

Community Development and Role of Tourism: A Case Study of Tourist Destination Manali in Himachal Pradesh (India)

Sunil*

Abstract

Tourism sector has a significant role in the economic development of our country. Tourism sector has contributed 6.88 percent to the GDP and has 12.36 percent share in employment (direct and indirect) in the year 2014. It has also a significant share in foreign exchange earnings. The benefit of tourism mostly goes to the local community (Sonya & Jacqueline, Mansour E. Zaei & Mahin E. Zaei, 2013). In this paper, an attempt has been made to assess how the tourism industry has created an opportunity for the economic, political, social and cultural development of the local community at Manali in Himachal Pradesh (India) and also tried to study the problems that are associated with the tourism in the region. The study found that the tourism industry has been extending its contribution for the development of local community at Manali. It has been providing employment, business and investment opportunities, revenue generation for the government, encouraging the community to promote and preserve its art, culture and heritage, raising the demand of agriculture products, provided opportunities for local people to run and work in the transport business and by promoting MSMEs in the region. Besides the opportunities, the tourism industry has also added many problems to the local community. Traffic congestion, increase in water and air pollution, solid waste generation, degradation of the cultural heritage, ecological imbalances, rise in cost of living, increase in crime, noise and environment pollution, migration of people to the region, negative impact on local culture, and extra pressure on civic services during the tourists season, are the problems associated with the tourism. The study suggest that effective management of natural resources, dissemination of environment protection information, involvement of local community in decision making, professionalization in the working of local administration, extending the support of

government in sponsoring the events, infrastructure development, tracking records of migrants with the help of local community to curb the crime rate, promotion and preservation of art, culture and heritage, involvement of NGOs, compliance of the rules can make tourism more beneficial in the development of local community.

Keywords: Local Community, Culture, Development, Adventure Sports, Migrants, MSMEs

INTRODUCTION

Tourism sector has a significant role in the economic development of our country. Tourism sector provides employment through non-farm livelihood, helps in reducing the poverty, develops the micro, small and medium enterprises (MSMEs), provides market access for under privileged, revitalises and preserves culture and ethnic art forms, checks migration to urban areas, and encourages sustainable environment management. Tourism sector has contributed 6.88 percent to the GDP and has 12.36 percent share in employment (direct and indirect) in the year 2014. It has also a significant share in foreign exchange earnings. The foreign exchange earnings from tourism during 2014 were \$ 2002 billion with a growth of 11.5 percent over previous year. FTAs in India also witnessed a growth of 10.6 percent in the year 2014. It has 1.59 percent share in global receipt (Ministry of Tourism, Govt. of India, Annual Report 2014-15).

Manali, a tourist destination at Himachal Pradesh in India is a very popular tourist place. It attracts lots of domestic and international tourists. The beautiful landscapes, mountains covered with snow, lush green valleys, apple

* Assistant Professor, Department of Commerce, College of Vocational Studies, University of Delhi, New Delhi, India.
Email: sjaspa@yahoo.co.in

orchards, fast flowing rivers, temples, monasteries, natural hot water, strong culture etc. always enchants the tourists to visit the



place. It is also favourite place for those who have passion for adventure sports like trekking, mountaineering, paragliding, skiing, river rafting, ice skating and bike riding. Certainly there is a lot of scope for development of tourism industry in this place. If the tourism industry flourishes here, it is quite expected that it will also help in the development of local community. Tourism and community development has direct relation with each other. Community development is a process of enriching

the social, economic, political and educational life of a geographically demarcated area often through the process of actions, community education and development education (Imhabekhai, 2009).

The theme of World Tourism Day 2014 – Tourism and Community Development – brings to the forefront the potential that tourism has to promote new socio-economic opportunities and better livelihoods for communities around the world while highlighting the critical role that community engagement has in advancing sustainable development (TalebRifai, 2014). Community participation provides invaluable information and a better understanding of intrinsic values and community needs. Information on historic and culturally significant spaces, including the level of importance of archeological sites to community identity, may also be more useful if gained through dialogue with the community (Catalina Avila LaFrance, 2013).

Community-based development empowers people to be more aware of the value of their community assets - their culture, heritage, cuisine and lifestyle. It mobilizes them to convert these into income generating projects while offering a more diverse and worthwhile experience to visitors (TPDCO). In the words of TalebRifai, Secretary-General, UNWTO, “Each time we travel, use local transport at a destination or buy products from a local market, we are contributing to a long value chain that creates jobs, provides livelihoods, empowers local communities, and ultimately brings in new opportunities for a better future”. Further, he added that tourism can only prosper if it engages the local population by contributing to social values such as participation, education and enhanced local governance. At the same time, there can be no real tourism development if such development damages in any way the values and the culture of host communities or if the socio-economic benefits generated by the tourism sector do not trickle down to the community level. As stated in the UNWTO Global Code of Ethics for Tourism, “local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate” (UNWTO, 2014). Tourism helps people to develop a variety of skills. As a service sector with cross-cutting impact on agriculture, construction or handicrafts, tourism creates millions of jobs and business opportunities. Its capacity to lift people from poverty, promote gender empowerment and help protect the environment has made it a vital tool for achieving positive

change in communities across the world (Ban Ki-Moon, 2014).

Local community in this study means, the people who are residing in Manali and surrounding areas at a radius of 10 kilometres on permanent basis. Most of the tourists' destinations and services are available at a radius of 10 kilometres. Community residing in these areas will get maximum benefit and will also face ill effects of tourism. Tourism industry may create jobs to the community by involving them in tourism related activities. It may create jobs in various ways like joining hotel industry as owner/employee, tourist guide, tour operator, transporter (bus, taxi, auto etc.), restaurant owner/assistant/manager and business. Besides job creation, it can also boost the economic activities of the community. The farmers will have ready market for their produces, milk, meat/chicken. Residents will have opportunity to let their houses to tenants and can also launch a plan for tourists to home stay. They have the opportunity to run their business from the home itself. Tourism also helps the community to preserve environment and promote their art and culture. It also promotes the products manufactured by micro, small and medium enterprises, since these enterprises use locally available raw material, local labour and other factors of production to produce the items. Certainly these all economic activities will lift up the standards of living of the community. Moreover, government will also start investing in developing infrastructure in the region. Since there are immense opportunities for the investors, corporates, outsider to start their business and services in the region, it is quite possible that opportunities which were available for the community may be grabbed by others. The local community may be left mere spectators. In this study an attempt has been made to assess the benefits derived from the tourism by the local community and tried to analyse social, economic, political, cultural and environmental developments achieved. Further, it has also been tried to know the opportunities and threats posed by the tourism sector for the local community.

Review of Literature

Tourism and community development are inter related. Tourism cannot sustain until the cooperation from the local community is not attained. Similarly community will have also additional source of income from the tourism to lift up their standards of living. Hackett (2004), in his study explains community development as a process that

allows community residents to come together to plan, generate solution and take action to see developing the evolution of social economic, environmental and cultural aspects of community.

Tourism helps in employment generation, local purchases, environment protection, culture promotion, opportunities to promote local food/wine, offer discounted access to tourism product to schools and local residents, sponsoring local events. Sustainable community development can be achieved by ensuring that adequate resources are available for future generation. Development should be such which seeks a quality life for all residents while maintaining nature's availability to function over time by minimising the waste, preventing pollution, promoting efficiency and developing local resources to revitalize the local economy. The benefits of tourism are the direct economic impact on families, socioeconomic improvements and sustainable diversification of lifestyles of the community (Manyara and Jones, 2007; Rastegar, 2010).

There is a study by Richards and Hall, (2000), which establishes relationship between tourism and local community. As a community member is affected by tourism in all its positive and negative manifestation because they become part of the tourist product attracting tourists through their culture and hospitality (France, 1997: 28). Tourism not only contributes to economic development but also to peace, security and the preservation of environment (De Villiers (2000: XI). Tourism especially cultural tourism has the effect of empowering a local community through income generation (Bookman 2006: 217). Tourism helps to increase employment opportunities and associated employment income, which may be of prime economic importance to local population (Cukier 1998: 51). Through the employment local people can increase their income and living standards. Tourism promotes local community development and poverty reduction. At community levels, tourism offer opportunities for direct, indirect and induced employment and income, spurring regional and local economic development (Aref, 2010).

Cooper et al. (2005) in their study noted that tourism generate millions of job on yearly basis and by doing so minimising the unemployment level. Tourism has also ability to harness its power in developed world and because a force for poverty reduction and aid in the development process in developing economies, while being respectful to customs, cultures and environment

of the local communities (Kennedy & Dovnan, 2009). Tourism has become the mainstay of the local economy and it is integrated closely with the other components of local development planning that the community has identified which includes agriculture, research and culture preservation (Harris, 2009).

The role of community is also equally important to develop the area as a transit destination mainly due to perception of tourism is based on the evaluation of the local community's attitude (including the environment, infrastructure and events); the participation model of people in the local community exerts a powerful influence on the tourist experience; and tourism planning effects the community as a whole (Briedenhann and Wickens, (2004). Tourism plays a role in facilitating community development through business mentoring and educational opportunities that contribute to local communities in increasing skill and knowledge in local communities and local residents as well as improving the community's economic level (Bushell & Eagles, 2007).

There are some negative aspects in the development of the tourist product, including the potential link between a high number of tourists, sex and alcohol and the loss of cultural identity; and the hypothetical degradation of natural resources (Teye et al., 2002). We must remember that tourism can change (or even destroy) the local culture if it is being treated as just another tourist attraction and only aims for a rapid development of the area (Dyer et al., (2003). Tourism serves the economic and political interest of the local elites, particularly in developing countries (Smith, 1997). Local residents, particularly the indigenous people are ignored during the decision making process in tourism development and they get little benefit from it, while some fare worse, due to their lack of education (Pi-Sunyer et al. 2001).

The above studies have shown that the tourism has helped the development of local communities by providing various opportunities and also has some negative effects on the community. How the tourism has created the opportunities for the development to the local community and what kind of threats, it has posed, is the thrust area of the study.

Objectives of the Study

When the industries flourish in a particular area, it creates avenues for employment, infrastructure development,

better health and education services and improves the standards of living of the local community. In this study an attempt has been made to assess the benefits derived from the tourism by the local community and tried to find out the opportunities and threats for development posed by the tourism. Further, an effort has also been made to analyse the social, economic, political, cultural and environmental impact of tourism in the region. Finally, it has also been tried to explore the ways, that how tourism can be more community development centric rather generic.

Research Methodology

There are total 76 villages in Manali *tehsil*. The Manali Municipal Council has a population of 8,096 of which 4,717 are males while 3,379 are females as per report released by Census India 2011. The sample for this study was collected through circulating questionnaire among 321 residents of 22 villages that are situated within the radius of 10 kilometres from Manali. These 22 villages are near to Manali town and tourists related facilities are available in and surroundings of these villages. Tourists mostly visit these places during their stay. A collection of minimum of 10 sample representations from each village in the sample size has been made sure. Duplication of sample representation from one house has also been avoided. Convenience sampling method has been applied to collect the data. The data was collected between the months of October 2014 and January 2015. Besides general information about the age, gender, education qualification, income and occupation of the respondents, the questionnaire contains the questions related to socio-economic interests and socio economic costs of the tourism to the local community. Further, the information related to their involvement in the tourism related activities, the share of tourism income in their total income earned in a particular year, their views regarding major beneficiaries of tourism and their perception related to government support to the local community for development of tourism in the region has also been collected. After collection of data, it has been tabulated and percentages have been calculated for drawing better inferences. Bars and pie charts have been used for better presentation.

DATA ANALYSIS

Figure 1. Profile of the Respondents

AGE	Frequency	Percentage of Total
15-25	46	14.33
25-35	138	42.99
35-45	96	29.91
45-55	23	07.16
Above 55	18	05.61
Total	321	100.00
GENDER		
Male	219	68.22
Female	102	31.78
Total	321	100.00
INCOME PER ANNUM (\$1 = Rs. 50)		
\$ 1,000 - \$ 1,500	23	07.16
\$ 1,500 - \$ 6,000	98	30.54
\$ 6,000 - \$ 12,000	126	39.25
\$ 12,000- \$ 20,000	48	14.95
Above \$ 20,000	26	08.10
Total	321	100.00
EDUCATION		
Matriculation	81	25.23
Senior Secondary	46	14.33
Graduation	139	43.30
Post-graduation	45	14.02
Doctorate	00	00.00
Certificate/diploma/ Degree in Tourism	10	03.12
Total	321	100.00
OCCUPATION		
Student	24	07.48
Transporter/bus/taxi/ auto	113	35.20

AGE	Frequency	Percentage of Total
Tour operator	29	09.03
Self employed	31	09.66
Farmer	54	16.82
Govt.-employee	18	05.61
Hotelier	08	02.49
Business	30	09.35
Restaurant Owner	11	03.43
Others	03	00.93
Total	321	100.00

Tourism industry is known for its employment generation capabilities. Tourism industry has 12.36 percent share in total employment (direct and indirect) in the country in the year 2014. Tourism sector does not provide full time jobs rather it provides seasonal job opportunities. 88.47 percent of the respondents do not consider tourism related business/services as full time job (Figure 2). 69 percent of the respondents were associated with the tourism related activities (Figure 3). Since the respondents do not consider tourism as full time job they are engaged in other activities for their livings. Most of the respondents have only 10 to 30

Figure 2. Considering the Tourism related activities as Full Time Job

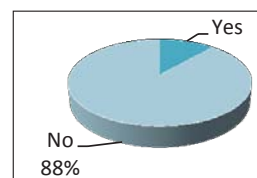


Figure 3. The Association of Respondents with the Tourism Related Activities

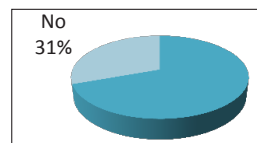
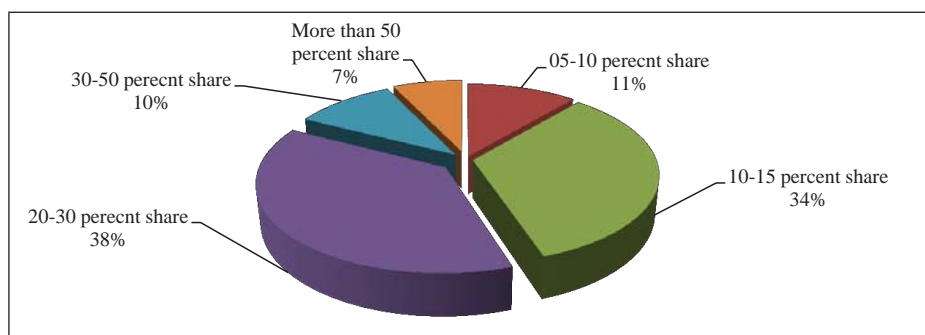


Figure 4. Percentage Share of Tourism Related Activity Income in the Total Earnings of the Respondents.



Percent share of tourism related income in their total earning for the year. Only a few have more than 50 percent share of tourism income in the total earnings (figure 4).

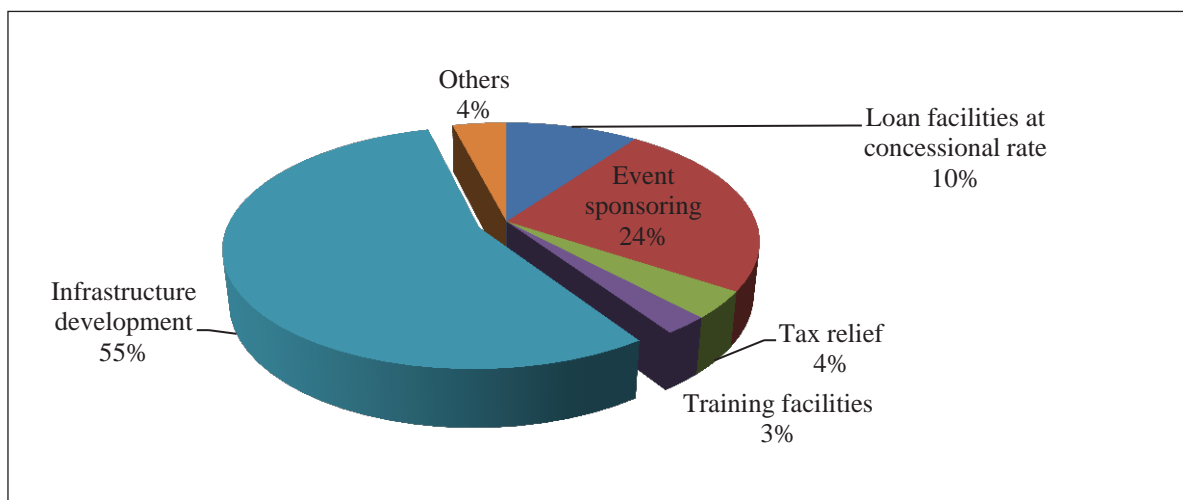
Tourism industry cannot develop on its own but it needs support from government, local community, media, NGOs, social groups, corporates, environmentalist etc. The role of government and local community is major. The tourism sector cannot flourish until the cooperation and coordination between these two are present. Any pro-tourism policies formulated by the government without consulting the local community may result a tough opposition. The natural resources available are mostly owned by the local community. To develop the infrastructure the resources are required. People may refuse to give their land until they are fully compensated. Excess presence of tourist vehicle may cause pollution and road congestions. It is the duty of the government to provide healthy and comfortable life to its people. Local community can resist any action that puts their life in jeopardy. A petition was filed before the National Green Tribunal (NGT) by environmentalists against the pollution caused by tourist vehicle in the region and NGT has passed the order to restrict the movement of numbers of vehicle to 1000 towards Rohtang a tourist place near Manali in a day. Further, an amount of Rs. 600 for petrol vehicle and Rs. 400 for diesel vehicle is charged as green tax (The Tribune, June 9, 2015). The local taxi operators resisted against this move and refused their services to tourists. Most of the taxi operators were localites. Therefore, the government must frame the policies after due consultation with all the stakeholders to avoid any

resistance in future. The government may extend its support in the form of loan facility,

Event sponsorship, tax relief, infrastructure development, environment protection etc. The most of the respondents feels that government provides infrastructure facilities to boost the tourism sector. It also sponsors the tourist related events (figure 5).

Tourism sector considered to be provider of employment to the local people. It creates investment and business opportunities. Tourism industry helps in increasing government tax collection which further helps in infrastructure development. Culture and tourism closely associated with each other. If the culture is preserved, the longer will be the duration of tourism in the region. Tourism helps in improving the health and education services to the community. It increases the demand for agriculture product, milk products, and meat/fish/chicken. To fulfil the demands of the people the housing industry may also get the momentum. Micro small and medium industry products may also have the ready markets for their products. It can also progress with the increase of tourists in the region. Manali and its surrounding places are very beautiful. The nature has gifted this area with full of liveliness. The nature and the tourism are closely associated. Tourism helps in protecting the nature. Further, natural resources are limited. If these are not used sensibly, the aim of sustainable tourism development cannot be achieved. Further, another way to develop the tourism is to organise the sports activities to lure the sports or adventure lovers. The tourism provides opportunities to the local community in these various ways. Figure

Figure 5. Governemnt Support for Development of Tourism Industry



6 reveals that tourism has provided opportunities for employment, business and investment. The respondents feel that tourism has helped in revenue generation for the government by way of tax collections under various heads. Since the local community organise culture programmes for the tourists, it helped in preservation of culture. The respondents feel that the demand of agriculture products has also increased owing to rise in the number of tourists in particular season. It has also provided opportunities to run the transport services. Local products are also being demanded by the tourists. So there is an opportunity for local art and craft industry to grow. The tourists ask for local products so there is an opportunity for MSMEs to progress as well. However, respondents don't feel that tourism helped in improving health services, real estate business, animal husbandry, food business opportunities, environment protection, wild life protection, preservation of natural resources and adventure sports.

Development cannot be achieved until the costs are paid. In the same way the development of tourism industry in the region may force the local community to face certain problems. Tourism may cause a lot of problems with it like traffic congestion, air and water pollution, charges

for preserving the environment, degradation of cultural heritage, ecological imbalances, increase in cost of living, increase in crime rate, increase in noise and environment pollution, immigration issues, change in behaviour of local people, ill effect on the local culture, pressure on civic services etc. Figure 7 shows that tourism has caused traffic congestion, increase in water and air pollution, solid waste generation, degraded the cultural heritage, ecological imbalances, rise in cost of living, increase in crime, noise and environment pollution, migration of people to the region, negative impact of local culture, and has put extra pressure on civic services during the tourists season in the region. However the respondents do not feel that the charges to protect the environment as cost. They do not feel that they are incurring extra cost for fresh water and for utilising energy resources. Tourism has not made any changes in the livelihood of the local people since sometimes the extra income may also change the pattern of livelihood of the community.

The benefit of tourism is likely to be attained by the local community since they are providers of food, shelter, culture, art and craft, transportation to the tourists. Figure 8 reveals that the government, companies, outsiders are the major beneficiaries of the tourism in the region.

Figure 6. Perceived Socio-Economic Interests

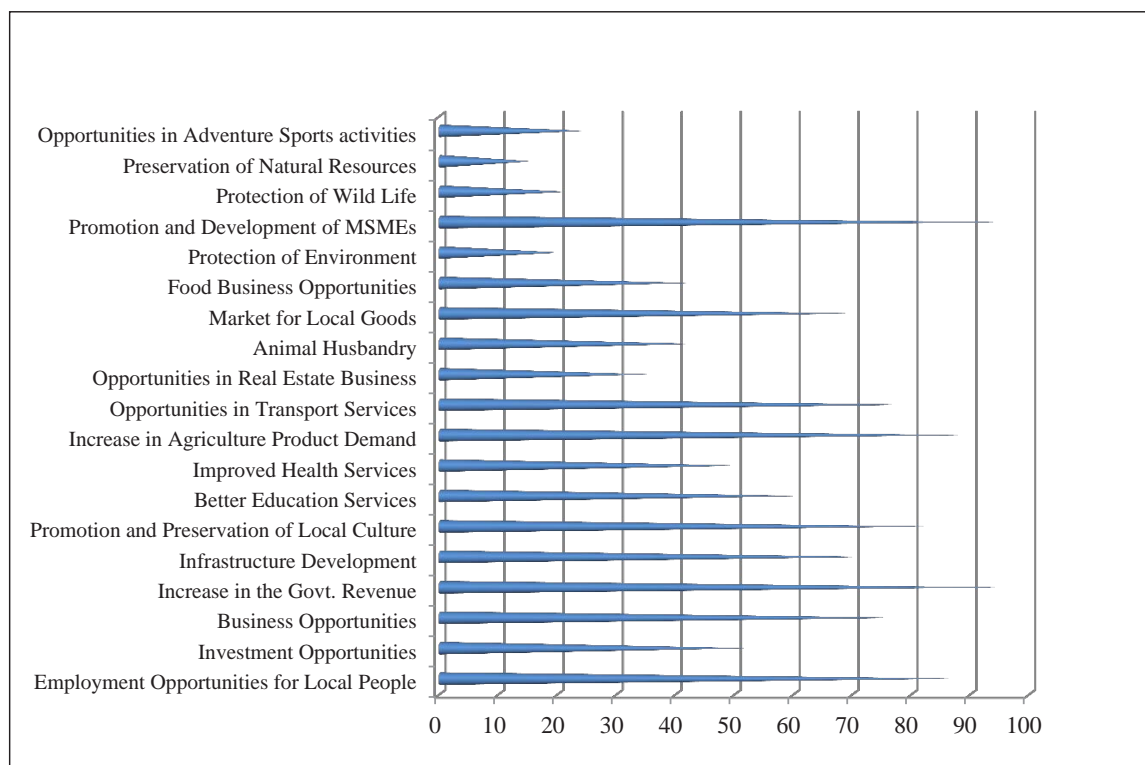


Figure 7. Perceived Socio-Economic Cost

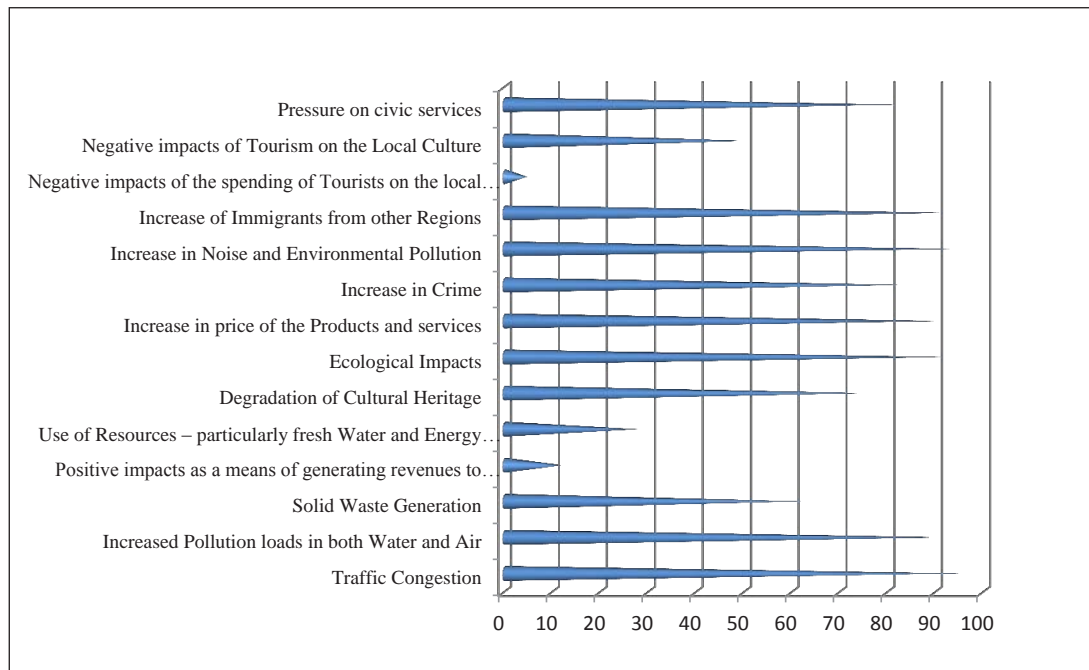
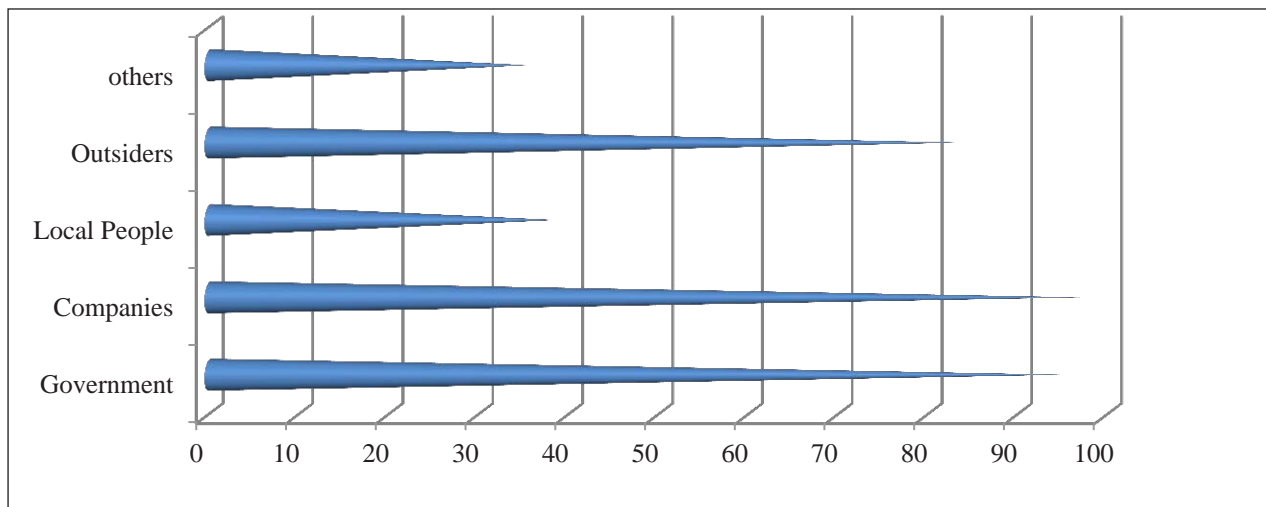


Figure 8. Major Beneficiaries of Tourism



Conclusion and Suggestion

Tourism industry has been extending its contribution for the development of local community at Manali. Tourism industry has been providing employment, business and investment opportunities in the region. Tourism has helped in revenue generation for the government by way of tax collections under various heads. It has also encouraged community to develop, promote, and preserve its art, culture and heritage. The demand of agriculture products has also increased owing to rise in the number of tourists

in particular season. It has also provided opportunities for local people to run and work in the transport services. Local products are also being demanded by the tourists; as a result MSMEs in the region are progressing. However, the study shows that tourism industry has not made any significant contribution in improving health services, real estate business, animal husbandry, food business, environment protection, wild life protection, preservation of natural resources and adventure sports. Besides the opportunities the tourism industry has also added many problems to the local community. Traffic congestion, increase in water

and air pollution, solid waste generation, degradation of the cultural heritage, ecological imbalances, rise in cost of living, increase in crime, noise and environment pollution, migration of people to the region, negative impact on local culture, and extra pressure on civic services during the tourists season, are the problems associated with the tourism. The study shows that the local community is not the major beneficiary of the tourism. Government, migrants and companies are the major beneficiaries of the tourism in the region. Though, tourism industry has been providing employment but it is not providing full time employment. It is considered as a part time job. As a result no professional approach has been adopted to run the tourism related activities. There are very less number of people who have some professional qualification to run the tourism related business/services. Tourism contributes only 10 to 30 percent income in their total earnings.

In any field, the professionalism towards the job brings magnificent results. In this sector too, the professionalism is required. Understanding human behaviour, taste, preference, paying capacity of the people, tourism product modelling and presentation, dealing with the tourists and satisfying their demand need complete professional approach. There are certain tourism related activities which require special training. These are yoga, paragliding, trekking, river rafting, bike racing etc., until proper training is not provided these can be very dangerous for the organisers as well as tourists. Special encouragement programme must be initiated to local community to train themselves and to start and motivate the tourists to enjoy these activities. There were some instances in recent past where there was causality and government had to ban paragliding. Later it was found that these were run by unprofessional. Since local people are aware of the geographical and seasonal variations, these people can prove very effective to run such activities.

Instead of organising fairs and exhibition at the central place, these must be organised in the villages by rotation where tourists can directly contact the local people and try to understand their culture, taste the food, and buy the products they manufacture. This initiative will directly benefit the local community. There are so many people who have migrated from other places and are also involved in providing tourism related services and business. Organising fairs and exhibition in the villages will help local community to avoid direct competition with them since migrants have their business mainly at

centre place Manali.

Government must encourage community based tourism. Community based tourism refers to local efforts aimed at planning, developing and managing tourism-related opportunities (Murphy 1983, Prentice 1993). Community based tourism has the capacity to provide local societies with economic benefits, participatory justice/ democratisation, empowerment and sense of ownership. Involving the local people in decision making process entails the active involvement of and interaction among local government, business, non-government organisation (NGO's) and residents.

Involvement of NGO's for environment awareness campaign is must. Local people must be made aware about the ecological and environment hazards. Further, to save them from stringent rules/laws imposition by the government, National Green Tribunal and local authorities, it is very essential for them to be pro-environment. People must be encouraged for the sustainable development of tourism. Excess chopping of the trees to cover the shelter demands, encroachment of the river banks and natural hot water resource, squeezing the area of wild life etc. will ultimately hazardous for the tourism industry and to local community as well. Intensive campaigning by the NGOs, social groups, schools, local bodies, panchayat and government can be more effective to save the nature and its beauty. To take care of short term housing requirement for the tourists; camps, temporary tents in the fields, forests, and villages can be installed.

The traffic congestion, solid waste generation, drinking water supply, crime control, protection of heritage sites are the administrative issues. Proper management of the available resources can solve these all issues. Widening of roads, construction of flyovers, building bridges, proper parking facilities, stricter compliance of traffic rules, development of public transport, plying high capacity vehicles may avoid traffic related problem. To curb down the solid waste menace the places must be identified where these wastes can be dumped. There must be some ways to utilise the waste in to productive activities.

There is ample scope for providing safe and healthy water to the people. Water purifier plants can be installed to provide safe water to fulfil the demand of local community and tourists. Manali has plenty of water resources. Crime rates can be put under control by keeping the records of the people migrated to Manali for search of jobs or who come

for providing tourists related services. Since the hoteliers have the records of the tourists, therefore there are rare chances that they get involved in the crimes. Crimes are done by unidentified people. So local administration along with the people residing in the region can track the records and get control over the crime. The protection of heritage is equally essential. The services of home guards and local people can be taken in this regard. Proper boundaries, levelling instruction on the sites, awareness campaign may help in protecting the heritage sites.

To make the tourism industry whole year affair, local fair, exhibition, sports activities, promotion of natural health care, creation of special tourist sites, offer special discounts for particular period, trade fairs, organising carnivals at regular intervals, develop the health sector to invite medical tourism, special offer for MICE, making contracts with the corporate houses to give reward to its employees by giving free trips to the region, encouraging farm tourism, organising winter sports, rural tourism etc. must be initiated. It will not only promote the tourism but will also provide whole time employment to local people.

There are many people who have come from outside the region and are involved in many tourism related business/services. They have opened up shops, restaurants and *dhabha*. Many of them are tour operators, guides, transporters, hoteliers, employees in the shops and factories, sports instructors etc. The migration issue can be avoided only when the local community become more competitive, tourism friendly, educated, and professional in their workings. The support of the government and financial institution can make them more competitive. If the local community gets competitive edge over others, certainly it will help to curb the migration to the region. Another way is to provide job opportunities to the migrants in their respected places; as a result they will not go to search for their livelihood in other places. Culture is dynamic. It gets influenced by the others. Same thing is happening in Manali. The young generation is slowly moving towards modernisation. Protection of culture is important to make our identity visible. The value system and importance of culture in young generation must be inculcated so that they could understand the value of rich culture and would work for the preservation and promotion of culture.

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