

Attitude and Perception of the Local Community Towards Community based Tourism Development in Har Ki Dun Valley Uttarakhand

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ABSTRACT

Community based tourism is a growing segment in the dynamic travel industry and has probability of acting as a sustainable development tool. It operates differently than any other form of tourism and helps in conservation of natural areas, enlighten the visitors about sustainability and befitting the locals. As per the above-mentioned facts, it is desirable to study such landscapes which are having abundant natural resources, is eco fragile in nature and can attract potential visitors for economic growth by considering the fact of conservation of ecosystem with the interest of local population. Thus, one such landscape is valley of Har-ki-dun which has been selected for the present study. The research analyses the attitude and perception of the local community towards Community Based Tourism. To achieve this purpose a survey based on a questionnaire was conducted in the year 2019. The data were analyzed through descriptive statistic and Principle Component Analysis. The results indicate that Community Based Tourism is considered as a tool for advancement of the har ki dun region.

Key words : Community based Tourism, Sustainable, Local community, Perception, Attitude.

Introduction

Tourism industry has spread far and wide as a fast-growing dynamic industry, but it has got its own impact on the world. The tourist services are perishable product and if not planned appropriately then sustainability of this sector will be endangered. The long-term sustainability of tourism industry relies upon the responsibilities and duties taken up by the community leaders and tourism experts who must plan to optimize the use of natural resources and maximizing the benefits while protecting the destination from any harm due to tourist 's visits.

The research of Murphy (1985) defines the concept of community-based tourism (CBT), where he analyses the aspects related to tourism and develop-

ment of local community. The issues are further discussed by Nyaupane *et al.* (2006), where he states that local community face issues in implementation of tourism projects due to lack of finances, infrastructure, technical knowledge, culture and governance.

Boonratana (2010) defines Community based tourism as a visit by the tourist to local communities at a place to enjoy the cultural heritage where the resources, facilities and services are developed and managed by them. The revenue generated, further is also enjoyed by the locals. Community Based Tourism is critical for rural poverty alleviation (Akunnay, Nelson and Singleton, 2003) (Neto,2003)

In defining CBT, culture plays an equally important role i.e. the locals of the area retain a traditional

way of life, which attracts the tourist for a rich cultural experience. It is thus used as a tourist product by the community as it helps in creating an authentic tourism product throughout the stay in community.

Community based tourism can also be defined as room within the private home of community member offered by the member to the guest for an imperative fee to experience the rustic lifestyle and to have a direct interaction and cultural exchange with the host family, therefore providing a beneficial experience for both host and visitors.

Local Community generally considers tourism activities in a positive manner as they are a source of economic benefit. Tourism activities in the region create employment and thus serve as a source of income generation. This paper aims to study the perception of the local community towards Community based tourism in Har ki Dun Valley of Uttarakhand. The research was conducted to analyse the study of Har ki Dun valley as a Community based tourism destination: Strategies for sustainable development. This paper comprises of the following sections: Introduction, Literature Review (which is regarding the perception of various community towards Community based tourism), Material & Method (deals with the study area and the methods utilized for data analysis), Results, Discussion (of results) and Conclusion (referring to the limitations also).

Literature Review

Perception regarding CBT initiatives and activities differ from community to community. Some consider it to be a source of economic enhancement while others a disturbing agent. There seems to be a decrease in quality of life with the increase in tourism development. As the community adapts to tourism operation existence, the locals attitude change to become more positive in tandem with the same. This perspective is dependent on the assumption that once tourism operation is established the surrounding community becomes capable to adapt (Butler, 1980). The partnerships and associations with external sources have an impact on the local decision on CBT (Torres, 1998). The local population wants to control over tourism operations but if mis-managed situations may worsen.

The Mountain Institute (TMI,2000) has expressed that community-based tourism is an accumulation

of activities which support a vast scope of conservation objectives, economic & social development. CBT is based on the regional and local tourism assets and resources. On the basis of these Community is empowered and skilled.

A study in Ghana by Cobbinah's (2015), Africa, reveals that socioeconomic benefits like employment, emoluments and contribution in natural resource management brings positive attitude towards conservation in locals. It also suggests that local support for conservation can be increased by raising their insight into the ecological advantages. It's advisable to involve local people directly or indirectly in community based ecotourism (CBE), as locals can play a vital role in protecting the natural environment as achieving the goals of ecotourism. (Regmi and Walter, 2016; Reimer and Walter, 2013; Stone, 2015)

Tourism development model have their resulting impacts and it has major influence on the life of the Community. The research by Lidija Petri' Smiljana Piv evi (2016) is supported by the evidence from a popular tourist destination Split. This town has tourism as a viable economic activity. This place has seen fast tourism development overlooking the negative impacts. There has been pressure from different lobbies which has led to serve negative impacts. The results coincide with our concept of tourism viz community development model. There were differences in attitude regarding socio demographic characteristic seen which supplies SET theory. It is evident that the economic benefits presumed from tourism activity are lesser than expected but negative impacts are still not perceived. The local community is ready to partake in decision making process and is of the opinion that more transparency is required. The author aims to highlight the need to empower the locals for tourism development and at the same time understand its impact.

An enormous number of studies have been conducted globally to examine the attitude of local people towards tourism and its impact on local community. In context of Uttarakhand very few studies have examined this issue. As per S.C. Bagri & Devkant Kala (2016) generally attitude falls into three categories: economic, environmental and socio- cultural. It is believed that each impact has both negative and positive effect and at times the local community holds contradictory views.

Their views on different categories:

Economic: Tourism industry generates employment for the local community and helps in economic development. It creates interest for investment in the area. Overall impacts the personal income of the community and improve the revenue earnings. But at time tourism development even lead to increase in cost of goods and services. The average cost for basic items goes high and there is inconsistent distribution of the community benefits.

Environment: The Environment Global Policy deals with ecological problems i.e. pollution, deforestation, depletion of natural resources. A widely studied issue is potential of tourism activities in environmental preservation. The residents favor tourism as it leads to infrastructural development i.e. creation of parks, good roads, better public facility, etc. It also stimulates environmental conservation. But it can also result in environmental damage as tourism is generally developed in Eco fragile areas-which bring up problems like parking, littering, traffic congestion, disturbance and distribution of flora and fauna.

Socio Cultural: Tourism leads to increase in community service and participation in cultural events. It also provides opportunities for cultural exchange and meeting interesting people. Other positive impacts on the society:

- Provides an opportunity to learn about the world.
 - Expose community to new perspective
 - Promotion of indigenous art and craft
 - Rejuvenation of traditional culture
- At the same time tourism can have the following negative impacts also
- Loss of traditional and cultural values.
 - Increase in crime, drugs and alcohol
 - Hike in cost of accommodation
 - Change in local people habits, daily routine, social lives, beliefs, value.

Lack of planned tourism approach can lead to negative changes at a destination. Tourism impacts age, income, community attachment, economic role, involvement in decision making. The attitude of local's changes overtime, becomes more negative as tourism development and flux increases. The research focuses on the attitude of residents of Koti Kanasar, Indroli, Pattayur circuit towards tourism.

People living in Himalayas generally search for alternate livelihood. Tourism industry can help them if developed in the right way. This research (Prakash Chandra Rout and Professor S.K. Gupta

(2017) examines the various perspective of asset-based community development taking the community as the core. Community Based Tourism in combination with asset-based community development approach has tremendous potential and can profit the Jaunsar-Bawar region. It examines the diverse phenomenon of Asset Based Community Development (ABCD) through inceptive and conceptual paradigms. The study recommends a way forward for the development of community in Jaunsar – Bawar region which has adequate natural and cultural assets.

Asset Based Community Development (ABCD) is intended for sustainable community driven development. The main concern of ABCD is to create relationship between micro-assets in a community and the macro-environment. The beauty lies in its basic belief that the development process can be driven by communities themselves. In order to get into development process, they need to perceive and assemble existing, but what are very often unknown assets. In this manner they can make local economic opportunities to strengthen communities.

Communities are not seen as multifaceted masses of needs and issues but are rather seen as different and powerful bases of valuable resources. With unique skills and capacities every community can be promoted for community development (Peters, 2013). In a research by Wu and Pearce (2014), an asset-based community development (ABCD) approach was utilized in Lhasa, Tibet. This investigated that ABCD approach to tourism development is an undiscovered significant poverty alleviation technique.

The examination found that youthful Tibetan hosts were having acceptable working information on nearby resources and in view of that they had the option to distinguish five groupings of neighborhood resources as they were having the capacity to be created as tourism attractions. These benefits included existing world legacy destinations, various lacking zones, for example, strict locales, customary Tibetan yards, day by day life and customs in the network, and Tibetan medications (Wu and Pearce, 2014).

Community based ecotourism can act as a solution to the drooping local economy where the major parts of the area are on the search for additional source of employment. Prakash Chandra Rout & Professor S.K. Gupta (2017) states that the Uttarakhand Government has identified a large

number of villages which have a potential for community-based ecotourism promotion. Therefore, it is important to think of the concept of value chain for promotion of Community based eco-tourism. The term eco-tourism has been emphasized upon here, as if tourism is developed in any eco fragile area it causes extreme environmental damage. The value chain approach of community-based ecotourism promotion is providing a market platform to both potential buyers and sellers under specific policies and practices. The issues related to feasibility of Community Based Eco tourism number of jobs, seasonality, duration, etc. To bring the development approach through Community Based Eco tourism one has to enhance the existing livelihood.

Md Masood Imran and Ngoc Thibichnguyen (2018) focuses on the possibility of homestays in Uttarakhand and the willingness of the locals to participate for the same. The author states that home stay programs are plying in Munsiyari, Sarmoli and Laddakh. This research has a blend of qualitative and quantitative methodologies through household survey, an average treatment effect, community economic development analysis, field observations, interpretative analysis, and ethnographic comprehension of K village, Nainital District, Uttarakhand. The findings indicate that tourism industry has not brought economic benefits for the households involved in tourism activities. This might be due to the fact that locals are not associated in tourism development. The greater part of the residents is of the opinion that home stay program can lead to better job opportunities and improve the income of the locals. In the region, private business enterprise was active, but homestay was still underdeveloped. This research expects to help in decision making to start homestay program under the Endogenous Tourism in remote area in India.

One needs detailed research to establish the role of locals in the success of Community Based Tourism. Depending upon the region the forms of tourism would variate. The lifecycle of Community Based Tourism, the willingness of community and their attitude towards Community based tourism are the challenges. Let's explore them further to develop the sustainable strategies for development at Har ki Dun Valley

Materials and Methods

For the purpose of collecting the primary data from

the respondents (residents) a structured questionnaire was developed. The questionnaire consisted of three parts. The respondents were given 5 choices based on 5-point Likert Scale to choose ranging from Strongly Agree (S.A) to Strongly Disagree (S.D).

Part A' of the questionnaire was devoted to know about the general profile of the respondents like age, gender, marital status, occupation, qualification, family size, employment status etc.

Part B' of the questionnaire consisted of 5 statements to assess impacts of tourism in the study area by using 5 point Likert scale.

Accordingly Part C Contained 20 statements relating to local population of residents perception towards Community based tourism.

After initial pilot survey of the study area the researcher undertook multi-stage sampling as a part of cluster sampling where population strata were chosen from Har ki dun valley, sample elements and cluster groups were restricted to local people from the villages on route respectively. Convenient-cum-judgment sampling was used to select the ultimate sample size. The study was conducted during the months of April to June 2019, the peak tourist season in the region. The survey instrument consists of a pre-structured questionnaire consisting of questions related to socio-cultural impacts and economic impacts of tourism in the region. The study focused on identifying the community-based tourism as perceived by the residents.

In context of this study descriptive statistical analysis was used. Exploratory factor analysis was employed to assess the factor structure of the variables that describe the local community's perception about Community based Tourism. The twenty variables were factor analyzed using principal component analysis (PCA) with Varimax rotation method to establish the constructs. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity were examined to determine the fitness of the data. Cronbach's alpha reliability coefficient was computed for each factor to estimate the internal consistency of each scale.

Results

Principal Component Analysis (PCA) was employed for extracting the data to determine the twenty factors used to evaluate the perception and attitude of local population towards tourism devel-

opment. A five-point likert scale was used based on the following scale 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree and 1=Strongly Disagree to evaluate each variable. The Barlett’s test of Sphericity was significant (Chi -square=1360.487, $p < 0.05$). The Kaiser-Meyer-Olkin (KMO) was found to be 0.790 which indicates that the sample is good enough for PCA. The PCA with Varimax rotation of the twenty variables resulted in a seven-component solution that explains 61.003% of the total variance. Only the factors with Eigen values greater than 1 were accepted.

The Components Matrix is the output of the Exploratory Factor Analysis process that lists the loadings of each of the scale items on each of the seven components. Valid components having scale item loadings of 0.5 and above (Hair *et al.*, 2007) and scale items with the highest loading on that component (Wixom and Todd, 2005). This Components Matrix is subsequently rotated using Varimax Rotation to assist interpretation of its results (Malhotra, 2007), displaying only loadings of 0.5.

Large commonalities indicate that a large number of variances has been accounted for by the fac-

Table 1.

Factor 1: Home Away from home	
Homely cooked food/meal can be made available to tourist	.822
Home stay accommodation can be offered to the tourist	.815
Community based tourism can leads towards generation of awareness among local community members regarding various tourism operations and innovative trends in tourism business	.537
Factor 2: Green Tourism Promotion	
Guided tours to explore local flowers and animals can be arranged for the visitors	.756
Dos and don’ts prescribed by Department of Wildlife for conservation of natural resources in a sustainable manner are followed	.664
Attending Training Camps by Uttarakhand tourism development board and NGO should be attended	.646
Porter services can be provided on payment basis	.447
Factor 3: Green Tourism Practices	
Community based tourism can lead towards conservation and development of local fauna i.e. different wild animals, birds and insects	.669
Community based tourism can provide knowledge to local community members for adopting sustainable tourism business within the community	.661
NGO’s working towards tourism activities help in sustainability	.618
You communicate Dos and Don’ts to the tourists	.443
Factor 4: Environmental Awareness	
Community based tourism can lead towards social empowerment through the provision of basic services to local community members within their reach	.796
Community based tourism can leads toward awareness among local people towards their local environment.	.769
Community based tourism can lead towards provision of better services within the community i.e. medical, banking, transportation and accommodation etc.	.436
Factor 5: Alternative Livelihood	
Community Based Tourism can help in employment generation	.831
Your region has potential for Community Based Tourism	.810
Factor 6: Community Growth	
Sustainable practices in regard to agricultural/ cooking/ tourist services are followed to save the eco fragile area	.742
Community based tourism can lead towards community development through better income in tourism related activities	.598
Factor 7: Economic Upliftment	
Financial assistance is available for development/setting up of tourism business	.797
Community based tourism can act as a source of income to local people through selling of local handicrafts as souvenirs to tourists.	.431

tor solution. Varimax rotated factor analytic results for factor perception and attitude of the host population towards CBT. The seven factors shown in rotation Table 2 have been derived from Rotation.

After the standards indicate that data is suitable for factor analysis.

Each factor needs to be assigned a name or label to characterize it and aid its interpretation (Tabachnick and Fidell, 2007). Each of the factors that have been extracted via Principle Component Analysis in the EFA process of this research data is displayed in Table 1. The names allocated to each factor are a result of the interpretation of its factor scale items and are discussed as following:-

Three perception variables (Home Cooked meals, home stays and Community Based tourism can lead to generation of awareness) regarding the various tourism operations and innovation trends in tourism business were loaded in first component and accounted for 10.57% of the total variance. The first factor was labelled as Home away from home.

The second factor labelled Green tourism Promotion was loaded with four variables (Guided tours to explore local flowers and animals, Do's and don'ts prescribed by Dept of Wildlife, Attending

training camps and porter services) explained 10.276% of the total variance.

The third factor consisted of four variables explained 9.226% of the variance. This factor involved (Community Based Tourism can lead towards conservation and development of local fauna, Community based tourism can provide knowledge regarding sustainable tourism business, NGO can help in sustainability. Communicate Do's and Don'ts to tourist)

The fourth factor interpreted as Environmental Awareness with the Total Variance Explained value, 8.109% had three items. Community Based tourism can lead towards social empowerment, it can lead towards awareness among local people towards local environment and can lead towards provision of better services.

The fifth factor comprised of two attributes, explained 8.108% of the variance. The Community agreed that Community Based Tourism can help in employment generation and their region had potential for Community Based Tourism.

The sixth factor with the Total Variance Explained value, 7.856% has been interpreted as Community growth due to its inclusion of items (Sus-

Table 2. Extraction Method: Principal Component Analysis.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	Variance % of	Cumulative %	Total	% of Variance Cumulative	Variance
dimension 0									
1	4.489	22.443	22.443	4.489	22.443	22.443	2.115	10.577	10.577
2	1.638	8.192	30.636	1.638	8.192	30.636	2.055	10.276	20.853
3	1.555	7.775	38.411	1.555	7.775	38.411	1.845	9.226	30.079
4	1.312	6.562	44.973	1.312	6.562	44.973	1.622	8.109	38.189
5	1.172	5.861	50.834	1.172	5.861	50.834	1.622	8.108	46.297
6	1.028	5.141	55.976	1.028	5.141	55.976	1.571	7.856	54.153
7	1.006	5.028	61.003	1.006	5.028	61.003	1.370	6.850	61.003
8	.866	4.331	65.334						
9	.837	4.186	69.520						
10	.780	3.898	73.418						
11	.720	3.599	77.017						
12	.680	3.399	80.416						
13	.615	3.075	83.491						
14	.592	2.958	86.450						
15	.568	2.839	89.289						
16	.513	2.563	91.852						
17	.461	2.306	94.157						
18	.448	2.241	96.399						
19	.396	1.980	98.379						
20	.324	1.621	100.000						

tainable practices in regard to Agriculture/Cooking are followed to save the eco fragile area, Community Based Tourism can lead to the development of Community through better income in tourism related activities.)

The seventh labelled as Economic Upliftment with the Total Variance Explained value, 6.850% consisted of the two attributes (Financial assistance is available for setting up tourism business, Community based tourism can act as a source of income to local people by selling of local handicrafts as souvenirs.

Discussion

Community Based Tourism was perceived as a development opportunity for the local community at Har Ki Dun valley. Homestays, home cooked food, selling souvenirs and other such activities can help in the development of the region by supplementing the income of the local population. The Community Based Tourism initiative would lead to economic upliftment of the region. These results are in good agreement with large number of previous researchers (Boonratna (2010), David Peaty (2009), Priya Bhalla, Alexandra Coghlan and Prodyut Bhattacharya (2016), Md Masood IMRAN and Ngoc Thi Bich NGUYEN(2018) who also suggested that homestays concept can help in the Community Based Tourism. It is further supported by Aajevika initiative which focusses on home stay tourism in predominantly rural areas of the hilly regions of Uttarakhand. It is an initiative of Government of Uttarakhand & IFAD within the state under Integrated Livelihood Support System.

The locals from Har ki Dun Valley perceived Community Based Tourism development being a key element which would have a positive impact on their life. Green Tourism can be promoted which corroborate with Netto and Trigo, 2000. Lesego S Sebel (2010) and further support the role of green tourism practices.

Community Based Tourism can lead toward social empowerment and help in employment generation. Sustainable practices in regard to agricultural/cooking/tourist services are followed to save the eco fragile area.

Conclusion

The results represent an excellent initial step to-

wards community-based tourism in the pristine Har ki dun valley. The involvement of the indigenous community in the tourism sector can lead to conservation of natural resources in the area. The evidence from the study suggests that Community Based Tourism would not only help in Community growth but economic upliftment also. To actualize this the focus of the state government, government should be to promote tourism through home stay policy. Home away from home would not only provide the local community with alternative livelihood but at the same time provide the tourist with accommodation in the area which lacks in basic infrastructure. The research has highlighted the importance of Green tourism in the region. The area being a sensitive eco system, it becomes imperative to sensitize the tourist towards the importance of nature and wildlife conservation.

The researcher has obtained satisfactory results showing that it is necessary to follow sustainable tourism development principle and adhere to carrying capacity of destination to create a safe, sustainable and self-sufficient place. The local community can be trained in various vocations by the forest department in association with NGOs and tourism department. The capacity building workshops can also be conducted by the stakeholders.

The researcher hopes that the result will be beneficial in solving the difficulties of the indigenous community of the pristine Har ki Dun Valley. The small hamlets of Sankri, Saur, Taluka, Dhatmeer, Gangad and Osla (which are a part of Govind National Pashu Vihar) transcends the tourist into a different era. The researcher have devised a strategy which taken together these findings suggest that Community Based Tourism is vital for the betterment of the local population living in the remote area of Har Ki Dun.

Though the researcher has tried level best to full fill the said objectives of the research, a lot still can be done. The researcher has adhered to part of Govind National Pashu Vihar, it can be taken as whole for further study. The Himalayan state of Uttarakhand has large number of such eco fragile valleys, only Har ki Dun has been taken for study. The research involves only the local community, service providers/stakeholders and customers i.e. the tourist perspective has not been considered. This can become an altogether interesting topic for research.

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