

Community Perception of Initiatives Promoting Community-Based Tourism

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Abstract

Tourism has evolved throughout time, from the era of the Grand Tour to the era of the technology-based "sharing economy." Tourism destinations' personalities have grown complex, with the travel sector providing customers significantly more individualised choice than conventional providers and challenging the existing business model by using private resources for lower-cost commercial operations. As the number of travellers increases, policymakers, planners, and communities are pushed to manage their destinations holistically in order to achieve a win-win scenario for all tourism stakeholders. While the numerous benefits of tourism have long been recognised, today more emphasis is being placed on inclusive development and social impact, which can be negative or positive depending on how tourism is planned and managed. The emergence of research topics like "Anthropology and tourism," "Investment and talent," "Brand strategies in pursuit of urban and rural tourism development," "Work life balance," "Yield management," "Maximising economic, social, and cultural benefits for the local communities," "Community marketing," "Experiential economy and tourism," "Community relations," and "Competitiveness in c" all attest to the growing importance of tourism as a field of study. It has been noted that far too many governments market them to their citizens as potential vacation spots. The research concludes that Himachal may become a popular community-based tourism destination with the help of public and private sector organisations. The government should be more open to supporting and expanding such efforts so that they may continue to get funding. In addition, the study will aid academics in expanding their understanding, planners in developing more effective strategies, and future researchers in need of these discoveries.

Keywords: Anthropology, Economy, Tourism, Grand Tour, Government and Stakeholders.

1. Introduction

From the beginning of his existence, or possibly even later ages, man has been labelled as a wanderer due to his insatiable appetite for exploration and curiosity. From food gatherer to hunter and on to explorer of commerce, area, economic gain, conflict, and other equally powerful causes (Theo bold 1995), man has always been on the move, and this constant movement is what gave rise to the concept of tourism.

As a result of its rapid development, tourism is now one of the world's most lucrative and rapidly expanding sectors and a major contributor to the global economy. And tourism's unique multiplier impact in terms of new jobs and money is hard to overstate. Tourism is the most potent vehicle for economic development and social transformation due to its extensive forward and backward links. The influx of tourists has been seen as both a blessing and a curse. It has been held responsible for

xenophobia, inflation, and environmental damage, among other things. The automotive and chemical production sectors of the Americas and Europe have been overtaken by the tourism industry. The tourism industry contributes three times as much to GDP as the automobile sector, and twice as much as the aerospace sector. The numbers are staggering, with the tourist sector providing jobs for an estimated 105 million people. Every dollar invested on tourism has a 3.2 dollar multiplier impact, according to a WTO study from 2015. These days, international travellers know that visiting tourist attractions is a simple way to send money from high-income nations with excess industrial capital to poorer nations with lower per capita incomes. It has a significant positive and negative impact on the balance of payments since it helps make the most of a scarce resource, such as foreign currency. It has a significant economic and political footprint throughout the country.

Tourist activities include both domestic and international travel. Humans, geographical locations, and the passage of time are the three fundamental components of tourism. The presence of humanity is the impetus for the development of tourism. The human aspect must be extended into space, a physical idea. Time is the resource that is used up or covered during a trip to or stay at a certain location. Distance, method of transportation, available spare time, and other factors all affect the time component. Therefore, the occurrence of the tourism phenomenon depends on these three factors. Although the terms have often been used interchangeably, travel and tourism are distinct fields. The term "tourism" encompasses a broad range of activities that include leaving one's typical environment for an extended period of time, with the goal of relaxing and enjoying oneself.

Statistics on tourism's direct, indirect, and induced economic consequences are needed for use in planning, building infrastructure, crafting policies, learning from past experiences, and looking forward to the future. This will be useful in determining the kind and scope of the marketing and promotion that has to be carried out. The many subsets and classes of tourism may be traced back to these three primary kinds: Figure 1 is an example providing a detailed definition of tourist types (demand side).

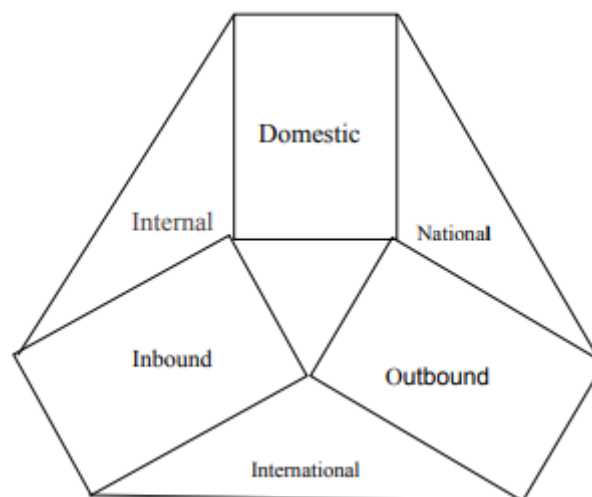


Figure.1. Forms of tourism (demand side)

The market will emerge as a result of the normal cycles of supply and demand, just as they do in every other sector of the economy. The drivers of demand are the motives themselves. Over time, numerous subgenres of tourism have emerged. Some designs and varieties have proven themselves effective over time, while others are still being evaluated. Groupings may be made on a number of different axes. There are three types of tourism, depending on whether the traveller is arriving from outside the country or leaving it. Residential, seasonal, and nomadic tourism may all have their roots in migratory patterns. Seasons, such as winter, summer, and Circumstantial Tourism, play a part in the

travel industry because of the significant impact climate and weather have on it. Recreational, Pleasure/Leisure, Sport, and Business/Technical Tourism will all flourish as a consequence of the benefits reaped by engaging in tourism. Self-Financing, Youth, and Social Tourism will emerge as subgroups if socioeconomic needs are used as the criterion. Domestic/Internal is determined by either the spatial idea or the distance travelled. If the reason for the trip is taken into consideration, we may make a list that includes vacation, business, and special interest travel. Mass tourism, popular tourism, and social tourism will all be categorised sociologically.

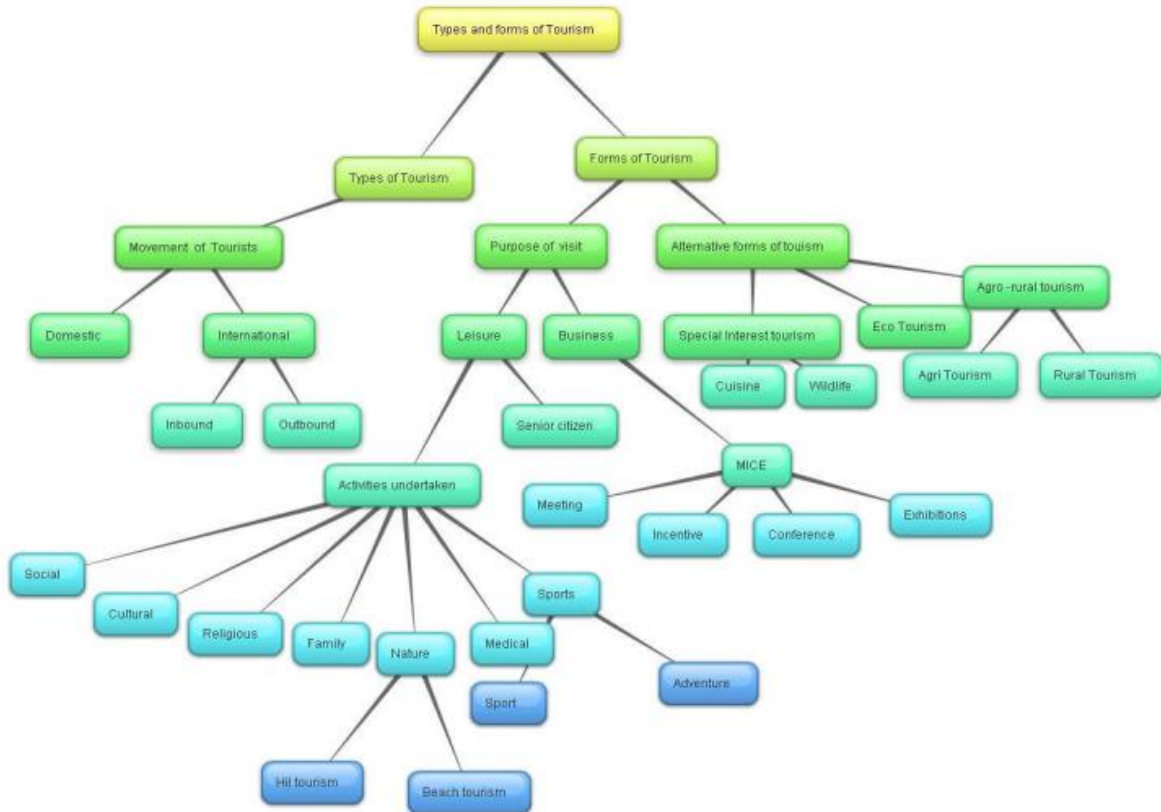


Figure.2: Forms and types of tourism

One reason why the tourist sector was slow to be recognised as such is because it incorporates so many different types of companies and services. Second, it's not a production sector either. Academic study of tourism did not emerge until much later; by that time, economists and politicians had already written it off as frivolous because of its association with fun and games. Because it was unanticipated at first, visitors were met with hostility and viewed as a threat to the local ecosystem. Many of the tourism industry's subsets fail to support one another because they belong to different fraternities. Rather, they frequently find themselves at odds with one another. From a supply and demand perspective, the tourism industry is split into two categories: the dynamic sector and the static sector. Product development, demand stimulation, and logistics planning will all fall within the purview of the old industry. Everything that tour businesses, travel agencies, transportation firms, and similar organisations do will be included here as well. On the stationary side, the hotel industry and food service establishments provide for people's needs for rest and sustenance.

Tourism encompasses a wide range of economic activities. It has the same characteristic in terms of its individual parts. There will be a wide range of transportation alternatives (both standalone and in tandem), lodging kinds, fun activities, interesting locations to view, and ways to relax and have fun. If

one of them doesn't work, the whole thing suffers. Coordination and synergy are essential. Figure 3 is a helpful graphic that explains all of the parts.



Figure.3: Parts of the Tourism Sector Structure of the Tourism Sector

The travel and tourism industry has expanded dramatically during the last several decades. This is due to a number of things, including economics, society, and technology. Publicity and promotion through online and social media, more exposure and information sharing, deeper cultural understanding, higher disposable incomes, improved transit options, rapidly expanding metropolitan centres, etc. are just a few examples. Other growth-promoting aspects include the convenience of individuals having their own automobile, decent roads, paid vacations, more mobility, and enhanced connection. Given the focus of this research on CBT, it is important to consider the potential effects of this approach on both the local and global environments. In its infancy, the tourist business is typically welcomed because of its positive effects on the economy, its ability to generate new jobs, and the minimal initial investment required to launch it. Another benefit is an increase in quality of life and a higher level of living thanks to less pollution and fewer endangered species. The situation is not without its share of complications. It's cyclical, causes local inflation, and the leakages are usually too great in countries with less infrastructure development. Congestion, pollution, hostility towards foreigners, and stress on already overburdened infrastructure may all worsen without careful planning. The purpose of the research was to examine how CBTI contributed to regional community growth. A secondary goal of the research was to learn how locals and those in the tourist industry see the positive impact that community-based tourism projects have had on their neighbourhoods. The state of Himachal Pradesh

was chosen for the research because its tourist policy emphasises the need of fostering ecotourism projects that benefit local communities. The research was conducted with a focus on the Himalayas and the Indian state of Himachal Pradesh. Since Batta and Pathak (2009) have advocated the models of CBTI in comparison to other small and medium scale enterprises in tourism especially for the Himalayan region through their case study, the primary goal of this study was to identify some onsite applications of theoretical model of CBTI and to give the appropriate suggestions for the development of tourism in harmony with the local community. This research aimed to compare how people in rural and urban areas see CBTIs and their potential advantages. Community-based tourism in Himachal Pradesh has a great deal of untapped potential, and many more intriguing destinations still to be discovered.

2. Literature Survey

Since many decades, the question of how much the tourism and travel sector contributes to strengthening and empowering communities as pillars of sustainable development has been the subject of debate and research. Travel may help level the playing field and propel local economies forward. Both academics and industry professionals have long touted tourism's potential to foster more autonomy among locals. The optimistic perspective is that include locals in tourist planning will result in more robust neighbourhoods in the long run. Tourism as a service industry aids in the development of a wide range of talents, and it generates millions of business and job possibilities via its interdisciplinary effects on fields as diverse as agriculture, construction, and handicrafts. Tourism has the potential to raise people out of poverty by giving massive job possibilities, which in turn helps conserve the environment and promotes women empowerment in communities all over the globe. If the values and culture of host communities are compromised, or if the socioeconomic advantages provided by tourists do not percolate down to the community level, then there can be no genuine tourism growth. By working together, the tourist industry and the communities that host visitors can make both tourism and community development stronger. Because tourism is fundamentally about people and their relationships with one another, it can only be sustained if local communities have a voice in shaping its direction. Many people believe that tourism may help rural and underdeveloped communities flourish economically and provide jobs, therefore slowing or even reversing the outward flow of residents to larger urban centres. Pride in community may be preserved via the protection of tangible and intangible cultural heritage as well as natural tourist resources, all of which can benefit from increased community engagement in local administration. Community activities that facilitate the marketing of this kind of tourism while also providing a framework for the interaction between the locals and tourists are essential to making this plan a success. In line with the findings of Nyaupane et al. (2006), a lack of financial resources is one of the most significant challenges faced by the community when attempting to build tourist projects. It's also possible that cultural barriers could arise, and that there will be disagreements about who has authority over certain parts of local government. Involvement of local residents as shareholders, appreciation of both individual and community gains, the establishment of tourism-related objectives, and a shared understanding of who is ultimately accountable for enacting change are all critical elements that have contributed to the growth of CBT. The direct financial effect on local households, the increased socioeconomic and environmental growth of the region, and the sustainable variety of lifestyles are only a few of the key advantages of community-based tourism. As its name suggests, community-based tourism (CBT) is driven by members of the local community, generally with the help of a more specialised institution (such as a government agency or non-profit). Although tourism assets are viewed as opportunities in the same way as in ecotourism or niche markets, the emphasis is still placed on the local community and the integration of tourism into that community. This is easier to accomplish when the local community is involved in the tourist industry from the very beginning of the planning process. The effects of tourism on a local community may be both beneficial and detrimental. The positive effects of tourism on an area's economy are not without drawbacks, though. Researchers Eshliki and Kaboudi looked at how much of an impact tourism has on the quality of life in the area and how involved the locals are in the tourist development programme. In underdeveloped nations like Iran, where most

decisions are made by the central government based on sectors, citizen engagement in decision making is minimal. In his opinion, this is one of the main causes. Questionnaires were used to obtain data from a randomly selected stratified sample. All of those who answered the survey were considered adults. Out of a possible 186 responses, 181 were actually submitted. The survey has three distinct sections. The first is a look at the population. Second, the author of the research selected 19 impact indicators that reflect the severity of the problems. The third section consisted of two questions designed to gauge respondents' interest in contributing to a tourist development programme. Males made up the vast majority of the sample, and just 21% of the population had a college degree or above. Factor analysis was used to classify the data from the 19 variables into 5 categories: pollution, quality of life, economic impacts, cultural impacts, and environmental impacts associated with coastal tourism. Then, we used regression analysis to predict people's scores in order to learn more about their attitude towards the tourism development programme. People's attitudes about the impacts of tourism were shown to be negative. They are upset because of the pollution and its consequential cultural and social impacts. Due to the negative effects, there is little enthusiasm for tourism. The findings cannot be extrapolated to other cultures. The literature study uncovered several articles that provided broad references and concepts on community-based ecotourism, community-based tourism, community-based tourism, building communities via tourism, the value of community engagement in tourism, community-supported tourism, and poverty alleviation. Travel is described as "the movement of people from one location to another in order to take advantage of facilities designed for large numbers of people for the purpose of satisfying their needs that cannot be met at their usual place of residence," both socially and economically. Travel and tourism are increasingly seen as a powerful tool for fostering positive social change and facilitating international trade and investment. Recent academic and research findings identify a trend away from fast-paced, mass tourism towards ecotourism and sustainable travel. Only a community-based, open strategy that takes into account public perception and regards tourism as a natural asset can hope to reap the social advantages of the industry. The quality of life for rural inhabitants may be enhanced by increased community involvement in decision-making, which implies democratisation of the decision-making process. Even though the community is supposed to benefit from sustainable tourism, they often end up bearing the brunt of the drawbacks. Many people believe that tourism may help rural and underdeveloped communities flourish economically and provide jobs, therefore slowing or even reversing the outward flow of residents to larger urban centres.

3. Research Gap Identified

These findings from the literature study suggest that community-based tourism has the potential to serve as a means of reducing poverty, creating jobs, and boosting the local economy. It might also help locals feel more connected to their neighbourhood. Preservation and protection of local culture, tradition, and environment are additional benefits of community-based tourism. As a result, community-based tourism projects may be seen as a booster on both the global and local scales. There is a lack of data that quantifies how locals feel about community-based tourism projects. Community-based tourism projects in Himachal Pradesh have not been the subject of a conclusive research to determine the impact they play in encouraging and inspiring visitors to go to the state. The public's opinion on community-based tourism efforts in the state has not been investigated. Since the community is CBT and CBTI's most important stakeholder, this is crucial. Unfortunately, the lack of a strategy on community-based tourism and community-based tourist projects acts as a road map for the growth of tourism in the state. Many issues arise for tourists who travel to Himachal Pradesh's many CBT locations. There has been zero attempt to identify and investigate this issue. Researchers in the tourist industry have just lately begun to concentrate on community-based tourism and related projects. Partially, the term "community based tourism" has come to encompass the idea of community-based tourism projects. It has become apparent that there is increased ambiguity between eco-tourism projects, sustainable tourism projects, rural tourism projects, community-based eco-tourism projects, and community-based rural tourism projects. This overview of the literature is by no

means exhaustive, but it does cover the essentials. This synopsis verifies the promise of community-based tourism and related projects for further study.

4. Community Based Tourism in India

Rural regions are often the site of community-based tourism projects in underdeveloped nations like India. India was slow to follow the global trend of opening up previously undiscovered places as a tourist destination. Community-based tourism is an endeavour that, by its very nature, requires the participation of the local people. Farm/agriculture tourism, cultural tourism, rural tourism, nature/adventure tourism, and community based ecotourism are all examples of community based tourism. Community-based tourism, in contrast to more common forms of travel like mass tourism, has certain distinguishing characteristics. Experiencing this sort of tourism is mostly dependent on physically visiting the villages themselves. The primary focus of community-based tourism is on preserving cultural practises and historic landmarks in their natural settings. Community-based tourism, which integrates efforts to improve local communities, help the poor, preserve history and culture, and protect natural environments, is the basis for many new programmes designed to attract tourists to rural areas. The Government of India created the idea of rural tourism in 2002 as part of its Tourism Policy, which took into account the characteristics of rural and community-based tourism and aimed to showcase rural life on India's country side. With the aim of showcasing rural life, art, culture, and history in rural places and in villages that have core competency in art, craft, handloom, textiles, and the natural environment, the Ministry of Tourism launched the programme of rural tourism in 2002–03. The purpose was to help the local economy and boost social cohesion by facilitating cultural exchange between visitors and residents. By attracting tourists to rural regions, policymakers hoped to stem the tide of people leaving their hometowns for the city. Since then, efforts from a variety of sources—including federal and provincial tourist ministries and agencies, forest departments, commercial tourism sector actors, and even nationalised banks—have contributed to the growth of rural tourism. In the middle of this, there are other communities that have banded together for the purpose of attracting tourists, maintaining their autonomy, and expanding their resources. Many of these efforts have spawned numerous models that concentrate on particular aspects. The Endogenous Tourism Project (ETP) is a novel approach to the aim of expanding rural tourism that emerged as a result of the National Tourism Policy 2002. Initiated in 2003, the ETP is a joint venture between the Ministry of Tourism and the United Nations Development Programme. Human development, gender equality, reinforcing decentralisation, urban and rural livelihoods, energy and environment, and vulnerability reduction are some of the main themes of this project, which is distributed over 36 villages in India and centres on the rural tourist experience. There is a long history of community-based tourism in India. As a response to the growing problem of overtourism, the idea first surfaced in the field of eco-tourism and sustainable travel. Sustainable tourism, which aims to conserve local culture and history while also reducing negative impacts of mass tourists, is becoming more popular. Such programmes have deep roots and have received widespread support in India, where the vast bulk of the population lives in rural regions. The next section will focus on a few of the most successful community-based tourism projects in India. An alternative tourist concept for the Himalayan region was the impetus for this grassroots movement. In an effort to draw more attention to the biosphere reserve and to the locals' distinct trans-Himalayan culture, locals have been working with seasoned activists since 2003 on the Nanda Devi Campaign for cultural survival and sustainable livelihoods. Mountain Shepherds is an effort to make these dreams a reality by opening Nanda Devi to visitors from all over the globe. This initiative intends to familiarise people with the Bhotiya people of the Nanda Devi Biosphere Reserve and their epic fight for cultural and ecological survival in the cradle of the High Himalayas, similar to the objectives of Mountain Shepherds. It's part of a larger movement by locals to restore their ownership of the land and save their cultural traditions. Global leaders, activists, academics from the West, and supporters are utilising the internet to stay in touch and organise their efforts as they spread throughout the world. There are several reasons why the Nanda Devi Biosphere Reserve is important. A holy mountain rises in the park's centre; at 25,645 feet, it is the highest peak in the Himalayan region of Uttarakhand.

Surrounding it is a beautiful ring of more than a dozen peaks that soar beyond 21,000 feet. Its remarkable visual splendour has lured mountaineers and explorers for almost a century due to its status as a biodiversity hotspot. When the area was designated a national park and biosphere reserve in 1982, however, its gates were locked due to mounting ecological challenges. In one fell sweep, the Bhotiya people, an Indo-Tibetan ethnic group, lost their prime alpine meadows, their supply of medicinal plants, and the tourist trade. Instead of acknowledging the Bhotiya as Nanda Devi's protectors, the conservation authorities of the time imposed a strict prohibition on entry to the park's core zone, despite the fact that they had always been an integral part of the terrain. The cultural underpinnings of their society were also endangered by these limitations; it was not only an economic disaster. The ladies of Reni village initiated a widely heralded effort to protect the woods in the surrounding area, sparking the famous Chipko movement that eventually extended across the Uttarakhand Himalayas. As a result of recent actions taken by the Uttarakhand state government, the Bhotiya have begun a movement to protect their future. From demonstrations over access rights, they have progressed to developing a community-based tourism strategy for Nanda Devi that respects the rights of locals and is not based on exploitation. In 2006, after much work, the Mountain Shepherds project was established. The Nanda Devi Campaign hopes to realise its vision of a future free of human exploitation and environmental damage via the creation of a community-owned business, the Mountain Shepherds Initiative. The overarching goal of the campaign is to have its guiding philosophy reflected in all facets of tourist development, with a specific focus on making mountain tourism accessible to people of all ages and socioeconomic backgrounds. As a model, its success will have important bearing of the fate of the Himalayas and its people.

5. Analysis and Interpretation

First, the respondents' demographics were analysed so that they could be taken into account before the hypothesis was tested. The sample's demographic profile was developed to ensure it was representative of the population of interest. Section-A of the survey was used to get these findings. According to the research strategy, a total of 300 participants were included in the study; 100 from Sangla, 100 from Paragpur, and 100 from Naggar. The demographic profile showed that there were 229 men and 71 females in the sample, or that 76.3% of the participants were male and 23.7% were female. The data showed that the sample was disproportionately composed of men. According to the 2011 Indian Census, the male-to-female population ratio in Himachal Pradesh is 986 in rural regions and 853 in urban areas, hence the state's skewed gender ratio is consistent with expectations for a mostly male culture. Further analysis of the data revealed that out of a total of 300 respondents from three different locations, 109 respondents (or 36.6%) were younger than 30 years old, while 117 respondents (or 39.0%) were between the ages of 30 and 45. Seventy-five people responded between the ages of 45 and 60, or 21.7% of the total, while nine people were older than 60. That is, 3.0% of the participants were 60 and older.

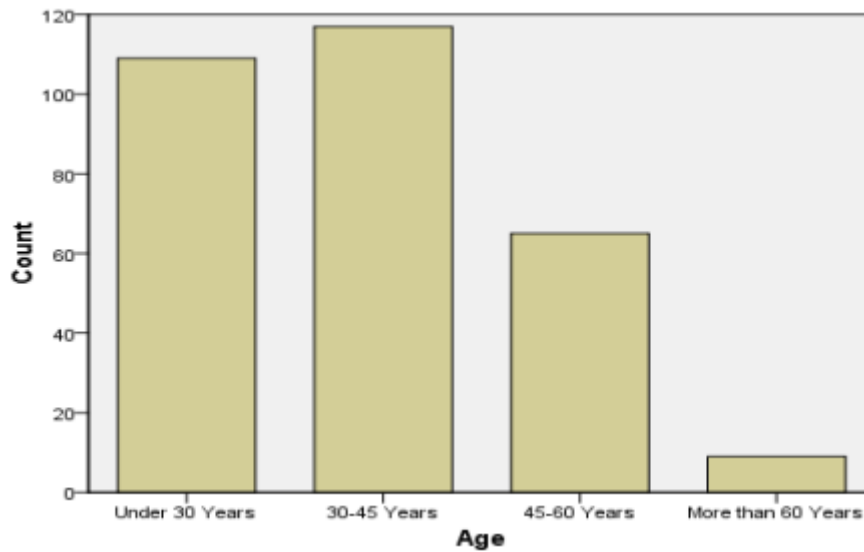


Figure.4: Age wise profile of respondents.

The sample results also revealed that 18.7% of respondents were below matriculate, 42.7% were matriculated, 29.3% were graduates, 7.3% were post-graduates, and the remaining 2.0% were above post-graduation. This means that 88 respondents had a bachelor's degree or higher, 128 had a master's degree or higher, 88 had a master's degree or higher, and 22 had a master's degree or higher.

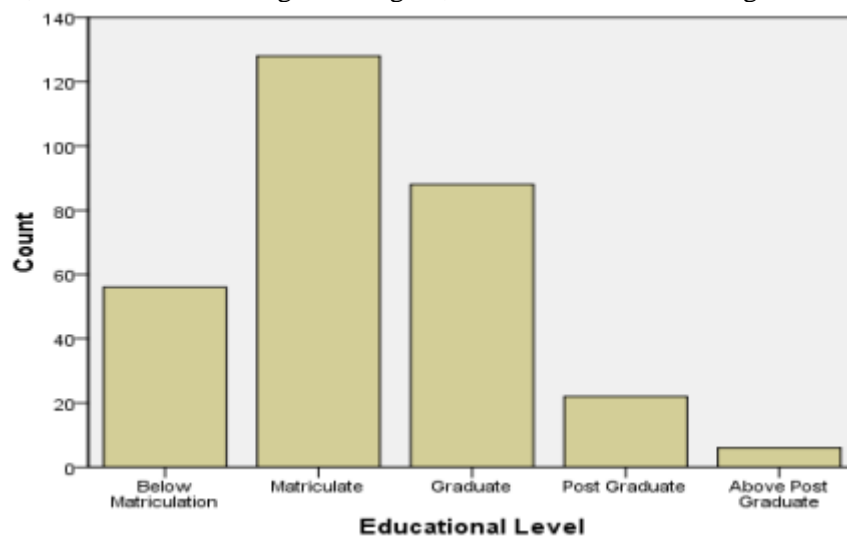


Figure.5: Education level wise profile of respondents

In addition, the sample showed that 70.7% of respondents were married and 29.3% were single. There were a total of 222 respondents in the sample and 88 were married and single. Therefore, there is a bias in favour of married people in the sample.



Figure.6: Profile of Marital Status of respondents

33 respondents, or 11.0% of the total, identified as working in the public sector or for the government, according to the sample's findings on their primary employment. Twenty-five percent of respondents worked in the private sector; sixty-one were business owners or entrepreneurs; ten percent of respondents were students; twenty-one were self-employed in the hospitality industry; sixty-four were self-employed in the tourism industry; and the remaining thirty-five were self-employed in some other field. These findings demonstrate that the sample included a representative cross-section of the population engaged in a variety of occupations.

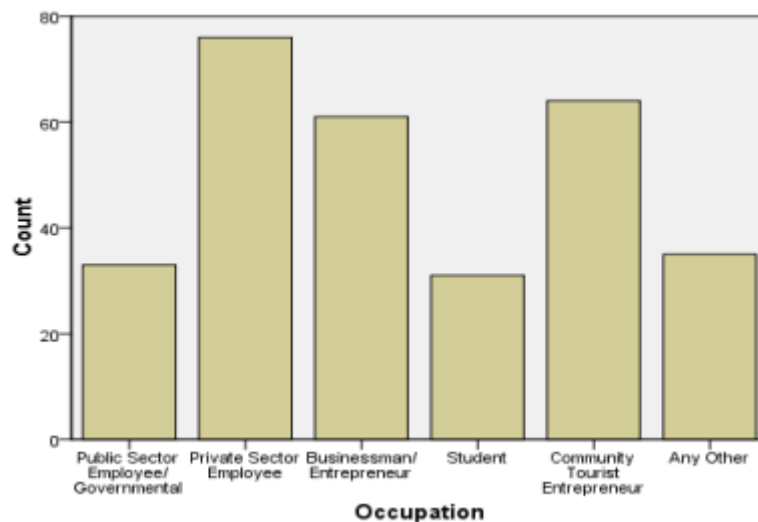


Figure.7: Occupation Wise Profile of respondents

108 respondents, or 36.0%, were found to be from families with four members, while 62 respondents, or 20.7%, were from families with six members and 46 respondents, or 15.3%, were from families with five members. There were also 7 respondents (2.3% of the total) who reported having a family size of 2 people, and 4 respondents (1.3%) who reported having a family size of 9 members. The sample also included 2 people from families with just 3 members (0.7% of the total) and 1 person from a family with 11 members (0.03% of the total).

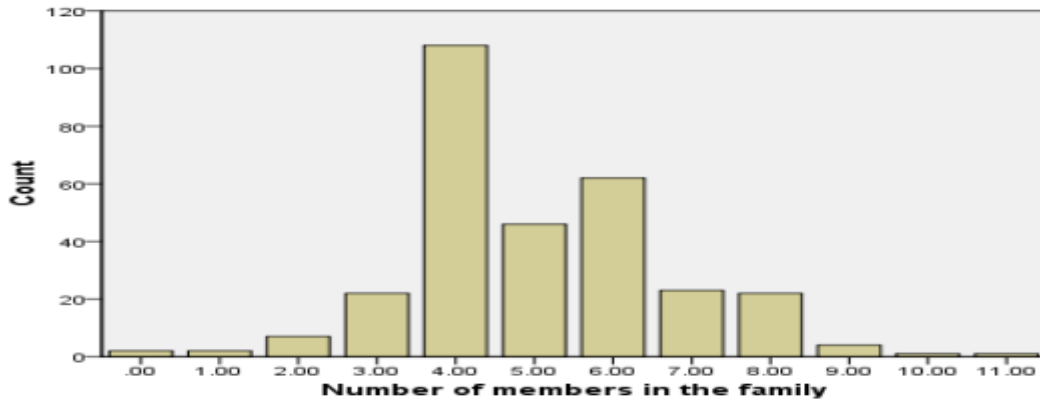


Figure.8: Number of family members in respondents family

With a compound annual growth rate (CAGR) of 14% between 2007 and 2012, India's travel and tourism industry added \$1.80 trillion (INR 1920 trillion) to the country's GDP in 2012. From a projected INR 2222 billion in 2013, this is expected to reach INR 6818 billion by 2023, a CAGR of 12 percent.

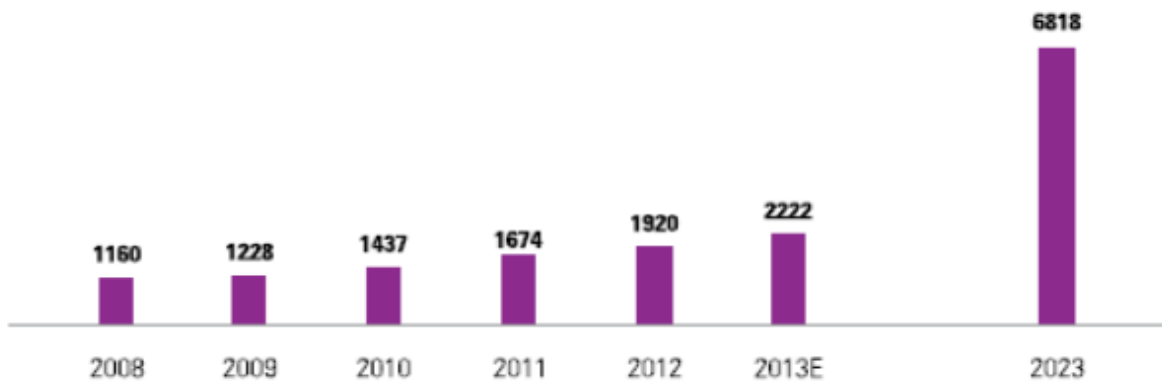


Figure.9: The Economic Impact of Travel and Tourism on India (in Billion Indian Rupees)

The total contribution of the sector includes not only the direct impact of economic activities like lodging, transportation, and entertainment but also the indirect impact of investment or supply chain activities, as well as the induced income impact of employee spending on goods and services related to the sector. The industry's indirect and induced contributions have a multiplier effect on the economy as a whole. Because of this multiplier effect, the travel and tourism industry contributed a total of INR 6385 billion in 2012, or around 3.3 times its direct contribution. This means that when the indirect and induced benefits of tourism are included in, for every rupee that tourism directly contributes to GDP, an extra 2.3 rupees is contributed to the economy. The combined total of 2012's induced and indirect contributions was INR 966 billion. By 2023, the total indirect and induced contributions to the GDP are expected to be worth INR 12939 billion and INR 3263 billion, respectively, representing a compound annual growth rate (CAGR) of 12%. In 2012, there were over 25 million employment in the travel and tourist industry. By 2027, this sector is projected to account for 31 million jobs, or 4.9% of the entire workforce in the nation in 2012. It is expected that the tourism industry's total contribution, including indirect and induced effects, will have a multiplier effect on the economy, resulting in even more employment generation than the direct employment

indicated by these numbers, which reflect employment by hotels, travel agents, passenger transportation services, and other restaurant and leisure employment. Using this multiplier effect, the tourism industry contributed to the creation of 40 million jobs worldwide in 2012, or 7.7 percent of all jobs in the economy. This means that when the indirect and induced benefits of tourism are included in, for every job directly supported by the tourist industry, an extra 0.6 jobs are supported in the economy.

6. Conclusion

To better understand how locals feel about community-based tourism projects in Himachal Pradesh, this study surveyed residents in three randomly chosen communities where such projects have been implemented. The research looked at many important ideas, including how community members may have a say in the future of the tourist industry, how everyone can profit from community-based tourism, and how community tourism can help alleviate poverty. Everyone involved in community-based tourism—from policymakers and academics to business owners and community organizers—stands to benefit from this study's conclusions. The current study's results confirmed that community members want to have a say in tourist planning and development. The research also found that local residents wanted a voice in tourism development decisions made within their communities despite their recognition of the need to involve experts and tourism professionals from outside the community. In a survey of community members, 81% said they wanted government and community members to make choices on tourist development in their town together, after getting input from locals. The study's conclusions also acknowledged the locals' desire for equitable distribution of tourism's spoils. The study also found that respondents were split on whether or not they had attended a meeting where the topic of tourism development in the community was discussed, whether or not they had been asked for their opinion on tourism by those making plans for tourism, and whether or not they had been given any information about the development of tourism in their community. More than 60% of residents said they did not feel they were kept informed of plans for tourist growth in their area, and that most of the area's important tourism-related decisions were made by an exclusive few. Community-based tourism in the state appears to have a bright future, with 64.3% of respondents expressing a preference for increased tourism in the future, 29.0% expressing a preference for increased tourism, and 6.3% expressing a preference for tourism to remain the same.

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