

**“COMMUNITY BASED TOURISM
DEVELOPMENT”
(A CASE STUDY OF SIKKIM)**

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CERTIFICATE

This is to certify that Mr. Rinzing Lama has completed his Ph.D. thesis titled, **“COMMUNITY BASED TOURISM DEVELOPMENT” A Case Study of Sikkim** under my supervision and guidance in the Department of Tourism and Hotel Management of this University. To the best of my knowledge, it is an original piece of research work and the contents of the thesis have not been earlier submitted in part/ parts for any degree/ diploma to any other institute/ university. It is worthy of consideration for the award of degree of Doctor of Philosophy.

(Manjula Chaudhary)
Supervisor

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LIST OF ACRONYMS

AD:	Anno Domini
CCB:	Community Capacity Building
CBRT:	Community Based Rural Tourism
CBET:	Community Based Eco Tourism
CBT:	Community Based Tourism
CBTD:	Community Based Tourism Development
CBTM:	Community Based Tourism Model
CBTP:	Community Based Tourism Planning
CBTS:	Community Based Tourism Setting
ECOSS:	Ecotourism Conservation Society of Sikkim
ET:	Eco Tourism
ETP:	Endogenous Tourism Project
FGD:	Focus Group Discussion
FICCI:	Federation of Indian Chambers of Commerce and Industry
GDP:	Gross Domestic Product
GOI:	Government of India
GSDP:	Gross State Domestic Product
HVS:	Hospitality Valuation Services
IHCAE:	Indian Himalayan Centre for Adventure and Eco Tourism
INR:	Indian Rupees
KRST:	Khama Rhino Sanctuary Trust

KPIs:	Key Performance Indicators
MOT:	Ministry of Tourism
MSI:	Mountain Shepherds Initiative
NH:	National Highway
NGOs:	Non Governmental Organizations
NISBURD:	National Institute for Entrepreneurship and Small Business Development, Ministry of Micro, Small and Medium Enterprises, Government of India
PPT:	Pro Poor Tourism
REST:	Responsible Ecological Social Tours
SDs:	Standard Deviations
SPSS:	Statistical Package for Social Sciences
ST:	Sustainable Tourism
STDC:	Sikkim Tourism Development Corporation
SWOT:	Strength, Weakness, Opportunity and Threat
TA	Travel Agent
TAC:	Tourism Action Committee
TO:	Tour Opeator
TFCI:	Tagbanua Foundation of Coron Island
TRICs:	Tourists Reception-cum-Information Centers
UN:	United Nation
UNDP:	United Nations Development Programme
UNESCAP:	United Nations Economic and Social Commission for Asia and the Pacific
UNESCO:	United Nations Educational, Scientific and Cultural Organization

UNWTO: United Nations World Tourism Organization.

USD: United States Dollar

VISA: Visitors Intension to Stay Abroad

WCED: World Commission on Environment and Development

WEF: World Economic Forum

WTTC: World Travel and Tourism Council

WWF: World Wildlife Fund

CHAPTER 1

NEW TOURISM AND COMMUNITY BASED TOURISM

- 1.1 Mass Tourism and Changing Behavior of Tourists
 - 1.2 New Tourism and its Development
 - 1.3 Development of Community Based Tourism
 - 1.4 Evolution of Concept of Community Based Tourism
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Tourism has evolved overtime with the changes in external environment. It initially emerged as an environment friendly alternative to many other economic activities but soon grew into the mass tourism format. The evils of mass tourism forced the search for sustainable options that gave a new orientation to tourism in the form of new tourism or neo tourism. The engagement of host communities is an important dimension of new tourism that can be developed as community based tourism to get the maximum leverage for the host societies.

1.1. Mass Tourism and Changing Behavior of Tourists

Tourism as an industry, business and economic activity is concerned with the interests of many stakeholders with focus on attracting tourists to a destination to spend money and to satiate their needs of pleasure, relaxation and new experiences. The initial developments in tourism were seller oriented as in other businesses at that time. The focus was on getting more and more tourists to a place where infrastructure could be well organized and tourists could be given maximum satisfaction at a lower price. This was called mass tourism that was ably supported by evolution of organized tours.

1950s was the time when the international travel for holiday purposes started to be strengthened. This change in the nature of demand was considered among the factors that changed the structure of tourism industry from individual business activities to more integrated activity (Lickorish and Jenkins 1997).

Till the end of 1980's mass development was facing its best times, but after that period especially with the beginning of 90s such mass movements and the demand for 3S (sun-sea-sand) tourism began to show distinct signs of weaknesses (Lickorish and Jenkins 1997).

The weakness that mass tourism market faced, had certain reasons like lack of infrastructure, polluted air-water, destroyed natural resources, overuse of carrying capacity etc. It also has been recognized that tourism industry should preserve and protect the environment and natural attractions to ensure the continuity of tourist travels. Furthermore awareness of quality and sensitivity to environmental satisfaction has risen (McIntosh, Goeldner and Ritchie 1995) which lead the cause of interventions of the governments towards tourism activities aiming environmental protection, consumer protection and safety-well being of people.

Popular tourist destinations serving for mass tourism were facing not only environmental problems but also there have been quality problems in accommodation facilities, food and beverage services etc. due to the high population movements, congestion and overcrowding in peak seasonal period (Lickorish and Jenkins 1997).

The rise of mass tourism was a time of great optimism and enthusiasm not only for holidays themselves but also for the developmental potential of tourism. Many studies have demonstrated tourism development to have created tremendous impacts on the economic system, such as employment creation and greater income for local people. In some areas, tourism has helped attract investment funds and other economic activities. Despite the predominance of "boosterism" in the tourism arena (Hall 2000, p. 21), the limitations and damages of tourism became apparent as early as the 1970s. As a result, mass tourism was called into question.

The rapid growth of mass tourism created concerns for its unwanted environmental and social effects that were completely overlooked earlier shadowed by its economic impacts. Moreover the expectations of tourists were also changing who wanted different

experiences than delivered by mass tourism. This was backed by many demographic and technological changes of the times such as increased incomes, availability of leisure time, fast transport means, enhanced mobility and rising consciousness for environment.

A shift in the behavior of tourists began in 80's that became a clear trend in 90's. The shift from mass tourism or the boosterism phase of tourism to customized tours began with the changing behavior of tourists as commented by Boissevain (1996:3) that more of today's tourists were rejecting standard mass package tours seeking holidays that cater to their desire for learning, nostalgia, heritage, make-believe action and a closer look to other.

Another issue within this concept was a move away from single long vacation to fragmented shorter holidays due to greater work pressures (Kuce 2001). Although in the mass travel times, the length of stay per trip was much longer, recently length of stay per trips has continued to fall over years as people started to choose multiple short breaks rather than one longer holiday. Therefore, seasonality has started to lose its importance and active holidays depending on culture, nature, traditional way of life have become the objectives of new tourists. As a result mass markets have lost much of their traditional seaside holidays, but expectations for the high quality and diversification and also interest in environmental satisfaction have become new factors affecting the demand of consumers (Lickorish and Jenkins 1997).

This shift in the preferences of tourists led to the development of new tourism.

1.2. New Tourism and its Development

New Age tourism involves travel to particular destinations, situating it beyond the realms of everyday experience (Smith 1989) and advance planning by the tourist (Graburn 1989). It also involves activities which take place in a leisure setting and during leisure time, necessitating a 'voluntary self-indulgent choice on the part of the practitioner' (Graburn 1989:4). Furthermore, this form of tourism consists of commercial transaction, the consumer not only purchasing a tangible product, but also the possibility of a novel, exotic (Cohen 1974), life transforming and even sacred experience (Mac Cannell 1976, Graburn 1989, Nash and Smith 1991).

New age tourism, then, can be loosely situated within the realms of alternative tourism. Alternative tourism is characterized by a rejection of the traditional approach of Fordist

'mass' tourism, in favour of a more innovative, specialized, greener Post-Fordist approach which has been shaped by the values and practices of the counter cultural movements of the 1960's. New age tourists ideological commitments vary considerably (House 1997) and this form of tourism offers activities and experiences which reflect this broad ideological spectrum (Weiler and Hall 1992:5). New age tourism usually embraces some form of environmentalism (Frommer 1988), community values (Morphy 1992) and constructive 'host and guest' (Smith 1989) interactions (Eadington and Smith, 1992), takes the notion of social responsibility seriously (Krippendorf 1987). Although it does not compete directly in the corporate, global market place, but rather occupies a niche market. Thus new age tourism is, in part, a re-inflection of the ideologies encapsulated in antecedent counter-cultural movements, but also an interesting and important manifestation of a growing preoccupation with the self (identity tourism) and the environment (sustainable tourism) which are important currents within the postmodern cultural 'sea change' (Harvey 1989).

(Larsen, S. 2007) argue that the world in the 21st century is a highly mobile one because tourism is relatively inexpensive and convenient, it blends with other forms of mobility and convenient.

The alternative forms of tourism cover all types of tourist activities that are called soft tourism, small-scale tourism, green tourism, nature tourism, integrated tourism, adventure tourism, community based tourism, ecotourism, sustainable tourism. Major indication of alternative tourist activities is that "Alternative forms of tourism and tourist will have fewer and less severe negative effects on destination areas, environment and their populations without diminishing the positive economic effects" (Smith and Eadington 1992:32).

Mass tourism is generally characterized by rapid development with the focus on economic revenues and less consideration to environmental and social impacts. Emphasis is on quick growth to generate currency flow rather than sustainable development. However, alternative tourism/new tourism is defined as a relatively slow development regarding sustainable growth. It is more sensitive to especially economic and social needs of local people and accepts economic revenues stay in the local settlements for a long-term perspective with tourism development (Table 1.1).

Table 1.1. Comparison of Mass Tourism and Alternative Tourism.

	MASS TOURISM	ALTERNATIVE TOURISM
GENERAL FEATURES	Rapid Development	Slow Development
	Maximizes growth	Optimizes growth
	Social, environmental inconsiderate, aggressive	Socially, environmentally considerate, cautions
	Short Term Holidays	Long Term Holidays
	Remote Control	Local Control
	Ustable	Stable
	Price Consciousness	Value Consciousness
	Quantitative	Qualitative
	Growth	Development
	Peak holiday peroids	Staggered holiday periods, no necessarily seasonal
	Capacity for high seasonal demand	Capacity for average seasonal demand
	Tourism development everywhere	Development only in suitable places
TOURIST BEHAVIOUR	Large Groups	Singles, famalies, small groups
	Fixed programme	Spontaneous Decisions
	Tourists directed	Tourist decide
	Comfortable and Passive	Damanding and active

Source: Gartner, 1996: 339-340

1.3. Deveopment of Community Based Tourism

Tourism is often criticized for the dominance of business by the outsiders where locals/hosts usually get low end jobs for lack of relevant skills. As a result host community feels alienated in their own places with no substantial economic benefits flowing to them from the new developments and traditional systems disintegrating. Community Based Tourism (CBT) has been offered as an alternate to solve such issues where community is kept at the centre of tourism development. CBT models of tourism development include tourism facilitation by local community with their involvement at every stage and level.

(Pearce and Moscardo 1999) pointed out that the concept ‘tourism community relationship’ is frequently cited in research planning documents and often given priority status in the list of global, national and local tourism research agendas. From these forces, the concept Community Based Tourism has arisen.

The growth of Community Tourism perspectives is based on a growing awareness of the need for more resident responsive tourism, that is more democratic participation in tourism decision making by grass-roots members of a destination society (Dann 1999).

Community Based Tourism is a type of sustainable tourism that promotes pro-poor strategies in a community setting. CBT initiatives aim to involve local residents in the running and management of small tourism projects as a mean of alleviating poverty and providing an alternative income source for community members. CBT initiatives also encourage respect for local traditions, culture and natural heritage.

A number of tourism-related organizations around the world promote 'people' in the 'community' as the 'centre' or 'heart' of tourism development. In CBT, the hosts play a central role in determining the form and process of tourism development (Timothy 2002). Community Based Tourism is the other popular alternative offered to traditional tourism development styles and it can be defined as tourism based on negotiation and participation with key stakeholders in the destination (Saarinen 2006).

A number of studies and researches documented impacts of tourism that present an interesting mix of findings (Table 1.2).

Table.1.2. Positive and Negative Impacts of Tourism

Economic Impacts		Physical and Environmental Impacts		Socio-Cultural Impacts		Political Impacts	
Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
Increasing income	Resistance of community toward tourism.	Enhancing natural resource awareness	Pollution.	Shared common experience.	Creating negative behaviours.	Developing image.	Risk of failure.
Creating jobs.	Loss of uniqueness.	Maintaining, improving, revitalizing and preserving local environment.	Destroying local natural resources and landscape.	Strengthening traditions.	Manipulating community.	Establishing international prestige.	False dispersal of funds.
Changing economic structure.	Damage of image.	Developing transportation and communication system.	Land depression.	Enhancing social pride.	Changing social structure.	Enhancing social support.	No responsibility for control.
Increasing tax income.	Opportunity costs.		Damaging cultural heritage.	Enhancing social contribution.	Changing lifestyles and local values.	Developing management skills.	Legalization of ideologies.
Production stimulus.	Part-time, seasonal or small-scale employment areas.		Discomfort caused by noise	Revitalizing local culture, traditions and products.	Losing comfort.		
Better foreign surplus.	Costs and services and conflicts of interests in the community.		Traffic jam.	Creating unity.	Spreading new cultural ideas.		
Presentation of tourism region	Labor quality unsuitable for production system			Enhancing better understanding between tourists and local people.	Devaluting local culture.		
Increasing number of tourists.				Providing innovation and creativity opportunities.	Commercializing local culture.		
Increased length of stay.					Crime Emigration.		

Source: Gannon, 1994: 53; Boonlert Jittangwattana, 2005; 157-160

Alternative tourism has been proposed as a response to the economic, ecological and social difficulties arising from uncontrolled mass tourism.

Due to tourism's rapid growth and its often negative effects, an increase interest has arisen in Sustainable Tourism and Community Based Tourism (Shunnaq et. al. 2008, Cooper 2004). Sustainable Tourism, Eco-Tourism and Community Based Tourism are subsets of the concept Sustainable Development by United Nations World Tourism Organization (UNWTO 2008). Sustainable Development defined by the World Commission on Environment and Development (WCED) as 'development that meet the needs of the present without compromising the ability of future generation to meet their own needs' (WCED 1987).

Sustainable Tourism was declared as a global strategy at the World Summit at Rio De Janeiro in 1992. Since then ecotourism has gained popularity as a key sustainable development solution for achieving conservation and the alleviation of poverty. Nonetheless, ecotourism has faced similar criticisms as mass tourism for its massive expansion, in addition to lack of community focus. Consequently, Community Based Tourism has emerged, ensuring greater local benefits and sustainable use of natural resources.

World Tourism Organisation reported that sustainable tourism should also be community-based, giving full and fair participation to local people throughout the tourism planning and development process. According to this concern, and increasing concern over environmental and social responsibility in tourism and sustainability, Community Based is earning popularity by being integrated into strategies for conservation and development.

(Wearing and Gartrell 2000) presented that the ecotourism is fundamentally a community based activity. Community members are concerned in all aspects of management of the resources that are the focus of tourism, as well as management of their own life. Community Based tourism is not the same as ecotourism, though it is an overlapping concept. Community Based Eco Tourism is a form of Eco Tourism where the local community has control over, and is involved in its development and management with a major share of the benefits remaining within the community.

The UNWTO has guided many local communities to develop tourism under the principal of sustainability through the development of Community Based Tourism projects (UNWTO 2008).

1.4. Evolution of Concept of Community Based Tourism

It is commonly understood to be managed and owned by the community for the community; it is a form of 'local' tourism, favouring local service providers and suppliers and focused on interpreting and communicating the local culture and environment that has been supported by communities, local government agencies and non-governmental organizations (NGOs).

Community Based Tourism refers to the activities and initiatives of local people in a specific rural destination where the local residents are catering for tourists needs (Naeraa et. al 1993).

Community Based Tourism centres on the involvement of the host community in planning and maintaining tourism development in order to create a more sustainable industry (Hall 1996).

Community Based Tourism shows obvious parallels with broader community development and participatory planning philosophies which also advocate greater community control of processes at the local level (Ife 1996).

“Community Based Tourism is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life”(REST Project 1997 and REST 2003). Community Based Tourism programmes are developed based around elements of local lifestyle, culture, people and nature that community members feel proud of and choose to share with guests.

Community Based Tourism is a visitor-based interaction that has meaningful participation by both, and generates economic and conservation benefits for local communities and environments.

CBT is tourism that consults, involves and benefits a local community, especially in context of rural villages in developing countries and indigenous people (Mann 2001).

World Wildlife Fund, (WWF 2001) mentioned that Community Based Tourism is a measurement of ecotourism where local empowerment is the major center of attention of Community Based Tourism. Furthermore, CBT involves management, community development, tourism businesses and some form of cultural replace where tourists meet with local community and views the different sides of thier lifestyle. The meaning of “community based” is to include anything that involves actual community participation and benefits. Moreover, World Wildlife Fund (WWF) portrayed that CBT as a visitor-host relation that has meaningful participation together and generates economy and conservation benefits for local communities and environment. The difference between ecotourism and community based ecotourism is that ecotourism emphasizes environment while community based ecotourism focusses on community participation. Many government agencies and conservation organizations have used CBT as a main strategy to achieve their goals because CBT gives benefits and incentives to local people from their conservation incentive.

As the term ‘Community-based’ recognizes the importance of social dimension, Community Based Tourism refers to a form of tourism in which the local community has substantial control over, and is involved in, its development and management are a major proportion of the benefits remain withing the community.

CBT is closely linked to ecotourism, but it offers a more concrete concept by stating the type and degree of participation and involvement for local people, and the associated costs (Halstead 2003 : 7). So, Community Based tourism is more people-centered, community- oriented, and resource-based than ecotourism (Armstrong et al 2005 quoted in Manis 2008; 48). The idea behind the community-based approach is to create potential for empowering the community, enhancing their involvement in decision making and ensure that the will and incentive to participate come from the community itself (Amstrong et al 2003:2). Local people must be able to control and manage productive resources in the interest of their own families and the community. Therefore, it is also important that a responsible proportion of tourism revenues are enjoyed by the community in one way or another.

‘Community Tourism’ is often used as an abbreviation of ‘Community Based Tourism’. Community Based Tourism that delivers net socio-economic and/or environmental

benefits is considered a form of tourism that falls under the umbrella of the leading paradigms of Pro- Poor Tourism (PPT), Responsible and Sustainable Tourism.

Initially there are a number of different terms used for very similar activities; for examples in Latin America the term Rural Tourism is often used, along-side Community Based Tourism. In parts of Asia, Eco-Tourism is often delivered via Community Based Tourism. Typically Sustainable Tourism, Community Based Tourism, Rural Tourism and Eco Tourism have similar objectives. These objectives are planning tourism to safeguard or destination's cultural heritage and enhance its natural heritage while at the same time improving the socio- economic welfare of communities. Eco Tourism, Rural and Community Based Tourism are seen as both a set of principles as well as a tourist market segment.

Regardless of the actual terms used, there are some key processes and practices that can ensure CBT is appropriately and effectively considered, planned and managed for the benefit of both people and place.

From the review of above definitions following elements emerge to be part of CBT:

- Aiming to benefit local community, particularly rural or indigenous peoples or people in small towns, contributing to their wellbeing and the wellbeing of their cultural and environmental assets.
- Hosting tourists in the local community.
- Sharing the profits/benefits equitably.
- Using a portion of the profits/resources for community development and/or to maintain and protect community cultural or natural heritage asset (e.g. conservation).
- Involving communities in tourism planning, on–decision making, development and operations.

1.5. Benefits of Community Based Tourism

CBT has been monitored by practioners and researches to know its results. CBT views and implements tourism from different perspective and same is visible in the benfits delivered through it. Researches indicate that it benefits communities, adds value to the experience of tourists and preserves tourist and natural resources. It is more absorbing in

nature where tourists become a part of community rather than living and leaving impacts as outsiders.

Preserving local culture is also another benefit of CBT. If communities know the value of their traditions and culture, then wisdom and local knowledge can be transferred from generation to generation. In addition, cooperation with government and private agencies, close contact with tourists and improving quality of life are also social benefits from CBT. The social cohesion, harmony and cooperation that CBT enables can enhance individual self-reliance, pride and hope for the future as well (Ross and Wall, 1999 quoted in Kontogeorgopoulos 2005: 5).

Table 1.3. Benefits of Community Based Tourism

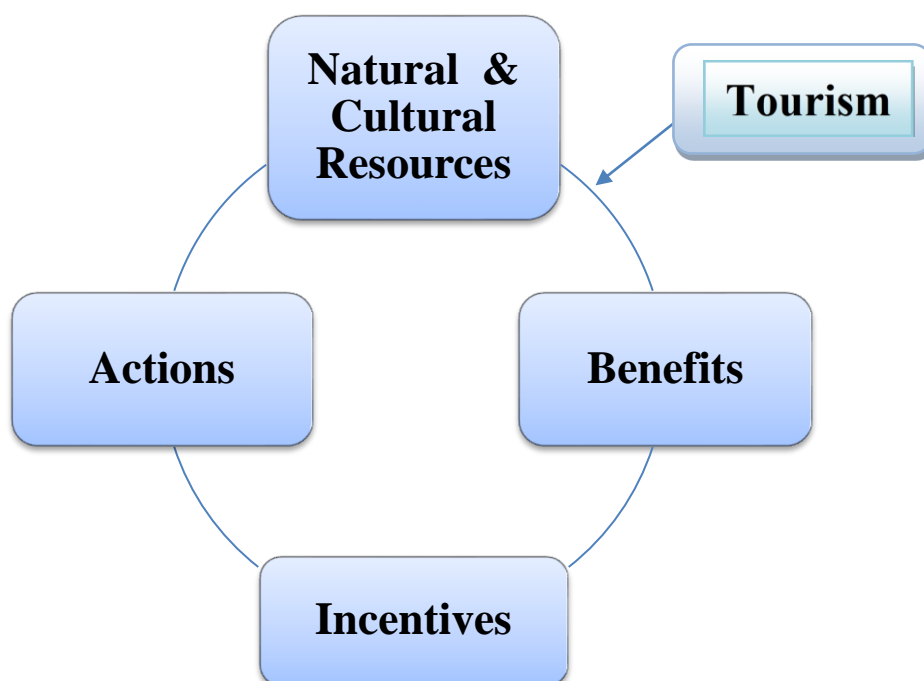
Development Area	Potential Development Benefits
Economic	<ul style="list-style-type: none"> • Generates suitable and independent source of funds for community development. • Creates employment in tourism. • Increases household income.
Social	<ul style="list-style-type: none"> • Raises quality of life. • Promotes community pride. • Promotes gender and age equality. • Builds capacity for community management organizations.
Cultural	<ul style="list-style-type: none"> • Encourages respect for different culture. • Foster cultural exchange. • Embeds development in local culture.
Environmental	<ul style="list-style-type: none"> • Promotes environmental responsibility. • Raises awareness of the need for conservation for tourists and villagers. • Promotes management of waste disposal.
Educational	<ul style="list-style-type: none"> • Promotes the acquisition of new job skills. • Creates new professions in the village. • Encourages use of new knowledge in the village. • Cross – fertilization of ideas with other cultures – promotes mutual respect.
Political	<ul style="list-style-type: none"> • Enables participation of local people. • Increases the power of community. • Ensures rights in natural resource management in community.
Health	<ul style="list-style-type: none"> • Promotes good hygiene. • Increases in and diversification of food production for tourists improves nutritional status.

Source: REST, 2003: 22; Tuffin, 2005: 182.

In addition, CBT has the potential to decentralize the tourism industry by transferring decision-making to the community level, which leads to the empowerment of local communities and the development of local institutions, thereby providing a sense of ownership, strengthening community identity and sense of pride.

The key rationale underlying the approach and objectives of CBT for conservation and development is that CBT through increased intensities of participation can provide widespread economic and other benefits and decision-making power to communities. These economic benefits act as incentives for participants and the means to conserve the natural and cultural resources on which income generation depends. (See Figure 1.1)

Figure 1.1. Relationship between Resources and Action in CBT



While the focus of CBT is primarily at the community and local level but it to be successful it is important to build critical linkages with other sectors of operation. Furthermore, these linkages will need to be improved in order to sustain conservation and development benefits. There may be a tendency to idealize the value of CBT and focus on retaining and redistributing benefits entirely to the community level but it cannot be seen and should not be planned in isolation from other sectors and stakeholders. At times it may not make economic and logistical sense for local communities to handle every operation and transaction in order to reap economic benefits. Moreover the ability of CBT to generate benefits is often bound by the key policies that originate from a variety of

sectors, e.g. government agencies handling forests, protected areas, tourism, finance, visitor permits and movements, agriculture, commerce and so on coupled with international policies and treaties that influence global currency markets, commodities and borders. Efforts to promote and support CBT will often need to find ways to capitalize on linkages and/or change the policy framework towards more supportive.

1.6. Development of Tourism and Community Based Tourism in India

India has been a late entrant on the global tourism scene but its tourism is prismatic where different forms of tourism are simultaneously promoted. On the one hand the focus is on the mass as the share of international tourists in India is very small at 0.64 per cent (2012) and on another rural, sustainable and eco tourism are on the agenda of India government.

The international tourists arrivals in the country in 2012 were 6.58 million that generated US\$ 17.74 billion foreign exchange earning. The growth of international tourist arrivals in India is pegged at 7.5 million in 2013 revenues are expected to go upto INR 2958 billion by 2023 growing at 9.6 per cent per annum.

The direct contribution of Tourism and Travel to GDP was INR 2,178.1bn (2.0 per cent of total GDP) in 2013, and is forecast to rise by 7.5 per cent in 2014 and to rise by 6.4 per cent pa, from 2014-2024, to INR 4,346bn (2.1 per cent of total GDP) in 2024.

The total contribution of Tourism and Travel to GDP was INR 6,316bn (6.2 per cent) in 2013, and is forecast to rise by 7.3 per cent in 2014, and to rise by 7.0 per cent pa to INR 13,983.0bn (6.8 per cent of GDP) in 2014.

This growth can mainly be attributed to the rising income levels and changing lifestyles, diverse tourism offerings and policy and infrastructural support by the government such as simplification of VISA procedures, tax holidays for hotels, the Incredible India campaign and sanction of 100 per cent foreign investment under the automatic route in the Hotel and Tourism related industry.

But there is still a lot more desired to make country really competitive. As of now India ranks 11th in the Asia Pacific region and 65th globally out of 140 economies ranked on travel and tourism Competitiveness Index 2013 (World Economic Forum, 2013).

The key drivers and trends of domestic, inbound and outbound tourism are given in table 1.4

Table 1.4. Key Drivers and Trends of Tourism in India

Domestic Tourism	Inbound Tourism	Outbound Tourism
2013 - 1145.28m (5.9 per cent of global tourism) Projections 2023 - 5164.29m (12.6 per cent of global tourism)	2013 - 6.97m (5.9 per cent of global tourism) Projections 2023 - 20.19m (12.6 per cent of global tourism)	2013 - 16.63m 11.4 per cent of global tourism) Projections 2023 - 62.12m (15.5 per cent of of global tourism)
Healthy economic growth and rising income level.	New product offerings.	Rising disposal income with the Indian consumer.
Changing consumer lifestyles.	Rich natural/cultural resources and geographical diversity.	Attractive tour packages.
Diverse product offerings.	Government initiatives and policy support	International events and increased business travel.
Easy finance availability.	Multiple marketing and promotion activities.	Healthy economic growth.
	Healthy economic growth levels.	Easy finance availability.
	Host nation for major international events.	

The landscape for tourism in the country is unlimited and its potential is immense. It is a significant contributor to employment. In 2013, the total contribution of Travel and Tourism to employment, including jobs indirectly supported by the industry was 7.7 per cent of total (35,438,500 jobs) employment (World Travel and Tourism Council, WTTC, India 2014). It is a backbone for allied sectors, like hospitality, civil aviation and transport. The tourists resources of the country are bountiful defined only by its vast geographical diversity and 5000 years of dated history. There are historical monuments, beaches, places of religious interests, hill resorts etc. that attracts tourists. Every region is identified with its handicrafts, fairs, folk dances, music and its people.

Tourism traditionally has been an integral part of Indian tradition and culture. In the olden days, travel was primarily for pilgrimage to holy places and people also travelled to participate in fairs and festivals in different parts of the country. In such a background developed a cultural tradition where “**Atithi Devo Bhava**” (the Guest is God) and “**Vasudhaiva Kutumbakam**” (the World is one Family) become bywords of Indian social behavior. From ancient time, the rulers in different parts of India built luxurious palaces, enchanting gardens, marvelous temples, grand forts, tombs and memorials that

today remain as testimony to the rich cultural heritage of this land, and as examples of exquisite craftsmanship. The beauty of India's cultural heritage and the richness of nature's endowments, make India a tourists paradise. The words of the famous Orientalist, Max Mueller aptly sum up the strength of India: "If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow – in some parts a veritable paradise on the earth-I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts... I should point to India". The potential of this vast and beautiful land is identified through Tourism Policy, 2002 of Government of India. It considered the dynamics of rural and community based tourism and introduced the concept of rural tourism to show case the rural life of Indian country side to visitors. Since then the scheme has been implemented in 107 villages across the country and the results have been mixed, but the success stories indicate that wherever successful; host communities' involvement was an important factor (Ministry of Tourism, Government of India 2012).

1.6.1. Community Based Tourism in India

Community Based Tourism in developing countries "tends to inevitably be located in rural areas" (Equation, 2008). India opened for tourism a little late compared to global trends and is discovering and opening more and more destinations in remote and small areas. Rural Tourism is essentially an activity which takes place in the countryside. It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, community based tourism and eco tourism. As against conventional tourism, rural tourism has certain typical characteristics: It is experience-oriented; the locations are less populated, it is predominantly in natural environments and it is based on the preservation of culture, heritage and traditions.

Many rural tourism initiatives are being conceived within the framework of Community Based Tourism, which combines aspects of community development, poverty alleviation, cultural heritage and conservation. Tourism Policy of 2002 of Government of India considered the dynamics of rural and community based tourism and introduced the concept of rural tourism to show case the rural life of Indian country side to visitors.

The scheme of Rural Tourism was started by the Ministry of Tourism in 2002-03 with the objective of highlighting rural life, art, culture and heritage at rural locations and in

villages which have core competence in art, craft, handloom, textiles and natural environment. The intention was to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism was also aimed towards generating revenue for rural communities through tourist visits, which may stop exodus from rural to urban areas.

Since then the push of spreading tourism in rural areas has come from multiple directions-ranging from initiatives by the central and state tourism ministries and departments, forest departments, private tourism industry players and even nationalized banks-all willing to invest and loan. Amidst this, there are also communities who have come together who wish to benefit from tourism, to be independent and build on their own resources. With many of these initiatives, have come many models focusing on various aspects.

In India, tourism is viewed and promoted as a 'development paradigm' and a major engine for growth. However, 'development' more often than not gets equated with economics, overlooking environmental, social, cultural and institutional dimensions.

One of the outcomes of National Tourism Policy 2002 was the Endogenous Tourism Project (ETP), an innovative response to the agenda of developing rural tourism. The ETP is a collaborative effort between the Ministry of Tourism (MoT) and United Nations Development Programme (UNDP) initiated in 2003. This project spreads across 36 villages in India and focuses on the rural tourism experience, with thematic priorities that include human development, gender equality, strengthening decentralization, urban and rural livelihoods, energy and environment and vulnerability reduction (Explore Rural India, 2005).

Another outcome of National Tourism Policy 2002 was Mountain Shepherds Initiative. In 2006, the Mountain Shepherds Initiative (MSI), a community owned and operated ecotourism venture, was formerly inaugurated in the vicinity of the Nanda Devi Biosphere

Reserve in the mountain state of Uttarakhand. The initiative was born of social struggles with Chipko (early 1970s), Jhapti Cheeno (late 1990s) movements and more recent efforts by the Nanda Devi Campaign to reclaim people's land and forest rights. The

Bhotiya community of the Niti Valley has been at the forefront of bringing justice, inclusion, and respect for natural and cultural heritage into the tourism debate.

Two seminal events have shaped the lives of the Bhotiya of Nity Valley-the 1962 Indo-China border conflict and the 1982 closure of the Nanda Devi National Park and later creation of the Biosphere Reserve and World Heritage Site.

With the launch of the Mountain Shepherds Initiative, the Nanda Devi Campaign is attempting the monumental task of establishing a community owned operation in keeping with its aspirations for a future without human exploitation and environmental degradation. The campaign hopes to implement its guiding philosophy in all aspects of tourism planning, especially in making mountain tourism accessible to all, regardless of age, income, or ability. As a model, its success will have important bearing of the fate of the Himalayas and its people.

As compared to the ETP, the model followed by MSI is a slow process, one that is not bound by time, which has paced itself out slowly thereby allowing the community to accept and be reintroduced to tourism on their terms.

As per rural tourism scheme, total 107 villages across the country were implemented including ETP and MSI and the results have been mixed, but the success stories indicate that wherever successful; host communities' involvement was an important factor (Ministry of Tourism, Government of India, 2010 & 2012).

Along with national government, various state governments are very keen to promote Community Based Tourism in form rural tourism and homestays. Few are ladakh in Jammu and Kashmir, Uttrakhand, West Bengal, Sikkim, Karnataka, Kerala and Rajasthan etc. They are getting help from local NGOs, national banks and some international NGOs.

1.7. Tourism and Community Based Tourism in Sikkim

Sikkim, the 22nd state of India that came into existence from 26th April 1975 is geographically and culturally different from other states of the country. It was once a Himalayan monarchy and part of the fabled Sikkim Route China. Sikkim is situated in the eastern Himalayas, sandwiched between Nepal in the west, Bhutan in the East, Tibet in the North and West Bengal in the south. Sikkim has been given many names by three main inhabitats of Sikkim (Lepcha, Limbu and Bhutia); the Lepchas original inhabitats of

the land called it Nye-mee-el “paradise”, the Limbus named Sukhim or “new house” and for the Bhutan it was Beymul Demazong “the hidden valley of rice”. It is spread below the Mt. Khanchendzonga (8534 meters), the third highest mountain in the world and revered by the Sikkimese as their protective deity with an area of 7,300 sq kms and measuring approx 114 kms from the north to south and 64 kms from east to west. Sikkim has been divided into four districts and each district has further been bifurcated into two sub-divisions for administrative purpose. Sikkim state being a part of inner mountain ranges of Himalayas is hilly having varied elevation ranging from 300 to 8540 meters and its habitable area is only up to the altitude of 2100 meters.

The state has the steepest rise in altitude over the shortest distance and the entire climatic range, from tropical to temperate to alpine. Sikkim covers 0.2 per cent of the geographical area of the country and has tremendous biodiversity and has been identified as one of the hot spot in the Eastern Himalayas. Sikkim falls under Himalayan (2) Bio-geographic zone and Central Himalaya (2c) biotic province (Champion and Seth 1968).

Communities, cultures, religions and customs of different hues intermingle freely in Sikkim to constitute a homogeneous blend. Ethnically Sikkim has mainly three groups of people viz Lepchas, Bhutias and Nepalese. In urban areas many plainsmen have also settled and are engaged in business and Government service because of the development activities in the state. The Lepchas were the original inhabitants of Sikkim. The Lepchas are predominantly Buddhists but many of them are also Christians. But before adopting Buddhism or Christianity as their religion, the earliest Lepcha settlers believed in the bone faith. The Bhutias originally belong to the Tibet. These people migrated to Sikkim after the 15th century and settled in North Sikkim. The Nepalese migrated in large numbers in Sikkim from Nepal. They introduced the terraced system of cultivation. Today, the Nepalese constitute more than 80 per cent of the total population of Sikkim. Nepalese are sub divided into Limboo, Tamang, Chettri, Rai, Gurung, Newars, Sherpa and Bhawan. They are Hindus except the Tamangs, Gurungs and Sherpas, who are Buddhists. The local language is Nepali and English is the official language. Gangtok is the capital of Sikkim and is situated in the eastern part.

The state is known for its mists and clouds, forests with an incredible variety of orchids, rhododendrons, gladioli and a host of other flowers, rustling, tumbling streams and torrents, mountain monasteries and quaint shopping plazas.

The people of Sikkim are warm, simple and friendly with a nature gaiety who love to celebrate, be it the chasing away of the evil spirit or the celebrations or the occasion of the New Year. Sikkimese offer “Chaang/Tongba” – a preparation from fermented millet that is served in bamboo containers with a hollow bamboo pipe. The Sikkimese culture finds expression in its beautiful arts and crafts such as intricately carved pieces of furniture (Choktse), highly embellished carpets or the artifacts of woven bamboo.

Nature has bestowed Sikkim with unique beauty, splendor with its lush green and undisturbed valleys, five climatic zones, a rich cultural heritage. This has been ably supported by the efforts of government and locals through total sanitation, friendliness of people and crime free. The unique point of Sikkim is described as the “The Land of Peace and Tranquility”

Tourism plays a significant role in the economy of Sikkim and it is Sikkim’s one of the largest revenue generating sector after agriculture, mining and forest (Government of Sikkim). Having recognized “Tourism” as a major engine of economic growth, employment generator and poverty alleviator, the State Government has endorsed this sector as the main civil industry of the State. Hence, improvements are made to enhance efficiency of the industry for social and economic benefits and employment generation. The year 2010 was declared as “Year of Tourism” in the state. The state has been proactively working on tourism though its tourism arrivals show decline in 2011 after a high in 2010 (Table 1.5).

Table 1.5. Tourists Arrival Data and Annual Growth Rate of Sikkim

Year	Domestic	Annual Growth	International	Annual Growth
2005	347650	21.26	16518	22.1
2006	421943	21.37	18049	9.26
2007	465204	10.25	17837	1.17
2008	512373	10.13	19154	7.38
2009	615628	20.15	17730	7.43
2010	700011	13.7	20757	17.07
2011	552453	21.07	23945	15.35
2012	558538	1.1	26489	3.1
2013	576749	3.26	31698	19.66

Source:<http://sikkimtourism.gov.in/Webforms/General/DepartmentStakeholders/TouristArrivalStats.asp>

The natural strength of Sikkim has been aptly supported by the government policies and Sikkim is the first state to have a policy on ecotourism that is strictly implemented. Sikkim has popular homestay where tourists can have firsthand experience of rural Sikkim to adventure sports; from ancient monasteries and flamboyant festivals to all the amenities of the modern world.

Tourism in Sikkim has a wide basket of products and a few are:

- Eco-Tourism and Wildlife Tourism.
- Village Tourism
- Adventure Tourism
- Wellness, Health, Yoga, Herbal and Medical Tourism
- Religious, Culture, Heritage and Pilgrimage Tourism
- Community Based Tourism
- Conferences Tourism and many more

Tourism in Sikkim has grown at a rapid pace and in planned manner. The state government has focussed on sustainable tourism with focus on educating and people and on preservation of culture, tradition, heritage and environment/ecology of the state. .

The Sikkim policy 2010 document seeks to make tourism sector a main civil industry of state, to enhance employment potential as well as to foster economic integration through developing linkages with other sectors. This attempts to:

- Position tourism as a major engine of economic growth.
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural/village tourism.
- Focus on domestic tourism along with international tourism as a major driver for growth.
- Position Sikkim at global level as eco-tourism destination.
- Acknowledges the critical role of private sectors with Government working as a proactive facilitator and catalyst.
- Create and develop integrated tourism circuits based on different special themes, special tourism products, unique experience tourism products and premium tourism destinations.

- Ensure that tourist to Sikkim get physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and feel Sikkim from within.
- The policy document takes into consideration ten key areas that will provide guiding thrust to tourism development. These are: Swagat (Welcome), Soochana (Information), Suvidha (facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachana (Infrastructure Development) and Safai (Cleanliness), Paryavaran (Environment), Paristhiki (Ecology) and our great asset Shanti (Peace).

Sikkim is now the only organic state of the Country that will give it edge in the future apart from conserving its ecosystem. Some of the pro tourism initiatives in the state are:

- Educate people by organizing capacity building programmes for the youth and other stakeholders engaged in tourism
- Single window clearance system has been adopted to license and register travel agents, hotels, lodges and other sectors relevant to it.
- The people are encouraged to preserve the old monuments and heritage sites.
- The Green Mission programme has been launched under which every individual, agency and the department contributes towards the planting of trees all over the state.
- Village tourism is encouraged to preserve culture, heritage and handicrafts and to create better economic and employment opportunity in the rural area.
- Floriculture is being promoted and all the hotels and restaurants have been requested to use natural flowers instead of artificial flowers.

Plastic is banned in the state and the tourists are educated to respect local culture and tradition. Sikkim is a tourist friendly state and during crisis such as natural calamities, mishaps and even during road blocks people and agencies have played a major role in helping the tourists to overcome these problems by co-coordinating with various other agencies for the safety of the tourists.

The State government in the past years has given top priority and importance to the development of sufficient and required infrastructure and services for the development of tourism sector in the state. Some of the important steps taken are:

- Construction of good network of all weather roads.
- A good network of communication, internet, telephone etc.

- A good network of transport-private participation.
- Introduction of Helicopter services which is being further upgraded.
- Sikkim Airport under development.
- A substantial enhancement in accommodation, hotels and homestays.
- Approval by Government of India for Railway line to Sikkim.
- Double lane of existing National Highway (NH-31) and construction of alternate National Highway for Sikkim.
- For power and energy support, networks of Hydro Electric projects are underway.
- Action has been initiated on Development of required human resources, safety and security, regulation of tourism trade, a good network of travel agents, tour operators and other services providers.
- A network of Tourists Reception-cum-Information Centers (TRICs) has been created and which is being further strengthened. Touch screen KIOSKS are also installed.
- Active and wide participation of state in Domestic, National and International fairs and festivals.
- Development of better communication system, internet, computerization Publication of Sikkim Tourism Calendar, brochures, posters and other relevant material .
- Establishment of Tourists suggestions, complaints and grievance cell.
- Adventure Tourism has wide potential in sikkim and it is being promoted at larger scale. Indian Himalayan Centre for Adventure and Eco Tourism (IHCAE) at Chemchey in South Sikkim has been established and entire state has been selected infrastructure, solid waste management etc have been planned, created and being created. Necessary regulations for this have been issued.
- For strengthening of service sector, manpower and other interlinked services, better capacity building programme/livelihood schools have been started along with the training at national and international level institutions. The capacity building would be done at recognized institutes by experts and experienced agencies to inculcate the spirit of professionalism and to provide the quality services to the tourists. Capacity building programme in villages in all the 166 Gram Panchayat Units – Five persons from each as guide, hospitality, travel

agents etc for village tourism and to meet demand to tourism sector both for services and products has also been initiated.

- To strengthen the way-side facilities a good network of Development of wayside amenities at a distance of 10 kms on all side has been planned and is under implementation.
- Nathula Pass opened for tourists and for trade and domestic tourists allowed up to Nathula, number vehicles have been increased up to 55 numbers for five days in a week, basic facilities like toilet, STD booth, medical facilities, wayside shelters/amenities are being strengthened.
- More areas have been opened for eco tourism and wildlife; village tourism; adventure tourism; wellness, health, yoga, herbal and medical tourism; religious, culture, heritage and pilgrimage tourism, tea tourism and hydro tourism; conference tourism and many more.
- Ministry of Tourism, Government of India has provided funds under centrally sponsored schemes for the implementation of various programme/projects like angling, computerization, wayside amenities, and refurbishment of monasteries, tourist's lodges, lake and waterfall development, trekking routes/trails, basic amenities, development of destinations and circuits, parking, landscaping and gardens, restoration of monuments.
- Cleanliness-Solid waste management at all the tourists spots/destination/centers has been given top priority. Garbage bags are compulsory in all tourists vehicle and these are also being put up in other vehicles.
- State fairs and festivals to promote and preserve culture/tradition/heritage/handicraft for domestic and International tourism- Namchi Mahatasava, Mangan Mahotasava.

Sikkim has earned many tourism awards for various reason. See Table 1.6.

Table 1.6. List of Tourism Awards Received by Sikkim

Sl. No.	Year	Awards	Received from
1	1998-1999	Best Tourism Performing State in the North East (National)	Ministry of Tourism, Govt. of India
2	1999-2000	Best Tourism Performing State in the North East	Ministry of Tourism, Govt. of India
3	2000-2001	Best Tourism Performing State in the North East	Ministry of Tourism, Govt. of India

4	2001-2002	Best Tourism Performing State in the North East	Ministry of Tourism, Govt. of India
5	2002-2003	Best Tourism Performing State in the North East	Ministry of Tourism, Govt. of India
6	2005	Best Eco Tourism Destination	Hospitality India
7	2005-2006	Best Tourism Performing State in the North East	Ministry of Tourism, Govt. of India
8	2006-2007	Best State for Tourism Related Programmes along with MP	Ministry of Tourism, Govt. of India
9	2007	Most Picturesque Destination	Today's Traveler Platinum Award
10	2008	Emerging Tourism State	Today's Traveler Platinum Award
11	2008	Best Adventure Tourism Destination	Safari India National Award
12	2008	Best Adventure Tourist Destination	PATWA
13	2007-2008	Best State for Tourism Related Programmes	Ministry of Tourism, Govt. of India
14	2009	Most Responsible Tourism State of 2009	Today's Traveler Diamond Award
15	2010	National award for Best State/ Union Territory in Tourism Related Programmes & Development of Infrastructure	Ministry of Tourism, Govt. of India
16	2010	Best State for Adventure Tourism	Safari India National Award
17	2010	Best Performing State	Commonwealth International Travel Mart
18	2010	India's Most Progressive Tourism State	Today's Traveller
19	2011	Best State in Tourism Related Programmes & Development of Infrastructure	Ministry of Tourism, Govt. of India
20	2012	Best State for Comprehensive Development of Tourism	Ministry of Tourism, Govt. of India
21	2012	Most Innovative & Unique Tourism Project- Siddhesvara Dham, Solophok	Ministry of Tourism, Govt. of India
22	2012	Best State - Campaign Clean India	Ministry of Tourism, Govt. of India
23	2012	Best Rural Tourism Project 2012 – 2013	Ministry of Tourism, Govt. of India

Source: <http://sikkimtourism.gov.in/Webforms/General/DepartmentStakeholders/DeptAwards.aspx>

1.7.1. Tourism Competitiveness of Sikkim

The tourism competitiveness of a destination depends upon many factors that make it tourism friendly. At the global level World Economic Forum brings out competitiveness report on nations. At the level of states in India, an effort has been made by Hospitality

Valuation Services (HVS) to prepare an index of hospitality competitiveness beginning 2009. Almost all the parameters used here are relevant for tourism too. It uses eleven parameters and status of Sikkim for the years 2009, 2011 and 2013 is shown in the table 1.7. It brings out important tourism friendly features of state that are unique too.

Table 1.7 shows the hospitality competitiveness of Sikkim and rankings of 2009, 2011 and 2013.

Table 1.7. Hospitality Competitiveness of Sikkim

Parameters	Details of parameters	Quantity*	Rank 2013	Rank 2011	Rank 2009
Luxury Tax on Hotels	Calculated on published tariff in the state	0%	1	1	1
State Expenditure on Tourism	Per cent tourism spend as percentage of total state expenditure	1.83	1	1	2
Tourist Arrivals	Domestic	558,000	24	20	20
	International	26,000	21		
Presence of Branded Hotel Rooms	Number	81	15	12	09
Gross State Domestic Product GSDP Per Capita	Rupees	141,783	3	11	-
Effectiveness of Marketing Campaign	Assessment of state tourism website http://www.sikkimtourism.gov.in through Alexa rankings	606,902	19	20	19
Urbanisation	Per cent of total population	25.0%	19	-	-
Road and Railway Infrastructure	Road length per 100 square km of area (Km)	58.0	24	25	-
	Railway Route Length per 100 sq km of Area (Km)	00			
Aircraft Movement	Number of takeoffs and landings	0	22	21	22
Literacy Rates	Census 2011	82.20%	8	-	-
Intangible Aspects	<ul style="list-style-type: none"> • law and order conditions and safety and security for residents • availability of qualified human resources for travel and tourism • the political stability of the state 		4	-	-
Consolidated			8	9	8

rank					
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Source: HVS 2013 State Ranking Survey, December 2013

The above table shows that Sikkim ranked 1 in Luxury Tax on Hotels and State expenditure of on tourism during 2011 and 2013. It also indicates, Sikkim ranked 3 in Gross State Domestic Product (GSDP) and ranked 4 especially in intangible aspects which includes law and order conditions and safety and security for residents, availability of qualified human resources for travel and tourism and the political stability of the state. Which is positive point for Sikkim to promote tourism. Literacy rate is also very high and ranked 8 among other states of India. As it lacked in Railway lines and Airport because Sikkim does not have Railway tracks and Airports. In future, there will be no problem. As railway and airport constructions are going on in the State. In urbanization it ranked 19, which is good for Sikkim to promote Community Based Tourism in the state.

Overall it's ranking on different parameters shows its suitability for small scale community based tourism.

1.7.2. Community Based Tourism in Sikkim

Sikkim has impressive variety of Tourism Products. This is the first state to have a policy on ecotourism with the main objective to promote Sikkim as preferred destination for visitors and provides opportunities for Community Based Ecotourism (CBET) particularly using latest approaches of Participatory Management for sustainable development thereby generate employment, income and revenue for the State. A harmony is being fostered between people, environment, conservation and development. The involvement of local communities in the tourism (called 'eco-tourism' herein after) will support their livelihood needs and consequently create their direct stake in conservation of local culture, ecology and environment". "This concept of 'community based eco-tourism' will go a long way in providing better income generation options to the rural people. This will also mean less dependence upon the natural resources in as far as it amounts to removal of produce from these areas. There will be, moreover, greater incentive in conservation of local traditions, culture, heritage and environs, as these will be seen as aiding in local economy rather than an impediment to it."

For Sustainable Tourism, Organic, Green and Pollution Free State, the Government has taken up a number of initiatives, some important of them are:

- Organic State-no use of chemicals, pesticides & insecticides etc. and only the use of bio-manure shall be encouraged.
- By legislation banned the use of non-biodegradable materials like plastic, poly-bags, Bio-medical/chemical waste in 1997.
- Highest Green Protection Index: Sikkim ranks highest on India's Green Protection Index (0.903) by the protection of its natural resources as per Green Indicators 2004.
- Continue Increase in Forests Cover: In 1987 it was 38.84 per cent and in 2005 it has gone to 46.28 per cent which is the best example of sustainable development in the world.
- As per State Industrial Policy 1996, only eco-friendly, pollution free and Green industries would be encouraged.
- Green Mission Programme.
- State Commission on Climate Change.
- Systematic collection & disposal of solid waste through SWMP, 'Spit & Litter Free Zone, Garbage bags in all the vehicles.

Village/Rural tourism has emerged as a very new concept in the tourism industry. This concept is fast growing in Sikkim as a responsible and sustainable tourism product with critical social objectives through people's participation. The rural tourism can be a more effective tool in boosting the overall tourism scenario of Sikkim as its rural hinterlands are endowed with fabulous natural beauty, serene environment, heritage sites and unique cultural flavor. The endorsement of rural tourism will ensure the dispersal of tourists from city congestion to the villages so that they can have a glimpse of rural Sikkim, familiarize with unique village culture and heritage so that they are mentally rejuvenated, culturally enriched and spiritually elevated. The objective is therefore to harness vast un-tapped rural tourism potential of Sikkim so that their multiplier benefit reaches out directly to the rural communities. Some of the villages of Sikkim; Kewzing, Hee-Bermoik, Yoksum, Lachen, Tumin, Pastanga, Tinchim, Lunchok, Maniram, Rong, Jaubari, Darap have already taken up lead in home stay facilities for the tourists. However, more professional approach needs to be initiated with optimum government incentives for aggressive promotion of rural tourism market. For this to achieve, the model approach devised by the Ministry of Tourism, Government of India under the hardware and the software

programme has been initiated. However, the prevailing Central Financial Assistance slab of Rs. 50.00 lakh only for the hardware component and Rs. 20.00 lakhs for Software component need to be reviewed and revised in order to accommodate widespread necessary hardware activities in the village. Some other programme on this taken up by NGOs and other agencies also will be streamlined by bringing them under the single umbrella for convergence in the development and promotion of well regulated product.

The concepts of rural tourism, ecotourism, adventure tourism and homestays have become popular here. There are a number of villages in Sikkim where community based tourism and rural tourism is being promoted.

Ministry of Tourism, Government of India is promoting 11 villages under Rural Tourism project in Lachen in north; Chumbung, Tingchim, Maniram Bhanjgyang, Rong, Srijunga Martam and Darap in west; Pastenga, Pendam Gadi Budang and Tumin in East and Jaubari in South Sikkim.

The United Nations Educational, Scientific and Cultural Organization, UNESCO project for the development of Cultural Tourism and Ecotourism in the Mountainous Regions of Central and South Asia is sponsored by the Norwegian Government which aims to promote cooperation between local communities, national and international NGOs, tour agencies in order to involve local populations fully in the employment opportunities and income generating activities that tourism can bring in form of rural tourism and village tourism. The following are the villages supported under UNESCO project Dzongu, Kewzing, Yuksom, Uttarey, Darap, Hee-Bormiok, Lachen, Assangthang, Kabi, Chumbong and Rey Mindu.

Tourism is emerging as the most Important Civil industry in Sikkim and having realized 'tourism' as a major engine of economic growth, employment generator & poverty alleviator, the Government of Sikkim has endorsed Tourism as "thrust sector" and the year 2010 is being observed as Year of Tourism. A review of sector's competitive strength, weakness, opportunity and threat indicated that, it has bright future and great potential. The parameters are analyzed as under:

Table 1.8. SWOT Analysis of Sikkim

STRENGTHS	<p>Political & Social stability, Committed leadership & Strong Political will & Vision, Peace & Tranquillity, Safety & Security, Hospitable society, Rich Natural Resources, Pollution Free environment, Organic State, Rich Biodiversity, Unique Ecology, Rich natural and rural landscape, Integrated Development, Heritage & Modern structure, Cultural diversity, Languages, Cuisine, Traditions, Customs, Music, Dances, Religious practices, Fairs & Festivals, Holistic healing traditions, Art & Craft, Third Highest peak & Mountains, Snow, Investment Friendly, Clean & Green, High literacy, Total sanitation state, Strong plans for urban & rural development both, All climatic zones.</p>
WEAKNESS	<p>Lack of strong Brand identity/ USP. Poor Connectivity, Only single highway, No Airport, No Railway line, Quality of facilities, Services and inadequate service providers, Quality accommodation, Transport & related infrastructures, Insufficient Financial resources for world class.</p> <p>infrastructures, facilities & services, Accuracy & reliability of Market data, lack of proper planning, implementation & Monitoring Limited availability of tourists information's in source market and at destination, Insufficient marketing in domestic and international market, Problem of land availability & land acquisition, limited facilities outside urban areas, limited community participation and responsibility, lack of coordination, Poor capabilities, Poor availability of Skilled & trained Human resources, Inner line permit & other restrictions, Limited budget, Problem of forest land utility & conversion.</p>
OPPORTUNITIES	<p>Himalayan State, Natural resources & all Climatic zones, India's strength as one of the world's largest economies for business, trade, meetings, incentives, events, conventions, and exhibitions based on Tourism, Huge potential of urban domestic populations for rural/village tourism, Rich & diverse heritage, culture and civilisational, Unique location, Mountains, Pilgrimage/Buddhist for International Market, Youth for Adventure, Natural landscape for film industry, Unique Wetland tourism, Adventure World in Sikkim, Wellness Tourism, Peace & tranquillity, wilderness Tourism and Strong private sector.</p>

THREATS	<p>Failing to effectively resolve the constraints/ weaknesses identified, Failing to involve the communities in decision-making process, Failure to adopt & implement sustainable development & management principles and practices at destinations, sites, circuits, especially in the rural areas and natural tourism sites. Not effectively addressing the high and ever increasing competition in the region (inside & Bordering countries) & other competitive states, High volume & low economic yield, Adverse cultural & environmental impacts, Domestic & International conflicts/disturbances, Pollution, Ills & bad elements, Natural calamities, Carrying capacity, required civic amenities, Haphazard growth & development, Non-vernacular structures, Aggressive competition, Solid/waste management and Large Volume with low value.</p>
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Sikkim possesses very wide and diverse range of unique cultural, natural and manmade tourism resources and products many of which are of world class quality and most of them are located in rural areas. It has the great potential to attract significantly higher level of domestic and international market provided that sustainable site management practices and principles are adopted and applied in letter and spirit and also the other constraints/ weaknesses identified are effectively managed and resolved. Provided that the identified weaknesses/constraints and opportunities are properly addressed and appropriate plans prepared, implemented and monitored, then Sikkim tourism focus should be on:

- Substantially increase in tourism in all the products in terms of volume, length of stay and expenditure.
- Substantially increase the volume of high-yielding domestic and international tourists.

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CHAPTER 2

REVIEW OF LITERATURE

- 2.1 Centrality of Community Participation
 - 2.2. Community Based Tourism Settings
 - 2.3 Community Based Tourism Model
 - 2.4 Sustainability Through Community Based Tourism
 - 2.5 Barriers to Community Based Tourism
 - 2.6 Evaluation, Threat and Opportunities of Community Based Tourism
- References
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This chapter presents a review of studies on Community Based Tourism (CBT) along with other relevant works on tourism and alternate tourism. The studies of various researchers provide insight into the subject to build the frame for the current study. Review also covers studies on other related areas of thesis such as tourism, Sikkim and research methodology.

The studies on community based tourism provide varied and interesting perspectives. CBT started as an off shoot of different alternate tourism approaches and soon grew on its own and even became the central point of sustainability of tourism. Most of the studies have been conducted in the settings of communities and derive generic principles from sustainable tourism and then build its own principles through Meta studies. The field is still in its infancy and will see many developments. For the purpose of review the studies have been divided thematically around their central themes though the boundary of such classification is hazy as almost every study touches many dimensions.

2.1. Centrality of Community Participation

Nozipho Prudence Mazibuko (2000): The aim of this study is twofold. First, the study aims at investigating the extent to which KwaNgcolosi communities are involved in tourism developments that are undertaken in KwaNgcolosi, South Africa. Second, a feasibility study of a Zulu cultural village is undertaken within the study. This feasibility

study will reveal how local people can be involved and really benefit from tourism related projects in KwaNgcolosi.

The methodology deals with the research design, the sample, limitations, the instrument, as well as, the method of data analysis. For the collection of data, the study utilized a field survey research method as set out in Magi (1998:107). The questionnaire was used as an instrument for collecting data. Three different sets of questionnaires were constructed. The first set of a questionnaire was aimed at eliciting information from the general KwaNgcolosi community. The second one was aimed at eliciting information from the tourists who are visiting the reserve. The last one was aimed at eliciting information from Msinsi Holdings officials who are presently managing the reserve and the KwaNgcolosi tribal chief. These questionnaires were structured differently.

A random sample of 37 participants has been drawn from the local community around the nature reserve at KwaNgcolosi. The questionnaires that were used had different scales in order to ensure objectivity. These scales involved structured and semi-structured questions for both the public and the tourists. The structured and semi-structured questions ensured reliability and validity of results. Individuals who are really different, and will show the same scores for the individuals who are the same.

Collected information was analyzed using the Mecer pro senes 5000 computer at the University of Zululand Umlazi Campus. Information was coded using the Statistical Package for the Social Sciences (SPSS). Graphs, tables and simple statistical techniques are used to represent information.

This study will help identify problem areas and come up with possible solutions, as well as strategies that can be used to ensure that the communities become part of developments in their areas. Since community based tourism is a relatively new area of research in South Africa, it is hoped that this study will contribute towards raising more questions in other communities that are experiencing more or less the same problems as those experienced in KwaNgcolosi. In order to address the problem of this nature, it goes without saying that more research in this field is still needed.

William G. Feighery (2002): This paper examines the contribution which social representations theory in Ireland can make towards the inclusion of local community

attitudes, beliefs and opinions regarding tourism, in the consultation and planning process.

The research adopted a qualitative approach within a framework of social representations theory. Because of its emic perspective and its ability to generate data from a variety of 'naturally occurring' social interactions, ethnographic methods were considered to be the most appropriate approach to data collection. As Simpson observed:

Tourism impacts on indigenous populations at many levels. Some of these can be researched and documented in purely quantitative terms. Others, such as the changes in the conceptualization and meaning of cultures and objects, can only be understood by an awareness of the 'fine grain' of local experience (Simpson 1993:164).

Adopting the position of 'participant observer' allowed observation in context. This method had a much greater potential to provide access to socially shared representations than did formal interviews, questionnaires, or focus groups, all of which result in 'reflective talk'. Data collection proceeded through the method of participant observation, with the researcher adopting the position of 'participant observer' (McCall and Simmons 1969).

The transcribed interviews and field notes were analyzed using the qualitative data analysis software NUD*IST. Prior to uploading the data to NUD*IST a list of text codes was prepared. By adopting this method the data could be interrogated for any patterns of response. As consensus or commonalties are a key aspect in the identification of social representations, identifying patterns of agreement were regarded as a key objective of the analysis. Also, patterns can be regarded as a form of 'ethnographic reliability' (Fetterman 1998:96).

The findings suggest that consultation and evacuation programmes which require active participation may be insufficient to assess the broad range of tourism knowledge shared by members of local communities, many of whom are unable or unwilling to engage with the formal structures of participation.

Carol Key and Vijayan K. Pillai (2006): The purpose of this study was to identify the relevance and importance of ethnicity for tourism attitudes. The research site consists of two communities, Placencia and Seine Bight, in Belize, Central America. The effects of a

number of determinants such as environmental awareness and intensity of contact on tourism attitudes are examined. Nearly 110 households were selected using a random sampling plan of which 107 households agreed to participate in this study. In general there appears to be broad-based support for tourism as an economic activity. Tourism as a form of development has increased the flow of non-tourist migration to the villages. The rise of tourism has brought residents of both Placencia and Seine Bight closer together. The policy implications of the study are also discussed.

David Peaty and Antia Portillo (2009): This study presents case studies of three successful projects (Chalalan, Tomarapi and Kawsay Wasi) in Bolivia. It suggests that Bolivia's natural and cultural diversity offers great potential for tourism but the country's tourism industry lags behind its neighbours. The government seeks to stimulate growth and alleviate poverty primarily through community-based projects on tourism that are more likely to succeed based on partnerships between communities and private tour operators, with support from Non-Governmental Organizations, institutions, and the public sector. Some of the key players interviewed for this article suggest that the government should do more to utilize the expertise of private tour operators in developing and promoting community-based tourism, and that a perceived hostility towards the private sector could place severe constraints on growth.

The local community identified a number of key factors important for success of a community-based ecotourism project in Bolivia such as accessibility from the nearest airport, natural and cultural characteristics of interest to tourists and support of the local community. Moreover, expectations should be realistic, with a clear understanding of the potential risks. Training should be carried out by professional consultants. Management and marketing are probably best handled by a single private operator until the project establishes its reputation.

Fariborz Aref, Ma'rof Redzuan and Sarfit S. Gill (2010): This paper attempts to summarize the findings of a study, which explored the levels of Community Capacity Building (CCB) that contributed to tourism development in local communities. The study was carried out in Shiraz, Iran. The study focused on the level of community capacity building in local communities that involved in tourism activities. The research methodology of the study was based on qualitative and quantitative methods. Findings of the study show that the level of CCB in tourism development in the study area is

generally low. Secondly, the CCB in the Old District of Shiraz was higher compared to the New District. The result also shows that the level of CCB is different according to types of tourism activities. The objective of the study also was to determine the relationship between the level of CCB and community leaders' perception of tourism impacts and their characteristics. The results from the multiple regression indicated that CCB can be predicted by community leaders' income, tourism income, extra activities, length of residence, educational level, and number of family members engaged in tourism activities.

Kamarudin, K.H (2013): This paper firstly, discusses the concept of stakeholders participation in developing sustainable Community Based Rural Tourism (CBRT) with respect to types of community participation, strengths, motivations and barriers to participation in sustainable CBRT. Secondly, a discussion on the survey of local stakeholders via questionnaires, which were, carried out in three CBRT sites in the East Coast of Malaysia. This survey was conducted to identify main reasons for local participation in CBRT, followed by an analysis of likelihood of local stakeholders to be included in sustainable CBRT's decision-making process. 78% of the respondents (a total of 85) indicated that the likelihood of them being included in decision-making process has improved. The paper also indicated two major influential factors for greater participation of local stakeholders in the decision-making process i.e. good and workable CBRT organizations and presence of strong leadership. This paper concludes by commenting on the proposed process to enhance participation of local stakeholders in developing and sustaining sustainable CBRT.

2.2. Community Based Tourism Settings

Kirsty Blackstock (2005): This article critically reviews the CBT approach in light of fieldwork in a North Queensland tourism destination. The literature on CBT has three major failings from a community development perspective. Firstly, it tends to take a functional approach to community involvement; secondly, it tends to treat the host community as a homogeneous bloc; and thirdly, it neglects the structural constraints to local control of the tourism industry.

The study focused on residents living with tourism rather than the experiences of tourists. During the fieldwork, several research methods were employed, including fifty in-depth unstructured interviews with a purposive sample of residents; a structured face-to-face

questionnaire using randomly sampled households (useable data sets, N = 96); participant observation and thematic analysis of the local newspaper, tourism association and local government minutes (Sherlock 2001).

Attention to these issues could contribute to a more sustainable and equitable tourism industry.

The three failings outlined in the paper mean the current conceptualization of CBT is naïve and unrealistic. Although CBT uses the discourse of community development, CBT sidesteps community development's social democratic tradition of social justice and local empowerment (Mayo in Craig 2003). Instead, CBT focuses on maximizing the economic stability of the industry. This is done through legitimating tourism development as locally controlled and in the 'community's' interest. The example of Port Douglas has illustrated the contested nature of 'community' involvement in tourism development. The 'Keep Port Douglas Unique Campaign' demonstrated how the ability to resist external development and/or determine local tourism development is dependent on the resident's access to social and economic resources. In particular, the campaign was crucial to the material interests of the local business elite but against the interests of low-paid local workers. Thus, the rhetoric of 'community action' must be deconstructed, and attention paid to whose voices are speaking and whose interests are being served (Cox, 1995).

Sharon Harwood (2010): This paper examines how a remotely located community in the Arfak Mountains of West Papua overcomes these difficulties and plans for community based tourism (CBT) in their locale.

The focus of the research is to gain an understanding of the process that a remote community applies as they plan for bird watching tourism development in their locale. The research applies the single case study method to guide the research methods. The case study site examined in this research was chosen because it provides information on an extreme and yet simultaneously paradigmatic case.

Three key informants were identified and interviewed for the purpose of the research. Each informant was specifically targeted as they played a role in decision making regarding land use within the village area. The informants were interviewed to determine how decisions were made regarding tourism development within the village locality. The

key informants interviewed (and are subsequently coded) were the West Papua based tour operator (TO); the village based field guide and tourism co-ordinator (TG); and the head of the village responsible for all land use assessments and plot allocations (LO).

These results suggest that establishing opportunities for a remotely located community to benefit from tourism underpins the success of the tourism product within a community. Maintains that resident attitudes towards tourism will be positive where they are the recipients of benefits derived from the enterprise.

The results from this investigation indicate that there are two key types of pre development conditions that are fundamental to community based development in this remote area. The first of which is access to a formal property system. While the LO of Village administers the customary land tenure system, the legal ownership of the land has been vested in the regional government. The second essential pre development condition is the presence of physical infrastructure such as telecommunications and electricity. While the case study community examined in this research demonstrates that development is not impossible in the absence of infrastructure, the community requires growth to fund critical infrastructure.

Tomas Lopez-Guzman, Sandra Sanchez-Canizares and Victor Pavon (2011): The study carried out in Flowers Route in El Salvador about the opinions that residents have in order to develop a tourist destination based on the hospitality of hosts, on the remarkable ecologic resources of the area, and in the important of the role of the residents. The methodology is based on an empirical study realized in a rural area. The subjects of the study were residents in the area and a sample design was carried out by means of randomized sampling. Population distribution was always taken into account.

In this paper, the authors presented research into a specific geographical area known as the Flowers Route in El Salvador, where a project supported by public institutions in collaboration with different NGOs and Salvadorian and Spanish universities is being developed in order to create specific infrastructure in the area. However, in relation to tourism, this would be framed within a more ambitious project where the residents themselves could set out the guidelines for tourism development.

Most outstanding result is the local community perception that tourist development can create jobs and generate wealth, although it is necessary previous technical training from private and public institutions to fulfil these objectives.

Finally, one major conclusion can be drawn from this survey: the local community is very much aware of the fact that it currently does not have the adequate training, education and qualifications to face the challenge of constructing good quality tourism products. Given this situation, NGOs and other institutions such as universities, both national and foreign, could perform a leading role in the training of local residents.

Andrea Giampiccoli and Janet Hayward Kalis (2012): This paper suggests way in which CBT can be used as a strategy to develop poor communities. Looking at the specific social context of contemporary rural Mpondoland, which is characterized by high degree of poverty, illiteracy, malnutrition and unemployment, the paper considers ways in which local culture itself can contribute towards positive CBT outcomes. Local culture is not only seen as a tourism attraction, but also a resource upon which CBT development can be built. This paper considers various ways in which the local cultural context can be linked to CBT development, thereby enhancing the CBT development process.

May-Chiun Lo, Abang Azlan Mohamad, Peter Songan and Alvin W. Yeo (2012): The purpose of this research is to conduct an analysis based on the existing tourism industry in Bario by examining the impact of economics, environmental, social and cultural factor of the tourism industry on the local communities in Bario.

This study has adopted Sharma & Dyer (2009) and Ap (1992) method to measure the four impact of tourism studies known as economics, environment, social and cultural impact because of the conceptual consistency underlying the definitions that were used in its development and also because it has been proven to have adequate psychometric properties. On the other hand, positioning question items were finalized based on the interviews and questionnaires adapted from Ap and Crompton (1998) tourism scales. A total of 120 questionnaires were distributed to the local communities residing at Bario. Out of the 120 questionnaires, only 66 questionnaires were used for analysis.

To assess the model developed we used the SmartPLS 2.0 (M3) which is based on path modelling and then the bootstrapping (Chin 1998; Tenenhaus, Chatelin and Lauro 2005;

and Wetzels, Schroder and Oppen 2009) with 200 re-samples were used to generate the standard error of the estimate and t-values.

The findings suggested that the tourism industry has created significant impact on the cultural aspect of local communities. This result could be due to the fact that Bario is a rural destination where traditional norms and customs prevail compared to other factors such as economics, social and environment impact. Implications of these findings are discussed further.

It has been propounded that, the progress of research on rural tourism has been slow but steady. Hence, it is timely to understand the importance of the dimensionalities affecting the local rural tourism industry as it can be extremely useful for tourism studies. Although these four impacts namely, environment, social, cultural and economics have been studied in previous researches, no known researches have been found to empirically study the impact on rural tourism destination in the Malaysia context especially when it is linked to planning of positioning. This study has added to the growing body of research in tourism research by examining the perspective of local communities on positioning strategy of a rural tourism destination. Ultimately, local Bario community and the industry players in particular will benefit from this study as this will amplify which are the areas in the community concerns that need improvements.

Dr. Xavier Font and Veronica Garcia Lucchetti (2013): This work appraises a community based tourism initiative in Peru by GAP Adventures and its foundation Planeterra. Authors aim to determine whether it is leading to improvements in the lives of the participants and the community, by analyzing the impact, the method of implementation and the commercial viability of the project.

This case study of a Weaving Coop project in Ccaccacollo, Peru, uses quantitative methods to provide factual information such as visitor numbers and income generated by tourism, and qualitative methods for the collection and analysis of qualitative data with the aim of looking into the why's behind the facts, in order to find out whether tourism is perceived as beneficial by cooperative members, or whether tourism contributed to community empowerment, for example. Key Performance Indicators were developed using the literature, contextualized in our analysis of the project to be studied, to assess impact and to evaluate the initiative implementation and its commercial viability. The

idea is to look beyond impact in order to understand what may have caused it, with the final purpose of identifying their transferability and best practice processes. ‘Impact’ KPIs are based on the ‘livelihood analysis’ appraisal method. This includes non-financial impacts of tourism and is particularly suitable for use in rural communities where assets of non-financial nature are also vital for livelihood security, e.g. skills attainment, participation in decision making, or gender awareness. One of the advantages of this method is that it provides a deeper view on how tourism can benefit rural communities that goes beyond cash contributions, taking into account what the impact means to poor people’s lives (Mitchell and Ashley 2010).

A deeper level of analysis aims to understand the critical success factors for this initiative: the links with the private sector, proximity to the tourism market, the creation of attractive and competitive products, the consideration of profitability, the community’s will to engage in tourism, and the implementation of a monitoring and evaluation process. Authors propose that analyzing projects at this deeper level will help take more informed decisions about what community based tourism projects can be feasibly supported by donors with a chance of financial survival.

Michael Muganda, Agnes Sirima and Peter Marwa Ezra (2013): Using a case study of Barabarani village in Tanzania, this paper contributes to the understanding of community participation in tourism development by examining local communities’ views on their role in tourism development. The paper triangulates both quantitative and qualitative data to bring together perspectives from the grassroots based on household questionnaire survey with some members of the local community and a two-month period of field observations in the study area, coupled with the researcher’s experience with the wider community.

Data were collected through a mixed method approach involving household questionnaire survey and field observations. In analyzing the data, free responses were coded into a set of categories developed from identified commonalities in line with the seven statements. The approach focused on meaning drawn from the content of the data and considered in a particular context (Finn et al. 2000). Quantitative data were analyzed by SPSS where- by mean scores and standard deviations (SDs) were produced. Independent profile variables were used to examine differences based on gender, occupation, education, and the location of the sub-village in relation to the main road. The latter was included after it

emerged from free responses as an important factor that facilitates tourism activities in the study area.

The findings revealed that local communities want to be involved when tourism policies are being made to enable policymakers to prepare a policy that meets stakeholders' needs and addresses their concerns. They also want to be part of tourism development decisions to ensure their needs are incorporated. Furthermore, local communities want to have a voice in development issues (not necessarily tourism development) to enable them to protect community interests, and increase transparency and accountability, and wipe out embezzlements and abuse of offices, which are rampant acts amongst decision-makers. Similar to previous studies, they rejected the statement 'local people should not participate by any means' in tourism development. It is clear from the findings that people are against the prevailing top-down approach in decision making when it comes to tourism development in their areas. It also depicts the nature of the central government which controls all the forms of decision making when it comes to development and policy formulation. The study emphasizes on small scale methods in analyzing and assessing the role of local communities' views of participation from the communities themselves rather than what has been normally imposed on them.

Nick Kontogeorgopoulos, Anuwat Churyen and Varaphorn Duangsaeng (2014): The paper explores the emergence of CBT in Thailand, and examines the case study of Mae Kampong, a village in the Northern Thai province of Chiang Mai that is renowned nationally as a showcase CBT community. Using data and observations gathered during more than 30 research or study-tour visits to Mae Kampong, this paper argues that fortunate geographical conditions, external support, and transformational leadership represent the most important determinants of success for CBT in Thailand.

2.3. Community Based Tourism Models

Tazim B. Jamal Donald Getz (1995): This paper applies the theoretical constructs of collaboration to tourism destinations and offers insight into inter-organizational collaboration for one specific tourism domain, the planning and development of local, community-based tourism destinations. Drawing primarily from the literature on inter-organizational relations, the theoretical constructs of collaboration are discussed first. Challenges and considerations in the planning and development of local tourist destinations are then summarized, followed by examples of community-based

collaboration re- search. Propositions are presented for guiding collaborative initiatives and for investigating the application of collaboration theory to the planning and development of tourism destinations, from a community-involvement perspective.

David P. Pinel (1998): This paper describes a Community-Based Tourism Planning (CBTP) Process Model and case study in the Kyu-quot Sound area, a remote coastal tourism set- ting on Vancouver Island, British Columbia, demonstrates the potential of using tourism planning as a stimulus for other aspects of com- munity communication, organization, and development.

This paper first describes the Community- Based Tourism Planning Process Model (Figure 1), then provides a brief profile of the case study context, process, and out- comes. Of significant note are the potential Guiding Elements for Tourism Planning (Figure 2) that were generated by and for the case study area stakeholders. These Guiding Elements are summarized before further discussing the relevance and practical considerations of applying the CBTP Process Model elsewhere.

Figure 2.1. Community Based Tourism Planning Model

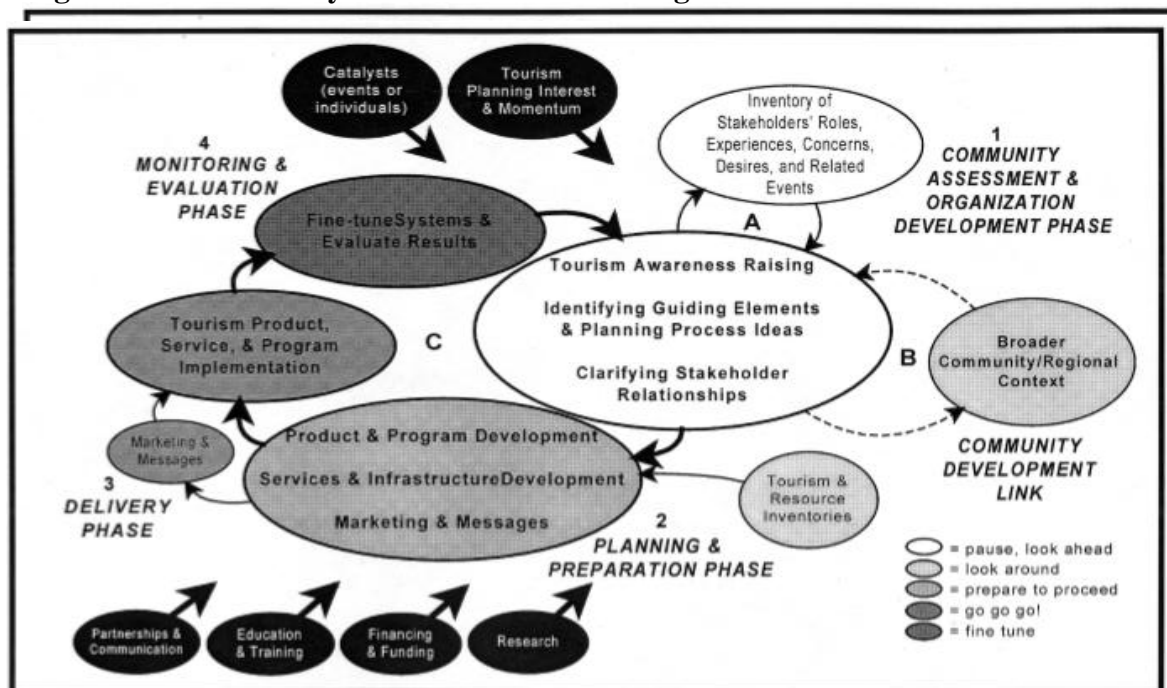


Table. 2.1. Summary of Potential Guiding Elements for Kyuquot's Tourism Planning

Inclusive Cooperation	<ol style="list-style-type: none"> 1. Using tourism planning to “pull together” local residents; 2. Including broad stakeholder input; 3. Clarifying co-operative stakeholder roles sooner rather than later; 4. Preparing children/youth with values & skills for tourism and community stewardship; 5. Creating a more unified local voice for external relations and communication;
Understanding & Shaping Implications and Expectations	<ol style="list-style-type: none"> 6. Better understanding the implications, potential, demands, and expectations of tourism 7. Working toward a consistent tourism season by satisfying those who com; 8. Ensuring the safety of tourists and locals; 9. Communicating clear community messages to tourists; 10. Encouraging friendly and respectful attitudes between residents and tourists; 11. Setting local land and marine stewardship examples by residents; 12. Working to reduce socio-cultural stereotypes; 13. Shaping appropriate tourist expectations to match local realities; 14. Respecting resident and tourist privacy while also influencing tourism activities behaviors.
Local Maintenance & Enhancement	<ol style="list-style-type: none"> 15. Maintenance the ability to keep living and working in the area; 16. Managing for gradual growth that matches local capacity; 17. Showing pride in the area and in cultural backgrounds; 18. Protecting the wilderness and waters as primary resources for all local economies; 19. Protecting the mystique, freedom, and other features attractive to locals and tourists alike; and 20. Treating all local resources as a complete system.

The CBTP Planning Model (Figure 2.1) makes the following three assumptions:

- That local capacity building and organizational development can be most effectively guided using the knowledge and insights of stakeholders.
- That most stakeholders can look beyond their immediate circumstance.
- That with community values identified, most stakeholders will move together toward acknowledged desires that respect local area and community well-being.

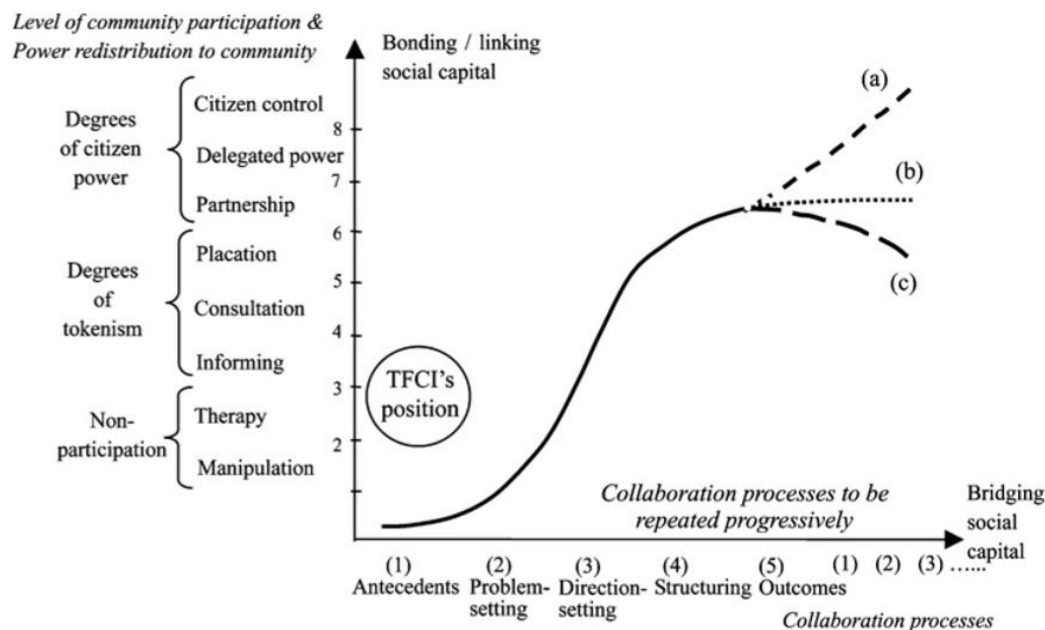
As noted earlier, these assumptions relate to community development and strategic planning principles. The facilitated community assessment case study has shown that the

first and second of the above assumptions are realistic, and that the third may be a reasonable expectation. Only time and examples of CBTP initiatives elsewhere will provide more insights about the value of this Process Model and validity of its assumptions.

Etsuko Okazaki (2008): This paper reviews the principal theories used to discuss community participation, including the ‘ladder of citizen participation’, power redistribution, collaboration processes and social capital creation. These theories form the basis for defining a community-based tourism (CBT) model. The paper shows how this model can be used to assess participation levels in a study site, and suggests further actions required. The model is applied in a case study in Palawan, the Philippines, where an indigenous community previously initiated a community-based ecotourism project.

To identify the current state of the Tagbanua Foundation of Coron Island (TFCI) tourism project using the Figure. 2.2. Community Based Tourism Model, both qualitative and quantitative interviews were conducted. The former included open-ended interviews with 32 key informants, such as the Chairman of the TFCI, TFCI members active in the tourism project, village chiefs, other community residents from both Coron Island and Coron Town, local and national government agencies, tourism businesses, NGOs and tourists. The informants were selected either because they had a direct stake in tourism and/or land rights on Coron Island, or because they could offer feedback as community supporters or interested third parties, including NGOs and tourists. The local people were asked about their history of engagement in tourism on Coron Island, their perceptions of the advantages and disadvantages of the TFCI tourism project, the changes in partnerships between the TFCI and other local individuals and organizations and problems, as well as appropriate solutions. Tourists were questioned to gauge the demand for the TFCI tourism project.

Figure 2.2. Community Based Tourism Model.

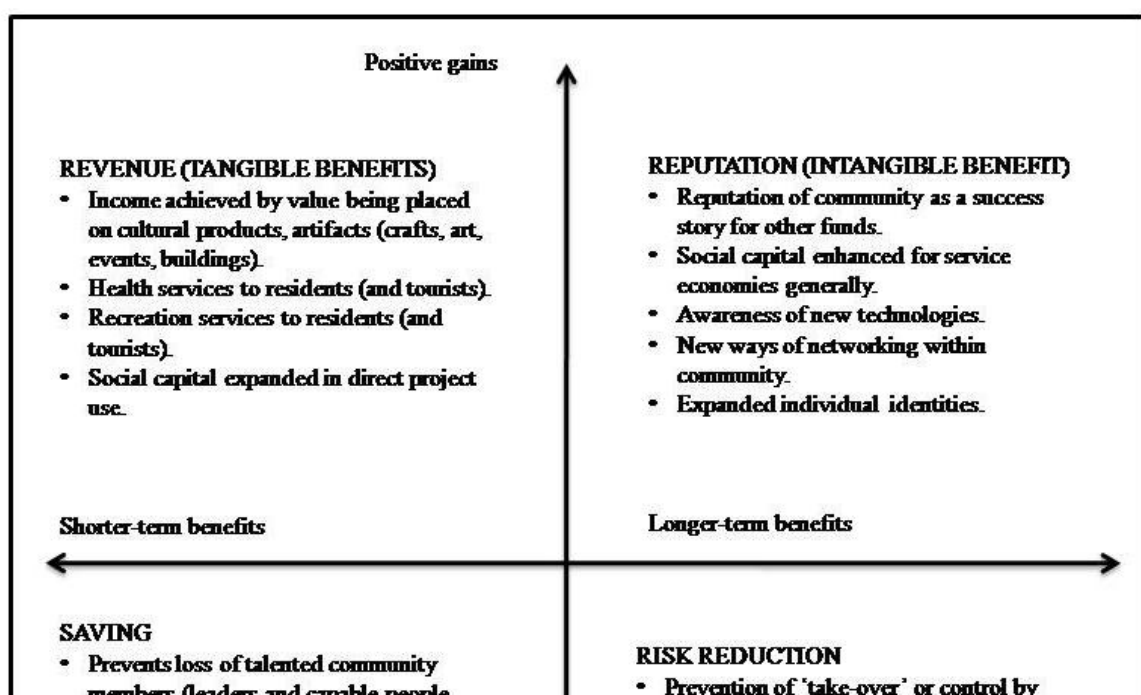


Planners will be able to use the model presented here to assess the status of communities involved in tourism development and to determine initiatives that will enhance CBT. The case study of the tourism development project in Palawan demonstrated how to ascertain the current situation within the destination community and with regard to relationships with stakeholders and tourists. The model helped identify not only the present position of the principal elements of CBT (i.e. community participation, power redistribution and collaboration processes), but also further steps that the community and stakeholders could embark on. A further analysis of social capital and its status was also determined, providing clues about how to nurture social capital as a lubricant for the three elements described above. This paper argued that although community-based tourism has been frequently advocated, there have been few directives on how this might be achieved in practice. It is proposed that, using the model presented here, the first step in practical tourism planning should be to examine the current situation with respect to community participation and then to indicate the initiatives that are required to promote it. Stakeholders can use the model to improve their involvement in tourism development in the community of concern. However, it may not be possible, as some have argued, to standardize community-based approaches to tourism development because processes and results in any particular case are contingent on factors unique to that situation alone: differences in background conditions will result in different outcomes (Reed 1997).

Philip L. Pearce (2008): This chapter is concerned with the broad-scale analysis and nurturing of the socio-cultural benefits of tourism. It can be suggested that there are few easy generalizations about tourism's socio-cultural consequences. There are likely to be even fewer universal mechanisms to develop and enhance such socio-cultural benefits since, both for the purposes of analysis and action, tourism can be an unwieldy phenomenon. By way of example, the social and cultural benefits of having backpackers in a community are different in Australia to the effects of the same travel group in Thailand (Cohen 2004; Richards and Wilson 2004). Factors affecting these tourism differences include the biophysical and cultural settings in which the tourism operates the behaviour and travel patterns of the visitors, the skills of the tourism personnel involved and the role of tourism in the community's options for development (Dredge and Jenkins 2007).

This chapter builds an understanding of tourism's diversity as discussed above. It focuses particularly on cultural relativism, language use, social networks and the concept of well-being. These concerns are seen as a necessary and informative preface to capturing a rich understanding of the variety and scope of tourism's social and cultural effects. The central part of the discussion then presents an organizing model of socio-cultural benefits. This approach, it will be argued, holds some promise of enriching the more traditional discussions which tend only to itemize tourism's costs and benefits. A compilation of the mechanisms to enhance tourism's benefits in the socio-cultural domain is provided using the insights generated by the organizing model.

Table 2.2. A business-derived model to identify the socio-cultural benefits of tourism.



Sajad Alipour Eshliki and Mahdi Kaboudi (2012): The purpose of this study is to explore and analyze the relationship between effects of tourism on the quality of local community members' life and the extent of their participation in tourism quality improvement programs. Beach of Ramsar in Iran is chosen as a case study.

Data were collected via a stratified random sample with the help of self-administered questionnaires that were delivered to all houses in street chosen according to randomly selected street map coordinates. The survey was conducted by both authors who requested participation from the resident who answered the door. From the 186 questionnaires which were distributed, 181 responses were received which indicated a response rate of around 97%.

The survey instrument used in this study was a structured questionnaire. The questionnaire was divided into three sections. The first section contained questions relating to the demographic characteristics of the respondent but no names were collected, thus retaining the privacy of the respondents. The second part was related to cultural, social, economic and environmental items of tourism. Only 19 impact indicators that were strongly related to the serious issues of Ramsar beach were selected. The third part of the survey is related to people inclination to participate in tourism development programs which was tested with two general questions. Data analysis was conducted using the Statistical Package for Social Sciences (SPSS Version 16.0).

The result of analysis revealed that tourism influences the quality of local community members' life. Also there is a significant relationship between factors affecting quality of community members' life and their level of participation.

2.4. Sustainability through Community Based Tourism

Donald Getz and Tazim B. Jamal (1994): This article advances the proposition that sustainable tourism can be achieved through recognition that the public and private sector, the host communities and the natural environment and interdependent stakeholders in a complex tourism 'domain', where no single individual, agency or group can resolve strategic tourism issues by acting alone. For same the mountain community of Canmore, Alberta (Canada) was presented.

The investigative study on tourism planning in Canmore and the Corridor has been compiled from an examination of existing literature, planning documents, newsletters and other written sources, as well as through interviews with various public and private stakeholders.

Data analysis of the interview was performed qualitatively, with statements being sorted into categories as they emerged; sub-categories evolved under four broad areas: issues, mechanisms, cooperation and collaboration. The case study was based on a theoretical framework of collaboration 'theory', which then shaped the research questions, research method plus data collection and analysis.

The paper commences with a discussion of the shortfalls of traditional tourism planning processes and models, followed by an overview of collaboration 'theory'. Examples are given which illustrate collaborative approaches in several mountain resort areas. The exploratory case study of tourism development and planning issues in the mountain community of Canmore, Alberta (Canada) is their presented, leading to a discussion and conclusion regarding the theoretical and practical applications of collaboration toward achieving Sustainable Tourism.

Bernardo Trejos and Lan-Hung Nora Chiang (2009): This paper reports on the contribution of tourism to the wellbeing of rural residents through the development of economic linkages engaged by community-based tourism (CBT) in rural Costa Rica.

In a qualitative case study of local economic linkages surrounding one such project in Chira Island, economic linkages were assessed at two levels: discourse and practice. The findings indicate that CBT does not involve the collective property of the community, but rather, the collective property of a group of community members organized in a formal association. As a result, a discourse on local economic linkages has been promoted by CBT support organizations in which hopes of wider benefits are placed on small linkages to services and products provided by local community members. However, a field survey suggested that the economic linkages generated by CBT in the community were sporadic and polyvalent and, furthermore, that the linkages with agriculture are negatively affected by scale and seasonality, resulting in leakages out of the community. These findings caution practitioners that CBT may only have small-scale positive impacts on the local economy.

David Matarrita-Cascante, Mark Anthony Brennan and A.E. Luloff (2010): This study examines local social interactional elements necessary for the achievement of sustainable tourism practices. Such practices are attainable when certain attitudinal, organizational and/or behavioral conditions are present within a community. Using a case study methodology, this article examines the interactional elements by which residents of La Fortuna, Costa Rica, engaged in sustainable tourism practices. The study was based on the theoretical notion of the community field. It used key informant interviews and participant observation. The study shows how economic, social and environmentally sustainable practices were made possible through community agency, the construction of local relationships that increase the adaptive capacity of people within a common locality. Key factors found to enable community agency are strong intra- and extra-community interactions, open communication, participation, distributive justice and tolerance.

David Peaty (2010): This paper describes four projects (Ladakh Homestays, Spiti Homestays, Sikkim Himalayan Homestays and Village Ways, Uttarakhand) in the Indian Himalaya aimed at protecting the environment and alleviating poverty. Each focuses on tourism in rural communities, but there are significant differences in the design, implementation and impact of these projects.

The Himalayan region has for long been a popular destination for climbers, trekkers and culture tourists, and tourism represents an important source of income for the impoverished region. However, little of this income reaches the remote communities in

which poverty is most severe. Recently, a number of initiatives have been introduced to address this issue. Among these, community homestays and lodges are attracting attention.

The project shares three goals: conservation, poverty alleviation and cultural preservation. The link between the three Himalayan Homestays projects (Ladakh, Spiti and Sikkim) is at present somewhat tenuous, despite their common goals. Greater cooperation and coordination might yield considerable benefits. For example, they could share their marketing, using overseas agents with a responsible travel reputation to market their products; they could adopt a similar pricing system (adjusted to allow for differences in access and local costs) and system of payments to service providers.

Language problems appear to be a major obstacle. The tourist is often dependent on the guide for interpretation, but the guide is not always available. It might therefore be useful to produce bilingual information and explanation sheets dealing with meals, customs, the use of the toilet, how to get boiled and filtered water for drinking, where to wash hands before meals, and so on.

This study looks at four different models of community-based ecotourism with similar goals. The variables include the type of accommodation (homestays or community lodges), the system of payment (directly to individuals or through Village Tourism Committees), the method of marketing (using a single operator or not) and the initiator of the project (NPO, commercial or the community itself). Despite the differences, the results are somewhat similar: all provide significant monetary and non-monetary benefits to the community, all have a relatively low environmental impact, and all manage to preserve local culture to some degree.

Bhaswati Bhattacharya and Chandrima Ganguly (2011): The focus of this paper is to analyze the prospects of community inclusive tourism practices in achieving sustainability of the indigenous sections of the society, which in turn has a positive linkage with the socio economic development of Lava, Lataguri, Tinchuley and Manas (West Bengal, Sikkim and Assam) these regions. The purpose of this study is to determine the practices associated with community inclusive tourism in rural and village areas and how far these are successful in achieving environmental sustainability and generating economic benefits of the region. The other more important issue to be

addressed is to find out the pattern of community or self help group involvement in decision-making processes regarding the conflict resolution, operation and improvements of the region.

The methodology used was qualitative in nature, including approaches like group discussions interviews, and observations.

Primary and secondary sources were used to collect data. Haralambos and Holborn (1995, 828) define primary sources as „data collected by researchers themselves during the course of their work“ , and secondary sources as those consisting of „data that already exists“ .

Interviews with key stakeholders of Help Tourism were conducted to ensure that the aims of the research are met. Interview schedule are used for conducting the verbal interaction and elicit the required information. The interview schedule was prepared on the basis of the opinion of industry experts.

The success of the community inclusive projects of Lava, Lataguri, Tinchuley, Manas, proves that community empowerment through tourism initiatives is a practical and powerful way of sustaining economic and environmental well being of the fringe societies near National parks. Nevertheless management ownership needs to be supported by financial ownership which the projects like Dibang, Neora or Chilapata are yet to achieve. The training and constant monitoring of the members of Self Help group becomes crucial. Government intervention in this regard would help in strengthening the effectiveness of the process.

Abang Alan Mohamad, May-Cjhiun Lo, Peter Songan and Alvin W. Yeo (2012): The study in the paper involved looking at validating and dimensionality of the four tourism impact namely, economics, environment, social and cultural impact as perceived by local communities. Data was gathered through a survey using a structured questionnaire and administered to the community members residing at Bario. A total of 120 questionnaires were distributed by the authors. Of the 12 questionnaires distributed, only 66 (55%) were returned. The study has adopted Sharma & Dyer (2009) and Ap (1992) method to measure the four impact of tourism studies known as economic, environment, social and cultural impact because of the conceptual consistency underlying the definitions that were used in its development and also because it has been proven to have adequate

psychometric properties. A series of test such as factor analysis, correlation, and reliability analysis was conducted to confirm that the instrument is valid (content, construct, convergent, discriminate and nomological) as well as reliable. Implications regarding the value of conducting validity and reliability test for practitioners and researchers are discussed.

This study endeavours to test the dimensions of tourism scales that are important for rural tourism development, based on local communities' perspectives. From the study, all four dimensions of tourism scales, namely environment, social, cultural and economics are capable of explaining sufficient variation in the construct being measured in Malaysia context. This research also revealed that there are similarities and differences concerning the dimensionality of tourism scales construct between western context and eastern context.

This study has chosen local communities of Bario as respondents for this study and it emphasizes the importance of communities' attitude for the development of rural tourism industry. Past research on rural tourism had mainly centred on developed countries such as Europe or North America, and not many on the Asian continent (Chaudhry & Tewari, 2010). Ultimately, local Bario community and the industry players in particular will benefit from this study as this will amplify which are the areas in the community concerns that need improvements.

2.5. Barriers to Community Based Tourism.

Fariborz Aref and Ma'rof B Redzuan (2008): This study explains the barriers of community leadership for tourism development in the context of Shiraz, Iran. The study employed a well-established participatory approach that had been used elsewhere to build community capacity (Laverack 2003; Laverack 2006; Laverack and Thangphet 2007) using seven barriers that were categorized from an analysis of the literature (Moscardo 2008; Tosun 2000). Prior to implementation, the interpretation of each barrier was discussed and adapted in consultation with the community leaders to ensure that they were relevant within the context of Shiraz and the Project. In this study author found three major barriers to community leadership in tourism development. (Tosun 2000) suggests three major barriers to community participation development in tourism development process: operational, structural and cultural. Base on this review; author has found that in Shiraz, some of these barriers are evident in community leadership participation in

tourism development; although they do not equally exist in every community. In terms of operational barriers, author found that all were obstacle for tourism development.

This paper revealed the relevance of the process of community leadership for tourism development. The paper also has identified and discussed the barriers to community leadership towards tourism development. One major barriers identified by the study is that leaders have restricted access to financial resources alongside other resources. This has implied that community leaders cannot negotiate access and they lack a sense of ownership to tourism resources. As a result communities in Shiraz are lack of power to be active participants in tourism development. Consequently the opportunity for community leaders in tourism development is lost. Clearly, the described barriers may not be only specific to participatory tourism development strategy; some of them may also be seen as common problems of development and tourism development in general in many local communities in Iran. Hence, it should be accepted that these barriers may be an extension of the prevailing social, political and economic structure in Iran, which have prevented them from achieving a higher level of development.

Fariborz Aref, Ma'rof Redzuan, Zahid Emby and Sarjit S. Gill (2009): This study outlines some of the more common barriers of tourism industry as perceived by local communities.

The study is based on qualitative methodology to investigate the barriers of community capacity building in tourism development. For the purposes the study, Shiraz in Iran was divided into two major areas including the Old Shiraz (Historical area) and the New Shiraz (Modern area). The research study use focus group discussion (FGD). Qualitative research methods nowadays are widely used in tourism research and are gaining wide acceptance in the social sciences e.g. (Smith, et al 2002) and (Walle 1997); in tourism research, anthropologists and sociologists have used qualitative research. (Decrop 1999; Riley and Love 2000 and Joffres et al. 2004) employed a qualitative design to study community capacity building among community groups engaged in health education. When it comes to economy, geography, psychology or marketing, researchers tend to use quantitative approaches (Decrop 1999). (Walle 1997:528); explained that the use of qualitative research methods in tourism is useful and appropriate. (Bush, et al 2002 and Fawcett et al. 2001) suggested qualitative methods in the measurement of community capacity building (Smith, et al 2003). According to (Rafipoor 2005:23) because of Iranian

society culture FGD, is special important technique in social sciences. There were 60 participants (100 per cent male) with an average age of 55 years. The respondents were choice because of their involvement in tourism activities.

The paper has identified and discussed the barriers of development of tourism industry through community capacity. Lack of tourism knowledge and community resource was an important element contributing to limited community capacity building in development of tourism industry. One of the major barriers identified by the study is that the members of communities have restricted access to the decision making alongside with other obstacles. This has implied that they are lacking a sense of ownership to tourism. Several studies reveal that without creating opportunities for local people to take part in the decision-making process it would be very difficult for local communities to get adequate benefits from tourism development (Clancy 1999; Timothy 1999; Tosun 1998). As a result, local communities in Shiraz do not able to become active participants in tourism development. Clearly, the described barriers may not be only specific to participatory tourism development strategy; some of them may also be considered as common general problems of development in many local communities in Iran. Hence, it should be accepted that these barriers may be an extension of the prevailing social, political and economic structure in Iran, which have prevented communities from achieving a higher level of development.

Nor Azah Mustapha, Inoormaziah Azman, Yahaya Ibrahim (2014): This paper illustrates the barriers of community participation in tourism development in Tioman Island, Malaysia. It is a quantitative study involved 345 local people in several villages located in the island. The findings indicate that there are internal (culture) and external barriers (operational and structural) which hinder community participation. On top of that, it is found that weather is an external barrier highlighted by the community. As they are segregated in several villages and largely depends on water transports, weather condition influences their movements to participate in tourism development at the island.

The research limitations relate to the geography factors apply to the island which differ from the main land. It concludes that the intention to change is not just on the parts of the local people. Other stakeholders also need to provide opportunities to encourage community participation in tourism development. It is suggested that this research can be

done in other islands to gain better understanding on community participation in island tourism development.

2.6. Evaluation, Threat and Opportunities of Community Based Tourism

Roger Harris and Doug Vogel (2000): This paper describes an action research initiative for introducing electronic commerce for Community Based Tourism (e-CBT) in three Asian rural communities in order to reveal its potential for community development. E-CBT targets an important and growing market segment in the developing world, consisting an individual traveller for whom travel is an essential component of their life-style and who seek new and authentic experiences that are not directed towards a mass market. The proposal describes strategic partnerships between a University in Hong Kong and three other Asian universities who will work with local communities and tourism authorities for the eventual propagation of the development benefits of e-CBT among wider rural populations in their countries.

Dr. Rhonda L.P. Koser (2006): This paper critically examines the intersection of community-based tourism theory with practice, through an examination of an actual rural community-based planning process in Marathon, Ontario, Canada undertaken by the author. The methodology employed in this research is qualitative, and is based on authors' reflections as a facilitator and participant in the process and implementation of Reid's community-based tourism model. By request of the Tourism and Economic Development Officer (EDO) for Marathon, author facilitated the development of a strategic plan for the development of Marathon's tourism attributes, with the Tourism Action Committee (TAC) agreeing to utilize Reid's Community-based Tourism model as the framework for conducting the strategic planning process.

What this examination illustrates is that although existing theory does reflect actual practice, there are several aspects of 'reality' that the sanitized literature on community-based tourism planning do not adequately reflect. Importantly, the role of the practitioner or researcher in influencing the process and the power structures at play within a community-based planning method must be fully considered.

Lesego S. Sebele (2010): The premise of this study is to investigate the benefits and challenges of Community Based Tourism in on community of Botswana. The study made use of both primary and secondary sources. Primary data collection techniques used

included formal interviews with key stakeholders, the administering of questionnaire (structured and unstructured) and focus group discussion. Interviews were used to increase the response rate, ensure respondents understand the question asked and to ensure that the researcher obtained the information needed. The secondary sources used included journals, published books, unpublished reports and newsletters, government policies documents as well as internet.

Data collected were then analyzed using description and classification. For this research, data was classified into responses given and categorized into themes.

Results show that although some benefits have been identified, there remain many challenges for the Khama Rhino Sanctuary Trust (KRST). It is evident that for Community Based Tourism to bring more benefits for locals, more interaction is needed between them and the trust management. Increased local involvement and participation will help to ensure that people are empowered and the conservation of natural resources takes place. This paper asserts that Community Based ventures, if properly run and managed, can promote the conservation of natural resources and increase local benefits through participation in tourism activities.

Noel B. Salazar (2012): Community Based Cultural Tourism: Issues, Threats and Opportunities. Using examples from long-term anthropological fieldwork in Tanzania, this paper critically analyzes how well generally accepted community-based tourism discourses resonate with the reality on the ground. It focuses on how local guides handle their role as ambassadors of communal cultural heritage and how community members react to their narratives and practices.

This is a qualitative study, guided by the grounded theory approach (Bryant & Charmaz, 2007), whereby descriptive research leads to the development of more meaningful theory and measures. It critically analyzes how well the generally accepted CBT principles, as outlined above, resonate with the reality on the ground. The findings presented here are part of a long-term anthropological study on tourism in Tanzania (Salazar, 2006, 2007, 2009a, 2009b, 2010). Ethnographic fieldwork was carried out over a period of 14 months (June–August 2004, January–August 2007 and February–March 2009), focusing on the northern Arusha Region, together with shorter periods of work in Manyara, Kilimanjaro, Tanga, Dodoma, Dar es Salaam and Zanzibar. The methodology used, distinctively

(though not uniquely) anthropological, involved mixed methods. A major part of the fieldwork consisted of extensive observation. As a participant, the author joined tourists on 24 tours, lasting from a minimum of one hour to one week (including overnight stays in some of the communities under study).

This paper seeks to stress the key importance of local tour guides in CBT, especially when cultural tourism products are being developed. Because of the communicative power of tourism, representations of cultural heritage have direct and potentially significant influences on the peoples and communities, who are being presented, represented and misrepresented. Any CBT program wishing to achieve sustainable success needs tour guides who are well trained and, if possible, local. If guides belong to the community in which the tourism activities are taking place, their insider positionality at least gives them the advantage of knowing what the cultural sensibilities are. This helps to avoid some of the problems discussed above. Professional training is needed, not only to improve guiding and hospitality skills, but also to make guides aware of complex ethical dilemmas, such as disjuncture's between local conceptions of community and the ways in which those communities are imagined by visiting tourists.

Review of Literature brings to the fore importance of community engagement for sustainable tourism. As community based tourism is experienced in community settings, its implementation becomes highly contextual on account of differences among communities. Communities lack the right skills sets to begin with and active participation of other stakeholders in tourism such as Non Government Organizations, Governments acts as catalyst. Once the initial barrier is overcome, communities can take and run the tourism on their own. The sensitization and trainings play a critical role in it. The review suggests that there exist many barriers, threats and challenges in the success of community based tourism but these can be taken care of and CBT opens a world of opportunities to local communities.

While the community based tourism is practised in India at different levels for different types of tourism but these initiatives have not attracted academic research. There is vacuum in the literature on CBT in India or any of its states including Sikkim. It requires exploratory works to find what makes it effective at one place and not at other place. How much is the role of settings, participants and processes in the success of CBT? How the measures of success shall differ from other forms of tourism and what shall be the lead

time before it is mature enough to be evaluated? The life cycle and forma of CBT, willingness of community, the transfer of traditional skill sets to tourism and the mental predisposition of agrarian communities towards service industry throw different challenges for every project.

Sikkim is one state where CBT has been implemented through the initiatives of government and international agencies and evaluation studies of the government have found these successful but a gap exists for academic research that is one of the reasons for this study.

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CHAPTER 3

RESEARCH METHODOLOGY

- 3.1 Selection of Topic
- 3.2 Area of Study
 - 3.2.1 Important Features of the Sample Area
 - 3.2.2 Study Villages
- 3.3 Objectives of the Study

3.4	Hypotheses of Study
3.5	Research Design
3.5.1	Sample Selection
3.5.2	Data Collection
3.5.3	Data Analysis
3.6	Limitation of Study
3.7	Use and Application of Study Findings
3.8	Chapter Plan
	References

This chapter details the roadmap used to conduct enquiry and to develop thesis. This begins with defining the selection of topic, research problem and setting up the objectives of the study and moves forward to explain the research methods employed in the study, including details about the research design, sampling framework, data collection, data analysis and interpretation methods. Further, the significance of the study, research challenges and limitation of the study are discussed.

3.1. Selection of Topic

The review of literature indicated that Community Based Tourism is still not the focus in India though all stakeholders are aware of the need for meaningful engagement of host populations in the tourism process. Though there are success stories at many places in the states of Sikkim, Utrakhand and a few other places where the experiments on community participation have been implemented with the support of United Nation Development Programme (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO), National Institute for Entrepreneurship and Small Business Development, Ministry of Micro, Small and Medium Enterprises, Government of India (NISBURD) and YES bank. This fascinated researcher in the area of Community Based Tourism. However the choice of the theme, “**COMMUNITY BASED TOURISM DEVELOPMENT**” (**A Case Study of Sikkim**) for doctoral level enquiry and thesis was the outcome of many factors namely:

- i. Sikkim is the only state of India that has been selected and supported by International UNESCO project for Community Based Tourism.
- ii. All rural areas/villages of Sikkim are community based and provide suitable settings for the implementation of community based schemes.

- iii. The evaluation studies on rural tourism projects in Sikkim have rated these successful. Some of the projects are supported by Ministry of Tourism, Govt. of India.
- iv. The researcher has been associated with the evaluation studies on rural tourism of Ministry of tourism, Govt. of India and visited both successful and unsuccessful cases and witnessed the criticality of host participation and the different ways of engaging locals.
- v. Researcher is a native of Sikkim and wanted to make a modest contribution to the home state.

3.2. Area of Study

The area of study is limited to the state of Sikkim about which secondary data was collected for all aspects of local community participation in Tourism. For primary survey seven villages; Darap, Dzongu, Kewzing, Pastanga, Rey Mindu, Uttarey and Yuksom have been selected. These villages are from four districts of Sikkim. A brief sketch of socio-economic and demographic profile of the study area will point to the difference and similarities of the sample villages and that have been useful in understanding the differences in the attitudes of people from different areas in Community Based Tourism practices. The brief profile of Sikkim and sample villages is presented in table 3.1.

Table 3.1. Profile of Study Area (Based on 2011 census)

Features of Study Area	Study Area							Total for the state
	Darap	Dzongu	Kewzing	Pastanga	Rey Mindu	Uttarey	Yuksom	
District	West	North	South	East	East	West	West	
Area (sq								

km)	15.394	158.46	9.8423	2.4600	13.794	8.6000	3.3811	7096
Population	3168	4513	2831	500	5011	2000	2543	610,577
Sex Ratio	861	953	934	721	752	832	852	890
Literacy	79.23	68.2	78.24	87.3	89.72	83.4	80.37	81.42

3.2.1. Important Features of the Sample Area

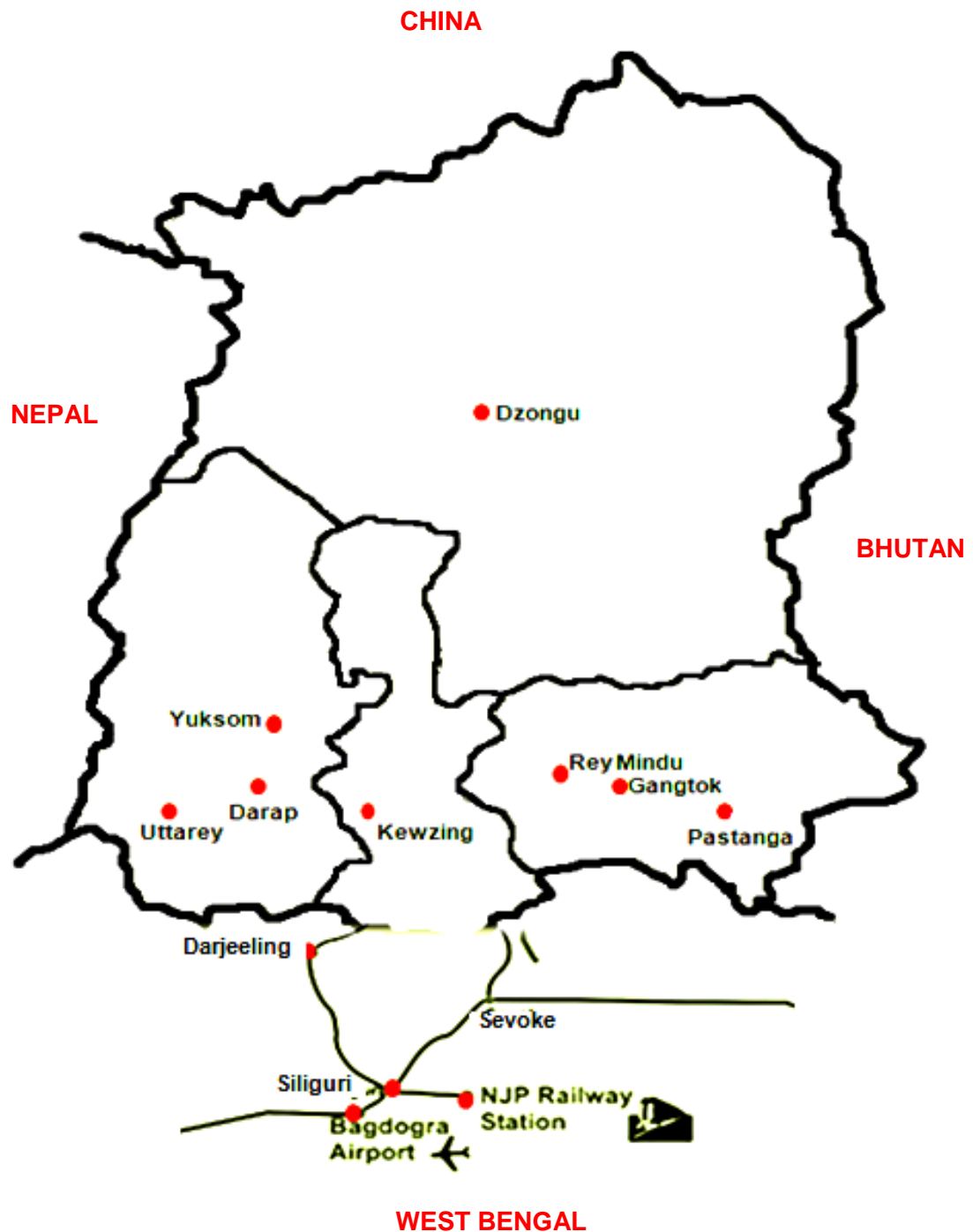
Sikkim is marked by many initiatives such as ecotourism policy, organic state etc. that support its case for alternate tourism. Community based tourism has been successfully implemented here with the support of NGOs (Local and International) and Governments (State and National). The sample villages and their stories of tourism development show the different approach of tourism in the state. A map of study area is shown in the figure 1.1 along with sample villages.

The state has abundant natural resources and still rural but fairly accessible through all the modes of transport. Bagdogra airport in northern part of West Bengal provides air connection to the state. It is 124 kms away from Sikkim's capital Gangtok and takes around 4.30 hours drive time. Gangtok is also served by daily helicopter service operated by Sikkim Tourism Development Corporation (STDC) from Bagdogra and it takes 20 minutes flying time but this is subjected to the weather conditions.

The closet railway stations are from Gangtok are Siliguri (114 kms) and New Jalpaiguri (125 kms) and both have drive time of around 04:30 hours. These stations have trains connecting to Kolkata, Delhi, Guwahati, Lucknow and other important cities in India.

The road network of is spread over 2,074.55 kms but its lifeline is National Highway 31A that connects Gangtok with Darjeeling, Kalimpong, Siliguri and all district headquarters within Sikkim.

Figure 3.1. Geographical Location of Study Area



3.2.2 Study Villages

The study villages have been selected from the villages where community based tourism has been implemented. A brief on villages will provide an insight into unique their character.

- i. **Darap** is a small village in west Sikkim at an altitude of 5,100 feet or 1554.48 meters above sea level. The word Darap has its origin from the Limboo (Tribal) word “Tan-lop/Therap” which literally means a flat land. This valley is exposed to temperature variations of 05 degree centigrade to 28 degree centigrade. This makes Darap storehouse of various rare and endangered species of flora and fauna and various unique and rare aspects of the Limboo culture are preserved in this valley. The village is inhabited by 95 per cent Limboo population occupies a place of pride in one of the richest limboo culture heritage of Sikkim. Darap has towering Khanchendzonga-3rd highest peak (also the guardian deity) and is just 7 kilometers from the tourist hub of Pelling offering peaceful environment similar to Pelling. The village has come up in recent years as one of the major village tourism and offbeat travel destination of Sikkim for its sustainable tourism practices through Community Based Tourism Development.
- ii. **Dzongu**, the special Lepcha (aboriginal tribe), lives in the north district of Sikkim amidst steep inclines and deep valley in the last range of earth covered hills ahead of the rocky Himalayan snow clad peaks. Bordering the Khanchendzonga Biosphere Reserve and at an elevation ranging between 300 feet and 20,000 feet above sea level. The Lepcha communities in Dzongu live in relative isolation from the outside world with their own traditional practice and believe. Dzongu is surrounded with panoramic views of Mt. Khanchendzonga and is particularly rich in flora and fauna. Dzongu offers an authentic and alluring experience of Sikkim.
- iii. **Kewzing** is a typically Bhutia (local community) village in south Sikkim at an altitude of 1200 feet or 365.76 meters. Kewzing provides its inhabitants with magnificent views of mountains including Mr. Kabru. The atmosphere in the village is very serene and peaceful as the local people are very friendly and hospitable. Kewzing is well connected by road to Siliguri and Gangtok. Gangtok is approximately 76 km away.
- iv. **Pastanga** in Lingzey is a small village in the East Sikkim at an altitude of 4676 feet or 1425 meters. It is just a two hour drive and 28 kms from Gangtok (Capital of Sikkim). The village name is derived from its older names “Pa-Sing-Tel” in Kulung Language meaning “forefather’s wood collecting place” and “Pasing

Tengkha” in Bhutia language meaning “below bamboo forest” that gradually changed to Pastanga. More than twelve varieties of bamboo thrive in the area and the nearby hills. Attractions include orchids and rhododendrons and various species of birds. The village is inhabited by three ethnic communities namely Rai, Bhutia and Lepcha. The majority population is of farmers and earns the livelihood through traditional organic agriculture, horticulture practice and dairy farming. The village is one of the main producers of large cardamom and ginger.

- v. **Rey Mindu** is a small Lepcha (aboriginal tribe) village, located 21 km away from Gangtok, the capital of Sikkim. It is nestled between the world renowned monasteries, namely Rumtek Monastery and Lingdum Monastery and amidst a diverse flora and fauna. The village is nestled below the Fhambong Lho wildlife sanctuary and has a handicraft centre which displays various Sikkimese traditional items. Rey Mindu village is famous for its traditional cuisines.
- vi. **Uttarey** is a typically Nepalese village and is one of the oldest society located at the Indo Nepal Border in the extreme west district of Sikkim at an altitude of 6600 feet or 2011.7 meters. On the way to Uttarey one passes through Singsor Bridge, said to be the second highest bridge in Asia. Uttarey is famous for its tranquility and natural beauty and provides beautiful view to the Himalayan Mountain. Other important tourist spots around Uttarey include the mainbus waterfall and Chewyabhang Pass. This pass is about 10 km of Uttarey and is the gateway to Nepal.
- vii. **Yuksom** is a Bhutia (local tribe) village in Geyzing subdivision of west district of Sikkim. Yuksom was the first capital of Sikkim at a height of 12000 feet or 1780 meters. According to the historical records, the first Chogyal (King) of the kingdom of Sikkim was consecrated in 1641 A.D by three learned Lamas (Monks). It serves as the base camp for unforgettable treks into the wilds of the mountains known as Dzongri and Goechala at a height of 18,000 feet. Also known as trekkers’ paradise. The trek has magnificent view of Mt. Pandim, awe inspiring Mt. Khanchendzonga and whole of Himalayan range. Khangchendzonga National Parks accessible from Yuksom. One can also find oldest monastery Dubdi built in 1701 A.D. Yuksom is thus considered a model village for eco-tourism.

3.3. Objectives of the Study

The objectives for the present study have been planned to understand dynamics of community based tourism in Sikkim. These are:

1. To identify and map of Community Based Tourism resources in Sikkim.
2. To examine the potential of Community Based Tourism in Sikkim.
 - i. To study the interest of tourists in various community based activities.
 - ii. To study the engagement of local communities in various community based activities where tourists do/can participate.
 - iii. To study the role and activities of Non Governmental Organizations and Government in the promotion of Community Based Tourism.
3. To study the satisfaction level of tourists from the Community Based Tourism in Sikkim.
4. To study the impact of Community Based Tourism in Sikkim.

3.4. Hypotheses of the Study

Five hypotheses have been developed to assess community based tourism in the light of research objectives.

- | | | |
|-----------|----|---|
| H1 | Ho | There is low potential of Community Based Tourism in rural Sikkim. |
| | H1 | There is high potential of Community Based Tourism in rural Sikkim. |
| H2 | Ho | Tourists coming to rural areas of Sikkim do not participate in community based activities. |
| | H1 | Tourists coming to rural areas of Sikkim participate in community based activities. |
| H3 | Ho | Local communities do not take interest and do not participate in community based activities that interest tourists. |
| | H1 | Local communities take interest and participate in community based activities that interest tourists. |

- H4** Ho Local communities are not ready to engage in Community Based Tourism.
H1 Local communities are ready to engage in Community Based Tourism.
- H5** Ho Tourists are not satisfied with Community Based Tourism in Sikkim.
H1 Tourists are satisfied with Community Based Tourism in Sikkim.
- H6** Ho There is a negative impact of Community Based Tourism in Sikkim.
H1 There is a positive impact of Community Based Tourism in Sikkim.

3.5. Research Design

3.5.1. Sample Selection

The sample of the study included different stakeholders in tourism mainly hosts/communities, tourists, NGO's and Government representatives. The communities, tourists and NGO's were contacted in the sampled villages while government officials were contacted at their headquarters.

Sampling for primary data collection has been done at two levels; first for choosing villages from four districts of Sikkim for detailed study and second for selecting respondents from different groups in these villages. Seven villages have been selected where tourism is active through rural tourism scheme and there are 12 such villages in the state. These villages were selected after discussion with stakeholders where it emerged that the results of community based tourism will be visible in these villages as enough time has passed since the implementation of CBT scheme here. United Nations Educational, Scientific and Cultural Organization (UNESCO) with local Non Government Organization Ecotourism Conservation Society of Sikkim (ECOSS) in 2004, United Nation Development Programme (UNDP) along with Ministry of Tourism, Government of India realized this in 2008 and Sikkim Tourism, Government of Sikkim with local Non Government Organizations (NGOs) started initiatives for Community Based Tourism in the state that have been successful in the form of Homestay and Rural Tourism.

Table 3.2. Selected Villages for Study

Sl. No.	Village	Tourism in Village	District
		Covered Under Schemes	
1	Darap	Sikkim Tourism, Govt. of Sikkim and Ministry of Tourism, Govt. of India	West
2	Dzongu	(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim	North
3	Kewzing	(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim	South
4	Pastanga	(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim, Ministry of Tourism, Govt. of Sikkim	East
5	Rey Mindu	(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim	East
6	Uttarey	Sikkim Tourism, Govt. of Sikkim	West
7	Yuksom	(i) ECOSS, (ii) UNESCO and Sikkim Tourism, Govt. of Sikkim	West

(i) **ECOSS: Ecotourism and Conservation Society of Sikkim**

(ii) **UNESCO: United Nations Educational, Scientific and Cultural Organization**

The selected communities for the study are from five different communities of seven sample villages of Sikkim. Purposive sampling was used to collect the data depending on the availability of tourists and hosts in the sample villages at the time of data collection. It has been assumed that this would not disturb results as the sample villages are small in size that is also a typical feature of Sikkim villages and communities are close knit and homogenous. The tourists coming to villages in Sikkim are also special interest tourists' visiting for quaint experiences.

The distribution of villagers, tourists and NGO's from the selected villages is shown in table 3.3.

Table 3.3. The Distribution of Villagers, Tourists and NGOs from the Selected Villages

Name of the village	Number of sampled villagers (Total population of the village)		Number of sampled tourists (Dom/Intl.Total)		Number of NGO
	No. of sampled villagers	Total population of the village (2011census)	Domestic	International	
Darap	91	3168	30	62	1
Dzongu	92	4513	51	37	1
Kewzing	90	2831	48	47	1
Pastanga	96	500	61	33	1
Rey Mindu	95	5011	65	31	1
Uttarey	98	2000	35	56	1
Yuksom	96	2543	37	57	1

The government officials from Sikkim Tourism, Government of Sikkim were also contacted in district offices and headquarters. They were interviewed on various aspect of Community Based Tourism.

3.5.2. Data Collection

The data for the study was collected from both primary and secondary sources.

Primary data was collected from villagers and tourists with the help of structured questionnaires. The survey was intended to understand the views of local communities and tourists on Community Based Tourism Development through their participation in it.

Data collected from NGO's and government was also primary but interview method was used here.

Secondary data was collected from government agencies, research reports, statistical reports and articles published in news papers, electronic media and websites.

3.5.3. Data Analysis

The data was analyzed through descriptive statistics such as percent analysis, mean, standard deviation and factor analysis. SWOT analysis, matrix and KPIs (Key Performance Indicators) were used for qualitative data.

3.6. Limitations of Study

A few difficulties arose in the fieldwork. One of the biggest challenges was the collection of official statistical data of tourist arrivals at different tourists visiting villages like (Darap, Yuksom, Uttarey, Dzongu, Kewzing, Rey Mindu and Pastanga). The fieldwork was also constrained by the limits of time and budget. The severe climate conditions and inaccessibility to these areas added more hardness to the fieldwork. Hence, the study is restricted by the available information, which was collected from various sources like through personal visits, interviews and questionnaires.

3.7. Use and Application of Study Findings

The study has been conducted at a time when CBT has started maturing in the study villages though the local NGO in each village still regulates and catalyses the activities of tourism. The feedback of all the stakeholders provides insights to improve the models and processes used for the development of CBT. The government and NGO.s can revisit their roles and villagers can form Self Help Groups to take initiatives. The study findings can be useful to all to look further and to ensure a very successful CBT in Sikkim.

3.8. Chapter Plan

The whole work is presented in the four chapters. The chapter scheme and their contents are presented below.

Chapter 1 New Tourism and Community Based Tourism

This introduces the concept mass tourism, new tourism and community based tourism. Further it explains about community based tourism in India and Sikkim. This prepares reader to understand rest of the work.

- Chapter 2 Review of Literature
Earlier works by academicians and scholars are covered in detail to identify the research gaps.
- Chapter 3 Research Methodology
Discusses the approach followed for the present research. Mainly it deals with objectives, hypothesis, sample selection, data collection and analysis plan.
- Chapter 4 Community Based Tourism in Sikkim-An Analysis
It explains the status of Community Based Tourism in Sikkim with the help of analysis of data that has been done to find answers to objectives of the study and hypotheses.
- Chapter 5 Conclusion and Recommendation
This chapter concludes the study results and offers suggestions and recommendation for areas where detailed study can be taken in future.

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- Yin R.K(2003): *Case Study Research: Design and Methods*, Sage, thousand Oaks.

CHAPTER 4

COMMUNITY BASED TOURISM IN SIKKIM-AN ANALYSIS

- 4.1 Demographic Profile of Host Communities
- 4.2 Participation of Host Communities in Tourism

- Dreier, P. 1996. Community Empowerment Strategies, Limits and Potential of Community Organising in Urban Neighbourhood. *Cityscape, a Journal of Policy Development and Research*, Vol. 2.2, 121-159.
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CHAPTER 4

COMMUNITY BASED TOURISM IN SIKKIM-AN ANALYSIS

- 4.1 Demographic Profile of Host Communities
- 4.2 Participation of Host Communities in Tourism

- 4.3 Demographic Profile of Tourists
 - 4.4 Travel Profile and Behavior of Tourists
 - 4.5 Identification and Mapping of Community Based Tourism Resources in Sikkim
 - 4.6 Potential of Community Based Tourism in Sikkim
 - 4.6.1 Awareness of Tourists about Sikkim and Rural Holidays
 - 4.6.2 Participation of Community Members in Community based Activities to Engage Tourists
 - 4.7 Experience of Tourists with Facilities in the Villages
 - 4.8 Engagement of Community in Activities Relevant for Tourists and useful to Community
 - 4.9 Role and Activities of Non Governmental Organizations and Government in the Promotion of Community Based Tourism
 - 4.9.1 Assistance Provided by NGOs and Government
 - 4.10 Satisfaction of Tourists with overall Tour Experience in the Villages
 - 4.11 Impact of CBT in Sikkim
 - References
-

The answers to research questions have been attempted in this chapter to understand the status of Community Based Tourism in Sikkim. The data collected from host communities, tourists, NGO's and government officials have been analyzed to draw inferences.

4.1. Demographic Profile of Host Communities

The respondents representing community are villagers from the sample villages and are engaged in tourism directly or indirectly. In all 700 villagers were contacted for filling questionnaires out of which 658 were found to be relevant and remaining 42 were rejected for incomplete information. Table 4.1 shows the demographic of these community members.

Table 4.1. Demographic Profile of Host Communities

Attributes		Frequency	Per cent
Gender	Male	428	65.0
	Female	230	35.0
	Below 18	162	24.6

Age	19-35	311	47.3
	36-50	131	19.9
	Above 51	54	8.2
Marital Status	Married	439	66.7
	Unmarried	219	33.3
Household Size	Less than 4	205	31.2
	5 to 7	417	63.4
	More than 7	36	5.5
Education	Illiterate	47	7.1
	Matric	130	19.8
	10+2	296	45.0
	Graduate	154	23.4
	Post Graduate +	31	4.7
Employment Status	Student	193	29.3
	Employed	401	60.9
	Unemployed	50	7.6
	Retired	14	2.1
Employment area	Government Servant	34	5.2
	Farmer	125	19.0
	Tourism	84	12.8
	Self Employed	158	24.0
	Others	257	39.1

It can be seen from the above table, that most of the participants in tourism from host communities' are males, young, married and educated. Most of them are + 12 and graduate. 63.4 per cent belong to household size of 5 to 7. The above table also shows that majority of these respondents are self employed and are famers. Others mentioned on employment area mean students and retired locals.

4.2. Participation of Host Communities in Tourism

Host communities participate in various Community Based Tourism activities that form tour attractions. The positive predisposition of respondents towards tourism in the village, their willingness and confidence to participate and actual participation are all taken as participation; as tourists are hosted in homestays in the sample villages and work

of handling tourists is divided among family members. The involvement of family members in different activities is often need based and can range from occasional to daily.

The participation of host communities in such activities is shown in table 4.2.

Table 4.2 Participation of Host Communities in Tourism

Attributes		Frequency	Per cent
Welcome Guests	Garlanding & Tilak/Offering Khada	466	55.7
	Welcome Drink	277	33.1
	Welcome Traditional dance	93	11.1
Consider Guest a God	Strongly Disagree	3	.5
	Disagree	8	1.2
	Neutral	59	9.0
	Agree	278	42.2
	Strongly Agree	310	47.1
Believe that village has good potential to attract tourists.	Disagree	8	1.2
	Neutral	39	5.9
	Agree	301	45.7
	Strongly Agree	310	47.1
Believe that tradition and culture of our village are different from other villages offering CBT	Disagree	6	.9
	Neutral	48	7.3
	Agree	294	44.7
	Strongly Agree	310	47.1
	Disagree	9	1.4

Provide the good ambience to the tourists.	Neutral	60	9.1
	Agree	365	55.5
	Strongly Agree	224	34.0
Cleanliness and Hygiene are well taken care of.	Disagree	19	2.9
	Neutral	93	14.1
	Agree	337	51.2
	Strongly Agree	209	31.8
Offer unique experience to tourists	Strongly Disagree	1	.2
	Disagree	4	.6
	Neutral	29	4.4
	Agree	377	57.3
	Strongly Agree	247	37.5
Believe that tourism is good for our community	Disagree	15	2.3
	Neutral	73	11.1
	Agree	336	51.1
	Strongly Agree	234	35.6
Homestay for tourists in our own village	Disagree	12	1.8
	Neutral	61	9.3
	Agree	370	56.2
	Strongly Agree	215	32.7
Got training to manage tourist establishments	Strongly Disagree	12	1.8
	Disagree	86	13.1
	Neutral	220	33.4

	Agree	295	44.8
	Strongly Agree	45	6.8
Can handle tourists and offer various facilities	Disagree	34	5.2
	Neutral	166	25.2
	Agree	321	48.8
	Strongly Agree	137	20.8
Willing to work as a team to start tourism initiatives	Neutral	52	7.9
	Agree	270	41.0
	Strongly Agree	336	51.1
Can manage the tourist resources.	Disagree	7	1.1
	Neutral	45	6.8
	Agree	310	47.1
	Strongly Agree	296	45.0

The involvement and participation of host communities in tourism starts, before the arrival of the tourists. To welcome they offer Khada (traditional scarf), all the communities in various villages have different style and color of khada to offer tourists, which resembles their culture. To local residents; offering khada is very important and holy. In every occasion like festival, puja, birthday and cremation they use khada. Different communities prepare various local drinks at their own home. Most of these drinks are alcoholic and rice beer. The famous local drink of Sikkim is Tongba or Chaang, they normally offer to their guests. They also welcome their guests by showing their traditional dances but on demand.

The community members are very positive of potential of their village as tourist attraction and feel positive about doing different tasks to facilitate tourism.

However most of them do not seem to content with the training provided in tourism with a good 33.4 per cent not saying anything about it and 44.8 per cent agreeing to it.

It points towards the need of more comprehensive capacity building programmes in these villages.

4.3. Demographic Profile of Tourists

Tourists were contacted in the on the site in sampled villages who were participating in Community Based Tourism. 700 tourists were given questionnaires but only 650 were usable and remaining 50 were rejected for incomplete information. Table 4.3 shows all their demographic details.

Table 4.3. Demographic Profile of Tourists

Attributes		Domestic		International		Total	
		Number	Per cent	Number	Per cent	Number	Per cent
Gender	Male	196	30.2	199	30.6	395	60.8
	Female	131	20.2	124	19	255	39.2
Marital Status	Married	196	30.2	207	31.8	403	62
	Unmarried	131	20.2	116	17.8	247	38
Age	Below 18 years	86	13.2	53	8.2	139	21.4
	18-25 years	155	23.8	79	12.2	234	36
	26-35 years	83	12.8	101	15.5	184	28.3
	36-45 years	3	0.5	90	13.8	93	14.3

It can be seen that most of the tourists visiting villages are male, married and young. The table shows even females are equally interested to visit these villages. When we compare gender, marital status and age of domestic and international tourists, not much difference are found. Only age gap between tourists varies. It shows 23.8 per cent of domestic tourists are 18-25 years old and 13.8 per cent international tourists are 36-45 years old.

4.4. Travel Profile and Behavior of Tourists

The travel behavior of tourists was analyzed to know their general affinity towards holidays and specifically for rural tours and Sikkim. Table 4.4 highlights the same.

Table 4.4. Travel Profile and Behavior of Tourists

Travel profile		Domestic		International		Total	
		Number	Per cent	Number	Per cent	Number	Per cent
Number of annual holidays/ Tours	Once	137	21.1	105	16.2	242	37.2
	Twice	162	24.9	118	18.2	280	43.1
	Thrice	28	4.3	67	10.3	95	14.6
	Four times or more	0	0.0	33	5.1	33	5.1
Sources of information used for holidays	Travel Agent/ Tour Operator	134	20.6	127	19.5	261	40.2
	Internet	132	20.3	109	16.8	241	37.1
	Family/ Friends	113	17.4	117	18.0	230	35.4
	Newspapers/ Magazines	39	6.0	27	4.2	66	10.2
	Television	14	2.2	22	3.4	36	5.5
Sources of information used for rural holiday in Sikkim	Internet	77	11.8	93	14.3	170	26.2
	Friends/ Family	120	18.5	117	18.0	237	36.5
	TA/TO	130	20.0	135	20.8	265	40.8
	Brochure	23	3.5	10	1.5	33	5.1
	Newspaper/ Magazine	43	6.6	26	4.0	69	10.6
	Television	19	2.9	10	1.5	29	4.5
Expectations from holiday of	Visiting remote areas	19	2.9	85	13.1	104	16.0
	Visiting popular	163	25.1	53	8.2	216	33.2

Sikkim	places						
	Visiting Adventurous places	84	12.9	179	27.5	263	40.5
	Cultural Heritage	141	21.7	64	9.8	205	31.5
	Religious	61	9.4	49	7.5	110	16.9
Main purpose of visit in Sikkim	Rural/Community Experience	145	22.3	127	19.5	272	41.8
	Part of Package Tour	81	12.5	78	12.0	159	24.5
	Holiday	101	15.5	118	18.2	219	33.7

The above table indicates domestic tourists are more inclined to travel atleast twice a year and international tourists travel once, twice, thrice or more in a year. The main sources of information for both the tourists are travel agent/tour operator, family/friends and newspapers/magazines. This shows they are more reliable of travel agents or tour operators for their holidays. Table also shows that international tourists are more inclined to family/friends, which means they are influenced by family/friends and most of the time they take suggestions from them for holidays.

Table 4.4 also indicates that the main source of information used by both the tourists for rural holiday in Sikkim are internet, travel agents or tour operators and family/friends. For both tourists their main expectations to visit these villages are visiting popular places, adventurous places and cultural heritage. Their main purpose of visits are rural/community experience and holidays.

4.5. Identification and Mapping of Community Based Tourism Resources of Sikkim

Tourism resources are attractions having potential to be developed as tourist products and; all the resources where communities can engage as important stakeholder become relevant for community based tourism. The tourism resources of Sikkim have unique features such as pristine beauty of hill state, abundant greenery and quaint rural areas. Most of the places in the state have inherent potential to be developed as community based tourist attractions except for the fact that other important aspects of commercially

viable tourism resources such as accommodation and access are amiss. This filters the resources suitable for conversion in to tourism products. The identification of tourism resources is a complex task and is often done through a task force that uses observation method through personal visits to mark high potential areas. These potential resources are mapped against government plans of infrastructure development to identify the feasible ones. This is usually done at the level of government and is a labour and time intensive technique requiring big budget. As this exploratory approach was not practical at the level of individual researcher hence an alternative was used where inputs were obtained from the stakeholders in tourism.

The methodology adopted for identification of tourism resources is meetings and discussions with stakeholders of tourism that included state government officials, non-governmental organizations and tourism trade associations and their representatives. The outputs of discussions along with information collected through some personal visits and survey of research studies have been used for identification and mapping of resources that are presented through following tools:

i. Community Based Tourism Resource Matrix of Sikkim

The matrix presents different tourism resources in the state in the identified villages/communities where community based tourism can be implemented. The concerned issues of tourism development for each type of resource are also pointed.

ii. SWOT Analysis

The Strength, Weakness, Opportunity and Threat (SWOT) matrix identifies the strong and weak points of Sikkim for community based tourism development; and the opportunities and threats for same.

iii. Benchmarking CBT of Sikkim against KPIs (Key Performance Indicators) of CBT

The community based tourism of Sikkim has been benchmarked against Key performance indicators of community based tourism.

i. Community Based Tourism Resource Matrix of Sikkim

Community Based Tourism Resource Matrix of Sikkim is presented in table 4.5. The different types of potential and existing tourism resources have been identified that are mapped against the villages/ communities/sites where tourism can be taken forward or started afresh with existing, improvised or the new models. For each destination relevant tourism activities have been identified along with other related issues concerning community based tourism.

Table 4.5. Community Based Tourism Resource Matrix

Tourism Resources	Location	Activities	Problems	Opportunities for CBT	Social dimensions/ Issues	Cultural dimensions/ Issues	Economic dimensions/ Issues	Characteristics of Community
Existing								
Rural Tourism	Lachen, North Sikkim	Natural trail near village, homestay and trekking.	Poor Accessibility	Milking yak and to know the unique culture.	Not exposed to the world yet and very shy.	Nature worshipper specially mountain, rivers, stones etc.	Most villagers depend on agriculture and tourism adds the value.	One of the ethnic tribe of Sikkim. Their language and customs are different.
	Chumbung, West Sikkim	Natural trail nearby village Trekking and Hilley	Poor Accessibility and not promoted	To view unique landscape (Durpiney Dara	Very friendly and hospitable.	Nature worshippers and specially worship Devi, Deorali, Nagi,	Tourism Creates job and increases incomes	One of the ethnic tribe and their lifestyle and traditions are

		Barsey Rhododendron Sanctuary.	well.	which means telescopic hill) and rural life		Kul etc.		different.
	Tingchim, West Sikkim	Natural trail nearby village and adventure activities	Not promoted well	To explore the beauty of nature	Shy but hospitable.	Forgetting their own culture, outside influence coming	Depend on agriculture and government jobs.	Ethnic tribe and very artistic.
	Maniram Bhanjgyang, West Sikkim	Natural trail nearby village and bird watching and trekking.	Not known on national platform	To see ample number of state birds and flowers.	Smiling face and very helpful.	Not exposed to the world.	Jobs created are not good.	Ethnic tribe and nature lover and worshiper.
	Rong, West Sikkim	Natural trail nearby village, homestay and monastery	Not promoted well	To view unique landscape and rural life	Very friendly and hospitable	Unique culture and tradition	Creates job in many	Music lovers.

		walk.					areas.	
	Srijunga Martam, West Sikkim	Trekking and Nature based	Easily accessible	Landscape and birds watching	Culture is diminishing	Unique culture and tradition	Remuneration are not good.	Their food habits and traditional dances are unique.
	Darap, West Sikkim	Natural trail nearby village, Homestay, volunteer to teach in school, preparing local food, Mountain Biking and Trekking.	Seasonal and not marketed properly.	Breathtaking view of Mt. Khanchendzonga. Idol place for bird and butterfly watching.	Very friendly and hospitable.	Unique culture and tradition.	Creates jobs but remuneration are not good.	One of the ethnic tribe of Sikkim. Limboo gave the name 'Sukhim' now Sikkim, which means new house. Nature worshipers
	Pastanga, East Sikkim	Village Tour, Trekking, Waterfall, Cardamom Field,		Near to Gangtok, capital of Sikkim.		Unique culture and tradition.		Bhutia community and Rai community

		Bamboo Forest, Cultural Show, 105 years old Bhutia house and Rai house.	Not promoted in a proper manner.	To stay away from busy city life and see unique culture.	Take pride to promote their village.	Two communities staying together and peacefully	Creates jobs and increase of income.	lives together. Their tradition, culture, language and food habits are different.
	Pendam Gadi Budang, East Sikkim	Natural trail nearby village, homestay and monastery walk.	Not promoted well	To view unique landscape and rural life	Very hospitable	Unique culture and tradition	Creates job but not good	Ethnic tribe and loves music and dance.
	Tumin, East Sikkim	Natural trail nearby village, preparing local food, Trekking and Nature based	Not promoted well	Landscap e and flora	Works in team. Happy to help	Want to promote their culture and keen to know others.	Creates job but not good	Ethnic tribe and nature lover. Tries to be friendly.

	Jaubari, South Sikkim	Trail nearby village, milking cow, basket weaving, Trekking and Nature based	Not promoted well	Landscape and fauna	Don't want to engage with tourists	Ready to showcase their culture.	Creates job but seasonal	Ethnic tribe and very aggressive.
New								
	<i>Lachung, North Sikkim</i>	<i>Natural trail in village and nearby. Milking yak and cow. Trekking</i>	<i>Enroute to well known destination Yumthang" Valley of flowers"</i>	<i>To take bath in hot spring, breathtaking landscapes and waterfalls .</i>	<i>Ready to join hands in terms of tourism.</i>	<i>Unique culture and ready to showcase to the world.</i>	<i>Depends on government jobs and dairy.</i>	<i>Ethnic tribe and follow Zumsa (own local panchayat system).</i>
	<i>Dzongu, North Sikkim</i>	<i>Natural trail nearby village, preparing local food, interaction</i>	<i>Accessibility</i>	<i>Surrounded by Khanchend zonga bio-</i>	<i>Smiling face</i>	<i>Unspoiled and</i>	<i>Confined to agriculture</i>	<i>Aboriginal</i>

		<i>with homestay family, milking yak, traditional games and sports.</i>	<i>and facilities.</i>	<i>reserve.</i> <i>Find yourself close to nature.</i>	<i>and very hospitable</i>	<i>pure culture.</i>	<i>and few government jobs.</i>	<i>tribe of Sikkim, Lepcha</i>
	<i>Namchi, South Sikkim</i>	<i>Chardham Tour, Monastery Tour, Meditation and Nature Beauty.</i>	<i>Not promoted in a proper manner.</i>	<i>Share the experience with monks and pundits.</i>	<i>Very interested to interact with tourists and share knowledge.</i>	<i>To see blend of Buddhist and Hindu culture.</i>	<i>Help them to improve their lifestyle.</i>	<i>Most of them are Monks and pandits.</i>
	<i>Kewzing, South Sikkim</i>	<i>Natural trail nearby village, Monastery Walk, Cultural Show, Milking Cow, Interaction with homestay</i>	<i>Not promoted in a proper manner.</i>	<i>En-route to major tourist destinations.</i> <i>Can be a great halting</i>	<i>Very friendly and hospitable.</i>	<i>Unique culture and tradition</i>	<i>Confined to government jobs.</i>	<i>One of the ethnic tribe of Sikkim. Bhutia call Sikkim as Denzong means Valley of Rice.</i>

		<i>family</i>		<i>place.</i>				
	<i>Rey Mindu, East Sikkim</i>	<i>Village Tour, Trekking, Cultural Dance, Farming etc.</i>	<i>Not promoted well.</i>	<i>Near to Gangtok, capital of Sikkim. To stay away from hustle and bustle of crowded life.</i>	<i>Take pride to promote their village</i>	<i>Unique culture and tradition.</i>	<i>Creates jobs and increase of income.</i>	<i>One of the ethnic tribe of Sikkim.</i>
	<i>Yuksom, West Sikkim</i>	<i>Rock Climbing, Camping and Trekking</i>	<i>Accessibility and proper training</i>	<i>Trekking to Gochela, the base camp of 3rd highest Mt. Kanchendzonga. To visit first capital of Sikkim.</i>	<i>Take pride to promote their village. Communities are involved and promote ecotourism.</i>	<i>Culture is varied.</i>	<i>Creates jobs and increase of income.</i>	<i>One of the ethnic tribes of Sikkim. Their language, traditions and culture are different from</i>

				<i>To see oldest monasteries of state Dubdi.</i>				<i>others.</i>
	<i>Uttarey, West Sikkim</i>	<i>Natural Based Activities and Base Camp of for Singalila Range Ecotourism Trekking trail towards Khangchendzong.</i>	<i>Accessibility and not promoted yet.</i>	<i>2nd Highest bridge in Asia and Gate way to Indo-Nepal Border Trade Route through Chewabha njyangla pass.</i>	<i>Very friendly and hospitable.</i>	<i>Ready to showcase their culture to world.</i>	<i>Income will increase.</i>	<i>Nepalese community</i>
Existing								
Adventure Tourism	Yuksom, West Sikkim			Trekking to Gochela, the base camp of 3rd highest Mt. Kanchenz	Take pride to promote their			One of the

		Rock Climbing, Camping and Trekking	Accessibility and proper training	onga. To visit first capital of Sikkim. To see oldest monasteries of state Dubdi.	village. Communities are involved and promote ecotourism.	Culture is varied.	Creates jobs and increase of income.	ethnic tribes of Sikkim. Their language, traditions and culture are different from others.
	Rumtek, East Sikkim	Monastery Tour, Meditation and Nature Beauty.	Tourist comes for local sightseeing.	Share the experience with monks and close interaction with them.	Very interested to interact with tourists and share knowledge.	Their monk dance and mask dance are worth to see.	Help them to improve their lifestyle.	Most of them are Monks.
	Uttarey, West Sikkim	Natural Based Activities and Base Camp of for		2 nd Highest bridge in Asia and Gate way to Indo-	Very friendly	Ready to		

		Singalila Range Ecotourism Trekking trail towards Khangchend zong.	Accessibility and not promoted yet.	Nepal Border Trade Route through Chewabha njyangla pass.	and hospitable.	showcase their culture to world.	Income will increase.	Nepalese community
	Pastanga, East Sikkim	Village Tour, Trekking, Waterfall, Cardamom Field, Bamboo Forest, Cultural Show, 105 years old Bhutia house and Rai house.	Not promoted in a proper manner.	Near to Gangtok, capital of Sikkim. To stay away from busy city life and see unique culture.	Take pride to promote their village.	Unique culture and tradition. Two communities staying together and peacefully	Creates jobs and increase of income.	Bhutia community and Rai community lives together. Their tradition, culture, language and food habits are different.
New								
	<i>Lachung, North Sikkim</i>			<i>To perform Skiing in Yumthang valley and</i>	<i>Community follow Zumsa (local panchayati</i>			

		<i>Natural Beauty and Village Walks</i>	<i>Duration of visits is less.</i>	<i>rafting.</i>	<i>system), which does not allow to talk with strangers.</i>	<i>Unique culture and tradition.</i>	<i>Creates jobs and increase of Income.</i>	<i>One of the ethnic tribe of Sikkim.</i>
	<i>Aritar, East Sikkim</i>	<i>Boating on artificial lake, trekking and adventure</i>	<i>Not promoted yet.</i>	<i>High quality of teas is directly exported abroad. To see packaging and processing.</i>	<i>People are very helpful.</i>	<i>Ready to showcase their culture to world.</i>	<i>Income will increase.</i>	<i>One of the ethnic tribe of Sikkim.</i>
	<i>Rango, East Sikkim</i>	<i>Rafting, Kayaking and Trekking</i>	<i>Not promoted</i>	<i>Rafting and Kayaking on river Teesta, cross the border and reach</i>	<i>All the communities stays together and happy</i>	<i>Varied culture from Nepali to Bihari to Bhutias</i>	<i>Totally dependent upon government jobs and private shops</i>	<i>All the communities believe unity in diversity.</i>

				<i>West Bengal</i>				
	<i>Namchi, South Sikkim</i>	<i>Means high sky. Pilgrimage site for both hindu and Buddhist and adventure site</i>	<i>Needs more promotions</i>	<i>Unique hiking and trekking on top of the mountains</i>	<i>Take pride to promote their village</i>	<i>Their monk dance and mask dance are famous</i>	<i>More into government jobs. Payment in tourism sector is not good.</i>	<i>Most of them are Pandits and Monks.</i>
Existing								
Ecotourism	Darap, West Sikkim.	Natural trail nearby village, Homestay, volunteer to teach in school, preparing local food, Mountain Biking and Trekking.	Seasonal and not marketed properly.	Breathtaking view of Mt. Khanchend zonga. Idol place for bird and butterfly	Very friendly and hospitable.	Unique culture and tradition.	Creates jobs but remuneration are not good.	One of the ethnic tribe of Sikkim. Limboo gave the name 'Sukhim' now Sikkim, which means new house.

				watching.				
	Yuksam, West Sikkim	Rock Climbing, Camping and Trekking	Accessibility and proper training	Trekking to Gochela, the base camp of 3 rd highest Mt. Kanchendz onga. To visit first capital of Sikkim. To see oldest monasterie s of state Dubdi.	Take pride to promote their village. Communities are involved and promote ecotourism.	Culture is varied.	Creates jobs and increase of income.	One of the ethnic tribes of Sikkim. Their language, traditions and culture are different from others.
	Lachen, North Sikkim,	Natural trail near village, homestay and trekking.	Accessibilit y	To explore endangere d floras and fauna.	Not exposed to the world yet and very shy.	Nature worshipper.	Most of them are depended upon agriculture.	One of the ethnic tribe of Sikkim. Their language and customs are

								different.
	Rey Mindu, East Sikkim.	Village Tour, Trekking, Cultural Dance, Farming etc.	Not promoted well.	Near to Gangtok, capital of Sikkim. To stay away from hustle and bustle of crowded life.	Take pride to promote their village	Unique culture and tradition.	Creates jobs and increase of income.	One of the ethnic tribe of Sikkim.
	Pastanga, East Sikkim	Village Tour, Trekking, Waterfall, Cardamom Field, Bamboo Forest, Cultural Show, 105 years old Bhutia house and Rai house.	Not promoted in a proper manner.	Near to Gangtok, capital of Sikkim. To stay away from busy city life and see unique	Take pride to promote their village.	Unique culture and tradition. Two communities staying together and peacefully.	Creates jobs and increase of income.	Bhutia community and Rai community.

				culture.				
	Soreng, South Sikkim	Orange plantation, variety of flowers and trace farming	Still to promote.	To see trace and organic farming	Want to promote their culture and village	Very friendly and helpful. Always smiling faces.	Dependent on agriculture.	Most of the community involves into farming and live simple life.
New								
	<i>Lachung, North Sikkim</i>	<i>Natural Beauty, Lakes, Hot Spring, Waterfalls and Village Walks</i>	<i>Duration of visits is less.</i>	<i>To see 38 varieties of rhododend ron and rare flowers during March- May. Also known as Switzerlan d of East and Valley of flowers.</i>	<i>Community follow Zumsa (local panchayati system), which does not allow to talk with strangers.</i>	<i>Unique culture and tradition.</i>	<i>Creates jobs and increase of Income.</i>	<i>One of the ethnic tribe of Sikkim.</i>

	<i>Timi, East Sikkim</i>	<i>Plugging of tea leaves, homestay and interaction with local community</i>	<i>Not promoted yet.</i>	<i>High quality of teas is directly exported abroad. To see packaging and processing.</i>	<i>People are very helpful.</i>	<i>Ready to showcase their culture to world.</i>	<i>Income will increase.</i>	<i>One of the ethnic tribe of Sikkim.</i>
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The above matrix shows the potential of a variety of nature based tourism activities in rural settings. The small scale tourism at the village level can be implemented through community participation. The lessons learned from existing projects can be used to improvise to begin tourism in the new places.

ii. SWOT Analysis

The Strength, Weakness, Opportunity and Threat (SWOT) matrix identifies the strong and weak points of Sikkim for community based tourism development. It also highlights the opportunities for the state along with threats (Table 4.6). The matrix can be used for tourism planning in the state.

Table 4.6. SWOT Analysis of Community Based Tourism in Sikkim

<p>Strength</p> <ul style="list-style-type: none"> • Politically Stable and Tourism on the agendas of State. • Tourist friendly rules. • Hospitable society • Unique culture • Rich Natural Resources. • Pollution Free Environment Host population worships nature and is environment friendly • Rural state. • High literacy and total sanitation. • Tax and VAT free state. • Good image- Must visit place by Lonely Planet. • Tops among other north eastern states. 	<p>Weakness</p> <ul style="list-style-type: none"> • Transport and related infrastructure (no railway and airport in state). • Not visible promotion at National and International level). • Frequently changing Weather of Sikkim. • Few authorised Travel Agents, Tour Operators and Franchises by Ministry of Tourism, Govt. of India. • Poor availability of trained and skilled human resource. • Permits and other restrictions. • Limited facilities in rural areas.
<p>Opportunities</p> <ul style="list-style-type: none"> • Recent announcement to open the Kailash Manasarowar motorable route from Nathula border (India-China border). • Nathula border, the famous silk route is opened for trade between India and China. • One of hotspot of biodiversity of the world. • Different climate zones. • Opportunity for Rural, Village, Ecotourism, Adventure Tourism, Sustainable Tourism, Community Based Tourism, Pilgrimage and Cultural Tourism. • Readiness of communities to engage in tourism. 	<p>Threats</p> <ul style="list-style-type: none"> • Carrying capacity in fragile areas. • Natural calamities. • Climate change. • Landslides

The SWOT analysis shows that the proper leverage of strengths and opportunities could be a great help for the tourism industry in Sikkim. Weaknesses and threats can be overcome with proper planning.

iii. Benchmarking against KPIs (Key Performance Indicators)

The community based tourism of Sikkim has been benchmarked against Key performance indicators of community based tourism.

For the effectiveness of CBT it is important that every project meets the benchmarks of its KPIs. These KPIs have been identified through researches at global level and used here to know the status of Sikkim. These KPIs are identified at the implementation stage, for commercial viability and in terms of impacts on the livelihood of people. The benchmarking has been done on the basis of existing projects assuming that similar approach is likely to be followed for all projects.

Table 4.7. Sikkim Benchmarked against Key Performance Indicator of Community Based Tourism

KPIs of CBT at Implementation stage		KPIs in Sikkim at implementation stage	KPIs of CBT at Commercial Viability stage		KPIs in Sikkim at commercial viability stage	KPIs of CBT for impact on community		KPIs in Sikkim for impact on community stage
Planning	Strategic plan, including sound business plan.	Sikkim meets these criteria as business plans are externally driven through government and NGOs.	Market	Size, seasonality.	Size of market for CBT is niche and small and the climate of state makes it seasonal.	Impact on livelihood	Non-wage impacts.	Villagers learn many new techniques from tourist coming from developed parts
	Monitoring & evaluation.	Monitoring and evaluative done by implementing agencies.		Length of Stay.	Stay is for 3 days		Opportunity cost & compatibility with other livelihoods.	The CBT in Sikkim revolves around local livelihoods and is a good supplement to incoming.
				Visitor expenditure.	Average expenditure is Rs. 5000 excluding			

					package.			
Partnership	NGOs Private Sector Government	NGOs and government actively involved but private involvements are less.	Product	Location, physical access. Profitability. Visitor satisfaction. Uniqueness	All remote locations. Problem of accessibility but visitors are satisfied.	Other Impacts	Standard of living. Local economic development.	Standard of living is good. A decent economic development of local communities. Happy to showcase the culture to the world. Less environment issues.
Community Assets	Tourism Assets. Will to engage in tourism. Available skills.	Part of receipts from tourism go to NGO,s that use it for community asset building					Collective benefit. Community empowerment.	
Funding Microcredits	Funding invested to date. Microcredits for tourism.	UNDP, MoT, UNESCO.		Links with private sector	Market access. Business advice.		Engage with Travel Agents and proper marketing.	

The above table shows that Sikkim benchmarks fairly on almost all the key parameters of community based tourism and this is the reason that the evaluation studies have labelled it as successful but this exercise shall be recurring so that standards are maintained continuously.

From the analysis of data for identification and mapping of CBT resources in Sikkim through three tools used, it can be concluded that a large number of potential resources exist in the state that can be promoted using learning's from existing cases and an exercise of benchmarking against KPIs shall be taken on recurring basis to ensure sustainability of the projects.

4.6. Potential of Community Based Tourism in Sikkim

Potential of Community Based Tourism in Sikkim is assessed with the help of awareness of tourists about Sikkim and rural holidays, their participation in community based activities and involvement of communities in various activities for tourists.

4.6.1. Awareness of Tourists about Sikkim and Rural Holidays

Awareness of tourists plays a very important role in deciding the choice of destination more so if the destinations and activities do not belong to mass tourism, The awareness of tourists about Sikkim, village chosen for tour and rural holidays is presented in table 4.8.

Table 4.8. Awareness of Tourists about Sikkim and Rural Holidays

Attributes		Domestic		International		Total	
		Number	Per cent	Number	Per cent	Number	Per cent
Awareness about Sikkim	Yes	301	46.3	152	23.4	453	69.7
	No	26	8.0	171	52.9	197	30.3
Come here for Rural (CBT) holiday	Yes	236	36.3	181	27.8	417	64.2
	No	91	14.0	142	21.8	233	35.8
First such holiday	Yes	176	27.1	147	22.6	323	49.7
	No	151	23.2	176	27.1	327	50.3
Number of times been to rural holiday	Once	75	11.5	53	8.2	128	19.7
	Twice	54	8.3	60	9.2	114	17.5
	Thrice	22	3.4	51	7.8	73	11.2
	More	0	0.0	12	1.8	12	1.8
	Others	176	27.1	147	22.6	323	49.7
Been to this village before	Yes	27	4.2	25	3.8	52	8.0
	No	300	46.2	298	45.8	598	92.0

It can be seen that most of the tourists both domestic and international, they know about Sikkim and were there for rural (CBT) holidays. This was a first such holiday for 27.1 per cent of domestic tourists but not for international tourists. 50.3 per cent of international tourists already been for rural holidays. The table also indicates that this is a median visit to villages for both the tourists.

4.6.2. Participation of Tourists in Community Based Activities

The tours in rural areas fill the day of tourists by community centered lifestyle activities such as farming unless there are other tourism centric activities such as hiking. Tourists were

asked about their participation in both categories of activities and results are presented in table 4.9. The same query was made to community members too to know if they think differently of participation.

Table 4.9. Participation of Community Members in Community Based Activities

Participation of tourists in Community centric lifestyle activities	Tourists perspective		Community perspective	
	Number	Per cent	Number	Per cent
Basket Weaving	69	7.8	78	7.3
Ploughing the field	61	6.9	98	9.1
Planting Rice	54	6.1	35	3.3
Milking cows	31	3.5	96	8.9
Traditional games and sports	150	17.0	95	7.1
Interaction with the homestay family	395	44.7	533	49.7
Volunteer to teach in a school	124	14.0	133	12.4
Preparing local food	60	6.2	100	9.3
Participation of tourist in tourist centric activities				
Day hikes to pilgrimage sites	276	28.3	496	44.2
Learning meditation	31	3.2	18	1.6
Natural trail nearby village	236	24.2	85	7.6
Cultural shows	222	22.8	343	30.5

Mountain Biking	92	9.4	78	6.9
Rock climbing	124	11.3	66	5.9
Others	58	5.9	37	3.3

This table divides the two different aspects; they are participation of tourists in community centric lifestyle activities and participation of tourists in tourist centric activities.

In community centric lifestyle activities 44.7 per cent tourists and 49.7 percent communities are interested to interact with each other (homestay family). Tourists are more interest to volunteer to teach in local school and like to involve in traditional games and sports. They are list interested to involving in preparing local food because the preparation part is difficult.

In participation of tourists in tourist centric and activities 28.3 percent tourists want to have day hikes to pilgrimage sites near village areas. As, Sikkim is a unique Buddhist state, where they can find many monasteries and monks of different sects and they can interact with them easily. 44.2 per cent communities also would like to showcase their unique religious sites.

A majority of tourists also would like to involve in natural trail nearby village and cultural shows. They are also interested to learn making local crafts. As Sikkim is famous for its natural beauty, flora and fauna, 5.9 tourists from other would like to go for trekking, bird and butterfly watching. In vast array of tourist centric activities communities are ready to arrange rock climbing for them nearby villages but tourists are not much interested for that because the local communities are not certified climber.

4.7. Experience of Tourists with Facilities in the Villages

Experiences of tourists with facilities in the village point towards their satisfaction levels that may reflect in favorable and not so favorable word of mouth thus affecting tourism image and potential of Sikkim. Tourists were asked about their experiences on 13 variables on a five point likert scale. The data has been analyzed through data reduction using factor analysis to understand the important variables that matter, before using factor analysis, data was checked for reliability through Cronbach alpha test that gave value of .863 indicating that factor analysis can be applied here. Table 4.10 shows all the details below.

Table 4.10. Experience of Tourists with Facilities in the Villages (Reliability Statistics of Cronbach's Alpha)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.863	.865	13

Factor analysis was applied through varimax rotation techniques and results are presented in tables 4.11.

Table 4.11. Experience of Tourists with Facilities in the Villages (Factor Analyze)

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.197	39.973	39.973	5.197	39.973	39.973	3.889	29.916	29.916
2	1.743	13.409	53.382	1.743	13.409	53.382	2.275	17.500	47.416
3	1.400	10.768	64.150	1.400	10.768	64.150	2.175	16.734	64.150
4	.831	6.392	70.543						
5	.763	5.867	76.410						
6	.653	5.026	81.436						
7	.532	4.092	85.527						
8	.441	3.392	88.920						
9	.381	2.928	91.847						
10	.342	2.628	94.475						
11	.331	2.548	97.023						
12	.213	1.638	98.661						
13	.174	1.339	100.000						

Extraction Method: Principal Component Analysis.

4.12. Experience of Tourists with Facilities in the Villages (Component Matrix)

	Component		
	1	2	3
Accommodation	.465	.561	.328
Availability of information	.512	.445	.427
Local villagers as guides	.499	.645	.293
Behavior of the community	.608	.379	-.227
Electricity	.809	.036	-.229
Drinking water	.792	-.037	-.258
Cleanness and hygiene	.767	-.068	-.424
Maintenance/Management	.808	-.157	-.270
Toilets	.705	-.187	-.113
Roads	.546	-.414	.485
Shops for daily provisions	.475	-.484	.531

Recreation	.681	-.231	.054
Local Crafts	.304	-.382	.261

Extraction Method: Principal Component Analysis, a. 3 components extracted.

4.13. Experience of Tourists with Facilities in the Villages (Rotated Component Matrix)

	Component		
	1	2	3
Accommodation	.142	.785	.048
Availability of information	.131	.764	.206
Local villagers as guides	.184	.846	-.014
Behavior of the community	.596	.437	-.140
Electricity	.786	.257	.159
Drinking water	.794	.180	.179
Cleanness and hygiene	.873	.065	.080
Maintenance/Management	.823	.090	.254
Toilets	.650	.099	.333
Roads	.191	.146	.804
Shops for daily provisions	.113	.085	.850
Recreation	.537	.135	.461
Local Crafts	.124	-.039	.538

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Thirteen questions relating to rate the facilities/activities provided by the local communities in 7 villages were factor analyzed using principal component analysis with Varimax (orthogonal) rotation. The first factor was labeled the basic/primary requirements for Community Based Tourism in the villages due to the high loadings by the following items: for electricity; for drinking water; cleanness and hygiene; maintenance/management. The second factor derived was labeled must/secondary requirement for Community Based Tourism in the villages. This factor was labeled as such due to the high loadings by the following factors: accommodation; availability of information; local villagers as guides. The third factor was labeled as daily/essential requirement for Community Based Tourism in the

villages. This factor was labeled as such due to the high loadings by the following factors: roads; local shops for daily provisions; recreations; local craft.

This means that we have identified three clear patterns of responses among respondents-one pattern of basic/primary requirement, second pattern of must/secondary requirement and third pattern of daily/essential requirement for Community Based Tourism in the villages. These three tendencies are independent of one another.

4.8. Engagement of Community in Activities Relevant for Tourists and useful to Community

The various engagements of community in activities relevant for tourist and useful to community, which are important for the success of Community Based Tourism Development in any village. Communities were asked about their aspects of managing tourists and benefits to tourism to their community. The data has been analyzed through data reduction using factor analysis to understand the important variables that matter, before using factor analysis, data was checked for reliability through Cronbach alpha test that gave value of .734 indicating that factor analysis can be applied here. Table 4.14 shows all the details below.

Table 4.14. Engagement of Community in Activities Relevant for Tourists and useful to Community (Reliability Statistics for Cronbach’s Alpha)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.734	.741	12

Factor analysis was applied through varimax rotation techniques and results are presented in tables 4.15.

Table 4.15. Engagement of Community in Activities Relevant for Tourists and useful to Community (Factor Analyze)

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.277	27.305	27.305	3.277	27.305	27.305	2.186	18.216	18.216
2	1.751	14.589	41.893	1.751	14.589	41.893	1.976	16.468	34.684
3	1.437	11.973	53.866	1.437	11.973	53.866	1.947	16.224	50.909
4	1.163	9.696	63.562	1.163	9.696	63.562	1.518	12.653	63.562
5	.890	7.417	70.978						
6	.703	5.855	76.833						
7	.609	5.077	81.910						
8	.560	4.665	86.575						
9	.467	3.891	90.466						
10	.434	3.614	94.080						
11	.391	3.262	97.342						
12	.319	2.658	100.000						

Extraction Method: Principal Component Analysis.

4.16. Engagement of Community in Activities Relevant for Tourists and useful to Community (Component Matrix)

	Component			
	1	2	3	4
We consider Guest a God	.161	.618	.073	.555
Our Village has good potential to attract tourists.	.511	.352	.319	.439
Our tradition and culture are different from other villages offering CBT	.577	.484	.231	-.164
We provide the good ambience to the tourists.	.636	.361	-.115	-.480
Cleanliness and Hygiene are well taken care of.	.654	.319	-.232	-.290
We offer unique experience to tourist	.555	-.047	-.471	.173
Tourism is good for our community	.596	-.115	-.232	.084
We have homestay for tourists in our own village.	.483	-.265	-.357	.329
We have got training to manage tourist establishments	.304	-.459	-.368	.282
We can easily handle tourists and offer various facilities.	.602	-.445	.079	-.292
We are willing to work as a team to start tourism initiatives	.460	-.371	.636	.109
We as community can manage the tourist resources.	.512	-.383	.509	.021

Extraction Method: Principal Component Analysis, 4 components extracted.

4.17. Engagement of Community in Activities Relevant for Tourists and useful to Community (Rotated Component Matrix)

	Component			
	1	2	3	4
We consider Guest a God	.063	.022	-.165	.830
Our Village has good potential to attract tourists.	.203	.114	.312	.726
Our tradition and culture are different from other villages offering CBT	.672	-.089	.214	.377
We provide the good ambience to the tourists.	.877	.079	.050	.002
Cleanliness and Hygiene are well taken care of.	.772	.256	-.006	.084
We offer unique experience to tourist	.291	.682	-.049	.097
Tourism is good for our community	.310	.546	.177	.063
We have homestay for tourists in our own village.	.036	.721	.105	.083
We have got training to manage tourist establishments	-.142	.689	.104	-.114
We can easily handle tourists and offer various facilities.	.342	.332	.565	-.325
We are willing to work as a team to start tourism initiatives	-.015	.040	.867	.114
We as community can manage the tourist resources.	.079	.117	.805	.025
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

Twelve questions relating to various aspects of managing tourists and benefits of tourism to host community were asked in 7 villages were factor analyzed using principal component analysis with Varimax (orthogonal) rotation.

The first factor was labeled the services provided for managing tourists and benefits of tourism to host community by following items: our tradition and culture are different from other villages offering CBT; we provide the good ambience to the tourists; cleanliness and hygiene are well taken care of. The second factor derived was facilities provided for managing tourists and benefits of tourism to host community. This factor was labeled as such due to the high loading by the following factors: we offer unique experience to tourist; we have homestays for tourists in our own village; we have got training to manage tourism establishments. The third factor was labeled as confidence for managing tourists and benefits of tourism to host community by following items: we can easily handle tourists and offer various facilities; we are willing to work as a team to start tourism initiatives; we as community can manage the tourist resources. The fourth factor derived was their innocence for managing tourists and benefits of tourism to host community. This factor was labeled as such due to the following factors: we consider guest as god; our village has good potential to attract tourists.

4.9. Role and Activities of Non Governmental Organizations and Government in the Promotion of Community Based Tourism

The NGO's and government representatives suggested that they actively participate in community based tourism; the same was enquired from community members to know their opinion and results are presented in table 4.18 that highlights the assistance by different types of NGOs and Government.

Table 4.18. Assistance for Development of CBT by NGOs and Government

Assistance for development of CBT	Responses	
	N	Percent
International Organization	22	2.6
Government of India	187	22.1
Government of Sikkim	589	69.6
Others	48	5.7

It can be seen from the above table that 69.6 per cent assistance for the development of Community Based Tourism is providing by Government of Sikkim followed by Government

of India and International Organization. The table also indicates that 5.7 per cent assistance are provided by other, here others are local NGO in seven different villages.

4.9.1. Assistance Provided by NGOs and Government

Providing assistance to local community by Non Governmental Organization and Government is very essential for benefit and success of Community Based Tourism but the efficiency of assistance is equally important. The opinions of community members on efficiency of assistance are presented in table 4.19.

Table 4.19. Effectiveness of Assistance in CBT

Assistance provided by NGOs and Government	Mean	Standard Deviation
Creating employment	3.8237	.77984
Supports skill building through training programmes	3.6185	.74562
Support equitable distribution of revenue for all participants in CBT	3.5957	.80945
Support in development of the village	3.9970	.96514
Over all are satisfied with the assistance	3.2751	.94056

It can be seen from the above table that the support in development of the village is matter of concern for both NGOs and Government followed by creating employment. This indicates by mean which shows 3.99.

4.10. Satisfaction with overall Tour Experience in Village.

Tourist satisfaction is matter of concern for the success of any tourism in the region. The table 4.20 highlights the satisfaction level with over all experience in the village.

Table 4.20. Satisfaction with overall Tour Experience in Village

Tour experience in village	Mean	Standard Deviation
I am pleased and decided to visit this place again.	4.1708	

		.84193
The visit to destination exceeds my expectation.	4.1185	.80050
I will strongly recommend to my friends/relatives.	4.3046	.76083
The tradition and culture of Sikkim is unique	4.2600	.75205

Table 4.20 indicates that the tourists are very much satisfied with the overall tour experience in the villages and they strongly recommend their friends and relatives to visit these villages. This is because the tradition and culture of Sikkim is unique to explore in India.

4. 11. Impact of Community Based Tourism in Sikkim

For sustainable growth of tourism, the three bottom line of sustainable tourism is crucial. As Sikkim promotes and follows ecotourism, it is vital to know the impact of Community Based Tourism in villages of Sikkim.

i. Economic and Infrastructural Impact

Table 4.21 will discuss about the economic and infrastructural impact of Community Based Tourism in Sikkim.

Table 4.21. Economic and Infrastructural Impact

Economic and Infrastructural	Mean	Standard Deviation
CBT has created jobs in the village	3.6824	.81707
Jobs created are good	3.3495	.99894
Incomes of villagers have increased	2.9802	1.20926
Prices have increased with coming of tourists	3.2097	1.03593
Roads have been developed for tourists	2.4255	.70963
Toilets have been developed for tourists	2.5304	.80513

Recreational facilities have come up like guesthouse, café, small exhibition ground and hall.	3.5851	.92795
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It can be seen from the above table that there is a high positive impact and Community Based Tourism has created jobs in the villages and the jobs created are good. This means that the villagers are happy and it is a success for them because the main motive of Community Based Tourism is to benefit local community in the village.

ii. Socio-Cultural Impact

Table 4.22 will discuss the Socio-Cultural Impact of Community Based Tourism in Sikkim.

Table 4.22. Socio-Cultural Impact

Socio-Cultural	Mean	Standard Deviation
Tourism has helped us in preserving and promoting our uniqueness	4.2523	.68036
We take pride for developing our village for CBT	4.2462	.69584
We learn new things from tourists	4.1535	.74790
Tourism is disturbing our age old traditions, not a good thing	2.2036	.78291
Tourists are using our things that belonged to us	3.9058	.89660
Village is becoming crowded	2.4711	.82202
Bad behavior such as thefts, alcoholism and drug abuse has increased with tourism	2.1778	.68045
Tourists do not know how to behave	2.1869	.81837

The above table indicated that villagers are satisfied to adopt tourism in their villages because tourism has helped host communities in preserving and promoting their uniqueness and villagers take pride for developing their villages for Community Based Tourism. The other which is important factor is villagers even learn new things from the tourists who are coming to their villages.

iii. Environmental Impact

Table 4.23 will discuss the Environmental Impact of Community Based Tourism in Sikkim.

Table 4.23. Environmental Impact

Environmental	Mean	Standard Deviation
Tourism has made the village grow and it is no longer good	2.1793	.70099
Garbage has increased	2.6535	.91245
Vehicular pollution has increased	2.8374	1.05525

Natural resources are better managed for tourists.	3.9301	.82280
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It can be seen from the table 4.23 that when it comes to environment in Sikkim. All the local communities are very much concern in this matter and they agree that the natural resources are better managed for the tourists and good care has been take to reduce the negative impacts through tourism but some matter of concern is also there that tourism has made the village grow and it is no longer good for all seven villages. They also believe that vehicular pollution has increased in their villages but they can have a control on them.

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CHAPTER 5

CONCLUSIONS AND RECOMMENDATION

- 5.1 Conclusions
 - 5.1.1 Objective 1
 - 5.1.2 Objective 2 and Hypothesis 1, 2, 3 and 4
 - 5.1.3 Objective 3 and Hypothesis 5
 - 5.1.4 Objective 4 and Hypothesis 6
 - 5.2 Recommendations
 - 5.2.1 Code of Conduct for Visitors
 - 5.3 Suggestions for Further Studies in the Gap Areas
-

5.1. Conclusions

The data collected from secondary and primary sources has been analyzed in chapter 3 and 4 respectively and conclusion for the objectives of the study are made hereunder along with the test results of hypotheses on Community Based Tourism Development-A case study of Sikkim. The recommendations of the study are based on conclusions and other observation made during the course of work.

5.1.1. Objective 1

The first objective was to identify and map of Community Based Tourism resources in Sikkim.

This objective was accomplished using the tools of Community Based Tourism Resource Matrix, SWOT analysis and Sikkim Benchmarked against Key Performance Indicator of Community Based Tourism.

The analysis brought the following inferences:

Many types of tourism were identified suitable for Community Based Tourism in Sikkim. Some of these are already in practice while others are almost negligible. The communities/sites were also identified where additional types of tourism can be introduced.

The activities to be promoted, socio-cultural and economic issues were also identified for each site that suggest that tourism development shall be highly contextual to be successful in these small places. A brief of types of tourism, communities /sites identified is given below.

Table 5.1. Existing Sites where Additional Tourism Activities can be Introduced

Village	Existing Tourism	Additional Activities	Main Concern
Lachen, North Sikkim	Rural Tourism/ Eco Tourism	Cultural Shows and Making Handicrafts	Social
Chumbung, West Sikkim	Rural Tourism	Religious Sites and Bird Watching	Economic
Tingchim, West Sikkim	Rural Tourism	Natural Trails and Bird Watching	Environmental
Maniram Bhanjyang, West Sikkim	Rural Tourism	Butterfly Watching and Cultural Shows	Cultural
Rong, West Sikkim	Rural Tourism	Cultural and Natural Trail near Village	Cultural
Srijunga Martam, West Sikkim	Rural Tourism	Bird Watching and Teach to prepare Local Food.	Economic
Darap, West Sikkim	Rural Tourism/ Eco Tourism	Prepare Local Handicrafts and Bird Watching	Environmental
Pastanga, East Sikkim	Rural Tourism/ Adventure Tourism	Cardamom Farming and Cultural Shows	Social
Pendam Gadi Budang, East Sikkim	Rural Tourism	Interaction with Local Communities and Natural Trail to Village	Economic
Tumin, East Sikkim	Rural Tourism	Butterfly Watching and Cultural Shows	Cultural

Jaubari, South Sikkim	Rural Tourism	Bird Watching and Adventure Activities	Environmental
Yuksom, West Sikkim	Adventure Tourism/Eco Tourism	Promote Heritage of Sikkim and Culture	Cultural
Rumtek, East Sikkim	Adventure Tourism	Interaction with Monks and Traditional Dance	Cultural
Uttarey, West Sikkim	Adventure Tourism	Homestay and Natural Trails to Village	Economic
Rey Mindu, East Sikkim	Rural Tourism/ Eco Tourism	Mountain Biking and Organic Farming	Economic
Soreng, South Sikkim	Rural Tourism/Eco Tourism	Bird and Butterfly Watching	Environmental

Table 5.2. New Villages where Tourism can be Introduced

Village	Tourism activities to be introduced	Main attraction	Main Concern
Lachung, North Sikkim	Rural Tourism/ Adventure Tourism/ Community Based Tourism	Local Culture, Traditions and Landscape	Cultural
Dzongu, North Sikkim	Rural Tourism/ Eco Tourism/	Landscape and Bio Reserve	Environmental
Namchi, South Sikkim	Rural Tourism/	Culture, Monasteries and Char Dham	Social

	Eco Tourism		
Kewzing, South Sikkim	Rural Tourism/ Community Based Tourism	Homestay and Landscapes	Economic
Aritar, East Sikkim	Rural Tourism	Lake, Culture and Border of Bhutan	Environmental
Rango, East Sikkim	Adventure Tourism	River Teesta and Landscape	Economic
Lachung, North Sikkim	Adventure Tourism/ Eco Tourism	Landscape, Snow and Culture	Environmental
Timi, East Sikkim	Rural Tourism and Tea Tourism	Tea Plantation and Culture	Economic

The SWOT analysis clearly indicated the inherent strength of Sikkim for Community Based Tourism that can be strengthened through proper infrastructural development and marketing of the state. The policies of the state government are already adding value to the brand Sikkim as a sustainable destination.

Benchmarking of Sikkim against Key Performance Indicator of Community Based Tourism presented a very positive picture of existing model of Community Based Tourism Development in Sikkim as it benchmarked well on most of the parameters except that it needs to make efforts to make every project self propelling after initial external support.

5.1.2. Objective 2 and Hypothesis 1, 2, 3 and 4

The second objective was to examine the potential of Community Based Tourism in Sikkim.

H1 Ho There is high potential of Community Based Tourism in rural Sikkim.

H1 There is low potential of Community Based Tourism in rural Sikkim.

The analysis was assessed with the help of awareness of tourists about Sikkim and rural holidays, their participation in community based activities and involvement of communities in various activities for tourists. The data shows the result that both the domestic and international tourists know about Sikkim and were there for rural (CBT) holidays. From this we come to know about the potential of Community Based Tourism in Sikkim.

In the view of the positive result, the null hypothesis is accepted and alternative hypothesis is rejected.

Further the same topic was sub divided into three parts or study to find out the potential of Community Based Tourism in Sikkim, which will be discussed below:

i. To study the interest of tourists in various community based activities

H2 Ho Tourists coming to rural areas of Sikkim to participate in community based activities.

H1 Tourists coming to rural areas of Sikkim do not participate in any community based activities.

The analysis is based on interests of tourists in various community based activities. Both domestic and international tourists are interested to involve in various community based activities like a day hikes to pilgrimage sites near village area, natural trail nearby village and cultural shows. Some of the international tourists like to explore the area by involving in trekking, bird and butterfly watching.

In view of result, it shows tourists coming to rural areas of Sikkim to participate in community based activities except few activities. Therefore, Ho is accepted and H1 is rejected accordingly.

ii. To study the engagement of local communities in various community based activities where tourists do/can participate

H3 Ho Local communities take interest and participate in community based activities that interest tourists.

H1 Local communities do not take interest and do not participate in community based activities that interest tourists.

H4 Ho Local communities are ready to engage in Community Based Tourism.

H1 Local communities are not ready to involve in Community Based Tourism.

Here the analysis based on the engagement of local communities in various community based activities where do/can participate. There are vast array of community centric lifestyle activities and most of the tourists both domestic and international likes to involve in one and another activities like interacting with homestay family and local communities, volunteer to teach in local school and traditional games and sports. The other activities offered by communities are basket weaving, ploughing the field, planting rice, milking cows and preparing local food but not all tourists are interested and the result is normal. The analysis also came out with the fact that local communities are ready to engage in Community Based Tourism in villages of Sikkim.

In view of result, it shows that the local communities involvement, interest, engagement and ready to engage in various community based activities where tourists do/can participate but somehow all the tourists are not interested to involve in such activities. Therefore the hypothesis is partially accepted.

iii. To study the role and activities of Non Governmental Organizations and Government in the promotion of Community Based Tourism

The analyses were done on the basis of the role and activities of Non Governmental Organizations and Government in the promotion of Community Based Tourism. The assistance in Community Based Tourism villages by NGOs and Government was accessed in various categories like creating employment, supports skill building through training programmes, support equitable distribution of revenue for all participants, support in development of the villages and overall satisfaction.

It was found that most of NGOs (local, national and international) and government (local and national) are taking keen interest to promote Community Based Tourism in seven villages and provided assistance, support in development and create jobs in the villages. Host communities are satisfied with the assistance.

In view of result, it shows the NGOs and governments are actively assisting the communities and villages for the promotion Community Based Tourism

5.1.3. Objective 3 and Hypothesis 5

The third objective was to study the satisfaction level of tourists from the Community Based Tourism in Sikkim.

H5 Ho Tourists are satisfied with Community Based Tourism in Sikkim.

H1 Tourists are not satisfied with Community Based Tourism in Sikkim.

The analysis was based on the satisfaction with overall tour experience in villages of Sikkim. The tourists were very much satisfied with the overall tour experiences in the villages and due to this they pleased and decided to visit this place again the visit to these villages exceeds their expectations. They strongly recommend their friends and relatives to visit these villages because the tradition and culture of Sikkim is unique.

In view of result, tourists are very much satisfied with overall tour experience in villages. Therefore, Ho is accepted and H1 is rejected.

5.1.4. To Study the Impact of Community Based Tourism in Sikkim.

The fourth objective was to study the impact of Community Based Tourism in Sikkim.

H6 Ho There is a positive impact of Community Based Tourism in Sikkim.

H1 There is a negative impact of Community Based Tourism in Sikkim.

The analyses in Chapter 4 based on the impact of Community Based Tourism in Sikkim. The three major impacts were covered for better outcome of the result. They are Economic and Infrastructural Impact, Socio-Cultural Impact and Environmental Impact. The result shows that there is positive impact as well as negative impact in economic and infrastructural

because in one hand Community Based Tourism is creating jobs in the villages and the jobs created are good but in other hand incomes of the villagers have increased, roads have been developed for tourists.

In socio-cultural the result shows that the villagers are satisfied to adopt tourism in their villages because tourism has helped host communities in preserving and promoting their uniqueness and villagers take pride for developing their villages for Community Based Tourism. Villagers even learn new things from the tourists. Here the negative part is tourists do not know how to behave and bad behavior such as thefts, alcoholism and drug abuse has increased with tourism.

In environmental impact the result shows all the local communities are very much concern in this matter and they agree that the natural resources are better managed for the tourist and good care has been taken to reduce the negative impacts but garbage and vehicular pollution is increased in the village which is not good.

In view of the mixed result about the impact of Community Based Tourism in Sikkim, the above hypothesis both null and alternative, only partially accepted.

5.2. Recommendations

Community Based Tourism can be a double edged sword. It provides many pros and cons, depending on the implementation, management and mindset of the people involved. Working with local villagers to achieve their support and cooperation has long been emphasized by various practitioners. The importance of community participation is undeniable. Sikkim government has various projects especially for the communities and villagers.

In this thesis we have taken a close look at two concepts which are crucial for Community Based Tourism projects; community participation and tourism impact satisfaction. Most important is this study, however, is the relationship between these two concepts, which is also at the core of the central research question. To explore the relationship between participation and tourism impact; seven case studies in Sikkim were selected.

Using the findings, the study has established that there are proper policy issues, which need to be addressed for the effective involvement of local people in the tourism decision making

process, in the sharing of tourism benefits and in tourism's contribution towards poverty alleviation:

- Cultural tourism, which requires relatively low investment capital, is the major tourist attraction in the study area. As the communities varies from village to village and their culture are unique. Especially given this type of tourism is associated with activities such as cultural shows, curio shops, and handcraft sales which do not require high education. In addition, the income accrued goes directly to the community involved.
- Lack of proper education has been identified as a bar to efforts by local people accessing tourism employment opportunities. In order to increase the contribution of tourism to poverty alleviation, there is a need to institute training programme at the community level that will ultimately provide opportunities for the local people to be employed in various tourism businesses.
- Although the results have established that local communities participate in the tourism decision making process through their leaders, who are the members of the decision making bodies (local NGOs) overall the local communities in villages of Sikkim felt they were generally not involved. This was in part caused by people's reluctance to attend village general meetings, which eventually posed barriers to communicate outcomes. This suggests the need to raise people's awareness through which public opinion can be collected and feedback from leaders can be communicates.

Apart from the above recommendation the following specific recommendations are suggested for the betterment of the communities and villagers:

5.2.1. Code of Conduct for Visitors

The following guidelines for tourists should help to make the visit of a Community Based Tourism community a constructive and rewarding experience for host and guests. These guidelines should not be seen as patronizing or discouraging for the tourists, but more as guide to help them feel better prepared and more comfortable while visiting local people.

i. Respect for Local Customs:

- Be aware of your actions and appearance, and how they may be perceived by your hosts. Learn about the customs of your host based on your own cultural background- perceptions of punctuality, manner, formality, etc. often vary.
- Follow guidelines given by your hosts; if in doubt ask your guide.
- Dress conservatively.
- Recognize that you are much wealthier than your hosts; don't flaunt your affluence.
- It is generally ill-advised to initiate discussions on local politics, religion, or economics. Be careful not to offend your hosts by criticizing their government or religious practices.
- Respect the privacy of others. Seek opportunities to enhance your understanding of the local culture, but use discretion to avoid intruding on the private lives of others.
- Don't take someone's photo unless you have asked his/her permission first. Do not be offended if they refuse.
- Avoid nudity and intimate displays of affection in public.

ii. Economic Contribution:

- Be aware of the social consequences of your travel choices. Dealing directly with CBT enterprises assures maximum retention and spread of income.
- Realize that private operators may undercut CBT enterprises by cutting corners and reducing benefits to others.
- Pay your hosts a fair price.
- Buy local supplies from food and craft vendors.
- Buy handicrafts in the community.
- Consider a donation for community projects.
- If you want to bring gifts for your community, think of education and usefulness. A contribution to the village school (pens, exercise books) is in most cases a very helpful gift. Ask your guide if you are not sure what to give (e.g. money, T-shirts, shoes?).
- Gifts are often presented to a group through village elders, headman, and community leaders who can distribute them as needed.

iii. Environmental Practice:

- Lead by example. Do not leave trash, and pick up the trash of others. Always carry a plastic bag and keep it easily accessible for putting trash in.
- Stay on trails and do not disturb wildlife.
- Don't use soap or detergents in natural water bodies.
- If you observe poor environmental practices among your hosts or fellow travelers, politely suggest improvements.
- Consider the implications of buying plant and animal products. Find out if they are rare or endangered, taken from the wild (e.g. animals skins, orchid, rhododendron and blue puppy).
- Do not introduce any plants or animals to the local environment. This can disrupt the delicate balance of the eco-system you are visiting.
- Keep pollutants out of water sources. All camping activities should take place at least 70 meters (200 feet) away from streams or lakes.

iv. General Aspects:

- Inform your tour operator if you observe any management problems during the trip.
- Should your local guide or tour operator violate regulations or act disrespectfully towards the environment in an effort to make your visit more exciting or interesting, express your concern in a polite way.

Sources of the above mentioned guidelines: adapted from Center for Biodiversity and Conservation (1998); Wesche/Drumm.

5.3. Suggestions for Further Studies in the Gap Areas

The study focuses on the interest level of local participants in Community Based Tourism Development in Sikkim. The local community, tourism businesses and government officials were interviewed using a questionnaire during 2009 to 2013. However, the CBTD in Sikkim may not be the only element needed for their participation. There are other components that merit further study. The suggestions are as followed:

1. Although the findings suggest that there are some indications that tourism is contributing positively towards poverty alleviation, more research work is required to

analyze and quantify the extent of such contribution in economic terms, especially at the household level. This would shed light on how local community could increase their earning from tourism.

2. Study the changes that are needed so that the CBT can maximize the benefits for the host community. This type of tourism would encourage the participation from local people in the study of background, planning, decision-making, problem solving, implantation, evaluation and tourism activities.
3. Study the suitable and specific practices for tourists, when they travel and stay at villages of Sikkim in term of sustainability concept since rapidly growing tourism arrivals tend to be associated with crowdedness as well as air and noise pollution, in order to determine the suitable number of tourists on a particular area.
4. Study the cooperation of the local community, tourism businesses and government officials in Community Based Tourism Development in other villages of Sikkim.
5. Study economic sustainability which is one of the most important factors for poor society. Therefore, a poverty improvement principle for CBT should be prepared so that it could be practiced in all states of India.
6. Study on the comparison of Community Based Tourism Development in Sikkim and other states for propose to sharing experiences.

These studies are to be combined with Community Based Tourism in order to implement positive, successful and sustainable tourism in the region. Once this has been done, the populace will have started down the road towards what has been proven to be the most fruitful and beneficial course; both for the residents and visitors in the beautiful and thriving villages of Sikkim.

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Community Based Tourism Development (A Case Study of Sikkim)

QUESTIONNAIRE FOR LOCAL COMMUNITY OF SIKKIM

The study is undertaken as a part of the Doctor of Philosophy (PhD) work. It intends to know about the local community and benefits to them through Community Based Tourism Development in their village. This information provided by you will be purely for academic purposes and will not be shared with others or used for any commercial purposes. Your kind cooperation is highly solicited.

Thanks and Regards,

Rinzing Lama

Assistant Professor

Indian Institute of Tourism and Travel Management

(An organization of Ministry of Tourism, Govt of India)

Survey Destination: _____.

Community Name: _____.

Village Name: _____.

Name of Investigator: _____.

Respondent's Profile

1	Name	
2	Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>
3	Age	Below 18 <input type="checkbox"/> 19 – 35 <input type="checkbox"/> 36 – 50 <input type="checkbox"/> 51 + <input type="checkbox"/>
4	Marital Status	Married <input type="checkbox"/> Unmarried <input type="checkbox"/>
5	Household size (No's.)	Male <input type="checkbox"/> Female <input type="checkbox"/> Total <input type="checkbox"/>
6	Education	Illiterate <input type="checkbox"/> Matric <input type="checkbox"/> 10 + 2 <input type="checkbox"/> Graduate <input type="checkbox"/> Post Graduate + <input type="checkbox"/>
7	Employment Status	Student <input type="checkbox"/> Employed <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired <input type="checkbox"/>
8	If employed, then type of employment	Government Servent <input type="checkbox"/> Farmer <input type="checkbox"/> Tourism <input type="checkbox"/> Self employed <input type="checkbox"/> Others <input type="text"/>

Please share your observation on tourists in your area

9	Approximate numbers of Tourist visits during the month of:	March – May <input type="text"/>	
		June – August <input type="text"/>	
		September – November <input type="text"/>	
		December – February <input type="text"/>	
		Any time <input type="text"/>	
10	Tourist visit the location in:	Single <input type="text"/>	
		Couple <input type="text"/>	
		Group <input type="text"/>	
11	Common duration of tourists visits	Day visitor <input type="text"/>	
		2 days <input type="text"/>	
		3 days <input type="text"/>	
		4 days <input type="text"/>	
		More than 5 days <input type="text"/>	
12	Most of the tourists visiting the place	From Sikkim <input type="text"/>	
		Outside Sikkim but domestic <input type="text"/>	
		Foriegn <input type="text"/>	

Tourists Community Interaction

13	How do you welcome your tourists?	Garlanding & Tilak/Offering Khada <input type="text"/>	
		Welcome Drinks <input type="text"/>	
		Traditional dance <input type="text"/>	

		Others, please specify				
14	Most of the tourists like to involve in which activities?	Interaction with the home stay family <input type="checkbox"/>				
		Volunteer to teach in the school <input type="checkbox"/>				
		Basket weaving <input type="checkbox"/>				
		Ploughing the field <input type="checkbox"/>				
		Planting rice <input type="checkbox"/>				
		Milking cows <input type="checkbox"/>				
		Preparing local food <input type="checkbox"/>				
		Others, please specify <input type="text"/>				
15	Are any of these other attractions offered by community to tourists?	Day hikes to pilgrimage sites <input type="checkbox"/>				
		Volunteer to teach in the school <input type="checkbox"/>				
		Learning meditation <input type="checkbox"/>				
		Cultural shows <input type="checkbox"/>				
		Mountain biking <input type="checkbox"/>				
		Rock climbing <input type="checkbox"/>				
		Others. please specify <input type="text"/>				
Give your opinion about following aspects of managing tourist and benefits of tourism to your community						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
		5	4	3	2	1

16	We consider Guest as God.					
17	Our village has good potential to attract tourists.					
18	Our tradition and culture are different from other villages offering CBT.					
19	We provide the good ambience to the tourists					
20	Cleanliness and Hygiene are well taken care of.					
21	We offer unique experience to tourist.					
22	Tourism is a good for our community.					
23	We have homestays for tourists in our own village.					
24	We have got training to manage tourism establishments.					
25	We can easily handle tourists and offer various facilities.					
26	We are willing to work as a team to					

	start tourism initiatives.					
27	We as community can manage the tourist resources.					
28	Assistance in development of CBT is provided by:	i. International Organization <input type="checkbox"/> ii. Government of India <input type="checkbox"/> iii. Government of Sikkim <input type="checkbox"/> iv. Other's <input type="checkbox"/>				
	Your experience with assistance provided by above agencies:	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
29	i. Creating employment.					
30	ii. Supports skill building through training programmes.					
31	iii. Support equitable distribution of revenue for all participants in CBT.					
32	iv. Support in development of the village.					
33	v. Over all are satisfied with the assistance.					

Impacts of Community Based Tourism Development.						
Economic and Infrastructural		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
		5	4	3	2	1
34	CBT has created jobs in the village.					
35	Jobs created are good.					
36	Incomes of villagers have increased.					
37	Prices have increased with coming of tourists.					
38	Roads have been developed for tourists.					
39	Toilets have been developed for tourists.					
41	Recreational facilities have come up like guest house, café, small exhibition ground and hall.					
Socio-Cultural						
42	Tourism has helped us in preserving and promoting our uniqueness.					
43	We take pride for developing our village for CBT.					

44	We learn new things from tourists.					
45	Tourism is disturbing our age old traditions, not a good thing.					
46	Tourists are using our things that belonged to us.					
	Economic and Infrastructural	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
47	Village is becoming crowded.					
48	Bad behaviour such as thefts, alcoholism, and drug abuse has increased with tourism.					
49	Tourists do not know how to behave.					
	Environmental					
50	Tourism has made the village grow and it is no longer good.					
51	Garbage has increased.					
52	Vehicular pollution has increased.					
53	Natural resources are better managed for tourists.					

54	<p>Any other information</p> <p>(About Community Based Tourism in your village).</p>
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Community Based Tourism Development (A Case Study of Sikkim)

QUESTIONNAIRE FOR TOURIST

The study is undertaken as a part of the Doctor of Philosophy (PhD) work. It intends to know about the tourists and their purposes to visit Sikkim. This information provided by you will be purely for academic purposes and will not be shared with others or used for any commercial purposes. Your kind cooperation is highly solicited.

Thanks and Regards,

Rinzing Lama

Assistant Professor

Indian Institute of Tourism and Travel Management

(An organization of Ministry of Tourism, Govt of India)

Survey Destination: _____.

Name of the Investigator: _____.

Respondent's Profile

1	Name	
2	Country	
3	Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>

4	Marital Status	Married <input type="checkbox"/> Unmarried <input type="checkbox"/>
5	Age	B-18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> +46 <input type="checkbox"/>
Holiday Behaviour of Tourists		
6	How many times a year do you usually go on holidays?	Once a year <input type="checkbox"/> Twice a year <input type="checkbox"/> Thrice a year <input type="checkbox"/> Four times a year or more <input type="checkbox"/>
7	What is the source of Information for your holidays?	Travel Agent/Tour Operator <input type="checkbox"/> Internet <input type="checkbox"/> Family/Friends <input type="checkbox"/> Newspapers/Magazines <input type="checkbox"/> Television <input type="checkbox"/> Others, please specify <input type="text"/>
8	What do you expect in a holiday of Sikkim?	Visiting remote areas <input type="checkbox"/> Visiting popular places <input type="checkbox"/> Visiting Adventurous places <input type="checkbox"/> Cultural heritage <input type="checkbox"/> Religious <input type="checkbox"/> Others, please specify <input type="text"/>
9	Have you ever heard about Sikkim	Yes <input type="checkbox"/> No <input type="checkbox"/>

	before?	
Your Holiday		
10	Have you come here for rural (CBT) holiday?	Yes <input type="checkbox"/> No <input type="checkbox"/>
11	Is this your first such holiday?	Yes <input type="checkbox"/> No <input type="checkbox"/>
12	How many times you have been to rural holiday?	Once <input type="checkbox"/> Twice <input type="checkbox"/> Thrice <input type="checkbox"/> More <input type="checkbox"/>
13	Have you been to this village before	Yes <input type="checkbox"/> No <input type="checkbox"/>
14	How did you come to know of this village?	Internet <input type="checkbox"/> Friends/Family <input type="checkbox"/> Travel Agent/Tour Operator <input type="checkbox"/> Brochure <input type="checkbox"/> Newspaper/Magazine <input type="checkbox"/> Television <input type="checkbox"/> Other, please specify <input type="text"/>
15	What is the main purpose of your visit?	Rural/Community Experience <input type="checkbox"/> Part of Package Tour <input type="checkbox"/> Holiday <input type="checkbox"/> Others, please specify <input type="text"/>
16	Activities you involved in	Basket weaving <input type="checkbox"/> Ploughing the field <input type="checkbox"/>

		Planting rice <input type="checkbox"/>
		Milking cows <input type="checkbox"/>
		Traditional games and sports <input type="checkbox"/>
		Interaction with the homestay family <input type="checkbox"/>
		Volunteer to teach in a school <input type="checkbox"/>
		Others, please specify <input type="text"/>
17	Other activities you liked most.	Day hikes to pilgrimate sites <input type="checkbox"/>
		Learning meditation <input type="checkbox"/>
		Learning to make local crafts <input type="checkbox"/>
		Natural trail near by village <input type="checkbox"/>
		Cultural shows <input type="checkbox"/>
		Mountain biking <input type="checkbox"/>
		Others, please specify <input type="text"/>
18	Are you travelling alone or in a group?	Alone <input type="checkbox"/> Group <input type="checkbox"/>
19	With whom are you travelling?	Family <input type="checkbox"/>
		Friends <input type="checkbox"/>
		Group Tour <input type="checkbox"/>
		Othres, please specify <input type="checkbox"/>

20	Was there problem in reaching this place?	Yes <input type="checkbox"/> No <input type="checkbox"/>
21	How long will you stay here?	1 night <input type="checkbox"/> 2 – 3 nights <input type="checkbox"/> More <input type="checkbox"/>
22	How much you have spent in this holiday per head/person?	Below 800\$ <input type="checkbox"/> 801\$ - 1000\$ <input type="checkbox"/> 1001 – 1500\$ <input type="checkbox"/> 1600\$ - 2000\$ <input type="checkbox"/> Above – 2001\$ <input type="checkbox"/>

Rate the facilities/activities provided by the local community

		Very Good (5)	Good (4)	Average (3)	Poor (2)	Very Poor (1)
23	Accommodation					
24	Availability of information					
25	Local villagers as guides					
26	Behaviour of the community					
27	Electricity					
28	Drinking water					
29	Cleanness and hygiene					

30	Maintenance/Management					
31	Toilets					
32	Roads					
33	Shops for daily provisions					
34	Recreation					
35	Local Crafts					
Rate the following statement						
		Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
36	I am pleased and decided to visit this place again.					
37	The visit to destination exceeds my expectation.					
38	I will strongly recommend to my friends/relatives.					
39	The tradition and culture of Sikkim is unique.					
40	Any other observation/suggestion					

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