

The Motivating Factors and Effects of Border Tourism that is Community-Based: A Case Study in Jammu and Kashmir

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Abstract- The growth of the tourist sector may have a significant impact on the general development of an area since it may provide employment and boost business. Travellers are conflict sensitive and respond favourably to peace. An effective means of fostering peace is via tourism, which encourages cross-cultural exchange and fosters tolerance, and national integration, empathy, compassion, high educational standards, justice, and respect for one another. The link between tranquilly and tourism is fascinating because the two may be mutually beneficial; on the one hand, tourism can be a vital force for peace, but on the other hand, tourism depends on peace to grow and develop. Tourism has the potential to foster the required degree of interpersonal intimacy while helping significantly to the establishment of a tranquil atmosphere. Touring involves no boundaries or animosity while providing passengers with wonderful experiences. In order to ascertain the structural connections between constructs, this research used structural equation modelling (SEM), confirmed factor analysis, and exploratory factor analysis. The study's data came from 214 surveys that locals in the region of Jammu and Kashmir's Poonch, as district—a popular tourist destination—completed. The findings showed that the factors most influencing local community engagement are personal and economic, afterwards social and environmental factors in that order. The respondents also agreed that, in addition to the other two elements, destination development has made an important contribution to the economy. The results corroborate the idea that the local community's perception of tourism is crucial to the growth of indigenous tourism.

Index Terms- Tourism Industry, Structural Equation Modelling [SEM], Economic Factor, Jammu and Kashmir [J&K], Local Community.

I. INTRODUCTION

Tourism may be defined as the movement of people linking cross-cultural exchanges for business, research, leisure, or pleasure purposes. Using tourism as a means of addressing issues like unemployment, poverty, and so on may help to advance peace. For the development of a sustainable tourist industry, [Dadvar-Khani, F. 2012], "peace" and "tourism initiatives" must be effectively linked. One of the top sectors in the world for employment and revenue is the tourism sector. Additionally, tourism is crucial in helping to close the gap between different faiths and cultures on a worldwide scale. This promotes cross-cultural communication, which in turn serves to advance international peace [Hadi, N. U., Abdullah, N., 2016].

Education standards, fairness, compassion, kindness, tolerance, national integration, and mutual respect are all outcomes of cross-cultural contact. The link between tourism and peace is remarkable since the two are mutually beneficial. While

tourism may contribute to peace, peace is also necessary for tourism's growth and success. Travelling might contribute significantly to the desired degree of interpersonal intimacy and help to foster a calm atmosphere [Hair, J. F., Black, W. C., 2010].

Travelling provides travellers with wonderful experiences and is devoid of boundaries or animosity. This essay focuses on community involvement in tourism development worldwide, which has the potential to significantly impact destination development and foster global peace attitudes [Hanafiah, M. H., Jamaluddin, M. R., 2013].

Many recommendations and development packages are modelled after the European Alps, where we have seen a significant shift in the economy from one centred on agriculture to one centred on services [Huong, P. M., & Lee, J. H. 2017]. Actually, the acknowledgment of an economic successor in which agricultural is losing its major position has been modelled by the European Alps.

The homes that formerly farmed mountains have evolved into tiny businesses in the service industry. The rise in government subsidies coupled with private enterprise has resulted in a change in agricultural practices [Hussein, M. 2017]. Farming families get compensation for their efforts to safeguard the scenery and maintain the attractiveness of the area for visitors that come to visit the mountains. The two-pronged approach has brought European mountain farmers up to speed with mainstream civilization and significantly increased their level of protection [Jaafar, M., Bakri, N. M., 2015].

Mountain cultures in Central Asia have experienced several things. They are on the fringes of core governance or have neutralised regions of geopolitical importance alone because they are landlocked mountain realms and nations or are situated on the outskirts of larger nation states. The mountain communities in the area under consideration often have lower levels of prosperity than the lowland people that surround them. The needs and desires of the mountainous people are often unmet by the policies created in the lowland capitals [Latip, N. A., Rasoolimanesh, S. M., 2018].

Jammu area, which has the potential to be marketed nationally and internationally. Based on information obtained from Tourist Reception Centres (TRCs), over 70% of visitors are there on pilgrimage in the state of Jammu and Kashmir. The community and stakeholders have a direct or indirect role in promoting and expanding tourism destinations. Thus, this conceptual paper aims to investigate the community and players involved in marketing the Jammu area as a tourism destination while also addressing the requirements of the next generation [Liang, Z. X., & Hui, T. K., 2016].

Many nations see tourism as a valuable opportunity for economic development, but as it has grown, worries about its repercussions on host cultures have grown. As a consequence, there is growing consensus about the need of supporting sustainable tourism growth in order to minimise negative effects on the environment and society while simultaneously maximising financial gains for travel destinations. As a strategic instrument, sustainable development adopts a course of actions that raises a number of issues and concerns from stakeholders in the form of development and planning.

Since the 1990s, several government agencies worldwide have embraced Sustainable Tourist Development (STD) as a tourist policy and planning strategy, [Liu, J. C., & Var, T. 1986], giving it greater consideration. There is no denying the vital role of tour operators to the travel and tourism sector. They serve as go-betweens who may influence the supply chain since suppliers often lack other sales and distribution channels, while tour operators have the power to influence customers' selection of location as well as a number of other subsequent choices, such lodgings.

India is a country prone to various hazards and disasters. Due to its varied physiographic and climatic circumstances, around 14% of its landmass is susceptible to floods, a recurrent event in the Indo-Gangetic-Brahmaputra plains. Numerous riverine and urban flood occurrences have been documented in India's main cities over the last 20 years, including Ahmedabad, Gujarat (2000), Maharashtra (2005), Delhi (2011), Srinagar (2014), Chennai (2015), and Hyderabad (2020), which have caused extensive damage.

Kashmir Valley has a lengthy record of natural catastrophes because of the region's unique geographic, geologic, and climatic features. These include deadly earthquakes, landslides, famines, and snow avalanches in addition to disastrous floods [Jaafar, M., Kayat, K., Tangit, 2013]. Flooding is a prevalent danger among all the natural hazards to which the area is vulnerable, and it has the potential to result in large catastrophes in terms of human casualties and economic expenses.

The area has frequently endured severe losses in terms of people, animals, infrastructure, social issues, the environment, and the economy. The earliest evidence of a flood disaster dates back to 635 A.D. The impoverished and vulnerable people who live in low-lying communities (especially those close to the Jhelum River) and those who live in the interior of wetlands and depend on floating agricultural products have had to deal with serious issues [Jimenez, C., & Kloeze, J. T., 2014].

The area has previously seen several of the worst floods to ever hit the area, ranging from local to geographical in scope. Many of these floods are well-recorded in the most well-known travel guides, political and administrative records, and influential books and articles on Kashmir, such as "The Valley of Kashmir." The historical accounts that describe events that occurred as a consequence of landslides caused by disasters and subsequent flooding in the relatively low-lying districts of the Jhelum River may be used to track floods as a compounding effect.

Historically, food crises like landslides and biological calamities like cholera have occurred after floods. Narrative records of historical events show that on various instances, floods have lasted for weeks or extended and swept over the area, resembling a big body of water and caused significant losses and damages. Because two transboundary rivers—the Chenab and the Jhelum—slip into Jammu and Kashmir before crossing the actual border dividing India and Pakistan, the torrents of 1992 and 2014 were worldwide floods [Kim, R., & Coleman, P. T., 2015].

Small-scale businesses flooding happens often in the area. After many days of nonstop rain, which delivers water to these locations and freezes life, most lower-lying regions along the bank of the Jhelum and its associated streams flood. Due to the

massive destruction the flood of 2014 caused to God's own paradise; however, its valley of Kashmir, during the first month of September, as a result of unusually abundant rainfall along with additional contributors like human activity, poor land-use planning, poor management, etc., [Leong, A. M. W. 2008], it has been deemed historic.

The city of Srinagar's low-lying parts saw flooding for almost a month, affecting every ward in the city either directly or indirectly due to damaged dwellings, agriculture, and social infrastructure, as well as communication breakdowns and disruptions in supply. The preceding significant floods that were referred to be "great floods" happened in their respective years. The area has historically seen flooding throughout the summertime and springtime (March through September), with the exception of the 1992 and 2014 floods, which only occurred in September [Rukuni, M., Meinzen-Dick, R. S., 2015].

In the contemporary global context, tourism is seen as a force for good in fostering social harmony and peace. Within an alienated society, tourism has been envisioned as a tool for societal integrity and decision-making [Saarinen, J. 2011]. Because peace and tourism are complementary, the interaction between the two is fascinating. Peace is a necessary precondition for travel and tourism as well as other facets of the development and growth of people, yet it cannot be defined as a precise circumstance."

Travel may be a powerful force for peace, but it also depends on peace to grow and develop. Travellers often take a dim view of violent or warlike occurrences because they "risk a peaceful and uneventful holiday." These days, war, terrorism, and state brutality have an important effect on tourism, and nations that rely heavily on tourism to boost their economies see a decrease in the number of tourists [Serto, L. 2013].

Numerous studies have shown demonstrated that the growth of the tourist business should not only be seen from an economic standpoint, but also—and perhaps most importantly—from a sustainable one that involves the local community [Shin, Y. 2010].

Community development and sustainability are accelerated by the growth of tourism. The improvement of local community members' standards is significantly influenced by tourism growth. The tourism sector aids in rescuing individuals from the grip of conventional economic pursuits, poverty, and marginalisation.

Given the information above, it is imperative that community involvement be promoted. With its rough terrain and location on the Indo-Pak border, it is difficult to create and manage any form of business other than the tourist sector. Despite the enormous tourist potential that the Poonch area has, it has not yet been fully explored and utilised. The majority of individuals

work in physical labour and farm to support themselves [F. Pinter, 1984].

Thus, the tourist sector has the ability to raise their quality of life and raise their income. On the other hand, the expansion of the tourist sector by external parties would have a negative impact on the local population [Olsder, Kike, 2006]. The local community must be involved in future tourist development in order to lessen this impact and establish sustainability in the tourism industry. Thus, the growth of indigenous tourism is significantly influenced by how the local population views tourism [Bushell, R., 2007]. Thus, this research made an effort to look into the variables affecting community involvement and the advantages experienced by the local population. With an understanding of these variables, appropriate policies might be developed to improve community involvement in destination development in the Poonch area and other destination.

An essential instrument for community development is the process of building destinations carried out by locals [Figgis, Penelope, 2007]. As a result, numerous local organisations have begun investing their energy in developing the tourist industry in order to promote the community's overall, social, and cultural growth.

1. Objectives of the Study

- Examine the effects that community-based tourism has on the local communities' social and cultural aspects.
- Analyse the financial advantages of border tourism that are centred on local communities.
- In the framework of community-based border tourism, provide suggestions for the development of sustainable tourism.

II. LITERATURE REVIEW

(Lama, R. 2014) Over time, tourism has changed in tandem with developments in the outside world. It started out as an environmentally beneficial substitute for a lot of other commercial endeavours, but it quickly developed into the mass tourist model. The negative effects of mass tourism pushed researchers to look for environmentally friendly solutions that offered travel a fresh perspective, such as new or ecotourism. In order to maximise the benefit to the host society, community-based tourism may be established with the active participation of communities that host.

(Kala, D., 2018) Involving the local population is justified in order to achieve sustainable tourism development efforts, especially in new and distant tourist sites. Even while tourist development has many advantages, there are also obstacles that come with community involvement in hilly, underprivileged areas. Locals in two developing Uttara hand tourist sites in India have been understood and given a voice thanks to the

qualitative inquiry. Interviews were used to collect data, which was then analysed thematically. The results show that there are four main obstacles to community involvement in tourist development: institutional, sociocultural, practical, and fear-based. The report highlights the necessity of increasing support for community involvement, improving coordination between relevant government agencies, providing locals with education and training, and developing specific tactics that can stimulate local involvement that are tailored to the changing destination surroundings.

(Philip, M. 2021) The ongoing political and military conflicts between the democracy alliances of the States of America and the communist affiliations of the Soviet Union have decreased globally with the advent of industrialisation and the conclusion of the Cold War. Many observers believe that the rise of grassroots movements and the dismantling of political and ideological barriers have contributed to making it possible for individuals to interact with their own neighbourhoods on a social and civic level. The number of conflicts and wars inside and between the countries of the two opposing ideological blocs has decreased as a consequence of globalisation and the end of the diplomatic and military conflicts of the Cold War. But since the late 1980s, several conflicts have reappeared around the globe, both inside and between democratic and totalitarian nations, as well as within formerly communist countries.

(Manhas, P. S., 2022) The current research examines how the government of Jammu and Kashmir, Union territories, India, supports social entrepreneurship and the development of craftsmanship via a variety of policies and incentives. Most of the handicraft culture is inherited from one generation to the next. Even Nevertheless, an analysis of the existing data on the topic indicates that Craftsmen perceive a lack of attention as a result of urbanisation and extensive growth in products and services. At the amount of work required to ensure the product's quality and uniqueness, they are unable to sell it at the rates they should.

(Hussain, A. 2019) All around the globe, remote people rely on the few resources of their local local economies to support themselves. Resources that are readily accessible locally help to create and distinguish distinctive cultural practices that ensure the sustainability of individual, family, and community livelihoods. Community connection networks, made possible by the social structure, provide long-term resource availability and access. Resources are used in a manner that ensures long-term resilience while lowering stress, shock, and vulnerability. Cultural memory is ingrained with adaptability and readiness, which helps societies survive in hostile, isolated environments. The interconnectedness, oral traditions, storytelling, cultural memory, and unwritten social codes of a community foster resilience and enable communities with little contact with outsiders to survive.

(Vogel, B., 2020) This study examines how economic activity shapes the organisation and regulation of daily life, the state, and nationhood in a borderland region afflicted by violence. It focuses on two aspects—tourism and trade—that are sometimes disregarded by academics when talking about spatial governmentality. Both are widely acknowledged as components of cosmopolitanism, peacebuilding, and harmony. However, borderland residents and tourists' perceptions and experiences of national belonging and territorial boundaries may also be significantly influenced by the spatial regulation of tourism and commerce. In border areas afflicted by war, where sovereign states may be threatened either existentially or territorially, these processes may be particularly intense.

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(SomyaTakuli, Y. S. R., 2022) In these delicate ecosystems, the danger of environmental degradation has grown due to the rapid and unregulated development of tourism. In the context of tourism, waste, transportation, water usage, and needless energy use have all contributed to an abnormal environmental shift. Uncontrolled tourism may also lead to other negative outcomes, such as overfishing, improper slop disposal, beach erosion, congested roads, and threats to living things.

The host community may suffer negative effects from tourism in the form of linguistic and cultural influences, unfavourable lifestyle changes, the introduction of enduring vices to the local population, medical issues such as an increase in crime, traffic jams and crowding that results in strain, annoyance, and hardship.

1. Hypothesis

- **H1:** Community engagement is impacted by economic factors.
- **H2:** Social variables affect the community's engagement.
- **H3:** Engagement of the Community is significantly influenced by personal factor.
- **H4:** Engagement of the Community is significantly impacted by environmental factors.
- **H5:** Engagement of the community has a major role in the growth of the economy, society, and tourism.

III. METHODOLOGY

1. Study Area

The most northern state of India is called Jammu and Kashmir, and it borders Afghanistan, China, and Pakistan. With a population of 125.41 lakh according to the 2011 census, it covers an area of 2, 22,236 square kilometres and stretches from 32°17 N to 37°50 N longitude and from 73°26 E to 80°30 E latitude [Jamwal, M., 2015]. One of twenty-two districts in the Indian state of J&K, Poonch is sometimes referred to as "mini Kashmir".

Poonch, which is located around 33.77°N 74.1°E, is 981 m above the sea level on average. The four tehsils of the district are Haveli, Mendhar, Surankote, and Mandi. The Poonch Region was parted in two during the 1947-1948 struggle: one piece is under Indian organization, while the other is presently essential for Pakistan-involved Kashmir.

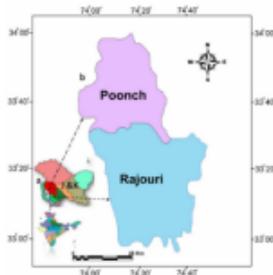


Fig. 1 The address of Poonch district in India.

2. Data Collection

Data from the Poonch region of J&K was gathered numerically, via the use of a questionnaire. During the long periods of February and Walk of 2018, data was assembled from those locally who were either straightforwardly or by implication engaged with the travel industry related exercises. A basic and emotional determination approach was utilized to recognize imminent members.

IV. DATA ANALYSIS

The factor approach was used to limit the amount of items since this research study contains a big number of related things and aims to investigate the fundamental organisation of this collection of items. While winters are cold and set apart by precipitation and gentle snowfall in lower districts, summers are brief. The Mughal Street, which runs from Buzliaz in Poonch, as to Shopian, India in Kashmir, has been finished, laying out an immediate course among Jammu and Srinagar. With 4, 76,826 occupants as of the statistics taken in 2011, [Jurowski, C., Uysal, M., 1997], the Poonch region is populated uniquely in contrast to the remainder of the state concerning nationality and language. With 48% of the general population

living in Poonch, the Gujjar clan is the greatest ethnic gathering in the locale.



Fig. 2 Tourist map of Poonch district.

Table 1 Table of Participants.

S. No.	Variables	Sub Group	Freq.	Per (%)
Gender				
1		Male	218	97.6
		Female	07	1.7
Age				
2		Upton 20 y	27	12.6
		Between 20-30 Y	122	55.6
		Between 30-40 Y	55	24.69
		Above 40 Y	10	8.6
Marital Status				
		Married	122	56.3
		Unmarried	92	46.3
Family size				
		2-4 person	41	19.6
		4-6 person	115	53.6
		6-8 person	47	25.6
		8 Above	11	4.6
Qualification				
		Below primary	31	14.6
		Middle	83	36.9
		Graduate	86	56.6
		Post-graduate	14	08.6
Occupation				
		Govt. Job	17	8.46
		Private Job	13	5.6
		Business	118	52.66
		Others	66	3.89
Monthly Income				
		Below Rs. 14000	17	8.45
		14000-16000	109	58.6
		16000-18000	65	29.6
		Above 18000	22	10.89

Additionally, as recommended, the variance recovered was compared to the squared correlation of several scales in order to verify the discriminant validity [Khoshnam, A. M., Jamali, A. A., 2015].

The assessment's results are listed in the table. Additionally, using AMOS 16.0, the suggested conceptual framework—which included measurement models and a structural model—was evaluated by SEM [Kocakaya, S., 2014].

A thorough statistical method for evaluating theories on the relationships between observable and latent variables, Structural Equation Modelling (SEM) is a suitable methodology to be included for estimating and validating a network of relationships between variables. SEM works with the concurrent testing of a few relapse conditions by a specialist. SEM is an incredible asset for testing and refining models [Haukeland, Jan, 2011].

It permits hypothetical models to be analysed thoroughly and makes sense of the circumstances and logical results association of the factors in blended speculations that are associated with genuinely subordinate models.

1. Analysis and Finding

Table 1 makes clear that the respondents were divided into seven groups based on their gender, marriage status, and age, size of family, education, employment, and monthly income.

Seven constructs are included in this study: social, economic, personal, and environmental factors as antecedents; three additional constructs—economic, social, and tourist development—are outcomes of development of destinations for the local population. Indicators and constructs must be verified for reliability, [McCool, Stephen F., 2009], and validity in both directions must be examined in order to gauge the measurement model.

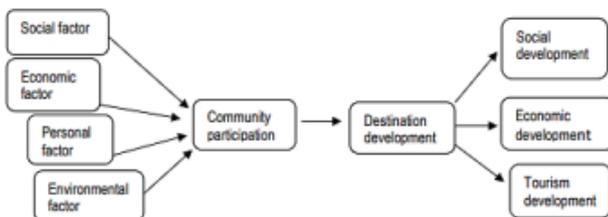


Fig. 3 Measurement and model design recommendations.

After that, a multivariate approach called structural equation modelling was suggested to ascertain numerous connections with others; it was then integrated to verify the correlations that the model's hypotheses suggested.

According to the general match metrics, the data are well suited to the proposed casual model (fig. 3).

Table 2 Model Fit Indices for Measurement.

Dimension	Chi sq./df	G FI	AG FI	R M R	RMS EA	TL I	C FI
Economic construct	1.145	0.95	0.25	0.35	0.923	0.691	0.65
Social construct	1.598	0.48	0.68	0.24	0.489	0.569	0.16
Personal construct	2.365	0.47	0.41	0.98	0.156	0.145	0.96
Environmental construct	1.489	0.58	0.58	0.16	0.256	0.689	0.98
Economic Development	2.892	0.68	0.98	0.59	0.792	0.589	0.75
Social development	1.489	0.67	0.24	0.47	0.582	0.478	0.68
Tourism development	1.479	0.89	0.15	0.16	0.486	0.649	0.58

Following SEM examination, Table 2 uncovered a significant relationship between the precursors of local area interest — like individual, social, financial, and natural variables — and the objective improvement results — like social, monetary, and vacationer improvement. The SRW upsides of 0.910, 0.768, 0.756, and 0.687 were found for the social, monetary, individual, and ecological components that impact local area commitment in objective turn of events, separately.

These SRW values show that financial, individual, and social factors all altogether affect local area commitment. They additionally show that people are bound to focus on monetary and individual variables above friendly elements, which are similarly significant.

Also, the discoveries show that the most un-compelling component for local area commitment in objective advancement is the climate [Timothy, Dallen J.,1999]. However, the SRW values for the results that the local community members obtained were as high as 0.897 for economic development, which was followed by social and cultural and tourist development, for which the corresponding SRW values were as low as 0.743 and as high as 0.656.

V. DISCUSSION

The purpose of this research was to add to the body of knowledge by examining the impact of environmental, social, [Gössling, Stefan, 2006], personal, and economic factors on

community involvement in creation of destinations and the benefits that indigenous communities in the area received in the form of social, economic, and tourism development. We decided to utilize the social trade hypothesis — which has been recognized in various notable examinations — in our Primary Condition Displaying (SEM) study.

This is the first study on the Poonch region of Jammu and Kashmir that has been conducted till date [Haukeland, J.V., 2011]. The research study's overall model has remarkably shown a favourable and noteworthy correlation with several dimensions and the growth of tourism, in addition to the local community.

The findings show that the people living there have a preference for the tourist industry since there are no other options for making a living because of the difficult geography. That is to say, whether or not respondents saw tourist growth favourably, they acknowledged that it eventually affects their quality of life. As demonstrated by their SRW values, which are as per the following: SRW= 0.897, $p= 0.00$ for the monetary turn of events; SRW= 0.743, $p= 0.00$ for the social turn of events; [Awang, Z., & Fazella, S., 2017], and SRW= 0.656, $p= 0.00$ for the travel industry advancement, objections constructing emphatically adds to financial turn of events, which is trailed by the travel industry and social turn of events.

The findings show that the local community has benefited greatly from investments made in physical infrastructure and infrastructural development, with roads and other public amenities now being of higher quality [Bertan, S. 2019]. Additionally, some respondents had a more positive attitude as a result of the financial gains they had made, and those who were most likely to have had the strongest social and cultural links to the research region preferred the social advantages of destination development.

According to this study, the positive attitudes of the locals were linked to the perception that tourism increases employment opportunities and jobs, supports agricultural markets, and—most importantly—creates a market for local goods, which have grown to be a significant source of income for various their livelihoods. Positive assessment indicated that the economic as well as private factors were the most crucial for both local community development and rising national GDP [DA Tasci, A., Croes, R., 2014].

Therefore, improving locals' employability via destination building aids in many families' escape from poverty. Because inefficient human activity has the potential to degrade the integrity of natural phenomena, the respondents were more worried about the environmental aspect in the meanwhile [Magigi, W., & Ramadhani, H. 2013.] The findings show that local communities benefit from community-based tourism by having their customs and culture promoted on a wider scale.

It is advised that the government sector provide financing options in order to enhance the circumstances of the many tourist spots that are still in decline as a result of its carelessness.

VI. CONCLUSION

The advantages that the local population derives from destination development were the main emphasis of this research, along with the variables that influence local community members. To the best of our expertise, very few studies have examined the factors determining local communities' tourism development and its effects, and those studies have only focused on developed nations. As a result, it is exceedingly challenging to generalise the findings of these studies because local populations' needs, cultures, and perceptions vary greatly across the globe.

The management of national tourism and establishment of destinations in the J&K environment, particularly for the district Poonch authority, may benefit greatly from the practical implications of this research. In addition, District Poonch's steep topography limits the potential for industrial and agricultural growth because of the lack of raw materials and its proximity to the Indo-Pak border.

The only practical strategy for district Poonch's development is community development via tourism. Thusly, Poonch region traveller improvement must be offered top consideration by strategy producers. A more careful comprehension of local people's perspectives and ways of behaving towards the travel industry ought to be made to effectively construct, maintain, and deal with any objective, as can be deduced from the broad information examinations, systems followed, and results revealed in this review.

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