

ISSN: 0972-7310

Journal of Tourism

An International Research Journal on Travel and Tourism

Vol. XVIII, No. 2, 2017



Centre for Mountain Tourism and Hospitality Studies (CMTHS)

HNB Garhwal Central University, Srinagar Garhwal, India

Journal of Tourism

Vol. XVIII, No.2, 2017 ISSN No. 0972-7310

- Patron** : Prof. Jawahar Lal Kaul, Vice Chancellor, H.N.B. Garhwal University
(A Central University) Srinagar Garhwal, India
- Editor in Chief** : S.C. Bagri, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
- Editor** : S.K. Gupta, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
- Associate Editors** : R.K. Dhodi, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
Elangbam Binodini Devi, Ph.D., H.N.B. Garhwal University
(A Central University), Uttarakhand, India
- Assistant Editor** : Rashmi Dhodi, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
- Managing Editor** : Devkant Kala, Uttaranchal Petroleum and Energy University, Dehradun, India

Editorial Board Members

- Ratz Tamara, Ph.D., Kodolanyi Janos University of Applied Sciences, Budapest, Hungary
- Harald Pechlaner, Ph.D., Catholic University of Eichstaett/Ingolstadt, Germany
- Dimitrios Buhalis, Ph.D., Bournemouth University, UK
- Gregory E. Dunn, Ph.D., Oklahoma State University, USA
- Zaher Hallah, Ph.D., California State University, USA
- John Charles Crotts, Ph.D., College of Charleston, Charleston, S.C., USA
- Robert Inbakaran, Ph.D., RMIT University, Australia
- Stanislav Ivanov, Ph.D., Varna University of Management, Bulgaria
- Mathew Joseph, Ph.D., University of South Alabama, USA
- Terral Philippe, Ph.D., Universite Paul Sabatier, France
- Brian King, School of Hotel & Tourism Management, Hong Kong
- Babu George, Ph.D., Fort Hays State University, Kansas, USA
- J.D. Lema, Ph.D., Drexel University, USA
- H.H. Chang, Ph.D., Ming Chuan University, The first American University in Asia
- Scott McCabe, Ph.D., Nottingham University, UK
- Mark Miller, Ph.D., University of Southern Mississippi, USA
- Shahdad Naghshpour, Ph.D., University of Southern Mississippi, USA
- Rose Okech, Ph.D., Maseno University, Kenya
- Catherine Price, Ph.D., University of Southern Mississippi, USA
- Timothy Reisenwitz, Ph.D., Valdosta State University, USA
- Surekha Rana, Ph.D., Gurukul Kangri University Girls Campus, Dehradun, India
- Geoff Wall, Ph.D., University of Waterloo, Canada
- Mu Zhang, Professor, Ph.D., Shenzhen Tourism College, Jinan University, China
- Bihu Tiger Wu, Ph.D., Peking University, China
- Gandhi Gonzalez Guerrero, Universidad Autonoma del Estado de Mexico, Mexico
- Natan Urieli, Ben-Gurion University of the Negev, Israel.
- Mihai Voda, Dimitrie Cantemir University, Romania

Frequency and Subscriptions: Journal of Tourism is published biannual.

Annual Subscription rates: India-Institutional: INR.2000, Individual: INR. 1000, Abroad- Institutional: US\$ 75, Individual: US\$ 40, Demand Draft or Cheque should be in favour of Finance officer, HNB Garhwal Central University, Srinagar Garhwal and be payable on SBI Srinagar Garhwal (3181) India.

Editorial/Subscription Information

Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal Central University, Srinagar Garhwal-Uttarakhand-246174, India, e-mail:jothnbgu@gmail.com, website-www.jothnbgu.in

Note From The Guest Editor

Journal of Tourism is pleased to present its yet another issue devoted to alternative tourism. Alternative tourism is the buzz word these days across all developing and developed countries that have concern over their environment, resources and people. Many methodologies have put forward to reduce negative occurrences as alternative strategies. Accordingly, many researches have been carried out by various researchers across the world and journal of tourism has invited contributions from prospective researcher and received many manuscripts related to the broad aspect of alternative tourism. As Journal of Tourism never compromises on quality manuscripts, the review team comprised of eminent scholars have recommended the five research papers and one conceptual note on the theme.

The first research paper named “Intangible Cultural Heritage and Experiential Tourism: A Netnographic Analysis of Tourists Engaging in Craft Based Tours in Jammu and Kashmir” by Asma Bashir and Bharti Gupta explores how the intangible cultural exhibits add value to tourism as an additional tourism product through netnographic analysis.

The second research paper titled “A Practical Approach for Tourism Development: Moderating Effect of Perceived Value of Tourism Development” authored by Ashok Singh and Nikita Maheswari argues in favor of the perceived value of tourism development to influence the quality of life domain perceived by residents, their life satisfaction, and their attitude towards tourism development and proposes a model which integrates perceived impact of tourism to perceived well-being, thereby integrating the sociological aspects with tourism.

The third research paper “Bird-watching and Wildlife Tours: Alternative Tourism Escalates Niche Tourism Markets? Aptness of Sarawak State, Malaysia” authored by Fency Sivadasan discusses about the significance of alternative tourism and its close relation to nature based tourism. Author further opines that niche tourism products such as bird watching and wildlife tours shall be an effective alternate to the existing tourism products. She also points out the various destination specific approaches followed across continents towards alternative tourism. She also proposes various models for alternative niche tourism with regard to the study area.

The fourth research paper titled “A Tourism Area Life Cycle (Talc) Study of the Kuruva Islands by Anjana A S and Stephen Mathews opines about the concept of tourism area life cycle, its significance with the tourism attraction. Kuruva Island, one of the major attractions of Waynad region in the Kerala state is subjected to learn its stage in TALC. Authors suggest appropriate strategies towards the development of the said study area on all its stages.

The fifth research paper named “Sustainable tourism in Gujarat- Views of

community” by Rajul Balmukund Mistry and Renuka Garg records the views of community members on sustainability tourism with different set of constructs to measure the opinions of the members of the particular region of Gujarat state of India. Authors also opine the community member response on impacts and proposed suitable model affecting sustainable tourism in region.

Lastly, the conceptual note by L.Thamarai on “Some Views on Alternative Tourism” shares useful input for the effective practice and implementation of alternative tourism. Inputs stand as an important criteria for policy formulation and shows major thrust on community members and redefining the existing meaning of tourism.

Finally, I am sure that the present issue is an interesting piece with short and crisp papers of the said theme, would entertain the readers and benefits the researchers of tourism besides energising the policy makers. I, on behalf of the Journal of Tourism family extend heartfelt thanks to our respectful reviewers and beloved subscribers for their continuous support and patronage showered on us.

A. Suresh Babu

Journal of Tourism
An International Research Journal on Travel and Toursim

Vol. XVIII, No.-2, 2017

ISSN:0972-7310

Contents

S.No	Research Paper	Author	Page
	Editorial Note		
1	Intangible Cultural Heritage and Experiential Tourism: A Netnographic Analysis of Tourists Engaging in Craft Based Tours in Jammu and Kashmir.	Asma Bashir Bharti Gupta	1-18
2	A Practical Approach for Tourism Development: Moderating Effect of Perceived Value of Tourism Development	Ashok Singh Nikita Maheshwari	19-29
3	Bird-Watching and Wildlife Tours: Alternative Tourism Escalates Niche Tourism Markets? Aptness of Sarawak State, Malaysia	Fency Sivadasan	31-47
4	Tourism Area Life Cycle (TALC) -A Case Study of the Kuruva Islands	Anjana A S Stephen Mathews	49-62
5	Sustainable Tourism in Gujarat Views of Community	Rajul Balmukund Renuka Garg	63-81
6	Some Views on Alternative - Tourism	L. Thamarai	83-84
7	Seminar proceedings		85-86
8	News and Views		87-93
9	Call for Papers		95-97

All rights reserved. No part of this publication may be reproduced, stored in retrieval system or transmitted in any form or by any means- electronic, electrostatic, magnetic tape, mechanical, photocopying, recording or otherwise, without the written permission of the publisher.

Key Words

Intangible culture,
craft, authenticity,
experiential tourism

Intangible cultural heritage and experiential tourism: A Netnographic Analysis of tourists engaging in craft based tours in Jammu and Kashmir

ASMA BASHIR
BHARTI GUPTA

Department of Tourism and Travel Management
School of Business Studies, Central University of Jammu, India

Abstract

The research focuses on how tourism is co-produced between the informal environment and individual tourists using a case of traditional craftsmanship of Pashmina craft of Jammu and Kashmir. The purpose is to identify the elements that make tourists' cultural encounters (serendipitous or planned) experiential. The research therefore attempts to add to the existing body of knowledge by exploring the basic question of '*what makes cultural tourism based on intangible culture experiential?*' Cultural tourism and crafts tourism encourage staging of experiences, however this study attempts to understand how a tourist innovates and interprets everyday life of a destination to achieve authentic experiences that are characteristic of a destination. The data has been analysed using netnographic analysis of 20 travel blogs. The results of this study have implications in marketing of craftsmanship as an intangible cultural resource.

INTRODUCTION

Tourism based on intangible cultural resources has received increased attention in its ability to provide sustainable and meaningful tourism experiences. Intangible Cultural Heritage (ICH) is embodied in those practices, expressions, knowledge, and skills, as well as in associated objects and cultural spaces, that communities and individuals recognize as part of their cultural heritage. This global wealth of traditions has become one of the principal motivations for travel, with tourists seeking to engage with new cultures and experience the global variety of performing arts, handicrafts, rituals, cuisines, and interpretations of nature and the universe. Intangible culture is at the heart of experiential forms of tourism. While there have been studies stressing on 'sustainability' (Du Cros, 2001; Zhang & Cheng, 2008), 'safeguarding' role of tourism based on intangible culture, very few studies emerge which have studied the experiential tourism based on intangible culture from a tourists' perspective. Intangible cultural heritage not only represent inherited traditions from the past but also contemporary rural and urban practices in which diverse cultural groups take part.

The 19th century grand tour and modern experiential tourism has one aspect in common. The individuals are motivated by the need to learn about 'other' cultures. However post-modern tourists engage in cultural tourism in search of their 'authentic self' through their consumption practices which are not necessarily through formal learning and elitist in nature. Cultural creativity is often associated with the 'high' culture, often elitist in nature. The highbrow notion of culture has manifested in the destination development strategies, which encouraged culture-led, culture-based tourism development.

This strategy of development was popular in 1990's and other destinations were quick to pick up on their success as cultural tourism destinations. However, the downside to this strategy became apparent as it led to homogenisation of cultures and serial reproduction of culture (Richards and Wilson 2006). To counter this marketing professionals as well as academicians began to propose alternatives and called for a 'creative turn' in tourism. Tourists may experience creativity as a background within which their experiences are set or it may be the focal point of their experiences. Creativity in tourism is more than the old wine in new bottle narrative and it is an extension to cultural tourism which emphasises the democratisation of cultural tourism. Creative tourism embraces the folk, everyday, contemporary and 'high' culture. This encourages the participation of communities which are otherwise excluded from the narrative of high-browed culture. Embracing creativity in tourism encourages the diversity of culture with an emphasis on intangible culture. United Nations Cultural, Scientific and Cultural Organisation (UNESCO) acknowledges the dynamism of culture and emphasises that other than the material culture it also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. Although crafts are tangible cultural products, UNESCO categorises traditional craftsmanship as intangible culture. While fragile, intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for

other ways of life. The present study therefore explores how tourists engage with the intangible culture and construct their experiences in Jammu and Kashmir - one of the Himalayan states of Indian subcontinent.

TOURISM EXPERIENCES

Considering various tourism typologies and their continued debate, one can say that the specific character of tourism experience is derived from the change that is experienced as a result of altering habitual, temporal and spatial structures. Although people's needs vary and so does their quest of experiences. In a study conducted by Csikszentmihalyi and Hunter in (2003), showed that time spent on leisure and tourism has become an important measure of measuring quality of life. Urry states (1990) the increasing culture of tourism that we live in today i.e.; tourism has become a way of life and accessible to most people, people have more liberty to come loose from their already established spatio-temporal constraints. This is supported by Richards (1999), by indicating the shift in focus of tourism consumption away from the physical goods towards services and experiences. Therefore the quality of life is being judged in terms of access to those experiences. Tourism, is different from other industries in the sense that its core product is essentially intangible in nature i.e.;-experiences

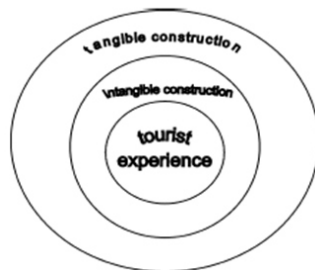
Cohen (1979) in his phenomenological study of tourists proposed five types of tourist's experience mode: *Recreational*, *Diversionary*, *Experiential*, *Experimental* and *Existential*. Tourist in recreational mode of travel is thrives on pseudo-events and authenticity is irrelevant to him. The diversionary mode of tourist experience, is similar to the recreational, except that it is not 'meaningful', even in an oblique sense. It is the meaningless pleasure of a centre-less person. Tourist, in order to escape from

their *inauthentic* lives, they look elsewhere for authentic experiences and assumes an experiential mode. A tourist in experiential mode observes the authentic life of others however doesn't accept their authentic ways of life or get 'converted' into their way of life. Experimental tourist on the other hand, engages in the authentic life of others but refuses to fully commit himself to it. In other words, in the search for himself, he samples and compares different alternatives hoping eventually to discover the one that suits his particular needs and desires. Tourist in existential mode take an extreme

form of religious quest who is fully committed to the authentic life of the elective 'centre' he chooses to be associated with and eventually to 'convert' into.

The role of tourists in experience creation is reiterated further by Azevedo, 2009; Eraqi, 2011 who point out that tourism experiences allow visitors to do things as active participants rather than just look at them as mere spectators and engage in actions for self-development, explore multisensory ecosystems, and connect to the host communities (Binkhorst and Den Dekker, 2009; Buhalis, 2001;).

Fig 1: Experiential Cultural Tourism



Source: Prentice, R. (2001). Experiential cultural tourism: Museums & the marketing of the new romanticism of evoked authenticity. *Museum Management and Curatorship*, 19(1), 5-26.

ABOUT THE AREA OF STUDY

Jammu and Kashmir, situated between 32° 17' N and 36° 58' N latitudes and 73° 26' E and 80° 30' E longitudes, constitutes the northern most extreme part of India. It consists of three regions - Jammu, the Kashmir valley and Ladakh. Jammu is famous for its temples, while the Kashmir Valley is known for its lakes and gardens and Ladakh is famous for its rugged landscape and Buddhist culture. **Srinagar** is the largest city and the summer capital. It lies in the Kashmir Valley on the banks of the Jhelum River. The natural beauty and picturesque locations have made it a favoured destination for tourists across the world. The road distance between New Delhi, the capital of India to Srinagar is 914

km, while the aerial distance from New Delhi to Srinagar is 642 km. It is accessible via road, and air.



Source: Maps of India

Srinagar city is spread on an area of 294 Km square. As per provisional reports of Census India, population of Srinagar in 2011 is 1,180,570; of which male and female are 618,790 and 561,780 respectively. Although Srinagar city has population of 1,180,570; its urban / metropolitan population is 1,264,202 of



Source: Maps of India

TOURISM IN JAMMU AND KASHMIR

Tourism belongs to the tertiary sector commonly known as service sector and is an important sector which plays a great role in the economic development of J&K. This sector includes sub sectors like hotels and restaurants, transport, storage and communication, banking and insurance, real estate, ownership dwellings and business services', Public administration. The tertiary sector witnessed fastest growth among the three sectors, during 2004-05 to 2015-16, witnessing growth at a CAGR of 12.2%. The growth was driven by trade, hotels, real estate, finance, insurance, communications, transport and other services. The state has huge sources and triggers for attracting tourists. As per the figures released by the state tourism department, 12,99,112 tourists, both foreign and domestic visited the state in 2016, compared to 9,27,815 tourists in 2015. During the year 2016-17, 12,74,596 domestic and 24,516 foreign tourists visited the state.

which 667,203 are males and 596,999 are females. The city of Srinagar is situated at the centre of the Kashmir valley. It is the second most populous district in the Indian state of Jammu and Kashmir, after Jammu District and is also the summer capital of Jammu and Kashmir.

Parameters	Jammu & Kashmir
Capital cities	Summer capital – Srinagar Winter capital – Jammu
Geographical area (sq km)	222,236
Administrative districts (No)	22
Population density (persons per sq km)	124
Total population (million)	12.5
Male population (million)	6.6
Female population (million)	5.9
Sex ratio (females per 1,000 males)	889
Literacy rate (%)	68.74

Source: Planning & Development Department, Government of Jammu & Kashmir, Census 2011

J&K expects to witness 22.7 million tourist arrivals (India Brand Equity Foundation, Government of India, IBEF).



Source: Maps of India

The Tourism sector in the State's economy provides direct and indirect employment to various service providers i.e. guides, ponywallas (pony rider), sledgewallas (sledge rider), travel agents; jobs in hotels/houseboats. It provides impetus to allied sectors like Handicrafts, Handlooms and Transport, Indirect and income augmentation activities for the people in vicinity of established resorts i.e. Gulmarg, Pahalgam, Sonamarg during peak tourist seasons, showcasing state's unique and rich cultural and heritage assets. The Handicrafts and Handloom Sectors occupy an important place in the economy of the State. These Sectors engage more than 0.41 million people as Artisans and Weavers the export of the Handicrafts and Handloom items during the financial year 2015-16 has been of Rs **10594.1** million (J&K, Economic Survey Report 2016-2017). In Pashmina shawl trade more than 0.3 million weavers are making their livelihood (J&K, Economic Survey Report 2010-2011 p.361). Kashmiri shawls were well-known exports within Asia and moved through established trade networks linking international areas of demand long before the shawls became European commodities.

Kashmiri shawls are mainly of three types wool, *pashmina* and *shatoosh*. Woollen shawls are cheapest in price within reach of the most modest budget, and *shahtoosh* being a one-in-a-lifetime purchase. Many kinds of embroidery are worked on shawls, however it is on pashmina shawls that Kashmir's most exquisite embroidery is executed, sometimes covering the entire surface, earning it the name of '*jamawar*'. Motifs, usually abstract designs or stylised paisleys and flowers are worked in one or two, and occasionally three subdued colours. The fineness of the workmanship and the amount of embroidery determines the value of the shawl. The fineness of embroidery and raw material in the shawl represent a way of life of Kashmir. The

Kashmiri shawls have increasingly gained the attention of tourists, both domestic and international, interested in Kashmir heritage. For tourists visiting Kashmir, pashmina shawls is almost always a 'must-buy', a very popular souvenir and an authentic rendition of Kashmir's cultural landscape.

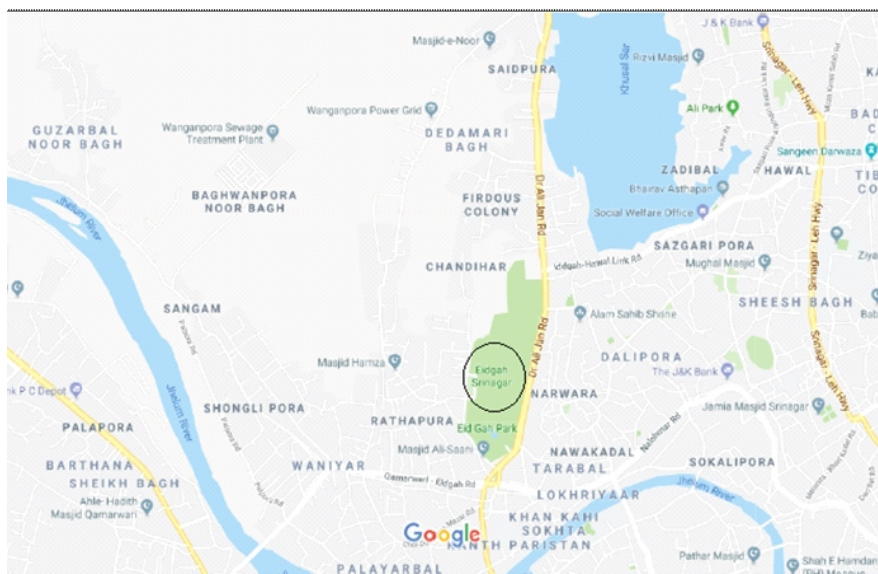
ABOUT PASHMINA

The present study is based on the traditional craft of Pashmina shawls made by artisans based in Srinagar city, summer capital of Jammu and Kashmir State of India. *Pashmina* is the name of the finest handmade woollen fabric made from the soft, downy undercoat that grows on the neck and belly of the Himalayan mountain goat, *Capra Hircus* primarily found primarily in the Ladakh region of the state Jammu and Kashmir. The raw fibre is called *Pashm*. when woven it is called *Pashmina*. The raw *Pashm* is made available to the weavers located at different places like Kashmir and Basohli of Jammu region of the state. The Pashmina shawls woven in the Kashmir region are famously known Cashmere (as called in the West). What makes Kashmir *Pashmina* shawl superior to any other is not just the fineness but the intricate and highly skilful and beautiful art work of embroidery called locally as "*sozni*" (Kashmiri needlework). The craft of Kashmir *Pashmina* has been awarded Geographic Indication (GI). A geographical indication establishes the link of particular goods with their specific geographical origin and possesses qualities, reputation or characteristics that are essentially attributable to that place of origin. The historic origin of Pashmina begins in 14th century with the advent organised Islam to Kashmir by Sufi saint Mir Syed Ali Hamadan. Along with him came new ideas, arts, crafts, and architecture too. The Syeds made various settlements belonging to different arts and

crafts in Kashmir and were named after the trade and craft they belonged to. These settlements exist even during present times and represent the living heritage of the art and craft of Kashmiri *Pashmina*. Historically speaking, this craft is over six centuries old. In 1796, Abdullah Khan, the Afghan governor of Kashmir, gave an exquisite Pashmina shawl to Sayyid Yahya, a guest from Baghdad, who in turn presented it to the khedive of Egypt. So

impressed was the khedive with this exotic work of art that he gave it to Napoleon Bonaparte, who presented it to the future empress Josephine. From that time on, Pashmina has enraptured Westerners, with European royalty and wealthy women including these shawls as an essential part of their wardrobes.

The Pashmina products cluster is mainly concentrated in Eidgah area of district Srinagar of Jammu and Kashmir.



The constituent areas of the cluster include Zoonimar, Saidapora, Firdous colony, Khaiwan, Rathpora, Ganderpora, Laigerdora, Shaheed Mazaar, Wanganpora, Bagwanpora, Waniyar, Narwara, Wantpora, Tangbagh, Armpora and Merjaanpora. Pashmina craft in the Eidgah cluster has a history of around 600 to 700 years.

The people of the cluster have been dedicatedly involved in the manufacturing of plain and embroidered pashmina

products for all these years. However, the mechanisation of the process of shawl making has created competition and many communities have lost their livelihoods, and some have even stopped to pursue the craft. This has hit traditional *Pashmina* shawls industry and has encouraged the growth of counterfeit *Pashmina* in the market. The craft is now dying a slow death, as the future generations do not see it as a profitable endeavour.

Fig 2: Basic Information of the Craft Cluster

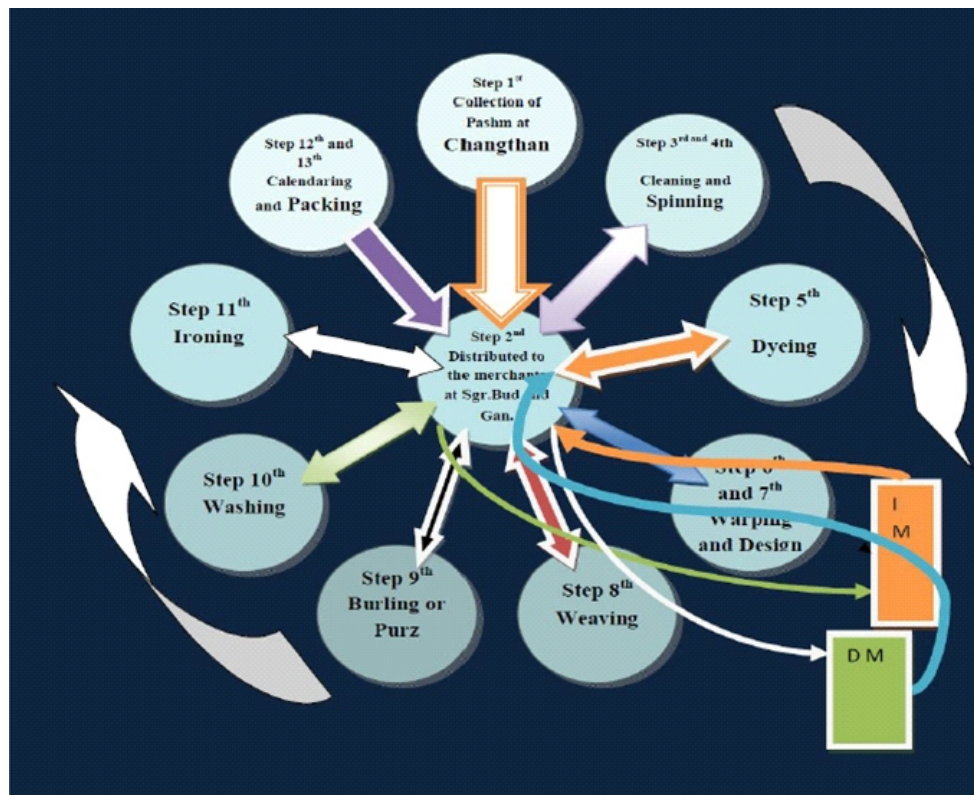
Exact Location of Cluster	Latitude : 34.097910 Longitude: 74.791855
Spread of Cluster	5 –7 km
Age of Cluster	600–700 Years for Plain Pashmina 15 Years for Kani
Artisans Profile:	
• Raw Material Procureres	15
• Spinners	20,000
• Weavers	5000
• Barengur	150
• Naqqash (Designers)	11
• Dyers	10
• Clippers	200
• Washermen	100
Aggregate Investment (Rs. Crores)	3.29
Estimated Turnover (Rs Crores)	786
Machine interventions in cluster:	
• Dehairing Units	300
• Spinning Units	20
Product Mix	Plain Pashmina, Embroidered Pashmina, Kani Pashmina
Major stakeholders	<ul style="list-style-type: none"> • Raw Material Providers. • Poiwanies. • Dehairing Units • Spinning Units/Women Folk • Naqats/warp Dressers • Barengur/Warp Threaders • Weavers • Dyers • Clippers • Artisan Manufacturers • Traders • Trader Manufacturers • Exporters

Source: Report on Eidgah Pashmina cluster, Craft Development Institute, Srinagar.

Fig 3: Traditional Method of Making Pashmina Shawls in Kashmir



Fig 4: The Process of Making Kashmiri Pashmina Shawls



Source: Sheikh, F. A. (2014). Community innovations in the informal sector: Study of Kashmiri Pashmina shawls. *New Delhi: Centre for Studies in Science Policy, Jawaharlal Nehru University.*

The process of making plain pashmina shawl is a time consuming and laborious task which entails at least 14 steps. Each task is performed by communities specialised in that task, for example dyers constitute a specific community and are called '*Rangrez*', burling is done by '*purzgar*' so on and so forth. Intricate embroidery is done on plain pashmina goods to add value. Depending upon the type, span, colours and designs used the price of a shawl is determined. Given the amount of time and labour that making of a pashmina shawl involves, the prices are usually steep because of their artisanal value.

THE PROBLEM STATEMENT

Crafts are a manifestation of craftsman's creative self. Their work is a representation of the cultural landscape of a place and is inevitably an existential activity of self (Peter Dormer, 1997). In tourism, crafts are often studied from an economic and utilitarian perspective and very little attention has paid from social perspective. While intangible culture has been explored from the perspective of sustainability dimension and cultural heritage management emphasising on protection and conservation of culture, the process of tourists' construction of experiences based on intangible culture is under-researched

and very little is understood from the tourists' perspective. The present study attempts to identify these constructs using an example of traditional craftsmanship therefore addressing the question 'How tourists construct experiences based on intangible culture?'

WHY TRAVEL BLOGS?

Travel blogs are a manifestation of travel experience (Pan et al, 2007). Marketing research based on online communities is called "netnography" (Kozinets, 1998) which is increasing in its popularity as a qualitative method of research. Because an increasing number of consumers share their experiences online with other people through blogging, travel blogs provide an massive amount of data for destination marketing organisations (DMOs) to understand tourists description of experiences at the destinations and their attitudes towards them (Wenger, 2008). The travel blogs are similar to a form of diary, and a digitised form of 'word of mouth communication'. It has been argued that the growth of blogging sites has facilitated discussions which impact consumer's decision making, affect destination images and even a reversal of power in communication networks by putting traditional information suppliers at a backseat (Wenger, 2008). Researchers (Nardi, Schiano, Gumbrecht, & Swartz, 2004; Pan et al., 2007; Volo, 2010), argue bloggers are often driven by intrinsic motivations and are completely unplanned, authentic and relatively without researchers interpretation and descriptions of travellers' true tourist experiences. Travel blogs are useful for collecting emic (insider's) interpretations of travel experiences which tourism managers can use to improve visitors' destination experiences (Martin & Woodside, 2011). Besides its usefulness in business and marketing of tourism destinations, travel blogs offer a deeper understanding of bloggers' production and

consumption of tourism products (Bosangit, et al.). In addition the authors have also examined tourist blogs to understand how tourists construct order and meaning making process of their travel experiences.

METHODOLOGY

The study is qualitative in nature and adopts an interpretive netnography approach to explore what tourists reveal in their blogs after taking a craft tour and identify what makes it experiential to them. Netnography, is a web-based research technique developed by Robert Kozinets within the framework of consumer research (Kozinets, 1997, 1998, 1999, 2002, 2006; Kozinets, Hemetsberger, & Schau, 2008) cited in Mkono, M. (2012). Although in its infancy, it has in recent years been adapted to various research areas (Dwivedi, 2009; Kozinets, 1997, 1998, 2002, 2006; Langer & Beckman, 2005). Netnographic research involves searching for and analyzing relevant computer-generated data to address identified research questions, however the authors couldn't locate any netnographic studies which examine the tourist experience of engaging in craft based tours. In that sense, this study is unique and adds to the existing body of knowledge.

Sampling: A purposive sample of 20 independent travel blogs written by tourists who have visited a Pashmina craft workshop and documented their experiences online on personal weblogs provided the interpretive data for the current research. The sample for this study was drawn by performing a search query on Google Blogs using key words such as Kashmir, travel, Pashmina, craftsmen of Kashmir and other combination of keywords. A blog may contain videos, comments by other users, pictures, however for the purpose of this study only the textual content was selected for analysis.

Thematic inductive analysis was employed to identify the themes of experiential cultural tourism. Initial codes were

classified under categories and the themes were developed by merging and rearranging these initial categories and comparing and contrasting them based on their similarities and differences. The data has been hand analysed systematically via coding in three stages (open, axial and selective coding).

RESEARCH FINDINGS

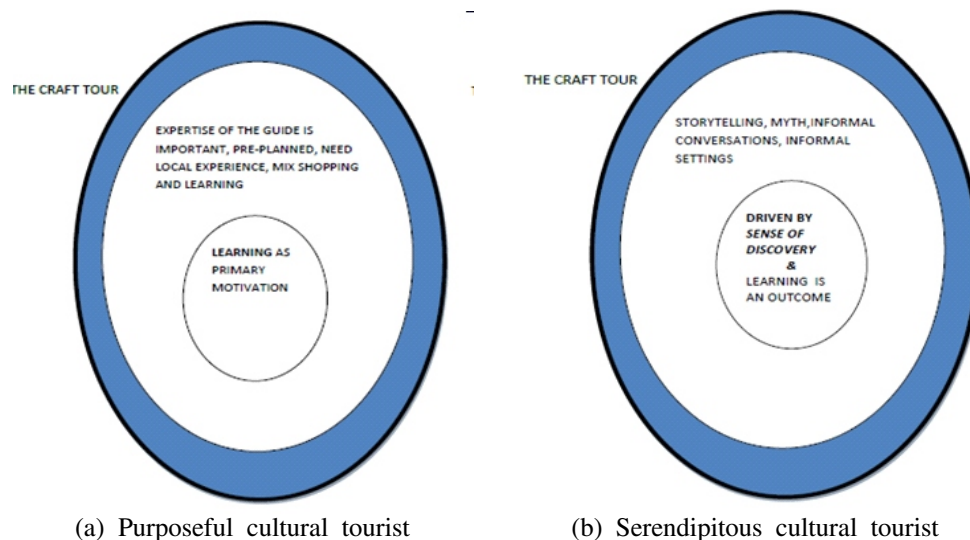
While determining the typology of the tourists involved in the craft tours was beyond the scope of this paper, it was deemed useful to mention that two types of cultural tourists emerged among the participants of craft tours. Such categorisation helped in refining the understanding on the behaviour of tourists visiting the craft workshop. The tourists identified were categorised according to the typology of cultural tourists proposed by

Du Cros, B. (2003) as (a) purposeful cultural tourists and (b) serendipitous cultural tourist.

While the tourists who visited the workshop had similarities in the way they constructed their experiences (depth) and had written their experiences, the two categories differed on following grounds

- Purposeful cultural tourists had planned their trip through a travel consultant and signed up for the tours before reaching the destination (Pre-trip). They were strongly motivated by the desire to learn and gain a cultural experience true to destinations' stereotypical characteristics.
- Serendipitous cultural tourists on the other hand were dominated by their sense of discovery and exploring the unknown and learning was an outcome

Fig 5: Categorisation of Cultural Tourists (Author's Conceptualisation)



Based on the analysis, following themes have been recognised.

1. Informal interaction
2. Informal Settings
3. Perceived Novelty
4. Mindfulness.

THEME 1: INFORMAL INTERACTION

This theme represents the informal interactions such as conversations with the guide, driver, locals, artisans etc. The content of these conversations reveal tourists interest and their curiosity in the craft. The people they met along their travel had a significant role to play in shaping their experience. As one of the tourist wrote on her blog: *'It was our first morning in Srinagar when we met a tuk-tuk driver who insisted that we go with him for the local sightseeing. We resisted but gave in to the promise of him showing us parts of the city which "no one else does" and the journey with Manzoor Autowala began'- Sneha, Mygolablog.*

These people may or may not directly be a part of tourism system. Interactions with locals such as tour guide, passerby, friends, driver, and salesman sparked their interest in participating the experience. Another one describes his interaction as follows:

'This guy was a party in himself; wherever he went he knew someone or the other. He managed to take us into the homes of craftsmen of all trades' Tripoto

'A shopkeeper asked us to seek out the craftsmen's houses to see the carpet making. Manzoor, it turned out, did know his city well. He weaved through endless mazes and to the very bowels of the city. All along the way, I had my fingers crossed; I had always loved those Pashmina and the Sozni shawls'- Tripoto

What is more important from the perspective of this paper is how tourists construct their experiences when engaging with artistic creativity. The blogs have description of interaction with the craftsmen and revealed about the role of a tourist while engaging with the craftsmen. As one of the tourist notes:

'To see it so close is both beautiful and heartbreaking: beautiful because it is, and heartbreaking because of the way each man cradles the length of pashmina in his arms, letting it fall around his legs; heartbreaking because there is something gestational about spending so long creating one object.'- Hanyah, personal Weblog

'I am thinking of the aggregate hours of work, many thousands of them, which are woven in its soft folds'. Rosie Thomas, The Guardian blog

'We spoke of this and that - of crafts, the difficult times faced by craftsmen, of the wonders of Kashmir and its treasures (which, according to them was the culture and hospitality that far outshone the natural resources), of their experiences in selling the products within and outside India and so on' , 'For a family that won numerous accolades over the years, they feel that the applause is not good enough to prevent this art from dying.' Anjali Rao, personal weblog

'The master craftsman must sit with the shawl for six hours every day to create the colorful motifs that adorn the shawl. The floral patterns are so closely embroidered with silk threads that the pashmina base is barely visible'. "Since it takes up a really long time to finish one piece of work, the younger generation is not interested in pursuing it further"- Sheetal, personal weblog

Emotions such as excitement, happy, gloom, nostalgia were evoked during conversations.

'And I was wonderfully surprised to find many vestiges of that Kashmir on my recent return' 'It was entrancing to slip back into the sort of lake life I'd enjoyed as a child'.

The conversations were not limited to just the object or artefact, the tourists showed

interest in reading the artefact or craft object as a text. The weblogs had description of craft, its historicity, its challenges, workmanship, designs.. Because these interactions aren't governed by any conventions and depend on the creativity, skills and willingness of tourists to engage deeply, almost all tourists exoticised and romanticised the craft.

'but when you come to Kashmir to shop, you're in fact following a long tradition, one that began in the Mogul era, when the emperors began spending their summers in and around what is now Srinagar, in the region's east'. Tripadvisor

'But it is the motifs that contribute to the timelessness of the art. Ranging from flowers and fruit-laden trees to scenes from the royal court, the stunning designs hark back to an era of splendour and grandeur'.- Tripoto

'I am always attracted by their nature-inspired patterns and skillful use of colour. Flowers, trees, birds and animals inspire their papier-mâché, carved walnut woodwork, metal work, crewelled curtains and their woven and embroidered pashmina shawls'.- Break-away.in blog.

This was further deepened by the myth creation and storytelling about the craft, its historical aspects, artisans, designs, use of color, its relation with the natural environs etc.

'Behind the warnings of flash-mob and violence, Srinagar sits quietly with passionate stories waiting to be told'. 'It is always the personal stories that make travel worth everything that it is. I am a proverbial vagabond always in search of that authentic experience'. Sneha, personal Weblog

Not all tourists had come to buy shawls but just gain a 'local', 'authentic', 'non-touristy' experience, thus suggesting at the tourists'

search for experiential authenticity, through direct experience. Again, for such tourists, watching craftsmen work in their creative milieu was described, *spiritual, life-altering, moving, beautiful, soft, creative, painstaking, artistic* etc. Such descriptions of the experience portray how aesthesis is provoked among tourists while coming in contact with authenticity. This is particularly why the blogs are helpful in understanding. Post-trip elaboration of the experience helps understand the tourist 'self' better as they reflect upon experiences. While tourism itself cannot determine the authenticity of the experience, tourists in such case constructed learned authenticity of their experience.

THEME 2: INFORMAL SETTING

This theme represents the sense of place. It includes those dimensions of informal environment which were described by the tourists in their experience creations. The experience was shaped by the people, places, stories, myths, feel of the place or the 'terroir', which includes history, local traditions and cultures, religion, industry, the natural environment, cuisine and arts, as well as attractions and events. Many blogs described the settings elaborately. This included the, workshop of craftsmen, the lanes leading to it, the sounds, history of the place and craft, landscape etc. and an extended hospitality of craftsmen at their home as well.

'The charming owners were our hosts, taking us (when little legs would allow) walking, pony trekking, fishing; cooking us meals gently infused with Kashmiri saffron and other spices; brewing us deliciously aromatic kahwa, Kashmiri-style green tea flavoured with cardamom and cinnamon' - Break-away.in blog.

The description the workshop settings have been discussed by many bloggers in their post-trip weblogs. Most of the tourists'

description of their experience included a keen observation of the physical setting of the workshop and describing the aura in the room, its light, colour, airiness, observation about the people, placement of objects etc. As one of the tourist expressed,

'Beigh was renowned among pashmina cognoscenti for the quality and complexity of the work produced in its workshop, a large, airy, sunlit rectangle of a room directly across from its second-floor shop. Here, in this room, sat five men, each leaning against a wall, stitching designs on his own shawl. Here, too, all was silent, the only sound the barely audible pluck and whoosh of a length of silk thread being pushed and pulled through wool' ; *"These artisans are in a state of meditation,"* - Hanya Yanagihara, Condé Nast Traveler

It is a modest looking two-storied house with six rooms. The top floor has two huge rooms that serve as the workshop. One of the rooms holds the finished products. There is no furniture in the work room except for wooden cupboards that store the silk threads and shawls. Anjali Rao, Reuters Blog

Another one described:

'Climbing up the stairs of the house Manzoor took them to, Sneha walked into the Beigh family a massive sized room where three men sat quietly working on their craft. Unassuming and smiling by the window was the oldest of the three. The walls were covered to it's last inch with framed certificates, medals and trophies. There were photographs of the Presidents of the country and others giving away awards and recognition to each of these men. Ali Muhammad Beigh is the old wizard of craftsmanship weaving silk into some of the most gorgeous shawls in the world'.

'We climbed up a few flights of stairs to enter a large, many-windowed room with a threadbare carpet covering the entire floor. There was a basket of yarn in one corner and a large mass of old threads hanging on the opposite wall. This was all the equipment in the karkhana!'- Sujata, personal Weblog

'Back in Srinagar I enjoyed an absorbing morning tour around the venerably tumble-down city. As we visited mosques and browsed markets, she explained how craftsmanship is inherent in Kashmiri culture'- Saloni Goyal, Tripoto

Watching the craftsmen working in their organic environment help tourist to contextualise the work of artisan as well as lend a sense of authentic experience. Informal settings catalyse informal conversations which are expressively written in the weblogs. The conversations often go beyond the object of craft and extend into the social life of craft. The informality of the atmosphere allowed of self-expressiveness of both tourists and the toured.

THEME 3: PERCEIVED NOVELTY

Both purposive and serendipitous tourists sought a novel experience, something out of ordinary. Some described the experience as off-beat; local experience and some described it as unique experience. The sense of adventure was evident in the narratives describing the location hard to find adding to the sense of discovery.

'We ventured deep into the streets of Srinagar', 'trying to find authentic products even within Kashmir is quite a job'. The veggie wanderer, Tripoto

It was a bout of the ordinary and was threatening to remain that way when came the weavers; We told him it wasn't working and that's when the magic happened. He took us to a tiny little place where we could see people

*making Kashmiri carpets and rugs.-
Hymakar, personal weblog*

*'The Beigh family 'karkhana' (a factory)
was in a small lane flanked by large
houses which had no names or signs
anywhere!'* Shubh Yatra

THEME 4: MINDFULNESS

The tourists engaged all their sense in their experience creation. The tourists were conscious of settings and responsive. While the experience may not have included the actual learning of the craft, active listening, observation and participation helped co-creating of experience. Experiencing the craft in its original setting allowed a multisensory engagement with the surroundings. The informal settings allowed tourist to be more self-expressive, exhibit curiosity, ask questions, and observe more, than just being mere receptors of information. The creative milieu at the workshop is discussed elaborately describing the atmosphere juxtaposing it with their inner feelings often reflecting upon the creative abilities of the craftsmen. The smell of food, silence or rhythmic *clickety-clack* of the looms, explosion of colors, and softness of the fabric were frequently described by the tourists.

*We sat down and over cups of kehwa (a
Kashmiri spice-rich tea) and biscuits,
spoke of this and that'* Saloni Goyal,
Tripoto

The atmosphere in the room was described as creative, spiritual, transcendental.

*The melancholia hung heavy in the hall,
but breaking the silence was the
rhythmic "clickety clack" of machines
in resilient motion. I followed the sound,
and there, in one corner of the shed,
under the glow of naked bulbs, 'The
sounds of the spinning, dyeing and
cleaning of silk threads emanated
unabated from the other halls'.* Harriet
Brian- the Chronicle blog.

'There's also something deeply moving,

*even majestic, about witnessing this
work and something about the silence
of the room, the almost palpable
collective concentration of the men,
makes the place seem more like a
temple than a workshop. I mentioned
this to Renuka, and she said that what
I was sensing was in fact a kind of
transcendence, a moving to another
realm that is possible only through
this delicate, difficult, exacting work'.*
Hanya, Condé Nast Traveler

DISCUSSION OF THE RESULTS AND IMPLICATIONS

This study used published travel blogs narratives in order to understand how tourists construct experiential elements while engaging in a craft tour. The results suggest that tourists perceive an experience authentic if it happens in its organic and natural settings. As it appears from the data, most of the bloggers wrote about the craftsmen, their work in their original setting which added to their understanding of authentic and learning experience. Furthermore, informal conversations add to the heightened sense of curiosity and act as a precursor to the experience creation. The importance of storytelling and myth creation around a product is an important factor in creating memorable tourism experience. Storytelling and myth creation has important marketing implications for cultural experiences. Cultural tourism as mentioned earlier is marked by the consumption of emotions, therefore use of myths, history, emotions have serious implications on marketing of experiential tours based on intangible culture. While these two themes are externally governed the theme mindfulness describes the level of involvement of tourist in an experience. Mindfulness is defined as "a flexible cognitive state that results from drawing distinctions about the situation

and environment". When one is mindful, one is actively engaged in the present and sensitive to both context and perspective (Carson and Langer, 2006). Mindfulness theory of Langer has been applied in tourism (Moscardo, G., 1996, 1999; Frauman, E., & Norman, W. C., 2004; Dutt, C., 2011; Van Winkle, C. M., & Backman, K., 2008) and the evidence consistently shows more effective learning, better memory, and enhanced feelings of self worth, greater creativity positive evaluation of experiences. Mindfulness is necessary condition for tourists to learn, for increased awareness and changes in attitudes and behaviours. Setting mindfulness is the first step into what McIntosh (1999) calls insightfulness, which refers to personal meanings, sense of place, and appreciation that tourists can derive from their experiences in heritage environments. This is supported by the present study whereby the description of *aura* in the room, people, culture, *streetscape* and *landscape* added value to the tourists' experience. McClinchey and Carmichael (2010) point out that the sense of place that coalesce the spatial ,physical aspects of a setting with the meanings that people attach to it can be reflective, and both nostalgic of the past and anticipatory for future experiences. Further, tourist experiences based on intangible culture is a *multisensory* and involves tourist's sense of smell, sight, touch, feel, and cognitive capacities. This theory is perceptive in analysing the process of co-creating a participative tourism experience and the behaviour of a experiential cultural tourist.

Additionally, experiential cultural tourists seek *novelty* in experiences and therefore engage in off-beat and local experiences that are characteristic of a destination. These bloggers reported that experiencing something new or unique is more memorable than the mundane tourism experiences. Such narratives covered a

broader range of experiences, such as experiencing something for the first time or simply encountering experiences that evoke *emotions*, allow *self-expression*, *self-discovery* active involvement in other words experiences are co-created between tourists and the toured within an informal environment. The results of the study emphasise the role of informal settings and the need to take an organic approach towards experience creation, thus restating the role of tourism merely as a facilitator of experiences and allowing tourists to perform a larger role within the complex tourism experience network. Therefore, to answer the question how do tourist construct experiences based on intangible culture which they perceive as authentic, following dimensions may help broaden its understanding.

- Aura
- Multisensory
- Emotions
- Novelty
- Self-expression
- Self-discovery.
- Mindfulness
- Learning

From a practical viewpoint, these experiential dimensions offer tourism marketers insights for delivering authentic and engaging experiences for their visitors/clients. For example, travel agents and tour operator companies can incorporate these experiential dimensions into their tourism products so that their clients will have more authentic experiences. Additionally the finding of this study suggests the importance of storytelling and myth creation around an artefact which may be used as a great marketing tool for placing experiential tourism based on intangible culture. According to Regional Tourism Satellite Account Jammu & Kashmir (2009-10), among the total intrastate domestic trips,

shopping trips constitute 0.7%. The average per-trip expenditure incurred during domestic trips in J&K was Rs. 2075. The per-trip expenditure is the highest for shopping trips (Rs. 8532) followed by leisure trips (Rs 7858). Clearly, there is a good opportunity for promoting handicrafts of the destination by tapping the high spending tourist market. However, a better marketing strategy which incorporates shopping with innovative tourism experience could attract more tourists and promote development of handicraft industry.

LIMITATIONS AND FURTHER OPPORTUNITIES OF RESEARCH

There are several limitations of the present study. Firstly, the generalization of results to a wider population is limited due to the

exploratory nature of the study. However, the primary purpose of the study was to obtain rich descriptions of tourists' perception of experiential elements of tourism based on intangible culture rather than derive statistical insights into a limited number of variables. More quantitative research is proposed to reinforce these findings in order to make inferences for the wider travel community. Secondly, this study did not consider the demographic and socio-psychological factors when analysing due to the fact that such information is not generally published in blog sites. Thus, further investigations are recommended to test how construction of tourist experience of craft based tours can differ according to these demographic and socio-psychographic factors.

REFERENCES

- Azevedo, A. (2009). Designing unique and memorable experiences: co-creation and the surprise factor. *Internet source: http://cassiopeia.ipleiria.pt/esel_eventos/files/3903_10_best_paper_AntonioAzevedo_4bf562aed71a9*
- Binkhorst, E., & Den Dekker, T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2-3), 311-327.
- Bosangit, C., Dulnuan, J., & Mena, M. (2012). Using travel blogs to examine the postconsumption behaviour of tourists. *Journal of Vacation Marketing*, 18(3), 207-219.
- Buhalis, D. (2001). The tourism phenomenon: the new tourist and consumer. *Tourism in the Age Of Globalisation*, 69-96.
- Carson, S. H., & Langer, E. J. (2006). Mindfulness and self-acceptance. *Journal of Rational-Emotive and Cognitive-Behaviour Therapy*, 24(1), 29-43.
- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13(2), 179-201.
- Csikszentmihalyi, M., & Hunter, J. (2003). Happiness in everyday life: The uses of experience sampling. *Journal of Happiness Studies*, 4(2), 185-199.
- Dormer, P. (Ed.). (1997). *The Culture Of Craft*. Manchester University Press.
- Du Cros, H. (2001). A new model to assist in planning for sustainable cultural heritage tourism. *International Journal of Tourism Research*, 3(2), 165-170.
- Dutt, C. (2011). The role of mindfulness in tourism; Tourism businesses' perspectives of mindfulness. *29th EuroCHRIE*, 223.
- Dwivedi, M. (2009). Online destination image of India: A consumer based perspective. *International Journal of Contemporary Hospitality Management*, 21(2), 226-232.
- Eraqi, M. I. (2010). Co-creation and the new marketing mix as an innovative approach for enhancing tourism industry

- competitiveness in Egypt. *International Journal of Services and Operations Management*, 8(1), 76-91.
- Frauman, E., & Norman, W. C. (2004). Mindfulness as a tool for managing visitors to tourism destinations. *Journal of Travel Research*, 42(4), 381-389.
- Kozinets, R. V. (1997). "I want to believe": A netnography of the X-Philes' subculture of consumption. *Advances in Consumer Research*, vol XXIV, 24, 470-475.
- Kozinets, R. V. (1998). On netnography: Initial reflections on consumer research investigations of cyberculture. *ACR North American Advances*.
- Kozinets, R. V. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39(1), 61-72.
- Kozinets, R. V. (2006). *Netnography*. In R. W. Belk (ed.), *Handbook of Qualitative Research Methods in Marketing*, 129142. Cheltenham, MA: Edward Elgar Publishing.
- Kozinets, R. V., Hemetsberger, A., & Schau, H. J. (2008). The wisdom of consumer crowds: Collective innovation in the age of networked marketing. *Journal of Macromarketing*, 28(4), 339-354.
- Langer, R., & Beckman, S. C. (2005). Sensitive research topics: netnography revisited. *Qualitative Market Research: An International Journal*, 8(2), 189-203.
- Martin, D., & Woodside, A. G. (2011). Storytelling research on international visitors: Interpreting own experiences in Tokyo. *Qualitative Market Research: An International Journal*, 14(1), 27-54.
- McClinchey, K. A., & Carmichael, B. A. (2010). The role and meaning of place in cultural festival visitor experiences. *The Tourism and Leisure Experience. Consumer and Managerial Perspectives*, 59-80.
- McIntosh, A. J. (1999). Into the tourist's mind: Understanding the value of the heritage experience. *Journal of Travel & Tourism Marketing*, 8(1), 41-64.
- McKercher, B., & Du Cros, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, 5(1), 45-58.
- Mkono, M. (2012). Netnographic tourist research: The internet as a virtual fieldwork site. *Tourism Analysis*, 17(4), 553-555.
- Moscardo, G. (1996). Mindful visitors: Heritage and tourism. *Annals of Tourism Research*, 23(2), 376-397.
- Moscardo, G. (2009). Understanding tourist experience through mindfulness theory. *Handbook of Tourist Behavior*, 99-115.
- Nardi, B. A., Schiano, D. J., Gumbrecht, M., & Swartz, L. (2004). Why we blog. *Communications of the ACM*, 47(12), 41-46.
- Pan, B., MacLaurin, T., & Crotts, J. C. (2007). Travel blogs and the implications for destination marketing. *Journal of Travel Research*, 46(1), 35-45.
- Prentice, R. (2001). Experiential cultural tourism: Museums & the marketing of the new romanticism of evoked authenticity. *Museum Management and Curatorship*, 19(1), 5-26.
- Regional Tourism Satellite Account Jammu & Kashmir, 2009-10. Ministry of Tourism, Government of India.
- Richards, G. (1999). Vacations and the quality of life: Patterns and structures. *Journal of Business Research*, 44(3), 189-198.
- Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*, 27(6), 1209-1223.
- Sheikh, F. A. (2014). Community innovations in the informal sector: Study of Kashmiri Pashmina shawls. *New Delhi: Centre for Studies in*

Science Policy, Jawaharlal Nehru University.

Urry, J. (1990). *Tourist Gaze: Leisure and Travel in Contemporary Societies (Theory, culture and society)*. Sage Publications.

Van Winkle, C. M., & Backman, K. (2008). Examining visitor mindfulness at a cultural event. *Event Management*, 12(3-4), 163-169.

Volo, S. (2010). Bloggers' reported tourist

experiences: Their utility as a tourism data source and their effect on prospective tourists. *Journal of Vacation Marketing*, 16(4), 2973.

Wenger, A. (2008). Analysis of travel bloggers' characteristics and their communication about Austria as a tourism destination. *Journal of Vacation Marketing*, 14(2), 169-176.

Zhang, B., & Cheng, W. (2008). The Cultural Tourism and the Protection of Intangible Heritage [J]. *Human*

BRIEF PROFILE OF THE AUTHOR(S)

Asma Bashir is PhD. candidate at Department of Tourism and Travel Management in Central University of Jammu, India. The author's current research area is creativity and tourism development. Previous research work includes studying the relationship between artisanal creativity and tourism development. Her research interest also includes gender and tourism, tourism and wellbeing and critical tourism studies.

Email: phoenixasma@gmail.com

Corresponding Author

Dr. Bharti Gupta is Assistant Professor in Department of Tourism and Travel Management, School of Business Studies, Central University of Jammu, India. Her areas of research work include Creative Tourism, Spiritual tourism, Peace and Sustainable Tourism.

Email: brguptt@gmail.com

Key Words

Conceptual model,
life satisfaction,
perceived tourism impacts,
residents' perception,
tourism research.

Abstract

The paper argues in favor of the perceived value of tourism development to influence the quality of life domain perceived by residents, their life satisfaction, and their attitude towards tourism development at a theoretical level. Thus, the objective of the present study is to construct a conceptual model that creates a link between antecedents of perceived tourism impacts by local residents and attitude towards contribution to tourism development through life satisfaction. The proposition of the study model is developed fully based on extensive literature review of the resident's perception of tourist and tourism development. The model thus created integrates perceived impact of tourism (i.e. social, cultural, economic, and environmental) to perceived well-being (i.e. material, community, emotional and health and safety) and the effect of antecedents on consequence. The model proposes the local resident's perception of tourist and tourism development to influence their perceived impact of tourism as initial antecedents. The conceptual study provides theoretical augmentation through the creation of a new model of attitude towards contribution to tourism development from the local's perspective and would provide guidelines for future empirical research on the same.

A Practical Approach for Tourism Development: Moderating Effect of Perceived Value of Tourism development

ASHOK SINGH
NIKITA MAHESHWARI

Department of Tourism & Hotel Management
MLS University, Udaipur

INTRODUCTION

The significance of tourism has been recognized in both developed and developing countries and has been considered as an effective vehicle for economic development (Tosun, 2002). Tourism industry considered as a clean industry as compared to others. Tourism destination is a place where residents live in community and their life is involved in tourism activity. Researchers found tourism industry to have a direct impact on the economy of a nation (Tosun, 2002). Thus, tourism development and resident attitude is obtaining greater amount of attention from past few years. The locals can call development of tourism beneficial when it is well organized. Recently researchers have made intensive research on various aspects of tourism such as impact of tourism (Liu & Var, 1986; Haralambopoulos & Pizam, 1996; Thurot et al., 1978; Lankford & Howard 1994; Farrell and Runyan, 1991), perceived value of tourism, life satisfaction of residents (Wang & Pfister 2008; Dyer et al. 2007; Andereck & Vogt 2000; Ap 1992; Lankford & Howard 1994). However, less amount of research has been noticed on perceived tourism impacts on quality of life, life satisfaction, and attitude towards tourism development. Residents may have a different perspective of destination as compare to tourists; however, Interest of residents towards destination may be different. Therefore, it is very important to identify the factors affecting residents' perception of a destination (Prebensen 2007; Ap 1992) and its subsequent effects.

The present study thus intends to investigate the following research questions: Do perceived tourism impact from residents' view affect their well-being (including their life style e.g., material life, community life, emotional life, and physical life)? Does residents' life satisfaction have any influence on their attitude towards tourism development? What are the antecedents of perceived impact of tourism? Is the perceived impact of tourism on resident well-being

depending on the perceived value of tourism development?

The present study aims to develop a conceptual model to create a link between perceived tourism impact by local residents and their attitude towards tourism development through life satisfaction.

REVIEW OF LITERATURE

There are plenty of studies investigating the impact of tourism as a critical element of tourism development (McGehee & Andereck 2004) and destination development. Researcher focused majorly on the impact of tourism and found four dimensions of the same that are economic, social, cultural, and environmental. The impacts such as: economic, (income from tax, employment, tax obligation, inflation); socio-cultural, (revival of customs and rituals, increased communication and understanding between different culture, increment in crimes); environmental (includes safeguard of natural resources, parks and centuries, overcrowding, damage of wildlife).

In support of the above, it is found that tourism impacts can be used as the indicator for capturing community's quality of life. Usher & Kerstetter (2014) found tourism development to create positive perceptions of residents' to life satisfaction and argued that the residents' can manage negative effects.

Thus, perceived tourism impacts can be classified into four parts:

(i) Perceived economic impacts of tourism:

Liu & Var (1986) were one of the early researchers to discuss the concept of local residents' attitude to tourism impact and tourism development. They found residents' are normally happy with the monetary and social advantages, yet most of them remain confused about environmental advantages. Haralambopoulos and Pizam (1996) also found certain negative economic impact of tourism. They noticed residents' who were

getting monetary benefits from tourism, to have a positive attitude until the time monetary flow was existing. Residents' perception towards economic impacts of tourism could be considered as indicator of destination development.

(ii) Perceived cultural impact of tourism:

Thurot et al. (1978) considered tourism as a phenomenon of civilization that is something more than a financial phenomenon. Pearce (1995) considered tourism as a "cultural exploiter" and found tourism to create disturbances in the traditions and cultural system of the destination. Teo (1994) found cultural impact of tourism to have positive and negative aspects. Further, Ap (1992) explained the reason for positive and negative perception of residents' through social exchange theory and found cultural viewpoints to lead to residents' satisfaction or dissatisfaction. Besculides, Lee & McCormick (2002) explained tourism to have both positive and negative impact on residents' in society where resident normally share and protect their way of life and do not favor tourism. Therefore, cultural forces may favor or disfavor destination development.

(iii) Perceived social impact of tourism:

Similar to cultural impacts, the perception of how tourism affects society can be positive or negative. Tourism may advance facilities such as beautification, infrastructure, improved transport facility, education facility and in turn benefit the society (Liu & Var, 1986; Lankford & Howard 1994). There are some negative aspects of destination branding such as high costs of living, drug dependence, vandalism, fights, inappropriate behavior and wrongdoings etc. Some demographic variables such as contact with traveler, length of stay, age, and educational level and their language to influence on perceived impact of tourism. Doğan (1989) found socio-cultural affects such as;

lifestyle, routine, societal life, value and beliefs. These factors may lead to psychological tension. Thus, Doğan (1989) also cited negative social impact of tourism such as a decline in increment in crimes, distortion in customs, materialism, and overcrowding.

(iv) Perceived environmental impact of tourism:

Tourism-environment relationship has three aspects: physical environment, tourist facility, and infrastructure, tourist use of an area. Farrell & Runyan (1991) found environmental impact is also having both positive and negative aspect. On a positive note, tourism increases awareness of the need to safeguard the earth by preserving its beauty and expanding interests in the natural framework of the host nation. Tourism is generally considered as a clean industry with small amount of contamination issues contrasted with

different sorts of businesses (e.g., fabricating). Perdue, Long & Allen (1990) argued tourism as a "perfect" industry that enhances the beauty of the society and its environment. However, there are negative environmental impacts of tourism such as ecological contamination, the damage to physical assets, and the erosion of plants and shrinking of wild life.

However, the focus in the present study is on the local residents' perception of tourism and how does the perceived tourism impact affects their life. In addition, the present study would also explore how life satisfaction and attitude towards tourism development and how life satisfaction leads to attitude towards tourism development.

Development of the model propositions

In this section, the researchers try to propound nine propositions, backed by relevant theory. They are as under with the discussion part on theory building.

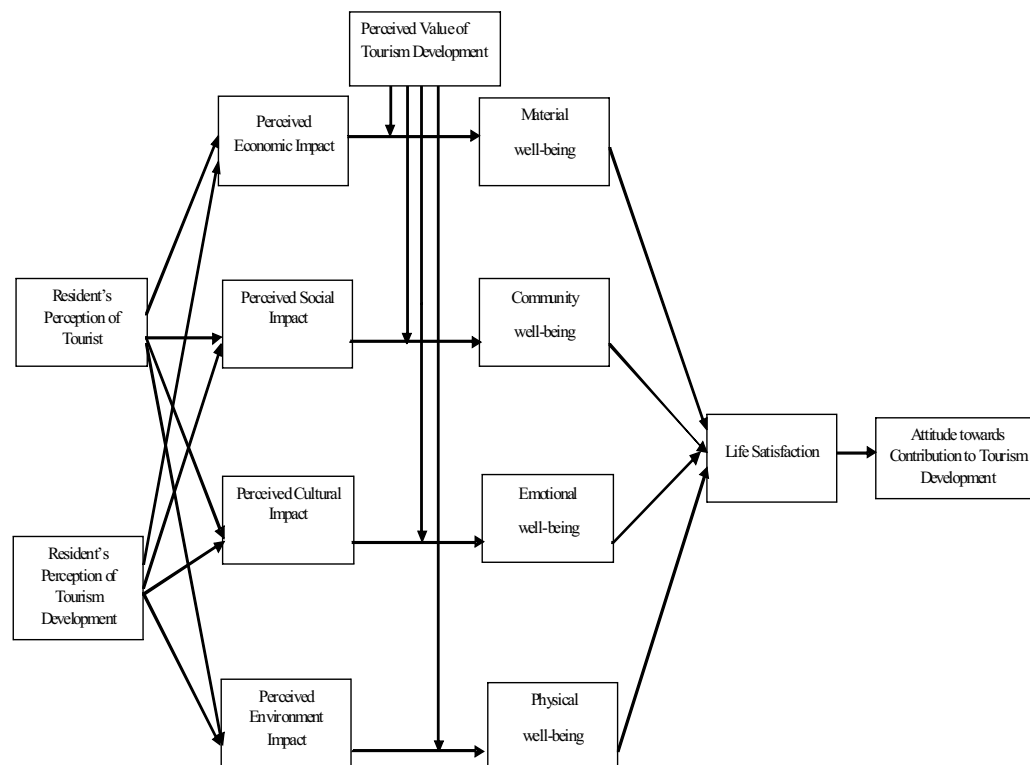


Figure 1: Conceptual Model of Resident Attitude

CONSTRUCTION OF PROPOSITION 1, PROPOSITION 2, PROPOSITION 3, PROPOSITION 4

Perceived tourism impacts and Dimensions of life domain (well-being)

Plenty of research has been conducted on perceptions and attitudes of residents' to tourism impact and tourism development (Wang & Pfister 2008; Dyer et al. 2007; Andereck et al. 2005; Andereck 2004; Gilmore et al, 2002; Andereck & Vogt 2000; Ap 1992; Lankford & Howard 1994). However, relatively less work has been conducted on impact of tourism on quality of life of local residents' (Taylor & Bogdan, 1990).

The quality of life (QOL) is defined as "an overall state of affairs in a particular society that people evaluate positively." QOL is a multidimensional construct that contains many aspects of human being's life and their environment (Schalock, 1996). According to Taylor & Bogdan (1990), QOL is a synonym of life satisfaction such as thinking and feeling of people about their life. Schalock (1996) reviewed QOL literature and start discussion from this point, it can be summarized that the effect of perceived tourism impact (i.e., economic, social, cultural, and environmental impact) on satisfaction of different life domains (material well-being, community well-being, emotional well-being, and physical well-being, respectively).

For example, the greater the residents' understanding about monetary possibility from tourism; the greater would be the material well-being (Brunt & Courtney 1999; Haralambopoulos & Pizam, 1996; Lankford & Howard 1994. Social impacts' are spoken to as '... changes in group and individual value frameworks, behavioral patterns, community structures, way of life and the quality of life'. Thus, the more the leisure centers would be there, degree of happiness and community well-being would increase. Residents see the community

better retaining their very own cultural heritage consisting of nearby arts and crafts due to tourism; this could inspire residents to derive more pleasure of their personal cultural background that may affect the residents' sense of emotional well-being. Finally, if residents feel that tourism brings air or water pollution or may harm their environment, that can negative affect their physical well-being. In view of the review of literature and their interpretation, the first four propositions of the present study as under:

Proposition 1: Perceived economic impact has a positive influence on material well-being.

Proposition 2: Perceived social impact has a positive influence on community well-being.

Proposition 3: Perceived cultural impact has a positive influence on emotional well-being.

Proposition 4: Perceived environment impact has a positive influence on physical well-being.

CONSTRUCTION OF PROPOSITION 4 Perceived well-being i.e. QOL and life satisfaction

As discussed above, According to Taylor and Bogdan (1990), QOL is a synonym of life satisfaction such as thinking and feeling of people about their life. Schalock (1996) reviewed QOL literature and gave various types of the following dimensions of QOL: Emotional and psychological well-being; Interpersonal and social relationships; Material well-being; Personal development, Competence and goal; Physical well-being; Self-determination, Individual control and decisions; Social inclusion, dignity, and worth; rights including privacy. From which some some domains of QOL i.e. well-being, have been selected for this study such as material well-being, community well-being, emotional well-being, physical well-being.

To understand the concept of QOL and life

satisfaction in a better way, one needs to know the concept of *bottom-up spill over theory of subjective well-being*. This theory creates link between functionality of life satisfaction with satisfaction of different domains of life and its sub domains. Hence, life satisfaction can be considered on the top of the satisfaction hierarchy. Therefore, the attitude of any residents is affected by satisfaction with life domain such as satisfaction with society, family, work, social life, health, and safety etc. Satisfaction with a specific life domain (e.g., social life), is influenced by social impact of tourism at the community level. Thus, residents' satisfaction with life is most of the time affected by the different impacts of tourism. For example, material well-being, community well-being, emotional well-being, and physical well-being, would all influence life satisfaction. Thus, changes in the perceived positive or negative impact of tourism contribute to the positive and negative effects on variety of life domains that would lead to life satisfaction or dissatisfaction.

Tourism activity influences life satisfaction of local residents' in various manners. Tourism activity offers improved QOL indicators that can be appreciated by the local residents like carnival, hotels, various destinations, employment generation and higher standard of living. Whereas there are some negative QOL indicators disliked by the locals like crime, crowd, and high cost of living etc. this can damage the life satisfaction of local residents' (Bastias-Perez & Var 1995). With the support of the above theory, we can develop next propositions of the present study that is-

Proposition 5 - Well-beings (material, community, emotional and physical) has a positive influence on Life satisfaction.

Construction of proposition 6

Antecedents of perceived tourism impact of tourism

Resident's perception of tourist:

Few researchers have focused on residents' attitude towards tourists. Woosnam (2011) explored residents' experience with tourists, and found tourists behavior has an influence on local residents' perception. Andereck et al. (2000) found that the more knowledge the residents possess of tourism and had an intense contact with tourists, the more their perceptions of the benefits of tourism become positive. Tourism impacts are multifaceted and attitude of the resident has relation to tourist contact. The above researcher found that the residents with a high interaction with tourists described their contacts as either positive or very positive. However, Lankford and Howard (1994) did not find any significant relation between level of knowledge of tourism and contact with tourists on attitude. Given the concentration of tourists, it was discovered that heavy concentration of visitors tended to attract negative attitudes from residents. Followed by the residents' perception about the tourist, the next proposition of the present study could be -

Proposition 6 - Residents' perception of tourist would have positive influence on perceived tourism impact (economic, social, cultural, environmental impact).

Construction of proposition 7

Resident's perception of tourism development:

Draper, Woosnam & Norman (2009) found some variables which influence perception of resident such as socio-demographic (e.g., age, gender, education, length of residency and race/ethnicity); socioeconomic (e.g., income and economic dependency); spatial (e.g., physical distance between residents and tourists); travel behavior (e.g., residents' degree of recent international and domestic travel). They found these variables positively influenced the perception of local residents' towards tourism development.

Harrill (2004) and Mc Gehee & Andereck (2004) explained the impact of variables

such as: age, gender, education, length of residency etc behind the formation of positive and negative perception towards tourism development. The effect of age on perception of residents' and found old age residents' had negative perception of tourism development rather than younger one. On the contrary, Mc Gehee & Andereck (2004) found older age residents were supporting tourism development. Followed by the residents' perception about tourism development, next proposition of the study is:

Proposition 7: Residents' perception of tourism development would have positive influence on perceived tourism impact (economic, social, cultural, and environmental).

Construction of proposition 8

Perceived Value of tourism development and its moderating effect:

The perceived value (PV) construct has received a lot of attention in marketing research to identify customer behavior and specifically in tourism research; PV is considered a significant indicator of key variables of tourist satisfaction and loyalty. There is an emotional component is related to how the residents feel about the added benefits that they would reap because of tourism activities and tourism development. In consumer research, PV is conceived as a dynamic variable, experienced prior to purchase, during purchase, during use/consumption, and after use. Keeping social exchange theory in mind, perceived value of tourism activities is prominently influence perception and attitude of local residents. In other words, "residents who view the results of tourism as personally valuable and believe that the costs do not exceed the benefits will favor the exchange and support tourism development". Resident receiving monetary advantages, support tourism more than those who can get no or less benefits from tourism

activities.

However, the residents are not direct customers (or tourists) of the destination, product but they are indirect stakeholders. Thus, the concept of perceived value is going to influence their understanding of the benefits derived from tourism rather than their actions. Development perception is followed by perceived value of tourism. The next propositions could be-

Proposition 8: Resident Perceived value of tourism development would moderate the influence of perceived impact (economic, social, cultural, and environmental) on perceived well being (material well-being, community well-being, emotional well-being, physical well-being).

Construction of proposition 9

Life satisfaction and attitude towards contribution to tourism development:

Kotler et al. (1993) applied the marketing concept of post-purchase dissonance in destination satisfaction/dissatisfaction. According to Kotler et al. (1993), a buyer's satisfaction is based on the closeness between their expectations and perceived performance of the destination. Drawing an analogy, the residents are exposed to the destination to the virtue of their destination status. Thus, they experience the destination continuously and in many aspects that are usually not assessable to the tourist. In addition, the satisfaction which the resident derived is of cumulative in nature, since their experiences are continuous and may change over time. This satisfaction in a positive sense would influence the residents contribution to the development of the destination may be in term of awareness and image.

The relationship between residents' attitude to tourism impacts and community satisfaction, which lead to the positive attitude of residents' for the development of tourism. Surprisingly they found positive

impact brought positivity in residents' behavior but they could not find any relation between negative impact of tourism and residents' support for tourism development.

Summarizing the argument, one could indicate that overall life satisfaction that is derived through positive perceptions related to tourism effects would ultimately lead to attitude towards contribution to tourism development. Hereby, the next proposition is-

Proposition 9: Life satisfaction has a positive influence on attitude towards contribution to tourism development.

Discussion

Extensive reviewing of the available literature has helped in making the various propositions of the current study. Each proposition has been developed with theory building process through review of literature with support statements. Hence, strong literature survey and support statements of scholars have backed the model of the current study.

The research questions of the study is

- RQ1. Do perceived tourism impact from residents' view affect their well-being (including their life style e.g., material life, community life, emotional life, and physical life)?
- RQ2. Do well-beings have any influence on the life satisfaction of the residents'?
- RQ3. Does residents' life satisfaction have any influence on their attitude towards contribution to tourism development?
- RQ4. What are the antecedents of perceived impact of tourism?
- RQ5. Is the perceived impact of tourism on resident well-being depending on the perceived value of tourism development?

Result of the review of literature fulfilled the requirement of the first research question i.e. RQ1. Hence, first four

propositions: proposition 1, proposition 2, proposition 3, proposition 4 has been propounded. These above four propositions incorporate various tourism impacts with respective life domains of QOL, they are: the perceived economic impact of tourism with material well-being, the perceived social impact of tourism to community well-being, the perceived cultural impact of tourism with emotional well-being, and lastly perceived environment impact with physical well-being.

Surveying the relevant literature built the supporting theory for propounding the next proposition that is related to second research question i.e. RQ2. As the review of literature discussed the linking theory i.e. *bottom up spill over theory*, behind the relationship between various well-beings and life satisfaction. The proposition integrates the various domains of QOL i.e. well-beings with life satisfaction of the residents.

The discussed literature and survey of that literature gave the views in favor of the relationship between residents' life satisfaction and their attitude towards contribution to tourism development. Which helped in propounding next proposition of the study, fulfill the requisite of research question RQ3.

The proposed model of the study is having two antecedents and one consequence. The first antecedent is residents' perception of tourist and second is residents' perception of tourism development. The consequence is attitude towards contribution to tourism development.

Through the outcome of the literature survey, the answer of the fourth research question i.e. RQ4 has been framed in the form of next two propositions. The antecedents are residents' perception towards tourist and residents' perception towards tourism development, which has influence on the residents perceived tourism

impacts.

The last research question i.e. RQ5 is related with the proposition 9 which indicates that perceived value of tourism development act as a moderator between perceived impact of tourism and residents' well-beings. It has been supported by literature.

However, this study consists of nine propositions that include antecedents and consequence. The model of the study creates a link between residents' perception towards tourism and their attitude towards tourism development.

CONCLUSION

Unlike consumption of a product or service, a residents' "consumption" of a destination is neither related to possession nor related to direct consumption. Many destinations are facing challenges, since the residents are not fully involved as internal stakeholders. The model (figure 1) proposed in the present study would enable the understanding of how tourism affects the life of local residents'. Thereby it would allow a practitioner with an actionable model to include the residents in development of tourism activities through life satisfaction.

The main contribution of the present study is construction of a conceptual model (figure 1) that goes beyond the residents' life satisfaction and attitude towards contribution to tourism development. The model (figure 1) integrates resident perception of tourists and tourism development as antecedents and attitude towards contribution to tourism development consequently. The model provides a link between perceived tourism impacts and different dimensions of residents' well-being. The study also integrates the linkage between well-being & life satisfaction and life satisfaction & attitude towards contribution to tourism development.

The present study focused on attitude towards contribution to tourism development the residents' perspective. Thereby, the present study addressed the call for an actionable

model of resident attitude with respect to perceived value of tourism development. The present study focused on the social aspect of tourism impacts from the resident perspective. While, the construct such as; well-being and life satisfaction are majorly from sociology. The construct such as; perceived value, has been taken from marketing area Keller (1993).

Through the present study, the researchers have tried to integrate sociology and tourism to present a complete picture of resident attitude towards tourism development. This brings out the practical implication of the study. Given the argument on choice, the objective of the destination planner would be to create a favorable attitude towards tourism development, and somehow convey a positive value from tourism development.

Application of the model in Indian context:

The conceptual model propounded in this study is measuring the attitude of local residents towards contribution to tourism development through their life satisfaction. For sustainable development of tourism, residents' *QOL* can be considered as the factor.

This model is already found in Virginia, USA, need not to say that USA is a developed country, but when it comes to the context of developing country like India. There is a need for small modification in this model, therefore, the researchers have added three variables namely residents' perception of tourists and residents perception towards tourism development, and attitude towards contribution to tourism development, in which two are antecedents and one is consequence. To apply this model, it is necessary to look into the residents' perception about tourism and tourism development. If residents' perception is positive, definitely the residents will support for tourism development because it is related to their *QOL* dimensions and life style. If by chance, it is negative, they will not support or restrict the tourism development.

Therefore, it is recommended for the tourism developers to think about local residents'

perceived tourism impacts while planning or developing a destination.

Practical Implications: The destination planner wants to promote a destination. Thus, the internal communication should aim at conveying the different dimension of well-being that could be derived through successful tourism development activities. In addition, destination service providers in the community must direct their efforts to maximize resident benefits across the rich bundle of services during their residential “life cycle.”

In literature of tourism, the interaction between resident and tourist is known as host-guest interaction. Local residents of any tourist destination have direct or indirect impact on the tourists. Their reaction towards

tourist and tourism development activities will definitely has a significant impact on the tourist attitude. The prime aim of this model is to convey the different dimensions of well-being that could be derived through successful tourism development activities. This will turn into their life satisfaction and they will ultimately contribute to support for tourism development at the destination.

To summarize, the present study provides a novel model of resident attitude with respect to perceived value of tourism development. However, it is expected that future researchers should empirically test the study proposition across space and time. The authors feel that the present would generate enough interest amongst academicians and practitioners to take the idea further.

REFERENCES

- Andereck, K. L., & Nyaupane, G. P. (2010). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*.
- Andereck, K. L., & Vogt, C. A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research*, 39(1), 27-36
- Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of tourism Research*, 19(4), 665-690
- Bastias-Perez, P., & Var, T. (1995). Perceived impacts of tourism by residents. *Annals of Tourism Research*, 22(1), 208-210.
- Besculides, A., Lee, M. E., & McCormick, P. J. (2002). Residents' perceptions of the cultural benefits of tourism. *Annals of tourism research*, 29(2), 303-319
- Braun, E., Kavaratzis, M., & Zenker, S. (2013). My city-my brand: the different roles of residents in place branding. *Journal of Place Management and Development*, 6(1), 18-28
- Curtis, J. (2001). Branding a State: the evolution of Brand Oregon. *Journal of Vacation Marketing*, 7(1), 75-81
- Doğan, H. Z. (1989). Forms of adjustment: Sociocultural impacts of tourism. *Annals of tourism research*, 16(2), 216-236.
- Draper, J., Woosnam, K. M., & Norman, W. C. (2009). Tourism use history: Exploring a new framework for understanding residents' attitudes toward tourism. *Journal of Travel Research*.
- Dyer, P., Aberdeen, L. & Schuler, S. (2003). Tourism impacts on an Australian indigenous community: a Djabugay case study. *Tourism Management*, 24(1), 83-95
- Dyer, P., Gursoy, D., Sharma, B., & Carter, J. (2007). Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. *Tourism Management*, 28(2), 409-422
- Educational, N., & Organization, C. (1976). The effects of tourism on socio-cultural values. *Annals of Tourism Research*, 4(2), 74-105
- Farrell, B. H., & Runyan, D. (1991). Ecology and tourism. *Annals of Tourism Research*, 18(1), 26-40
- Frey, B.S., & Stutzer, A. (2010). *Happiness and economics: How the economy and institutions affect human well-being*.

- Princeton University Press
- Gilmore, F., Morgan, N., Pritchard, A., & Pride, R. (2002). Branding for success. *Destination branding: Creating the unique destination proposition*, pp.57-65
- Haralambopoulos, N., & Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. *Annals of Tourism Research*, 23(3), 503-526.
- Harrill, R. (2004). Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of Planning Literature*, 18(3), 251-266
- Hosany, S., Ekinci, Y. & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of business research*, 59(5), 638-642
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *the Journal of Marketing*, pp.1-22
- Konecnik, M., & Gartner, W.C. (2007). Customer-based brand equity for a destination. *Annals of tourism research*, 34(2), 400-421
- Kotler, P., Asplund, C., Rein, I., & Heider, D. (1999). Marketing places Europe: Attracting investments, industries, residents and visitors to European cities, communities, regions and nations. *Financial Times Prentice-Hall, Harlow*
- Lankford, S.V., & Howard, D.R. (1994). Developing a tourism impact attitude scale. *Annals of tourism research*, 21(1),121-139
- Liu, J.C., & Var, T. (1986). Resident attitudes toward tourism impacts in Hawaii. *Annals of Tourism Research*, 13(2),193-214.
- McGehee, N.G., & Andereck, K.L. (2004). Factors predicting rural residents' support of tourism. *Journal of travel research*, 43(2), 131-140
- Morgan, N., Pritchard, A., & Pride, R. (2002). *Destination branding: creating the unique destination proposition*. Butterworth-Heinemann Ltd
- Pearce, P.L. (1995). From culture shock and culture arrogance to culture exchange: Ideas towards sustainable socio-cultural tourism1. *Journal of sustainable tourism*, 3(3),143-154
- Perdue, R.R., Long, P.T., & Allen, L. (1990). Resident support for tourism development. *Annals of tourism Research*, 17(4), 586-599
- Prebensen, N.K. (2007). Exploring tourists' images of a distant destination. *Tourism management*, 28(3), 747-756
- Schalock, R.L. (1996). Quality of life. Vol. 1: Its conceptualization, measurement and use. *Washington, DC: American Association on Mental Retardation*
- Sartori, A., Mottironi, C., & Corigliano, M.A. (2012). Tourist destination brand equity and internal stakeholders An empirical research. *Journal of vacation marketing*, 18(4), 327-340
- Sirgy, M.J., Widgery, R.N., Lee, D.J., & Grace, B.Y. (2010). Developing a measure of community well-being based on perceptions of impact in various life domains. *Social Indicators Research*, 96(2), 295-311
- Taylor, S.J., & Bogdan, R. (1990). Quality of life and the individual's perspective. *Quality of life: Perspectives and issues*, pp.27-40
- Teo, P. (1994). Assessing socio-cultural impacts: The case of Singapore. *Tourism Management*, 15(2),126-136
- Thurot, J.M., Camuset, F., Gay-Para, G., & Baretje, R. (1978).The effects of tourism on socio-cultural values. *EstudiosTuristicos*, (57/58),233-258
- Tosun, C. (2002). Host perceptions of impacts: A comparative tourism study. *Annals of tourism research*, 29(1),231-253
- Usher, L.E., & Kerstetter, D. (2014).

- Residents' perceptions of quality of life in a surf tourism destination: A case study of Las Salinas, Nicaragua. *Progress in Development Studies*, 14(4), 321-333
- Wang, Y.A., & Pfister, R.E. (2008). Residents' attitudes toward tourism and perceived personal benefits in a rural community. *Journal of Travel Research*. Woosnam, K.M. (2011). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research*, p.0047287511410351

BRIEF PROFILE OF THE AUTHOR(S)

Dr. Ashok Singh is Professor in Tourism & Hotel Management, ML Sukhadia University, Udaipur, India. His areas of research work include Tourism Impacts, Rural Tourism, Human Resource Management in Hospitality Industry, and Sustainable Tourism. He has published around 35 research papers and 2 books.

Email: prof.asinghudr@gmail.com

Corresponding Author

Nikita Maheshwari is PhD. candidate at Tourism and Hotel Management Program, Faculty of Management Studies in ML Sukhadia University, Udaipur, India. The author's current research area is Residents' perception of Tourism impacts and tourism development. Her research interest also includes tourism impacts, Brand equity in tourism, tourism and well being.

Email: tourismnikita11@gmail.com

Key Words

Alternative tourism, sarawak, niche tourism market, bird watching, wildlife tours, consumer perception

Bird-watching and wildlife tours: alternative tourism escalates niche tourism markets? Aptness of Sarawak state, Malaysia

FENCY SIVADASAN

Research Manager, Sarawak Tourism Board
Sarawak State, Malaysia

Abstract

Alternative tourism is the counter-cultural rejection of modern mass tourism on one hand and the counter-cultural conception of sustainable tourism on the other hand. It involves personal and authentic travel while encouraging interaction with the nature, community and the people. The alternative tourism models are centred more towards nature-based tourism with a focus on sound ecological conservation and preservation. Wildlife tourism, a nature-based tourism which consists of trips to destinations with the main intention to visit, enjoys the local fauna. Bird-watching is another type of niche market which is under wildlife tourism but it has its own significance to attract tourists. The purpose of this research is to disseminate insights into the possibilities of nature-based niche tourism such as bird watching and wildlife tours in Sarawak; consumer perception and expectations towards bird watching and wildlife tours in Sarawak; their knowledge about Sarawak tourism products and finally to analyse the potentials of Sarawak to develop an alternative tourism in conjunction with its natural resources. In addition to this, the study sought to examine the pertinent literature to identify the role of alternative tourism to support the nature based niche tourism and its potentials to accelerate sustainable tourism growth. This research is based on phenomenological approach; the interview method and focus group discussion was used to gain information from the respondents. The semi-structured interviews and focus group discussion was conducted to know about the participants responses regarding bird watching and wildlife tours. This qualitative study focused on the Australian consumers because the Australian market is one of Sarawak Tourism's important focus markets. Interviews with the consumers and focus group discussions were conducted at Sydney Olympic Park during the Australasian Bird Fair and Wildlife Expo 2017 which is a prominent bird and wildlife related events in the Pacific region.

INTRODUCTION

The digitalization, lifestyle changes, critical climatic conditions and the vanishing of endangered species from the ecosystems directly affect human living. Tourism is closely related to all these factors and environmental sustainability is a key factor to a long-term tourism growth and conservation of ecology. The United Nations World Tourism Organization (UNWTO) has taken initiatives to promote responsible and sustainable tourism, focus on economic growth, inclusive development and environmental sustainability. UNWTO's Sustainable Development Goals (SDGs) consisted of 17 goals adopted by world leaders in September 2015 at the UN Sustainable Development Summit to ensure sustainable growth in tourism sector. Sustainable development is crucial for environmental protection. In this context, alternative tourism places high value on environmental preservation; able to reduce negative impacts of tourism while bringing social benefits to the community.

Generally, alternative tourism is ecologically sound and devoid of environmentally destructive activities. The outlook of alternative tourism is more community-oriented and consists of small-scale developments of tourism attractions which are closely related to the community who are the key players of this type of tourism development. This can benefit the community and is not exploitative to the local people. The alternative forms of tourism are more concerned about "niche" markets rather than mass market. The "niche" concept in business enables entrepreneurs to commit resources and products that meet the needs of specific segments of the industry. It can be argued that a niche product is one whose quality and features satisfy specific groups. For example, nature-based tourism like bird watching and wildlife tours are niche tourism and this market focuses

more on people who love to see birds and wildlife, their ecological habitat and so on. The customers have special interest in these particular activities and this type of tourism otherwise called special interest tourism.

Nature and Objectives of the study

The objectives of this paper are to analyse the implications of bird watching and wildlife tours in the niche tourism market; understand the growth of alternative tourism through birding and wildlife tours in Sarawak; identify the special interest group's perception and expectations towards this niche tourism and finally to determine the part played by the birdwatching and wildlife tourism in promotion and marketing of Sarawak tourism. The consumer response was carried out through semi-structured interviews and focus group discussion. It was conducted during Australasian Bird Fair and Wildlife Expo 2017 at Sydney Olympic Park. The participants are birders and wildlife tourists because the study focuses on the niche market so as to target the specific consumers. The in-depth interview was conducted to collect information from the tour operators in Sarawak who offered bird

watching and wildlife tours for the visitors.

Background of the Study Area

Sarawak state is one of the eco-adventure and heritage destinations situated in the Island of Borneo. The state is home to 14 national parks and other protected areas. All these national parks fall under the purview of the Sarawak Forestry Corporation (SFC). SFC in collaboration with Sarawak Tourism Board (STB) co-arranged many programmes such as adoption programmes, conservation programmes, educational programmes, eco-tours and wildlife encounters. These activities are designed to enhance understanding of tropical ecosystems, wildlife and biodiversity and raise awareness of the need for long-term, sustainable solutions to conserving the natural environment.

Sarawak is the legendary land of hornbills, rainforests and home for an array of tropical wildlife. About 650 bird species have been recorded in the state, which is a great portion of Borneo's bird species.

The map below shows Sarawak's most important protected areas, representing excellent birding sites, as well as other Important Bird Areas (IBAs).

Figure.1. Protected areas, National Parks and Birding Locations in Sarawak



Source: Sarawak Tourism Board Official Website (<https://sarawaktourism.com/attraction/bird-watching-sarawak>)

Sarawak consists of excellent national parks and nature reserves and the state offers splendid opportunities for birdwatching. The endemic bird species include Bornean Banded Kingfisher, Bornean Wren Babbler, Blue-banded Pitta, Pygmy White-eye, Chestnut-crested Yuhina, Bornean Barbet, Mountain Serpent-Eagle, and Sarawak's most emblematic birds, the Rhinoceros Hornbill. In the northern region of Sarawak is a UNESCO World Heritage site known as Gunung National Park, renowned for its limestone cave systems. Mulu consists of incredible biodiversity, including 262 bird species. The popular bird species in the cave consisted of Wrinkle-Lipped Bats, Bornean Hornbills, Fruit hunter, Hose's Broadbill and White head's Spider hunter. Ulu Trusan region, in the far north of

Sarawak, is known as one of the state's most promising birding destinations. The famous birds in this region are the Bornean Frogmouth, Bornean Leaf bird, Bare-headed Laughing Thrush, and Black Oriole. In the coastal region of Sarawak offers wintering grounds for waders and other water birds. The areas around the fishing village of Buntal comprises of spectacular congregations of large water birds such as Far-eastern and Eurasian Curlews (Sarawak Tourism Website).

OVERVIEW OF BIRDING AND WILDLIFE TOURS IN SARAWAK

Sarawak consisted of ample scope of birds and other wildlife. The most prominent bird and wildlife species in the state are shown in the table below:-

Table. No: 1. List of Key bird species and wildlife in Sarawak

Birds	Wildlife
Bulwer's Pheasant	Bornean Orangutan
Bornean Frogmouth	Proboscis Monkey
Mountain Serpent Eagle	Bornean Gibbon
Mountain Barbet	Kayan Loris
Bornean Barbet	Western Tarsier
Hose's Broadbill	Hose's Civet
Whitehead's Broadbill	Sunda Clouded Leopard
Bornean Banded Pitta	Tufted Ground Squirrel
Blue-banded Pitta	
Black Oriole	
Rail-babbler	
Grey-breasted Babbler	
Pygmy Heleia (White-eye)	
Bornean Leaf bird	
Whitehead's Spider hunter	
Bornean Bristlehead	
Hook-billed Bulbul	
Bornean Bulbul	

Conservation and protection of animal and bird species are very important for sustainable growth. In this point of view, Sarawak Forestry Corporation takes initiative to implement conservation

programmes and visitors can participate in these programmes. An example is the Swiftlet conservation programme involves swiftlets which are small, insectivorous birds. This programme is designed to

showcase and create awareness of sustainable swiftlet management and conservation in Sarawak (Adventures in Conservation - Play your part in conserving the Earth). The birds are being conserved by the state Department of Forestry.

Sarawak Tourism will offer bird watching activities to potential tourists who are nature lovers or adventure seekers. Bird watching is considered to be a niche market and the enthusiastic nature lovers are anticipated to take part in the activity.

Table No: 2 Statistics of Birdwatching tourists' inflow in Sarawak (2014-2017)

Country	Year & No. of Pax			
	2014	2015	2016	2017
England	24	46	52	57
Germany	4	4	6	4
Finland	2	4	4	0
China	14	17	16	10
Taiwan	5	10	8	10
Hong Kong	4	6	6	6
USA	8	4	6	7
Japan	8	10	10	8
Australia	12	4	4	9
Singapore	6	9	7	9
Malaysia	4	0	0	2
Philippines	0	2	2	0
Sweden	0	0	5	0
India	0	0	0	2
Netherlands	0	0	0	3
TOTAL	91	116	126	128

Source: Cat City Holidays; Kuching

The tourists' statistics shows that the tourists' interest towards bird watching in Sarawak is gradually increasing every year. As a niche tourism product which is giving an added value to the leisure market in the state. There are a lot of endemic bird

species and various wildlife living in the Rainforest of Borneo Island; a great portion of these species are found in the state. As such, the state can potentially offer birding and wildlife tours and gazette different birding zones known as IBAs (Important

Bird Areas). These areas are located in the famous national parks. The main birding and wildlife areas in Kuching and surrounding areas include Kubah National Park, Santubong National Park, Bako National Park, Semenggoh Native Reserve, and Borneo Highlands. Areas in northern Sarawak are Gunung Mulu National Park, Pulong Tau National Park and Paych Maga. In this digital era, tech-savvy people are very keen on nature-based tourism such as experience wildlife tours and eco-tours. Sarawak is popular for its adventure tourism and nature-based tourism such as birding, wildlife tours, mountain climbing, forest walks, photography, eco tours, jungle trekking and cycling. The state's natural environment, physical geography and the topography are very suitable for these activities. However, there have been no studies conducted for the possibilities of these niche markets and consumer interest in such markets in Sarawak. Therefore, this study is very significant and useful for niche tourism market development and tourism promotion.

The Sarawak Visitor Survey Report 2016, indicated that 62.9% tourists are interested in leisure activities in the destination. From this report it can be understood that the possibilities of sustainable leisure activities and nature conservation programs make it a wider niche market which will be given strong consideration for environmental protection and visitor satisfaction. It can attract a lot of tourists at the national and international levels and give an added value to Sarawak's tourism industry. This has great potential to the growth of alternative tourism. The Australasian Bird Fair and Wildlife Expo, one of the greatest bird and wildlife-related events organised in the Australasia and Pacific region. The event includes talks, presentations and exhibitions of birds and wildlife and the locations of these attractions explained by experts from this field. The experts are keen to promote

the amazing diversity of wildlife from first-hand experience and provide opportunities to see these first hands, through custom made tours of local and global destinations.

LITERATURE REVIEW

Alternative tourism is a buzz word which is generally has fewer negative effects on destination areas and populations without diminishing the positive economic effects. The Bulgarian Association for Alternative Tourism (BAAT) defined "Alternative tourism involves travel that is personal and authentic and encourages interaction with the local environment, people and communities. Alternative tourism includes package tours and individual tourist services in the following areas:

- Nature-based tourism tourism in natural environments, ecotourism, outdoors and adventure including biking, horseback riding, skiing, snow shoeing, rafting, diving, caving and hiking;
- Culture tourism rural, cultural heritage, ethnic, religious, wine, cuisine, music and crafts."(BAAT, 2010).

In addition to this, BAAT list down ten reasons the tourism industry stick to alternative tourism. These are,

1. Alternative tourism help to preserve nature
2. It support and give business to rural families
3. Alternative tourism gave an individual experience to the visitors up on their preferences with reasonable fares.
4. The tourists will receive excellent services and individual care in the destination with a "human treatment" as opposed to an all-inclusive package.
5. Local community take care the guest and guest is considered as host.
6. The visitors will get in touch with local culture and traditions.
7. The tourists will be at places with beautiful nature, fresh and clean air

8. The guest can experience authentic traditional local food.
9. The travellers can enjoy affordable outdoor sports activities.
10. Tourists are part and parcel of the community and destination.

Alternative tourism can be referred to other names such as green tourism, sustainable tourism, ecotourism and so on. This type of tourism concerns a variety of approaches; agro-tourism, community tourism and ethical tourism. These all alternative approaches allow to get out of the dominant mass tourism model. Alternative approaches given consideration to social and cultural dimensions, the relationship to the environment, the participation of the host communities and develop sustainable tourism strategies with significant economic benefits for the host country (Sopheap Theong et.al, 2015). The alternative tourism approach argues for any type of sustainable tourism development that safeguards benefit for the environment and local communities especially developing countries (Leksakundilok, 2004; Macbeth, 2005). In spite of the popularity of the alternative tourism, a standard definition has been yet to be advanced by the tourism literature. In a broader term, alternative tourism argues for any type of sustainable tourism development that ensures benefits for the environment and local communities especially developing countries and it also argues for greater tourists host interaction (Esi Akyere Mensah et.al, 2017).

INSIGHTS AND APPROACHES OF ALTERNATIVE TOURISM

Different authors have different interpretations given to alternative tourism; Conway and Timms (2010) called slow tourism while Demoi had been called community-based tourism.

The difference of alternative tourism from mass tourism is that, alternative tourism is more heterogeneous in nature whereas mass

tourism is based on standardised products offered to a large number of tourists. Consequently, alternative tourism has been interpreted as niche tourism, derived from post-Fordism to provide consumers with a more personalised travel experience (Issac 2010, Conway & Timms 2010). Alternative forms of tourism created to preserve or improve local environment (eco-tourism), culture (heritage tourism, religious tourism) and socio-economic conditions (pro-poor tourism, community-based tourism). According to Hall and Lew, alternative forms of tourism is very important for local and regional development because they allow local communities to benefit more from the development of tourism.

Alternative kind of tourism has close proximity to nature, culture and the native inhabitants. It is usually considered as small scale tourism; which involves low-scale investments, are self-sustaining and operate with high levels of involvement of the local communities. The involvement of the local population would improve contact between locals and their foreign guests and ultimately would offer a more authentic, meaningful and satisfying experience for both visitors and hosts. Thus, alternative tourism aims at establishing direct personal and cultural intercommunication and understanding between the host and visitor. It might be derived the basic principles consisted of;

- a) It should be based on dialogue with the locals who must be informed of its effects,
- b) It should be environmental friendly and attributing respect to local culture and religious tradition,
- c) The scale of tourism should be adjusted to the capacity of the local area to cope, measured in aesthetic and ecological terms (Eirini Triarchi & Kostas Karamanis, 2017).

Eco-tourism is acknowledged as one of the best ways to conjoin economic development

with environmental sustainability. The niche markets in this type of alternative tourism are more environmental friendly tourism types such as wildlife tours, bird watching, fishing, kayaking etc. Perhaps it could nurture the growth of these niche markets. These type of tourism is considered as alternative tourism with special focused areas and small scale in nature. David Weaver(2015) mentioned alternative tourism as regarded as “good tourism” and would emphasised that it can empower local people, celebrate their authentic local culture and attract small numbers of sensitive visitors whose expenditures were expected to foster linkages rather than leakages, especially in Third World countries or peripheries of developed countries inhabited by indigenous people. In a broader view, alternative tourism is reverse of mass tourism and its spectrum is small. The critical point of view, the small scale tourism sometimes imply limited bargaining power and exposure and low levels of tourism-related experience and lack of expertise in hospitality service(poor service standards) which leads to consumer dissatisfaction.

ALTERNATIVE TOURISM AND NICHE MARKETS- THE LINK

The characteristics of alternative tourism pinpoint small scale tourism which is more sustainable in nature and close to community. In this context, the term “niche” is applicable to describe alternative type of tourism. Niche is a specialised market, usually centred on visitors' particular interest or needs and “niche market” as a more narrowly defined group where by individuals in the group are identifiable by the same specialised needs or interests and are defined as having a strong desire for the products on offer (Marina Novelli 2005). This is the core of alternative tourism goals and the growth of

tourism alternatives in a destination has very special interest and follow sound ecological principles. The size of the niche market can vary considerably but effectively it needs to be balanced between being large enough to produce sufficient business and small enough so that it is overlooked by competitors. The niche tourism markets includes lot of tourism activities such as adventure tourism, nature-based tourism, food tourism, craft tourism, culture and heritage tourism, business tourism etc. The activities in niche tourism are very specific, for example, nature-based tourism more towards forest trekking, gardens, cycling, mountain biking, walking, hiking fishing, mountain cycling and camping. This perhaps the essentials of alternative tourism market.

NICHE MARKETS-BIRD WATCHING AND WILDLIFE TOURISM AND ITS POTENTIALS TO PROMOTE ALTERNATIVE TOURISM

Bird watching and wildlife tourism is a type of biodiversity tourism and it helps to reduce the detrimental impacts of mass tourism. It respects nature, the physical environment, local community, culture and the local infrastructure. It is a form of alternative tourism which is more close to nature; at the same time it also considers community participation. The alternative tourism and sustainable development in Kenya showed that, alternative tourism development has drawn attention to the role of local people in biodiversity conservation and this will lead to greater local participation in the ownership, management and control of ecotourism enterprises (Isaac Sindiga, 2010).

The visitor statistics of these alternative tourism activities are increasing every year. The global market is estimated to be around 12 million trips annually; up to 3 million people taking a holiday to specifically visit the alternative niche products and take part

the niche tourism activities (Mintel, 2008). In contrast, the visitors those who have different interest unable to participate in those specified activities; and the alternative niche tourism market struggle to find tourists inflow and consumer satisfaction. The visitors, who are not interested the unique niche products and activities no longer want to visit the destination. In this situation the Destination Management Organizations (DMOs) has the responsibility to develop alternative products which is up to the consumer demand. The alternative tourism products development has several facets to become successful. It should be in line with visitor demand, environment friendly and target to specific tourism product. One of this type of alternative tourism is bird watching and wildlife tourism, as a distinct class of niche tourism, are becoming increasing demand and popularity.

Tourism and conservation of birds and wildlife is in a symbiotic relationship. Wildlife tourism, a type of alternative niche tourism product which can be considered as a form of ecotourism when it occurs within the context of nature-based activities that provides environmental interpretation and adopts environmentally responsible practices. In cases where a tourist travels to a destination primarily for the purpose of having a wildlife experience, then wildlife tourism can be seen as a form of special interest tourism. In wildlife tourism, tourists participate in activities such as safaris, viewing wildlife and wildlife photography. The birds, wildlife, flora and fauna can give add value to tourism and visitor experience. This can contribute to the economic sector in the destination. In Costa Rica, 41% of the earnings from its \$1 billion revenue in tourism was from bird watchers (Tourism Institute Costa Rica, 1999). There is a close connection between niche tourism and leisure tourism in terms of visitor satisfaction and tourists revisit intentions.

The International Ecotourism Society, 2000 revealed that an estimated 20-40% of all leisure tourists are thought to have an interest in some form of wildlife watching; the destinations have diverse bird and wildlife and can draw revenue based on these variables:

1. Increase the length of stay of tourists
2. Increase the spending per tourists
3. Increase the satisfaction of tourists
4. Retain tourist loyalty and achieve a higher percentage of return visits.

DESTINATIONS INNOVATIVE APPROACHES TO NATURE BASED ALTERNATIVE TOURISM

European destinations take initiative to promote alternative tourism to overcome the dangers of mass tourism. Spain as one of the leading countries made lot of progress in developing alternative forms of tourism in relation to changing global trends. Slovenia was trying to promote itself with both sea-sun-sand type of tourism and used alternative tourism activities with newly-determined tourism policies. Croatia had used alternative tourism activities (eg:-cultural tourism) to replace mass tourism activities (Loizos Christou, 2012).

In Spain, the innovative approach towards bird watching has given an added value to its alternative tourism product marketing. This successful approach has empirically proven that it can contribute high income to the destination if it is properly managed and developed. They introduced innovative approach in bird watching which had given added value to the visitor experience. The successful project titled "*Innovative approach to nature tourism in Spain: Creation of a mobile bird watching*" contributed new insights in this niche product marketing and promotion in domestic and international market. The project was designed as *Caravan tours for bird watching*. The innovative designs include the application of latest technology

in tourism product development and the project scope is to enhance visitor experience, increase the visitors' inflow in to the destination and to improve community participation in tourism related projects. It is an alternative tourism development model which may use digital technology to promote the niche tourism. In this sense, a new type of alternative tourism known as "ornithology tourism" has emerged in the digital age. The main technological applications they have included is the caravan equipped with the latest technology so as to be converted to a mobile bird observatory used for ornithology tourism. The purpose of a mobile bird watching facility for tourists is to provide good knowledge of the local birdlife, their habitats and conservation needs. This is a unique type of tourism experience for the visitors and the expected benefits are to provide the rural residents a sustainable and alternative source of income. The outcomes of this project are a rise in the number of visitors and the new bird watching facility offers nature lovers and bird watchers an innovative way for observing birds. The province and region also benefit from additional tourism products that make the area more attractive to tourists, giving a boost to its economy while protecting and promoting the region's biodiversity (European Network for Rural Development 2007-2013).

In Malaysia, niche tourism activities include angling activities, diving, fishing, kayaking, bird watching and wildlife tours. The overall objective of tourism development in Malaysia is the promotion of destinations and creation of public awareness on the importance of preserving wildlife species. Bird watching and wildlife tours are promoted with the collaboration of Malaysian Nature Society. The birding activities are promoted by the Ministry of Tourism and Culture Malaysia both domestic and internationally. Fraser's Hill

International Bird Race, Kuala Tahan Bird Count, the Borneo Bird Festival in Sandakan are some of the activities organized under the Ministry of Tourism and Culture Malaysia. (Tourism Malaysia, 2016).

METHODOLOGY

Qualitative research methodology used in this research is descriptive in nature. The primary data was collected through the interview method. The respondents are tourists (Australian market) and tour operators (Sarawak). Semi-structured interview checklist was used to collect data from tourists. The study focused on Australian consumers because Australia is one of Sarawak Tourism's focus markets and the state is trying to get more Australian tourists through the promotion of its natural attractions with special niche markets. Purposive sampling was used in this study to select respondents. The tour operators in Sarawak were selected based on their tourism product offerings and focus markets. Those who are selling Birding and wildlife tours and particularly in the Australian market were selected for the study and in-depth interviews were conducted to gain valuable information.

The respondents who were selected for the interview attended the Australasian Bird Fair at Sydney Olympic Park in November 2017. The interviews were carried out during the Fair. The interview checklist was segmented into three parts. The first part is consumer knowledge about Sarawak, especially bird watching and wildlife tours and other tourism products; the second part is consumer perception and expectation towards nature-based alternative tourism products such as bird watching and wild life tours and their intention to visit Sarawak. The last part is on the demographic characteristics of consumers.

A total of 18 respondents were interviewed and their demographic analysis is based on three main aspects: gender, age and

nationality. The statistical methods used to get the frequencies and percentage. In addition, a focus group discussion was conducted to gain more information. The focus group discussion was conducted at the Sarawak Tourism Board (STB) booth at the same event. Nine participants (who are involved in nature-based tourism activities) were involved in the discussion. The main themes in the discussion were related to the visitors expectations about nature based niche tours, the motivating factors to choose a destination for bird watching and wildlife tours, and finally their expectation and intention to visit Sarawak.

The in-depth interview was conducted to collect information from tour operators in Sarawak. There are only two tour companies (tour operators) which are fully involved in this niche market and the managers of this company were selected for the in-depth interview. This was administrated with the help of an interview guide. There are a total of five main questions included in the interview guide; and the questions are positioned on the trends of arrival of birdwatching and wildlife tourists in Sarawak every year, their opinion about this niche market's role in Sarawak Tourism promotion, this niche product compatibility in the market place and finally the issues faced by the tour operators and tourist's guides to promote this niche market in Sarawak.

RESULTS AND DISCUSSION

The birding and wildlife niche markets could contribute the development of alternative tourism. The value of wildlife and birds can give a specific experience to the tourists and it will closely relate to the steps taken by the destination's management to attract tourists. These include a way to bring bird and wildlife closer to the customers (visitor interpretation and good facilities to provide viewing opportunities). The experts at the Australasian Bird Fair and Wildlife Expo are keen to promote the

amazing diversity of wildlife from first-hand experience and provide opportunities to see these first-hand through custom-made tours. The presentations consist of distinguished work carried out by conservation groups in line with the conservation of birds and other wildlife across Australia, New Zealand and Pacific region. The fair provides opportunities for birding and wildlife tour operators and resorts to showcase their services to a significant segment of potential customers in the expanding world of ecotourism. The Australasian Bird Fair and Wildlife Expo 2017 was a platform for bird lovers and nature conservationists to join together and exchange ideas to reduce the environmental impact and to protect wild life. Nature lovers and conservationists participated and shared their views at the event which was held at Sydney Olympic Park from 3rd to 5th November, 2017. It was a great stage for synergizing all industry players, consumers, researchers and academicians. The fair had provided an ideal venue for birding groups, bird and wildlife tour operators, binoculars, camera suppliers and provide facilities for exhibitors to present their birding interests before visitors to the event.

CONSUMER AWARENESS ABOUT SARAWAK TOURISM PRODUCTS

The interview results identified majority of consumers want to escape from the hectic city life which pushed them away from the urban life and motivated them to spend their time to relax and enjoy in the natural settings. They are very keen in conservation programmes. The study specifically to understand the awareness of Australian consumers' knowledge about Sarawak and its tourism products. The state has a total of 37 national parks out of which 16 are open for visitation. Four of these national parks have accommodation facilities. The interview about the tourism product knowledge in Sarawak showed that more

than half of the respondents are aware about rainforests, mountains, national parks, wildlife, rich flora and fauna in Sarawak. However the majority of respondents have little or no knowledge about the facilities offered by the state such as sports, health or wellness, fishing, kayaking and diving. This may be because the respondents are bird lovers and special interest groups who are

involved in wildlife tours and bird watching. From the interview sessions, it can be seen that all the participants intend to visit Sarawak and they would love to watch the bird species and wildlife in the state. This indicated that this niche tourism has the potential to raise Sarawak's tourism profile in international market.

Table No:3 Awareness about Sarawak Tourism Products

Sarawak Tourism Products	Awareness about tourism products (%)	
	Yes (%)	No (%)
Sarawak Cultural Village	5.6	94.4
Rainforests & mountains	66.7	33.3
Authentic local food	33.3	66.7
Flora & fauna	55.6	44.4
Longhouses	27.8	72.2
Culture & heritage	22.2	77.8
National parks & wildlife	66.7	33.3
Festivals & events	16.7	83.3
Beach	11.1	88.9
Jungle trekking	16.7	83.3
Sports & games	0	100
Health & Wellness	0	100
Fishing, Kayaking & diving	0	100

BIRD WATCHERS AND WILDLIFE TOURISTS TOP PREFERRED ACTIVITIES IN A DESTINATION

The study results about the preferred activities the participants wish to engage in a destination revealed that they wish to do nature-based activities where the prime

interest they have shown in wildlife tours and birding followed by forest walk. They revealed that, *"We are bird lovers and we know a lot of bird species and its ecology. So our preference in a destination is to provide us good tour guide with an extensive knowledge about birds and*

animal species.” More than half the respondents are interested in experiencing local food and would like to visit cultural and heritage attractions in Sarawak and some showed interest to involve in photography. They mentioned that, they

love to take pictures of endangered birds and wildlife and they would like to post it in social media and document the ecology and settlement patterns of birds and animals.

Table No:4 Respondents preferred activities in a destination

Top preferred activities	Opinion of respondents (%)	
	Interested (%)	Not interested (%)
Wildlife tours & bird watching	16(88.9)	2 (11.1)
Photography	8(44.4)	10 (55.6)
Trying local authentic food	10 (55.6)	8 (44.4)
Culture/ heritage	10(55.6)	8 (44.4)
Forest walk	14(77.8)	4 (22.2)
Visiting beach	5 (27.8)	13 (72.2)
Cycling & mountain biking	3 (16.7)	15 (83.3)
Visit museums & art galleries	7 (38.9)	11 (61.1)
Fishing, diving & kayaking	3 (16.7)	15 (83.3)
Shopping	1(5.6)	17 (94.4)

CONSUMER PERCEPTIONS AND EXPECTATIONS TOWARDS BIRD WATCHING AND WILDLIFE TOURS

The focus group discussion results shown that, the participants have different perceptions and expectations but they all are very keen about sustainability and environmental conservation. Some of the highlights from the respondents regarding the perceptions and expectations are;

“We wish to see a lot of birds in Sarawak. Our preference is to be a good mix of different species of birds, wildlife, food and culture in a destination.” (Respondent A, Australia).

“We expect Sarawak can offer good facilities for observing birds and wildlife.

We are nature lovers, usually travel in small groups and our demand in a destination is to provide us an informative tour guide” (Respondent B, Bird club members, Australia).

Some of the respondents remarked that they love to visit Sarawak but are concerned about the future of Sarawak's natural environment. They mentioned that deforestation from the increase in areas of oil palm tree plantations will spoil the natural habitat of birds and animals. Regarding the motivations to choose nature-based tourism, many participants acknowledged the importance of nature-based tourism by suggesting:

We are looking for the destination which

gave importance to conservation and protection to birds and animal life. Participants also commented that they like to visit niche tourism destination because mass tourism destinations are crowded and polluted the environment” (Bird club members, Australia).

“I choose destinations that are as close as being unspoiled as possible; and I wish to see large number of endemic species (varieties of birds)” (Respondent B, New Zealand).

The interview and focus group discussion results showed that there is a high potential of this niche tourism growth in Sarawak. This nature-based alternative tourism can promote Sarawak biodiversity in a sustainable way. In this scenario it can be seen that niche tourism towards birding in Sarawak focuses on the listing of bird species classified based on the genus and species names, their habitat, their settlement, breeding time and patterns. It can be obvious that experienced and trained tour guides are an inevitable part of this niche tourism growth. The respondents are very keen in conservation programmes and some are active members of bird clubs.

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The samples generally has an unequal balance between genders, were 8 males and 10 females. With respect to age, a higher numbers are above 60 (13), 50-59 (4) and one respondent in the age range 40-49. Based on the nationality 17 respondents are Australians and one participant from New Zealand. The demographic profiling showed that the participants prefer to travel after retirement and want to escape from the hectic city life which pushed them away from the urban life and motivated them to spend their time to relax and enjoy in the natural settings.

CHALLENGES OF SARAWAK AS A BIRDING AND WILDLIFE NICHE MARKET DESTINATION

Sarawak is part of a competitive environment of national parks with endemic species of birds and animals in the Southeast Asia region. However, the state does not get much attention for this niche market nationally and internationally. Lack of quality guides, comprehensive information about birds and wildlife, informative guide books are major challenges faced by the destination.

The indepth-interviews with the birding and wildlife tour operators in Sarawak showed that they are facing a lot of challenges when marketing this niche tourism on an international level. They also point out that, this is the reason for the gradual growth of birders and wildlife tourists in the destination. The tour operators highlight the fact that lack of accessibility to the locations and lack of experienced tour guides are the major constraints. *“Sarawak is still facing a few challenges in birding and wildlife tours; where it is slow to attract the increasing number of birdwatchers. Most of the good birding sites in Sarawak are quite remote, accessibility is limited and infrastructures are not really ready. Therefore these factors limit the number of birds to explore. As for wildlife tours, they are considered to have fairly increased but confined to Bako National Park and Semenggoh Nature Reserve only” (Yeo Siew Teck, Tour Manager, Cat City Holidays).*

RECOMMENDATIONS

To encourage and market bird watching and wildlife tours, Sarawak State Government via the Ministry of Tourism, Arts and Culture and Sarawak Forestry Corporation should take necessary action to step up its organised frame work.

STRATEGIES FOR DEVELOPING THE BIRDWATCHING AND WILDLIFE NICHE TOURISM IN SARAWAK

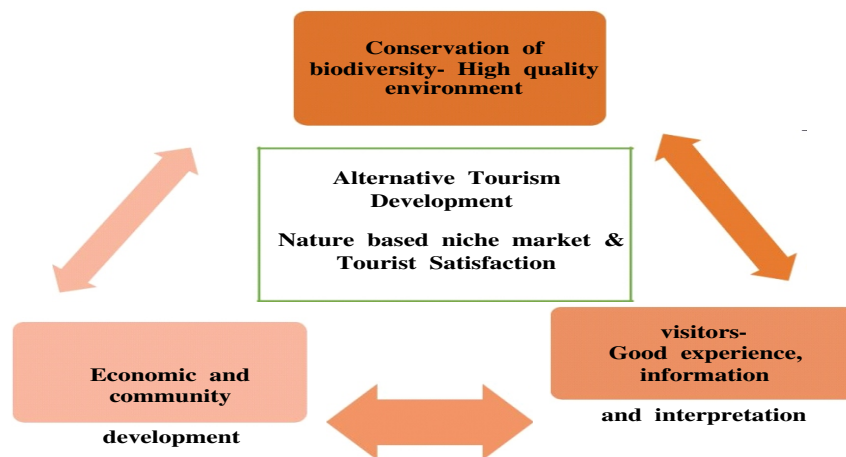
Sarawak needs efficient and trained tour guides to promote “birding” niche market tourism. The tour guides must have good knowledge of bird ecology and identification techniques. The existing brochures and website information of birding and wildlife need to be updated by the relevant authorities who should take initiative to prepare the list of all bird

species and wildlife along with the locations of their habitat in Sarawak. In addition to that, they establish zoning in forested areas for bird watching.

Birding and wildlife tours are part of responsible and sustainable tourism. When promoting this niche tourism market, forestry authorities can take a sustainable tourism triangle approach that involves:

1. Conservation of biodiversity
2. Economic and social development and
3. Providing a quality visitor experience.

Alternative Tourism- Bird watching & wildlife tours (Sustainable Niche Tourism Development Model)



Source: Researcher's own illustration

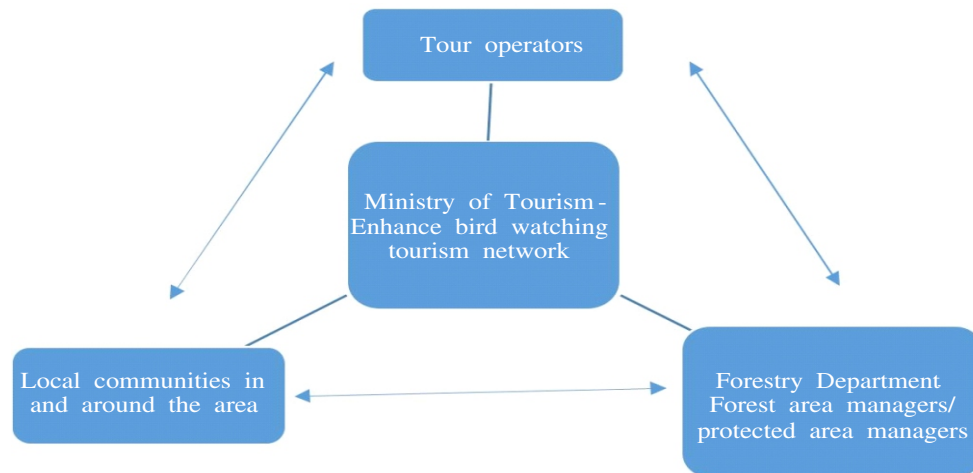
For the visitors or tourists to gain good experience: - The responsible departments, should take initiative to provide comfortable lodging and infrastructure facilities in the locations near the tourist spots. Public-private partnerships are essential in this scenario. The tour guides must be competitive in interpretation of bird species, their habitat and other relevant information. They should be able to provide all kinds of information about Sarawak biodiversity. Customer satisfaction will be achieved through careful visitor

management.

The tour operators must be aware of this niche market and have better understanding of this responsible tourism. They must enhance their knowledge and skills for involving and promoting the development of bird watching tours.

There must be a network of participants (tour operators-local community-forest managers) to enhance bird watching niche tourism in Sarawak through Digital Connectivity.

Digital Network of key stakeholders



Source:- Researcher's own illustration

In general, the birding and wild life tours give added value to tourism experiences. They can maximise positive impacts of tourism and minimise negative impacts. This niche market will help to bring about increased activities towards conservation of birds and wildlife.

WAYS ALTERNATIVE TOURISM SUPPORT BIRDING AND WILDLIFE NICHE TOURISM MARKETS

Birding and wildlife tours niche markets are under alternative tourism which can mitigate the dangers of mass tourism in many destinations. That being said, it can increase revenues by attracting new types of tourists. For example, operators may formulate packages with a variety of activities to attract tourists who enjoy bird watching and wild life tours alongside other activities. It will become a powerful generator of jobs to the local communities and an incentive to protect wildlife and the local environment. This type of alternative tourism has a symbiotic relationship between tourism and conservation which can pinpoint sustainability in such a way to reduce negative environmental impacts and maximise positive impacts. It can support to accelerate community engagement and

provision for conservation in destinations.

The birdwatchers and wildlife niche markets are specialist forms in general tourism. These kind of tourists are generally from the high-spender market segment. Usually these travelers have deep knowledge about this niche market and are well-experienced tourists who have high expectations of bird and wildlife species. Another unique feature of these niche tourists is they have high expectations in the destinations and the level of knowledge of tour guides. Hence operators in this specific niche market must be sensitive in dealing with its customers and give high importance to customer satisfaction. Once the destination can win customer loyalty, this niche tourism can attract a lot of tourists through positive word-of-mouth promotion whether verbally or through social media. This consumer-generated reviews can accelerate alternative forms of tourism in Sarawak.

CONCLUSION

Alternative tourism is specially focused on the heterogeneous aspects such as environmental sustainability and local community involvement. This niche market under alternative tourism such as birding and wildlife tours usually gives deep respect

to the environment and community. It emphasizes stability and wellbeing of humans and nature in a holistic way.

In a nutshell, this study reflects upon the stand of Sarawak in the birding and wildlife niche tourism market. One of the outcomes of this study is that it pinpoints consumer expectation and perception towards Sarawak and the popularity of its natural landscape in overseas markets. Based on the feedback

from the consumers, Sarawak can offer an authentic visitor experience and can cater to the needs of these niche tourists because of its abundant ecology, hospitality services, cultural and heritage attractions. In the future, this can contribute to the exponential growth of birding and wildlife tours in Sarawak and the state will slowly turn into a preferred alternative tourism destination.

REFERENCES

- Christie et. al (2014) *'Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods'*, The World Bank.
- Christou Loizos (2012). Is it possible to combine mass tourism with alternative forms of tourism; the case of Spain, Greece, Solvenia and Croatia. *Journal of Business Administration* Online.
- Dernoi, L. A. (1981). Alternative tourism: A new style in north-south relations. *International Journal of Tourism Management*, 2, 253-264.
- Devi Shantibalal. (2016). *Tourism Innovations*. 6(2), 33-38
- Egresi Istvan. (2016). *Alternative tourism in Turkey-role, potential development and sustainability*. Springer.
- Esi Akyere Mensah, Elizabeth Agyeiwaah and Alexandru O. Dimache, (2017) Will their absence make a difference? The role of local volunteer NGOs in home-stay intermediation in Ghana's Garden City. *International Journal of Tourism Cities*, 3(1), 69-86.
- Isaak, R. K. (2010). Alternative tourism: New forms of tourism in Bethlehem for the Palestinian tourism industry. *Current Issues in Tourism*. 13 (1), 21-36
- Leksakundilok, A. (2004), *Chapter 4 The emergence of alternative tourism* available at: [https://ses.library.usyd.edu.au/bitstream/2123/668/12/adtNU20050909.15473605Chap ter4.pdf](https://ses.library.usyd.edu.au/bitstream/2123/668/12/adtNU20050909.15473605Chap%20ter4.pdf) (accessed October 10, 2016).
- Macbeth, J. (2005), Towards an ethics platform for tourism, *Annals of Tourism Research*, 32(4), 962-984.
- Macleod, D. V. L (1998) Alternative tourists: A comparative analysis of meaning and impact. In W. Theobald (Ed.), *Global Tourism: The Next Decade*. Oxford: Butterworth-Heinemann.
- Misiko J. Asborn, (2013) Assessing niche tourism potentials at kit sacred site using activity based segmentation: towards sustainable tourism potential diversification, *Research on Humanities and Social Sciences* Vol.3, No.22.
- Novelli Marina and Humavindu N.Michael. (2011). *Niche tourism: contemporary issues, trends and cases*. Taylor and Francis.
- Novelli Marina. (2005). *Niche tourism: contemporary issues, trends and cases*. Elsevier Butterworth-Heinemann, Oxford 171-183; 247-251.
- Polat Zohre and Demirel Oner (2015). Sustainable landscape planning evaluation of alternative tourism in the light of natural, cultural and visual resources in Turkey landscape. *Journal of Environmental Protection and Ecology*. 17(3), 1220-1228.
- Sarawak Tourism *QUICK FACTS.2016*. Ministry of Tourism, Arts and Culture Sarawak
- Sindiga Issac (2010). Alternative tourism

- and sustainable development in Kenya. *Journal of Sustainable Tourism*. Vol.7, No.2.
- Soo Lina & Jili Kadri. 2001. *Sarawak Year Book-Crossing into the 21st century-millennium edition*. Winwin Consultants Sdn.Bhd. Sarawak.
- The Guide to Sarawak.2015. *Essential information for business and pleasure in the heart of South-East Asia*. Sarawak State Government and Leisure Guide Publishing Sdn. Bhd.
- The International Ecotourism Society. (2000). *Ecotourism Statistical Fact*
- Triarchi Eirini and Karamanis Kostas (2017). Alternative tourism development: A theoretical background. *World Journal of Business and Management*. Vol.3, No.1
- Weaver David (2015). Small can be beautiful but big can be beautiful too-and complementary: Towards mass or alternative tourism synergy. *Tourism Recreation Research*. 36 (2) 186-189.
- WTTC (2013) 'Travel & Tourism Economic Impact 2014- World'. WTTC, Brussels.

BRIEF PROFILE OF THE AUTHOR

Dr. Fency Sivadasan holds a Ph.D in Tourism Impact and Management, M.Phil degree specialized in Ecotourism and sustainable development and her Master degree in Sociology from the University of Kerala. She is currently working as Research Manager at Sarawak Tourism Board (STB) under the Ministry of Tourism, Arts, Culture, Youth and Sports, Sarawak state, Malaysia. She represents STB as the Cluster Advisor (Service Industry & Tourism) of Sarawak Research and Development Council under the Ministry of Education, Science and Technological Research, Sarawak, Malaysia.

Email:drfency@gmail.com

Key Words

**Host Community,
Kuruva Islands,
Tourism Area Life
Cycle, Wayanad
Tourism.**

Tourism Area Life Cycle (TALC) - A Case Study of the Kuruva Islands

**ANJANA AS
STEPHEN MATHEWS**

Research Scholar, Department of Commerce,
St.Berchmans College, Kottayam, Kerala
Director, Berchmans Institute of Management Studies,
Kottayam, Kerala.

Abstract

Tourism is considered as a double-edged sword, capable of generating favorable impacts, such as promoting economic welfare, supporting livelihood of vast population, cultural exchanges, etc. as well as unfavorable impacts of environmental degradation, cultural deterioration, destruction of wildlife, etc. The tourist destinations undergo a series of transformations and determining these changes and coping with them will ensure the maintenance of their desirability on the economy and society. This case study is an endeavor to identify the present stage of tourism development in the Kuruva Islands, an ecotourism destination situated in the Reserve Forest of Wayanad district, Kerala, using R.W. Butler's Tourism Area Life Cycle Theory (TALC). Number of visitors and revenue generated from them along with the attitude and perception of residents towards tourism development were taken as criteria of evaluation. A questionnaire among 60 residents and interviews with 27 accommodation providers and VSS (Forest Protection Forum) members were conducted. Trend analysis, ANOVA, and regression are the statistical tools used for analyzing the data. The results depict that the destination is in the consolidation stage of evolution and the resident community has started experiencing adverse impacts of tourism. The slow growth rate in visitors reflects impending stagnation. It is suggested that the destination management should take immediate measures for ensuring sustainable tourism, including more community-based tourism ventures.

INTRODUCTION

Tourism in general has ample influences, both favorable and unfavorable, on the economy, society, and environment. Being the fastest growing multi-billion dollar industry, which contributes 3.5% to the total GDP and 3.6% to the total employment worldwide (WTTC, 2016), it is a phenomenon capable of eliminating economic deprivation, poverty (Binns & Nel, 2002; Chok, Macbeth & Warren, 2007), empowering communities (Knight & Cottrell, 2016; Ashley, 2000), and boosting development, especially in areas which are low in resources (Tetsu, 2006).

Tourism is essentially a tool beneficial for both tourists, communities and the nation as a whole (Mbaiwa & Stronza, 2010; Erik, 2011; Wall & Mathieson, 2006). "Tourism industry changes, and it changes the economic landscape with it" (Tooman, 1997, p.918). Therefore, the progress of tourism affects tourists and communities, as well as other stakeholders such as allied industries, government and, private parties in numerous ways. Unsustainable development or improper tourism management might be suicidal for the destination by resulting in losing its attractiveness and originality (Erik, 2011; Francis-Lindsay, 2009; Taylor, 1996; Zhu, Liu, Wei, Li, & Wang, 2017).

When it comes to a tourism destination, it is not static. It goes through a journey which is experienced by multiple phases where each stage is detected differently and affected concurrently (Cooper, 1992; Ian & Goodall, 1992; Butler, 2011). Richard W. Butler (1980), who introduced the most popular and widely-accepted conceptual theory on Tourism Area Life Cycle (Potter & Philips, 2004), proposed six stages of the life cycle of the destination each characterized by a set of criteria upon which each one of the phases or stages is recognized. The life cycle assessment helps in effective

management of a tourist destination (Castellani, 2010) to maintain a destination's position and its competitiveness (Mihalic, 2000). The changes in the destination life cycle act as an early warning system to the tourism authorities (Harald, 2010) so that remedial action can be undertaken on time.

Kuruva Islands

The Kuruva Islands are a group of riparian islets spread across an area of 141.01 hectares, which are part of the Reserved Forest of Wayanad District of the state of Kerala, located in the southern tip of India (Census of India, 2011). The Islands are surrounded by small streams and accessible only through

boats and bamboo rafts arranged by the District Tourism Promotion Council and the South Forest Division of Wayanad District. This beautiful eco-tourism destination includes natural dense forests, fresh water streams, and different species of animals, in a serene atmosphere. These natural settings attract thousands of nature lovers, trekkers and other travellers all around the globe, making it a popular tourist destination in the region. The destination was officially opened for tourists in 2004-05 (DTPC Wayanad, 2017), and is jointly managed by South Wayanad Forest Division and the District Tourist Promotion Council, Wayanad. Less than 10 islets of the whole area are accessible for tourists and the rest is accessible only to



NEED FOR THE STUDY

Being an ecotourism destination situated in an extremely sensitive area with ever-increasing popularity among travelers, the destination might have been experiencing both positive and negative impacts of tourism development. Even though the definition of ecotourism itself (The International Ecotourism Society-TIES 2015) rested upon the concept of sustainability, the growing number of tourists, considering the environmentally-fragile destination, generates questions on the quality as well as the sustainability of the Kuruva Islands.

The present study focuses on understanding the evolution of the Kuruva Islands, and its

current phase of progress using Richard W. Butler's Tourism Area Life Cycle (TALC) Theory. Growth in number of tourists, revenue generated from tourism, perceptions of the local community, opinions of Vana Samrakshana Samithi (VSS) members [Forest Protection Forum, an NGO] and accommodation providers on tourism development are the selected criteria of evaluation. The trend of the destination predicts if the location faces signs of stagnation/early stage of decline.

Thus, the study attempted to achieve the following objectives:

- 1) Identify the present stage of tourism development of the Kuruva Islands.
- 2) Suggest strategic measures appropriate

for the stage of TALC identified by 1) above.

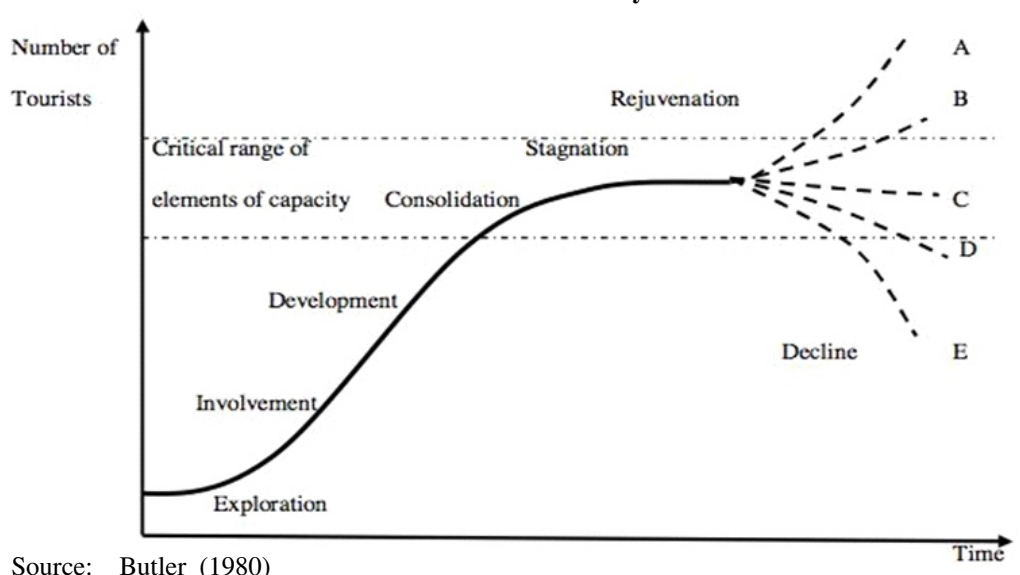
LITERATURE REVIEW

Tourism Area Life Cycle (TALC)

The Tourism Area Life Cycle (TALC, see Figure 1), much influenced from product life cycle theory in marketing, goes through six phases of evolution: exploration, involvement, development, consolidation, stagnation and finally decline/rejuvenation.

The exploration stage begins with explorers, who unlike other tourists, prefer and find an undisturbed, pristine location of interest coming to a destination, which lacks any facilities or access. Local residents, at this point of time, are not at all disturbed by them. As they (the residents) see a growth in the number of visitors, they will readily provide essential facilities to the visitors.

Figure 1
Tourism Area Life Cycle



Source: Butler (1980)

The increased number of visitors to the location opens new economic possibilities, which results in more infrastructure development by both private and public agencies; this shifts the phase into the involvement stage. In the development stage, the popularity of the destination increases further. More attractions and marketing strategies are developed and adopted, mostly by external investment replacing the involvement of the local people, in order to meet the requirements of the growing number of tourists. The consolidation phase shows the local community as more dependent on tourism

revenue. Even though the number of tourists is still increasing, the growth rate indicates a decreasing trend. The nature of visitors at the beginning phase will be different as the destination progresses. In the stagnation period, the carrying capacity of the destination is reached and the destination is no longer fashionable. This is the phase crucial to the destination which decides the future of the destination and whether it goes to the decline stage or rejuvenation stage. If no further remedial actions are taken in stagnation period, there is high chance for moving to the decline stage.

The TALC facilitated the classification of the residents and tourists (Diedrich & García-Buades, 2009; Faulkner & Tideswell, 1997; Ramseook-Munhurrin, 2011, Butler, 2010; Kyungmi, 2002) in accordance with their experiences throughout the life cycle. 'Critical range of elements of capacity' in the graph is a destination management strategy. It is the expected carrying capacity of a destination determined according to the destination characteristics, and when reached, there should be visitor management. Otherwise, the destination will transform to stagnation and then will decline.

The following hypothesis was set to reach the objective 1:

H₁: The Kuruva Islands are in consolidation stage of tourism development.

The original TALC theory considered the number of tourists to a destination, from the destination's introduction to the current point, as the measuring criteria (Butler, 1980). Another study (Cooper and Jackson 1989), considered visitor numbers as well as other tourist statistics, for the analysis. Variables, such as, resident's perception of tourism development, visitation trends of tourists and, biological indicators of the ecosystem, were analyzed by Johnson and Snepenger (1993) for determining the TALC of the Greater Yellowstone region. With a composite analysis of multiple measures, the accuracy of the results can be assured. The first criterion is based on the trends in tourist statistics, namely, number of visitors and the revenue generation from tourism.

In order to validate the first criterion, the following sub-hypotheses are proposed:

H_{1a}: There is a reduction in growth rate in the number of tourists.

H_{1b}: There is a reduction in growth rate of revenue generated from tourism.

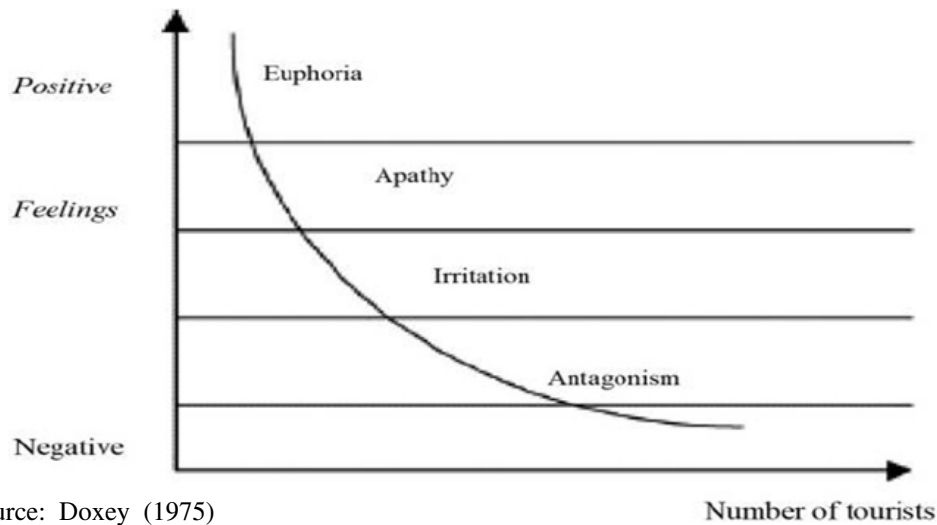
The second criterion used to determine the stage of TALC is explained in the following section.

TALC AND RESIDENT COMMUNITY

The host community is the one that is mostly affected by the tourism development in a region (Kim, Uysal, & Sirgy, 2013). In each cycle of evolution, as the development process proceeds, the involvement in tourism by the host community differs, based upon the degree of satisfaction and support for tourism (Hung, 2013; Šegota, Mihalic, & Kušcer, 2017; Woo, Kim, & Uysal, 2015). "Destination development not only affects residents' attitudes but also their overall quality of life" (Uysal, Perdue & Sirgy, 2012). By identifying the perception and attitude of resident community towards tourism development, its support for the same can be identified (Stylidis, Biran, Sit, & Szivas, 2014). The tourism impacts experienced by the community in each life cycle stage are different, and their experiences/perception can shed light on the current stage of the life cycle of the destination.

The Doxey's Irritation Index (1975) (Figure 2) suggests four types of resident community responses to the tourism destination development and perceived tourism benefits, i.e., euphoria, apathy, irritation and antagonism.

Figure 2
Residents' Irritation Index



Source: Doxey (1975)

Euphoria is the stage where a low number of visitors are present and fewer disturbances to the residents are attributed. Apathy is the condition where visitors are more frequent and there is a formalized communication and visitor management as they (host community) begin to depend on this new income option. Tourism activities and development starts to irritate the residents when it is affecting their lives negatively or they believe that the perceived positive impacts are less than the negative impacts (social exchange theory) as the number of tourists are high and the destination reaches a stagnation point.

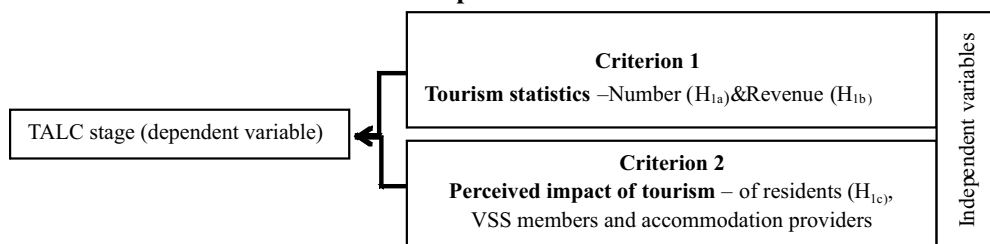
Antagonism is attributed by undefended expressions of dislike towards tourism.

Thus, the residents' perceived (positive and negative) impacts of tourism can be an indicative factor of the current stage of the tourism life cycle in the Kuruva Islands. Thus, a third sub-hypothesis is proposed:

H_{1c} : The perceived positive and adverse impacts of tourism contribute differently to the perceived total impacts from tourism.

The two criteria used to identify the phase of TALC at Kuruva islands and three sub-hypotheses set for the purpose are depicted by Figure 3 Below.

Figure 3
Proposed Model



METHODOLOGY FOR THE STUDY

Although many authors conducted numerous empirical studies based on the original life cycle theory (Hovinen, 1981; Cooper, 1992; Karplus & Krakover, 2005; Martin & Uysal, 1990 etc.), the treatment and approaches preferred by each one are different from one another in terms of factors selected, such as number of tourists, infrastructure development, satisfaction of the tourists, investment by government and other parties, number of accommodations, residents' attitude, etc. In order to identify the tourism life cycle stages, the current study has taken into account five phenomena, i.e., tourist arrival, revenue generated from tourism, residents' attitude towards tourism development, and opinions of accommodation providers and Vana Samrakshana Samithi (VSS) members.

Quantitative (number of tourists and tourism revenue) along with qualitative data (attitude and perception of residents) are used for the study. Secondary data of number of tourists and revenue generated from tourism since the introduction of the destination from 2004 until 2017 are collected from government offices such as, District Tourism Promotion Council (DTPC, Wayanad District), South Wayanad Forest Division and Kerala Tourism Department. National and international articles and books and, official websites relevant to the field are referred for the study. The primary data were collected directly from the residents, accommodation providers and VSS members.

SAMPLING DESIGN

Being a remote and protected area, the total population is comparatively low. Primary data are collected from among 60 residents of the Kuruva Island, 10 VSS (Forest Protection Force) members and 17 accommodation providers. The VSSs are the village level bodies under Participatory

Forest Management where forest dependent families are members participating in the planning and implementation of various forestry and community development programs. Ecotourism under the Forest Department is administered by these bodies acting as Non-Governmental Organizations (NGOs) along with the Forest Department of the government.

Resident respondents are selected via the judgment sampling method according to the proximity of residents with the destination. Data was collected using the structured interview method. Ten VSS members are interviewed informally in order to get detailed information on tourism evolution of the destination since they were a part of it long before it was open to tourists. Also, opinions of 17 accommodation providers on tourism development and its impact on the area are also taken into consideration.

SURVEY INSTRUMENT

With extensive review of literature, different statements regarding the community perception on the tourism impacts and the tourism development were generated. Then, the statements were rated by experts, based on its relevance and suitability to achieve the objectives of the study. After scrutiny, the survey instrument was pretested among 20 residents where, 41 statements on which, the resident's perception on tourism are evaluated. Based on the pretest, the statements having item-to-total correlation below .3 are eliminated. Afterwards, the final instrument was developed with 19 statements under two constructs i.e., positive tourism impacts and adverse tourism impacts and, measured on a 5-point Likert scale. Convergent validity was assessed and, the correlation values ranging from .471 to .688 are significant at an alpha level of .001. Discriminant validity was established when the cross-construct correlation showed values less than .234. Cronbach's alpha of the first and second

construct is .75 and .74 respectively, which satisfied the recommended level (Nunnally & Bernstein, 1994), thus ensuring consistency of these constructs.

ANALYSIS TOOLS

This study made use of trend analysis of tourist arrival and tourism revenue data. It also measured the perception of residents on tourism impacts in accordance with their degree of involvement with tourism. Trend analysis, regression analysis and ANOVA are the statistical tools used for analysis and testing of hypotheses, using SPSS 20.0 software.

ANALYSIS OF DATA COLLECTED

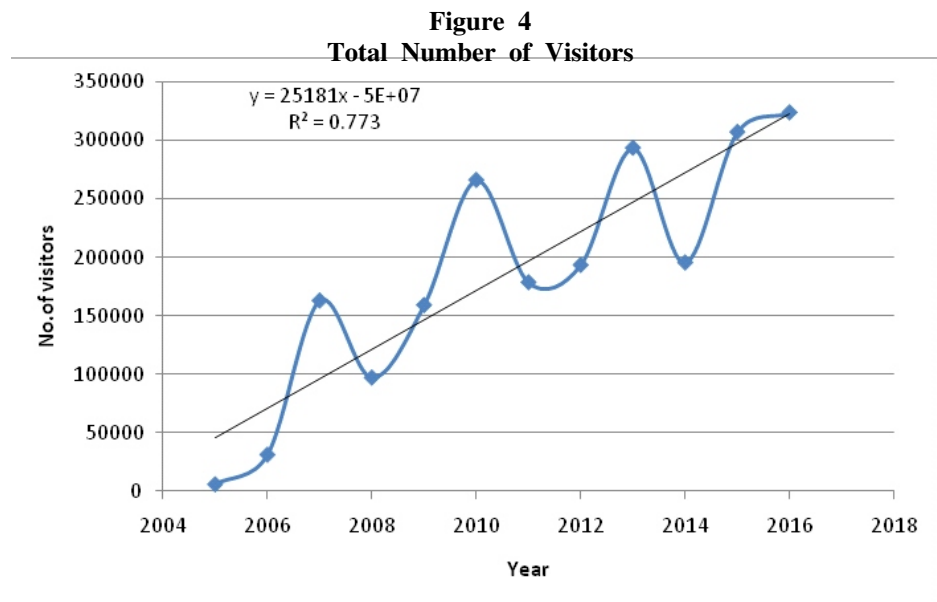
The analysis part is divided into two

sections, i.e., time series analysis and measurement of attitude of residents.

1) Time Series Analysis

Trend analysis is applied for identifying the trend of the data obtained from the District Tourism Development Council (DTPC), Wayanad, on the total number of tourists who visited the Kuruva Islands, and the revenue generated from them since the introduction of the destination, from 2004 to 2017.

Figure 4 shows the growth of number of tourists since the beginning of the destination as a tourist spot, using time series analysis.



Source: DTPC, Wayanad

The chart depicts both linear trend line and an exponential trend line, showing a growing but unstable change in number of visitors. The data shows that there is a positive correlation between year and the number of visitors (correlation coefficient=.879), with an R^2 value of 0.77 (coefficient of determination) which shows less variability, thus providing

goodness of fit (more than .60 is acceptable). The growth rate of visitors shows a declining trend. The trend line equation ($y = 25181x - 5E+07$) predicts the future trend of the visitors which shows slow growth rate. Thus, it is evident that even though the numbers of visitors are increasing, the yearly growth rate is decreasing. Testing the hypothesis shows

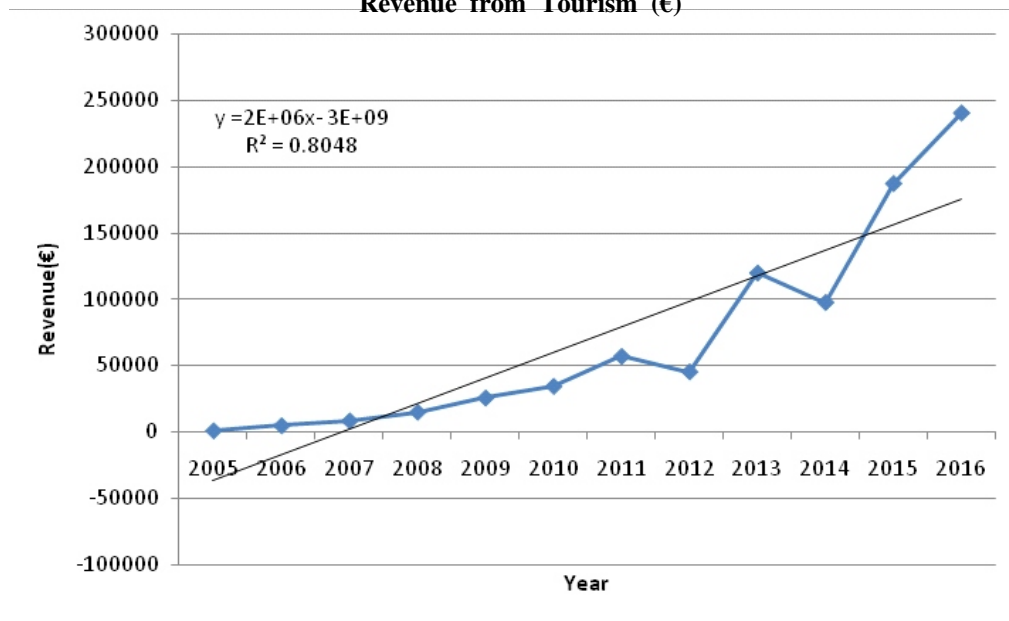
significance at 95% confidence level which leads to the acceptance of the hypothesis. Thus using trend analysis, the first sub hypothesis is accepted.

H_{1a} : There is a reduction in growth rate of

number of tourists.

Figure 5 shows the growth of revenue from tourism since the beginning of the destination as a tourist spot, using time series analysis.

Figure 5
Revenue from Tourism (€)



Source: DTPC, Wayanad

The graph shows a comparatively consistent growth in terms of revenue generated from tourism. The data shows that there is a positive correlation between year and the revenue generated (correlation coefficient=.897), with the R^2 value of 0.805 showing less variability. Calculation of trend line equation ($y = 2E+06x - 3E+09$) predicts the future trend in tourism revenue increasing with slow growth rate. Testing the hypothesis at 95% confidence level leads to the acceptance of the sub-hypothesis

H_{1b} : There is a reduction in growth rate of revenue generated from tourism.

As the number of tourists increases, the revenue from tourism also increases. But the growth rate in tourism revenue is higher compared to the growth rate in the number

of visitors. A further detailed analysis is required to look at the reason for this phenomenon.

2) Attitude Measurement of Residents (Primary Data)

The host community of a destination is highly influenced by tourism activities in that area and the attitude of each person towards tourism development differs in accordance with his or her degree of involvement with tourism, residential proximity, experienced benefits or adversities etc. In each life cycle stage, the attitude of residents will change, and it reflects their overall perception towards tourism development and support in the locality. Based on their perception, the life cycle stage of destination can be ascertained. In order to measure the tourism

impacts perceived by resident community of the Kuruva Islands, a survey was conducted among 60 residents.

2.1) Profile of the Respondents

Female respondents constitute more of the sample than male respondents, having a share of 56.7% in total number with respect to 43.3% of male respondents. Majority of the respondents are from the age group of 26-35 constituting 28.3%, followed by the age group of 36-45. The lowest number of respondents is from the age group of 15-25 constituting a percentage of 13.3%. Considering the involvement of residents in tourism activities, of the total respondents, 30% have no interaction with tourists. And all three other groups who have some or more interaction with tourists constitute 23.3% of the total respondents equally. Tourism involvement (aggregate of once in a while, often and almost daily) by male and female respondents positions in and around the same rate 70%.

2.2) Regression Analysis

2.2.1) Regression analysis- positive and adverse impacts in total impacts

The study intended to evaluate the perception of the residents on the impact of tourism in the locality both positive and negative. The 19 statements in the two constructs measure the perception of the sample respondents, i.e., local communities, towards positive as well as negative impacts of tourism development. The degree of association of each of these variables, to the perceived total tourism impact is measured with multiple linear regression analysis. Regression statistics establishes R square value shows that 59.3% of variance in perceived tourism impacts can be explained from the independent variable, i.e., 'adverse impact' and 40.7% of variance is explained from the independent variable, 'positive impacts'. A Durbin-Watson test criterion is satisfied at a value of .925. The following table summarizes the test results.

Table 1
Model Summary-Regression Analysis (N=60)

Model	R	R Square	R Square Change	Std. Error	B	β	T	Sig.	F	Sig.	Durbin-Watson
1-Adverse impact	.770	.593	.593	.30091	.524	.770	9.199	.000	84.624	.000	.925
2-Positive impact	.679	.407	.407	.34628	.532	.679	7.050	.000	49.703	.000	

To know the significance of this result, the following hypothesis is tested.

H_{1c} : The perceived positive and adverse impacts of tourism contribute differently to the perceived total impacts from tourism.

Regression equation for the first model is, $y = .524x + 1.610$ and, for the second model is, $y = .532x + .992$. Regression statistics shows that the model fits, thus, H_{1c} is accepted. It postulates that both positive and adverse impact factors of tourism contribute differently to perceived total tourism impacts. The adverse impacts

experienced by the residents are higher compared to the benefits received from tourism. It signifies that, the Kuruva Islands have started facing adverse impacts of tourism development.

DISCUSSION

The major purpose of the study was to identify the phase in the Tourism Area Life Cycle of the Kuruva Islands. On the basis of the analysis of the data collected for the study it is found that:

- Time series analysis shows that, tourism will continue to grow in the

Kuruva Islands. However the growth rate shows a declining trend.

- The perception of the residents of the impact of tourism on the locality is slightly more adverse than positive. Considering Doxey's Irritation Index, the residents started to show signs of irritation over tourism development in the area.
- Interviews with the VSS members reveal that, even though there is local participation in tourism, an enormous portion of the benefits are enjoyed by other private investors making less room for local residents.
- Interviews with homestays and hotel room providers reveal that the numbers of new hotel ventures have increased,

which in one way resulted in lesser profits but, on the other side, the options and quality of services to tourists have increased. More accommodations help the community by providing more jobs and more purchase of local products. They are in the opinion that tourism is a strong facilitator to the economy, but government is not providing any support in any form in this sector.

The characteristic of a destination at the *consolidation* phase is compared with that in the Kuruva Islands on the basis of the data collected from local communities, accommodation providers and VSS members is presented below in Table 2. (method adopted by Berry, 2010)

Table 2
Criteria for Consolidation phase applied to the Kuruva Islands

CRITERIA OF CONSOLIDATION PHASE	KURUVA ISLANDS COMPLIANCE(YES/NO)
Rate of increase in Tourism declines	Yes
Resident-visitor ratio high	Yes
Tourism major part of the economy	Partly Yes
Carrying capacity reached	N/A
Signs of mass tourism	Yes
Adverse impacts experienced by Residents	Yes
Environmental degradation	Partly Yes
Local control over tourism business declines	Yes

There are five affirmed indications (YES) against the eight criteria/ characteristics considered for the consolidation stage and two additional criteria are partly fulfilled.

Hence the major hypothesis can be accepted that the Kuruva Islands are in the consolidation stage of tourism development.

IMPLICATIONS

The consolidation phase is a caution stage, where the location is moving towards the stagnation, which is very crucial, when drastic steps are demanded to prevent the location slip down to the decline stage. So it is time for the concerned authorities to develop strategies to be implemented in the near future.

Areas to be looked into include:

- An examination of the relationship between the revenue from tourism and the number of tourists. The data reveals that, although there is a declining rate of growth in the number of tourists, the revenue still shows an accelerating growth.
- There is a need to conduct carrying capacity studies, in order to control the crowd, as this is an environmentally-protected area.
- Local community to be taken into confidence, in developing strategies for the future.
- Further quantitative growth should be

controlled and should focus on qualitative factors, this is key to sustainable tourism.

- To ensure the satisfaction of tourists, their expectations should be made realistic by positioning the location as an ecotourism spot.

CONCLUSION

It can be concluded that the Kuruva Island tourism is in consolidation stage of evolution of tourism locations (TALC). This is a warning stage for a destination, and immediate measurements need to be taken to prevent the destination from stagnation and further decline.

All concerned the local community, tourism promotion agencies and the potential tourists - must be engaged in developing the right strategies for the future. This will ensure the protection and sustenance of this ecotourism destination.

The location should be positioned and marketed as a responsible tourism spot, so that the tourists will have a realistic expectation of the locality and, will participate responsibly so as to reduce negative impacts to the community as well as the environment.

LIMITATIONS

There are multiple criteria to identify the TALC, but only a few are used in this study. There is a possibility to expand the study by incorporating the level of satisfaction of tourists from the destination, as well as the carrying capacity assessments, which will further make the results strong. Local communities' support towards tourism development is not considered for the study, which can be a strong contributor to TALC studies.

SCOPE FOR FUTURE RESEARCH

Future research can include more respondents' characteristics for the survey where indicators such as, the local communities' residence proximity, their involvement in tourism and tourism employment background of the community members can be considered, as these factors are also influencing the perception of communities. Also the economic, socio-cultural and, environmental carrying capacity and its ability to define the destination's life cycle and sustainability is an important element to study, which can further support the destination management council to make decisions on better planning and management.

APPENDIX

Table 3
Reliability statistics (N=60)

CONSTRUCTS AND STATEMENTS	CRONBACH'S ALPHA
Construct 1 : Positive Tourism impacts <ol style="list-style-type: none"> 1. Tourism is an important part of the economy of the community. 2. Tourism opened up new employment opportunities in the region. 3. Local communities in the destination became more independent because of tourism. 4. Tourism in the Kuruva islands nourishes the local businesses. 5. Transportation and communication facilities have improved in the Kuruva islands after the introduction of tourism. 6. Quality of living has improved as a result of tourism. 7. The culture of the local community is promoted and appreciated with tourism activities. 8. Communities can attain more knowledge by interacting with tourists and tourism activities. 	.75

9. Tourism in the Kuruva Island is being managed sustainably.	
10. Tourism facilitates protection and conservation of the environment.	
Construct 2: Negative tourism impacts	.74
1. Because of tourism, the cost of goods and services has increased.	
2. Land value in the destination has increased after the introduction of tourism.	
3. Local communities' lives are disturbed by tourism activities.	
4. The number of crimes and conflicts have elevated with the introduction of tourism in the area.	
5. The lifestyle of the local communities is negatively influenced by tourism.	
6. Tourism opened the area up to waste disposal at large quantities	
7. Tourism creates crowd and traffic problems in the locality.	
8. Tourism damages the ecosystem of the locality.	
9. Quality of the destination has degraded with tourism development.	
Composite reliability of the scale	.73

REFERENCES

- Ashley, C. (2000). *The impacts of tourism on rural livelihoods: Namibia's experience. Sustainable livelihood*, 128, 1-34.
- Berry, T.(2010).The predictive potential of the TALC model.In Butler, R. W. (Ed.), *The Tourism Area Life Cycle*,Conceptual and Theoretical Issues.Vol 2.Channel View Publications. 254-279.
- Binns, T., & Nel, E. (2002). Tourism as a Local Development Strategy in South Africa. *The Geographical Journal*, 168(3), 235247.
- Butler, R. W. (Ed.)(2010). *The Tourism Area Life Cycle, Applications and Modifications*.Vol 1.Channel View Publications.
- Butler, R. W. (2011). Tourism area life cycle. *Contemporary Tourism Reviews*, 20, 557570.
- Butler, R.W. (1980) The concept of a tourist area cycle of evolution: implications for management of resources. *Canadian Geographer*, 24, 5-12.
- Castellani, V. (2010). *Development of methodologies and indicators to assess sustainability in tourism and agriculture*.University of Milano, Bicocca.
- Census of India. (2011).Office of the Registrar General & Census Commissioner, India.
- Chok,S., Macbeth,J. & Warren, C.(2007). Tourism as a Tool for Poverty Alleviation: A Critical Analysis of "Pro-Poor Tourism" and Implications for Sustainability. *Current Issues in Tourism*, 10(2), 144165.
- Cooper, C. (1992). The Life Cycle Concept and Strategic Planning for Coastal Resorts. *Built Environment*, 18(1), 5766.
- Cooper.C. and Jackson,S.(1989).Destination life cycle: The Isle of Man Case study. *Annals of Tourism Research*16(3), 377-398.
- Diedrich, A., & García-Buades, E. (2009). Local perceptions of tourism as indicators of destination decline. *Tourism Management*, 30, 512521.
- Doxey, G.V. (1975) A causation theory of visitorresident irritants: methodology and research inferences, Proceedings of the Travel Research Association, 6th Annual Conference, San Diego, California, 1958.
- Erik, L. (2011). *Evaluation of Tourism Impacts - A Sustainable Development Perspective. University of Gothenburg*.Sweden.
- Faulkner, B., & Tideswell, C. (1997). A

- Framework for Monitoring Community Impacts of Tourism. *Journal Of Sustainable Tourism*, 5(1), 328.
- Francis-Lindsay, J. (2009). The Intrinsic Value of Cultural Heritage and its Relationship to Sustainable Tourism Development: The Contrasting Experiences of Jamaica and Japan. *Caribbean Quarterly*, 55(2), 151-168.
- Harald, M. M. P. (2010). How to Define, identify and monitor the decline of tourist destinations: towards an early warning system. In *The Tourism Area Life Cycle, Conceptual and Theoretical Issues* (pp. 235-253).
- Hovinen, G. R. (1981). A Tourist Cycle in Lancaster County, Pennsylvania. *Canadian Geographer*, 25(3), 283-286.
- <http://www.ecotourism.org/news/ties-announces-ecotourism-principles-revision>. Retried December 15, 2017.
- Hung, L. T. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 3746.
- Ian, G., & Goodall, B. (1992). Resort Cycles and Development Processes. *Built Environment*, 18(1), 41-56.
- Johnson, J. and Snepenger, D. (1993). Application of the tourism life cycle concept in the Great Yellowstone Region. *Society and National Resources*, 6, 127-148.
- Karplus, Y. □; Krakover. S. (2005). Stochastic multivariable approach to modelling tourism area life cycles. *Tourism and Hospitality Research*, 5(3), 235-253.
- Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management*.
- Knight, D. W., & Cottrell, S. P. (2016). Evaluating tourism-linked empowerment in Cuzco, Peru. *Annals of Tourism Research*, 56, 3247.
- Kyungmi, K. (2002). *The effects of tourism impacts upon quality of life of residents in the community*.
- Martin, B. and Uysal, M. (1990). An Examination of the Relationship Between Carrying Capacity and the Tourism Lifecycle: management and policy implications. *Journal of Environmental Management*, 31, 327-332.
- Mbaiwa, J. E. & Stronza, A. L. (2010). The effects of tourism development on rural livelihoods in the Okavango Delta, Botswana. *Journal of Sustainable Tourism*, 18(5), 635-656.
- Mihalic, T. (2000). Environmental management of a tourist destination: A factor of tourism competitiveness. *Tourism Management*, 21, 6578.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- Potter, R. B., & Philips, J. (2004) The Rejuvenation of Tourism in Barbados 1993-2003: Reflections on the Butler model.** *Geography*, 89(3), 240-247.
- Ramseook-Munhurrin, P. (2011). Residents' Attitudes Toward Perceived Tourism Benefits. *International Journal of Management and Marketing Research*, 4(3), 4556.
- Šegota, T., Mihalič, T., & Kuščer, K. (2017). The impact of residents' informedness and involvement on their perceptions of tourism impacts: The case of Bled. *Journal of Destination Marketing and Management*, 6(3), 196-206.
- Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260-274.
- Taylor, G. (1996). *Tourism and sustainable community development*. *Tourism*

- Management*, 17(4), 309-310.
- Tetsu, K. (2006). Tourism Promotion and Regional Development in Low-income Developing Countries. *The Pakistan Development Review*, 45(3), 417-424.
- Tooman, L. A. (1997). Multipliers and Life Cycles: A Comparison of Methods for Evaluating Tourism and Its Impacts. *Journal of Economic Issues*, 31(4), 917-932.
- Uysal, M., Perdue, R. R., & Sirgy, M. J. (Eds.). (2012). *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of tourists and Residents of host communities*. Springer.
- Wall, G., & Mathieson, A. (2006). *Tourism: Change, Impact and Opportunities*. Pearson Education Limited, England.
- Woo, E., Kim, H., & Uysal, M. (2015). Life satisfaction and support for tourism development. *Annals of Tourism Research*, 50, 8497.
- WTTC (2016) Annual Report of World Travel and Tourism Council.
- Zhu, H., Liu, J., Wei, Z., Li, W., & Wang, L. (2017). Residents' attitudes towards sustainable tourism development in a historical-cultural village: Influence of perceived impacts, sense of place and tourism development potential. *Sustainability*, 9(61), 1-15

BRIEF PROFILE OF AUTHOR(S)

Ms. Anjana A.S is a full time doctoral research scholar in the Research and Post Graduate Department of Commerce, St. Brechmans College, Changanacherry, Kerala. Her Focus area of the study is on the tourism impacts on tribal communities. Email: anjanaashok@ymail.com

Corresponding Address

Dr. Stephen Mathews joined as a faculty of Commerce in St. Brechmans College, Changanacherry, Kerala in 1977, recognized as a research guide in the Research Center of Commerce Department in 2009, currently serving as director of M.B.A program at St. Brechmans Institute of Management Studies in the same college. Email: stephenm3@gmail.com

Key Words

Community response,
gujarat, sustainable
tourism.

Sustainable tourism in Gujarat- views of community

RAJUL BALMUKUND MISTRY
RENUKA GARG

G. H. Bhakta Management Academy,
Department of Business and Industrial Management,
G. D. Goenka International School-Surat
Gujarat, India

Abstract

Sustainable tourism is a concerted effort of all stakeholders be it the government, tour operators, community or the tourists. It becomes imperative to look beyond mere visitor maximization at the destination. Rather than looking from only tourists and the tourism industry point of view, an integrated approach will result in sustainable development of the destination. The paper aims to study the views of community about tourists and how tourism affects their area. A descriptive research design and survey method was adopted for the study. For sampling non-probability convenience technique was used. The sample unit was the local people of Gujarat. Non-disguised, structured questionnaire was used as an instrument. The Research specifies community response about tourists and impact of tourism in the area, tourism merits and demerits and factors affecting sustainable tourism in the region.

INTRODUCTION

Efforts towards sustainable tourism development lead to have a positive effect towards nature, local people and economy of the destination. To cater the needs of tourists as well as the local people, sustainable tourism aiming at improvement of resources of the destination is must. While giving a boost to tourism care has to be taken so that tourism is not detrimental to the natural environment (Fabricius and Carter, 2007). In the name of development we have witnessed the depletion or destruction of the resources. An integrated approach and concerted efforts are required of all the stakeholders. The government of Gujarat is concerned about sustainable tourism as the state has considered tourism as one of the significant agent of economy development that leads to sustainable and a comprehensive development. The vision statement of 2015-20 tourism policy stressed upon improving the experience of tourists, association with local people, focus on nature, improving prospects for better investment. The state government has begun to focus on attracting more tourists and development of tourism infrastructure along with benefits to the environment, society and the economy.

The state government is focusing on infrastructure development, promotion and policies so as to enhance tourism in the state. The state is actively working on effective use of tourism resources so as to attract more tourists and get more benefits by it. There is an increase in tourist inflow in the State (16.94%) from 38.3 million in FY16 to 44.8 million in FY17 and from other Indian states grew 22 per cent. According to data collected from the Gujarat Industrial and Technical Consultancy Organisation (Gitco), the growth in tourist inflow was 263 per cent compared to 2006-07. The state tourism board is actively concerned for the protection of environment, cleanliness and sanitation, by doing activities like “Swachh Bharat”, “Swachh

Gujarat”; by implementing the criteria for sustainable tourism for India, by spreading awareness among stakeholders by the means of seminars or workshops, by encouraging green projects with financial support, by taking help of public or PPP to construct and maintain public convenience facilities. The major concern is to have sustainable tourism practices in the state. The state government is appreciating units that focus on environment protection with special recognition. Actions for sustainable tourism in the state taken are: tourism units with energy audits are provided with 75% of cost assistance, maximum token of 50000 Rs per unit and special recognition for 'green buildings, solar and renewable energy methods'.

The government is involving community for the conservation of the environment. The Banni project in Saurashtra and Kutchh has got tremendous success with the involvement of local people (herds' men) in to planning, implementing, preservation and resources allocation and it resulted in to the restoration of 1200 hectares grassland. For execution of mangroves restoration projects in the area of Kutchh and Gulf of Khambhat, Global Environment facility has proposed community based management model with the support of India Canada environment facility. The project of conserving biodiversity by Vikram Sarabhai Centre for Development Interaction was a success in restoring ecological balance and development of natural resources in selected areas with the help of local community. Another project “Coastal Eco-Village Development Programme” has been designed so as to protect and manage the mangroves with the help of local community in coastal areas of Gujarat. The state government is also concerned about the benefits of society. It is giving priority to the involvement of local people through generating more opportunities for employment in identified areas of Gujarat. The employment projects of 'Gujarat Gram haat', 'Swarna Jayanti Gram Sadak Yojana'

have been introduced and employment generation schemes are introduced through tourism activities like camel safari, trekking. The cultural values are being incorporated in terms of festivals and events celebration in the state. The state government has come out with the project of development of 'rural tourism' in Hodka-Kutchh village by incorporating with 'Kutch Mahila Vikas Sangathan' an NGO. The Global Environment Facility and the World Bank has identified Gir as site for eco-development project, where they are involving local people from planning to execution of the project, as well as they are providing incentives for conservation of environment and for prevention of resources destruction.

The efforts of state government to involve community for the planning and implementation of tourism projects in the state as well as their concern for betterment of the society by providing more employment opportunities could be well seen. At the same time, the views of community regarding development of tourism in the area, tourism impacts and factors to be considered for sustainable tourism become imperative. In this paper an attempt has been made to elicit views of community about factors affecting sustainable tourism in the region through a proposed model. The following factors were included: factors considered for residing in the area, best season to visit the place, tourists' behaviour towards community, change in community's behaviour to avoid tourist crowd, tourists' accommodation with residents, level of tourism development, government concentration for development, tourism merits and demerits and identifying factors affecting sustainable tourism.

LITERATURE REVIEW

Sustainable development is the significant tool for having an effective association of tourists, nature and the community (Yurtseven and Donmez, 2004). Sustainable tourism aims at the increase in number of

tourists arriving and continuous development of infrastructure at the destination, while sustainable development is concerned about fulfilment of requirements at present without affecting the future generations' ability to meet their requirements (Kontogeorgopoulos, 1999). According to Taneja (2006), there should be an association of organizational needs with the needs of local community. In addition to this, Zapata et al (2011) extended the approach which also includes different types of tourism products. Bahaire and White (1999) explained that 'Community Based Tourism Planning' (CBTP) approach is required so as to alter stability of command within the participants. While Hensel et al (2013) and Okazaki (2008) proposed that CBTP is required for sustainability. In addition to this, Iorio and Corsale (2014) described that CBTP is helpful to manage tourism activities using endogenous resources. Kayat (2002) also believed that prevention of resource degradation can be achieved with the help of community participation. Tosun (1999) explained 'Community Participatory Development Approach'. He described that the realization of community participation in development of tourism is significant and categorized participation of community in following categories: active, passive, direct, indirect, formal, pseudo, informal, authentic, spontaneous, induced, and coercive. Taneja (2006) also suggested having 'Bottom Top Approach' so as to incorporate the development needs and requirements of community with the nationwide plans.

Taneja (2006) also explained the 'Sustainable Development Approach' with an emphasis on the on-going use and advantages of resources in present and also in future. He also suggested conserving the environment and culture for both the society and the tourists, as degradation of these resources will lead to less attractive image of destination to the tourists and inappropriate environment for residents.

Pongponrat (2011) added community participation to the sustainable development approach and suggested having 'Community Based Sustainable Tourism Approach' (CBST) with a purpose to decrease the tourism negative impacts on the destination. He explained that CBST approach will lead to benefits such as generation of employment opportunities, enable local people to be independent and to have improved living standards. Sakata and Prideaux (2013) added 'Community Based Eco-tourism Approach' (CBET) so as to conserve the environment with an aim to get economic and social benefits to the society.

Different dimensions were identified for sustainable tourism over a period of time, such as Identify significance of the place; conserve the environment, controlled planning and development, managing 'carrying capacity' and waste clearance system so as to satisfy both local people and tourists and to generate benefits to the society and economy (WTO, 1997), 'VICE model'- conserve and improve the culture and environment of the destination by involving tourists and community and look for benefits to the environment, local people, tourists and the industry, 'Global Sustainable Tourism Criteria'- efficient planning for sustainability so as to maximize positive impacts on society and economy of community, tourists and to minimize the undesirable impacts on culture and environment, 'three pillars of sustainable development'- conservation of environment, involvement of local people in development, positive impact to the society and economy (Tixier, 2009).

RESEARCH OBJECTIVES

Objective of this research is to study the views of community in Gujarat about tourists and tourism effects and about factors affecting sustainable tourism in Gujarat.

METHODOLOGY

A quantitative approach is adopted for the study. The research design chosen is

descriptive. The data sources are primary and secondary. For the secondary data reports, journals and websites were scanned. Structured questionnaire was used as an instrument for collecting primary

data. Age group of respondents is from 16 to 60 years divided in to 9 classes, each classes having interval of 5 and 10th class is above 61. Sample unit was community of Gujarat. Survey is conducted.

Table 1 Sample framework of community

Sr. No.	Tourism Circuit	No.	Attractions	Village	Taluka	District	Population	Total Population	population Proportion	Sample destination no.	Sample population	Sample size
1	Kutch	1	Shri	Bhadreshwa	Mundra	Kutch	3516	212467	0.16	1	4062	42
		2	Hamsar Palace/ Aina	Bhuj Town	Bhuj	Kutch	148834					
		3	Vijay Vilas Palace	Mandvi	Mandvi	Kutch	51376					
		4	Narayan Sarovar N.p	Narayan Sarovar	Lakhpat	Kutch	984					
		5	Ashapura Temple	Mata no Madh	Lakhpat	Kutch	1856					
		6	Chari Dandh	Fulay	Nakhtrana	Kutch	1839					
		7	Khavda	Khavda	Bhuj	Kutch	4062					
2	Porbandar-Dwarka	1	Marine N.P	Vadinar	Khambhalia	Dwarka	6578	203003	0.153	1	38873	40
		2	kirti mandir	porbandar	Porbandar	porbandar	15177					
		3	Dwarkadhish temple	Dwarka	Okhamanda	Dwarka	38873					
		4	Beyt Dwarka	Beyt	Okhamanda	Dwarka	5782					
3	Junagadh-Gir Somnath	1	Girnar	Girnar hills	Junagadh	Junagadh	55	222574	0.168	2	196269	44
		2	Sasan Gir WLS	Sasan	Talala	Gir Somnath	3235					
		3	Khapra Kodia Caves	khadia	Junagadh	Junagadh	4960					
		4	Ahmedpur Mandvi	Mandvi	Una	Gir Somnath	50					
		5	Somnath	Somnath	Somnath Patan	Gir Somnath	193034					
		6	Chorvad Beach	Chorvad	Malia	Junagadh	21240					
4	Bhavnagar	1	Gopnath Mahadev	Zanzmer	Talaja	Bhavnagar	4051	95349	0.072	1	64497	19
		2	Palitana	Palitana	palitana	Bhavnagar	64497					
		3	Talaja Caves	Talaja	Talaja	Bhavnagar	26104					
		4	Black Buck N.P.	Velavadr	vallabhipur	Bhavnagar	697					
5	Rajkot-Surendranagar	1	Chotila	Chotila	Chotila	Surendranagar	21364	146559	0.111	1	21364	29
		2	Navlakha Palace	Gondal	Gondal	Rajkot	112197					
		3	Khambhadia Caves	Khambhadia	Gondal	Rajkot	2041					
		4	Virpur	Virpur	Jetpur	Rajkot	10957					

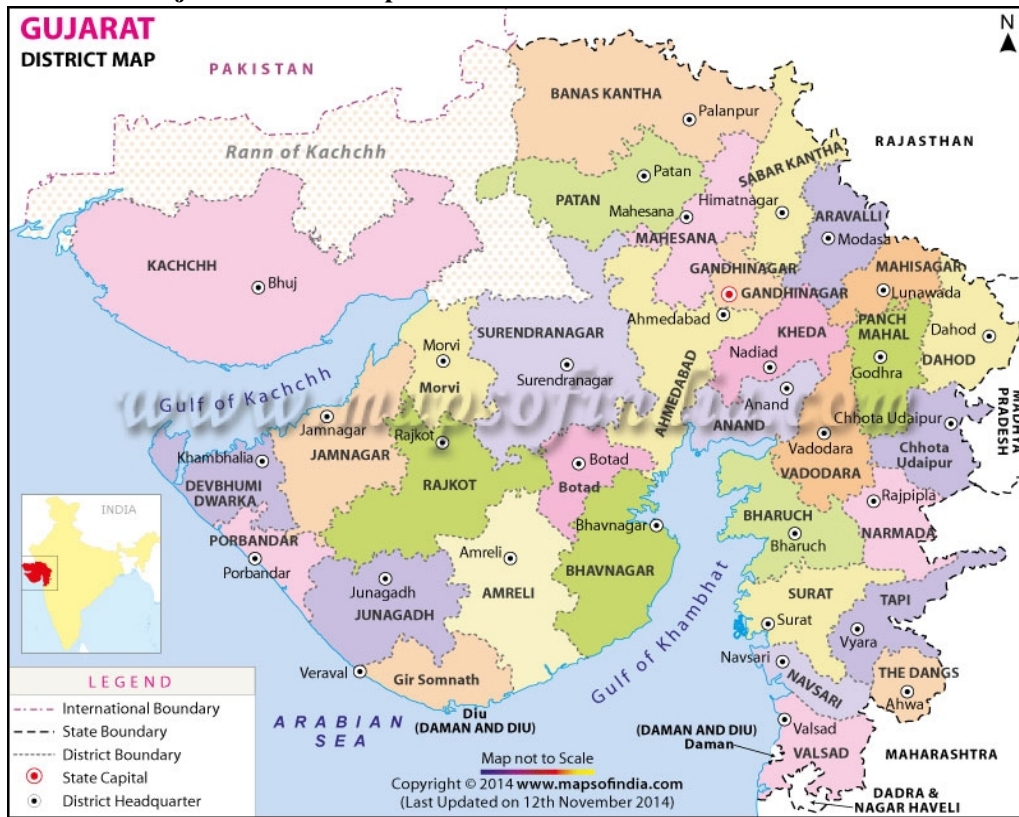
6	Bahucharaji	1	Bahucharaji	Bechraji	Bechraji	Mehsana	10672	225443	0.17	1	1775	45
		2	Modhera Sun	Modhera	Bechraji	Mehsana	5908					
		3	Patan	Patan	Patan	Patan	11221					
		4	Sidhpur	Sidhpur	Sidhpur	Patan	53858					
		5	Ambaji	Ambaji	Danta	Banaskantha	17753					
		6	Vadnagar	Vadnagar	Vadnagar	Mehsana	25033					
7	Ahmedabad-Gandhinagar-Aravali-Sabarkantha	1	Lothal	Saragvala	Dholka	Ahmedabad	2972	116537	0.088	1	4749	23
		2	Nal Sarovar Bird	Vekariya	Viramgam	Ahmedabad	2784					
		3	Akshardham	Gandhinagar	Gandhinaga	Gandhinagar	10387					
		4	Mahudi	Mahudi	Mansa	Gandhinagar	4749					
		5	Shamlaji	Shamlaji	Bhiloda	Aravali	1098					
		6	Vijaynagar Polo Forest	Abhapur	Vijaynagar	Sabarkantha	1058					
8	Kheda-Mahisagar-Panchmahal-Vadodara	1	Utkantheshwar	Punadara	Kapadvanj	Kheda	2670	72124	0.054	2	28907	14
		2	Riyoli	Riyoli	Balasinor	Mahisagar	3105					
		3	Fagvel	Fagvel	Balasinor	Mahisagar	1092					
		4	Balasinor	Balasinor	Balasinor	Mahisagar	33704					
		5	Dakor	Dakor	Thasda	Kheda	25658					
		6	Champaner-Pavagadh	Champaner	Halo	Panchmahal	3249					
		7	Ajva- Nimeta	Raval	Waghodia	Vadodara	2646					
9	Narmada-Surat-Valsad-The Dangs Navsai-	1	Sardar Sarovar Dam	Kevadia	Nandod	Narmada	12703	31777	0.024	1	6020	6
		2	Dumas	Dumas	Chorasi	Surat	7735					
		3	Dandi	Dandi	Jalapore	Navsari	926					
		4	Tithal	Tithal	Valsad	Valsad	2378					
		5	Saputara	Saputara	The Dangs	The Dangs	6020					
		6	Vansda N.P.	Waghai	The Dangs	The Dangs	2015					
												262
	TOTAL	50					total	1325833	1	11	3824	262
							mean	26517			3477	
							stdev. p	68121.522			60847.4	

(source: (Districts of Gujarat)

Non- probability technique convenience sampling and respondents were chosen from following circuits: 1. Kutch 2. Porbandar- Dwarka 3. Junagadh- Gir Somnath 4. Bhavnagar 5. Rajkot-Surendranagar 6. Mehsana-Patan-

Banaskantha 7. Ahmedabad-Gandhinagar-Aravali-Sabarkantha 8. Kheda-Mahisagar-Panchmahal-Vadodara 9. Narmada- Surat-Valsad- The Dangs. The total sample was collected during the year 2015.

Picture 1 Gujarat tourism map



To study the views of community about following constructs were identified:
tourists and tourism effects in their area,

Table 2 Measurement and scale

No.	Constructs	Questions	Scale
1	Factors considered for residing in the area	What do you like about living in the area?	Simple category scale - dichotomous data (yes/ no)
2	Response about tourists and tourism industry	Which is the best season to visit your area?	Multiple choice single response scale
		Do you like having tourists visit in your area?	Simple category scale - dichotomous data (yes/ no)
		Would you say that tourists are friendly or unfriendly towards the community?	Likert type scale (1= very friendly to 5= very unfriendly)
		How often would you meet visitors/ tourists while you are doing your favourite recreational activity?	Likert type scale (1= Always to 5= Never)
		To avoid tourist crowd in your area, have you ever: 1. Changed your shopping time?, 2.Changed	Likert type scale (1= Always to 5= Never)

		your local recreational pattern?, 3. Went to another places for visit?	
		Do you believe that tourists' accommodation in your house will provide first - hand experience to them? If yes, are you ready to accommodate tourists in your house?	Simple category scale - dichotomous data (yes/ no)
		What do you think about level of development in tourism in your area?	Multiple choice single response scale
		Government in your area is concentrating on facilities and comfort of whom?	Multiple choice single response scale
3	Impact of tourism	What are the impacts of tourism in the area?	Likert type scale (1= strongly agree to 5= strongly disagree)

DATA ANALYSIS

For quantitative data analysis, following methods were used: cross-tab and factor analysis and reliability analysis. A model has been developed and tested using Smart PLS SEM package.

LIMITATIONS

This is Ex Post Facto Design. Researcher does not have any control over the variables. Only nine tourism circuits were included in the study and hence the outcome is irrelevant to outside regions.

RESULTS

Results of the study indicates community's response about factors considered for

residing in the area, response about tourists and tourism industry, tourism impacts and a proposed model indicating factors affecting sustainable tourism in the region.

1. Response about factors considered for residing in the area- gender differences

Views of local people were elicited related to the factors considered for residing in the area. The factors included were: peace, safety and security, infrastructure development, education, business, employment, environment, community's nature, food, shopping facilities and transportation. Gender differences if any were found.

Table 3 Response about factors for living gender differences cross tabulation

No	Factors considered for residing in the area		% Within gender		Total
			Male	Female	
1	Peace	Yes	62.9%	59.7%	61.5%
		No	37.1%	40.3%	38.5%
		Total	100.0%	100.0%	100.0%
2	Safety and security	Yes	17.5%	26.1%	21.4%
		No	82.5%	73.9%	78.6%
		Total	100.0%	100.0%	100.0%
3	Infrastructure development	Yes	38.5%	30.3%	34.7%
		No	61.5%	69.7%	65.3%
		Total	100.0%	100.0%	100.0%

4	Education	Yes	13.3%	15.1%	14.1%
		No	86.7%	84.9%	85.9%
		Total	100.0%	100.0%	100.0%
5	Business	Yes	22.4%	23.5%	22.9%
		No	77.6%	76.5%	77.1%
		Total	100.0%	100.0%	100.0%
6	Employment	Yes	60.8%	45.4%	53.8%
		No	39.2%	54.6%	46.2%
		Total	100.0%	100.0%	100.0%
7	Environment	Yes	65.7%	87.4%	75.6%
		No	34.3%	12.6%	24.4%
		Total	100.0%	100.0%	100.0%
8	Community's nature	Yes	83.2%	62.2%	73.7%
		No	16.8%	37.8%	26.3%
		Total	100.0%	100.0%	100.0%
9	Food	Yes	23.8%	21.8%	22.9%
		No	76.2%	78.2%	77.1%
		Total	100.0%	100.0%	100.0%
10	Shopping facilities	Yes	16.1%	21.8%	18.7%
		No	83.9%	78.2%	81.3%
		Total	100.0%	100.0%	100.0%
11	Transportation	Yes	20.3%	22.7%	21.4%
		No	79.7%	77.3%	78.6%
		Total	100.0%	100.0%	100.0%

The factors considered by the male respondents were community's nature (83.20%), environment (65.70%), peace (62.90%) and employment (60.80%). On the other hand, female respondents like environment (87.40%), community's nature

(62.20%), peace (59.70%) and employment (45.40%).

There is a significant difference about views of gender for peace as an identical factor for living in the area.

Table 4 Chi- square statistics

Factors considered for residing in the area	Chi-square	df	Assymp. Sig.
Peace	13.740 ^a	1	.000
Safety and security	85.878 ^a	1	.000
Infrastructure development	24.427 ^a	1	.000
Education	134.901 ^a	1	.000
Business	76.962 ^a	1	.000
Employment	1.527 ^a	1	.217
Environment	68.534 ^a	1	.000
Community's nature	58.687 ^a	1	.000
Food	76.962 ^a	1	.000
Shopping facilities	102.656 ^a	1	.000
Transportation	85.878 ^a	1	.000

With the help of Chi- square statistics, we can see that the value of p is .000 that is less than .05, hence we can conclude that there is a significant difference about the views for factors considered for living in the area among male and female groups. For employment, the p value is .217, hence we can conclude that there is no significant difference about the views for factors considered for living in the area among male and female groups.

2. Response about tourists and tourism industry

To know local people's response about

tourists and tourism industry the following aspects were covered: peak season to visit the area, views regarding tourists, their visit in the area, their behaviour towards community, alteration in community's behaviour, tourism and development in the area.

Peak season: According to 87.02 % of the respondents winter is the best season to visit Gujarat.

Tourists' visit: 100% respondents do like tourists visiting their area.

Tourists' behaviour: 71.4 % respondents (65.7% male and 78.2% female) say that tourists are friendly towards community.

Table 5 Tourists' behaviour towards community (cross-tabulation) (% within gender)

		Gender		Total
		Male	Female	
Would you say that tourists are friendly/ unfriendly towards the community?	very friendly	28.0%	21.8%	25.2%
	Friendly	65.7%	78.2%	71.4%
	Indifferent	6.3%	.0%	3.4%
Total		100.0%	100.0%	100.0%

Community's views related to tourists: 36.6% respondents (42.0% male and 30.3% female) agree that they always meet tourists/ visitors while doing their favourite recreational activity, while 31.3% respondents (32.9% male and 29.4%

female) and 22.9% respondents (25.2% male and 20.2% female) agree that they meet tourists/ visitors often and sometimes while doing their favourite recreational activity. 9.2% respondents agree that they meet tourists very few while doing their recreational activity.

Table 6 Community's views related to tourists during their recreational activities (cross-tabulation) (% within gender)

		Gender		Total
		Male	Female	
How often do you meet visitors/ tourists while you are doing your favorite recreational activity?	Always	42.0%	30.3%	36.6%
	Often	32.9%	29.4%	31.3%
	Sometimes	25.2%	20.2%	22.9%
	Very few	.0%	20.2%	9.2%
Total		100.0%	100.0%	100.0%

Altered behaviour of community's due to tourists: Out of 262 respondents, 55.7% respondents (55.2% male and 56.3% female) often change their shopping time to avoid tourist crowd, 63.7% respondents

(60.8% male and 67.2% female) often change their local recreational pattern and 80.9% respondents (81.8% male and 79.8% female) often opt for another places to visit to avoid tourist crowd.

Table 7 Altered behaviour of community's due to tourists - change in shopping time (Cross tabulation) (% within gender)

		Gender		Total
		Male	Female	
Change in shopping time	Always	21.7%	19.3%	20.6%
	often	55.2%	56.3%	55.7%
	Sometimes	7.0%	12.6%	9.5%
	very few	11.2%	7.6%	9.5%
	Never	4.9%	4.2%	4.6%
Total		100.0%	100.0%	100.0%

Table 8 Alteration in behaviour of community's due to tourists - change in local recreational pattern - gender Cross tabulation (% within gender)

		Gender		Total
		Male	Female	
Change in local recreational pattern	Always	14.7%	12.6%	13.7%
	Often	60.8%	67.2%	63.7%
	Sometimes	7.0%	10.9%	8.8%
	Very few	9.8%	6.7%	8.4%
	Never	7.7%	2.5%	5.3%
Total		100.0%	100.0%	100.0%

Table 9 Alteration in behaviour of community's due to tourists- opt for another place to visit - gender Cross tabulation (% within gender)

		Gender		Total
		Male	Female	
Opt for another place to visit	Always	4.9%	7.6%	6.1%
	Often	81.8%	79.8%	80.9%
	Sometimes	8.4%	6.7%	7.6%
	Very few	1.4%	4.2%	2.7%
	Never	3.5%	1.7%	2.7%
Total		100.0%	100.0%	100.0%

Homestay: 77.1% respondents (74.8% male and 79.8% female) believe that tourists' accommodation in residents' house will provide first-hand experience to the tourists,

while 22.9% respondents (25.2% male and 20.2% female) do not believe in accommodating tourists.

Table 10 Tourists' accommodation in community's house will provide first-hand experience to the tourists- gender Cross tabulation (% within gender)

		Gender		Total
		Male	Female	
Do you believe that tourists' accommodation in your house will provide first hand experience to the tourists?	Yes	74.8%	79.8%	77.1%
	No	25.2%	20.2%	22.9%
Total		100.0%	100.0%	100.0%

Table 11 community readiness to accommodate tourists in their house - gender Cross tabulation (% within gender)

		Gender		Total
		Male	Female	
If yes, are you ready to accommodate tourists in your house?	Not applicable	25.2%	20.2%	22.9%
	Yes	58.0%	59.7%	58.8%
	No	16.8%	20.2%	18.3%
Total		100.0%	100.0%	100.0%

Tourism development: out of 262 respondents, 42.4% respondents (51.0% male and 31.9% female) believe that government is concentrating on tourists, 22.5% respondents believe that government is focusing on tourism industry, while

21.4% respondents (27.7% male and 16.1% female) believe that government focuses on community and 13.7% believe that government is concentrating on environment.

Table 12 Tourism development- Government focus on facilities and comfort of -gender Cross tabulation (% within gender)

		Gender		Total
		Male	Female	
Government in your area is concentrating on facilities and comfort of:	Tourists	51.0%	31.9%	42.4%
	Community	16.1%	27.7%	21.4%
	Tourism industry	25.9%	18.5%	22.5%
	Environment	7.0%	21.8%	13.7%
Total		100.0%	100.0%	100.0%

26.3% respondents (34.3% male and 16.8% female) believe that there is an appropriate level of tourism development, 34.7% respondents (30.8% male and 39.5% female) were neutral about the response for level of tourism development in the area.

19.15 respondents (18.9% male and 19.3% female) believe that level of tourism development is inappropriate. 19.8% respondents (16.1% male and 24.4% female) believe that there is not at all development of tourism.

**Table 13 Level of tourism development in area- gender Cross tabulation
(% within gender)**

		Gender		Total
		Male	Female	
What do you think about level of development in tourism in your area?	Appropriate development of tourism	34.3%	16.8%	26.3%
	Neutral	30.8%	39.5%	34.7%
	Inappropriate development of tourism	18.9%	19.3%	19.1%
	Not at all developed for tourism	16.1%	24.4%	19.8%
Total		100.0%	100.0%	100.0%

Table 14 Chi- Square statistics

	Chi-Square	df	Asymp. Sig.
Tourists' behaviour towards the local people	121.382 ^b	2	.000
Occurrence of local people's meet with tourists	45.115 ^c	3	.000
Government concentration on development	46.916 ^c	3	.000
Change in shopping time to avoid tourist crowd	227.046 ^d	4	.000
Change in local recreational pattern to avoid tourist crowd	318.038 ^d	4	.000
Change in visiting places to avoid tourist crowd	610.099 ^d	4	.000
Level of tourism development	16.565 ^c	3	.000
Tourists' stay with locals	76.962 ^a	1	.000
Local people's readiness to stay with tourists	77.160 ^b	2	.000

With the help of Chi-square statistics, we can see that value of p is .000 i.e. less than 0.05 and hence we can conclude that, there is a significant difference about views for tourists and tourism industry among male and female groups.

3. Community's response about impact of tourism

With the help of community's response, different dimensions were identified.

Positive Impact of tourism on Local Community: According to Cronbach's Alpha (.863), response is reliable. According to Kaiser-Meyer-Olkin measure the sampling is adequate (.684)

Table 15 Dimensions of tourism positive impacts on community

Components	Items	Score	Dimension
1	There is promotion of local handicrafts	.857	Socio- cultural
	There is cultural exchange between tourists and community	.709	
	There is promotion of old customs	.671	
	There is better understanding between people to reduce social inequalities among locals	.851	
	Tourists' arrival leads to appreciation of local culture	.862	
2	There is more earning from international tourists	.808	Economic
	There is additional source of income for poor people	.794	

	There are more employment opportunities for women	.665	
3	There are better roadways	.764	Infrastructure development
	There are better transportation facilities	.696	
	There are more entertainment avenues	.864	

Three dimensions that have positive impacts identified are: socio- cultural, economic and infrastructure development.

Negative Impacts of tourism on Local Community

According to Cronbach's Alpha (.846),

community's response about merits of tourism to the community is reliable and according to KMO sampling is adequate (.623)

Table 16 Dimensions of tourism negative impacts on community

Component	Items	Score	Dimension
1	There is Loss of cultural integrity	.725	Socio-cultural
	There is deterioration of historic sites through over usage	.680	
	There is an increase rate of prostitution	.857	
	There is an increase rate of alcohol consumption	.623	
	There is erosion of cultural values over a period of time	.849	
	There are new social and cultural problems due to migration of employees for tourism in your area	.719	
	There is feeling of inferiority about own culture	.752	
	There are more health issues due to tourists that community have to face.	.847	
2	There is higher living cost and expensive property values	.730	Economic
	There are high prices of products and services	.634	
3	There is distorted urbanization and inadequate infrastructure	.604	Congestion and environment
	There are more shopping areas that lead to congestion	.782	
	There are more tourism activities that lead to overcrowding	.896	
	There is major issue of traffic	.866	
	There is industrial pollution due to industrial tourism	.681	
	There is environmental pollution due to more tourists flow	.741	

Three dimensions that have positive impacts identified are: socio- cultural, economic and congestion and environment.

4. Factors affecting sustainable tourism in region

An integrated model can be proposed,

where factors of socio cultural, economic and congestion and environment have impact on sustainable tourism.

Figure 1 proposed model

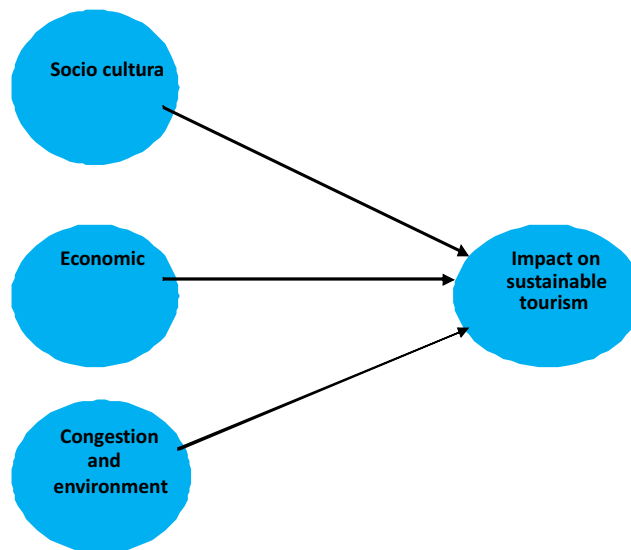
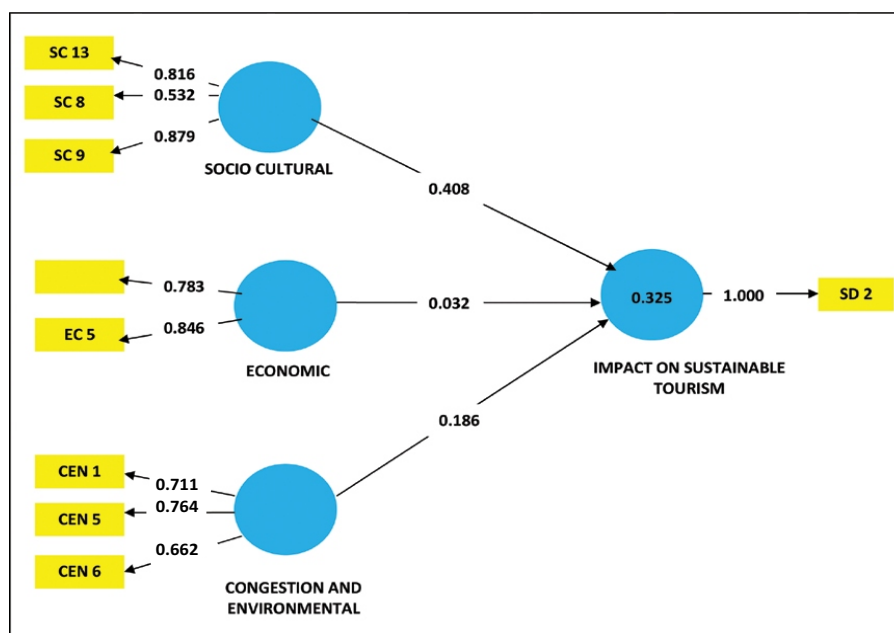


Figure 2 Proposed model of factors affecting sustainable tourism in region



The value of R is .325 (sustainable tourism). Therefore, it can be concluded that 32% of discrepancy described by the *socio cultural, economic and congestion and environment* variables, out of which socio cultural has great effect (40.8%),

then congestion and environmental (18.6%) and economic with minimal effect (3.2%) on sustainable tourism. And we can conclude that, both socio cultural and congestion and environment variables envisage sustainable tourism strongly than of economic variable.

Table 17 Model Fit Summary

Model fit indices	Saturated Model	Estimated Model
SRMR (standardized root mean square residual)	0.166	0.166
d_ULS (the squared Euclidean distance)	1.241	1.241
d_G1	0.596	0.596
d_G2	0.544	0.544
Chi-Square	714	714
NFI (Normed Fit Index (NFI))	0.335	0.335

The model fit indices are as follows: SRMR= 0.166, $\chi^2 = 714$ ($p = 0.000$), NFI = 0.335

Table 18 Results summary for reflective outer model

Latent variable	Indicators	Composite reliability	AVE
Socio cultural	SC13	0.795	0.574
	SC8		
	SC9		
Economic	EC4	0.798	0.665
	EC5		
Congestion and environment	CEN1	0.756	0.509
	CEN5		
	CEN6		
Sustainable tourism	SD2	1.000	1.000

The proposed model has convergent validity, as both the Composite reliability values > 0.6 and AVE values > 0.5

Table 19 Discriminant validity

Fornell-Larcker Criterion				
	Socio cultural	Economic	Congestion and environmental	Sustainable tourism
Socio cultural	0.757			
Economic	0.680	0.815		
Congestion and environmental	0.660	0.396	0.714	
Sustainable tourism	0.553	0.383	0.468	1.000

Here discriminant validity is well established.

With the help of t-statistics, we can conclude that the coefficient of path significant in 1) Impact of Socio cultural factors on sustainable tourism (5.108) and in Impact of congestion and environmental factors on sustainable tourism (2.918),

where the values of t-statistics is higher than 1.96. Whereas t-statistics value of Impact of economic factors on sustainable tourism is $.481 < 1.96$, which means it is not a significant path coefficient.

Table 20 T- statistics of Path Coefficients (inner model)

	t- statistics
Impact of Socio cultural factors on sustainable tourism	5.108
Impact of economic factors on sustainable tourism	0.481
Impact of congestion and environmental factors on sustainable tourism	2.918

Table 21 Outer loadings

	Original sample (O)	Sample Mean (m)	Standard Deviation (SDEV)	T Statistics (io/stdevI)	P Values
SC13	0.816	0.814	0.028	28.806	0.000
SC 8	0.532	0.528	0.073	7.311	0.000
SC 9	0.879	0.879	0.018	48.994	0.000
EC 4	0.783	0.777	0.062	12.647	0.000
EC 5	0.846	0.846	0.039	21.504	0.000
CEN 1	0.711	0.712	0.053	13.504	0.000
CEN 5	0.764	0.759	0.049	13.737	0.000
CEN 6	0.662	0.658	0.045	14.674	0.000

The outer loading values are also higher than 1.96 and hence it can be concluded that the outer loadings are significant.

DISCUSSION

People do like tourists visit to their areas, but majority of the people have changed their shopping time, changed their local recreational pattern and often went to another places to avoid tourist crowd. Majority of the people believed that the government is focusing more on tourists and tourism industry than on local people and environment. Some respondents were neutral in their responses regarding the level of tourism development in their region. Local people agree that tourists' accommodation in residents' house will provide first-hand experience to them and some positive impacts such as promotion of local handicrafts, there is cultural exchange between tourists and local people, there is promotion of old customs, there is better understanding between people to reduce social inequalities among locals and tourists' arrival leads to appreciation of local culture, more earning from international tourists, additional source of income for poor people, more employment opportunities for women and better infrastructure development such as better roadways, transportation facilities and there are more entertainment avenues.

Due to popularity of area as tourism destination, local people have following negative impacts too such as facing many problems such as loss of cultural integrity, deterioration of historic sites through over

usages, increase rate of prostitution, increase rate of alcohol consumption, erosion of cultural values over a period of time, new social and cultural problems due to migration of employees for tourism in area, feeling of inferiority about own culture, more health issues due to tourists that local people have to face, higher living cost, expensive property values, high prices of products and services, distorted urbanization and inadequate infrastructure, congestion, traffic, industrial pollution due to industrial tourism and environmental pollution due to more tourists flow.

While the proposed model is helpful to demonstrate what community think about improving sustainability by understanding the relationships among *socio cultural, economic, congestion and environment factors and sustainable tourism*. Through a survey of community and structural equation modelling in Smart PLS, the important factors that lead to sustainable tourism are identified. Community are found to care about health issues due to tourists (SC 13), increase rate of prostitution (SC 8) and alcohol consumption (SC9). These basic socio cultural factors should not be ignored while thinking of sustainability as they are significantly influencing sustainable tourism. After *socio cultural*, community believe *congestion and environment* factor (CEN 1- Distorted urbanization and

inadequate infrastructure , CEN 5- Industrial tourism leads to industrial pollution, CEN 6- There is environmental pollution due to more tourist flow) important to focus upon for sustainable tourism. Meanwhile, it is also revealed that higher living cost and expensive property values (EC4) and products and services with high prices (EC 5) are important indicators of *economic* factor, but due to its less effect, the development in these factors will not lead to a significant improvement of sustainable tourism in the area.

CONCLUSION

It becomes imperative to look beyond mere visitor maximization at the destination, because socio- cultural, economic and congestion and environment factors have an impact on sustainable tourism. Tourists' activities and tourism development in the area may cause destruction of nature, conflicts in society and culture and negatively affect the host community of tourism destination. And hence it is necessary to know the views of community about factors that have an impact on

sustainable tourism in their area. A participative approach should be adopted by government to involve the major stakeholder; the local community approach will result in sustainable development of the destination.

Managerial and policy implications: The local government bodies should come out with suitable regulations to prevent congestion. There are many street vendors and shop keepers that encroach the road for display of their merchandise leading to congestion there should be stricter implications of rules which should be emplaced by the govern body. There could be no hawking zones to prevent congestion. Traffic issues could be resolved through better public transportation system and better town planning with roads and flyovers. As majority of local people believe that tourists' accommodation in community's house will provide first-hand experience to the tourists, hence government needs to promote further the homestay concept, so that tourists get an exposure to the local culture and the locals gain financially.

REFERENCES

- Bahaire, T., & White, M. (1999). Community Participation in Tourism Planning and Development in the Historic City of York, England. *Current Issues in Tourism*, 2(2-3), 243-276.
- Business Standard. (2017, June 19). *Gujarat tourism grows 17%, even 7 years after campaign*. Retrieved August 25, 2017, from India Brand Equity Foundation: <https://www.ibef.org/news/gujarat-tourism-grows-17-even-7-years-after-campaign>
- Districts of Gujarat*. (n.d.). Retrieved April 26, 2015, from Census 2011 India: <https://www.census2011.co.in/census/state/districtlist/gujarat.html>
- English Tourist Board and Tourism Management Institute. (2003). VICE Model. In M. Fabricious , & R. Carter, *A Practical Guide to Tourism Destination Management*, 2007 (p. 13). Madrid, Spain: World Tourism Organization.
- Fabricious, M., & Carter, R. (2007). *A Practical Guide to Tourism Destination Management*. Madrid, Spain: World Tourism Organization.
- Government of India- Ministry of Tourism. (2005). *Best practices adopted by the state governments for the development of tourism, volume 2, states profile and tourism development, final report*. New Delhi: Intercontinental consultants and technocrats pvt. Ltd.
- GSTC destination criteria*. (2017, October

- 22). Retrieved November 15, 2017, from Global Sustainable Tourism Council: [https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/Gujarat Districts Map](https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/Gujarat%20Districts%20Map). (2014, November 13). Retrieved January 15, 2018, from Maps of India: <https://www.mapsofindia.com/maps/gujarat/gujarat.htm>
- Hensel, P. J., Kennet-Hensel, P. A., & Sneath, J. Z. (2013). Community- Based Destination Governance in a Developing Economy: The Jamaican Experience. *International Journal of Hospitality & Tourism Administration*, 14(4), 358-376.
- Industries and Mines Department government of Gujarat. (2015, September 28). *Tourism Policy 2015-20*. Retrieved October 17, 2017, from gujarat tourism: <http://www.gujarattourism.com/file-manager/documents/Tourism%20Policy.pdf>
- Industries and Mines Department, Government of Gujarat. (2015, September 28). *Tourism Policy for the State of Gujarat (2015-2020)*. Retrieved October 10, 2017, from indextb: http://www.indextb.com/documents/2015-9-28_210.pdf
- Iorio, M., & Corsale, A. (2014). Community-based tourism and networking: Viscri, Romania. *Journal of Sustainable Tourism*, 22(2), 234-255.
- Kayat, K. (2002). Exploring factors influencing individual participation in community-based tourism: The case of Kampung relau homestay program, Malaysia. *Asia Pacific Journal of Tourism Research*, 7(2), 19-27.
- Kontogeorgopoulos, N. (1999). Sustainable Tourism or Sustainable Development? Financial Crisis, Ecotourism, and the 'Amazing Thailand' Campaign. *Current Issues in Tourism*, 2(4), 316-332.
- Maitreyee. (2013, January 3). *Gujarat to develop tourism infrastructure at Rs 730 Crore*. Retrieved October 14, 2017, from oneindia.com: <http://news.oneindia.in/2013/01/03/guj-to-develop-tourism-infrastructure-at-rs-730-Crore-1124644.html>
- Okazaki, E. (2008). A Community-Based Tourism Model: Its Conception and Use. *Journal of Sustainable Tourism*, 16(5), 511-529.
- Pongponrat, K. (2011). Participatory Management Process in Local Tourism Development: A Case Study on Fisherman Village on Samui Island, Thailand . *Asia Pacific Journal of Tourism Research*, 16(1), 57-73.
- Sakata , H., & Prideaux, B. (2013). An alternative approach to community based ecotourism: a bottom-up locally initiated non-monetised project in Papua New Guinea. *Journal of Sustainable Tourism*, 21(6), 880-899.
- Sustainable Tourism Criteria for India Lunched*. (2014, August 26). Retrieved October 15, 2017, from Voyager's world: <https://www.voyagersworld.in/article/sustainable-tourism-criteria-india-launched>
- Taneja, R. (2006). *Tourism Planning*. New Delhi: Alfa Publications.
- Tixier, M. (2009). Will Sustainable Management be a Clear Differentiator for Tour Operators? *Anatolia: An International Journal of Tourism and Hospitality Research*, 20(2), 461-466.
- Tosun, C. (1999). Towards a Typology of Community Participation in the Tourism Development Process. *Anatolia: An International Journal of Tourism and Hospitality Research*, 10(2), 113-134.
- Yurtseven, H., & Donmez, D. (2004). Environmental Sensibility: The Comparative Research Between the Local Community and Managers of the Hospitality Industry in Gokceada (Imbros). *Anatolia: An International Journal of Tourism and Hospitality*

Research, 15(1), 57-68.
Zapata, M., Hall, C., Lindo, P., &
Vanderschaeghe, M. (2011). Can
community-based tourism contribute to

development and poverty alleviation?
Lessons from Nicaragua. *Current Issues
in Tourism*, 14(8), 725-749.

BRIEF PROFILE OF AUTHOR(S)

Rajul Mistry holds the degree of M.B.A. in Tourism and Hospitality Management from Veer Narmad South Gujarat University, Surat, India. She is qualified as JRF- NET held by UGC, New Delhi, India. She is currently a Senior Research Fellow in GHBMA-DBIM, Surat. and pursuing her Ph.D. in faculty of management.

Email: rajulbm88@yahoo.com

Corrospending author

Renuka Garg is a Professor and Head of the Department at G. H. Bhakta Management Academy, Department of Business & Industrial Management, Surat. Email: dbimsgu@yahoo.com

Some Views on Alternative Tourism

L. THAMARAI

Department of Tourism and Travel Management,
Govt. Arts College, Ooty

Abstract

Tourism sector is undergoing a serious challenge in ensuring sustainability without altering the scope, characteristics, nature of the tourism resources and attractions besides stabilizing the interests of the involved stakeholders. Many experiments have been in force as practice to achieve and ensure the same; however the process has not yielded successful outputs as expected. Having said this, it is viewed and envisaged that alternative tourism shall become a savior of the sector to achieve the intended objective. Also, UNWTO has set the theme as “Sustainable Tourism-A Tool for Development” for this World Tourism Day celebration, from which the significance of sustainability and its safeguarding interests are understood.

ALTERNATIVE TOURISM

It is a process or being away from the normal practices of tourism and its associated activity demands. Today, the need for such tourism has aroused to maximum extent after attacks on the environment, society, culture and resources, which have led down various touristic resources and attractions, disappear from the world. Many changes and development have come at the cost of existing resources and resulted in its depletion, which is increasing day by day, equally with the increasing need and demand of tourists. More and more methodologies have been experimented to reduce the ill effects and increase the positive impact of tourism on society, resources and tourists experiences organically, but the output remains negative and unimaginable. It is not the new form of Tourism to bring good prospects to tourism and its associated sectors; instead it's a new modus operandi, which will bring the expected prospects to tourism and its associated experiences.

At this juncture, Alternative tourism is expected to pave new way for enjoying the attractions, usage of resources and new theory for the involved stakeholders. It is also viewed that involved stakeholders have unconvincing accountability and responsibility in creating a new theory and practices in all their experiences and deliverables.

Some of the measures to be initiated are

- Redefining the meaning of tourism as “it is not a leisure activity but it is a responsible activity”
- Tourism should not be highlighted to enhance economic development instead for sustainable development of natural resources.
- Cooperation and unity among the people should be encouraged and its benefits should be highlighted among the community members, so as to ensure collective income generation against individualized generation. Supply chain with regard to tourism shall be

planned in a way ensuring collective development in all forms.

- Planning of facilities and activities should be region centric with due concern towards nature. Tourists should adapt to the present facilities and may distance from sophistication and modernized developments at a destination.
- Innovative practices should benefit the common people and not the established ones.
- Effective understanding between hosts and tourists, both should have similar goals.
- More emphasis should be ensured on rural community participation than the established ones.
- Alternative tourism does not look for alternative marketing strategies rather it

shall free from marketing and branding. High level of ethics should be found within all involved.

Along with the present practices, the aforesaid points are to be given importance for achieving organic growth.

India, being a preferred destination among the wide number of international tourists for its serene beaches, tranquillity, wilderness, cultural exhibits, hospitable people, mighty peaks, history, language and moreover, the interest of the country in safeguarding the natural splendours stands positive towards sealing a holistic space in the much expected alternative tourism. It should commission itself to ensure that organic and harmless practices are initiated and should exercise all the aforesaid inputs in all tourism destinations to reduce natural and manmade disturbances to nature and people.

REFERENCES

1. www.unwto.org
2. <https://www.e-unwto.org/doi/pdf/10.18111/9789284419401>
3. https://www.wttc.org/-/media/files/reports/mission/tourism-for-tomorrow--final_rgb.pdf?la=en

BRIEF PROFILE OF THE AUTHOR

Mrs.L.Thamarai is presently working as Assistant Professor in Department of Tourism & Travel Management, Government Arts College, Ooty. She has 7 years of experience in undergraduate teaching. Her research interest includes ecotourism and yoga.

Proceedings of a One day seminar on “Sustainable Entrepreneurship Development Practices in Tourism and Hospitality Sector in Uttarakhand”

A one day seminar on “Sustainable Entrepreneurship Development Practices in Tourism and Hospitality Sector in Uttarakhand” was organized in the conference hall of the Centre for Mountain Tourism and Hospitality Studies (CMTHS), HNB Garhwal University (A Central University), Chauras Campus, Srinagar Garhwal, Uttarakhand on 23rd October 2017. The seminar was organized as part of the *Paryatan Parv* fortnight celebrations observed by the Ministry of Tourism, Government of India from 5th October 2017 to 25th October 2017. The seminar was inaugurated by Prof. S.C. Bagri, Dean, School of Management. Dr. Sarvesh Uniyal, Project Director, CMTHS and Mr. Pushkar Negi, Assistant Professor, CMTHS were the other guests present on the occasion. The seminar was jointly conducted by Dr. Shivam Prakash and Mr. Vaibhav Bhatt, Assistant Professors at the centre. Dr. Vijay Prakash Bhatt, Assistant Professor, CMTHS, was the increase of technical session. The seminar was attended by the students, research scholars and faculties of the university.

The one day seminar commenced with the lamp lighting ceremony. Post the lamp lighting ceremony, Prof. S.C. Bagri delivered the welcome address. He welcomed the participants of the seminar and appreciated the efforts of the organizing team. His address was laced with personal anecdotes to instill the spirit of entrepreneurship in students. He lucidly explained the theme of the seminar to the participants and encouraged them to venture into the field of job givers rather than job seekers. He also shared the success stories of famous entrepreneurs with the

participants of the seminar. He concluded his deliberation with the renowned poem of Dr. Harivansh Rai Bachchan i.e., “*Koshish karne waalon ki kabhi Haar nahin hoti*” (Those who try never fail).

Dr. Sarvesh Uniyal, Project Director, CMTHS was the next speaker in the seminar. His address consisted of successful entrepreneurial case studies from the state of Uttarakhand. He stressed on the need of innovation in present times. He urged the students to think of an idea and innovate to set themselves apart from the competitors. He also shared personal anecdotes with the participants and encouraged them to become an entrepreneur.

Mr. Pushkar Negi and Dr. Shivam, Assistant Professor, CMTHS, in their deliberation focused on the concept of entrepreneurs and entrepreneurship. Their address consisted of basic concepts of the subject. Through their deliberation the participants were able to get a clear understanding of the theme.

Two research papers were also presented in the seminar. Mr. Girish Chandra Bhatt, Research Scholar, Department of Political Science, presented a research paper titled “Potential of upper Kedar Valley as a tourist destination: What needs to be done” and Mr. Vaibhav Bhatt, Assistant Professor, CMTHS presented a research paper titled “Ecotourism as an activity for sustaining livelihood opportunities for the local communities in Uttarakhand Himalayas” respectively. The papers helped the participants to get an idea of the status of tourism in the state.

The latter part of the seminar consisted of interaction with the participants where in

the participants where requested to share their feedback. Ms. Varsha Rajput, Mr. Shivam Negi and Mr. Manik, students of MBA(Tourism), 1st Semester appreciated the efforts of the centre in organizing such an event and shared their views on the subject. Prof. S.C. Bagri recommended that the participants of the seminar be involved

in successful entrepreneurial ventures in the region to get a better understanding of the business and promised to hold such seminars in the future. The one day seminar culminated with the vote of thanks proposed by Mr. Puskar Negi. The number of participants were 105.



In pic: Prof. S.C. Bagri, Dean, School of Management and Director, CMTHS delivering welcome address with Mr. Pushkar Negi and Dr. Sarvesh Uniyal (From Left to Right)

News And Views

Cherry Blossom Festival opens in Shillong

The second edition of India International Cherry Blossom Festival has been inaugurated in Shillong with a view to popularising the state as a tourism destination with the advent of blossoming of cherry trees. An initiative of the Imphal-based Institute of Bioresources & Sustainable Development (IBSD), the festival, the only cherry blossom festival celebrated in autumn, is also supported by the Indian Council for Cultural Relations (ICCR). Inaugurating the festival, Forest and Environment Minister Clement Marak said the state government is focusing on promoting tourism potential of Meghalaya by organising such festivals which not only boost tourism but also projects the positive image of the state.

Stating that Cherry Blossom Festival is also held in Japan, the USA, Switzerland and Korea, Marak expressed hope that in a few years, this one of Meghalaya too would get international recognition. The minister also released a special cover stamp on the 2nd India International Cherry Blossom Festival.

The cherry trees are yet to bloom in full colours at least in identified destinations like Wards Lake and Golf Links area in the city. When asked about this late flowering of the cherry trees, IBSD director Dr D Sahoo said it was due to the prolonged rainfall and warmth which affected the flowering. In the past two years, the cherry trees have been in full bloom by November first week, he said.

The organisers have arranged vehicles to higher reaches of Upper Shillong where Cherry trees are in full bloom, he said.

South Island scenic train marks 30 years on the tracks

One of New Zealand's most beloved tourism experiences, the TranzAlpine train

journey is celebrating 30 years of operation this month. Lauded as one of the most scenic train rides in the world, the TranzAlpine is one of New Zealand's three great rail journeys operated by KiwiRail. The route from Christchurch to Greymouth travels east-west across the South Island from coast-to-coast taking in some of the most spectacular scenery New Zealand has to offer. "The TranzAlpine had grown from humble beginnings to become one of the country's most popular attractions with local and overseas tourists. The idea for the TranzAlpine was born more than 30 years ago, after it became clear how much passengers on our Christchurch-to-Greymouth service enjoyed the scenery on their journey," KiwiRail chief executive Peter Reidy said.

The TranzAlpine Express took its maiden voyage in November 1987 and it wasn't long before carriages were refurbished, a buffet service and alcove-style seating were introduced, and the viewing experience was enhanced with panoramic windows. Today's train has evolved to feature an open-air viewing carriage, a self-service buffet car and commentary for those looking for a more educational experience.

Starting in Christchurch, the train travels across the Canterbury Plains alongside braided rivers, and through river valleys and gorges. As the train heads for higher ground, the route passes through high country sheep stations, past beech forests, lakes and the Southern Alps. Covering 223 km one-way, the trip takes just under five hours passing through 16 tunnels (the longest at 8.5 km) and across four viaducts.

Women travellers growing from tier II, III cities: Report

More and more women have begun travelling either in groups or solo and the trend is growing not just in metros but also tier-II and III cities, according to a report

by Paytm. The report, based on actual bookings on Paytm from April-September 2017 said while 46 per cent of the women travelling solo or in groups belonged to tier-I cities, there has been a healthy contribution from smaller towns with 29 per cent and 25 per cent travelling from tier-II and III cities. "It is very encouraging to note the healthy surge in the contribution of women travellers on our platform. Our latest report is a statistical evidence of increasing empowerment amongst women travellers and we believe it will encourage more and more women to venture out and quench their wanderlust," Paytm Vice President Abhishek Rajan said. The age group of 25-34 years travelled the most, contributing more than 47 per cent to the total number of women travellers in India, followed by the 35-44 years age group (23 per cent) and 45-59 years (12 per cent), according to the report.

The preferences for top five domestic destinations remained similar to men, where Delhi topped the list followed by Bengaluru, Mumbai, Pune and Hyderabad. While it came to international destinations, most women preferred Dubai, Kathmandu, Singapore and Bangkok thanks to the cosmopolitan nature of these cities and the relatively higher concentration of Indian population, it added.

The report also found that women are likely to spend around 10 per cent more on travel tickets compared men. The average travel duration of women travellers are also slightly higher at six days, it said. After establishing the brand in online travel market, Paytm is looking to ramp up its team to 250 in the coming months.

It has sold over 10 million travel tickets in FY17, launched flight ticket bookings in July 2016 and is now among the top three players for online flight ticket bookings. The company had launched railway ticket bookings in October 2016. In January this year, Paytm's travel business crossed \$500

million.

Here is list of top 10 islands in world as per Travel + Leisure readers

Palawan, Philippines

With a score of 93.15, Palawan tops the list in the World's Best Awards for top 10 islands. There's nothing quite like immersing yourself in the natural wonders of this Philippine archipelago. The place consists of an eponymous main island in addition to some 1,800 surrounding islets and island outposts. And with its verdant mountains, a five-mile-long underground river, limestone caves and spectacular scuba diving, its appeal is as clear as its turquoise waters. Seven lakes surrounded by craggy limestone cliffs attract hundreds of nature lovers to Coron Reefs in Northern Palawan.

Hilton Head Island, South Carolina

Long known as a golfer's paradise, Hilton Head Island is heaven for any type of sports enthusiast. The island plays host to many prestigious sporting events throughout the year. All of it is surrounded by sunny beaches and lush greenery. Approximately 70% of the island, including most of the tourist areas, is located inside gated communities. Raised boardwalks provide a protected path for pedestrians. And don't miss the colourful Harbortown Lighthouse, the island's icon. Hilton Head Island is a shoe-shaped island that is home to a vast array of wildlife, including alligators, deer, loggerhead sea turtles, manatees, hundreds of species of birds, and dolphins.

Boracay Island, Philippines

Boracay is a small island in central Philippines. It's known for its resorts and beaches. Along the west coast, White Beach is backed by palm trees, bars and restaurants. On the east coast, strong winds make Bulabog Beach a hub for watersports. Nearby, the observation deck on Mount Luho offers panoramic views over the island. Offshore, coral reefs and shipwrecks are home to diverse marine life.

Galápagos Islands, Ecuador

Galápagos Islands is a volcanic archipelago in the Pacific Ocean. It's considered one of the world's foremost destinations for wildlife-viewing. The seismic and volcanic activity reflect the processes that formed the islands. These processes, together with the extreme isolation of the islands, led to the development of unusual animal life such as the land iguana, the giant tortoise and the many types of finch that inspired Charles Darwin's theory of evolution by natural selection following his visit in 1835.

Kauai, Hawaii

Kauai is an island in the Central Pacific, part of the Hawaiian archipelago. It is nicknamed 'the Garden Isle' because of the tropical rainforest covering much of its surface. The dramatic cliffs and pinnacles of its Na Pali Coast have served as a backdrop for major Hollywood films, while 10-mile-long Waimea Canyon and the Nounou Trails traversing the Sleeping Giant mountain ridge are hiking destinations. More than 60 beaches dot the landscape and some beaches have great snorkelling options.

Ischia, Italy

Ischia is a volcanic island in the Gulf of Naples, Italy. It is the most developed and largest of the islands in the Bay of Naples. It's known for its mineral-rich thermal waters. Hot springs bubble up at Maronti Beach in the south. The Cartaromana beach has views of medieval Aragonese Castle, linked to Ischia by a stone bridge. Nearby, 18th-century Palazzo dell'Orologio houses the Sea Museum devoted to Ischia's fishing tradition. Ischia's main industry is tourism, centering on thermal spas that cater mostly to European (especially German) and Asian tourists eager to enjoy its hot springs, and its volcanic mud.

Hvar and the Dalmatian Islands, Croatia

Hvar is a Croatian island in the Adriatic Sea, located off the Dalmatian coast, lying between the islands of Brac, Vis and

Korcula. Approximately 68 km with a high east-west ridge of Mesozoic limestone and dolomite, the island of Hvar is unusual in the area for having a large fertile coastal plain and freshwater springs. Its hillsides are covered in pine forests, with vineyards, olive groves, fruit orchards and lavender fields in the agricultural areas. The climate is characterised by mild winters and warm summers with many hours of sunshine. Hvar Town is estimated to draw around 20,000 people a day in the high season. During the tourist season, the port is filled with large yachts. All-night discos attract large crowds of young visitors.

Bali, Indonesia

Bali is the most popular island holiday destination in the Indonesian archipelago with good reason. The island is home to religious sites such as cliffside Uluwatu Temple. To the south, the beachside city of Kuta has lively bars, while Seminyak, Sanur and Nusa Dua are popular resort towns. The island is also known for its yoga and meditation retreats. Here, you'll experience a fine combination of sandy beaches and rolling surf, an ancient culture known for its warm hospitality and exotic temples and palaces set against stunning natural backdrops. Bali is part of the Coral Triangle, the area with the highest biodiversity of marine species. In this area alone over 500 reef building coral species can be found.

Santorini, Greece

Santorini is among the most romantic destinations in the Greek islands. It was the site of one of the largest volcanic eruptions in the world and what remains today is a submerged volcano and a caldera. Villages have been constructed on the edge of this caldera.

Maui, Hawaii

Maui is an island in the Central Pacific, part of the Hawaiian archipelago. Sprawling Haleakala National Park encompasses the

island's highest peak, volcanic Haleakala, as well as the pools and waterfalls of Ohe'o Gulch, accessed via scenic, winding Hana Highway. The island's 30 miles of beaches include golden-crescent Kapalua, sheltered from strong currents by lava-rock promontories.

Assam Tourism to lease out hospitality units to private hoteliers

Assam Tourism as part of improving the tourism infrastructure and involving private industry more actively in the management of tourism services will be leasing out all their hospitality units to private hoteliers. According to Jayanta Malla Baruah, Chairman, Assam Tourism Development Corporation Ltd., all the 80 hotels managed by the Corporation will be handed over to private industry to maintain and manage on long lease of 30 years. "Cabinet has given the approval for this. The tender process for the same has already begun and we have started receiving offers from large hotel companies already," Baruah said. He was here in Delhi to receive the WTTC-II Hotelivate Award for Best Policy & Leadership Award in the Tourism sector for the State.

He said that the State government's new tourism policy announced in mid October has great thrust on new investments in the tourism sector. Similarly, the Film Tourism Policy of the government has also been appreciated by everyone because of exciting incentives involved in it. "The State government is looking at tourism in an aggressive way. So far we have been stressing largely on Wildlife tourism and Kaziranga. We are looking at diversifying the tourism offerings by exploiting the potential in river tourism, homestay tourism, heritage tourism, religious tourism including Buddhist tourism, etc.," he informed.

Talking about the incentives for investors, ATDC Chairman said that the new tourism policy has interesting incentives like 30%

subsidy on capital infrastructure including hotels, 75% subsidy on road construction, 25% on power, etc.

Another niche area where the Tourism Board is planning to work and promote are Tea Tourism and Golf Tourism. "There are at least 25 quality golf courses of British era in Assam. This potential is not yet tapped," he said. The Tourism Board has tied up with Bengal Chamber of Commerce to start an annual Golf Tournament from this year.

When asked about the connectivity issues, Baruah said that Guwahati is well connected by air with more than 80 flights operating in and of the city daily. The Udaan scheme of the government is expected to open new stations within the state. The State government's own Assam Aviation Service will be opening many heliports to connect remote areas with Guwahati, he said.

ITM 2017 Attempts to Put NE India on Global Tourism Map

Union Tourism Minister (I/C) K J Alphons said that the issue of direct connectivity of the North Eastern states to neighbouring countries would be taken up with Union Civil Aviation Ministry to increase the inflow of foreign tourists to the region. Addressing the 6th International Tourism Mart (ITM) in Guwahati, Alphons said that we have the capability to put India on the forefront in the field of tourism and for this we need to realize the tourism potential of North Eastern States and need to work together.

The three-day ITM, organised by the Ministry of Tourism, Government of India, in association with the North Eastern states, was inaugurated by Jagdish Mukhi, Governor of Assam in the presence of Sarbananda Sonowal, Chief Minister of Assam; Pema Khandu, Chief Minister of Arunachal Pradesh; Hemanta Biswa Sarma, Minister for Tourism of Assam and Union Tourism Secretary Rashmi Verma amongst

others.

Delivering inaugural address, Mukhi said that this Mart is a wonderful platform in developing inter-regional tourism between the ASEAN and North East region as well as with BIMSTEC countries. "We must take full opportunity to promote the State by interacting with the delegates in a fruitful manner." Keeping in view the Act East Policy of the Government, this platform will serve its purpose.

Sonowal informed that recently Assam Government has enacted the 'New Tourism Policy' which will facilitate the tourists and other stakeholders. He said that 'Once you visit Assam, it will steal forever'. Assam want to grow without destroying our eco-system and tourism is the most potential sector in Assam. Khandu said that connectivity and infrastructure are two problems which North Eastern States are facing. He hoped that due to initiatives like International Tourism Mart, very soon tourist arrivals in North Eastern States will be increased substantially.

Sarma said that North East region has a number of tourism sites which need to be converted in to tourist destinations with better approach. He said that North Eastern States are very safe for tourists as there are hardly any news of crime against them. He said that the new tourism policy will boost tourism sector in Assam.

Verma said that the Ministry of Tourism, Government of India is paying much attention on the promotion of tourism in North Eastern States of the country. She opined that there is a need to have better synergy with private sector. She suggested that the North Eastern States should regularly participate in road shows in foreign countries.

The Mart has put the spotlight on India's "Act East Policy", blossoming ties with ASEAN and the larger East Asia region. The ITM - 2017 has also seen an active participation by the Ministry of DONER to

synergize the process of development of tourism of the North East Region.

The event was attended by 66 foreign delegates comprising of stakeholders and media persons from over 28 countries and 50 domestic stakeholders from other parts of the country and 103 sellers from the North Eastern States.

How a Gujarati woman is breaking many stereotypes in California

Sima Patel reached Oakland, California, as a fresh-off-the-boat bride in 1979. The girl from Surat spoke very little English. Husband Pravin's family, like so many Patel families in the US, ran a motel. She started helping out, pitching in at the front office, doing the books and sharing housekeeping duties. She kept going, growing the family business, getting to the corner office and breaking many stereotypes and glass ceilings on the way.

Today, she chairs the California Travel and Tourism Commission. Patel, who is also the CEO of Ridgemont Hospitality, has achieved a first for a Gujarati woman becoming a leader in the hospitality sector in the US. "Typically within the Gujarati community, women were not taken seriously back in those days and even today many don't recognise my achievements," Patel, 54, told ET Magazine, when she was in India as part of a delegation from Visit California, the official tourism agency of the state.

In Delhi and Mumbai, Patel spoke about promoting California as an affluent, chic and luxury destination among wellheeled Indian travellers. Annually three lakh Indians visit California and spend over \$700 million a figure that Patel and other members of the delegation hope will cross \$1 billion by 2020.

Patel speaks with a hint of a Gujarati accent. And she shows no hesitation in speaking about her heritage and her early days and how she has moved to her current position within the family business. "I am

part of all important decisions, including new project development, financing and choosing construction companies. I am the driver and visionary,” says Patel. She feels having a woman at the helm gives Ridgemont an edge over other Gujarati-owned hospitality businesses in the US. The company has just broken ground for its biggest project so far – a greenfield, 121-room Hampton Inn in downtown Oakland, near San Francisco – a project personally helmed by Patel.

Change in Attitude

Mike Patel, a prominent Indian-American hotelier and entrepreneur from Atlanta, Georgia, admits there is a glass ceiling. “Our culture still keeps women behind the scenes and is gender selective in offering major responsibilities. It is restricting them from realising their business potential as owners or leaders of any of our big hospitality companies.”

But attitudes are changing. The Asian American Hotel Owners Association (AAHOA) which has over 16,000 members, last year elected Jagruti Panwala as its treasurer for 2017-18. Panwala, also from Surat, moved to the US in 1991 and earned undergraduate degrees in finance and economics. She and her husband now own and operate multiple hotels, and she also heads an asset management and succession planning firm Wealth Protection Strategies.

AAHOA had launched a women's leadership conference over a decade ago. It now has elected women members on its board, rather than just two women nominated directors. In a couple of years, members hope, AAHOA will have its first woman chairperson. Sima Patel herself had made history in 2004 when she became the first American woman from a minority community to chair a major lodging association – the California Lodging Industry Association (CLIA).

In 2006, she was elected to serve on the

California Travel and Tourism Commission. “My peers in industry urged me to represent them. However, it was the encouragement and support that I got from Pravin and his family that helped me make up my mind,” she says. In 2016, she became the first industry-elected chair of the Visit California board of directors. “After two terms the governor of California, Edmund G Brown, reappointed me on the board. I'm proud to be the longest serving board member.

Mukesh J Mowji, hospitality investor and CEO of Silicon Valley-based startup Pracrea Inc, feels it's better that women are now getting elected to leadership positions in hospitality, instead of being nominated. He says: “The old-school thinking that women should stay at home is changing in our community.

Today's young women are well trained professionals who are striking out independently as entrepreneurs in sectors such as food services and real estate.” The change in attitude within the community has led many professional Gujarati women to come back to family businesses, adds Patel. “They have college degrees and bring with them professional skills and I feel proud of them,” she says.

Patel says second- and third-generation Gujarati hospitality entrepreneurs are diversifying into new areas and growing the family businesses more professionally. She identifies this as crucial as the industry faces challenges from the likes of Airbnb, which is a competition, but can also turn a collaborator in times of high demand. “My son, Dhruv, too is a millennial and thinks differently from us. As director of operations, he has helped raise the revenues of the company by half a million dollars through innovative thinking,” Patel says. She sees the same trend in many families in the community.

Nature walks, mountain biking, exhibitions mark mountain day celebrations

Dehradun: International Mountain Day (IMD) was observed in various parts of the state on Monday with nature walks, mountain biking, exhibitions and talks on the Himalayas.

R S Tolia Memorial lecture on the theme 'Mountains under pressure, climate, hunger and migration' was also organized at Uttarakhand State Council for Science & Technology (UCOST). Grand celebrations in Bageshwar district were jointly held by the Central Himalayan Institute for Nature and Applied Research (CHINAR), an NGO (working in the mountain regions of India for environmental sustainability and livelihood of the mountain community) and Uttarakhand state's tourism department.

Meanwhile, some people, including activists, environmentalists and students feel that celebration should not be limited to a single day and an action plan is needed to bring in sustainable development, involving the local community for long-term benefits.

Environmentalist Anil Joshi said, "The

local economy should be resource based so that people don't migrate. Everybody should join hands for the conservation of the mountain ecology," he said.

Meanwhile, J P Maithani, founder Aaagas federation, a grass root voluntary organization working in the central Himalayan region since many years in the field of rural development, ecotourism, animal welfare etc said, "Local community needs to be involved for sustainable development in the mountains. We emphasized on popularising 7 local trekking routes from Pipalkoti in Chamoli district on the occasion but tourism department should take up more such initiatives and not just on one day of the year"

Meanwhile, the second R S Tolia Memorial lecture at the regional science centre was delivered by environmentalist, Chandi Prasad Bhatt, on the topic, 'Himalaya-sensitivity, threats and challenges'. He spoke about Dr Tolia and his visionary steps in regards to the Himalayas, he highlighted about the alleged lack of political willpower in the state and also the presence of various environmental acts with no implementation at ground level.

Compiled by

Prince Verma and Sunil Tewari

Research Scholar Centre for Mountain
Tourism and Hospitality Studies.

Call For Papers

Theme - Destination Re-Imaging and Branding through Sustainable, Responsible & Community (SRC) Based Tourism
Journal of Tourism, Vol.XIX, , No. 1, 2018

The Journal will be a meticulous effort of many minds. In the recent decade, the face of tourism industry has vastly changed. Tourism has opened new doors and has given opportunities to generate income in better ways. The core of this Journal is to evaluate the blend between sustainable developments through niche tourism. Fortunately the rapid growth of the competition in the countries for attracting visitors developed an urge for using different sought of tourism arena. To attract visitors/ tourists to a destination and to retain them for revisit is a big challenge. The era we live in cannot be imagined without using the promotional strategies. Every time tourists wants to experience something new and unique. Although there is no doubt about it that marketing has supported tourism development and growth remarkably. The potential still have to be revealed in many other aspects of destination re-imaging and branding. The Journal will be a blend of balance theory and experimentation, providing a thorough explication of the tools and techniques of niche tourism for creating a new image of a destination. While doing branding and marketing of a destination how important are the issues related with community based tourism, eco-tourism, rural tourism, agricultural tourism, village tourism, food tourism ,responsible tourism and cultural - heritage tourism will be highlighted in the Journal. We (editor and contributors) will try to explore what innovations are really needed to be done for making the sustainable, responsible and community based tourism development of a destination. The Journal will also try to give imputes how responsible tourism impact the visitors

choice and destination image. As responsible tourism stimulate emotions and feelings therefore, a concise strategy would make sense for creating an image of a destination to change these desired emotions into reality.

The Journal aims to provide theoretical and practical content for academicians, researchers, students, destination managers, farmers and other stakeholders of travel, tourism and hospitality industry. In doing so, the Journal will highlight (other than the aforesaid) the concept of destination branding, destination marketing, content marketing, digital marketing, sustainable tourism development, cultural heritage tourism, culinary tourism, accessible tourism for social equality and much more. It will include case studies and examples of destination branding and marketing to bring the factual position and the role of these strategies in sustainable tourism development.

UNIQUE POINTS OF THE PROPOSED THEME

- 5 The theme will emphasize upon responsible tourism as a major factor as it is required in present era for rapid and constant growth of a destination. On the other side community based tourism works as a powerful and fundamental source that can be helpful in many ways to compete more effectively and to support the local community. The overall image and growth can be transformed by adopting responsible and community based tourism.
- 5 The title of the Journal comprises not only the issues related with Sustainable, responsible and community based

tourism but also includes the role of marketing, branding, destination imaging information technology tools; innovative marketing techniques which will surely give immense knowledge of different areas for sustainable tourism development. This Journal will bring contributors from varied subjects/fields on one platform thus; it will be useful for many readers.

TOPICS TO BE COVERED

The many academic areas covered in this Journal include, but are not limited to:

- s Planning and Policy Making Issues of Sustainable Tourism
- s Sustainable Tourism and economic development
- s Responsible Tourism and Community Connect
- s Potential of Agri- Tourism
- s Branding and promotion of Agri-tourism
- s Influences of Government policies on Agri- Tourism
- s Community involvement in arts and cultural activities
- s Role of Local Community in Destination Imaging
- s Fair, Festival and Events importance in Tourism Sustainability
- s Rural Tourism and economic growth
- s Food Tourism Local to Global
- s Community based tourism Issues and Challenges
- s Ecotourism, Farm tourism, Village tourism
- s Unlocking opportunities through Pro-poor tourism
- s Emotions ,Experiences and Tourism
- s Virtual Tourism
- s Digital Marketing
- s Innovations in Tourism marketing and branding strategies Future of Niche Tourism

Contributions shall not be limited to the above given themes, related research submissions are highly motivated

IMPORTANT DATES

Extended Abstract : 1st March 2018

Acceptance of : 15th March

2018 Extended Abstract
(300-400 words)

Full Paper (approx. : 15th April 2018
5,000 7,000 words)

and Research Note

(approx. 2,000-2,500 words)

Suggested Corrections : 1st May 2018

Full Paper Acceptance : 15th May 2018

FORMATTING AND PUBLICATION

- ♦ Manuscripts should be typed in Times New Roman 12 point (or 10 point for tables), single spaced, and justified to the left margin. One-inch margins should be used.
- ♦ Headings should be in bold. Main headings should include an introduction, literature review, methodology, results, discussion, and references. Main headings should be centered on the page and subheadings placed at the left margin in italics.
- ♦ Six keywords should be provided to reflect the subject matter.
- ♦ References should be in APA 6th edition.
- ♦ Submissions should be accompanied by a title page with the title, keywords, author/s names and affiliations.
- ♦ Manuscript should be in English. Poorly written submissions will not be reviewed.
- ♦ Papers that do not meet the stipulated formatting requirements, or are not adequately revised, will not necessarily be published in the journal.
- ♦ Full articles having any graphics (figures or photographs) should be supplied in .tiff or .jpeg format.
- ♦ The journal strongly emphasizes the

originality of research work and plagiarism is strictly discouraged.

- ♦ The journal has the condition for publication that manuscripts submitted to this journal should not have been already published or simultaneously submitted for publication elsewhere.
- ♦ Research papers will undergo blind review by two reviewers.
- ♦ The contributors should ensure that they are not infringing copyright.
- ♦ Please note that initial acceptance of the

manuscript does not guarantee publication. In case of the copyright issues the paper may be dropped at any stage with notification to the author/s.

- ♦ The Journal also requires transfers of copyright or exclusive rights from the authors. However, this does not in any way restrict the use of article by the author for their own use.
- ♦ All submissions are to be emailed to the Guest Editor dr.anukratisharma@gmail.com

ABOUT THE GUEST EDITOR

Dr. Anukrati Sharma is currently Associate Professor in the Faculty of Commerce and Management, University of Kota, Kota Rajasthan, India. Dr. Sharma has worked as an internal trainer and teacher in the management arena. In the year 2015 she got a Research Award Fellowship by UGC, New Delhi on the topic of Analysis of the Status of Tourism in Hadoti and Shekhawati Region/Circuit (Rajasthan): Opportunities, Challenges and Future Prospectus. Seeing her work on Tourism UGC has given her one year extension for her project till year 2018. Her doctorate degree is in Tourism Marketing from University of Rajasthan and she completed her dissertation research on the topic of Tourism in Rajasthan Progress & Prospects. She has two postgraduate degree specialties-one in International Business (Masters of International Business) and another in Business Administration (Masters of Commerce). Her core subjects are Tourism, Strategic Management, and International Business Management.

She has written 10 books on different subjects. She has two edited books one is titled Tourism Opportunities and Ventures and another is Maximizing Business Performance and Efficiency through Intelligent Systems, under IGI Global. Currently she is working on her book on Tourism Development & Destination Branding through Content Marketing Strategies and Social Media under **Apple Academic Press USA**, Sustainable Destination Branding and Marketing: Strategies for Tourism Development under **CABI, U.K.** Tourism Events in Asia under **Routledge** and Information and Communication Technologies in Travel, Tourism and Hospitality Industry: An Extensive Outlook under **Cambridge Scholars Publishing, U.K.**

She is serving as the Editorial Board Member of 26 reputed National and International Journals besides nominated as Reviewer of 17 Journals of National and International repute. She has attended and presented 51 papers in International and National Conferences and is a member of 17 Professional Bodies. She has been invited for many talks/lectures/ panel discussions by different Universities like University of Colombo, Sri Lanka and a large number of universities within India.

JOURNAL OF TOURISM
An International Research Journal
SUBSCRIPTION ORDER FORM

☐ Institution ☐ Individual

Name and Designation

Organization

Postal Address

Phone (with STD/ISD Code) Fax

E-mail

Enclosed a Cashiers Cheque/DD number

dated for Rs./US\$ drawn on

Towards subscription for the Journal of Tourism for one year.

Signature and Seal:

Name (please print)

Date

Email: inquiries with regard to hard copy subscriptions may be made to
cmthsjot@gmail.com

Journal of Tourism

Centre for Mountain Tourism and Hospitality Studies (CMTHS)

HNB Garhwal University (A Central University)

Srinagar-Garhwal, Uttarakhand

Tel Fax-00-91-1370-267100

e-mail: jothnbgu@gmail.com

website- www.jothnbgu.in

Visit Journal of Tourism online at www.jothnbgu.in