



Evaluating Local Resident's Perception & Participation in Community Based Tourism Development: A Case Study of Jammu Region

Shuchita Bakshi*, Deepak Raj Gupta**

Abstract *The increase in travel and tourism activities results in diminishing earth's resources, altering the lifestyle and quality of life of local people. To avoid these negative impacts concepts like sustainability, Ecotourism, Responsible tourism, Community Based Tourism etc. were developed (Meadows et al., 1972). Community Based Tourism is getting more importance in today's world because of its contribution and emphasis on community development and community sustenance. This paper aims to measure attitude, awareness, perception of local residents towards tourism development and the factors influencing local community participation in tourism development. The study was conducted in three destinations of Jammu Region (Ambaran, Surinsar, Purmandal). The data was collected through informal discussions followed by structured questionnaire. Overall a positive attitude of local residents towards the tourism development was found in the three study areas. The study also discovered that attitude is influenced by the awareness level of the local community towards tourism. Further, it was established that economic impacts influence or motivate the local community to participate in the tourism development followed by social impacts. However, it was discovered that cultural impacts had no significant influence on the local community participation in tourism development.*

Keywords: *Community Based Tourism, Tourism Impacts, Perception, Attitude and Participation*

INTRODUCTION

Tourism is an important industry in both developing as well as in developed countries and it involves social, economic, environmental aspects of destinations. Tourism is growing at a faster pace and at the same time it has both positive and negative impacts on destination's environment and host community. After the technological advancement and globalization there is change in the pattern of travel. Cheap airfares and internet revolution have made the travel easier and accessible. More people are travelling to different places and even to remote areas which results in diminishing earth's resources, altering the lifestyle and quality of life of local residents'. To avoid these negative impacts there is an emergence of concepts like sustainability (Meadows et al., 1972). The concept of sustainable tourism

and awareness of people about the environment, host, culture etc. leads to the development of many other models and concepts like Alternate tourism, Green tourism, Soft tourism, Responsible tourism, Volunteer tourism, Heritage tourism, Culture tourism. Sustainable tourism promotes community participation, protects the community culture and environment, improves the quality of life of the local people (France, 1998; Lea, 1988; Roseland, 2005), but due to it's a top-down approach it acts as a barrier towards community participation (Goodwin & Santilli, 2009; Sebele, 2010). To overcome the shortcomings of sustainability a new model was introduced to share same goal as of sustainable tourism but with the bottom up approach "Community Based Tourism". Sustainable tourism and Community Based Tourism are subsets of the concept of sustainable development (UNWTO, 2008). Emphasizing on

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community participation is not a new phenomenon. It started in the 1950s and 1960s when the community became the centre of development of rural and underdeveloped areas (Tasci & Semrad, 2013). In the late 1960s and early 1970s, the World Bank and the United Nations (UN) promoted community participation in development programmes (Sebele, 2010). Although it became popular in late 1990's when community participation is given importance in development programmes (Asker et al., 2010). Community Based Tourism creates a win-win situation for both host as well as the guest. Community development as defined by the Brundtland report is sustainable development through community participation for improving the quality of life of the community.

This study is carried out in three lesser known destinations of Jammu Region (Ambaran, Surinsar and Purmandal) having huge potential to attract tourists. Jammu region attracts approx 10 million tourists every year and these tourists mainly come for the pilgrimage tourism. There is a great scope for the development of alternate tourism and CBT being one of those. The Purpose of the present study is to know about the awareness level of the local residents about the tourism resources of their area, how they perceive the impacts and what is there overall attitude towards tourism development and further it will explore whether they are willing to participate or not in tourism development.

THEORETICAL BACKGROUND

Social Exchange Theory

The conceptual framework of the present study is based upon social exchange theory. As the tourism involves movement of people from one place to another for a particular period of time, therefore it results into guest - host interaction or encounters. These interactions have effect on both host as well as on guest. It determines the satisfaction or dissatisfaction for guest (Zeithanl, Bitner, Gremler and Pandit, 2011) and for host the consequences can be positive or negative impacts (Sharpley, 2014). Encounters can be of four kinds: a) direct contact and regular business with tourist b) irregular contact c) regular contact but income does not depend more on tourist d) no contact with tourists (Krippendrof, 1987). Therefore, those who are in direct contact with tourists results in their satisfaction or dissatisfaction. There is always an exchange when there is any kind of encounter between guest and host. This exchange in tourism is being studied in detail since 1990's (Ap, 1992). Social exchange theory first emerged in 1960's (Blau, 1964; Homans, 1961; Thibaut & Kelley, 1959). The fundamental principle of this theory is that human beings look for maximization of self interest in social relationship. It is rooted in economics that assumes, human relationships are based on cost-benefit analysis.

Social exchange theory is based on certain assumptions:

- a) Individuals are rational and they always look for cost/benefit analysis in a social interaction.
- b) People always choose those behaviours which maximize their profit and minimize their cost.
- c) Individuals are goal oriented in a social interaction.

In tourism during interaction there is always an exchange of tangible and intangible products. Every individual weighs his or her benefits and if perceived benefits are more than perceived cost then they participate in exchange otherwise they will not. As everyone weighs his or her cost and benefits therefore it is subjective in nature. Benefit for one person can be cost for another. The perceived benefits or costs also determine the willingness to participate in the tourism development (Ap, 1992; Blau, 1964; Jurowski et al., 1997).

There are three basic categories of exchange in tourism: economic, environmental and socio-cultural (Gee, Mackens & Choy, 1989; Gunn, 1988; Gursoy et al., 2002; Jurowski & Gursoy, 2004; McIntosh & Goeldner, 1990; Murphy, 1985; Nunkoo & Ramkissoon, 2012; Vargas-Sanchez, Plaza-Mejia, & Porrás-Bueno, 2009).

Economic: Tourism contributes to the local economy in many ways for eg. By providing employment to the local people, increasing the income level of the local people by providing business opportunities for local people either directly or indirectly but at the same time it also has negative effect on the local people like leakage of economy, inflation etc. (Dyer, Gursoy, Sharma, & Carter, 2007; Gursoy & Rutherford, 2004; Kwan & McCartney, 2005; Liu & Var, 1986; Milman & Pizam, 1988; Perdue, Long, & Allen, 1990; Telfer & Sharpley, 2008; Telfer & Wall, 2000; Torres, 2003).

It is researched that people who receive greater economic benefit participate more in tourism development than those who do not receive any benefit (Akis, Peristianis and Warner, 1996; Perdue, Long and Allen, 1990; Ritchie, 1988).

Socio-cultural: The interaction between tourist and local creates an impact which is commonly known as socio-cultural impact. There are positive as well as negative effects of tourism on people. Tourism has an important role in preserving the local culture and may even deteriorate the local culture. It enhances the pride, quality of life but can also results into conflict and loss of cultural values (Ap & Crompton, 1998; Andereck et al., 2005; Belisle & Hoy, 1980; Liu & Var, 1986; Liu et al., 1987; Milman & Pizam, 1988; Perdue et al., 1990; Pizam, 1978; Stronza & Gordillo, 2008).

Local residents who believe that tourism will lead to positive impacts on quality of life and culture will support tourism for development and will participate in tourism activity than those who don't find tourism having any positive impact on local people (Besculides, Lee and McCormick, 2002; Brunt

and Courtney, 1999; Lankford and Howard, 1994; Liu and Var, 1986; Madrigal, 1993).

Environment: With the increase in the awareness level of both tourist and local people towards the nature and environment there is constant effort to reduce the environmental degradation caused by tourism. Researchers have investigated how local people give preference to their environment and they found that environment factors dominate economic factors in their decision making (Liu and Var, 1986).

Tourism effects environment in both positive and negative ways: help in conservation, promotes sustainability, increase pollution, stress on natural resources (Carmichael, 2000; Jurowski and Gursoy, 2004; Ko and Stewart, 2002; Kuvan and Perran, 2005; Sheldon and Abenoja, 2001).

It is proved that local people who believe that tourism will degrade their natural environment will not participate in tourism as compared to those who believes that it will not harm their environment and natural resources (Carmichael, 2000; Jurowski and Gursoy, 2004; Ko and Stewart, 2002; Kuvan and Perran, 2005; Sheldon and Abenoja, 2001).

Therefore, Local residents who perceives that tourism have more positive impacts or benefits than negative impacts or costs will support tourism development (Gursoy et al., 2002; Gursoy and Kendall, 2006; Gursoy & Rutherford, 2004; Kaltenborn, Andersen, Nellemann, Bjerke, and Thrane, 2008; Nicholas et al., 2009) and those who perceive that tourism has more cost / negative impacts (Gursoy et al., 2002; Gursoy and Kendall, 2006; Gursoy and Rutherford, 2004; Nicholas et al., 2009; Nunkoo and Ramkissoon, 2011).

LITERATURE REVIEW

Tourism is a socio-cultural activity consisting of tourist, community and the environment in which it occurs (Williams and Lawson, 2001). Till 1980's tourism researches were more focused on traveller, their behaviour, motivation etc. and very little emphasis was laid on local communities, their needs, perception etc. (Lankford, 1994). Earlier psychology and sociology of tourism was more concerned with traveller's behaviour and reviews (Krippendorf, 1987), not much research was done on host perception / attitude.

As tourism involves host-guest interaction so ignoring host perception / opinion would cause various problems/obstacles in tourism development (Murphy, 1985) and for a successful and sustainable tourism development support of local community is very much important (Allen, long, Perdue and kieselbach, 1988; Doxey, 1975; Murphy, 1983; Ap and Crompton, 1998; Garrod and Fyall, 1998; Gursoy, Jurowski and Uysal, 2002; Jurowski, Uysal and Williams, 1997; Sheldon and Abenoja, 2001).

This give rise to the research on resident's reaction / perception (Carmichael, 2000; Ko and Stewart, 2002; Lindberg, Andersson and Dellaert, 2001; Mason and Cheyne, 2000; Teye, Sirakaya and So'nmez, 2002; Uriely, Israeli and Reichel, 2002; Weaver and Lawton, 2001; Williams and Lawson, 2001; Getz, 1994; King, Pizam and Milman, 1993; Lankford and Howard, 1994; Pearce, 1989; Styliadis, Biran, Sit and Szivas, 2014).

This kind of research is beneficial to find out the cause or reason why local people support or resist tourism development in their area/community. Tourism development is often considered as an agent for economic growth in a community (Jenkins, 1997; WTO, 1980; Korca, 1998; Telfer, 2002; Andereck, Valentine, Knopf and Vogt, 2005; Lee, 2013).

Like the two sides of coin tourism development also have both positive as well as negative impacts on local communities. On the one side it has benefits for the local people and on the other side it also causes certain problems (Jafari, 2001) and by evaluating these costs and benefits local people forms their attitude and decide to support tourism development or not. Earlier, tourism was only associated with the positive impacts and it is considered as a panacea to all the problems. In 1970's the negative impacts of tourism on the destination was also put forward and various impacts became the topic of study and research (Tosun, 2002; Scheyvens, 2002). This results into paradigm shift in the tourism studies.

Researchers argued that resident's attitude is influenced by extrinsic as well as intrinsic factors (Fredline and Faulkner, 2000). Lindberg and Johnson (1997) gave certain values that shape or form the attitude for example net economic gains, adequate recreational facilities, aesthetically pleasing environment etc. Nunkoo, Ramkissoon, Gursoy and Chi (2009) also gave antecedents of attitude towards tourism development such as economic dependency, Occupational identity, community attachment, gender and involvement in tourism activities.

Factors that Affect the Local Resident's Attitudes are Mentioned below

- a) **Life cycle stage of the area:** Butler explained the stages of evolution of a tourism area or destination as exploration, involvement, stagnation and decline (Butler, 1980). Doxey (1976) further explains the attitude of residents in every stage of the tourism development. The first stage is euphoria where the tourists are welcomed followed by apathy, irritation and antagonism where the tourist creates pressure on local residents and they oppose tourists. These two models assume that community is homogeneous in nature therefore are oppose by different scholars (Horn

and Simmons, 2002; Lepp, 2008; Mason and cheyne, 2000; Ryan and Montgomery, 1994). A case study of Uganda by Lepp (2008) explains that local residents were not friendly with the tourists in the initial stages of development. Another research on gold coast of Australia also explains that local residents are in favour of tourism more than the expected Doxey model suggests (Faulkner and Tideswell, 1997). Whereas a research on residents' attitude towards tourism development a case study of Washington partially agrees with Doxey model. In this case initially support the tourism development and also support further development (Wang, Pfister and Morais, 2006).

b) Seasonality: Seasonal nature of tourism makes the attitude of resident negative towards its development. A case study Ghanaian town describes as the tourism is seasonal in their area therefore, the jobs provided by the tourism is also on monthly basis which makes the attitude of local resident negative towards tourism (Teye, Sonmez and Sirakaya, 2002). Another study on Turkish town by Tosun (2002) also gave the same results.

c) Distance of resident's home from the tourism attraction or area: Some researchers believe that those who live closer to tourism attraction or spot have more positive attitude than those living far from the tourism attraction (Mansfeld, 1992; Belisle and Hoy, 1980 as cited in Jurowski and Gursoy, 2004). In a research by Zhang (2008) on Melbourne community explains that nearer a resident from the tourist attraction more positive attitude he has towards tourism development. But a case study on Turkish town contradicts to this and explains that level of support for tourism development increases as the distance between the local residents' home and tourism attraction increases this is further explained as the people who lives near to spot perceives more negative impacts and thus oppose the tourism development (Korca, 2009). This can be explained as the people who lives near the attraction are more concerned about their resources and are worried about losing them (Lankford et al., 1997; Tyrrell and Spaulding, 1984).

d) Attachment level: In tourism the attachment level is generally related to the length of stay (Allen et al., 1988; Brougham and Butler, 1981; Lankford, 1994; Liu and Var, 1986; Madrigal, 1995; Pizam, 1978; Sheldon and Var, 1984; Um and Crompton, 1987), growing up in a community / native status (Brougham and Butler 1981; Canan and Hennessy, 1989; Davis et al., 1988; Pizam, 1978; Um and Crompton, 1987).

Whereas some researchers believe that a person can even get attached to place in few days therefore length of stay cannot be a measure of attachment level (Nepal,

2008). Attachment is negatively related to tourism development (Brougham and Butler, 1981; Lankford and Howard, 1994) whereas other says it is positively related to tourism development (Andereck, Valentine, Knopf and Vogut, 2005).

Some researchers say there is no effect of attachment on the attitude of resident towards tourism development (Davis et al., 1988; Gursoy et al., 2002).

e) Economic benefits from tourism: Tourism is always viewed as a source of economic development. It provides lot of economic benefits to the local people for example: employment and business opportunities, increase in sales of local products etc

As researched by tatoğlu, fuaterdal, özgül and azakli (1998) on Kusadasi city in Turkey depend upon tourism for its economic development and growth. Another case of such dependency is of Uganda, Bigodi (Lepp, 2006), But at the same time it also has negative effects on the local people for example: leakage of money, inflation, increase in the prices of local food and services, uneven distribution of money etc (Britton, 1996; Dogan, 1987; Pizam, 1978; Honey, 1999; Husbands, 1989; Lindberg and Johnson, 1997; Liu and Var, 1986; tatoğlu, fuaterdal, özgül and azakli, 1998). In a research on people of Urgup it was found that people have low respect for the jobs related to tourism due to socioeconomic reasons and as a result they have negative attitude towards tourism development (Tosun, 2002).

f) Density of tourist area: In a case study of Spanish town Huelva by Sa'nchez, Bueno and Meji'a (2011) it was investigated that the density of tourists is directly related to the attitude of local resident towards the tourism development. Contrary in a case study by Faulkner and Tideswell (1997) it was found that density of tourist and attitude are inversely related as more the tourist more will be the negative impacts.

g) Perceived impacts: The perceived impacts are mostly in three domains: economic, socio-cultural and environment (Cañizares, Tabales and García, 2014; Gunn, 1988; Gee, Mackens & Choy, 1989; McIntosh and Goeldner, 1990; Murphy, 1985; Nunkoo and Ramikissoon, 2012; Gursoy et al., 2002). The impacts are both positive and negative. A research on ten different destinations of Newzeland explains that there is different perception of local residents about different impacts. Residents of Queensland and Kaikoura are very positive that tourism contributes to local employment whereas residents of Blenheim and Whangarei are less positive as they feel that jobs provided by tourism are less in wages (Lawson et al., 1998). Related to infrastructure and facilities Queensland did not agree that tourism has improved

the facilities and infrastructure of their area whereas Auckland was positive about the improvement in the facilities. All the ten destinations agree that tourism has increased their standard of living.

Another research on Cape Verde Island explains that resident's attitude for tourism is different for different domains. For the personal benefits economic impacts are more significant and for the island benefits / development socio-cultural and environment impacts are more significant (Cañizares, Tabales and García, 2014).

In another research on Banteay Chhmar of Cambodia it was found that the attitude of local residents was positive towards tourism as they perceive positive economic impacts in the form of home stays, job opportunities etc, positive socio-cultural impacts like availability of clean water, sanitation, improved quality of life, education facilities, conservation and development of traditional activities, positive environment impacts such as conservation of nature and environment, establishment of garbage bins etc.

the community as such do not perceive any negative impact of tourism on them (Ellis, 2008).

- h) **Host- tourist contact:** It is observed that generally there are three types of host-guest encounter: when tourist purchase goods and services from host, places where they are present at the same time and area where the exchange ideas and knowledge (Kadt, 1979 as cited in Saarienen, 2010). In a research on Bisotun community it was found that host tourist contact is positive for the support of tourism development. Local people feel happy to exchange their culture and tradition with the tourists (Mohammadi, Khalifah and Hosseini, 2010).
- i) **Awareness level:** Awareness about the impacts of tourism is also considered as a component to build residents attitude or opinion about the tourism development. More the awareness about positive impacts more the residents will support tourism development and on the other hand if residents are aware of negative impacts they will oppose the tourism development (Pizam, 1978; Perdue et al., 1990).

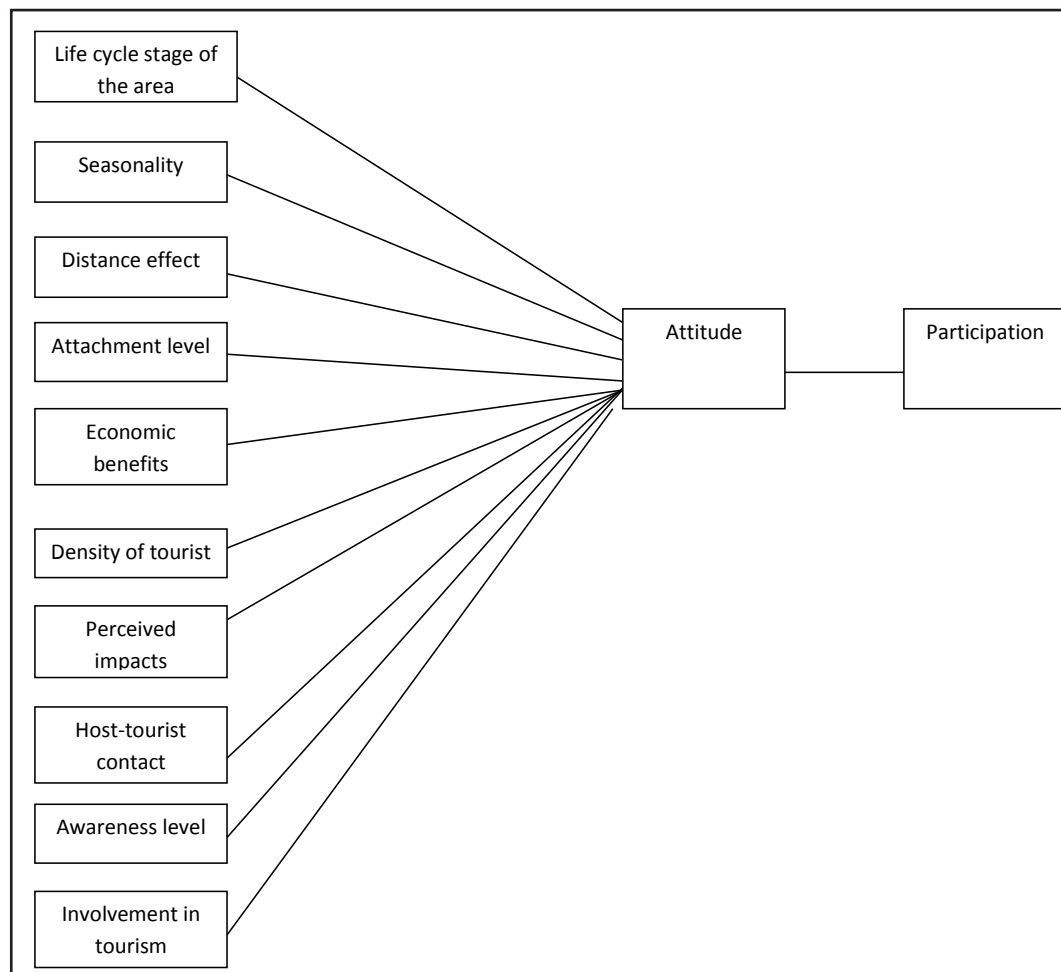


Fig. 1: A Framework for Antecedent of Attitude and Participation Based on the Review of Literature

A case study on Arizona explains that residents who are more aware and knowledgeable perceives tourism development positively and they focus more on positive effects of tourism like improvement in local economies, improvement in quality of life and at the same time they try to limit the negative impacts on environment or social life (Andereck, Valentine, Knopf and Vogt, 2005).

Another case study of Retezat national park, Romania proves that less awareness level leads to negative perception and attitude towards tourism development (Szell and Hallet, 2013).

j) Involvement in tourism / dependency on tourism:

It is investigated that resident who is more involved or engaged in a tourism activity have positive attitude towards tourism development (Brougham and Butler, 1981, Lankford and Howard, 1994; Jurowski et al., 1997). A case study on Arizona by Andereck, Valentine, Knopf and Knopf (2005) explains that people who are employed or more dependent on tourism have positive attitude towards tourism than those who are not.

OBJECTIVES OF THE STUDY

- To study the attitude of the local community towards the tourism development.
- To examine the level of awareness towards tourism and to study the perceived economic, social and cultural impacts of tourism development.
- To study the relationship between the perceived tourism impacts and the level of participation of the local community in the tourism development.
- To study the relationship between the attitude of local community towards the tourism development and

the awareness level, the perceived social, cultural & economic impacts of the tourism development.

- To study the relationship between the attitude towards tourism development and community participation.

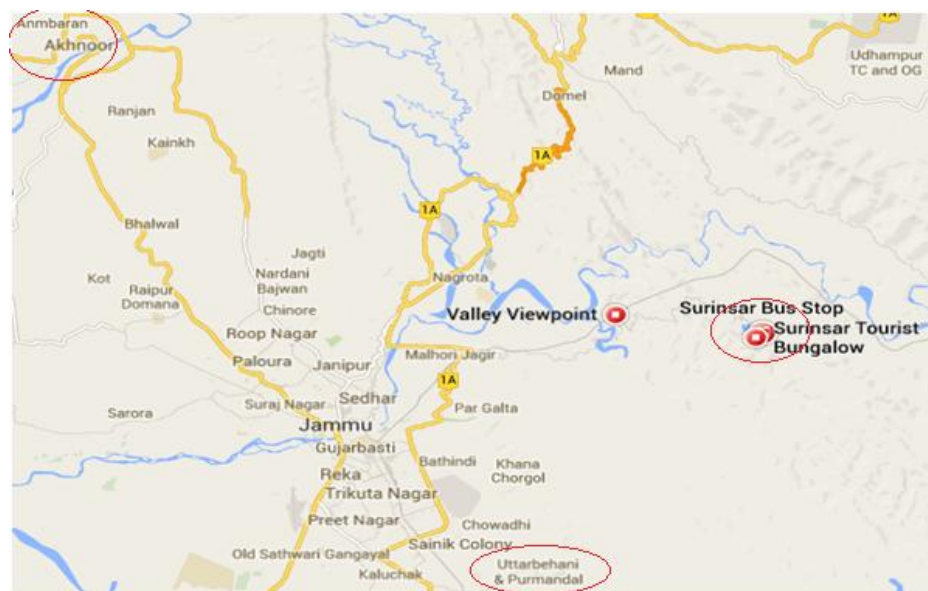
METHODOLOGY

The present study is both exploratory and causal in nature. Both primary and secondary data are used in the study. Informal discussions were conducted followed by interviews based on structured questionnaire during the months of September to December 2014.

The Questionnaire was divided into four parts: first part is to know about the demographic profile of the selected sample. Second part of the Questionnaire consists of the statements to check the Awareness level of the people of the community about the tourism and tourism resources of their area. Third Part of the Questionnaire consists of the statements to check the attitude of the people about the tourism development in their area. They are further divided into social, cultural, environmental and economic impacts. Fourth part of the Questionnaire consists of the statements to check the level of participation of the people in tourism development.

Pilot study was conducted to know about the reliability and validity of the Data and for the estimation of sample size. Random sampling was used and sample size was calculated using krejcie and Morgan 1970 formula. Population of (Ambaran, Surinsar and Purmandal) = 4536; Sample size by formula = 360; Sample collected= 485. Cronbach's Alpha was measured to check the reliability and for all the variables the value was more than 0.7 therefore all are accepted for further analysis.

Area of the Study



Area of Study: (encircled above)

- Purmandalutterbehni
- Surinsar
- Akhnoor (Ambaran)

RESULTS AND DISCUSSIONS

Attitude and awareness of local community towards the tourism development:

Table 1 will discuss and brief about the above first two objectives (A&B) of the study:

Table 1

		N	Mean	Std. Deviation	Std. error
Attitude	Ambaran	185	19.1784	2.19574	0.16143
	Surinsar	150	19.8333	0.90053	0.07353
	Purmandal	50	19.8733	0.57108	0.04663
	Total	485	19.5959	1.51357	0.06873
Awareness	Ambaran	185	18.1514	3.80057	0.27942
	Surinsar	150	19.8400	0.88295	0.07209
	Purmandal	150	19.3467	2.09501	0.17106
	Total	485	19.0433	2.75894	0.12528
Social	Ambaran	185	11.6000	3.50341	0.25758
	Surinsar	150	12.9800	2.83428	0.23142
	Purmandal	150	12.2133	3.37298	0.27540
	Total	485	12.2165	3.31172	0.15038
Economic	Ambaran	185	14.0486	2.10404	0.15469
	Surinsar	150	14.3667	1.30778	0.10678
	Purmandal	150	14.5600	1.23419	0.10077
	Total	485	14.3052	1.65072	0.07496
Cultural	Ambaran	185	6.3243	2.91038	0.21398
	Surinsar	150	6.1200	3.24796	0.26520
	Purmandal	150	6.6133	3.25182	0.26551
	Total	485	6.3505	3.12429	0.14187

It was found that the attitude of the local community (In the three study area) is positive for the tourism development as 93.6% of the respondents strongly agree with the statement that tourism development will bring benefits to my area and only 0.6% of the respondents disagree or strongly disagree with this statement. The majority of respondents believe that tourism has more advantages than disadvantages and there should be tourism development in their area. 94% of respondents anticipated that tourism development will also lead to the development of their area hence exhibiting

positive attitude towards the tourism development. On asking the respondents that whether tourism development will bring any improvement in the infrastructure of their area, 95.5% of the respondents strongly agreed while only 0.6% disagreed or strongly disagreed with the statement. Whereas 91.5% of the respondents strongly agreed that tourism development will improve the health facilities in their area. On comparing the three areas it was found that the local community of Purmandal have more positive attitude towards the tourism development followed by local community of surinsar and local community of Ambaran. Gupt Ganga and Surinsar lakeare in the middle of the area therefore people of these two areas(Purmandal and Surinsar respectively) have more positive attitude towards the tourism development as compared to the community of Ambaran which is at a little distance from the Buddhist site.

While evaluating the awareness level area wise it was found that local community of Surinsar is much aware of the tourism resources and development followed by the local community of Purmandal and Ambaran. The location of the tourist spots can be the reason for their awareness. Overall it can be concluded that local respondents of the three areas are aware of the tourism resources and tourism development in their area.

Local community of Surinsar perceives more social impacts of tourism on their community followed by Purmandal and Ambaran. Local community perceives more economic impacts of tourism than social and cultural impacts. Purmandal perceives more economic benefits followed by the Surinsar and Ambaran. All the three study areas perceive cultural impacts of tourism as insignificant on their community.

Table 2 shows the relationship between Participation (Dependent variable) and Awareness level, Economic, Social and Cultural impacts (Independent variables).

H0c1: There does not exist a relationship between awareness level and participation of local community in tourism development.

H0c2: There does not exist a relationship between perceived Social impacts and participation of local community in tourism development.

H0c3: There does not exist a relationship between perceived Economic impacts and participation of local community in tourism development.

H0c4: There does not exist a relationship between perceived cultural impacts and participation of local community in tourism development.

Table 2

Hypothesis	Model	Coefficients				t	Sig.	Hypothesis rejected/ accepted
		Unstandardized coefficients		Standardized coefficients	Beta			
		B	Std. Error					
	(constant)	-.276	.809			-.342	.733	
H0c1	Awareness	-.009	.034	-.013		-.252	.801	Accepted
H0c2	Social	.031	.027	.055		1.160	.247	Accepted
H0c3	Economic	.224	.056	.199		4.035	.000	Rejected
H0c4	Cultural	.026	.028	.044		.937	.344	Accepted

Participation and involvement of local community in the tourism development is prime requirement of community based tourism. 57.5% of the respondents were in favour of participation in the tourism, 38.3% of the respondents were not in favour while 4.1% were neutral. When asked about how they want to participate in tourism, the respondents showed interest in opening shop, providing accommodation or homestay facilities, serving as guide.

On evaluating the relationship between perceived impacts and participation it was found that only economic impact has effect on participation (19.9%) and Awareness level also has no significant effect on the participation of local community which is contradictory to the findings of Breugel (2013).

The Relationship between attitude (dependent variable) and Awareness, economic, social and cultural variables (Independent variables) is shown in Table 3

H0d1: There does not exist a relationship between the attitude of local community towards the tourism development and the awareness level of the local community towards the tourism development.

H0d2: There does not exist a relationship between the attitude of local community towards the tourism development and the perceived social impacts of the tourism development on the local community.

H0d3: There does not exist a relationship between the attitude of local community towards the tourism development and the perceived economic impacts of the tourism development on the local community.

H0d4: There does not exist a relationship between the attitude of local community towards the tourism development and the perceived cultural impacts of the tourism development on the local community.

These hypotheses are tested and results are mentioned below in table 3.

Table 3

Hypotheses	Model	Coefficients				t	Sig.	Hypotheses Rejected / Accepted
		Unstandardized coefficients		Standardized coefficients	Beta			
		B	Std. error					
	(constant)	19.596	.041			475.142	.000	
H0d1	Awareness	.567	.041	.375		13.745	.000	Rejected
H0d2	Economic	1.067	.041	.705		25.844	.000	Rejected
H0d3	Social	.109	.041	.072		2.652	.008	Rejected
H0d4	Cultural	.018	.041	.012		.444	.657	Accepted

On evaluating impacts of tourism development on the local community it is revealed that economic impacts are the most effective factor for attitude development (70.5%) which relates the previous research (Britton, 1996; Husbands,

1989; Liu and Var, 1986). Social impacts (7.2%) also influence the attitude but not as much as economic impacts. Whereas it was found that cultural impacts are insignificant for forming the attitude of local community towards the

tourism development. Culture which is most vulnerable factor should be protected and preserved. Tourism can lead to acculturation and assimilation of culture therefore Government and stakeholders should take appropriate steps to preserve it and showcase it as unique feature and it will act as asset for the host community. Awareness about the impacts of the tourism development, tourism resources of the area, tourism development of the area are considered as important component for building local residents attitude

(Davis et al., 1998; Lankford, 1994; Pizam and Milman, 1986). Awareness level in the study contributes 37.5% in shaping the attitude of local residents towards tourism development.

Table 4 shows the relationship between Participation (Dependent variable) and Attitude (Independent variables).

H0e: There does not exist a relationship between Attitude of local community and community participation in tourism development.

Table 4

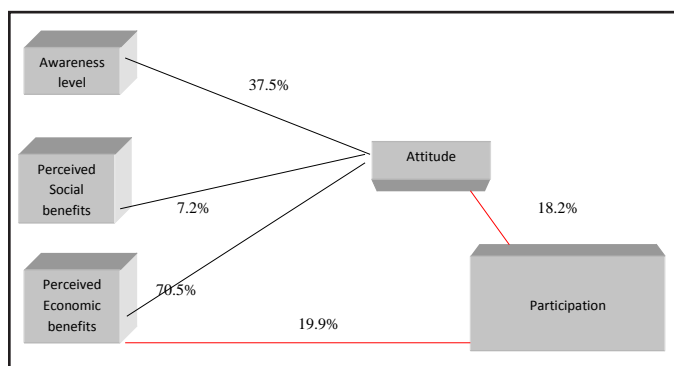
Hypothesis	Model	Coefficients				t	Sig.	Hypothesis rejected/ Accepted
		Unstandardized coefficients		Standardized coefficients	Beta			
		B	Std. Error	Beta				
	(constant)	-1.082	1.083			-.999	.318	
H0e	Attitude	.224	.055	.182		4.072	.000	Rejected

While evaluating the relationship between the attitude of the local community and their participation in the tourism development it was found that more positive attitude towards the tourism development more will be the involvement and participation of local community (18.2%).

local community towards the tourism development. Attitude of local community towards the tourism development also effect the participation of the local community in the tourism development (18.2%).

CONCLUSION

Framework for the Study



It was found that only the perceived positive economic impacts leads to the participation of the local community in the tourism development (19.9%). It was also found that attitude is influenced by the awareness level of the local community towards the tourism development (37.5%). 70.5% of the economic impacts frame the attitude and 7.2% of the social impacts also frame the attitude of the local community towards the tourism development. whereas cultural impacts are insignificant for framing the attitude of

SCOPE FOR FUTURE STUDY

- a) The review of literature in the study revealed that there is lack of research in community perspective and community involvement in tourism especially in India. Therefore, researchers may go for further research in community involvement in tourism on related issues.
- b) The review of literature also revealed that there is lack of research to know the attitude, perception of local community before tourism development takes place in their area. Therefore, the researchers should give more attention to study the impacts of tourism and attitude before tourism development is initiated in a particular area.
- c) The study has only employed few antecedents of attitude like attachment level, economic benefits, perceived impacts, awareness level. Future research could use more antecedents that influence the attitude of local community towards tourism development.
- d) The study could be replicated in other parts of the county to know the attitude, perception and participation of locals in the tourism development.
- e) The study can be extended to know how tourism and tourism development would increase the quality of life, wellness and happiness of the local community.

LIMITATION OF THE STUDY

- a) The study is carried out in only three areas of Jammu division due to time constraint. Study can be extended to wider area.
- b) Few antecedents of attitude were studied. The study would have been more elaborated if more antecedents were considered.
- c) During the survey the community may not have reflected on their real attitude and perception of tourism impacts and their willingness to participate in the tourism development.
- d) Detailed interviews with the local community were not possible that would have elaborated the study and would have also pointed out more issues and area of concerns.

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