COMMUNITY BASED TOURISM (CBT) AND SOCIAL DEVELOPMENT – A STUDY OF KULLU AREA

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ABSTRACT

Community Based Tourism is gaining importance day by day all over the world. It is a new type of tourism which includes the resident community of that area to facilitate the tourist and to let them know about the culture of community’s native place. Community based tourism emerges from a community development strategy by using tourism as a tool of local community development. This is an alternative to mass tourism. Through community tourism local earn their essential livelihood by providing facility of transportation, accommodation and other ancillary services to tourists. Community based tourism enables tourists to discover local areas, cuisine, wild life, traditional cultures, rituals and traditions. Through community based tourism local community member will also become aware about the values of their community. Community participation in the tourism planning process is advocated as a way of implementing sustainable tourism. Presents study is focused on the Kullu District of Himachal Pradesh. Present Study shows that how local community are engaged in different kind of services to facilitate tourists like accommodation (Home Stay), Transportation, Guiding, Angling, etc through Public Private Partnerships (PPP).

Keywords: Community development, Community based tourism, Public private partnership (PPP).
INTRODUCTION

Community tourism (sometimes called community-based tourism) is a form of tourism which aims to include and benefit local communities, particularly indigenous people and villagers in the rural South. For instance, villagers might host tourists in their village, managing the scheme communally and sharing the profits. There are many types of community tourism project, including many in which the ‘community’ works with a commercial tour operator, but all community tourism projects should give local people a fair share of the benefits/profits and a say in deciding how incoming tourism is managed. Community-based tourism is travel to local indigenous communities that have invited outsiders to experience their customs; food, lifestyle, and set of beliefs. These communities manage both the impacts and the benefits of this tourism, strengthening their self-governance, economic alternatives, and traditional ways of life in the process. Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources. Governments of developing countries have struggled for many years to promote economic growth in mountainous, landlocked areas inhabited by ethnic minorities that are considered to be behind the mainstream national culture and economy. Many of these areas are inconveniently located in relation to important trade routes, which limit those mountain communities’ ability to compete with urban regions in the trade of cash-crops or manufacturing product). As a result, numerous countries have developed tourism in these economically depressed mountain regions in order to enhance the micro-level social and economic wellbeing of the inhabitants. Community in a tourism initiative appears to be closely linked to the derivation of livelihood and other benefits from the initiative to that same community. Murphy and Murphy (2004) suggest four functions of business management (planning, organizing, leadership and controlling) and present a combined business management and collaborative planning model for tourism development. They argue that by adopting the business principles outlined in the book communities will be better placed to develop tourism potential and benefit in the global marketplace. Community Benefit Tourism Initiatives (CBTIs) are concerned with an identified community not just the poor and make no value judgments about who the poor are; CBTIs consider the wider socio-economic context and are designed to convey benefits to the community as a whole not just to a predefined section of society. The concept of CBTIs and its principles are highly relevant to the management and operation of all tourism initiatives as they emphasize the role of tourism stakeholders (e.g. industry, governments and non-governmental organizations (NGOs)) in managing tourism in its many forms and they take account of, and addresses the needs of communities in all situations and in all environments. In many situations, it may not be sufficient or effective for key tourism stakeholders to consider only particular segments of society such as the poor: tourism can be of benefit to communities at large in all settings and should be considered, where appropriate, in this wider perspective. concept of a CBTI, by stressing that it is not essential for a community to be directly involved in tourism management or ownership, gives governments, industry and NGOs the latitude and potential to be able to design and deliver benefits to a community without the ‘baggage’ that can come with community involvement in the decision-making processes. Due to reasons such as management expediency, financial
control, legal constraints and simplicity of operation some tourism investors, operators and industry stakeholders may be wary, concerned or even fearful of including a community and its representatives as shareholders or decision makers in a tourism initiative. This apprehension may deter a potentially benevolent tourism stakeholder from directly or indirectly contributing to the community. Armed with the knowledge and principles of CBTIs stakeholders may be more willing to embrace the activities that can ensure the delivery of appropriate and proportionate benefits to the community. In some cases key stakeholders may not have the skills, the time or the inclination to involve a community in the initiative. Nevertheless, if the community has no involvement in the initiative it does not mean that the community will not benefit.

A primary concern of a CBTI is the action of conveying net livelihood and economic, social and/or environmental benefits to communities and their members’ in a responsible and sustainable manner. These benefits can be said to fall into four broad categories; economic, environmental, socio-cultural and the building of skills and influence.

A. ECONOMIC

1. Direct employment opportunities (including, administration, guiding, tours and transport, construction, hospitality, management, accommodation shopping, food and beverage outlets)
2. Indirect employment opportunities (including, environmental management, entrepreneurs, other secondary industries)
3. Supports the development of multi-sector or mono-sector non-profit enterprises (benefiting/controlled or strongly influenced by communities)
4. Provides invigoration and development to local economies
5. Provides alternatives to changing or fading traditional industries
6. Increases land values, and thus rates payable to council for community services

B. ENVIRONMENTAL

1. Improves environment (changes in subsistence leading to less degradation of natural resources)
2. Encourages awareness and appreciation by the community of natural assets and the environment and other resources on which tourism relies
3. Enhances management and stewardship of natural resources

C. SOCIO-CULTURAL

1. Provides and stimulates infrastructure development (roads, communications, healthcare, education, public transport, access to drinking water and food supplies)
2. Increases safety and security
3. Facilitates workforce development (e.g. rights and conditions)
4. Fosters civic pride (in community, culture, heritage, natural resources and infrastructure)
5. Mutually beneficial (to all stakeholders in the community)
6. Creates opportunities (broadening of idea horizons)
7. Promotes cultural understanding
8. Preserves cultural and social heritage and local languages or dialects
9. Supports and preserves local and unique crafts and skills
10. Creates a sense of well-being
11. Promotes greater cross-institutional understanding
12. Appreciation of cross-stakeholder goals and agendas

D. BUILDING OF SKILLS AND INFLUENCE

1. Influencing and enforcing government policy (national, regional and local)
2. Skills enhancement (training; such as administrative, service industry, maintenance, guiding)
3. Building capacity collectively and individually
4. Fosters empowerment: gender and community; social, financial, political and psychological.

Governments are now more motivated to play an integral and collaborative role in tourism planning and management and the private sector requires government assistance to ensure the sustainability of tourism. Sustainability issues affecting tourism must be high on the agenda of governments as government agencies have control over a wide range of features that affect the maximization of benefits tourism can deliver to communities. Government has the ability to influence profoundly the positive and negative socio-economic and environmental effects of tourism. Land-use planning and land management, labour and environmental regulations, skills training and capacity building, the provision of essential infrastructure and social and environmental services including health, safety, waste disposal, energy supply and water provision are all vital components in determining the type and level of benefits derived by communities. The international tourism industry is made up of largely small to medium enterprises (SMEs) and Governments are also able to support tourism through marketing, information services, education, advice (promotional, financial and operational) and through public–private partnership. NGOs have numerous positive roles to play in the delivery of benefits to communities through tourism initiatives; these roles range from investment and equity holding in projects to capacity building, advocacy, campaigning and consultancy. The inclusion of NGOs as one of many stakeholders in the processes and management of tourism initiatives can bring about more sustainable and prolonged benefits to communities. NGOs have a vital role to play in building civil accountability, consultancy, providing full-spectrum alliances (increasing networking, resource sharing and ‘deep engagement’. In addition they may take responsibility for conducting important research, providing funds for consultants, taking up equity, building capacity within the community and triggering skills transfer opportunities. It is often the case that the roles of NGOs and governments in providing benefits for communities overlap, for example when considering capacity building and skills transfer both stakeholders can and should contribute, working together to ensure the best outcome for the individuals and community as a whole.
REVIEW OF LITERATURE

Community participation (which can mean a level of control, ownership or influence) in a tourism initiative appears to be closely linked to the derivation of livelihood and other benefits from the initiative to that same community (Murphy, 1985; Scheyvens, 1999; Tosun, 2005; World Wildlife Fund (WWF), 2001). Murphy’s book, *Tourism: A Community Approach* (1985) was a catalyst for discussion in this area and provided an important platform for debate and change at a key stage in the development of the tourism industry. At a time when leisure travel was expanding in terms of both visitor numbers and the amount of more easily accessible destinations, the emphasis on considerations such as local initiative, a tourism product being in accord with the community and local benefits being integrated into the principles of tourism planning and management was refreshing and stimulating (Blank, 1989; Haywood, 1988). A community’s sense of ownership, feeling of responsibility and practical involvement in tourism has since been heralded by researchers and practitioners as central to the sustainability of tourism and of great importance to planners, managers and operators (Boyd & Singh, 2003; Campbell, 1999; Mountain Agenda, 1999; Olsen, 1997; Page & Dowling, 2002; Ross & Wall, 1999; United Nations World Tourism Organization (2004a) and United Nations World Tourism Organization (2004b)). Murphy and Murphy (2004) suggest four functions of business management (planning, organizing, leadership and controlling) and present a combined business management and collaborative planning model for tourism development. They argue that by adopting the business principles outlined in the book communities will be better placed to develop tourism potential and benefit in the global marketplace. The publication provoked strong reactions and stimulated a significant exchange of views (Murphy, 2007; Prentice, 2007). Prentice (2007) went as far as suggesting that the book was contradictory and uncritical in its presentation of the four functions, and that the model presented for ‘bridging stakeholder gaps’ needed more application and thorough testing before it could be claimed to be a paradigm. Murphy (2007) responded by reasserting that the four key business management functions presented in the book are an artificial division of what should be regarded as a continuous management process. Furthermore, he provided a clarification of the synergies that exist between regular business and community tourism management and that there were four case studies examining the model and its major component parts, ‘bringing depth, reality and credibility to the text’. Regardless of the strengths and/or weaknesses of Murphy and Murphy’s book (2004), clearly the debates surrounding the relationships between tourism, communities and development have evolved significantly since 1985 and now incorporate the examination of a range of topics such as typologies of participation, development and planning paradigms, tourism management practices, impacts and changes to livelihood assets, the role of stakeholders, and tourism initiative ownership structures (Ashley, 2000; Beeton, 2006; Hall, 2003; Hawkins & Mann, 2007; Mbaiwa, 2005; Prentice, 1993; Pretty, 1995; Ryan, 2002; Simmons, 1994; Tosun, 2006). The issues relating to the strengthening of communities and their livelihoods through tourism are important and require further analysis; for example, how essential is community participation, ownership or control to the delivery of benefits to the community from a tourism initiative? and what role do other stakeholders play in enhancing and conveying benefits to the community? In 1992 at the United Nations Conference on Environment and Development in Rio de Janiero, it was recognized that the tourism industry could contribute towards development of the community
Recognition and expansion of this theme has been taken up by organizations including the United Nations Development Program (UNDP), Tourism Concern, the Eco-Tourism Society, the Association of Caribbean States, Fair Trade in Tourism South Africa, and by researchers and commentators (Ashley, 2000; Ashley & Jones, 2001; Mowforth & Munt, 1998; Scheyvens, 2002; Shah & Gupta, 2000; Sharpley & Telfer, 2002; Singh, Timothy, & Dowling, 2003). Whether the tourism initiative is located in a developed or a developing country it is argued that the involvement of communities and a significant level of community participation at all stages in the initiative gives stakeholders a better chance to have an influence in shaping community development and to deliver the maximum benefits; it is also argued that community involvement is crucial to the sustainable development of tourism (Campbell (1999) and Campbell (2002); Jones, 2005; Murphy (1985) and Murphy (1988); Olsen, 1997; Ross & Wall, 1999; Scheyvens, 1999). In developed and developing countries the majority of government agencies around the world have historically, for the most part, taken a back seat in tourism development, seemingly happy to allow the private sector to drive forward the industry in their countries and regions. They have been equally happy to collect taxes from successful operations, providing little or no assistance to struggling initiatives. As a result, benefits derived by communities from tourism have in the past been created and received more by accident than design or in a few cases have been engineered by the more philanthropically minded private tourism businesses or NGOs (Ashley, 1998; Poulteny & Spenceley, 2001). More recently, a range of factors have contributed to government agencies taking greater interest, committing funds and time to collaborative projects and playing a crucial role in the planning, development and management of tourism initiatives.

RESEARCH METHODOLOGY AND FINDINGS

Present study is bases on primary data collected through personal interview with the help of questionnaire. There were total 200 respondents of Kullu valley. The survey consisted of ‘five opinion statements’ Response to each statement was evaluated on two point scale of Agree and Disagree, opinions were assessed through statistics using frequency and percentage of respondents on each statement. Respondents were Home stay Owner, Taxi Operators, Guides and shopkeepers.

FINDINGS AND DISCUSSION

Respondents Perceptions on Community Based Tourism:- From the first opinion out of 200 respondents 95% were agreed with the view that community based tourism leads to rural development. Infrastructure development is possible through it. And small hotels, motels, inns, parking, camping sites, eco clubs etc. are developing with the outcome of community based tourism. 87% respondents were agree with the view that community based tourism leads to social empowerment, community is earning well as according to their need and services provided by them. Community based tourism leads to economic development because locals are the main service provider to the tourists and they make all the necessary arrangement for the tourists. 80% of people responded that community based tourism is instrumental in environmental conservation because community is belongs from that place and if there will be any degradation in environment than that will affect the livelihood the community at large scale. Most of the locals were
agreed that they tell their clients (Tourists) about the importance of environment. 60% of the respondents said that they are involving in the grass root level of decision making. Local participation and involvement shows that community based tourism has the positive image in rural areas and through it they can make suitable policies for the better governance in tourism sector. They are involved in the issues related to give the clearances to a new project in their respective area. 85% agree with that community based tourism boosts the local handicraft industry and people know their handicraft through community based tourism. People are also aware about their own Handicraft and they are preserving it for coming generation.

CONCLUSION

It is concluded from this study that the Community based tourism is the mode of development in Himalayan region where other industries like agriculture, Pharmacy, automobile and government job it limited. It is the toll of development. Home stay are the best option for tourists to stay and for operatory it’s easy to open and people enjoy local cuisine. It helps in the promotion and protection of handicraft industry because it is an important component of community based tourism. Community based tourism has improved the standard of living by providing livelihood to community. Revenues generated by tourism are needed to be distributed equally in the communities. It is the alternate to mass tourism. It helps the society at very first level, sustain the natural resources, and protect the environment. Community are rich local knowledge and having a strong relation with the cultural heritage of their native area. Tourism offers them economic opportunity in their own place. It generates a good volume of money in their area and develops the whole society and contributes in the overall regional development.

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