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# SUSTAINABLE TOURISM DEVELOPMENT AND PEACE: A LOCAL COMMUNITY APPROACH

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## ABSTRACT

*Tourism and travel industry is the world's largest industry which helps in bridging the gap amongst communities, religions and different cultures. People throughout the world along with their customs play a significant role to foster peace. Tourism provides an effective tool for promoting peace which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. The relationship between peace and tourism is very interesting because both are complimentary to each other; tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment. Tourism doesn't involve any borders or hatred and offers positive experiences to the tourists. The purpose of the study is to explore the community's participation regarding tourism development across the countries which could play significant role in destination development along with inducing peace perspectives across the nations. The growth of tourism industry can have significant impact on the overall growth of a region, reason being, its capability to generate employment and trade. Tourists are conflict sensitive and response positively to peace. This paper will study the local community participation towards sustainable tourism development in India in general and Jammu in particular for building peace in region.*

**Keywords:** *Tourism, Peace, Community Participation*

## **Introduction**

Tourism is explained as movement of people connecting the crossing of cultural boundaries for the objectives of business, study, pleasure or leisure. Tourism as a strategy to promote peace by solving the problems of poverty, unemployment, etc. Effective inter-linkages need to be established between “tourism initiatives” and “peace” for sustainable tourism development. Tourism industry is one of the world’s leading industries in terms of source of income and employment (UNWTO, 2017). Tourism also plays an important role in bridging the gap between various cultures and religions at a global level and thus helps in cross cultural communication which is directly fostering peace among various nations. Cross-cultural interaction results in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. The relationship between peace and tourism is very interesting because both are complimentary to each other; tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment. Tourism doesn’t involve any borders or hatred and offers positive experiences to the tourists. This paper is focusing on the community’s participation regarding tourism development across the countries which could play a significant role in destination development along with inducing peace perspectives across the nations. The growth of tourism industry with the help of community participation can have a significant impact on the overall growth of a region and maintaining peace, reason being, its capability to generate employment and trade. This paper is investigating the role of tourism and local community in peace building process.

In a competitive era, tourism is an approach for promoting peace and communal understanding. It is considered as a force to encourage social justice and resolution within a divided society. Peace can’t be definite as an exact situation. “Peace is a vital prerequisite for travel and tourism and all aspects of human growth and development.” The relationship between peace and tourism is very interesting because both are complimentary to each other. Tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. Now-a-days tourism is affected by war, terrorism and state violence to a great extent and countries highly dependent on tourism for nation economy growth which are reduced by the decline number of visitors. Tourists are generally sensitive to event of war, violent behaviour because “such events risk a peaceful and undisturbed holiday.” They avoid visiting places with a negative reflection and simply switch to another destination when they find there is no serenity in their destination. There are

many countries throughout the world where heinous violent incidents have resulted into negative impact on the tourist's inflow to those countries. Peace is an intangible attribute that is complicated to measure. Peace refers as peaceful relationships not only between nations, but also between groups and communities, between individuals, between people personality and nature. The conceptualization of culture and peace cannot be imported or imposed from outside but must develop out of the culture of the people concerned. The peace through tourism scheme stands on the belief that cultural perceptions can promote attitude change and hence facilitate peace (Jimenez & Kloeze 2014). Peace building can generate social harmony and equal participation in development main streaming creating the foundation for lasting peace (Liu & Pratt, 2015). Tourism is beneficiary for both negative and positive peace. Positive Peace is the absence or reduction of violence of all kinds, whereas negative peace leads to violence and conflict. Satani, K. (2003). The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment.

Community participation in local affairs, including tourism, is not alike among traditional communities. There were communities in which the provision for public involvement is engraved in their cultural mores. Participatory culture is not a feature similar to all communities. Cultural remoteness of communities to tourism is, in fact, a limitation to local participation in most of the north-eastern states of India. The removal of cultural barriers to participatory tourism development is not an easy development attempt; it requires extensive educational process. Flexibility is an essential ingredient of any form of participatory tourism development approach.

In other words, tourism for peace (TFP) brings hosts and guests together in a particular country. Those visiting it, mutually learn about peace by understanding and realizing varied cultural beliefs, art, music, foods, stories, spiritual ceremonies, and by linking with the natural world. Further, responsible tourism is also a principle of sustainable tourism as well as world peace (Wai Leong, 2008). Besides this, tourism is making contribution for peace when it contributes towards (works) abolishment of war, elimination of violence, awareness and action for expansion of global and environmental issues (Satani, 2004). Tourists are also sensitive to wars because violence in their holiday destination can be threat to their lives and can deprive them of relaxed and carefree holidays (Neumayer, 2004). They avoid visiting any place with violence and might choose any alternative destination with stable conditions. Tourism should be considered in such a way that local community should be at advantage and if every member performs their role actively tourism must lead to peace. Every traveller must keep in mind that every place

has their own way of life, values and beliefs which they should respect and this would develop harmonious relationship among the hosts and the travelers and its impact on peace building process. The growth of tourism industry can have significant impact on the overall growth of a region, reason being, its capability to generate employment and trade. Tourists are conflict sensitive and response positively to peace. Peace and sustainability, measured as the indicator of expansion are vulnerable due to a numerous of conflicts-social, economic, political, cultural and environmental. Tourism which holds the key for the promotion of peace and sustainability. This paper examines the importance of sustainable development as an essential element for building peace to promote tourism and community participation in it. Peace through tourism is the reduction and eventual elimination of the conditions that lead to the violence. Thus, the purpose of the study is to understand examining the role of community in the development of peace culture through tourism.

## **Review of Literature**

Jimenez and Kloeze (2014) revealed that peace through tourism is not only about nurturing understanding, but it is also linked to poverty alleviation, conservation of heritage, safety and security of environment and sustainability. The authors also suggested that to explore the links between environment protection, poverty alleviation and heritage protection with peace. Further, Aghazamani and Hunt (2015) identified that tourism as a vehicle for promoting peace, diplomacy and human security. They also believed that tourism could greater contribute to peace between historical adversaries. Besides this, tourism visitation is more beneficial for economic, social and environmental developmental which needs to be further explored. Moreover, Shin (2005) explored that the relationship between safety, security and peace tourism. The finding of this study is that peace is a mechanism for tourism development in DMZ (Korean Demilitaized Zone) area. They also suggested that the same topic should be explored. Pratt and Liu (2015) recognised that the relationship between tourism and peace across the different countries. The authors found that the impact of peace on tourism is much greater than the impact of tourism on peace. The authors suggested that the bilateral relationship between peace and tourism should be explored. Upadhayaya et al. (2011) explored the relationship between tourism, conflict, and peace in Nepal. They stated that tourism can be an effective tool in coping with and responding to conflict and can be a mediator for peace by assisting in the development of supportive environment. They believed that sustainability of tourism highly dependent on peace, security and safety which need to be further explored. Kim and Coleman (2015) examined that the combined effect of individualism - collectivism on conflict styles and satisfaction. Future research agenda

remarks that the ordinal effect of individualism and collectivism on conflict resolution. Yang et al. (2013) examined that social conflict in communities impacted by tourism. The authors suggested there is a need to establish a systematic theory about social conflict in tourism that comprises such elements as the nature of conflict, conflict management, conflict resolution, etc. Serto (2013) identified that role of community in maintaining peace and security. The finding of this study is that community plays a significant role in maintaining peace and security. Future research agenda remarks that there is a lack of research on stability, security, peace and sustainable development. Further, Jaffar et al. (2015) explored that local community involvement in a rural tourism development in Kinabalu National Park, Sabah. Authors found that local communities enjoy being involved in the tourism sector because it enhances their key income resources and quality of life. The authors suggested that lack of local involvement in tourism development which needs to be further explored.

Local people attitudes were crucial for successful and sustainable tourism development because an understanding of resident's attitudes and perceptions and how these perceptions were formed regarding tourism development would be valuable information for decision makers. Local people were the most important party, since it is they who will be most affected either positively or negatively by tourism planning and development. Therefore, by identifying the attitudes of local populations, programs can be set up to minimize friction between tourists and residents (Zhang et al., 2006). Zhang and Lai Lei (2009) had stressed the issue that the differences between development local people environmental attitudes and behavioural intention of tourism development suggest that promoting local people environmental attitudes may had influences in local people involvement with tourism development, which may be a fundamental necessity for sustainable tourism development. The factors which influence resident's perceptions and attitudes, as well as the environment and the degree of the impact were likely to be different in each society. Social structure of a local community had a major bearing on its ability to absorb positively the different norms and values brought by tourists (Mansfeld, 1992 p 379). Nzama (2008) had stated that there is a strong positive relationship between the extent of the local people in tourism development and their perceptions towards an increase in tourism development. Harrill (2004) highlights Residents with the most economic gain were the most supportive of the tourism industry. Because tourism development usually involves a tradeoff between economic benefits and environmental or cultural costs, residents cope by downplaying the negative impacts based and emphasizing the economic gains to maintain satisfaction with their local people (Dyer et al., 2007; Cavus and Tanrisevdi, 2003; Faulkner and Tideswell, 1997).

Interactions between local people and tourists can impact positively in terms of creating opportunities, bringing societal peace, integration of different cultures and negative manners in the form of associated problems. Tourism can improve the quality of life in an area it can be done by increasing the number of attractions, recreational opportunities, and services. Tourism also offers community opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives (Kumar et al 2009).

Peace through tourism stands on the belief that cultural understanding can promote attitude change and thus facilitate peace. This study also emphasis on the notion of peace through tourism encompassing poverty alleviation, International understanding, Preservation of heritage, protection of the environment, and sustainability, thereby highlighted the positive approach or way of looking at tourism and the positive roles of travel in regards to peace. The importance of reconstruction of current framework of tourism across the globe so that global peace can be prevailed (Satani 2004). This paper commenced with the definition of peace and tourism, and eventually discussed the impact; tourism has on the lives and environment of both tourists and people in the destinations. Further, this study also explained the possibilities that tourism can be catalyst to promote track one diplomacy and to develop or maintain negative peace, at the same time it emphasis on the importance of channelling the efforts in tourism towards positive peace. In addition to this, tourism plays a major role in spreading peace, as it operates at the most basic level by spreading information about personalities, beliefs, aspirations, perspective, culture and politics of one country to the citizens of another. Besides this, "Tourism as a catalyst for peace", therefore, the aim of the study was to establish the fact that tourism fosters peace on the ground that it brings people together, promotes mutual respect and understanding, creates a base for culture exchange, offers economic and social benefits and even reduces the chances of possible tension (Neupane, 2013) Diverse communities had their own culture and traditions. In budding countries there is a require for local community to contribute and supervise tourist performance (Cater, 1994). Community contribution in the decision making method in developing countries is always limited (Dola and Mijan, 2006). Expansion of tourism through community contribution not only relates to the decision making method, but also helps in its sustainability (D' Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988).

Community attitudes were significant for sustainable tourism development because the attitudes and perceptions of a community which are created regarding tourism development would be of precious information for decision

makers. Thus by identifying the attitude and perception of local community, programs can be set up to minimize clashes between tourists and residents (Zhang et al., 2006). In addition to this, Zhao and Ritchie (2007) recognised that communities as a way of contribution and as the input of the local workers may pursue tourism-related economic activities as paid or self-employed workers. The term ‘communities’ means “one needs to know what makes a community” (Agrawal and Gibson 1999). Community has been described by various literatures as a homogenous social structure with collective norms and universal interest (Agrawal and Gibson 1999; Olsder and Van der Donk 2006). Saarinen, (2011) depicts that local communities as groups of people with a general identity and who may be concerned in a collection of related aspects of livelihoods. In additional note that local resident people frequently have expected rights related to the area and its natural resources and a strong affiliation with the area culturally, socially, economically. According to Bushel and McCool (2007), local communities have historically coexisted with the restricted areas - the key tourism attractions. Tourism development and upkeep of a particular destination that doesn’t involve the local communities’ rights will not be able to succeed; hence the participation of local communities cannot be overshadowed because of their important role (Figgis and Bushell, 2007). Local communities are considered as an important asset in tourism development as it is inside their premises that these activities take place. Local communities are also regarded as legal and moral stakeholders in tourism development (Haukeland 2011) because their interests affects and are affected by decisions of key policy makers (Mc Cool 2009). Timothy and Tosun (2003) Observed that there should a direct participation of local communities towards decision making process through which specific profit can be distributed to local community. Need of the hour for local communities is to actively contribute in the endorsement of tourist destination without which it will not be possible to promote the destination and in turn developing the local community. Pongponrat (2011) noted that “local tourism development ensures that the needs of the local community. They require people who are affected by tourism to be concerned in both the planning process and the execution of policies and action plans. Local communities can aggressively take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development. To attain long-lasting result, communities need to be active participants rather than reactive observers (Niezgoda and Czernek (2008).

## Objectives

- To analyze the relationship between peace and tourism.

- To study the community perception and participation across borders destinations for peace initiatives.
- To discuss the role of local community in tourism development of Jammu region.

### ***Relationship Between Peace and Tourism***

Peace and tourism can be considered as a term which declines or remove the situation that leads to violence. This concept increases the belief that these circumstances can be avoided through channels of tourism (Kelly, 2006). In other words, peace and tourism proposition stands on the belief that cultural understanding can promote attitude and can facilitate peace (Dovido et al., 2002). Further, the relation between tourism and peace is symbiotic. Tourism plays a vital role in promoting peace. Peace is a condition that not only indicates the absence of violence but also sustains peaceful relationships among all levels of society. It was also found to have a direct relationship with tourism (Bhattari and Dahal, 2007; Grandon, 2007; Upadhayaya, 2009). Tourism is perceived as an approach which can supplement social and political reconciliation efforts in conflict settings. If tourism is functioning with sustainable principles and practices, so it can have positive impacts in reducing the tension between visitors and host communities (Upadhayaya and Sharma 2010). Tourism can surpass government boundaries by bringing people together through the understanding of different cultures, heritages and beliefs. Infact, it is potentially one of the most important vehicles for promoting peace among the people of the world (Minho Cho, 2006). It was generally considered that tourism and peace were inseparable. The forces unleashed by tourism are so powerful that they change apparently situations and bring about settlement where none was considered possible (Frangialli, 2004). The scope of peace and tourism initiatives contribute to international understanding and cooperation, an approved quality of environment, the preservation of heritage, and these initiatives help to bring about a peaceful and sustainable world. Besides this, tourism refers to the virtue of travelling and promoting international understanding and infused by culture in its various dimensions, and influenced throughout by relationships of power. Further, D'Amore (1988) viewed that tourists can take part by explaining the premise of two tracks of diplomacy. Track one referred to government to government interactions whereas track two refers people to people relations. Tourism works at the track two diplomacy level, creating the opportunities for tourists to get first hand experiences from ethnically different hosts, personalities, beliefs, aspirations, culture, political inclinations and life perspective (D'Amore, 1988). The notion of peace used in this conception is positive peace. Positive peace not only refers to the absence of violence (negative Peace) but also

considers equity, social justice, harmony, cooperation among humans from different cultural patterns, and absence of cultural and structural violence (Sandy and Perkins, 2002). Tourism and peace are two inter-related terms. Tourism is a means for unease reduction and peace building (Yu & Chung, 2001). 'Tourism and Peace: The State of the Art' – it would be extremely immature to believe that these contacts automatically lead to a refuse of injustices, a new, more liberal world view and better understanding each other. Peace through Tourism is precisely the reduction and hopeful elimination of the conditions that lead to the violence (Jimenez & Kloeze, 2014). Tourism as an approach which promotes peace by solving the problems of poverty, unemployment, etc. Tourism plays an essential role in promoting world peace (Salazaz 2012). Further, tourism interventions are sets of expressions, language, and behaviours that depict places and peoples, and turn sites into easily consumable attractions. In other words, tourism is a social creation which deals with the many desires of people of the modern industrialized world. Besides this, tourism is a ground in which many individuals interact and discuss with one-another which creates a sense of brotherhood (ibid. 329).

### ***Community Perception Towards Tourism Development and Peace Building Process***

Different communities have their own culture and traditions. Tourism development leaves effects on them. In developing countries there is a need for local community to participate and manage tourist activities (Cater 1994). Community participation in the decision making process in developing countries is always limited or secondary (Dola and Mijan, 2006). Development of tourism through community participation not only relate to the decision making process, but also helps in its sustainability (D'Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988). Community attitudes are important for sustainable tourism development because the attitudes and perceptions of a community which are formed regarding tourism development would be of valuable knowledge for decision makers. Community is the most important party, because they will be affected by tourism planning and development. Thus by identifying the attitude and perception of local community, programs can be set up to minimize clashes between tourists and residents (Zhang et al., 2006). There is a positive relationship between community in tourism development and their perceptions towards an increase in tourism development (Nzama, 2008). Residents having more economic gain are most helpful for the tourism industry (Harrill, 2004). The tourism development involves a trade off between economic benefits and environmental costs (Dyer et al., 2007; Cavus and Tanrisevdi, 2003; Faulkner and Tideswell, 1997). The interactions between the community and the tourists have positive impact in

creating opportunities, bringing peace, integrating different cultures. Tourism helps to improve the quality of life in an area by increasing the number of tourist attractions, employment and recreational opportunities. It provides opportunity to local residents to interact with different people, make friends, learn about the world, and representing themselves to new perspectives (Kumar et al 2009).

## **Relevance of Peace Through Tourism**

Tourism plays a vital role in developing and promoting peace through cultural exchange, beliefs, lifestyles etc. and by exploring cuisines, traditions, monuments, hospitality and diversity of various places. It is not only a contributor of peace, but there is a symbiotic relationship between each other. Tourism provides opportunities for promoting and understanding the way of life, intercultural relations, and resolution and thus encouraging participatory peace (Causecie, 2010; maoz, 2010; shin, 2010). Tourism helps to develop the better interaction between the visitors and locals and becomes a peace building process. Peace can be considered as the presence of desirable qualities such as freedom, equal opportunity, and justice and the absence of undesirable qualities such as violence, terrorism and battle (D' Amore, 1988; Litvin, 1998; Muller, 2003). Tourism for Peace (TFP) brings hosts and guests together - those living in a particular country and those visiting it, together learn about peace by understanding different culture, art, cuisines, spiritual ceremonies, and by linking with nature. (Chauhan, V., and Khanna, S., (2007) attempt to examine the satisfaction of the tourist's in relation to tourist infrastructure that includes accessibility lodgings, contact, and civic amenities available in the Jammu and Kashmir. They suggested measures to improve the available infrastructure in order to enhance the tourist satisfaction. However, community forms a major portion for tourism development.

As tourism is a beneficiary of peace and peace conveys hope for travel boom, tourism reciprocally has a key role in peace building by transforming itself in sustainable and participatory forms (Upreti and Upadhayaya, 2010). Tourism is a medium for trust and goodwill. Cultural considerate can transform attitudes and build peace. Tourism's role in peace building is also enacted through its involvement to poverty alleviation, cultural preservation and environmental conservation. Tourism involves cross-cultural interface among people of different nations and hence helps in building better understanding and peaceful relations. As a universal phenomenon and integral part of globalization, tourism seeks peace, stability, and tranquillity for its development and prosperity (Mihalic, 1996; Tarlow, 2006). On the other hand, tourism being a powerful socio-economic force and approachable to

peace can also play a potential role of benefactor to diminish conflict and support post-conflict peace-building process.

## **Community and Tourism Development**

Local communities are considered as an important asset in tourism development as it is inside their premises that these activities take place. Local communities are also regarded as legal and moral stakeholders in tourism development (Haukeland 2011) because their interests affects and are affected by decisions of key policy makers (Mc Cool 2009). Timothy and Tosun, C. (2003). Observed that there should a direct participation of local communities towards decision making process through which specific profit can be distributed to local community. Need of the hour for local communities is to actively participate in the promotion of tourist destination without which it will not be possible to promote the destination and in turn developing the local community. Local communities can take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development.

There are diverse actors included in tourism development, like private sector, government, donor agencies, civil societies and local people themselves. Local communities are regarded as important asset, legitimate and moral stakeholders in tourism development. (Haukeland 2011). Mayers (2005) has divided stakeholders into sub categories: viz a viz stakeholders who influence decisions and the second group are those stakeholders who are influenced by decisions. The degree of involvement of local communities in diverse decision making and policy issues is determined by the extent to which they affect or are affected by these decisions and policies. In the same way, Pongponrat (2011) noted that local tourism development entails individuals who are influenced by tourism to be mixed up in both the planning process and the implementation of policies and action plans. This ensures that development channelize with the local people. If decisions concerning development of tourism in a region are not made in consultation with the local communities during the design stage, it will be impossible for the local communities to be involved during implementation (Niezgoda and Czernek 2008). There will be a very less support of local people in terms of developing tourism in the region so it is necessary to identify the stakeholders who would help in the development process. Failure to do so can cause technical or political difficulties during implementation, and can significantly influence the success and outcome of the process. In fact wide participation of various stakeholders in the decision making process, would help in enhancing the knowledge and new ideas which, in turn, fosters understanding of regional

problems and allows for generation of new and innovative solutions (Niezgoda and Czernek, 2008).

Cultural refers to ‘ways of life’ and everyday traditions as well as its manifestation in the form of buildings, sites and monuments. Majority of the people within an mysterious culture travelling across the world and have been exposed to so many different cultures. The interaction between the traveller and the host result in respect and mutual understanding, it brings for peaceful nations. Tourism brings people of different places closer; this cross cultural interactions helps to build mutual trust, cultures, aspirations, offerings, requirements which pave way for dialogue and treaties among cultures, countries and classes. Iran and India also signed a Memorandum of understanding on tourism and started a cultural exchange program to improve people contacts between the two countries through the cultural program that give people an opportunity to understand each other’s culture well.

A culture of peace is intimately linked with a culture of rights and democracies. Peace cannot be preserved if the basic rights and fundamental freedoms of individuals or groups are violated and when discrimination and exclusion generate conflict. Education is at the heart of any strategy for construction of a culture of peace. It is through education that the broadest possible introduction can be provided to the values, skills, and knowledge that form the basis of respect for peace, human rights and democratic principles. The today world is search of an innovative culture and a familiar system of values and new behavioural outline for individuals, groups and nations, because, lacking them these values peace cannot be solved.

Perceptions of various stakeholders and local community toward the development of tourism in a society should be taken as a first place in tourism planning in order to make certain trust, cooperation, harmony and mutual benefit for all (Kuvan & Akan 2012). Although initially developed to help understand factors shaping people’s behaviour and perceptions, both of the above studies support the idea of intercultural contact and experiences helping to dissipate stereotypes and misconceptions. In the light of this findings and considering tourism as means of contact, it is possible to say that it does foster understanding. However, it is necessary to recognize that intercultural understanding in tourism is not always granted, as not all types of tourism create opportunities of real contact with the hosts.

First, the type of tourism needs to offer these ‘cultural understanding opportunities’ (small scale tourism), second, the tourist needs to be willing to interact with the host and be interested in getting to know their culture and hearing what they got to say (conscious or ethical traveller), and third, the host

community must be willing to interact and share its cultural view with foreign tourists (welcoming hosts).

## Research Methodology

The sampling was done along border destinations of Jammu and Kashmir. Sampling size of 328 samples were taken from the population residing near border areas of Jammu and Kashmir. The structured questionnaire is used on the basis constructs required after applying the 5-Point Likert's Scale instrument. Whereas secondary data was collected from published journals, books, articles and reports.

## Data Analysis and Interpretation

The reliability test for the structured questionnaire was conducted using SPSS 16. The alpha value for all the constructs developed for the survey was calculated to .820 which satisfies the reliability criteria of the survey instruments for the study.

Data collection with sample of 328 respondents took place at J&K state in which it was found that 68.51% are males while as 31.49% are females. In order to clarify the community perception towards border tourism promotion and peace building process. The descriptive analysis is applied i.e. mean value and standard deviation which signifies the variance of the data and helps to perceived the impact of the tourism development and peace building process across Indian borders (Table 1).

**Table 1: Descriptive Analysis**

<b>Variables no</b>	<b>Items</b>	<b>Average</b>	<b>Standard Deviation</b>
V1	Tourism helps to build mutual understanding among people	4.19	0.55
V2	Border tourism will help to develop economy of the community	4.31	0.60
V3	Border tourism will help to cross cultural promotion of the nations	3.90	0.69
V4	Tourism across borders will help to raise the quality of life of community	4.09	0.48

<b>Variables no</b>	<b>Items</b>	<b>Average</b>	<b>Standard Deviation</b>
V5	Border tourism will promote peace process among the nations	3.56	0.91
V6	Promotion of border tourism will broaden the perspectives of political relations	3.56	0.79
V7	border tourism will help to fulfil infrastructure requirements of the destination across borders	3.51	0.77
V8	It will be safe if the border tourism is promoted in India	3.47	0.59
V9	I will participate in the tourism activity across border if promoted	3.82	0.58
V10	It will promote trade relations among nations	3.68	0.78
V11	Border tourism will not hamper the sustenance of destinations	3.46	0.58
V12	The term “border tourism” will grab the attention of tourists towards concerned destination	3.56	0.62
V13	Governmental support should be provided to such tourism initiative	4.46	0.49
V14	Border tourism will increase the employment opportunities among youth of the concerned destinations	4.43	0.49

### ***Exploratory Factor Analysis***

Exploratory Factor analysis is used to define the underlying constitution called factors among the variables in the analysis. For the purpose of this study, factor analysis was used on 14 variables. The result of initial (first run of) factor analysis on 14 independent variables showed the value of KMO and communalities meet the threshold criteria and significance level of Bartlett’s test of sphericity was 0.00 (Table 2 and 3).

**Table 2: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.592
Bartlett's Test of Sphericity	Approx. Chi-Square	1705.346
	Df	91
	Sig.	.000

**Table 3: Communalities**

	Initial	Extraction
VAR00001	1.000	.546
VAR00002	1.000	.781
VAR00003	1.000	.756
VAR00004	1.000	.719
VAR00005	1.000	.761
VAR00006	1.000	.735
VAR00007	1.000	.653
VAR00008	1.000	.602
VAR00009	1.000	.697
VAR00010	1.000	.677
VAR00011	1.000	.851
VAR00012	1.000	.656
VAR00013	1.000	.747
VAR00014	1.000	.461
Extraction Method: Principal Component Analysis.		

Factor analysis on all the selected 14 items was conducted using Varimax rotation. Four factors having eigen value above 1 was further found relevant for the study (Table 4). Total variance explained was 31.074% with KMO value 0.592. Bartlett's test of sphericity was significant ( $p < 0.01$ ).

**Table 4: Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
VAR00001	.636	.141	.037	-.277
VAR00002	.489	.346	-.478	-.411
VAR00003	.588	-.421	-.318	-.274
VAR00004	.092	.631	.415	-.374
VAR00005	.638	-.431	.150	.381
VAR00006	.742	-.421	.002	-.067
VAR00007	.692	.116	-.246	.081
VAR00008	.468	-.256	.392	.152
VAR00009	.471	.379	.040	.452
VAR00010	.743	-.139	.172	-.270
VAR00011	.545	-.011	.284	-.128
VAR00012	.473	.398	.487	.190
VAR00013	.367	.314	-.460	.489
VAR00014	.518	.357	-.221	.080
Extraction Method: Principal Component Analysis.				

Factor analysis has been conducted on sustainable tourism development and peace building process across border derives four factors which in turn may help to promote border areas in lieu of community interest (Table 4). The mean value and standard deviation itself clears the above statement, as the mean value and standard deviation for the Economic benefits ( $F1=3.81^*/0.35^{**}$ ), Social benefit ( $F2=4.097^*/0.48^{**}$ ), Destination promotion ( $F3=3.56^*/0.627^{**}$ ), Tourism support initiative ( $F4=4.46^*/0.499^{**}$ ) (\*= mean/ \*\*= standard deviation of factors).

## Discussions

Community play a major role in influential the development and promotion of sustainable destination. Our study finding shows that there is significant and positive relationship between peace and tourism. Further, this study reveals that community and tourism are significantly and positively related. Most of the respondents feel that there is an opportunity to learn from other people and Cultures. Community is expected to coordinate and assists the participation processes. However results revealed that representation of

limited support from the government or local authority. Further, finding of this study is that tourism contributes positively to Guest-Host relationship, regional economy; increase in income and cross cultural understanding. This somewhere shows that tourism can be an effective tool for promoting peace, which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. This study shows that local services have ability to cater with user demand. There is moderate increase in level of change in local services. The major implications of our study is that tourism awareness programs among the host community should be conducted timely so that the locals can take benefits from tourism and will contribute towards the tourism development. Besides this, tour operators should suggest the border-tourism destinations of Jammu region to the tourists and they should include these border tourist attractions in tour packages as well.

- There must be cultural related activities, events in the state of Jammu and Kashmir.
- Provide basic infrastructural facilities including local planning and zoning arrangements to enhance the tourism potential.
- The local community must be involved in tourism projects and ensure that the benefits of tourism accumulate to them in right measure.
- Provide the essential support facilities and motivation to both domestic and foreign investors to encourage private investment in the tourism sector.
- Organize overseas promotion and marketing of Jammu and Kashmir tourism.
- Commence specific measures to ensure safety and security of tourists and efficient facilitation services.

## **Conclusion**

The relationship between tourism and peace is reciprocal. There is a symbolic relationship in which both benefit each other. As tourism is a major player in spreading peace, as it operates at the most basic level by spreading information about the personalities, beliefs, aspirations, perspective, culture and politics of one country to the citizens of another. Besides this, stakeholders play an integral part in formation of tourist friendly destination concept inculcating tourists, industries and hosts. Tourism is beneficial in peace building process which is also explained by Kelly (2006). Cross border peace building process is challenging due to the complexities in perception

among communities. It will be possible to establish a connection between peace and trade relations among nations. The study highlights that there is a difference in opinion regarding tourism and peace building process between local community and tourists. Tourism contributes positively to Guest-Host relationship, regional economy; increase in income and cross cultural understanding. This somewhere shows that tourism can be an effective tool for promoting peace, which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. All these factors further leads to fewer tensions among the residents and tourists relating to the attitudinal change. On the other hand, tourism leads to the overall societal development due to poverty alleviation, boosting up of regional economy employment creation and income redistribution.

### **Limitation and Future Research**

The J&K state is disturbed due to cross-border terrorism which affected the tourism industry. Therefore apart from the nature of the problem, other factors like geo-political, culture, demographics, intra & inter-regional diversity and so forth can also be considered for the scope of future research.

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