the importance of energy conservation is not new. The notorious 1973-74 energy emergency has already sensitized businesses about the role that energy plays in its smooth tasks. Energy conservation is not only beneficial to nature but also helpful to save cost. This caused hoteliers to concentrate on implementing strategies and procedures that are energy efficient. One of the biggest problems in any country with the hotel industry is that it is supposed to work all year round and offer extravagance services to its guests. They require a continuous power supply and subsequently need to discover approaches to do this expense proficiently (Eskerod and Duric, 2018).

According to Deng (2003) and Kasim (2007), there is a 24-hour requirement of power supply regardless of time and place. The main work of the hotel is providing food, lodging, and other amenities. In consideration of retaining those services, the hotel needs energy, without which it can't work (Gossling, 2002). It usually utilizes electricity for lighting the area, washing clothes, kitchen works, space boiling, air conditioning, serving hot water to its consumers, and recreational activities (Dascalaki & Balaras, 2004). It should be indicated that the magnitude of energy use in hotels differs from hotel to hotel and its location. Dascalaki and Balaras (2004) uncovered from their study that hotel consumers in Europe consume roughly 39 billion kilowatts of electricity in a year. They also found that out of total energy utilization, fifty percent are electricity. Likewise, New Zealand hotels also use approximately 75 percent of electricity as their electricity consumption (Gossling, 2002). The remaining energy consumptions are in the form of coal (12%), LPG (9%), petroleum fuel (3%), and natural gas and wood (1%).

Such dependence on non-environmental friendly energy sources by the hotels leads to air pollution (Bohndanowicz, 2005). Kirk (1996), Bohdanowicz and Martinac (2003), and Bohdanowicz (2005) found that the emission by the hotels due to the use of non-environmental energy sources is approximately 352-441 pound of CO_2 per square meters of the area. This creates a dangerous ecosystem imbalance. Nearly about eighty-five percent of worldwide energy intake depends on fossil fuel, i.e., coal, petrol, natural gas, etc. This results in a large amount of dangerous gases, i.e., CO_2, H_2O, NO_2, hydrocarbon, and CO_2 which disturbs the usual periodic order of the environment. For example, the discharge of CO_2 is a significant contributor to global warming (Gossling, 2002). Deng (2003) and Chan (2005) have discovered that Hong Kong hotels have primarily depended on three kinds of energy sources: electricity, diesel, and gas. Becken et al. (2001) divulge that visitors consume 67 percent of overall energy only at night in New Zealand hotels. Thus hotel business has a massive burden on the environment as it consumes an enormous amount of energy. Hence, constructive environmental measures are required for the hotel sector to utilize energy properly, lessen the atmosphere's pollution, and decrease natural resources' exhaustion. It is possible when the hotel sector adopts an energy-saving system. To achieve this, it requires sophisticated technology, and for that, it needs enormous money, expert and maintenance cost (Wang, 2008). This paper will examine different energy-saving practices by star hotels in GHMC, consisting of Hyderabad and Secunderabad.

ii. Water Consumption

Like air, water is vital for life. It is indispensable for the survival of the world. It is also used in the preparation of food. The hotel also has a high water demand. Water consumption depends on its size, space, different kind of services, and scope for amenities (Bohdanowicz, 2005). At the same time, shortages of water in various parts of the world are also visible. According to Kasim (2007), water sources are rivers, dams, reservoirs, and lakes, which are also necessary for household activities, industrial activities, cultivation, vacation purposes, i.e., diving, snorkeling, etc. Water is also a required element for the construction of hotels and buildings. Hotels use as much as 2 lakh 27 thousand liters of water for their everyday consumption, resulting in a groundwater shortage (Alexander, 2002).

Most hotels consume a considerable quantity of water for their luxury activities, i.e., swimming pool, spas, and golf courses (Kasim, 2007). A large amount of water is used for essential activities, i.e., kitchen, cleaning, drinking, and air conditioning (Kirk, 1996). Various authors have found different results about the consumption of water. For example, in Spain, a tourist in a hotel consumed 880 liters of water which is 630 liters more when it is equal to local average utilization. A resident of the country generally consumes 250 liters of water each day (Kasim, 2007). Usually, the consumption of water by tourists depends upon the nature of services provided by the hotels. For example, a high-standard hotel necessitates a minimum of 1500 liters of water in a day which is sufficient for the consumption of 14 individuals in the local area. It is estimated that a tourist in a hotel consumed an average of 170-360 liters of water per night (Bohdanowicz, 2005). Apart from water consumption, there is an issue of water contamination. The hotels using a considerable quantity of water usually release a massive amount of wastewater. It pollutes to different water bodies, i.e., pond, sea, river lakes, and ground water, and eventually desecrate nature (Kirk, 1996; Kasim, 2007). Therefore, proper supervision of reducing wastewater is required. To achieve this, the use of advanced technology and policy is essential. Saving water is the first step towards preventing water wastage. Some measures, i.e., use of ultra-flow toilet instead of the general bathroom, needs to be used. For instance, a hotel implementing water conservation practices managed to reduce the water consumption of 378 liters from 1500 liter.

iii. Waste Generation

The other important aspect of the hotel is the management of waste. Generally, the amount of waste depends upon the size of the hotel and its volume of services. According to Kasim (2007), the magnitude of hotel services actually figures out the quantity of waste it produces rather than the hotel's size. Therefore, the implementation of waste management practices is necessary. As a result, a hotel can save both natural resources and money. Kirk (1996) found that most of the waste was from food preparation and its service to the hotel's consumers. He also found that U.K. hotels and restaurants in 1980 produced 15.5 percent of garbage which is comparatively higher than the catering industry (11.4 percent). Kasim (2007) calculated the generation of waste which may contain 46 percent of food, 25.3 percent of paper, 11.7 percent of cardboard, 6.7 percent of plastic materials, 5.6 percent of glass materials, and 4.5 percent of metals. He also established that generally, the garbage created by the hotel is immeasurably more than the household. To manage the waste, the hotel must adopt a sustainable competitive advantage, including reducing, recycling, and reusing natural resources (Potoski &Prakash, 2005).

Moreover, the literature contains further investigations for hotel wastes in various locations. For instance, Verghese, Lewis, Lockrey, and Williams (2013) have investigated the role of packaging on Australian hotels' food waste. Zhang and others (2017) examined the problem of cooking oil recycling in hotels in China, the USA, and Japan. They have discovered that third party take-back (TPT) mode practiced in Japan and the U.S. is better than the (enterprise take-back) BET mode. It is because the subsidies are given for biodiesel enterprises and the usage of strict guideline strategies set up for the cafés. Papargyropoulou et al. (2016) suggested a novel conceptual structure to distinguish and clarify the patterns and drivers of food waste generation in the hospitality industry in Malaysia to recognize food waste recognizing measures. The contextual analysis exhibited that food waste is inherently connected to how we give and eat food, the material and socio-cultural setting of food consumption, and food waste generation.

To summarize, our review of the literature has led us to investigate the environmental management practices of star hotels in GHMC and the relationship between various categories of star hotels and their environmental management practices.

METHODOLOGY

5.1. Study Area and Design

The analysis is done taking into account star hotels in GHMC, the capital city of Telangana state of India. As per study by Assocham, the unified Andhra Pradesh (A.P.) tops all the states in domestic tourists' arrival. It completes 20 crores in 2012, from 11 crores in 2006. More guests mean more use of natural resources, i.e. more water, energy, and waste creation. As per the Ministry of Tourism, Government of India (2005), among various regions of the unified Andhra Pradesh, number of hotels are more concentered in both Hyderabad and Secunderabad. Accordingly, we chose to focus on GHMC (Figure 1). It is a corporation to keep up the urban facility of Hyderabad and Secunderabad area, also called the local body. This corporation was set up on sixteenth April 2007 with the unification of 12 metropolitan areas and 8-gram panchayats in the encompassing region. As per the Hotel and Restaurants Association of Telangana State (HRATS) and Federation of Hotel and Restaurants Association of India (FHRAI), there are 59-star hotels in GHMC. Out of this, there are nine five-star deluxe, 13 five-star, four four-star, and 33 three-star hotels. The current discussion relates to lead the investigation on star hotels because they provide luxury services.

Figure 1: GHMC Map

As the research objective was to explain the present condition of star hotels' environmental management practices, a descriptive method is used. A cross-sectional analysis was utilized as a primary database to gather data from the employees responsible for maintaining the star hotels' environmental services. For data collection and analysis, quantitative methods are used.

5.2. Instrument

Data is gathered utilizing a self-administered structured questionnaire. The survey paper included close-ended questions about hotels' environmental management practices, hotel features, and respondents' socio-demographic attributes. To measure the frequency at which star hotels have carried out different environmental management practices, a frequency rating scale ranging from regular habit to never is employed.

5.3. Population and Sample

In GHMC, there are 59 star-hotels, as shown by the HRATS and FHRAI. There are 9 five-star deluxe, 13 five-stars, 4 four-star, and 33 three-star hotels out of it. We did no sampling, and we contacted all of the 59 star hotels. Of the 59 star hotels contacted, 51 star-hotels responded to the study, which constitutes 86.44 percent of the overall response rate (Table 1). The response shows that roughly 100 percent (33 out of 33) of three-star hotels reacted to the survey. With 75 percent (3 out of 4), the four-star hotels were second. Five-star hotels were at a level of 69.23 percent (9 out of 13), and five-star deluxe were at 66.66 percent (6 out of 9). There was no response from 8 star-hotels to survey after several endeavors. Data were obtained from the workers responsible for maintaining the environmental services at the star hotels. They were hotel chairmen, special office managers, corporate social responsibility division facilitators, high-level executives, senior management, and star hotel owners in the GHMC area. From August 2015 until February 2016, the data were collected.

5.4. Data Collection Processes and Analysis

A pre-test had been attempted at 10 star-hotels in GHMC. The pre-test was carried out based on Czaja's (1998) recommendation to resolve

1:Table Response Rate of the Star Hotels

Category	Hotel approached	Hotel responded (%)
3 Star	33	33(100)
4 Star	4	3(75)
5 Star	13	9(69.23)
5 Star Deluxe	9	6(66.66)
Total	**59**	**51(86.44)**

Source: Field Survey (2015)

concerns related to four crucial subjects: awareness of respondent, questionnaire problems, investigators' responsibilities, problem and interest, sampling, and coding analysis. The pre-test took an undeclared setup, a condition in which the survey was carried out in a similar way as the primary survey planned. The significant concerns related to the questionnaire during the pre-test might be unexhausted answer sets and the lack of comprehension of some of the questions by respondents because they were not appropriately worded. Then the questionnaire was successively improved based on input from the pre-test. Then the actual data gathering was carried out.For data analysis, SPSS was employed to code data and calculate descriptive and inferential statistics. Descriptive statistics such as frequency percentage have been applied to evaluate and present the results.

Cross tabulations were also used to create a contingency table for two categorical variables. The chi-square test for independence was used to ascertain whether there is a substantial relationship between different categories of star hotels and their implemented environmental management practices. The significance level chosen for the two-tailed chi-square test was 0.05. The cross-tabulation analysis also included the correlation value to measure the level of correlation between two categorical variables. For example, chi-square and contingency tables were used to study patients' differential responses with different psychiatric diagnoses to a given rehabilitation program (Bhat, 1996). So the hypothesis was

H_0:There is no difference between environmental management practices of various categories of star hotels in GHMC.

H_1: There exists a difference between environmental management practices of various categories of star hotels in GHMC.

RESULTS AND ANALYSIS

6.1: Demographic Profile of Star Hotels

The findings show that star hotels' size ranges from small, medium, large, to very large (Table 2). Concerning the size of star hotels in terms of the number of rooms, almost 70 percent of star hotels have less than 200 rooms, led by 6 percent of star hotels with rooms between 201 and 300. Around 2 percent of star hotels had 301-400 rooms and more than 400 rooms. In terms of the number of employees working in star hotels, most star hotels (72 percent) had fewer than 200 employees, followed by 20 percent of star hotels with 301-400 employees while 3.92 percent of star hotels had 201-300 and more than 400 employees respectively. On categories of ownership, half of the star hotels were independent. This relates to three-star hotels (56.86 percent). Nevertheless,

Table 2 : Characteristics of Star Hotels

Characteristics	Types	N	Percentage
Number of Rooms	<200	36	70.60
	201-300	3	5.88
	301-400	1	1.96
	>400	1	1.96
	No Response	10	19.6
Number of employee	<200	37	72.55
	201-300	2	3.92
	301-400	10	19.61
	>400	2	3.92
Categories of Ownership	Independent	29	56.86
	Part of chain or consortium	22	46.14
Affiliation to Hotel Association	FHRAI	10	19.61
	Others (HAI, IHRA, SIHRA)	41	80.39
Occupancy Rate(2014-15)	<50	4	7.84
	51-60	7	13.72
	61-70	22	43.14
	71-80	15	29.42
	>80	3	5.88
Having written policy on environment	No	32	62.75
	Yes	19	37.25
Having a Manager/specific individual /committee in charge of environmental management practices	Yes	16	31.36
	No	35	68.6
ISO-14001 Certified Hotel	No	48	94.08
	Yes	3	5.88
Hotels that work to obtain ISO 14001 certification	No	40	78.4
	Yes	8	15.68
	No response	3	5.92

Source: Field Survey (2016)

many four, five, and five-star deluxe hotels (46.14 percent) were part of the chain or consortium. As far as membership of the hotel association is concerned, only 19.61 percent of star hotels were members of the Federation of Hotel and Restaurant Association of India (FHRAI). The remaining 80.39 percent (41) were members of the Indian Hotel Association (HAI), the Indian Hotel and Restaurant Association (IHRA), and the South Indian Hotel and Restaurant Association (SIHRA).

Regarding occupancy rate, there were very few (5.88 percent) star hotels with an occupancy rate of more than 80 percent in 2014-15. Nearly 43 percent of star hotels had an occupancy rate of 61-70 percent, followed by 29 percent with 71-80 percent. 13.72 percent of the star hotels had occupancy rates of 51-60 percent. Just 7.84 percent of star hotels had a level of the occupancy rate of less than 50 percent. On having written policy on the environment, only 37 percent of star hotels pursue their own environmental management policies. On having a manager/specific individual /committee in charge of environmental management practices, 31.36 percent of star-hotel were to take on their environmental management activities. Concerning ISO-14001 Certified hotel, just 6 percent of hotels were ISO 14001 accredited, including Novotel, Taj Banjara, and The Western Hyderabad. On hotels that are working to obtain ISO 14001 certification, just 16 percent of hotels were working to achieve ISO 14001 certification, and most of the star hotels (78.4 percent) were not involved in gaining certification because of financial resources and rules and regulations, and 6 percent were silent on this subject.

6.2: Demographic Profile of Respodents

Regarding the hotel's current position, approximately 55 percent of respondents had a manager or director position (Table 3). Other respondents had roles such as senior management, head of the section, accountant, and corporate social responsibility coordinator (33 percent). These respondents addressed the survey questions even though they did not have an official management role, but they understood the issues relevant to their hotel. A limited proportion of respondents (12 percent) were in the positions of managing director (MD), general manager (GM), and chief executive officer (CEO). With regard to age, about half of the respondents were aged 30-39 years of age (57 percent), led by 40-49 years (29.41 percent) and 21-29 years of age(11.76 percent). Pertaining to sex, the majority of respondents (84.31 percent) were found to be male. In terms of qualifications, most respondents (98 percent) had post-secondary education. On nationality, the bulk of executives were Indians (98.04 percent).

6.3: Environmental Management Practices of Star Hotels

All the star hotels of GHMC had various practices on energy, water, and waste management (Table 4). Concerning waste management, 80.4 percent of star-hotels had a regular habit of minimizing waste through paper trailed by reprocessing waste (68.6 percent). It was not a daily habit to lessen waste by way of the aluminum can. Many star hotels had a regular habit of saving electricity by efficient light bulbs (98.1 percent) followed by keycard method (96.1 percent), energy-efficient appliances (92.2 percent), no fan at the open area (80.4 percent), and

Table 3 : Characteristics of Hotel Respondents

Characteristics	Types	N	Percentage
Current position in the hotel	Managing Director/General Manager/Chief Executive Officer	6	11.76
	Consultancy/Advisor	0	0
	Director / Manager	28	54.90
	Others(Please specify)	17	33.33
Age	Under 20		
	21-29	6	11.76
	30-39	29	56.86
	40-49	15	29.41
	50-59	1	1.96
	>60	0	0
Gender	Male	43	84.31
	Female	8	15.69
	Others	0	0
Educational Background	Primary	0	0
	Secondary	1	1.96
	Post. Sec	50	98.00
Nationality	Indian	50	98.04
	Others	1	1.96

Source: Field Survey (2016)

installation of the solar hot water system (51.0 percent).On water management, many star hotels had a regular habit of saving water by low flow showers (90.2 percent), led by both the reuse of rainwater for gardening and floor cleaning and the reuse of linen and towels (66.7 percent). Only a limited proporation of star hotels (29.4 percent) used dual flush toilets as a water-saving activity.There were other environmental management practices embraced by GHMC star hotels as well (Table 5). On encouraging visitors to be environment friendly, some star hotels had a daily habit of employing stickers (29.4 percent) accompanied by a card in the room (39.2 percent). On utilizing less toxic and environment-friendly items, 52.9 percent of star hotels had a daily habit for rooms while 51.0 percent for kitchens. Correspondingly, it promotes consumer cooperation in environmental safety through switching off light while not in use as a daily habit (82.4 percent) and voluntary changes of towels (49 percent). On coordinating or promoting environmental conservation programs, very few star hotels (21.6 percent) had a regular habit of organizing local cultural programs. Similarly, on inspiring employees to be environment friendly, 23.5 percent of star-hotels had a daily routine of offering incentives led by 29.4 percent for performance methods, and 33.3 percent of star-hotels had a regular habit of preparing and assigning funds for environmental management practices. Again, 37.3 percent of star-hotels were for backing environmental non-governmental organizations (NGO) in cash or kind. Though not lucrative in the short period, 56.9 percent of star hotels had a moderate reaction to their daily habits on implementing some eco-friendly activities. Regarding training workers on environmental management practices, waste sorting was a daily habit (70.6 percent), followed by recycling (58.8 percent). On giving importance to buy environment items in their daily operation, star hotels had a habit of buying in bulk (84.3 percent), biodegradable items (58.8 percent), fewer toxic products (56.9 percent), minimizing packaging (54.9 percent), and utilizing recyclable products (52.9 percent).

The chi-square results revealed the relationship of different categories of star hotels and their environmental management practices. According to the chi-square results, all environmental management activities are statistically insignificant (accepting H_0) except for using aluminum cans to reduce waste, not having a fan in an open area to save energy, and using low-flow showers to save water. The study's key findings are that there is no noticeable difference in implementation of environmental management practices among various categories of star hotels. In other words, regardless of their different categoreis, all environmental management practices are the same.

Table 4: Summary of Environmental Management Practices on Waste Management, Energy and Water

Items	RH*	F	ST	R	N	Chi-square
i) Decreases waste by						
a) reprocessing waste	68.6	13.7	2.0	3.9	11.8	13.479
b) aluminium can	27.5	21.6	19.6	11.8	19.6	19.032***
c) paper	80.4	15.7	2.0	2.0		3.254
ii) Usages energy-saving practices through						
a) efficient light bulbs	98.1	2.0	0	0	0	5.278
b) solar panel	56.9	13.7	0	3.9	25.5	7.201
c) key card method	96.1	2.0	0	0	2.0	1.739
d) no fan at open area	80.4	9.8	0	7.8	2.0	15.128***
e) installed solar hot water system	51.0	19.6	3.9	7.8	17.6	11.746
f) provided energy efficient appliances	92.2	7.8	0	0	0	1.009
iii) Applies water-saving activities through						
a) low-flow shower	90.2	9.8	0	0	0	13.019**
b) dual flush toilets	29.4	19.6	3.9	5.9	41.2	17.351
c) reuse rainwater for gardening and floor cleaning	66.7	21.6	7.8		3.9	12.421
d) reused linen and towels	66.7	23.5	7.8	0	2.0	4.540

Source: Field Survey (2016)

Note: *Measured on a Five-point Likert scale: (RH= Regular Habit, F= Frequently, ST= Some times, R= Rarely, N= Never (%)) *p<0.05,**p<0.01,***p<0.10*

CONCLUSION

The hotel business is known for its luxury and has been accused of its inefficient utilization of resources. However, the hotels were going eco-friendly to save money in its daily operations and satisfy its ecologically sensitive guests. The growing environmental consciousness and thoughtfulness among star hotels in GHMC were self-evident and typical at this point. At very minimal, star hotels were attempting to educate society, staff, and consumers to conserve water and electricity to benefit the environment. Still, at the larger end, some creative sustainability initiatives could be found in many famous star hotels in GHMC that are typically the industry's trendsetters.

The prominent star hotels in GHMC currently show eco-friendly strategies as an aspect of their corporate social responsibility. They were consistently and creatively creating systems to do least environmental harm. Even state and institutions were getting stricter towards carrying out eco-friendly strategies. With all these activities in place, it turned into even more significant for hotels to implement environmental management practices in support of their organization and consumers. Environmental management practices and sustainable methodologies were a close reality in the hospitality sector in GHMC.

Star hotels in GHMC implemented various radical environmental management programs. The study discovered that most of the star hotels preferred environmental management practice while gaining profit was playing as a primary objective of implementing the same. It was discovered that there are no differences in the implementation of environmental management activities between different groups of star hotels. This is crucial information for the hotel industry, especially for star hotels that want to attract environmentally conscious guests. As the suggested structure can control the internal dependencies, it is comparatively efficacious to assess star hotels' instance by considering their environmental

Table 5 : Summary of Other Green Practices Activities by Star Hotels

Items	RH*	F	ST	R	N	Chi-square
iv) Inspires guests to be environment friendly through						
a) sticker	29.4	11.8	2.0	23.5	33.3	9.263
b) card in the room	39.2	5.9		15.7	39.2	5.190
v) Usages less toxic, environment-friendly cleaning products for						
a) rooms	52.9	7.8	2.0	9.8	27.5	15.965
b) kitchens etc.	51.0	9.8		15.7	23.5	10.618
vi) Facilitates consumer cooperation in protecting the environment through						
a) voluntary changes of towels	49.0	29.4	15.7	2.0	3.9	11.933
b) switch off light when not in use etc	82.4	7.8	7.8		2.0	9.371
vii) Organizes or sponsors environmental protection activities through						
a) local cultural event	21.6	3.9	23.5	25.5	25.5	20.253
b) NGO etc.	25.5	5.9	13.7	23.5	31.4	10.541
viii) Encourages employees to be environment friendly through						
a) giving rewards	23.5	11.8	17.6	11.8	35.3	11.036
b) performance measure	29.4	11.8	11.8	9.8	37.3	12.183
ix) Provides training to employee about environmental management practices through						
a) recycling	58.8	21.6	5.9	2.0	11.8	4.716
b) waste sorting etc.	70.6	23.5	2.0		3.9	5.008
x) Giving importance to buy environment items through						
a) biodegradable	58.8	27.5	7.8	3.9	2.0	6.756
b) less toxic	56.9	21.6	9.8	3.9	7.8	6.767
c) reduce packaging	54.9	39.2	3.9		2.0	4.430
d) recyclable product	52.9	31.4	9.8		5.9	9.252
e) purchased in bulk	84.3	15.7				3.178

Source: Field Survey (2016)

Note:**Measured on a Five -point Likert scale: (RH= Regular Habit, F= Frequently, ST= Some times, R= Rarely, N= Never (%)) *p<0.05, **p<0.01,p<0.10* management practices. The human-oriented style essentially involves training and learning skills. The significance of environmental management practices is only learned from the interaction with the hotels' staff and guests rather than its only slogan or policy.

LIMITATIONS

The current study experienced certain limitations. The list of star hotels provided by the FHRAI and HRATS. Major star hotels have enlisted with the FHRAI and HRATS. Still, there is a possibility that the data for the catalog may be missing, or sometimes the newly established star hotels might not have enrolled in the directory.

Furthermore, this study was being applied to single-industry and single-geographic locations. Even though the control factors were chosen to implement the survey by suitably structured methods, there is a more prominent scope for future studies. Their outcomes may uncover the current findings' generalizability through a prospective study.

Thirdly, the findings given by this investigation revealed that the comparatively highest number of hotels to participate in this study was three-star hotels followed by four-star, five-star, and five-star deluxe hotels. This outcome might affect study findings.

The fourth drawback of this analysis is that the sample frame or sample population was minuscule. In the future, the researcher should endeavor to research a bigger sample size covering a more extensive population of the entire state in India or various states of India instead of the capital of a specific condition.

Future Research

With bit of experience, it might be further suggested to environmental management practices in other hospitality industries, i.e., resorts, time-sharing apartments and cafés, and so forth after conducting the current research. Other relevant aspects of environmental concerns can also be studied. Similar analysis can also be done on different small hotel categories in GHMC or other areas of Telangana state or India. The further research locations could be identified with the distinguishing proof of connection among environment and small hotels with its consumers or other shareholders' point of view.

The outcomes of this study introduced here are exceptionally fascinating and valuable. The managing of the star hotels is very much contented with the environmental practices executed in the hotels as this contributes excellent outcomes such as monetary and non-monetary advantages. These practices became famous because of their commitment to cost-saving by lessening energy and water use. Nonetheless, it is beyond the study's extent to measure the quantity of resources it saves by gathering statistical information and analyzing it.

This study investigates the problems relevant to the implementation of environmental practices in star hotels. The findings enunciate that environmental practices usage needs enormous monetary funds, time, skilled human resources, and advanced technologies. The benefits are economic advantages through cost-saving. Further study may be implemented by gathering quantitative information to reach the outcomes relating to cost and benefit analysis connected with environmental practices' execution.

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Understanding Attributes of Religious Heritage for Integrated Planning in Urban Tourism Destinations

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Abstract

Heritage management has recently gained prominent significance in the strategies of urban regeneration through tourism development. However, in the case of religious heritage, the exclusivity of this category has yet remained an under-addressed issue if not completely ignored in the field of heritage tourism planning. This gap may result in restricting the effectiveness of development strategies, intended to mitigate contesting issue of conservation and consumption at religious heritage sites, particularly in the urban landscape.

In this context, the present study attempts to enhance our understanding of religious heritage by offering insight into key attributes of religious heritage destinations that shape the identity and uniqueness of such places. By doing so, the study emphasizes on the need of integrated planning approach that takes into account, exclusive attributes of sacred places in order to promote successful urban heritage tourism.

A systematic approach has been adopted to access relevant literature in this regard and existing knowledge is synthesized to (re)generate a comprehensive picture of the given subject. The major core attributes discussed in the study are experientiality, vulnerability, and materiality that are discussed with suggesting implications.

INTRODUCTION

In recent years, religious sites such as Santiago de Compostela (Spain), Sanctuary of Fatima (Portugal), Canterbury (U.K.), sacred sanctuaries of Poland, Mahabodhi Buddhist temple (India) recognized to be few of the highest visited destinations (Shackley, 2001) and market of religious tourism segment estimated with 330 million tourist influx globally (UNWTO, 2011). In this milieu, Asia and the Pacific region that is marked with incredible religious diversity emerged as the core of the world's religious and spiritual voyages with receiving approximately half of the international tourist flow. Subsequently, this mounting growth has triggered rapid urbanization and other associated issues such as overcrowding, encroachment, conflict over resources and land use at religious heritage sites (Shinde, 2016, Chadha & Onkar, 2016).

In addition, a contemporary shift in religious ideologies and consumption of religious attractions such as 'secular pilgrimage' and 'religious tourist' (Colline-Kreinger, 2010) combined with concurrent trends of globalization, secularization and commercialization (Liro, 2020) imposed serious challenges on the sustainability of religious heritage attractions, located in the urban landscape. In such a scenario, it becomes imperative to bring management and conservation of religious heritage in forefronts of urban heritage planning.

However, integration of religious heritage into urban plans is frequently found missing or neglected (for U.K. refer to Greed, 2016; for Shirdi, India refer Shinde, 2016). It is largely due to the sensitivity of religious spaces or unawareness about religious heritage. Religious heritage usually involves different ownership, stakeholder, environment, and functionality that sometimes challenge the standard format of heritage planning and conservation. In this regard, Allchin (1978) while recounting the state of maintenance and conservation of living religious heritage in India, expressed his apprehension on survival of some of the magnificent ancient temples such as Tirumala (Tirupati) Meenakshi temple (Madurai). He found development and conservation of these sites utterly deplorable, largely caused by the autonomy of temples boards, lack of guidance or coercion from legislation and reckless constructions such as installation of galvanized iron railing, garish marble floor and wall covering, strip lights and audio amplifier.

In addition, religious heritage often misunderstood as a type of 'cultural heritage tourism'(Levi & Kocher, 2013) as religion and culture are frequently overlapping concepts. Nevertheless, it is often challenging to convey the notion of sacredness across cultural boundaries, and therefore 'religious tourism may not always be compatible with cultural tourism' (Shackley, 2001). Integration of religion with culture suggested the potential loss of sacred authenticity" (Muriuki, Bururia, Muteg, 2016) while deciding on the marketing and branding of such destinations. Given such condition of overlying ambiguity regarding religious heritage and rising concerns for the management of such sites, it appears pertinent to investigate the specificity of the religious heritage that can not only help in distinguishing key characteristics of such sites but also contribute to understanding peculiar needs to be taken care of while planning tourism at such sites.

Existing literature, however concerning religious tourism is mostly concentrated on examining visitor's segment including typology (Smith,1992; Fleischer, 2000; Ron, 2009), travel motivation (Collins-Kreiner & Gatrell, 2006; Nyaupane, Timothy & Poudel, 2015; Terzidoua, 2018) and visitor's experience (Hughes, Bond & Ballantyne, 2013; Bond, Packer & Ballantyne, 2015) and as such, there is a dearth of studies, following more holistic approach in examining religious heritage and linking it to contemporary thrusts such as urban tourism.

In this regard, the present study is conducted with a specific aim to identify core attributes of the religious heritage that not only add new perspective in an academic domain but also emphasize the need to shift the planning approach from generality to exclusivity for such spaces in order to be able to address contemporary challenges of urbanization more efficiently. This study does not seek to compare or contrast religious heritage with the cultural one, instead, it enquires on exclusive constructs of religious heritage destinations. This way it has been attempted to enhance our understanding of the given subject by highlighting core attributes of the religious heritage that should be integrated into planning strategies while promoting religious heritage tourism in urban landscape.

RELIGIOUS HERITAGE, URBANIZATION AND URBAN PLANNING

Urbanization is now considered as an inevitable process and the role of tourism industry in promoting urbanization is widely recognized. In recent years, a heavy influx of visitors to religious destinations led by burgeon religious tourism has contributed significantly to the urbanization of pilgrimage centres. While referring to a particular example of India which carries a rich legacy and remarkable diversity of religious beliefs and sects and venerated as sacred land in many of the world religions for instance Hinduism, Buddhism and Islam, the role of religious tourism become more explicit. According to UNWTO (2011) estimation on international religious and spiritual journeys, it is noted that approximately 170 million visitors travel to various pilgrimage sites in India alone. A survey conducted by Delhi based National Council for Applied Economic Research (NCAER) revealed that 40 of the 50 most frequently visited places has religious significance and the number of visitors arrival reflected on booming market of religious tourism including 23 million in Triputi, 17.2 million in Vaishno Devi, 18.2 million in Puri, 17 million and 11 million in Haridwar (NCAER, 2003). Such heavy influx of visitors not only contribute in the economic prosperity of these centre which had traditionally been small towns or countryside but also drives notable urban changes to the physical and spatial appearance of the place, mostly by exerting demand on infrastructure facilities, tourism services such as accommodation, transportation, food, souvenir etc. and sooner or later religious tourism economy stimulate rapid construction, land-use conversions, demographic changes at these sites. This situation can be found common at other religious sites existing elsewhere. In some cases (for example in Lourdes, France) spatial change may occur in the core-periphery pattern where core areas comprising the shrine, remain limited to the crowd of devotees and related accommodation facilities and periphery encompassing surrounding areas of core, developed as a business centre and municipal recreation areas (Rinschede, 1986), or infrastructural development and real estate could be driven into other areas as well and directed along major access roads that generate different spatial forms (as in case of Shirdi (India), Shinde, 2016). Growing urbanization caused by tourism and various other factors found to impose serious challenges like traffic congestion, unauthorized constructions, illegal encroachment, unplanned growth, scarcity of drinking water, sanitation facilities and environmental deterioration in major religious destination such as Varanasi, Puri, Allahabad, Shirdi (Chandan & Kumar; Chadha & Onkar, 2016; Shinde, 2016) and continuation of this situation may further create a threat to the integrity and functional role of religious centres.

As per the UN report, the process of urbanization is further projected to upsurge globally and the volume of an urban population estimated to rise from 3 billion in 2002 to 5 billion by 2030 (Ashworth & Page, 2011). On this massive expansion of urban areas and subsequent challenges it imposes on dealing with the issues of economic viability, social equity, and environmental tolerability, UNESCO (2016) advocated for safeguarding, conserving and managing heritage and culture, as it can be an effective tool to achieve goals of sustainable cities and suggested to integrate heritage in urban planning and promote creative industries based on cultural resources to ensure that cities are safe, resilient, inclusive and sustainable. In this regard, the role of urban heritage tourism become significant as it stimulates reconciliation between economic consumption and heritage conservation and reinforces the economic viability of heritage assets.

However, planning for the development of tourism at religious heritage sites, located in urban areas involves multiple complexes as well as vulnerable issues. Because of prevalent drift of secularization and shifting motivation of people travelling to sacred places, visitor's profile at religious sites has not remained limited to the devotees only. A noticeable size of secular visitors seeking more touristic experience has now become a growing phenomenon at many religious sites (Nyaupane, Timothy, Poudel, 2015), and in some cases where religious sites being the only remaining open spaces in the densely populated urban landscape, it becomes a frequent spot for day visitors, mostly visiting for recreation purpose. As in the case of Sarnath (India) a Buddhist site, Brian & Bellafiore (1990) recognized that the development plans for the site face pressure of two conflicting concerns: promote the use of the site for pilgrimage tourism or to enhance recreational amenities at the site for local day-visitors. Securing spiritual appeal while promoting the development of tourism at religious heritage sites appears to be one of the most critical challenges for urban planners. Ambitious development projects where conservation of spiritual and heritage element of the religious site is compromised for commercial development, super-infrastructure and amenity provision, such as in case of Holy cities of Saudi Arabia for Hajj, pilgrimage experience is found to be deteriorated by impingement of new and unsympathetic edifices (Henderson, 2011). Urban planning, constructions and design at religious sites can also potentially influence religious tension and conflict if religious sensitivity of the place is not considered. Collins-Kreiner, Shmueli & Gal, (2015) suggested that tourism development at religious sites may be viewed as a threat if the process surrounding site construction is perceived as flawed or regarded as posing a threat to the status quo from a value-oriented perspective. A heavy crowd of foreign tourist at faith buildings for non-religious purpose and their inappropriate behaviour at the site often upset the local community and in some case such as the sacred city of Kandy (Sri Lanka) a Buddhist site, government development plan to increase tourism is not appreciated by locals (Woodward, 2004).

Apparently, such situations stress the importance of micro-level understanding of religious heritage in urban planning and tourism development strategies. Knowing the key characteristics of religious heritage not only contribute to enhancing the effectiveness of urban strategies but also enable to resolve the vulnerable issues. Leading international agencies like UNESCO-WHC (2008), ICOMOS, ICCROM and IUCN also emphasized that religious heritage differs from another kind of heritage and called attention to the requirement of distinct planning and management approach to deal with religious heritage. Various programs were initiated to enhance understanding of 'heritage of religious interest' through conducting meetings, workshops, networking and research studies worldwide, to come up with better and more efficient recommendations and guidelines to conserve religious heritage. Some of the major programs were ICCROM 2003 Forum on the conservation of Living Religious Heritage, ICOMOS General Assembly resolution calling for the "establishment of an International Thematic Program for Religious Heritage", 2011 ICOMOS General Assembly Resolution on Protection and enhancement of sacred heritage sites, buildings and landscapes and UNESCO MAB/IUCN Guidelines for the Conservation and Management of Sacred Natural Sites. Given context indicate towards growing need and relevance of urban planning for religious heritage sites as well as adopting a discerned approach for managing sacred spaces.

RESEARCH METHODOLOGY

The present study is aiming to synthesize the knowledge available in the existing literature on religious tourism to identify key attributes of religious heritage sites/destinations and derive core elements that can contribute to planning and development strategies. In this way, the study seeks to gain an insight into a given subject by adopting the bottom-up research practice of analyzing the existing literature and seeing what's out there (Collins-Kreiner, 2020).

As such religion, tourism and heritage are inter-independent, extensive, complex and progressively growing fields of knowledge therefore the amount of available literature linking these wide domains is not only enormous but also involve diverse perspectives. Given such a situation, a systematic approach has been employed to access relevant literature for analysis. Present analysis proceeded through the following three stages:

Stage I: At this stage, an initial search was conducted using Google Scholar using Herzing's Publish or Perish v.7.26 to understand the existing state of knowledge on the given subject using search strings “religious heritage tourism”, 'religious tourism' in keywords that yield 995 results. An explicit criterion for inclusion has been established at the beginning stage to determine the initial level eligibility of papers to be included in the review. Bearing in mind, the concern and scope of the present study, research articles in the English language, published in journals of tourism field were included in eligibility criteria where research articles with clear process and outcomes published under peer-reviewed journals were selected for inclusion. Also, an initial search was refined by selecting two reputed publishers Tylor & Francis and Elsevier that has an extensive publication on this subject. After using these stringent filters, the 147 articles were selected to screen their abstract for more appropriate selection.

Stage II: This involved screening of produced articles. The relevance of articles for inclusion in the literature review was determined through reading the abstracts and then after if found appropriate, considered for the full article read. At this stage, aligning with the objective and exploratory nature of the present study, research articles that were found offering a wider perspective on the nexus of religious heritage and tourism and directly or indirectly reflecting on the issues of management (visitors/site/tourism) at religious sites were selected for review whereas, the articles that refer religious tourism in more emic sense or present confined interest such as measuring pedestrians mobility experience, were not selected. Through this process finally, thirty-two articles were selected to review after full article reading.

Stage III: As suggested by Braun & Clarke (2016) and Walters (2016) thematic analysis is a useful tool when an interpretation of uncovered, complicated and dynamic concepts is required using textual data and particularly 'where it is recognized that the meaning or significance of the whole may be more than the sum of its parts. Bearing in mind the very nature of data used in the present study, elusive nature of the subject and objective of the study, thematic coding was adopted to summarize the information and obtain denotation of the research probe. A three-stage coding system was followed: open coding, categorical and thematic.

First, each article was scrutinized to identify basic elements based on the degree of relevance to the research aims and registered. Second, concepts extracted during open coding were clustered based on linkages and similarities and grouped in categories and finally, the categories were integrated and improved into themes. Manual analysis was conducted to allow direct control of the researcher over developing thematic coding of the findings.

RESEARCH FINDINGS

Findings obtained through analyzing and extracting major attributes indicated in previous studies on religious tourism and religious heritage presents an interesting range of constructs that can contribute to understanding the distinctness of religious spaces. These constructs are classified into three broad categories as key attributes for comprehension that largely encompass tangible and intangible aspects of people and space.

(Table 1).A detail description of the identified three key attributes through the above process are:

A. Motivation and Experience:

'Exponomy of emotive experience'

Visitor motivation at religious heritage sites has been identified as one of the most intensely explored subjects in tourism literature related to religious tourism. A prolonged academic discourse on polarizing pilgrims and tourists at religious sites based on sacred and secular motivations respectively seems to come to an end in contemporary literature (Collins-Kreiner, 2010). Scholars like Collins-Kreiner (2010) Hughes, Bond & Ballantyne (2013) are increasingly realizing that such a binary approach not only limit the academic attention from perceiving a broader picture of religious tourism but also largely overshadow the other aspects and issues associate with visitor experience at religious sites. Nyaupane, Timothy, & Poudel (2015) asserts that 'there is still a degree of ambiguity on the part of religious tourists regarding who is a pilgrim or who is a tourist'. visitors are found to be motivated primarily either by push (intrinsic) or pull (extrinsic) factors to visit religious sites (Cohen, 1992; Wang, Chen & Huang, 2015; Liro, 2020). In general, push factors comprises of internal desires of individuals to gain religious and spiritual experiences like connectedness to divine, inner peace, happiness and blessings and push factors mostly include interest in external elements such as cultural and social aspects of religious sites. Whichever way visitors are motivated, it has been identified that re; Bond, Packer & Ballantyne, 2015; Collins-Kreiner, 2020; Wanga et.al., 2020) that revolves around creating memorable, meaningful and learning experience in a personal and social context. People's experience at religious sites varies significantly based upon their social proximity (Nyaupane, Timothy, & Poudel, 2015) religious affiliation (Shackley, 2001) personal belief and involvement (Terzidou, Scarles & Saunders, 2017, 2018; Wanga, et.al, 2020), the image of the place (Terzidou et. al, 2017 b) and overall interest (Bond, Packer & Ballantyne, 2015).

However, what makes visitor's experience exclusive at religious heritage sites is its 'emotive nature'. Visiting religious space is largely recognized to be linked to deep 'emotions of 'connectedness' (Shackley, 2001). In fact, under the institutionalized framework, across the prevailing religions, sanctified spaced are created as a separate entity or 'center of the world' excentric to the mundane socio-political life to facilitate adherents and visitors to experience 'world out there' (Turner,1973, as cited in Cohen, 1992).

The inseparable core of religious tourism is an inner one the spiritual experience (Shinde, 2007), and therefore visiting the sacred site, particularly in emic perspective is an 'emotive experience' involving a comprehensive range of deep, profound and intense emotions (Terzidou, Scarles & Saunders 2017; Wanga, 2020). people visit religious places to receive divine grace, unexpected magical encounters, godly interventions and connectedness to the divine (Shackley, 2001; Liro 2020).

Religious places also found to facilitate a powerful and profound experience that make a transformative impact on an individual's life and perception towards self and the world. Such experience includes a moment of epiphany, when an individual experience a transcendental and more expanded state of being while eliminating boundaries of physical self to embracing a holistic presence of self-existence that is noted as 'notion of flow'. For example, Terzidou (2017) found certain respondents while visiting the sacred site of Tinos, Greece was so absorbed in the sacred atmosphere and icon of the Panagia Evangelistria that they experienced flow in terms of a lack of self-consciousness and loss of sense of place. In a certain state of ecstasy and extreme happiness, their emotions overflow physically (Lochrie et.al.2018).

Further, the feeling of 'communitas' (Lochrie et.al.2018; in India context Singh, 2011) arises when people come together as a community while participating in religious activities such as prayers, religious services with a strong feeling of togetherness that is based on sharing of faith. This feeling liberates an individual's social identity and creates a peak experience by raising feelings of goodness in presence of a higher realm.

B. Sense of Place:

Endowment of spirit to the place

Fundamentally, the notion of religiosity found its expression through cultural exercises only. Religious heritage destination undoubtedly presents a strong and explicit cultural imprint reflected largely in its tangible assets such as build structures, aesthetic work, archaeological remains, inscriptions and intangible elements like rituals, spiritual performances, holy congregations, practices concerning nature and universe, religious events, etc. that survived from generations through the tradition of constant performance. These elements carry a remarkable cultural value as they collectively represent the 'genius loci' of the place and its community by reflecting on their historic network and structure, knowledge system and skill (Shackley, 2001)

However, despite carrying intimate association with culture, what separates religious heritage from general cultural destination and establish its exclusivity is the underlying meanings, deep attachment and profound value endowed to such spaces by the associated community. Collins Kreiner, Shmueli & Gal (2015) specify religious destinations as geographically demarcated spaces that bear an association with one or more communities that attribute extraordinary religious significance of divine consecration.

Religious heritage resonates with the sense of sacredness and carries significant values that often includes supernatural, transcendental and rewarding capacities which inspire the feeling of awe, reverence and faith in the believers (Shackley, 2001). It is people's attachment and faith endowed to the place that allows continuity of meaning and original value and so that the livingness of religious heritage (Nolan & Nolan, 1992). Therefore, the existence of an associated community is of great significance compared to any other kind of heritage to ensure the conservation of religious heritage. Given that people's faith and believe sustain in the intangible spiritual value of the place, the existence of the place and its sacredness alive (Shackley, 2001; Nolan & Nolan, 1992) even in the face of changes, demolition or abrasion. Nolan & Nolan (1992) assert that different religious sites have different ability to draw visitors based upon how the power or sacredness of these places are perceived and they claim that 'as the perception of the sacredness of the site diminishes, particular sites may lose their ability to attract certain groups of visitors such as pilgrims'.

Compare to non-religious heritage, people are found to be more closely attached and associate their identity with religious heritage (Bandyopadhyay, Morais & Chick, 2008; Butler, Khoo-Lattimore & Mura, 2014) and hence, religious sites are important in the formation of place attachment and place identity for the local and religious community as such places connect a community to their past. People feel an emotional bond with such places, belief about the meaning of the place and it fosters in them a sense of place attachment, that further generate security and well-being, helps to define group boundaries, and fosters the development of individual identity and sense of community (Olsen, 2012).

It is the strong impression of the value of the place, that the entire adherent community associate their identity with religious places that eventually brings religious heritage most often at the centre in the arena of power, pride and politics. Religious heritage and religious tourism sites have a long conflict-ridden history across the world (Digance, 2003, Gatrell & Collins-Kreiner, 2006) where religious sentiments emerge as a significant

Table 1: Key Attributes of Religious Heritage Sites

Key Attributes	Dimensions	Constructs	References
1. Visitor motivation & experience	Spiritual	Connect to the source of life, self-empowerment, emotional liberation, personal fulfilment, feeling deeper dimensions of self and others	Fleischer, 2000; Kim & Kim, 2018; Bond, Packer & Ballantyne, 2015; Nyaupane, Timothy, & Poudel,2015; Wang, Chen & Huang,2015; Lochrie et.al.,2018;Terzidou, Scarles & Saunders,2018; Wanga, Luoa, Huang &Yanga, 2020;
	Religious	To pray, as a religious duty, obtain divine grace and good fortune, holy congregation	Collins-Kreiner & Gatrell, 2006; Fleischer, 2000; Kim & Kim, 2018; Wong,Ryan & McIntosh, 2014;Nyaupane, Timothy, & Poudel,2015; Lochrie et.al.,2018; Terzidou, Scarles & Saunders,2018; Wanga, Luoa, Huang &Yanga, 2020; Liro,2020, Luz, 2020
	Restorative	To feel peaceful, mentally Relax, rejuvenated, protected	Bond, Packer & Ballantyne, 2015; Wang, Chen & Huang, 2015; Terzidou, Scarles & Saunders,2018; Wanga, Luoa, Huang &Yanga, 2020
	Cultural and/or Learning	Observe and learn about religion, cultural aspects of religion, curious about new things	Collins-Kreiner & Gatrell, 2006; Hughes, Bond & Ballantyne, 2013; Wong,Ryan & McIntosh, 2014; Nyaupane, Timothy, & Poudel,2015; Wang, Chen & Huang ,2015; Wanga, Luoa, Huang &Yanga, 2020, Liro,2020
	Social	Family and friends, recreation, sightseeing	Collins-Kreiner & Gatrell, 2006; Andriotis, 2009; Fleischer, 2000; Nyaupane, Timothy, & Poudel,2015; Kim & Kim, 2018;Lochrie et.al.,2018; Liro,2020
2.Sense of Place	Meaning	Defined meaningful under a religious belief system	Shackley, 2001; Nolan & Nolan,1992; Collins Kreiner, Shmueli & Gal, 2015; Luz,2020
	Value	association with Deity, Holy person, significant even and therefore believed to carry sacredness, supernatural powers	Shackley, 2001; Collins Kreiner, Shmueli & Gal, 2015; Luz,2020
	Association/ Attachment	Attachment of a community to their past and identity	Shackley, 2001; Digance, 2003; Bandyopadhyay, Morais, & Chick, 2008; Olsen,2012; Butler, Khoo-Lattimore & Mura, 2014; Collins Kreiner, Shmueli & Gal, 2015
3.Spatial and semiotic arrangement	Spatial elements/objects	Location, Landscape, aesthetic, historic linkage, Architecture, icon, relics, religious, objects,	Cohen, 1992; Nolan & Nolan,1992; Collins-Kreiner & Gatrell, 2006; Metreveli, & Timothy,2010; Andriotis, 2011; Olsen, 2012; Hughes, Bond &

contributor to major ethnic conflicts and struggles over national identity.

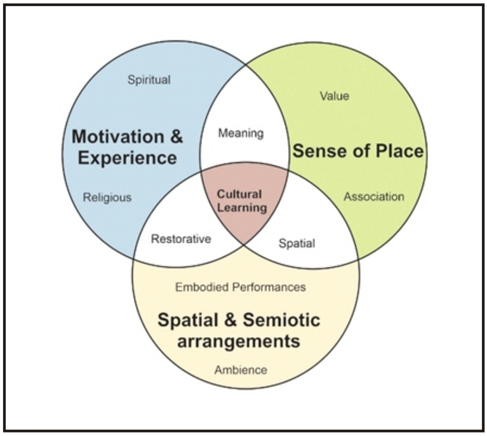
C.Spatial and Semiotic Arrangement: 'Materiality of Religion'

Collins Kreiner, Shmueli & Gal (2015) asserts 'religious sites distinct from other tourism sites in a way of their physical and symbolic dimensionality'. The manifestation of religion largely rely on tangible objects and it is mostly 'entanglement of human with material objects in religious spaces that cause co-creation of religious experience (Terzidou, 2020). Almost at all the religious sites, the materiality of religiousness is significantly achieved through semiotic arrangements of objects, spatial compositions, architecture, embodied rituals and proscriptions to create an environment that facilitates the experience of the divine. Similarly, the atmosphere of such places and its various components such as sound, smell, touch, appearance, and practices stimulate both affective and cognitive awareness of visitors in a multi-sensuous way that further facilitates them to experience wider dimensions of self-existence and others. (Andriotis, 2011; Terzidou, 2020). Awe-inspiring design, art, and religious symbols, venerated relics encourage the perception of sacredness.

As Bond et.al. (2015) suggested 'different kinds of religious sites offer visitors a different kind of experience', it indicates that the means through which religiosity of the faith find its expression, significantly influence the visitor's perception and experience. for example, the secular nature of Haifa's Bahai temple stimulates more touristic experience, whereas the Buddhist monasteries or temples overwhelmed with the iconic statue of Buddha, holy relics, venerated objects, tranquil environment and resonating sound of the gong evoke spiritual awareness even for visitors arriving out of secular curiosity.

Similarly, religious heritage in natural areas such as a cave, forest, mountains is found to have more potential to generate 'connectedness' as these such landscapes present harmony of human and nature (Wanga,2020; Liro, 2020). As such, low levels of crowding, and a lack of noise from maintenance and commercial activities influence the perception and experience of visitors, Feelings of respect were related to signage about appropriate behaviour, observation of monks and community members engaged in religious activities, and the behaviour of other tourists (Terzedou, 2017). Similarly, religious sites that offer beautiful location such as monasteries of Romania (Lupu, 2018) or significant archaeological background (Koren-Lawrence & Collins-Kreiner, 2018) influence the visitor's perception of the authenticity of the place. Provision of services, opportunity to get involved,

Figure 1: Interrelation of key attributes



Source: Authors

opportunity to observe life/routine of monks and also the design and fabrics used in the construction of building enhance visitor's experience of sacredness at religious places (Andriotis, 2011). Rich traditions and historical background reinforce the sacred resonance of religious sites (Metreveli & Timothy, 2010; Kim & Kim, 2018,).

Hence, one of the vital elements of religious heritage is its sacred territory that is created at both the physical and emotional level. When religious practices stop occurring, the place's identity shifts from being sacred to a historic or tourist place.

DISCUSSION & IMPLICATION

Question of 'in what ways religious heritage might differ from the cultural heritage, had been the central theme of ICCROM forum on living religious heritage, part of ICCROM five-year program on religious heritage under Integrated Territorial and Urban Conservation (ITUC) activities.

The present study in this regard offered an insight on the key attributes of religious heritage that establish exclusivity of this segment. Study has identified three key attributes- motivation and experience, sense of place and spatial, semiotic arrangements. Based on these attributes, the core characteristics of religious heritage can be termed as -experientiality, vulnerability and materiality respectively. Further, these attributes are interrelated (fig.1). and closely associated in fostering cultural learning, collectively as central element. The experiential aspect of religious heritage indicates two key inferences, first the central role of religion on people's psychic and second, (largely enforced by the first) the greater ability of such spaces to generate meaningful, elevated and memorable visitor experience which are some of the most sought-after objective of present-day destination marketing. This way, visit to religious heritage as argued by Shackley (2001), 'should offer an attendee window of infinity'. Vulnerability identified here as another key dimension of religious heritage largely reflect on the role of community in the creation of religious heritage as well as the maintenance of its continuity. This element reinforces the 'living' character of religious sites through sustaining the site's original function, value and community connection. This way, it emphasizes the vital role of the associated community and their sentiments towards the site in caring, maintaining and upholding the religious heritage that can further have a significant impact on conservation.

As such, the given character of 'livingness' of religious heritage is most often perceived through the material representation and encounters that is the third core aspect identified in the present study. Materiality refers to an arrangement of the spatial, object and embodied performance at religious sites. This attribute plays a significant role in not only reinforcing the first two dimensions but also a significant construct that confirms the distinction of the site as religious or historical. For example, sacred spaces of past religious significance with the discontinuity of religious practices such as Khajuraho temples in India, Machu Picchu in Peru, Necropolis of Syracuse, Greece are largely recognized as cultural heritage. Similarly, spatial changes such as burgeon commercial constructions, souvenir shops at/near religious sites may result in the trivialization of the sacred nature of the place (Santos, 2002). In this way, all three attributes share an overlapping boundary and suggest core attributes of religious heritage sites.

Based on key attributes identified in the present study, strategies regarding urban development through leveraging on economic advantages of religious tourism and promoting conservation of religious heritage could adopt an integrated approach that takes into consideration all the three core characteristics associated with religious heritage, namely-experientiality, vulnerability and materiality.

Balancing between the need for touristic consumption and heritage conservation while maintaining the original value of the place for its community (Levi & Kocher, 2012; Liro, 2020) is a precondition for achieving successful urban tourism at religious heritage destinations. While recognizing, that visitor experience at religious site is subjective (Liro, 2020) as well as emotive, provision of experience-oriented mechanism such as meaningful interpretation, an opportunity for involvement, closer encounters of authenticity etc. can facilitate the improvement of visitor experience and satisfaction, that further instigate repeat visitation and confirm the economic viability of religious heritage sites (Hughes, Bond & Ballantyne, 2013; Bond, Packer & Ballantyne, 2015).

Urban conservation and redevelopment undertake, involving religious heritage entail handling vulnerability of sacred spaces in terms of community attachment. Therefore, planners and managers required to give serious attention to sentiments and value attached to the place, to avoid conflict. In this regard, stakeholder's involvement and collaboration are crucial for managing religious attraction (Gore,2019). At the same, the process of selection and priorities of restoration must be done with great sensitivity while planning for conservation and tourism development of religious heritage (Yeoh, Huang, 1996). Scholars like Butler et.al. (2015) argue that 'religious heritage attractions have the power to act as a vehicle for a singular national identity in countries with multi-ethnic society such as Malaysia if promoted effectively'.

Furthermore, in experiential tourism particularly that involve consumption of intangible heritage, physical setting around the attraction and its multisensory elements play a decisive role in visitor's perception of authenticity and generation of mindful experience. (Bashir & Gupta, 2017). Therefore, the material dimension of religious heritage can be employed to enhance the visitor experience. Religious art and images such as sculpture, dance, visual mythology, and symbols etc., iconography, museums and art galleries, handicrafts/souvenirs, religious events, artistic and architectural features and cultural relics are considered significant destination image determinants and also indicators of creative tourism (Choudhary & Raman,2016). Therefore, the materiality attribute of religious heritage can be helpful to leverage the concept of the creative economy and it can be utilized to promote the contemporary trend of creative tourism that emphasizes fostering co-creation of experience through offering wider opportunities for interaction and engagement (Paschinger,2016). Also, this attribute can be used in positioning and image building strategies for religious heritage sites as a differentiating component.

RESEARCH LIMITATION

Though the self-imposed limitation helped in obtaining relevant papers required for study from an extensive domain, at the same it is acknowledged that the major limitation of the present study lies in the very focused approach adopted in obtaining data for analysis and it narrowed the possibility of inclusion of wider knowledge related to the subject existing in the academic domain. Further, the study has considered only tourism journals while a broader possibility may exist in defining and characterizing religious heritage from a diverse perspective such as theology, psychology or conservation. The study has employed a qualitative and inferential approach to producing the results that impose another limitation on findings. Only Taylor & Francis and Elsevier publications were selected as they are leading publishers of tourism subject journals and Book Chapters, Conference Papers, research notes not included.

CONCLUSION & SUGGESTIONS

Inclusion of religious heritage with consideration of its specific attributes in urban planning is essential to ensure social equity and diversity of the place- one of the core components of sustainability (Greed, 2016). In this regard, the present work has contributed to enhancing the conceptual understanding of core attributes of religious heritage destinations that can be applied in a diverse context related to managing such sites by distinguishing its exclusivity. These insights can be of particular use to facilitate the structuring of urban tourism planning frameworks in religious cities and pilgrim centres. Outcomes of the study revealed that religious heritage has interconnected cognitive and affective dimensions that are associated to generate profound and meaningful experience. These spaces resonate with the notion of sacredness and largely manifested through spatial and semiotic representation. Further, these attributes can facilitate in creating unique opportunity for cultural learning.

Keeping in view, remarkable growth in tourism at religious destinations in recent years (Kim, Kim, King, 2019) it appears obvious that 'new challenges will continue to grow in managing religious tourism destinations, as the global travel market continues to evolve' (Liro, 2020). Transforming faces of pilgrimage centers and religious cities amid rapid expansion of urbanization, tourism induced development and post-modern ideologies, necessitate urban planners to be well prepared for dealing with complex entanglement of tourism, heritage and religion. Given such conditions, an integrated planning approach that consider and incorporate unique attributes of religious heritage in development strategies, can not only contribute to gain competitive advantages but also help in avoiding potential conflicts between various stakeholder, particularly in urban settings. In this regard, forthcoming research enquiry on identifying challenges and possibilities of integrating these attributes in urban planning strategies as well as linking these attributes to identify key stakeholders who can play a crucial role in sustainable urban heritage management at religious sites can further contribute in enhancing the domain of knowledge in the given subject.

It is hoped that comprehension obtained from the outcomes of the present study can contribute to highlight the relevance and significance of religious heritage through its exclusivity in the territory of urban planning and heritage tourism.

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Key Words

GNH,
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Antecedents Of Regional Tourists' Loyalty To Bhutan

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Abstract

This study aimed to develop an integrated model to explore the antecedents of regional tourists' satisfaction and loyalty to Bhutan by using the primary data generated through 'Regional Visitors' Exit Survey 2017.' Tourism Council of Bhutan has recorded the ever skyrocketing inbound regional tourists to Bhutan for the past nine straight years. To examine the sustainability of this trend, there is dearth of research carried out for which a cross-sectional survey was carried out at the four tourist exit points of Bhutan covering all seasons with a representative sample of 1,534 regional tourists through structured questionnaire and data was analyzed utilizing structural equation model (SEM) approach. Findings revealed the construct, GNH as a direct antecedent of destination image for Bhutan. Destination image in turn positively and significantly influenced attribute satisfaction. However, attribute satisfaction in turn did not influence regional tourists' destination loyalty. This study eventually discussed both theoretical and managerial implications.

INTRODUCTION

According to Cossío-Silva, Revilla-Camacho, & Vega-Vázquez (2019), the study of tourists' loyalty to a destination has been considered relevant for both literature and management of multiple actors of tourism industry. Therefore, it is crucial for a destination to examine the loyalty of tourists to enable proper visitor management through supply of reasonable services and products. This study, therefore, aims to examine regional tourists' (Indian, Bangladeshi, and Myanmarese) loyalty to Bhutan. Cossío-Silva et al. (2019) found that to almost all the tourist firms' managers, examining the antecedents of tourist loyalty and endeavor to forming destination loyalty had been a common concerted goal. Many previous studies (Gursoy, Chen, & Chi, 2014; Sun, Chi, & Xu, 2013) reported loyalty as vital predictor of customers' future behavior and a driver of competitive advantage and successful market. By the same token, tourist destination as well needs to attract and retain its target markets (Gursoy et al., 2014) for which a plethora of literatures in tourism had placed great importance on understanding tourists' revisit patterns (Stylos & Bellou, 2019). Nilplub, Khang, and Krairit (2016) have found satisfaction of tourists as a full mediator of push and pull motivations in tourist loyalty study.

The arrivals of regional tourists over the past straight nine years had skyrocketed with an annual average growth of 31.4 percent and always outnumbered international arrivals (Bhutan, 2018). For instance, over the past three years the regional arrivals remained in the range of 72-74 percent of the total arrivals. According to the Bhutan Tourism Monitor Report 2018, of the total 274,097 total visitor arrivals, 202,290 (73.8%) were regional arrivals. The report further revealed that almost all the regional visitors (99.2%) of them have spent US$162.6 on an average during their entire visit to Bhutan besides out-of-pocket spending of US$ 53 on food and beverages services by 52.6 percent of them, followed by 42.4 percent of them spending US$ 40.1 on souvenirs. To this effect, a better comprehension of the determinants of destination loyalty concerning regional tourists is the core purpose of this paper and vis-à-vis aims to enrich existing knowledge on tourist loyalty by evaluating the theoretical model considering constructs such as Gross National Happiness (GNH) (Teoh, 2016), destination image (Prentice, 2004; Agapito, Do Valle, & Mendes, 2013), attribute satisfaction (Chi, 2012; Sun et al., 2013) as key antecedents to regional tourists' loyalty. Up until now, such studies are not attempted in Bhutan, which is why findings from this study are expected to enrich the tourism and hospitality literature. Conversely, the findings would enable tourism service providers and destination marketers of Bhutan to comprehend the dynamics of service dimensions responsible for loyalty formation as found in the study by Prayag & Ryan (2012). Above all, evaluation of tourist satisfaction through specific service attributes to fulfill the standardized product demands placed by tourists had been found crucial in determining the overall satisfaction and revisit intention (Mai & Ness, 2006; Thapa & Lee, 2017; alegre & Garau, 2010; Moreira & Burans, 2017). Bhutan as a small open economy had been heavily banking on foreign exchange earnings and employment generation through tourism industry ever since her inception of five-year-plan (FYP) in 1961 (Bhutan, 2018). Of the total tourist arrivals to Bhutan, a huge proportion of them are always the regional tourists, which is why the study of this nature becomes crucial for the sound formulation of tourism policy and visitors' management blueprints concerning the regional tourists to sustain and maintain the same status-quo of the inflow of income and employment generation by this cohort of visitors. This study also attempts to check the degree of effectiveness of the GNH as construct for attracting regional tourists or the direct antecedent of familiarity or destination image formation.

The data were collected from the four tourist exit points of Bhutan viz. Paro International Airport, Phuntsholing Checkpoint, Gelegphu Checkpoint, and SamdrubJongkhar Immigration Checkpoint. The respondents of this study were those visitors from India, Bangladesh, and Myanmar between March and December, 2017. This good spread of time period for data collection allowed the seasonal adjustment covering both lean and peak seasons as against most other studies involving data collection period for single season (Meleddu, Paci, and Pulina, 2015).

LITERATURE REVIEW & HYPOTHESES DEVELOPMENT

The literature review in this study is carried out thematically and in the subsequent sections, a theoretical loyalty formation model is developed and the hypotheses are posited based on extant literature review.

1-Destination loyalty

To sustain any market for products and services, consumer loyalty is of paramount importance. The term loyalty according to Petrick (2004) is consumers' repurchase behaviors of products or repetition of services over a period of time from the same outlet. Many similar prior studies' authors (Backman & Crompton, 1991; Hawkins, Best & Coney, 1989; Hernández-Lobato, Solis-Radilla, Moliner-Tena, & Sánchez-García, 2006; Jones & Sasser, 1995) have proved loyalty in the market as a positive attitude towards a product or service leading to repeat purchase and positive word of mouth referrals. Firms usually land up spending some portion of their revenue for advertisements, which according to Reichheld (1996); Shoemaker and Lewis (1999) the retention of old customers is more cost-effective than acquisition of the new patrons through advertisements. Allenby and Lenk (1995) also argued that brand loyalty reduced the servicing costs. This has been reinforced by Assael (1984) suggesting loyalty as the basic survival phenomenon for success depends not on the first purchase but on repurchase. This has been further authenticated by Stylidis, Woosnam, Ivkov, and Kim (2020) who argued tourist loyalty as important indicator of successful tourist destinations.

Destination loyalty in his study is measured in accordance with previous definitions of loyalty propounded by various authors (Chi & Qu, 2008; Yi, Fu, Yu, & Jiang, 2018; Payini, Ramaprasad, Mallya, Sanil, & Patwardhan, 2019) describing the same as tourists' revisit intention and willingness to recommend through positive WOM to their friends and relatives. Revisit intentions had been found by Chen and Phou (2013) as success indicator of destination development and crucial factor for increasing the competitiveness of tourist destinations. A study by Oh and Kim (2017) revealed a positive correlation between consumers' repurchase intentions and positive word of mouth referrals. To this end, loyalty concept in tourism received tremendous attention from tourism researchers over the decades and as a way of example, a research done by McKercher and Tse (2012) revealed that a 5 percent increase in repeat visitation led to whopping profits by 25-29 percent and also increased referrals through WOM. Nonetheless, the aforementioned authors are oblivious about why tourists decide to revisit a destination.

2.Gross National Happiness (GNH)

Bhutan introduced the concept of Gross National Happiness (GNH) in the late 1980s as an alternative nation's economic wellbeing measure against the conventional Gross Domestic Product (GDP) (Ura & Galay, 2004). GNH of late gained its impetus and various multidimensional measures were developed in line with set of policy and programme screening tools for practical purposes (Alkire, Ura, Zangmo, & Wangdi, 2012). Teoh (2016) has reported that Bhutan caught the World's attention through GNH, which is vested upon commonly known as four pillarssustainable and equitable socio-economic development, conservation and preservation of the natural environment, cultivation and promotion of culture, and good governance. Teoh also stated that the tourism policy of Bhutan is based upon the abovementioned four pillars of GNH. Bhutan earned further reputation when GNH was declared as the 9th Millennium Development Goal (MDG) in 2012 at the United Nations (UN) acquiring global attention (Teoh, 2015). In particular, GNH concept had enabled Bhutan to earn great reputation in eyes of the tourism map of the world (Khamrang, 2013).

In a study conducted by Ramazan (2019), to sustain the destination through enrichment of touristic experiences, it is of paramount importance for a destination to have a unique destination brand and as well use different strategies to promote new attractions thereby attracting more number of visitors. To this effect, GNH could serve as the most captivating variable as brand image to attract visitors to Bhutan or would emerge as the prime basis for destination image formation. Hence, this study attempts to examine how well GNH can serve as an antecedent for destination familiarity and vis-à-vis as a direct antecedent of destination image. No similar study is found to have conducted so far and there is inadequate literature on this line. GNH as a construct in this study is measured by two variables, 'GNH philosophy as attraction' and 'Bhutan is known for its Gross National Happiness philosophy.' Therefore, in accordance with the preceding discussions the following hypothesis is posited:

H_1: GNH is a direct antecedent of destination image for Bhutan.

3. Destination image

Gartnerand and Hunt (1987), Mayo (1975), and Gunn (1977) had introduced the concept of image into tourism studies from various disciplines such as social and environmental psychology, marketing, and consumer behavior. Echtner and Ritchie (2003) had defined destination image in terms of destination attributes and on other subjective characteristics (friendliness, safety, and atmosphere). Some authors (Crompton, 1979; Baloglu & Brinberg, 1997) have defined destination image as a highly subjective concept based upon an individual's beliefs, ideas, impression of particular destination.

In a given challenging business environment such as tourism, destination image plays a crucial role in achieving concrete ground for combating rivals (Guzman-Parra, Vila-Oblitas, and Maqueda-Lafuente, 2016; Sun et al., 2013). Agapito et al. (2013), Jeong and Kim (2019) argued destination image as an important aspect in successful tourism development and destination marketing (Agapito et al., 2013; Jeong & Kim, 2019). Most importantly image of a destination has been found as a critical factor in influencing tourist satisfaction (Loureiro, and González, 2010; Mahasuweerachai & Qu's, 2011; Erawan, 2020) and vis-à-vis found as mediator for value, satisfaction, and increasing loyalty (Al-Ansi, & Han, 2019). From these mainstream literatures, the following two hypotheses are derived:

H_2: Destination image positively influences tourists' attribute satisfaction.

H_3: Destination image directly and significantly influences destination loyalty.

4. Tourist satisfaction

Tourist satisfaction is of paramount importance for it is a necessary prerequisite for successful tourist destination and as well is the most important determinant of destination loyalty (Ozdemir, Aksu, Ehtiyar, Çizel, Çizel, & İçigen, 2012; Della Corte, Sciarelli, Cascella, & Del Gaudio, 2015; Sheng & Ji, 2019). Satisfaction in this study is conceptualized as the attribute satisfaction derived from seven attributes (services and facilities, accommodation, transport system, accessibility to service, safety, attractions, and guide services).

According to Chi and Qu (2008), the term 'attribute satisfaction' in tourism studies refer to satisfaction with particular feature that make up the destination: lodgings, attractions, shopping, dining, and so forth. Many previous studies (Spreng & Mackoy, 1996; Bigne, Sanchez, & Sanchez, 2001; Fornell, 1992) have used a single item, 'overall satisfaction' to measure the customer satisfaction until such time as Mai and Ness (2006) suggested evaluation of satisfaction level through specific service attributes. In tourism, this idea is reinforced for the current scenario of high-quality service and standardized product demands placed by tourists (Thapa & Lee, 2017; Moreira and Burns, 2017). Alegre and Garau (2010) also posited that an individual while assessing the destination, different attributes are crucial in determining the overall satisfaction and revisit intention. A plethora of prior researches have shown the existence of direct relationship between destination loyalty and attribute satisfaction (Chi & Qu, 2008: Chi, 2012; Sun et al., 2013; Wongsawat & Deebhijarn, 2019). Similarly, Anwar and Sohail (2004), Chi (2012) have reported the influence of attribute satisfaction on destination loyalty. Oppermann (2000), Yoon and Uysal (2005), and Chi and Qu (2008) have also reported that a positive travel experiences concerning services, products and other resources provided by the destination induced positive WOM recommendations and revisit intention. This relationship has been reinforced by Myo, Khalifa, and Aye (2019) in their study on the mediating role of customer satisfaction on customer loyalty. Alauddin, Ahsan, Mowla, and Islam (2019) discovered that service quality (measured through seven attributes in this study) resulted in satisfying customers and customers' satisfaction, which in turn resulted in customer loyalty. Hence, it is postulated that:

H_4: Attribute satisfaction directly and positively influences destination loyalty.

PROPOSED MODEL

The proposed model is featured in figure 1 with the hypotheses derived from the abovementioned literatures. And it is designed to establish a causal chain amongst the latent constructs, *GNH, destination image, attribute satisfaction, and destination loyalty*.

METHODOLOGY

1.Survey instrument

The study employed a causal research design mode utilizing a cross-sectional sample survey. The survey employed structured questions covering basic profile of the respondents to items that measured latent constructs. The questionnaire was piloted at the Paro International Airport amongst 100 regional tourists. The flow of the questions, redundancy checks, and many other ambiguities including the refinement of the scales and codes were rectified after the pre-test. The survey respondents were asked to evaluate their satisfaction with each destination attribute defined by their corresponding indicators measured along the five-point Likert scale (5=Completely satisfied and 1=Not at all satisfied). Likewise, the indicators or items under other constructs were also measured through 5-point Likert scale as illustrated in table 2.

2.Sampling plan and data collection

All the regional tourists who visited 20 districts of Bhutan were the target population of this study. From the administrative records of the TCB, which was used as a sampling frame, a representative sample of 1,534 regional tourists was determined. A confidence interval approach sample size determination formula by Burns and Bush (2000) was applied, which is a single-stage sampling approach namely proportionate stratified sampling for deciding on the strata (four tourists exit points) as depicted in table 1. Following are the sample size determination formula employed in this study:

$$n = \frac{\left(Z_{\alpha/2}\right)^2 pq}{\varepsilon^2} = \frac{1.96^2\,(0.5\times 0.5)}{0.05^2} = 384,$$

Where is the standard error associated with chosen level of confidence at 95%; the estimated variability in the population (50% or 0.5);; is the acceptable error (95% precision). As akin to the national opinion polls in the USA, the amount of variability in the population is estimated to be 50% in accordance with many social science researches. However, to minimize the width of the confidence interval, finite population correction (fpc) is computed as below.

$$n_1 = n \Big/ \left(1+\frac{n-1}{N}\right) = 384 \Big/ \left(1+\frac{384-1}{183{,}287}\right) = 383,$$

where is the new sample size and =total population of regional tourists. The domain of the report was aimed across all the four regional tourist exit points. The final sample size tantamount to . A self-administered questionnaire survey was conducted to collect quantitative data from the regional tourists. As suggested by Gursoy and Kendal (2006), the survey enumerators were instructed to approach every tenth person at all the four tourist exit points.

Table 1: Sampling plan for regional tourists

Exit Sector	Total tourists	Sampled Tourists	Sampling fraction	Base weight
Gelegphu	550	5	0.009091	110
Paro	40,506	339	0.008369	119.5
Phuntsholing	141,864	1,187	0.008367	119.5
S/Jongkhar	367	3	0.008174	122.3
Total	**183,287**	**1,534**	**0.008364**	**119.6**

N.B: The final sample size added up to 1,534 due to rounding.

DATA ANALYSIS

The Exploratory Factor Analysis (EFA) was performed in order to delineate the underlying dimensions of those latent constructs under investigation applying Principal Component Analysis (PCA) with Varimax rotation. This is followed by Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to test the conceptual model using Maximum Likelihood (ML) estimation method. The analytical software employed was Amos 22 version. The testing of confirmatory measurement model specified the posited relations of the observed variables to the underling constructs, with the construct allowed to intercorrelate freely (Sun et al., 2013) and the SEM allowed for testing of multiple equations with multiple dependent variables (Hair, Anderson, Tatham, & Black, 1998). The details are illustrated in table 2.

Table 2: Latent constructs, measurement items/questions, scales and sources

Latent Constructs	Measurement items	Questions	Scale
Gross National Happiness (GNH)	GNH philosophy, and self-rated statement (Bhutan is known for its GNH philosophy)	2 items: 1. GNH philosophy: community based activities, village tours, and homestay visit; and 2. Bhutan is known for its GNH philosophy.	5-Strongly agree 4-Agree 3-Don't know 2-Disagree 1-Strongly disagree
Destination image	General image of Bhutan	6 items: 1.Bhutan is a safe tourist destination. 2. Bhutan has a unique destination image in the region. 3. Bhutan's pristine environment is an attraction. 4. Bhutan's people and culture is a tourist attraction. 5. Bhutan offers affordable travel destination. 6. The tourist hotspots had disable-friendly services	5-Strongly agree 4-Agree 3-Don't know 2-Disagree 1-Strongly disagree
Satisfaction	Attribute Satisfaction (*)	Please rate your satisfaction with your visit to Bhutan with the following attributes: Services & facilities, Accommodation, Transport system, Accessibility to services, Safety, attractions, and Guide services	5-Completely satisfied 4-Satisfied 3-Don't know 2-Not satisfied 1-Not at all satisfied
Destination loyalty	Revisit Intention	Would you visit Bhutan again?	5-Very likely 4-Likely 3-Undecided 2-Unlikely 1-Very unlikely
	Willingness to recommend	Would you recommend Bhutan to your friends/relatives?	5-Yes, definitely 4-Yes, probably 3-Possibly 2-No, probably not 1-No, definitely

( ) Mean of satisfaction level of each attribute*

RESULTS

As stipulated in table 1, all the 1,534 sampled regional tourists for the survey were covered from all the four tourist exit points in a total of 6 months interview period, spread over 10 months (March to December 2017) that covered both peak and lean tourist seasons. Majority (77.4%) of them were covered in the Phuntsholing exit point for most of the regional tourists ply via this exit point, located nearest to India and Bangladesh.

The profile of respondents

The basic demographic profile of the respondents is entailed in table 3. Upon disaggregated by gender, about 64.1 percent of the visitors comprised males and the vast majority (95.4%) was from India. A little more than two-thirds (68.5%) of the visitors fell in the age bracket of 26-51. Similarly, a little more than half (55.7%) of the respondents were employed. Most of the regional tourists possessed Bachelor's degree (47.1%) and Master's degree and above (16.1%).

Descriptive Analysis

This section presents the basic descriptive statistics such as mean values ($\bar{X}$) and standard deviation (σ) for all the items corresponding to each latent construct. GNH, destination image, attribute satisfaction, and destination loyalty are the latent constructs involved in the analysis. It has been revealed descriptively that mean values for all items, which were above the mid-scale of point 3. The construct, 'destination image' secured highest mean score value. In particular, the items, "Bhutan is a safe tourist destination" ($\bar{X}$=4.58 on a 5-point scale;σ =0.77), "Bhutan has a unique destination image in the region" ($\bar{X}$=4.44, σ =0.80), "Bhutan's pristine environment is an attraction" ($\bar{X}$=4.40, σ =0.81), and "Bhutan's people and culture is a tourist attraction" ($\bar{X}$=4.37, σ =0.83) received the highest mean scores. Concerning 'satisfaction' and 'loyalty', the composite mean scores of items defining both indicated that the regional tourists were somewhat highly satisfied ($\bar{X}$=4.24, σ=0.86) and somewhat loyal ($\bar{X}$=4.15, σ=1.00) to Bhutan.

Reliability analysis and underlying dimensions of attribute satisfaction and destination image

The patterns of correlations amongst 37 items/indicators were analyzed by performing EFA to excavate the underlying dimensionality of the constructs, 'attribute satisfaction', and 'destination image.' The items corresponding to each construct were checked for internal consistency using the Cronbach's α. A multi-attribute approach was employed to measure 'attribute satisfaction' and destination image.

Employing the Principal Component Analysis (PCA) with varimax rotation, altogether about seven underlying dimensions of aforementioned constructs was identified as illustrated in table 4. The items whose absolute value fell below 0.5 were all suppressed and those that did not load on any factor or whose commonalities were deemed too low (Hair, Black, Babin, and Anderson, 2010) were deleted. Eventually, a seven-factor solution with 37 items or indicators was retained that tantamount to approximately 44.8 percent (KMO=0.98; χ^2 = 57287.134, p=0.00) of the total variance. KMO value and Bartlett's Test of Sphericity both indicated the sampling adequacy and existence of nonzero correlation respectively, which is in accordance with Hair et al. (2010).

Table 3: Demographic characteristics of respondents

Characteristics		Frequency	Percent (N=1,533)
Gender	Male	983	64.1
	Female	551	35.9
Age	<= 25	110	7.2
	26 - 38	586	38.2
	39 - 51	465	30.3
	52 - 63	294	19.1
	64 - 76	72	4.7
	77+	7	0.5
Education	High School	78	5.1
	Bachelors degree	723	47.1
	Masters and above	707	46.1
	Others	26	1.7
Employment status	Employed	855	55.7
	Self-employed	469	30.6
	Unemployed	37	2.4
	Retired	113	7.4
	Students	45	2.9
	Others	15	1.0
Visitors by region	Bangladesh	45	2.9
	India	1,462	95.4
	Myanmar	26	1.7

Table 4: EFA Results of Attribute Satisfaction and Destination Image

Factors and items	Eigenvalue	Variance explained (%)	Cronbach's α	Factor loading	Communalities
Value of money	17.00	44.77	0.87		
The minimum daily tariff rate is worth the whole visit experience				.664	.721
The local transport is worth the payments you made				.598	.764
The accommodation provided is worth the payments you made				.663	.756
The food & beverages served is worth the payments you made				.712	.880
Avoided out of pocket expenses has to be made during the visit				.673	.779
Transport system	2.53	6.65	0.89		
Organization of local transport service				.575	.757
Safety & comfort of the local transport services				.660	.751
Road Y trail safety				.631	.809
Driver's professionalism				.665	.762
Road worthiness of the vehicle				.655	.817
Accessibility to service	1.51	3.98	0.84		
Banking system (Exchange, point of sale & ATM services)				.597	.819
Communication (internet & telephone)				.634	.779
Shopping				.583	.823
Taxi services				.607	.763
Toilet facilities				.554	.882
Safety	1.35	3.54	0.90		
Emergency service response				.764	.779
Medical safety & preventions				.739	.706
Security procedures (Hotels, sights & destinations)				.686	.687
Availability of safety information (hotels,				.654	.755

Attractions	1.04	2.73	0.91		
Culture & traditions: Festival, sightseeing, visiting monuments, textiles				.612	.765
Adventure: Trekking, Kayaking, rafting, motorcycling, biking, fishing				.698	.730
Nature & ecology: Botanical tours, zoological tours, bird watching				.734	.773
Spiritual: meditation, religion, retreat, pilgrimage				.703	.724
Hobbies: Photography, filming, travel writing				.619	.787
Guide services	0.95	2.50	0.95		.730
Guide services quality (Professionalism)				.744	.757
Knowledge content of the guide of Bhutan				.763	.764
Trust worthiness of the guide				.768	.748
Guides' behavior and presentation				.766	.764
Guides' communication skills				.777	.810
Guides' client care knowledge & skills				.763	.781
Destination image	0.81	2.14	0.89		
Bhutan is a safe tourist destination				.751	.585
Bhutan has a unique destination image in the region				.747	.641
Bhutan's pristine environment is an attraction				.767	.657
Bhutan's people and culture is a tourist attraction				.758	.685
Bhutan offers affordable travel destination				.664	.791
The tourist hotspots had disable-friendly services				.567	.938

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 9 iterations.

The result of the EFA revealed that the communalities of the 37 items/variables ranged from 0.59 to 0.94, indicating variances of each original variable (from 59% to 94%), which were reasonably explained by the seven factor solution. Similarly, factor loadings of those variables ranged from 0.55 to 0.78, which is above the suggested threshold value of 0.30 (Hair, Black, Babin, and Anderson, 1998). The Cronbach's α for the seven factors varied from 0.84 to 0.95 indicating high internal consistency within each factor and well above the lower limit of 0.70 for research at exploratory stage (Nunnally & Bernstein, 1994).

Measurement Model

Table 5 illustrates the results of the CFA for measurement model. Prior to evaluating SEM, a judicious evaluation of the measurement model is of paramount importance as per Anderson and Gerbing (1982). Firstly, the t-values corresponding to each item for all the standardized factor loadings was significant (*p=0.01*) assuring the posited relationships between items and the corresponding latent constructs. Nunnally and Bernstein (1994) suggest squared multiple correlation (SMC) exceeding cut-off point of 0.50 indicates convergent validity. The SMC coefficients illustrated in table 5 lied between 0.57 and 0.98 indicating fairly high convergent validity. As expected, all the composite reliabilities (CR) lied within the range of 0.75 to 0.93 surpassing the minimum hurdle of 0.7 (Hair et al., 2010) indicating the internal consistency of the four constructs employed in this study. Similarly, all the average variance extracted (AVE) surpassed the threshold value of 0.50, suggesting that the items were representative of the latent constructs. According to Fornell and Larcker (1981)'s criterion, the discriminant validity of the measurement model was examined by comparing the AVE values to the SMC and none of the squared correlations surpassed the AVE. All the indices met the cutoff values recommended by Sivo, Fan, Witta, & Willse (2006), and Hu and Bentler (1998). This indicates that the overall fit of this measurement model is acceptable.

Structural Equation Model

Four hypotheses were tested utilizing a structural equation model approach with one exogenous construct (GNH) and three endogenous constructs (destination image, attribute satisfaction, and destination loyalty). As presented in table 6, the proposed theoretical model fulfilled all the cutoff criteria for goodness-of-fit indexes thereby indicating the proposed structural model best-fit the data.

Table 5: Results of CFA for measurement model

Constructs	Standardized estimate	Standard errors	t-value	SMC	AVE	CR	Label
GNH (Gross National Happiness)					0.87	0.93	
Bhutan is known for its Gross National Happiness philosophy	0.991	0.022	45.05	0.98			Q21C
GNH philosophy: community-based activities, village tours, homestay visit	0.865	0.026	33.27	0.75			Q197E
Destination image					0.67	0.89	
Bhutan is a safe tourist destination	0.822	0.009	91.33	0.68			Q21A
Bhutan has a unique destination image in the region	0.839	0.010	83.90	0.71			Q21B
Bhutan's pristine environment is an attraction	0.819	0.010	81.90	0.67			Q21D
Bhutan's people and culture is a tourist attraction	0.805	0.011	73.18	0.65			Q21E
Attribute satisfaction					0.64	0.90	
Value of money	0.787	0.012	65.58	0.62			AS1
Transport system	0.816	0.013	62.77	0.67			AS2
Accessibility to services	0.864	0.012	72.00	0.75			AS3
Accommodation	0.781	0.014	55.79	0.61			AS4
Safety	0.754	0.013	58.00	0.57			AS5
Destination loyalty					0.60	0.75	
Word of Mouth recommendation to friends and relatives	0.765	0.026	29.42	0.585			WOM
Revisit intention	0.778	0.025	31.12	0.605			RI

Table 6: Goodness-of-fit indexes for measurement and structural models

	Cutoff value	Indicators	
		Measurement model	Structural model
Model χ^2	p>0.05	187.161	179.664
p-value	>0.05	0.00	0.00
Normed χ^2	1.0-5.0	3.60	3.39
Fit indices			
GFI	>0.90	0.98	0.98
AGFI	>0.8	0.97	0.97
PGFI	>0.5	0.56	0.57
NFI	>0.91	0.99	0.99
NNFI/TLI	>0.92	0.98	0.99
Alternative indices			
CFI	>0.95	0.99	0.99
RMSEA	<0.05: good fit 0.05-0.08: mediocre fit	0.04	0.04
RMR	<0.08	0.02	0.02

Findings of the Structural Relationships

The results of the SEM estimated with maximum likelihood estimation (ML) method using correlation matrix as input data is illustrated in table 7 below. The model well fitted the empirical data and two out of four hypotheses (paths) were supported and found significant at 0.01 probability level. The construct, GNH was found to have a significant positive and direct relationship with destination image (H_1) and proved to be a direct antecedent of the same. As proposed in hypothesis H_2, destination image is found to have significant and direct positive relationship with attribute satisfaction. The remaining hypotheses (H_3 and H_4) were not supported.

RESEARCH IMPLICATIONS

1. Theoretical implications

The SEM results revealed that two out of four hypotheses posited were supported. The construct, GNH appeared as the key factor responsible for destination image formation, which is in line with the previous studies' authors (Teoh, 2015; Teoh, 2016; Khamrang, 2013). Concurrently, the empirical result revealed that a 1σ increase in the promotion of GNH to the outside world is associated by a 0.86σ increase in regional tourists'

Table 7: Results of the structural equation modeling for structural model

Variables	Path		Standardized estimate	t-value	Hypothesis
Destination image	<---	GNH	0.86	23.34***	Supported
Attribute satisfaction	<---	Destination image	0.64	22.51***	Supported
Destination loyalty	<---	Attribute satisfaction	0.05	1.29	Not supported
Destination loyalty	<---	Destination image	-0.03	-0.65	Not supported

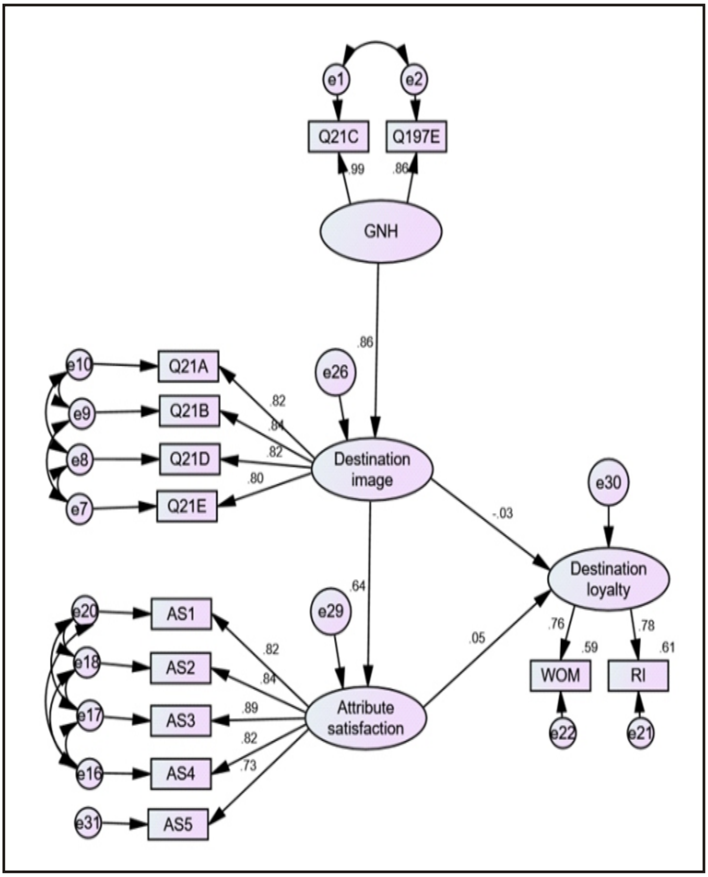

Figure 2: Results of Structure Equation Model (SEM)

destination image formation on an average, ceteris paribus. Notwithstanding the fact that GNH appeared as a strong antecedent of destination image, surprisingly vis-à-vis disappointingly, destination image in turn did not significantly and positively affect destination loyalty (H3). Alongside, the study has found destination image directly and positively affecting attribute satisfaction. This is in accordance with the findings of many previous studies by Sanchez, 2001, Chen and Tsai (2007), and Loureiro and González (2010). Conversely, 1σ increase in destination image formation is associated by 0.64σ increase in attribute satisfaction of the regional tourists, ceteris paribus.

On the contrary, findings further revealed that destination image did not directly affect destination loyalty, which was the case with the previous findings (Chi & Qu, 2008; Mohamad, Manan Ali, & Ghani, 2011; Sun et al., 2013). Similarly, attribute satisfaction did not significantly affect destination loyalty contradicting plethora of previous studies (Chi & Qu, 2008: Chi, 2012; Sun et al., 2013; Wongsawat & Deebhijarn, 2019). Nonetheless, many authors (Kozak, 2001; Matzler & Renzl, 2007; Crouch, 2011) in their previous studies have reported that the number and nature of destinations' attributes that were considered relevant to tourist satisfaction with a destination varies by and large. This finding has been also augmented by Eusébio and Vieira (2013) reporting the ambiguous relationship between satisfaction and loyalty in tourism studies published over the last decades. Bigne et al. (2001), Hernández-Lobato et al. (2006), and Williams and Scoutar (2009) also authenticated these perspectives stating the complexity and diversity of those dynamic constructs' relationships with satisfaction and loyalty and many authors have recommended further research on the same (Oppermann, 2000; Bigne et al., 2001).

In nutshell, overall the regional tourists seemed to have been satisfied with the existing service attributes at their disposals. However, the current study could not establish high levels of regional tourists' satisfaction to enable them to create positive future behavioral intentions.

2.Managerial implications

Firstly, the exploratory and confirmatory factor analyses revealed that 'attribute satisfaction' consisted of five latent dimensions and 'destination image' with four underlying factors. The factor analysis results could help the destination marketers of Bhutan to better understand the antecedents of tourist satisfaction and loyalty formation. Hence, it is suggested that all the relevant tourism sector stakeholders of Bhutan to consider the practical implications of the above latent variables that could be crucial for enhancing the regional tourists' satisfaction and loyalty. The EFA pigeonholed the factor, 'value of money' that accounted for a little less than half (44.8%) of the variances explained. Those underlying dimensions of 'value of money' or the indicators corresponding to the same needs to take into consideration as policy variables as they may be fundamental elements contributing to tourists' overall satisfaction. This further authenticates the fruition of Bhutan's exemption of daily minimum package rate (DMPR) of $250 per day per person during peak seasons (March, April, May, September, October & November) and $200 during other months to the regional tourists and visa on arrival facility.

Secondly, this study has provided tenable evidence that GNH served well as a key factor for image formation for Bhutan, which is in line with the Royal Government of Bhutan's decades of promotion of GNH to the outside world. Hence, it is implied that Bhutan needs to endeavor to showcase the country through GNH and other form of captivating products and amenities that best fit the regional tourists' demands.

Thirdly, destination image formation had been revealed in this study as another key factor in the hands of destination managers. This heralds that those regional tourists who developed a positive perception of Bhutan are likely to experience greater satisfaction and perceive Bhutan as a destination of their choice. To this effect, destination managers and marketers need to endeavor to sustain this positive image of Bhutan. However, destination image in this study did not significantly affected destination loyalty. This reminds destination marketers for a need to induce a sense of revisit intention into the minds of tourists through better destination management and enable return visitation to aid to familiarity of destination (Tasci, 2006).

Eventually, from all the aforementioned findings and discussions, destination managers and marketers in Bhutan need to endeavor new tourism product development and carry out further researches on this front to come up with new body of knowledge in tourism sector. Dorji (2001) in his study, 'Sustainability of tourism in Bhutan' reported a severe lack of sufficient product diversification, and substantive tourism research base. By the same token, Ritchie (2008) reported the flip side of tourism policy in Bhutan since its inception, which had been completely supply-side driven as opposed to greater need of attention to market demand. Therefore, Bhutan must chart out more efficient and effective marketing strategies and service delivery to meet regional tourists' expectations and needs aimed at improving their travel experiences.

LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

This study as well is not free of limitations. Firstly, this study used cross-sectional survey and there is an issue with the direction of causality and, therefore, an extra care needs to be taken while interpreting the direction of the causality as suggested by Sun et al. (2013). Further, this study included three constructs viz. GNH, destination image, and attribute satisfaction to explain destination loyalty formation, which must have excluded other suitable constructs that may either have direct or mediating effect on loyalty. Future research is encouraged to explore additional construct and improve the model further with more recent data. Therefore, the current study's results pertain to those regional tourists' opinions in 2017.

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Perceptual Differences in Economic, Social and Environmental Impacts of Tourism Development

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Key Words

Community Based Tourism, Kashmir, Host community, Perception, Support for Future Tourism

Abstract

The main objective of this paper is to explore residents' perceptions towards the economic, social and environmental impacts of tourism development and how these perceptions differ across different demographic variables. The present study also aims to find out the relationship between these tourism developmental impacts and resident's perception towards "Support for Tourism." The data was collected (using questionnaire) from the residents of the South Kashmir, North Kashmir and Central Kashmir. A total no.316 responses were analyzed using SPSS-22. The results of the study indicated that the mean score of Tourism Development Impact factors was not impressive. Partial differences in perceptions towards economic, social and environmental impacts of tourism across demographic variables were observed. A significant relationship between Perceptions towards Tourism Development Impacts and Support for Future Tourism Development was observed. The study may help the policy makers to develop a proper mechanism and planning so that the host community could be actively involved for economic, social and environmental tourism benefits.

INTRODUCTION

Rural non-farm productive activities can add substantially to wealth formation and the well-being of rural communities. Starting Community Tourism in rural areas can be one such operation that can become a basic tool in economic growth and falling poverty in some areas.

These have also become the source of livelihood for many business activities including the transportation, hospitality business and the catering services. Local communities have a crucial role to play in promoting tourism growth. Literature is enriched with facts wherein, it is indicated that the quality of life of the local residents get hugely affected by the tourism activities (Andereck & Nyaupane, 2011; Kim et.al., 2013; Liang and Hui, 2016; Yu, et.al., 2017). These studies further pointed out that the proper management of tourism in communities can lead to economic, social and cultural prosperity and improper management can deteriorate the quality of life of the local residents. For example; it is mentioned in the aforementioned studies that if the tourism activities are planned and implemented properly, then communities will experience the generation of employment, development of infrastructure, education and health care etc. However, the poor management of tourism will create unnecessary pressure on the community infrastructure, environmental degradation, inflation, energy consumption etc. According to Swarbrooke (1999), the sustainable approach to tourism strikes the balance between the economic benefits for the local community and the manner of treatment provided to the tourists.

Different countries (including India) pursue their possibilities in tourism as a means of justifiable economic and social development. Numerous initiatives related to the rural tourism are devised in the structure of CBT combining the facets of development of the local community, poverty elimination and preservation of culture and heritage.

The Government of India's Tourism Policy of 2002 also focused on the community-based and rural tourism and thus, the full-fledged concept of community/rural tourism was introduced in India to demonstrate life of different communities in India. Since then, the central and state governments, the unitary and federal tourism ministries, forest and wildlife departments, and the nationalized banks are willing to invest in community/rural tourism and grant loans for the same. In line with this, the Government of Jammu & Kashmir has already identified many villages in the region of Kashmir and Ladakh that qualify to be called as tourist communities/villages but nothing substantial could be witnessed as far as Community tourism is concerned. Therefore, the present study is an attempt to understand the perception of local residents with respect to economic, social and environmental impacts of tourism across varied demographic variables. The researcher also aims to understand the relationships between these tourism developmental impacts and resident's support for future tourism.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Many researchers have been engaged on the studies related to the resident's perceptions towards tourism development and it's positive and negative impacts (Andereck, etal., 2005; Weaver and Lawton, 2007; Kim et al, 2013; Vareiro et al., 2013; Sharpley, 2014; Rasoolimanesh and Jaafar, 2017). The impacts of tourism can be positive by offering work opportunities for the residents of local communities. This is done by offering a wide range of jobs including drivers, cleaners and guides. The CBT can also promote the control of host community in the tourism resulting in welfare of the local residents by improving their living standards, upgrading public infrastructure, preserving the natural and cultural resources (Scheyvens, 2002; Tosun, 2002; Andereck et al., 2005; Kontogeorgopoulos, 2005; Swatuk, 2005; Choi and Sirakaya, 2006; Harrison and Schipani, 2007; Rinzin *et al.*, 2007; Deery et al., 2012; Tolkach and King, 2015). These findings are in resonance with the study conducted by Garcia etal (2015) wherein it is indicated that economic dimension is the main cause of the positive attitudes of the residents.

Various other studies have indicated that tourism can also have negative impacts on the quality of life of the local residents. For example; tourism activities in a community may lead to increased cost of living, increase in the crime rates, traffic congestion, environmental degradation etc (Abdollahzadeh & Sharifzadeh, 2012; Latkova and Vogt, 2012; Deery etal, 2012). Therefore, it is inevitable to explore what local residents perceive regarding the impacts of tourism development, before determining the convenience of tourism in a given area (Abdollahzadeh & Sharifzadeh, 2012). Consequently, the resident's perception towards the tourism development impacts on their community determines their support for it (Gursoy *et al.,* 2002; Telfer and Sharpley, 2008; Latkova and Vogt, 2012). The positive impacts lead to better support and vice-versa (Wang and Pfister, 2008; Nunkoo and Ramkissoon, 2011; Latkova and Vogt, 2012; Sharpley, 2014).

The researchers have also found out that the perceptions of tourism impacts are influenced by many factors like; economic factors; personal values, distance from tourism zone, gender, age education, ethnic factors etc (Gursoy et al., 2002; Harrill and Potts, 2003; Andereck et al., 2005). For example; Nunkoo and Gursoy (2012) noted that in order to develop the understanding of the perceptions of local residents towards the tourism development impacts, it is quite important to understand the differences between the perceptions of male and female residents. This view is further supported by the study conducted by Mason and Cheyne (2000). In their study, they found that the men tend to have positive perception towards tourism developmental impacts than women residents. The same finding is explicit in the studies conducted by Harrill and Potts (2003) and also by Nunkoo and Gursoy (2011).

The literature on tourism development also emphasized that age plays an important role in understanding the perception of residents towards the economic, social and cultural impacts of tourism. It is seen that the young residents are more optimistic about the economic impacts of tourism as they consider it as an important avenue for employment generation (García et al., 2015). Contrary to this, many studies found that the older resident exhibit positive perception towards tourism development impacts in comparison to the younger one's (Tomljenovic and Faulkner, 2000 and Sheldon and Abenoja, 2001). Taking a clue from these studies, the H_2 for the study is as follows:

The education level is also considered as an important variable in predicting the perceptions of local residents (Andereck et al., 2005; Sharma and Dyer, 2009). For instance, Almeida et al., (2015) observed that higher the qualification of residents, more positive perception they have towards the social, economic and cultural impacts of tourism. These researchers further added that not so favorable attitude of less-educated people is because they don't see personal economic benefits arising out of tourism development.

Based on the studies mentioned above the following hypotheses were formulated for the present study:

H_1: There is a significant difference in the perception towards Tourism Development Impacts between male and female residents.

H_2: There is a significant difference in the perception towards Tourism Development Impacts on the basis of Education.

H_3: There is a significant difference in the perception towards tourism development impacts on the basis of age.

H_4: There is a significant difference in the Perception towards Tourism Development Impacts on the basis of geographical area.

H_5: There is a significant relationship between Perceptions towards Tourism Development Impacts and Support for Future Tourism Development.

RESEARCH METHODOLOGY

Research Instruments

The questionnaire for the study was adopted from the studies by Latkova and vogt (2012) and Lankford & Howard (1994). There are total of 33 items in the original questionnaire and each question statement was answered on a "5-point likert scale" ("strongly agree=1, agree=2, neither agree nor disagree=3, disagree=4 and strongly disagree=5"). After carrying out a pilot study (sample size= 152), some of the items showed poor loadings, therefore, were removed. The questionnaire for the final study comprised of total no. of 26 items. Out of which 07 items correspond to Environmental Impacts, 4 items each to Economic impacts and social impacts and 11 items for "Support for Future Tourism Development." Reliability of the instrument was checked using Cronbach's alpha reliability Coefficient. During the Pilot study, the reliability coefficient for the research instrument was found to be (α = 0.76), which is considered as reliable and fit to use for conducting a study. Also the reliability of these scales is established in the literature (Hanafiah, 2013; Sharpley, 2014; Woosnam et al, 2009; Andereck et al, 2005; etc).

The questionnaire was administered in English language. The reliability Coefficient of the full-scale survey was found to be α= 0.78. The validity of the questionnaire was ascertained by conducting face and content validity. Besides taking the views of respondent's, the questionnaire was forwarded to three experts in the tourism field, who found the instrument as a valid one.

Data Collection and Sampling

The data was collected from the local residents of the South Kashmir, North Kashmir and Central Kashmir. To collect the data, researchers went to various educational institutes, offices and localities in all the three geographical areas. In South Kashmir, researchers visited places like; Anantnag, Kulgam, Pulwama, Shopian. In North Kashmir, researchers visited Baramulla, Bandipora, Sopore and in Central Kashmir data was collected from Budgam, Ganderbal, and Srinagar. The reason for dividing the respondents in three regions is that the nature of tourism in all the three regions differs on a few accounts. Although all the regions do offer a scenic beauty to the tourists. They differ on an account that Central Kashmir is more famous for sightseeing, houseboats, mughal gardens etc.; North Kashmir for Adventure tourism (e.g. Gulmarg for snow skiing) and South Kashmir for pilgrimage tourism (e.g. Amarnath yatra). Therefore, the tourism impacts are also expected to vary. The researcher tried to select the sample from major hub areas (districts) among each region.

Convenience Sampling was used to approach the respondents but researchers made sure that there is a representation from the local rural residents of all the three geographical areas. Data Collection was done for 4 months. The researchers visited the educational institutions, offices as well as the local communities in person, to collect the data. Visiting in person helped the researchers to interact with the residents and draw inferences about their attitude towards Community Based Tourism. At most of the occasions the questionnaire was filled in presence of the researchers which helped respondents to understand the questionnaire in a better way. Also an unstructured/non-directive interview was conducted to fetch the insights from respondents. This enabled the researcher to discover the detailed percepts of respondents on Community based tourism.

A total no. of 570 respondents were approached for data collection. 397 questionnaires were returned and out of which 316 were found fit for analysis, making it a response rate of 55percent. This response rate is satisfactory for the sampling frame covered in the present study (Baruch, Y & Holtom, B.C, 2008). Respondent profile is available in Table-1 below:

Table-1: Demographic Profile of Local Residents (N=316)

Demographics		Overall	
		No.	Percentage
Age	18-28 Years	244	77.2
	29-38 Years	62	19.6
	39 years & above	10	3.2
Gender	Male	175	55.4
	Female	141	44.6
Education Level	Below 12th	13	4.1
	Graduate	129	40.8
	Post-Graduate	136	43
	PG & above	38	12
Geographic Location	South Kashmir	70	22.1
	North Kashmir	53	16.8
	Central Kashmir	193	61.1

DATA ANALYSIS

I) Resident's Perception on Tourism Development Impacts

The following (table-2) includes the descriptions viz., mean and standard deviation pertaining to each item under different factors of "Residents Perception towards Tourism Development impacts" like; Economic Impact, Environmental

Impact and Social Impacts.

a) Economic Impacts

It may be noted that the perception of local residents regarding the standards of living being high does not show impressive numbers (m=2.24). Upon interacting with the respondents, one of the reason researchers could figure out is that the local residents believe that the tourists do not spend much in their respective areas. Some of the respondents said that the tourists carry the readymade food packets and others essentials with them, thus, only take accommodation from the locals. All this does not contribute much to the economy of the locality. This can again be substantiated by looking at the figures (from table 5.2) related to the desirable employment opportunity for the residents in the community (m=1.57). The low mean score on this item signifies that tourism and tourist related activities do not create job opportunity for the local residents as it is assumed to create. Hence, we may conclude that the multiplier effects of tourism hardly work in such cases.

b) Environmental Impacts

The noteworthy feature in table-2 related to the environmental impacts is the high scores (m=3.23) on the discomfort level as far as living in tourism hotspot is concerned. On enquiring with the respondents, it came into forth that the noise is one of the reasons for the discomfort. In the valley especially among rural communities, there is no night life but tourists do stay in and out during nights, so there is hustle and bustle within the community even during nights. Local residents are

Table-2: Perception of Local Residents on Tourism Development Impacts

Variables	Mean	Standard Deviation
Economic Impacts		
Tourism creates desirable employment opportunity for the resident in the community.	1.57	0.610
Local businesses benefit the most form tourists	1.75	0.676
Standard of living has increased due to tourist spending to the community	2.24	0.868
Tourism helps improve the economic situation for many residents in the community	1.66	0.629
Environmental Impacts		
Tourism contributes to the negative effects of vegetarian and loss of meadows and green space	2.58	1.062
Tourism produces large quantities of waste products	2.07	1.024
Tourism has not improved the ecological environment of the community in many ways	2.35	0.998
Tourists littering destroy the beauty of the community	2.36	1.183
Tourism caused environmental pollution to the community	2.56	1.115
Tourism development causes congestion	2.68	1.014
Local residents feel uncomfortable living in tourist's hotspot	3.23	1.043
Social Impacts		
Increase tourism provides more recreational activities for residents	2.23	0.781
Tourism has increased residents pride in the local culture in the community	2.14	0.790
Tourism is encouraging a variety of cultural activities to the local	2.18	0.863
Tourism is the major reason for the variety entertainment in the community	2.69	0.979

not used to all this. Therefore, it results in a feeling of discomfort as far as living in tourist hotspot is concerned. The slightly high scores on congestion levels (m=2.68) also add to the discomfort of local residents.

Interestingly, the low mean scores (m=2.07) on the item tourism produces large quantities of waste products indicates that the respondents don't blame tourists for adding on to the waste produce, which is contradictory to the number of studies in the literature. Almost all other items under this factor i.e. Environmental Impacts show low mean scores. This can be concluded that as far as the environmental impacts of tourism are concerned, local residents do not strongly feel that tourism development may result in environmental degradation, which again is something contradictory to the researcher's perception as well as the literature related to the perception of residents on environmental impacts of tourism.

c) Social Impacts

As per the table- 2, there are no such high mean scores. All the mean scores range from 2-1.70, therefore, the scores are not impressive here as well. It may be noted that the item *"Tourism is the major reason for the variety entertainment in the community"* showed slightly high mean scores in comparison to the rest of the items. Also, the mean scores on the item related to taking pride in the local culture is less, therefore, the residents give very less weight age to the fact that culture contributes to better tourism experiences.

II) Differences in the Perception of Local Residents on the basis of Different Demographic Characteristics

According to Latkova & Vogt, 2012; McGeheeA & Andereck, 2004, the perception of residents towards tourism development is affected by their demographic profiles like; gender, age, level of education, income, place of residence etc. They believe that the demographic characteristics cause a person to experience the impact of tourism differently. Therefore, one of the objectives of the present study is to find out whether the difference in perception towards tourism development is affected by demographics. For the purpose of the present study, the demographic characteristics of the local residents like; Gender, Education, Experience and, Geographical area were included. The descriptive statistics and relevant statistical tests (like; t-test; ANOVA) for checking the mean differences were used. Results on the basis of testing are discussed in the following sections:

a) Analysis on the basis of Gender

In 1990s the importance of gender in the perception towards tourism development started getting attention. People begin to realize the importance of understanding the role of gender in shaping the perception towards tourism development. Numerous researchers (like; Mason and Cheyne, 2000; Harrill and Potts, 2003; Nunkooand Gursoy, 2011) have observed significant differences in the perception of male and female residents in their respective studies. The findings of the present study proved otherwise.

Table-3 presents the scores of "Perception of the Local Residents towards Tourism Development" and the differences in their Perception on the basis of gender.

As per the Levene's statistic from table-3, it may be noted that $p \leq 0.5$ for two variables i.e. 'economic impacts' and 'social impacts.' This implies that the assumption of homogeneity is violated in both these cases. Therefore, the value of t-test and p-value (significance value) is read in front of the column "equal variances not assumed" (Field, 2000).

The descriptive statistics of the three variables viz; Economic impact ($p = 0.830 > 0.05$) and

Table-3: Perception towards Tourism Development Impacts on the basis of Gender

Variables	Levene's test for Equality of Variance		Male		Female		t-value	p-value sig (2-tailed)
	Statistic	Sig	Mean	S.D	Mean	S.D		
Economic Impacts	1.780	0.183	1.80	0.52	1.81	0.47	-0.214	0.830
Environmental Impacts	0.259	0.611	2.49	0.78	2.61	0.74	-1.410	0.159
Social Impacts	0.430	0.513	2.37	0.64	2.22	0.61	1.994	0.047

Levene's test is significant at $p \leq 0.5$ indicates that assumption of homogeneity is violated.

*** Significant at $p \leq 0.05$*

Environmental impact (p = 0.159>0.05) points out that there is no significant difference in the perception of local residents towards tourism development between the male and female residents. However, significant differences are observed in case of Social impacts of tourism development (p = 0.047< 0.05). Thus, the hypothesis **(H_1)** stating that there is a significant difference in the perception of male and female residents towards tourism development impacts is partially supported.

b) Analysis on the basis of Education Levels

The differences in the perception towards tourism development based on the education level of residents have been studied in several studies (like; Sharma & Dyer, 2009; Andereck et al, 2005; Rasoolimanesh et al, 2015). The findings of most of such studies pointed out that the residents with higher education have favorable perception towards the tourism development in comparison to those having lower education levels. The findings of the present study can be noted from table-5.4 below:

It may be noted from the table- 4 that the perception of residents towards tourism development viz-a-viz economic impacts and social impacts do not vary on the basis of education levels. However, it does vary in case of environmental impact where p = 0.019 < 0.05. Therefore, we may conclude that the perception of residents towards the tourism development showed significant differences only in case of environmental impacts. On closely observing the mean scores on the respective education levels, it can be seen that the respondents which fall under graduate category (m = 2.55), Postgraduate (m =2.55) and above (having qualification beyond PG like, scholars etc.) (2.26) levels do not vary much. The only group i.e. the respondents who have qualification of 12^{th} or below (i.e. less educated) show higher mean scores (m = 3.00). This implies that the less educated people feel that the tourism does not make any harmful impact on the environment. The negative perception of people towards environmental impacts having higher levels of education may also be shaped by the lack of job opportunities (as otherwise expected of tourism) and inability to work (**Alrwajfah, 2019**). This perception might result in blocking the minds of higher educated people to witness the positive impacts of tourism.

Thus, we may conclude that the hypothesis **(H_2)** stating that there is a significant difference in the perception of local residents towards tourism development on the basis of Education is partially supported.

c) Analysis on the basis of Age of the Respondents

Various researchers (Nunkoo and Gursoy 2011; Garcia et al, 2015; Mason and Cheyne, 2000) have highlighted the differences in perception towards tourism on the basis of the age of the residents. There are contradictory findings related to the perception of tourism with respect to the age of the respondents. Some studies show that younger people have positive perception while as older people have negative perception towards development.

Many other study findings pointed towards the vice-versa. The results of the present study on the basis of the age of respondents can be seen from

Table-4: Perception towards Tourism Development Impacts on the basis of Education Levels

Variables	Levene's test for Equality of Variance		Below 12^{th}		Graduate		PG		Above PG		F-value	p-value sig (2-tailed)
	Statistic	Sig	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D		
Economic Impacts	2.34	0.07	1.76	0.78	1.79	0.46	1.78	0.49	1.90	0.51	0.619	0.531
Environ-mental Impacts	0.89	0.44	3.00	0.93	2.55	0.79	2.55	0.71	2.26	0.73	3.358	0.019**
Social Impacts	3.21	0.02	1.90	0.95	2.31	0.63	2.30	0.58	2.44	0.63	2.39	0.603

*** Significant at $p \leq 0.05$*

table- 5 below:

Table-5.: Perception towards Tourism Development Impacts on the basis of the Age of the Respondents

Variables	Levene's test for Equality of Variance		18-28 Years		29-38 Years		39 years & Above		F-value	p-value sig (2-tailed)
	Statistic	Sig	Mean	S.D	Mean	S.D	Mean	S.D		
Economic Impacts	2.49	0.08	1.79	0.47	1.78	0.54	2.22	0.73	3.682	0.026**
Environ-mental Impacts	1.26	0.28	2.61	0.75	2.36	0.79	2.07	0.66	4.683	0.010**
Social Impacts	0.37	0.69	2.28	0.62	2.36	0.67	2.40	0.65	1.910	0.150

** Significant at $p \leq 0.05$

From table-5, we may note that the p-value in case of economic impacts ($p = 0.026 < 0.05$) and environmental impacts ($p = 0.010 < 0.05$) show significant differences, whereas no significant difference is observed on social implications. The mean score with respect to economic factors in age group of 39 & above (m= 2.22) points out that the senior residents perceive that the tourism contributes positively to the economy in comparison to the younger people.

As far as environmental implications are concerned, higher mean scores (m = 2.61) can be seen for the people in the age group of 18-28 years. This means that the younger people do think that the tourism contributes in environmental degradation and at the same time they (younger people) feel that tourism doesn't contribute much in the economy or has not in any way increased the standard of living. This can again be attributed to the fact that younger people in the valley do not witness any employment opportunities because of tourism. Therefore, their perception towards tourism development might have got shaped accordingly.

It can also be pointed out that the younger people in the age group of 18-28 years have higher mean scores (m=2.61), followed by the people in age group of 29-38 years (m=2.36), further followed by the people in the age group of (39 years & above; m= 2.07). A descending trend in the mean scores as per the age of the respondents can be seen which implies that as people age, they are able to weigh the benefits tourism offer and its negative impacts. Thus, we may conclude that the hypothesis **(H_3)** stating that there is a significant difference in the perception of local residents towards tourism development on the basis of age is partially supported.

d) Analysis on the basis of the Geographical Areas

Most of the studies related to Community based tourism are conducted in a particular geographical area and measure the perception of residents over there. This study is different in a sense that it accounts for the general perception of people belonging to different geographical areas (South Kashmir, North Kashmir and Central Kashmir) where community tourism has started or setting its foot. The area of the residents has an important role to play as far as CBT is concerned. Thus, the geographical area under study was purposely selected to find out the levels of tourism and economic development. This finding of the study can present an overview of the perceptions related to tourism development area wise and accordingly framing the policies for the level of efforts to be put in making people aware about the possible benefits from tourism development.

Table-6: Perception towards Tourism Development impacts on the basis of the Geographical Areas

Variables	Levene's test for Equality of Variance		South Kashmir		North Kashmir		Central Kashmir		F-value	p-value sig (2-tailed)
	Statistic	Sig	Mean	S.D	Mean	S.D	Mean	S.D		
Economic Impacts	1.88	0.15	1.76	0.44	1.78	0.47	1.82	0.52	0.396	0.673
Environ-mental Impacts	1.69	0.18	2.67	0.82	2.76	0.78	2.43	0.72	5.166	0.006**
Social Impacts	4.38	0.01	2.28	0.48	2.20	0.67	2.35	0.67	1.222	0.296

** Significant at $p \leq 0.05$

Table-6 shows that there is no significant difference in the perception towards tourism development in case of economic impacts ($p=0.673>0.05$) and social impacts ($p=0.296>0.5$) as far as the area of residence is concerned. However, significant differences are observed on environmental impacts ($p=0.006<0.05$) on the basis of the area of residence. The mean scores indicates that the residents belonging to North Kashmir ($m=2.76$) do not think that the tourism and related activities create harm to the environment in comparison to what people in other two regions think. This may be due to the fact that there is a less congestion in rural areas of north Kashmir in comparison to other two areas. In fact the mean scores of South Kashmir are closer to that of North Kashmir. Both the North and South parts of Kashmir have comparatively large meadows and green spaces in comparison to the rural areas of Central Kashmir. Possibly the reason for negative perception of tourism on environmental impacts is the increased trend towards urbanization in Central Kashmir.

Thus, we may conclude that the hypothesis **(H_4)** stating that there is a significant difference in the perception of local residents towards tourism development on the basis of geographical area is partially support.

III) Perception of Local Residents towards the Support for Future Tourism Development

In the present study the variable "Support for Future Tourism" is measured by using 11 items adopted from the studies of Latkova and vogt (2012) and Lankford & Howard (1994).

The following section presents the perception of local residents towards the support for future tourism development. A no. of studies (Gursoy and Jurowski, 2002; Hanafiah et al,2013; Ozel and Kozak, 2016) have been conducted wherein, support of local residents towards tourism development have been studied. The results of most of the studies indicates that the support from the local community is indispensable for the development of tourism in that locality. The studies also noted that if the residents get personal gains from the tourism or related activities, they are likely to be more supportive (Latkova and Vogt, 2012). Empowerment (Nunkoo and Ramkissoon, 2011) was also seen as contributing positively towards the support for tourism development. The scores on the Support for Future Tourism Development are presented in table-7 below:

Table-7 does not show impressive mean scores as far as the items of Perception of local residents towards the Support for Future Tourism Development is concerned. The highest mean score ($m=2.48$, though not that good) can be seen on the item *"The government supports the promotion of tourism in the valley."*It may be implied that the local residents of the valley do feel that the government is trying to promote tourism in their localities but their planning does not include the benefits for the local community.

All other items have low mean scores which may be due to the fact that the residents feel encouraging tourism in their respective areas may not result in their upliftment either economically,

Table-7: Support for Future Tourism Development Scores

Variables	Mean	Standard Deviation
Tourism industry should be actively developed in my community	1.83	0.823
I will support new tourism facilities that will attract more tourism in my community	1.71	0.754
I believe tourism should be actively encouraged in my community	1.69	0.772
The government supports the promotion of tourism in my community	**2.48**	1.148
My community should become more of a tourist destination	2.10	0.978
Long term planning on the environmental aspect would exaggerate tourism business	2.25	0.852
Tourism industry increases the quality of the outdoor recreation opportunities in my community	2.15	0.787
It is important to manage the growth of the tourism in my community	1.65	0.721
I believe the tourism sector will continue to play a major role in the economy of the community	1.65	0.735
Generally, the positive benefit of tourism outweighs the negative impact.	2.15	0.882
The future of the valley as a tourist attraction is sustainable.	1.94	0.851

Table-8: Correlation Matrix (Support for Future Tourism Development and Tourism Development Impacts)

		Support for Future Tourism Development	Social Impact	Economic Impact	Environmental Impact
Support for Future Tourism Development	**R** **p**	1	0.500** 0.000	0.493** 0.000	-0.182** 0.001
Social Impact	**R** **p**	0.500** 0.000	1	0.530** 0.000	-0.252** 0.000
Economic Impact	**r** **p**	0.493** 0.000	0.530** 0.000	1	-0.124* 0.028
Environmental Impact	**r** **p**	-0.182** 0.001	-0.252** 0.000	-0.124* 0.028	1

***Correlation is significant at 0.001 level (2-tailed)*
**Correlation is significant at 0.005 level (2-tailed)*
r= Correlation Coefficient; p=Significance value; N (No. of respondents)=316

environmentally and or socially.

IV) Correlation Analysis of "Perception towards Tourism Development Impacts" and "Support for Future Tourism"

Numerous studies (Abdollahzadh and Sharifzadeh, 2012; Almeida, et al, 2015; Nunkoo and Ramkissoon, 2011) have been conducted which tested the relationship between Tourism Development impacts and Support for Future Tourism Development. The findings of these studies indicated that understanding the implications of tourism development from the point of resident's will help to increase the knowledge about the factors affecting the long term sustainable success of tourism destinations (Woo , Kim and Uysal, 2015).

The correlation table-8 shows that there is a significant relationship between all the three tourism development impacts viz; economic, environmental and social impacts and Support for Future Tourism. The direction of the relationship is positive in case of social and economic impacts (p-value is significant at 0.005 level) whereas; it is negative as far as environmental impacts (p-value is significant at 0.001 level) is concerned. This means that the perception of local residents related to the impacts of tourism development do have a bearing on their deciding of whether to support the future tourism or not. The scores on the tourism development impacts as well as the support for future tourism are low, meaning thereby, that the respondents didn't experience positive sides of tourism much which resulted in their lack of support towards future tourism.

Thus, we may conclude that the hypothesis (H_5) which states that there is a significant relationship between the resident's 'Perceptions of tourism development impacts' and 'Support for Future tourism Development' is supported.

RESULTS AND DISCUSSION

The results obtained in the study pointed towards the fact that perceptual differences on the Tourism Development Impacts do exist on the basis of different demographic factors. Various researchers (Nunkoo and Gursoy 2011; Garcia et al, 2015; Bagri and Kala, 2016; Mason and Cheyne, 2000) have also highlighted the differences in perception towards tourism on the basis of the age of the residents, gender and education etc.

The results obtained in this study confirm that the perception of local residents towards tourism developmental impacts viz; economic, social and environmental impacts have a strong role in the extent of support they provide to the Future Tourism initiatives. This finding is in line with the findings of others studies like; Boley, B.et.,al (2014); Hughes. Et.,al; (2018); Panyik (2015);Nunkoo. R (2015). According to (Harrison, 2001 and Ko & Steward, 2002) tourism development does have a potential towards negative outcomes. The present study also hinted towards the fact that the perception of local residents related to the tourism developmental impacts are negative, particularly when no personal benefit was generated. This finding is further supported by the studies conducted by Jurowski, et.al., 1997; Dyer, Aberdeen & Schuler, 2007; Wang & Pfister, 2008. In contradiction to these findings, various other researchers found that the local residents would still be supportive even if they don't see any benefit generating from the tourism development.

Overall, the findings of various studies are more aligned towards the fact that the positive perception of local residents does affect their support for future tourism. Therefore, it is important to involve the local residents in tourism planning process to reap its profits. The researchers like; Kala and Bagri (2018) and Hristov et al., 2015 also proposed that encouragement and engagement can be the appropriate ways to solve problems for prospective rural entrepreneurs.

IMPLICATIONS OF THE STUDY

The present study is conducted in the erstwhile state of Jammu and Kashmir, which has a great potential for Sustainable Community based tourism. Kashmir is indisputably a heaven for tourism, but surprisingly, it has not experienced any development at community levels. This gap is largely because of ignoring the participation and cooperation of the local residents in tourism development policies. Therefore, the current study may prove to be a stepping stone to understand the perception of local residents and involve them in the planning and decision making process. This study highlighted the perceptual differences of local residents towards tourism developmental impacts. Literature on tourism development strongly emphasizes that the participation of local residents is indispensable to reap the economic and non-economic benefits out of tourism sector. Therefore, it is a must to have a detailed understanding of what motivates the local residents to extend their support towards tourism. The present study is an attempt towards building this understanding among the policy makers; so that, they take into account the hindrance/aspirations of local community while formulating the strategies for tourism development. The study also highlights the apprehensions of residents related to tourism based on demographic variables. The policy makers can make use of these findings to create awareness about positive impacts which tourism can have on the communities. The preliminary investigation by the researcher provided an understanding that CBT may prove to be viable option for Community Development. This study, hence, would be a significant support in the quest for future tourism development in communities of Kashmir.

Such studies also contribute to the academic enrichment of CBT as a discipline. Many studies have been conducted as far as the resident perception towards tourism is concerned but it is apparently missing in the context of Kashmir. Moreover, the researcher could not find any study that has highlighted the perceptual differences on the basis of different demographic characteristics in the study area. The literature in general, does support the fact that demographics do play an important factor in tourism development initiatives. Therefore, this study is a significant contribution in the literature of Kashmir Tourism.

CONCLUSION

The present study was undertaken to understand the perception of local residents towards tourism development impacts, so as to provide data to policy makers for crafting the integration strategies for the partnership with community. The results indicated that the local rural community residents do not feel that the tourism within their community has done well as far as the economic, social and environmental impacts are concerned. They also pointed out that the tourism within the community does not create job opportunity for the local residents as it is assumed to create. The multiplier effect of the tourism does not seem work in the Valley.

With respect to the demographic variables that influence the perception and resident's support for tourism, there is no consensus among the researchers. However, understanding these factors is indispensable for community based tourism and its long-term sustainability. In fact, the very sustainability of Community based tourism is not possible without the support of local residents. Thus, researchers have begun to explore the factors and find out their impact on CBT model. In the present study, it was found that the perception towards tourism development impacts vary based on the demographic profile of the residents. It was found that the people having higher qualifications feel that tourism has adversely affected the environment in comparison to the less educated people. Also the differences were seen in the perception of residents on the basis of age, for example; senior residents perceive that the tourism contributes positively to the economy in comparison to the younger residents.

Also, it was found that the local residents are not quite ready to provide their support for future tourism. This may be due to the number of factors like; lack of trust on government policies related to tourism in general and Community based Tourism, in particular; frequent lockdowns, frequent disabling of internet services; lack of promotion, uncertainty in the environment due to political disturbances etc. The interaction of researchers with the respondents indicated that the community members are disappointed by the government policies and lack of support related to the tourism sector in general and community tourism in particular. The other disappointing factor which came in forth while interacting with the respondents is the uncertainty that has engulfed the valley. The inhabitants of the communities feel that if they invest their own money for establishing a set-up for tourists within the community so that they could experience the culture, people, scenic beauty etc.; they may end up wasting their investment. The reason for this is the instability and frequent lock downs in the valley. These findings are supported by the study conducted by Nyaupane, Morais & Dowler, 2006 wherein; they have observed that economic, social, political, and environmental aspects may influence the level of participation in tourism by mountain communities.

In Jammu & Kashmir, there has always been a lot of scope for tourism. From ages people have been visiting this side of the world with enthusiasm and love in their minds. Kashmir has been providing an eye soothing vision from decades and even now when the people are changing their way of visiting a place, Kashmir still has a lot to offer. The far flung areas with the ecstatic beauty can bring the person from across the oceans to visit the places. The community-based tourism can be prove to be profitable sector in Kashmir provided the mechanism of proper planning, & execution is followed. Involvement of the local residents in the tourism development process is a must. The study conducted by Ramkissoon (2020) also points out towards the fact that a better harmonious relationship between various stakeholders viz; residents, places, government, businesses and tourists could promote social, environmental and economic sustainability and contribute to sustainable tourism development.

FUTURE SCOPE

The scope of the present study is limited to the rural communities of Kashmir Valley only. Future studies can explore the working of these variables in Jammu and Ladakh also. The researchers may include more variables in the study and test their influence on the Support for Future Research Development. The present study employed the Convenience Sampling technique. Future researchers can go for Probability Sampling to ensure the external validity of the work.

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BOOK REVIEW

The Chipko Movement; A people's history authored by Shekhar Pathak delves into local people's struggles to protect the Himalayan ecosystem, which they considered to be the 'maika'. The author made a challenging task by relating the inseparable bondage of ordinary human beings with the mother nature who live in the remote villages, valleys and the slopes of mighty peaks and their confrontations to protect the forest resources with rulers during the colonial period and post-independence. This detailed piece of research minutely goes through several incidents rooted in the collective efforts of the people of Uttarakhand and how it shaped an environment protection movement (Chipko) in the 1970's. In the preface, Ramachandra Guha, noted environmentalist and historian describes his association with the author and how he was admired by the author's efforts to reconstruct the events that led to Chipko Movement in the Hindi edition Hari Bhari Umeed, published in 2019. Guha mentions that his book 'The Unquiet Woods' was inspired by the protests of people against begaar system- which was introduced during British rule. Further, Guha notes that the book's title rightly connects with the content in explaining the history of people of Uttarakhand and their commitment to the cause of the protection of the forests. The Chipko Movement; A people's history discusses the greed and nexus of many, who consider that everything in nature is for making money. On one side, the author sketches carefully various dimensions of human greed, nexus of political-bureaucratic-industry houses, a corrupted and insensitive system never understands the real needs of people. On the other side, the author highlights the commitment of people of all classes, all ages and genders came forward to protect the Himalayan ecology. As mentioned by the author, a greater sense of 'poverty of perspective and sensitivity' prevails in the system that discourages and deprives the local people who are the original stakeholders of the region. The book throws light into the role of several people involved in protests against forest exploitation, which hardly finds mention anywhere because just because their contributions were not appropriately documented. The author made every effort to go through the pages of the history of these struggles, which were once echoed in the Himalayan Woods. Readers get a detailed understanding of the vital role played by women, children, students, journalists, farmers and ordinary people, who stood firm with the Gandhian principles to fight against the contractors and authorities who always conspired to exploit the resources of the forests for adding own wealth. The first chapter of the book provides a detailed description of Uttarakhand's geographical features, its historical background, socio-cultural features, and how important the forest resources for the local people was in their everyday life. Further, readers get a glimpse of the life of people who depended on available natural resources in a balanced manner and the way people perceived the guardianship of mighty Himalayan peaks, rivers and the woods. The second chapter narrates the entry of colonial rule, converting the self-sustainable economy to a money order economy as many youngsters joined the British Army. In the beginning, the British officers found the soothing weather of the Himalayan regions, then their eyes fell into the rich forest resources, then to impose begaar pratha - a forced free labour system. In the beginning, British traders found the giant trees of the Himalayas could make them rich and support their industrial needs in Europe. Readers will be shocked to realise that the land people treated as Dev Bhoomi has been systematically desecrated by the British by exploiting the forest and keeping the real stakeholders away. The third chapter illustrates the resistance of people while the independence movement was in progress. The establishment of Kumaon Parishad in 1916, participation of the large number of people in the Amritsar session of Indian National Congress in 1919 and addressing the issues of begaar system, civil disobedience movement etc., gave energy for the people of this region to fight for their forest rights. The struggles also had to pay with life of several people as the British Army fired upon the farmers at Tiladi (29 May 1930). Very few people are aware of this massacre even today. This sacrifices finally resulted in solidarity among local people to voice their rights in unison. The third chapter also describes the events post-independence as the ordinary people were still alienated from their access to forests for livelihood needs. The author also highlights the fury of nature like floods, landslides frequently warned the people about changes that happened in the hills and valleys will have severe repercussions. According to the author 1970's was filled with activism as hunger strikes and protest erupts at different points for the prohibition of alcohol and also uprise for statehood. The rise of Chipko movement takes the attention of the reader in the fourth chapter. The use of Garwali term 'angavaltha' means embrace, which was first used by Chandi Prasad Bhatt to stop the Symonds company from cutting trees on 27 March 1973. Support of local people and the involvement of Sarvodaya movement made the protests under Gandhian principles. The protests spread to Mandal, Phata, Reni and other parts of Garhwal quickly. By 1974, more villagers took an active role in protests. The author reminds the readers that 26 March 1974 turned out to be a historic day for the people of Uttarakhand and the whole of India as the peaceful protest led by a few women in Reni embraced trees to protect it from loggers. These intense moments show how deeply villagers were concerned with the forest. Negotiations, government interferences to initiate dialogues, further actions are explained in unit five. Reni enquiry committee and MS Swaminathan committee reports underlined the need for protecting forests and people living in forests and nearby areas. In the sixth chapter, the author observed that protests initiated and led at local levels spread to a number of villages wherein the whole community attended it with great enthusiasm to protect forests. Protests held at Haldwani brought the attention of other villages and directed them to a united path to forest protection. In chapter seven, the author highlights different trajectories of protests of people. Most of these rebellions were against the plans of tree felling by Forest Corporation, a state-controlled enterprise. Rebellions Bhyundhaar, Chanchridhaar, Rangodi, Dhyadi, Janoti-Paaldi, Doongri and Paintoli led the synchronisation of issues and the commitment of villagers to protect the forests explained in the book will certainly enthral the new age readers. In chapter eight, the later 1980's the environment protection movements gained momentum, and organisations worldwide started recognising the Chipko movement. At the international level, environmentalism is accepted with great respect and international bodies raising concerns about environmental issues. Here, the author underlines the difference between new-age theory of treating ecology for the economy has stark differences with the philosophy of deep ecology, which was the main concern of the protesters of Uttarakhand. The author also takes note of the failure of anti-Tehri Dam protests in the 1990's and analyses its causes.

The last two chapters highlight the leadership and organisation and Chipko movement's offshoots in the new millennium. Author highlights that one of the main causes of the success of protests were rooted at different regions and the involvement and leadership of local people with a noble intention of guarding the forests. It is also worth to note that the author has deeply gone through the archives and all available records to bring in to the light of such people, whose name were never hard to the outside world. Newspapers such as Aniket, Dronachal Prahari, Nainital Samachar, Shakti, etc., boldly reported the events and highlighted the voice of people. The author draws the attention of readers to the core issues of the people who lived with nature in the Himalayas. According to ancient Indian traditions, people worshipped nature in the form of Gods and Goddess, especially Himalay was considered as the abode of gods, where several sacred places existed. People also believed that any intrusion into this sacred environment should invite destruction and fury of nature. This holistic approach and local wisdom were carried over to generations. British traders found commercial value in the forest resources and the degradation of the Himalayan environment started from then. The book provides a deep insight into climate change and related issues to new generation readers and inform them that Chipko Movement was one of the finest examples of peaceful, but impactful resistance against the exploitation of natural resources.

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