
Community Perception towards Tourism Development and Peace Building Process: A Study of Border Region

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Abstract:

The purpose of the study is to explore the community's perceptions regarding tourism development and peace building process across the border areas in Jammu and Kashmir which could play significant role in destination development along with inducing peace perspectives across the nations. This study has been conducted on the local community who are presently residing along with the border areas of Jammu and Kashmir. The results of this study revealed that the positive perception of community about tourism creation and peace building process across borders. Further, practical implications have been discussed.

Key words: Community Perception, Tourism development, Peace building process, Border, International Relations, Kashmir.

INTRODUCTION

In the volatile, uncertain and tension mounting environment across the borders, the peace tourism could be a sine-quo-non.

Hence, the purpose of this study is to explore an impact of tourist & community perception on peace building process across borders. Tourism growth relies on the community participation and community's attitude plays an imperative role in tourism development. Tourism has a significant power of change in the economy of the developed and least developed areas (Gumus, 2007). Tourism is defined as movement of persons involving the crossing of cultural boundaries for the purpose of business, study, pleasure or leisure. It "involves some form of culture contact, however transient and superficial." This industry has a vast contribution to the regional, national and local economy as it offers both monetary expansion and employment opportunities.

In a competitive era, tourism is an approach for promoting peace and communal understanding. It is considered as a force to encourage social justice and resolution within a divided society (Desbiolles, 2003). Peace can't be definite as an exact situation. "Peace is a vital prerequisite for travel and tourism and all aspects of human growth and development." The relationship between peace and tourism is very interesting because both are complimentary to each other. Tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. Tourists are generally sensitive to event of war, violent behaviour because "such events risk a peaceful and undisturbed holiday." They avoid visiting places with a negative reflection and simply switch to another destination when they find there is no serenity in their destination. There are many countries throughout the world where heinous violent incidents have resulted into negative impact on the tourist's inflow to those countries.

The role of community based approach (CBA) is to explore and to permit local community people to manage over investment decisions, project planning and execution through a process that emphasises their extensive participation and

management. Community perception can be considered in different stages of conflict and vulnerability. They can be used as a means for barrier, for example, the only solution of this process is to prepare local communities for peace building processes. There is an urgent need to promote tourism education among the local community that are residing in the border areas of India (Dar, 2014). Tourism education is an important approach to achieve the tourism developmental objectives along the border areas of the country in general and Jammu and Kashmir in particular, and should be promoted steadily and gradually. Although the community participation in peace building process requires more concerted efforts, intense consideration, their attitude towards border tourism is of foremost importance for futuristic approach. Understanding of community's perceptions regarding tourism development across border plays a pivotal role for booming and sustainable tourism development. It also suggests that community is the most important institution which cuts both ways, i.e. it affects positively or negatively in tourism planning and border tourism development. Tourist and community bring a host guest relation in a particular country and it is a step towards overall peace by understanding different cultural beliefs, harmony, cuisines, spiritual ceremonies (Villiers, 2003). It is an exchanging process through interacting with people to develop mutual sympathy and understanding and reduce their prejudices.

REVIEW OF LITERATURE

Tourism is also considered as a social force that can contribute and promote international understanding, cooperation, and global goodwill in establishing and keeping world peace (D'Amore, 1988). It creates opportunities for tourists to get first hand experiences from hosts of different culture, and become

aware of their personalities, beliefs, aspirations, and culture and life perspectives. According to Andereck *et al.* 2005; Kiriakidou and Gore 2005; Kandampully (2000) tourism is considered as an economic development tool for the local community that provides many factors to improve the quality of life like employment opportunities, investments opportunities, tax revenues, restaurants, accommodation services, natural attractions, culture, and festivals. Many governments, local authorities, planners and host population support the development of tourism as a means to improve the quality of life of local people (Archer and Fletcher, 1996). As the development of tourism brings forth a number of impacts, that have been developed in order to calculate 'objectively' the impacts of tourism on the host population and destination.

Tourism expansion in border areas is generally connected to political and economic worldwide changes during the 20th century.(e.g. development in international trade and cash flow, promotion ,monetary entities, global corporations) (Anderson et al., 2002; Butler, 2002; hall, 2005; Ioannidis et al., 2006; Lunden & Zalamans, 2001; Sofield,2006). There is a relationship between border and tourism which states that the conservative border functions have been shifted, both conceptually and physically (Timothy, 2001). Border tourism reflects connectivity for a better understanding and expansion of tourism in dynamic areas. Usually borders and border areas have been allied as barriers to tourism- both accurate and perceptual aspects related to conflicts, administrative and psychological obstacles (Hall, 2005; Sofield, 2006; Timothy, 2001; Wackoviack, 2006). The area adjacent to border line constitutes border area. They are the parts of peripheral geographical locations that reflect state's core areas. Border areas can be considered by social, monetary and safety interrelations happening in them and not by range or size (Hageman, Berger, Gemie, & Williams, 2004; Kristoff.1959;

paclakovich-kochi et al. 2004; Prescott, 1965; Sofield, 2006; Newman, 2011). Tourist sites located in border areas comprises of theme based attractions such as cross-border parks, natural attractions, heritage tourism (Timothy, 2001). Conflict-heritage tourism is an important aspect of border areas. This kind of tourism focuses on the concern of visitors in conflict zone of major importance or scope which become attached into people's significance and national awareness and which signify personal or communal cultural-national impact. It also includes visits to historical sites.

COMMUNITY PERCEPTION TOWARDS TOURISM DEVELOPMENT AND PEACE BUILDING PROCESS

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

economic gain are most helpful for the tourism industry (Harrill, 2004). The tourism development involves a trade off between economic benefits and environmental costs (Dyer et al., 2007; Cavus and Tanrisevdi, 2003; Faulkner and Tideswell, 1997). The interactions between the community and the tourists have positive impact in creating opportunities, bringing peace, integrating different cultures. Tourism helps to improve the quality of life in an area by increasing the number of tourist attractions, employment and recreational opportunities. It provides opportunity to local residents to interact with different people, make friends, learn about the world, and representing themselves to new perspectives (Kumar et al 2009).

RELEVANCE OF PEACE THROUGH TOURISM

Tourism plays a vital role in developing and promoting peace through cultural exchange, beliefs, lifestyles etc. and by exploring cuisines, traditions, monuments, hospitality and diversity of various places. It is not only a contributor of peace, but there is a symbiotic relationship between each other. Tourism provides opportunities for promoting and understanding the way of life, intercultural relations, and resolution and thus encouraging participatory peace (Causecie, 2010; maoz, 2010; shin, 2010). Tourism helps to develop the better interaction between the visitors and locals and becomes a peace building process. Peace can be considered as the presence of desirable qualities such as freedom, equal opportunity, and justice and the absence of undesirable qualities such as violence, terrorism and battle (D' Amore, 1988; Litvin, 1998; Muller, 2003). Tourism for Peace (TFP) brings hosts and guests together – those living in a particular country and those visiting it, together learn about peace by understanding different culture, art, cuisines, spiritual ceremonies, and by linking with nature. (Chauhan, V., and Khanna, S., (2007)

attempt to examine the satisfaction of the tourist's in relation to tourist infrastructure that includes accessibility lodgings, contact, and civic amenities available in the Jammu and Kashmir. They suggested measures to improve the available infrastructure in order to enhance the tourist satisfaction. However community forms a major portion for tourism development.

OBJECTIVES

- To analyze perspective for across border destinations.
- To study the importance of community perceptions towards tourism development and peace building process.
- To study community perception towards tourism development in Jammu and Kashmir.

Research Methodology:

The sampling of this study took place in the destinations across borders of Jammu and Kashmir. The sample size of 328 samples was taken from the population residing near border areas of Jammu and Kashmir.

The structured questionnaire is used on the basis constructs required after applying the 5-Point Likert's Scale instrument. Whereas secondary data was collected from published journals, books, articles and reports.

Data Analysis and Interpretation:

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

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

Variables no	Items	Average	Standard Deviation
V1	Tourism helps to build mutual understanding among people	4.19	0.55
V2	Border tourism will help to develop economy of the community	4.31	0.60
V3	Border tourism will help to cross cultural promotion of the nations	3.90	0.69
V4	Tourism across borders will help to raise the quality of life of community	4.09	0.48
V5	Border tourism will promote peace process among the nations	3.56	0.91
V6	Promotion of border tourism will broaden the perspectives of political relations	3.56	0.79
V7	border tourism will help to fulfil infrastructure requirements of the destination across borders	3.51	0.77
V8	It will be safe if the border tourism is promoted in India	3.47	0.59
V9	I will participate in the tourism activity across border if promoted	3.82	0.58
V10	It will promote trade relations among nations	3.68	0.78
V11	Border tourism will not hamper the sustenance of destinations	3.46	0.58
V12	The term "border tourism" will grab the attention of tourists towards concerned destination	3.56	0.62
V13	Governmental support should be provided to such tourism initiative	4.46	0.49
V14	Border tourism will increase the employment opportunities among youth of the concerned destinations	4.43	0.49

Exploratory Factor Analysis

Exploratory Factor analysis is used to define the underlying constitution called factors among the variables in the analysis. For the purpose of this study, factor analysis was used on 14 variables. The result of initial (first run of) factor analysis on 14 independent variables showed KMO was 0.592 and significance level of Bartlett’s test of sphericity was 0.00 (Table 1).

Table 1: KMO and Bartlett's Test

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

Table 2: Communalities

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

Extraction Method: Principal Component Analysis.

Factor analysis on all the selected 14 items was conducted using Varimax rotation. Four factors having eigen value above 1 was further found relevant for the study (Table 3). Total

variance explained was 31.074% with KMO value 0.592. Barlett's test of sphericity was significant ($p < 0.01$).

Table 4: Component Matrix^a

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

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Factor analysis on perception about impact tourism development and peace building process across border derives, four factors which in turn may help to promote border areas in lieu of community interest (Table4). The mean value and standard deviation itself clears the above statement, as the mean value and standard deviation for the Economic benefits ($F1=3.81^*/0.35^{**}$), Social benefit ($F2=4.097^*/0.48^{**}$), Destination promotion ($F3=3.56^*/0.627^{**}$), Tourism support initiative ($F4=4.46^*/0.499^{**}$) (*= mean/ **= standard deviation of factors),

CONCLUSION:

From the present study we can say that peace is seen as a catalyst for tourism development in border areas. We observe

from the results of the questionnaire that there is a positive relationship between tourism and peace. Tourism is beneficial in peace building process which is also explained by Kelly (2006). The results indicate that there is a sufficient denomination of border areas with respect to tourism development. Cross border peace building process is challenging due to the complexities in perception among communities. It will be possible to establish a connection between peace and trade relations among nations. The effects of economic, social and cultural factors are considered as the most important factors that are effective on community participation in tourism development programs. Therefore research on this topic should be expanded but it is generally recognised that peace is a pre condition for tourism in border areas. The study highlights that there is a difference in opinion regarding tourism and peace building process between local community and tourists. Tourism contributes positively to Guest-Host relationship, regional economy; increase in income and cross cultural understanding. This somewhere shows that tourism can be an effective tool for promoting peace, which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. All these factors further leads to fewer tensions among the residents and tourists relating to the attitudinal change. On the other hand, tourism leads to the overall societal development due to poverty alleviation, boosting up of regional economy employment creation and income redistribution. The J&K state is disturbed due to cross-border terrorism which affected the tourism industry. Therefore apart from the nature of the problem, other factors like geo-political, culture, demographics, intra & inter-regional diversity and so forth can also be considered for the scope of future research.

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