

**COMMUNITY ATTACHMENT, TOURIST CONTACT AND
RESIDENT ATTITUDES TOWARD TOURISM
DEVELOPMENT IN KASHMIR**

Thesis Submitted for the Award of Degree of

DOCTOR OF PHILOSOPHY

in

Tourism Management

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2024

DECLARATION

I, hereby declared that the presented work in the thesis entitled “**COMMUNITY ATTACHMENT, TOURIST CONTACT AND RESIDENT ATTITUDES TOWARD TOURISM DEVELOPMENT IN KASHMIR**” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of **Dr. Vikram Jit Singh** working as **Assistant Professor, Department of Tourism and Airlines** in the **School of Hotel Management and Tourism** of of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “**COMMUNITY ATTACHMENT, TOURIST CONTACT AND RESIDENT ATTITUDES TOWARD TOURISM DEVELOPMENT IN KASHMIR**” submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the **School of Hotel Management and Tourism, Lovely Professional University, Punjab India**, is a research work carried out by **Younis Mohammad Malik (11720084)** is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.



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ABSTRACT

Background: In addition to positive relationships between industry stakeholders and host community citizens, the growth of a sustainable tourism sector also necessitates positive relationships between hosts and visitors travelling to a certain location. As a result, studies that focus on the interactions, contacts, and relationships between locals and visitors to a town have attracted increased attention. However, a number of prior studies have looked at this idea from the viewpoints of tourists, their sentiments, feelings, and their needs and desires without taking into account the conditions that would allow the local residents to interact and communicate with tourists visiting that particular destination. Regarding the idea of host-tourist relationships, it is suggested that a pro-tourism mentality maintained by local residents would ostensibly encourage their relationship and contact with visitors. However, empirical studies claim that attitude does not have the necessary implications to predict host-tourist relations. As is expected with such constrained ideas, there should also be some other relevant elements and variables that forecast the causes influencing the interactions and relationships of host locals with visitors.

Nevertheless, despite the fact that several studies have concentrated on locals' views towards tourism development, they have also included other ideas and elements that affect tourism growth in a community. General community satisfaction, resident characteristics, personal benefits for the growth of tourism, community commitment, community and local economy status, eco-centric attitude, community tourism dependence, economic dependence, community involvement, environmental sustainability and tourism planning, and host-tourist interactions are some of these ideas and factors.

Residents' participation in their community's culture, feeling of place, opinions on the detrimental impacts of tourism on the economy, society, and environment, as well as their support for the sector's expansion, are all strongly correlated. Researchers instead looked at place attachment as a multidimensional idea made up of place reliance and place identity. While analysing the connections between visitors and hosts, social contact between them acted as a mediator. Less sympathetic understanding of tourists was shown to be most negatively impacted by more negative attitudes towards tourism, and vice versa. Some research studies demonstrates that whether or not these sentiments are favourable or unfavourable influences how locals see tourists. Residents' attitudes towards tourism, both favourably and adversely, have a direct and indirect impact on their opinions on cost-benefit analysis and their support for tourism. Some research findings however also imply that residents' perceptions and support for tourism were moderated by cost-benefit viewpoints.

In general, locals are well-aware of both the advantages and disadvantages of a growing tourism industry. The research indicates that while locals are more receptive towards economic effects, they are less favourable towards social and environmental consequences. Aside from education level, the poll found no statistically significant variations in how residents regarded the effects of tourism. Locals' attitudes might be helpful for the expansion of tourism. Research shows that how locals view the economic, social, and environmental effects of tourism in the Kashmir area is significantly influenced by their demographic characteristics. Some research

studies suggest that trust in the government, how well the government is considered to be performing economically, and the level of authority are all poor indicators of support for tourism development, thereby negating SET in politically unstable places.

Research Gap: The notion of community attachment and tourist contact, however, are not given much weight when gauging the resident attitudes towards tourism development in research studies that are concentrated on urban regions and developed countries. These notions have not been taken into account when assessing locals' attitudes towards tourism in rural and undeveloped countries, notably in the Valley of Kashmir, and there is a lack of expertise and literature in the field of tourist research. Furthermore, despite the fact that a number of studies have addressed concepts and pertinent models related to host community attitudes towards tourism development, no empirical study has created an integrative model capable of examining community attachment and tourist contact as well as resident attitudes towards tourism to better understand resident attitudes towards tourism in the Kashmir Valley. Additionally, there is a lack of information and literature about the concepts of how tourism affects Kashmir Valley locals and how the government contributes to the growth of tourism in the region. Therefore, effective tourist management and growth in the Kashmir Valley depends on inhabitants' attitudes towards tourism, the effects of tourism on locals, and the involvement of government.

Methodology: The current study used a descriptive style of research design and was cross-sectional in nature. 31 items across six domains were included in the questionnaire that was created for the final study. The scale elements were drawn from reputable research studies on tourism. The results of the pilot research led to the combination of six factors—Community Identity (CI), Community Dependence (CD), Tourist Contact (TC), Economic Development (ED), Cultural Development (CD), and Social Development (SD) construct—to produce a 31-item scale. The resultant 31-item questionnaire was used to gather data from respondents who lived in the various tourist hotspots in the Kashmir Valley. Stratified and purposive sampling was used to gather information from a total of 600 respondents. However, after data filtering, it was found that only 520 responses could be used in the final analysis.

Findings and Conclusion: The research's findings show that inhabitants have good and constructive attitudes on community attachment and its two aspects of community identity and community dependence. Additionally, findings point to a friendly and upbeat attitude of locals towards interactions with tourists. Similarly, highly educated locals who interact with visitors often are more in favour of the growth of the tourism industry. Residents with a fair to high level of contact with tourists typically experience more positive outcomes (such as living in a community, personality-related outcomes, and financial outcomes). Residents who choose to have regular contact with tourists also see positive tourism impacts. The findings reveal that inhabitants have supportive and favourable views towards the growth of tourism in terms of local attitudes towards tourism and its three components of economic, social and cultural developments. In order to understand how local people of a tourist site see tourism growth, we also looked at how local residents in the Valley of Kashmir feel about it. Their perspectives diverge due to the demographic variations between them. The study's conclusions indicate that local inhabitants' opinions on the economic, social, and cultural growth of tourism in the

Kashmir Valley are impacted by their demographic traits. The results suggest that there is no correlation between local resident age and local resident views towards tourism development, local resident engagement with tourists, or local resident connection to the town.

ACKNOWLEDGEMENT

This research work required a lot of effort and dedication to finish. The work at hand would not have been able to be finished without it. It necessitates intense focus and continuous support. First and foremost, I would like to express my gratitude to **Almighty Allah** for bringing me to this point in time by bestowing wisdom and knowledge onto me.

PhD is a journey that requires a lot of self-motivation, patience, and dedication, as well as the efforts of the guide. Blessed are the students who find a mentor who imparts knowledge and shapes the student's entire personality. I owe a great deal of gratitude to my supervisor, **Dr. Vikram Jit Singh, Assistant Professor, Department of Tourism and Airlines, at Lovely Professional University's School of Hotel Management and Tourism**, for his exceptional leadership, support, and care during my PhD journey. He was always accessible, brought good vibes, and provided wise advice when required. This has helped me go through a challenging time and complete this enormous task. I also want to express my heartfelt gratitude to the **Department of Tourism and Airlines, School of Hotel Management and Tourism, LPU, especially Dr. Sandeep Walia (COS and Associate Dean, Department of Tourism and Airlines, SOHTM)** for his assistance at various stages of the research.

I'd like to express my gratitude to every one of my PhD cohorts, with whom I've experienced both intense fear and great enthusiasm. Their participation was crucial in a process that is sometimes perceived as being quite alone. Much Thanks to my dear friends and supporters who never failed to make me feel unique and with whom I have had some of the most memorable experiences of my life.

This appreciation, however, would not be complete without mentioning my family. A very special gratitude to my parents for their blessings, continuous encouragement, and support, as well as for their sacrifices. I also want to thank my wife for continuously supporting me during every stage of my research. Everything I've accomplished has been made possible by their persistence, inspiration, continuous support, and encouragement. I owe them everything since their belief in me and support always motivated me at every stage of my research work.

Thank You All!!!!
Younis Mohammad Malik

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LIST OF ABBREVIATIONS

ABBREVIATION	DESCRIPTION
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
BOD	Biological Oxygen Demand
BTS	Barlett's Test of Sphericity
CA	Community Attachment
CAAQMS	Continuous Ambient Air Quality Monitoring Stations
CD	Community Dependence
CDV	Cultural Development
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CI	Community Identity
CO ₂	Carbon Dioxide
CR	Composite Reliability
DOT	Department of Tourism
EDV	Economic Development
EFA	Exploratory Factor Analysis
G20	Group of 20
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
GOI	Government of India
ICAO	International Civil Aviation Organization
IDBI	Industrial Development Bank of India
IMD	Indian Meteorological Department
IMFIs	Informal Microfinance Institutions
J&K	Jammu and Kashmir
JKEDI	Jammu and Kashmir Entrepreneurship Development Institute
JKFDC	Jammu and Kashmir Film Development Council
JKSFC	Jammu & Kashmir State Financial Corporation
JKTDC	Jammu Kashmir Tourism Development Corporation
KMO	Kaiser-Meyer-Olkin
MICE	Meetings, Incentives, Conferences and Exhibitions
MLE	Maximum Likelihood Estimation
MOT	Ministry of Tourism
MSV	Maximum Shared Variance
NCAER	National Council of Applied Economic Research
NFI	Normed Fit Index
PCA	Principal Component Analysis
PMEGP	Prime Ministers Employment Generation Programme
PNFI	Parsimony Normed Fit Index
QOL	Quality of Life
RA	Resident Attitude
RFID	Radio Frequency Identification

RMSEA	Root Mean Square Error of Approximation
RTSA	Regional Tourism Satellite Account
SDV	Social Development
SEM	Structural Equation Modelling
SET	Social Exchange Theory
SGDP	State's Gross Domestic Product
SIDBI	Small Industries Development Bank of India
SMEs	Small Medium Enterprises
SO ₂	Sulphur Dioxide
SPCB	State Pollution Control Board
SPSS	Statistical Package for the Social Science
SRMSR	Standardized Root Mean Square Residual
TC	Tourist Contact
TFCI	Tourism Finance Corporation of India
TLI	Tucker Lewis Index
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UT	Union Territory
VIF	Variance Inflation Factor
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council
YSLs	Youth Start-Up Loan Scheme

CHAPTER-1

INTRODUCTION

1.1 Background and a Summary of the Current Research Study

With a decade of tremendous economic expansion, tourism has the potential to become a massive business all over the world. According to the World Tourism Organization (UNWTO, 2018), in 2017, 1.56 trillion dollars were made through international travel and 1.34 billion dollars were spent on foreign visitor arrivals. Travel and tourism, together with all of their direct, indirect, and induced effects, were one of the major industries in the world before the pandemic (WTTC, 2023), 10.3% of the world's 333 million jobs, 1 in 4 of all new employment produced globally, and 10.3% of the world's GDP (USD 9.6 trillion). As of 2019, USD 1.8 trillion was spent by foreign tourists (6.8 percent of total exports). The effects of COVID-19 brought to light the travel and tourism sector's immense relevance and significant contribution. Due to a loss of 62 million jobs, just 271 million people worldwide were employed in the sector in 2020 (WTTC, 2023). This 18.6 percent fall had a disproportionately negative impact on women, the young, and minorities, as well as small and medium-sized businesses (SMEs), which make up over 80 percent of all businesses in the sector globally. In the meantime, the industry suffered losses of over USD 4.9 trillion, and its overall contribution to GDP decreased by 50.4 percent on a yearly basis, as compared to a decrease in the world economy of 3.3 percent (Malik, 2020b).

In 2021, the global travel and tourism sector began to revive, but it took longer than expected. This was caused in part by the Omicron variant's effects, strict and unequal border restrictions, and the absence of international collaboration in the battle against the pandemic. While the sector's share of the total economy grew from 5.3 percent in 2020 to 6.1 percent in 2021, travel and tourism's contribution to GDP increased by USD 1 trillion (+21.7 percent growth) to reach USD 5.8 trillion in 2021 (Malik, 2020b). Additionally, the industry restored 18.2 million jobs i.e., a 6.7 percent employment increase (WTTC, 2023). But the future seems bright, and the travel and tourism sector is once again proving that it is resilient and capable of rebounding. Despite the difficulties the sector has encountered, tourism projections point to a

strong decade of growth. The GDP of travel and tourism is anticipated to expand by 5.8 percent annually on average between 2022 and 2032, above the 2.7 percent annual growth of the whole economy (Malik, 2020b). According to the analysis of WTTC (2023), the Travel & Tourism GDP may reach 2019 levels by the end of 2023.

Additionally, it is anticipated that the sector would hire up to 126 million additional workers over the course of the next ten years (WTTC, 2023). Even though government support was essential during this crisis, a speedy recovery of the sector will only be possible if policymakers and public officials work together to create a set of distinct and universal norms. Governments must focus on coexisting with COVID-19 in addition to enhancing crisis preparation, offering safe travel experiences, encouraging equitable vaccine distribution, and continuing to ease entry criteria to destinations (Malik, 2020a).

Besides such abrupt growth and development of tourism, the industry has robust and broader repercussions on host communities, varying from economy and social structure to culture and environment. In response to these repercussions, residents of host communities have developed various attitudes towards tourists and tourism development. It has appeared to this recurrent consent, that to maintain sustainable and vigorous development of the tourism industry, the host community residents' attitudes towards tourism development, their attachment to the tourism industry, and their contact and interaction with tourists must be considered for research studies.

Within the significant body of knowledge and information, host community attitudes towards tourism development have comprehensively been studied by examining residents' approaches and viewpoints on the influence tourism has upon them. Accordingly, to recognize the context of these attitudes, various theories and frameworks have either been adopted or proposed and have been put forward by various disciplines. Some of these examples include the Doxey Irridex Model (1975), Butler's Tourism Destination Life Cycle Model (1980), Ap's adaptation of Social Exchange Theory (1992), and Moscovici's expansion of Social Representation (1984). The focus of the first two models and frameworks was on explaining community attitudes towards tourism by analyzing the impacts of extraneous components (level and density of tourism development in a particular destination). They are often addressed as the stage base models. In contradiction, the other two theories have focused on the impacts of intrinsic components of host community attitudes towards tourism. Numerous empirical studies have examined the relationship between attitudes and socio-demographics of residents of a particular destination (such as gender, age, education, income level, and social status) and

their interrelations with tourism (such as income dependence on the tourism industry and the knowledge about tourism). Nevertheless, suggesting the implications of the host community's attitudes towards tourism, several of the findings and recommendations are inconsistent. Contrarily, there still exist few research gaps and inadequacies in the context of prominent components and features impacting host community attitudes towards tourism development and host-tourist relationships and their interactions. Besides a large amount of research literature investigating and analyzing the impacts and effects of socio-demographics on host community attitudes, the influences of tourist contact with hosts and the attachment of community on such attitudes have been somewhat neglected.

Tourism development is a critical aspect of economic growth and sustainability for many communities worldwide. It offers various benefits, including job creation, infrastructure development, and cultural exchange. However, it also poses challenges such as environmental degradation, cultural disruption, and increased cost of living. The attitudes of residents toward tourism development are essential for understanding how these benefits and challenges are perceived and managed within a community.

Locals frequently believe that tourism makes a big economic contribution to their communities. More employment opportunities and revenue creation are beneficial for community well-being, particularly in rural or economically challenged areas. Residents who believe that tourism generates significant economic benefits are more inclined to support the growth of tourism (Ramkissoon, 2024). This support is frequently based on the noticeable enhancements to their standard of living and financial security that come with tourism.

Tourism can have both beneficial and harmful effects on society and culture. Tourism does, on the one hand, support local history preservation and cross-cultural exchange. However, the erosion of traditional values and the commercialisation of culture can result from it. To what extent residents feel their cultural identity is honoured and protected determines how they feel about these socio-cultural influences. Communities that have deep cultural ties are warier of tourism developments that could jeopardise their cultural integrity (Qin et al., 2024).

Residents' views towards tourism are becoming more and more centred around environmental concerns. In order to reduce adverse effects including pollution, habitat damage, and resource depletion, sustainable tourism practices are crucial. Locals are more in favour of tourism development when they believe it incorporates environmental preservation and

protection measures. The long-term viability of tourist locations depends on this support (X. Li & Wang, 2023).

Residents' attitudes towards tourism are greatly influenced by their level of community attachment. Those who have strong emotional and social ties to their community are more likely to be guardians of its resources and cautious of changes brought about by tourism development. High levels of community attachment frequently correlate with a more critical stance on tourism projects, highlighting the importance of community involvement in planning and decision-making processes (Ramkissoon, 2024).

Attitudes towards the growth of tourism are significantly influenced by factors such as efficient government and citizen participation in tourism planning. If locals feel that their opinions are appreciated and that they are part of the decision-making process, they are more inclined to support tourism initiatives. The significance of participatory planning approaches in promoting positive resident attitudes and guaranteeing that tourist development is in line with the community's goals and values (Wang et al., 2024).

There are many different elements that impact resident opinions regarding tourism development, including governance, sociocultural, economic, and environmental aspects. For the purpose of creating sustainable tourism plans that benefit both locals and tourists, it is imperative to comprehend these sentiments. Communities may guarantee inclusive, equitable, and locally-driven tourist development by integrating the opinions of locals into the planning and decision-making process.

The way that community attachment, visitor interaction, and local sentiments interact is crucial in determining how tourism development turns out. Tourism planners may develop tourism experiences that are sustainable, peaceful, and beneficial to both inhabitants and visitors by regulating resident-tourist interactions, supporting a strong sense of community, and attending to people's concerns.

The development of a sustainable tourism industry requires not only friendly relations among the residents of a host community and the industry but also among the hosts and tourists visiting a particular destination. Hence, the research studies on the relationship, interaction, and contact between residents of a host community and tourists have drawn more concentration and focus. Nevertheless, a number of previous research studies have examined this concept through the perspectives of tourists, their sentiments, feelings and their needs, and desires (Carmichael, 2000; Ap, 1990; Murphy, 2013) without the circumstances under which the host residents would connect and communicate with tourists travelling to that particular destination.

While addressing the concept of host-tourist relationships, it is proposed that an appositive attitude towards tourism development held by host residents would apparently incite their relationship and interaction with tourists. Nonetheless, empirical studies such as (Carmichael, 2000) contend that attitude has not such adequate implications to forecast host-tourist relations. As with such limited concepts, there should also be some other related components and factors that predict the reasons affecting the interactions and relationships of host residents with tourists.

Focusing on addressing the above-mentioned inadequacies and gaps in this field of research, the central principles and focus of the present research study are discussed below:

The first principle is based on how the host community feels about the growth of tourism in a specific tourist location. The focus here is aimed at economic, social, and cultural developments recognized by the residents of a host community at their particular destination. The other principle associated with host-tourist relationships is host-tourist contact and residents' interaction with the tourist visiting the destination located near the host community. Both these principles of the present research study aimed at developing a model based on the theories and frameworks of Social Exchange Theory and Integrated Threat Theory and also incorporating Contact Hypotheses, in order to understand the attitudes perceived by host residents of a community, their relationships with the tourists and also the contact predicted while interaction takes place between residents of a community and tourists travelling to a particular destination.

1.2 Problem Statement

In contemporary tourism literature, researchers have developed concepts and associated models concerning local attitudes toward tourism development (Bhat et al., 2020; Bhat & Majumdar, 2021; Carmichael, 2000; Charag et al., 2021; Jackson & Inbakaran, 2006; Ap, 1990; Williams & Lawson, 2001). Most of these research studies are centered on investigating local residents' views regarding tourism development involving various factors and concepts. It has also been discussed that some theoretical frameworks were considered in measuring resident attitudes towards tourism. Some of the theories employed in an effort to comprehend and study resident attitudes toward tourism are the Attribution Theory, the Dependency Theory, the Social Representation Theory, and the Social Exchange Theory. Among these theories, Social Exchange Theory is one of the most commonly employed by researchers (Harrill, 2004). According to the Social Exchange Theory, everyone acts or interacts in a social way because

they want to exchange goods or services with others (Homans, 1974). According to Ap (1992), this is " a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an exchange situation". The judgement of the consequences, which can be both economic and social, as well as the social contact itself, determines people's satisfaction with an exchange situation.

The Social Exchange Theory, when seen from the viewpoint of tourism, states that locals weigh the costs and advantages of tourism, and if they reach a favourable conclusion, they will also have a favourable attitude toward this particular sector of the economy. Residents are therefore more inclined to support the exchange process if they perceive the advantages of tourism outweighing the drawbacks (King et al., 1993) and are probably disposed to participate in the exchange procedure. Most of the time, these locals have favourable views and opinions of the tourist sector, which promotes future growth of the local tourism business (Ap, 1992; Gursoy et al., 2002). In light of this notion, we may define people's support for tourism expansion as a function of personal benefits, positive and negative tourism impacts, and experiences in the tourism business. However, there is disagreement among researchers on which theory and components have the highest predictive force in judging people's support for the growth of tourism. Nonetheless, among the theories discussed in examining and measuring resident attitudes towards tourism, the Social Exchange Theory has been found profoundly influence tourism research (Ap, 1992; Nunkoo & Ramkissoon, 2012; Styliadis & Terzidou, 2014).

Residents' engagement in their local culture, sense of place, thoughts on the negative effects of tourism on the economy, society, and environment, as well as their support for the growth of the sector, all have significant relationships with one another (Blešić et al., 2022). However, Lalicic & Garaus (2022a) examined place attachment as a multidimensional concept made up of place identity and place dependence. Social interaction between tourists and hosts served as a mediator while examining the tourist-host relationships (Fan et al., 2023). The study found a "contact elastic" link between travel behaviours and perceived cultural distance. Less sympathetic understanding of tourists was found to be most negatively impacted by more negative attitudes toward tourism, and vice versa (Malik, 2023; Thyne et al., 2022). This finding demonstrates that whether or not these sentiments are positive or negative, influences how locals see tourists. Residents' attitudes regarding tourism, both positively and negatively, both directly and indirectly impact their opinions on cost-benefit analyses and their support for tourism (Çelik & Rasoolimanesh, 2021). The findings did, however, also suggest that cost-

benefit viewpoints had a moderating role in determining locals' opinions and support for tourism.

The majority of residents are knowledgeable of both the advantages and disadvantages of the growing tourism industry (Charag et al., 2021). The findings show that locals have a favourable opinion of economic impacts, but a negative assessment of social and environmental repercussions. In addition, the survey discovered no differences that are statistically significant in how residents perceived the effects of tourism, with the exception of education level. Attitudes of locals may be advantageous for the growth of tourism (Bhat & Mishra, 2021). The study demonstrates how inhabitants' demographic traits have a substantial impact on how they perceive the economic, social, and environmental implications of tourism in the Kashmir region (Malik et al., 2023). However, Bhat & Majumdar (2021) indicate that trust in the government, the perceived economic performance of the government, and the degree of authority are all negative predictors of support for tourist development, thereby nullifying SET in politically troubled areas.

However, while measuring the resident attitudes towards tourism development such concepts and factors were mostly used in the research studies focused on urban regions and developed nations but the concept of community attachment and tourist contact are not given much consideration. Considering these concepts there is a dearth of knowledge and literature in tourism research and these concepts have not been considered while measuring the resident attitudes towards tourism in rural and underdeveloped nations especially in the Valley of Kashmir.

Furthermore, despite the fact that a number of studies have addressed concepts and pertinent models related to host community attitudes toward tourism development, no empirical study has developed an integrative model capable of examining community attachment and tourist contact as well as resident attitudes toward tourism to better understand resident attitudes towards tourism in the Kashmir Valley (Malik et al., 2023). Additionally, there is a lack of information and literature about the concepts of how tourism affects Kashmir Valley residents and how the government contributes to the growth of tourism in the region.

Therefore, effective tourist management and tourism growth in the Kashmir Valley depends on residents' attitudes toward tourism, the effects of tourism on communities, and the involvement of government. Residents' preferences, attitudes, and support for tourism development improvement techniques should be recognised, especially in a highly competitive

tourism destination market, in order to find the best match or combination of tourism attractions/resources and development tactics (Malik et al., 2023).

As a result, given the scarcity of empirical research on community attachment, tourist contact and resident attitudes towards tourism, this study developed and empirically tested resident attitudes toward tourism model and its pertinent elements from the viewpoints of residents of Kashmir Valley, with the hope that the findings will assist tourism planners and policymakers in developing more competitive tourism destinations.

1.3 Research Questions

If tourism is to contribute to long-term economic, social, and environmental development, its attractiveness and resources must be competitive on a national or international scale. Furthermore, if one tourism site is more competitive than others, higher quality tourism products should be manufactured and disseminated to diverse or specific target audiences (Malik et al., 2023). As a result, tourists and visitors should be given greater perks and advantages in terms of travel experiences. Residents of a community, tourism suppliers and developers should benefit economically and socially from the increased tourism development process.

This research study explores and examines a series of factors that influence resident attitudes towards tourism development in the Valley of Kashmir as well as the role played by the government in the development of tourism in Kashmir. Considering such concepts and factors a series of questions are proposed below while achieving the above-mentioned objectives and aims of the present research study:

- What attitudes are held by the residents of the local community of Kashmir Valley towards tourism development?
- How is the local community of Kashmir Valley impacted and affected by the tourism development?
- What role is the government playing in the promotion and development of tourism in Kashmir Valley and how the local community is being involved in tourism activities?
- How do the residents of Kashmir Valley and tourists visiting Kashmir Valley, interact and develop contact with each other?
- What do the tourists and residents perceive and feel when they come into contact with each other?

- How are the residents of Kashmir Valley attached to community and tourism development?
- How does Social Exchange Theory predict community attachment and resident attitudes towards tourism development at a particular destination?
- How Integrated Threat Theory and Contact Hypotheses predict tourist contact, host-tourist relationships, and interactions while measuring residents' attitudes towards tourism development?

1.4 Research Hypothesis

Three hypotheses were proposed and a structural model was evaluated based on the research questions of present study and the previous literature to understand how tourism impacts the residents of a community, and how three dimensions, including community attachment, tourist contact, and resident attitudes towards tourism development of Kashmir, influence these residents of the Kashmir Valley. As a result, (Malik, 2019; Malik et al., 2023) the three hypotheses are as follows:

H1: Community Attachment has a positive impact on the resident attitudes toward tourism development.

H2: Community Attachment has a positive impact on the tourist contact.

H3: Tourist Contact has a positive impact on the resident attitudes toward tourism development.

1.5 Aims and Objectives

The aim of the present research study is to provide a thorough interpretation and understanding of the impacts perceived by residents of Kashmir Valley while tourism is being developed. The present study also focuses on the attitudes held by the local residents towards tourists and tourism development at a particular destination. The present research study also focuses on the designing of a model based on the frameworks of Social Exchange Theory and Integrated Threat Theory which also incorporates Contact Hypotheses, predicting attitudes, relationships, interactions, and contact among residents of a local community and tourists travelling to a particular destination. The aim and focus of this research study were redefined into the below-mentioned objectives:

1. To examine the impacts of tourism development on residents of Kashmir Valley.

2. To investigate the host community attachment and attitudes towards tourism development in the context of a theoretical paradigm based on the principles of Social Exchange Theory.
3. To critique the Integrated Threat Theory incorporating Contact Hypotheses predicting tourist contact towards residents' host communities.
4. To identify the role and support of the government in the development of tourism in Kashmir Valley.

1.6 Conceptual Model of the Study

The purpose of this research was to investigate and empirically test a theoretical model of resident attitudes towards tourism development in the Kashmir Valley. A structural model of the research is suggested in Figure 1.1, based on prior research studies, literature on resident attitudes towards tourism development, and the constructs of community attachment and tourist contact. The current research study's structural model represents a logical flow of constructs by illustrating the directions of the causes and effects of the interplay of elements linked to local attitudes towards tourism development in the Kashmir Valley.

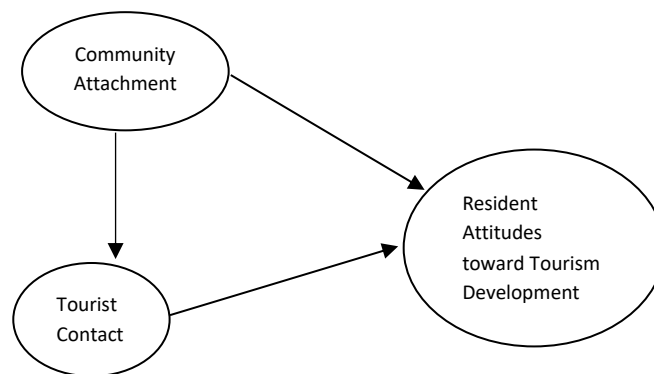


Figure 1.1: Proposed Conceptual Model of the Research

The factors and constructs in the proposed conceptual Model include: 1) community attachment; 2) tourist contact, and 3) resident attitudes towards tourism development. Particularly, the construct of resident attitudes towards tourism development is both directly and indirectly affected by the interplay of these three constructs. In addition to these three main constructs, other sub constructs that have been examined in the present research study include community identity, community dependence, social development, cultural, development, and economic development (Malik et al., 2023).

As a result, the overall effects of resident attitudes towards tourism development in the Valley of Kashmir can both be the results of direct and indirect effect. Thus the structural relationship among the three proposed constructs i.e. community attachment, tourist contact, and the resident attitudes towards tourism development in the valley of Kashmir were investigated and considered as the main focus of the present research study.

1.7 Significance and Contribution of the Present Research Study

The focus of the present research study is to address previous research gaps and inadequacies in the literature on the subject of host community attitudes towards tourism development including host-tourist relationships, contact among tourists and residents, and the attachment of the local community towards tourism development. The findings and recommendations of the present research study led to the contribution to the body of knowledge and information from the following perspectives:

To the best of the knowledge of the author, there seemed very less research studies being conducted on the factors such as attachment to the community, contact among tourists and residents, and host-tourist interactions and relationships in the context of understudying and studying host community residents' attitudes towards tourism development at particular tourist destinations. Such form research gaps and insufficient literature have largely restrained the concept of understanding resident attitudes towards tourism development, to the less analysis and examination of constructs/factors such as community attachment, host-tourist relationships, and tourists' contact with residents (Malik, 2021, 2023a; Malik et al., 2023). Nevertheless, the tourism literature has recommended considering these deficiencies and research gaps (Carmichael, 2000; Jackson & Inbakaran, 2006) while studying resident attitudes towards tourism development at a particular destination. The existing literature also suggested that studying and understanding various characteristics such as host-tourist relationships, residents' attachment to tourism development, and contact of tourists with residents, would support and assist in maintaining coordinated relations among tourists and residents of a community, making them a prominent feature and element for sustainable and long-term tourism development (Ap, 1990; Williams & Lawson, 2001).

The model developed in the present research study provides a theoretical framework while understanding and examining host community attitudes towards tourism development considering the factors and elements of community attachment, tourist contact, and host-tourist interactions. The present research study also incorporates concepts revolving around the

theoretical framework such as length of residence, economic dependency, interaction with tourists, and community satisfaction. These concepts and factors were drawn and adapted from the theories such as Social Exchange Theory, Integrated Threat Theory, and Contact Hypotheses, which provide the framework for model development. The theoretical framework presented in this research study leads to developing a model providing a thorough and in-depth understanding of residents' attitudes towards tourism development while analyzing and investigating the factors such as community attachment and tourist contact.

In spite of the above-discussed theoretical contribution, the present research study has also significant contribution of practicality. Such understanding and studying of local residents' attitudes towards tourism development provides tourism authorities with planning approaches and perspectives while developing tourism at a particular destination. The impacts and effects of tourism perceived by the local residents are to be taken into consideration by local government authorities, with the proper handling of attitudes of local communities. The proper handling of local residents' perceptions and attitudes towards tourism and tourists will help in minimizing the negative impacts and maximizing the positive tourism impacts while planning and developing tourism.

1.8 Jammu & Kashmir: An Overview

Jammu and Kashmir, located in North-Western Himalayas accompanied by the Ladakh province, was a fully-fledged state till 31 October 2019, when the position of the state was reformed from that of statehood to the UT. Its borders are shared with China in the east, Pakistan in the west, Afghanistan and Russia in the north, and the plains of Punjab and Himachal in the south and south-east. The UT ranges from 32°17' N to 37°50' N latitude and from 73°26' E to 80°30' E longitude, covering an area of 2, 22,236 square Kilometres with a population of 125.41 lakh persons as per the 2011 census of which male and female are 66.40 lakh and 59.01 lakh accordingly (Malik, 2020b). In 2001, the total population was 101.44 lakh and the total population growth in the last decade (2001-2011) was 23.46 percent while during the previous decade (1990-2001) it was 29.46 percent. As per the census of 2011, the population of J&K forms 1.04 percent of the total population in India. In 2001, the figure was 2.37 percent. The compactness of population per-square km. is about 56 and reasonably lower than the national average. This is mostly due to the existence of snow-covered hills and mountain ranges in the most important areas of the UT (Malik, 2020b; Malik et al., 2023). Up to the 1980s, the literacy rate was very low and it was very low among marginal farmers and

the total literacy rate was as low as 5 percent (the female literacy rate was nearly insignificant). Undoubtedly, that may well be one of the main causes for them to have close devotion to agricultural land as it is the main source for their living. Nevertheless, recently, various exchanges seemed to be happening particularly in the area of education in rural areas. The literacy rate has shown a rising tendency and was 67.16 percent as per the 2011 population census. Of that, male literacy stands at 76.75 percent while female literacy is at 56.43 percent. In 2001, the literacy rate in J&K stood at 55.56 percent of which the comparative portion of males and females was 65.75 percent and 41.82 percent accordingly. Nevertheless, the literacy rate is still lower than the national average of 72.99 percent. The total sex ratio has declined from 941 in 2001 to 862 in 2011 (Malik, 2020b; Malik et al., 2023).



Figure 1.2: Tourist Map of Jammu and Kashmir

1.9 Area of Study

The Valley of Kashmir also recognized as the *Vale of Kashmir* is a mountainous valley of the Indian-origin Union Territory of Jammu and Kashmir. The valley is a politically subtle province of the newly formed union territory (UT) of India. The hospitality of Kashmir Valley has been a matter of extraordinary enthusiasm among the visitors, which is without a doubt Kashmiri's valuable holding even today. Local residents have regularly been friendly and helpful to the tourists (Malik, 2020b; Malik et al., 2023). Their particular workmanship or on the other hand demonstration of inviting or welcoming guests has been obliging and well disposed of. Of Kashmiris it is stated, "when requested help, they leave their occupation to

escort you to their best trustworthiness." Thus, much logical is the portrayal of Pandit Barji Narayan Chakbast Lakhnawi, who says, "How exceedingly hospitable is the land of Kashmir. Even the wayside stones offered me water to drink".

This research study mainly focused on the resident attitudes towards tourism development in the Valley of Kashmir involving the understanding of concepts of how a local community is attached to the tourism development in their area and how the visitors feel when they get into contact with the local residents of a community at a particular tourist destination (Malik et al., 2023). The main focus of the research study is the prominent tourist destinations of the Kashmir Valley where the respondents are easily accessible and where tourist inflow is in good numbers.

CHAPTER-2

LITERATURE REVIEW

2.1 Introduction

This chapter introduces the review of literature pertinent and related to the present research study. This chapter deals with some major research topics related to the present study: host community resident's attitudes towards tourism development; host community attachment towards tourism development; host-tourist interactions and contact; Social Exchange Theory; Integrated Threat Theory incorporating Contact Hypothesis. The review of literature in this chapter attempts to obtain answers to the following research topics:

- Existence of research gaps, insufficiency and dearth in the body of knowledge regarding host community resident's attitudes towards tourism development, community attachment, host-tourist contact and their interactions and relationship.
- The theories which leads in understanding resident's attitudes towards tourism and how these theories explain such attitudes.
- Impacts perceived by the host community residents while tourism is being developed at a particular destination.
- Important factors determining host community resident's attitudes towards tourism development, attachment of the community towards tourism and host-tourist contact and interactions.

Current research emphasises how these components are related to one another. Strong community attachment, for example, can lessen the negative effects of high visitor contact, resulting in more positive resident views towards tourism growth (Zhuang et al., 2019). Community involvement and good communication can increase local support for tourism-related efforts (X. Li & Wang, 2023).

2.2 Host Community in Tourism

Tourism is typically viewed as a tool for the host community's economic development, and it includes elements that may increase personal pleasure, such as new businesses and enterprises, restaurants, lodging options, natural and cultural attractions, fairs, and festivals (Andereck et al., 2005a; Kyriakidou & Gore, 2005). However, the travel sector can also have detrimental effects on occupants' personal happiness, such as an increase in mobility, parking

problems, misconduct, the average cost of necessities, and modifications to hosts' lifestyles (Tosun, 2002).

Since the 1970s, managers of the travel sector, decision-makers, and academics have conducted considerable research on host community perceptions and attitudes towards the effects of the tourism industry on their region (Young, 1973). Ap (1992) expressly proposed the "Social Exchange Theory," a hypothetical framework, to capture the factors that influence people's attitudes about the tourism industry.

Because the tourism industry is heavily reliant on the generosity of the local population, their assistance is critical for its long-term growth, fruitful activity, and manageability (Pérez & Nadal, 2005; Brida et al., 2011; Vargas-Sánchez et al., 2011). Actually, residents' perceptions of the effects of the travel industry are influenced not only by their perceptions of the effects of the travel industry (Um & Crompton, 1987; McCool & Martin, 1994), but also by their perceptions of the relationship between occupants and visitors. Destinations with more cordial, kind, and honest residents tend to draw more tourists (Fallon & Schofield, 2006). In order to gain their knowledge and support, the local community should be gradually given an appropriate role and encouraged to participate in the planning and administration of local tourist policy (Brehm et al., 2006; Fallon & Schofield, 2006; Simpson & Bretherton, 2009).

It is difficult to define the term "community" correctly (Sherlock, 1999); however, the term can be used to refer to a group of people who live in one specific area. According to (Aramberri, 2001), "local communities are unquestionably made of one piece." (MATHIESON & WALL, 1982) define the "Host Community" as the "Occupants of the particular destination or region." Similarly, Swarbrooke (1999) defines it as "every individual who lives in a specific tourist destination." According to the preceding definition, a host community is made up of all the people in the region, regardless of whether they are homogeneous or heterogeneous, and regardless of whether the effects of tourism are beneficial or not. However, the host community is frequently the last to be notified of tourism development (Thyne & Lawson, 2001), and they are frequently not given the opportunity or urged to give their opinion on tourism issues.

2.3 Community Attachment

Whenever the theories were employed to explain residents' views towards tourism development, community attachment has typically been measured by two parameters: community dependence (identified with how a community functions for recreational activities) and community identity (a brand or perceived connection to a community) (Dyer et al., 2007;

Lee, 2013). Other scholars, however, believe that cultural ownership and community impact are additional aspects of community attachment (Dyer et al., 2007; Kyle et al., 2005).

Residents' attitudes about their community may have an impact on such ideas (Hidalgo & Hernández, 2001). Yet, because it is unpredictable, this construct has not been investigated as a potential indicator of residents' views towards tourism development (Gu & Ryan, 2008). According to Trentelman (2009), community attachment as a construct is not only readily articulated, however, it is also commonly valued as people's connection to their community (cultural attributes). More than only the community's appearance influences our interactions with it. It is also determined by how a person perceives, understands, commits to, and values a particular community (S. Wang & Chen, 2015). As a result, residents with more ties than those with fewer relationships are expected to have a more impassioned attitude concerning tourism development (Stylidis, 2018).

Community attachment, commitment, and involvement are major determinants of residents' satisfaction with tourism development and support for tourism increase (Patwardhan et al., 2020). Residents create a strong emotional connection to their community's past (Hoang et al, 2020). Residents' community attachment as an overarching concept was captured through the linked variables of community emotion, community identity, and community dependency. Community image influences community attachment, the value of tourism development, and support for it (Ganji et al., 2021). It has also been established that perceptions of the importance of tourism development serve as a moderator in the linkages between community attachment, community image, and support for it. Significant relationships exist between residents' involvement in their community's culture, sense of place, opinions on the economic, social, and ecological repercussions of tourism, as well as their support for the industry's expansion (Blešić et al., 2022).

The term "community attachment" describes the emotional connection and sense of acceptance that people have for their community. The way that locals view and feel about the growth of tourism is greatly influenced by this idea. Residents who have a strong sense of community attachment are more likely to support tourist projects because they see these changes as positive for the social and economic fabric of their community (Gursoy et al., 2018). On the other hand, low community attachment could lead to opposition or apathy towards tourist initiatives, since locals could not consider themselves as part of the community's development (Nunkoo & Ramkissoon, 2012).

In an effort to supplement the existing research, (Lalicic & Garaus, 2022b), Place attachment was studied as a multidimensional phenomenon composed of two components: place reliance and location. Community awareness is a recently developed aspect of the local community, along with community involvement and community connection, which were all identified and confirmed (Malik, 2019, 2020a, 2023a; Malik et al., 2023). The results showed that each component had a significant positive impact on perceived benefits, and that perceived benefits also had a significant positive impact on support for sustainable development (Shah & Rahman, 2023). The community's commitment has a good and noteworthy effect on sustainable tourism (Orgaz-Agüera et al., 2022). This research suggests that a person's feeling of place determines how they protect the tourist business, which is responsible for utilising certain natural resources (Malik et al., 2023; Malik et al., 2023). Therefore, those who have a stronger sense of belonging to a place will be more in favour of the growth of touristic activities that positively impact the local economy without indicating the depletion of natural resources.

2.4 Tourist Contact

In the past, social contact theory was always employed to describe how inhabitants and visitors interacted (Joo et al., 2018). According to the Contact Theory, appropriate interaction can really lessen undesirable social occurrences (Allport et al., 1954). However, the interaction must take place under correct settings in order to lessen the bad experience. As a result, several studies have employed Contact Theory to explain the reduction of negative sociocultural phenomena among residents and visitors from various cultural backgrounds (Joo et al., 2018). Residents and visitors will not be the only ones interacting. It also occurs among visitors. Unfortunately, most studies have sought to comprehend interactions between visitors and locals or between tourists and the environment, but have not focused on relationships among tourists (Bochner, 2016).

In the subject of sociology, social contact theory emphasises the study of cross-cultural social contact, also known as cross-cultural social interaction. Some scientists refer to social contact theory as social interaction theory, which addresses themes such as cooperation, conflict, constraint, exchange, and so on (Sun et al., 2018). Face-to-face interaction between persons from diverse cultural backgrounds is characterised as social contact between different cultures (Cusher & Brislin, 1996; Yu et al., 2014). Cross-cultural social contact exists in the tourism business in three forms: between visitors and local people, between tourists and industry staff, and among tourists. They may all be present at the same location for a variety of

reasons. Because they perform diverse roles, visitors, local residents, and industrial people may have interaction issues. So Nash (1989) stated that the connection between visitors and their hosts must acquire certain mutual understandings and be acted upon in order to be sustained, just like any other relationship. Tourists are not a homogeneous group of individuals; they come from many nations and have diverse cultures, interests, travel motivations, and behaviours (Robinson & Wallingford, 1998). As a result, travellers may encounter culture shock from other tourists, as well as conflict with them.

The distinct experiences shared by locals and visitors are greatly influenced by their interactions, both favourably and unfavourably (Andereck et al., 2005; Kastenholz et al., 2013; Luo et al., 2015; Pizam et al., 2002). In many different contexts, the idea of "tourist contact" has been studied. As stated by (Reisinger & Turner, 2003), Contact in the tourism sector is defined as "the special interaction that occurs between a traveller and a host" (p. 37) (Malik et al., 2023; Malik et al., 2023).

The exchanges and bonds between locals and visitors are included in the category of tourism contact. Positive encounters that happen often can improve locals' opinions of tourism and create a friendly and accommodating atmosphere for guests (Woosnam et al., 2020). Negative experiences or a large amount of tourist interaction, on the other hand, could cause cultural dilution, social discord, and a feeling of invasion of personal space, which would create resistance to the growth of the tourism industry (Fan et al., 2017). Maintaining sustainable tourism practices and managing resident-tourist relationships require an understanding of the dynamics of tourist contact.

Contemporary studies on tourist contact lack sufficient theoretical underpinnings and empirical studies (Eusébio et al., 2018; Eusébio & Carneiro, 2012). The measuring technique for this construct is also controversial (Eusébio et al., 2018; Kastenholz et al., 2013; Pizam et al., 2002; Reisinger & Turner, 2003). Enjoying contact and interacting repeatedly in various circumstances are the two most common predictors of this construct (Eusébio et al., 2018; Kastenholz et al., 2013; Reisinger & Turner, 2003).

Many tourist destinations involve contacts between residents and visitors that are typically brief, fleeting, dull, and uneven, with ramifications for both characters (Emanuel de Kadat, 1979; Kastenholz et al., 2013; Reisinger & Turner, 2003). Furthermore, as indicated by the contact hypothesis theory, contact between persons of various cultural origins can have either positive or harmful outcomes (Reisinger & Turner, 2003). Contacts amongst tourists and residents might ensue, however, if interaction opportunities are provided (Eusébio & Carneiro,

2012). If these exchanges are successful, there will surely be less ethnic prejudice, stereotyping, and conflict between these two groups, as well as more understanding and communication (Luo et al., 2015; Reisinger & Turner, 2003).

Fan et al. (2023) employed a mixed-methods approach to examine the direct and indirect impacts of perceived cultural distance on travel attitude, as well as a multi-dimensional viewpoint on the tourists' social engagement with the locals. It was also confirmed that social contact between visitors and hosts served as a mediator. According to the study, there is a "contact elastic" relationship between perceived cultural distance and travel behaviour. Findings suggest that the paradoxical effects of cultural distance on travel behaviour coexist. Furthermore, (Kim et al., 2023) discovered that when tourists are viewed as beautiful partners by locals, they are more content and likely to stay in the relationship (Malik, 2021, 2023a). The findings show a mechanism for how locals and their opinions of visitors have an impact on how satisfied they are with visitors and how eager they are to welcome, advertise to, or attract more visitors in the future.

2.5 Resident Attitudes toward Tourism Development

Up until the 1980s, tourism researchers mostly focused on tourists and their wants, motives, and actions (Lankford, 1994). The majority of research studies have been conducted from the perspective of tourists and for their benefit, whereas the host community's views and opinions of tourists and the tourism business have received less attention (Murphy, 2013). Psychology and sociology of tourism had mostly concentrated on tourist behaviours and reviews.

An established perspective or emotion toward something is called an attitude (place, object, and person). A person's attitude is a psychological construct, a passionate essence that they possess, or how they are seen by others. They are complex and a state of mind acquired via interactions or experiences. A person's skewed perspective on a value is what influences their ideas and actions. This perspective is reinforced by their responsive articulation toward a person, place, thing, or occasion. An attitude is an evaluation of a mental state that can be either favourable or negative. The majority of modern theories of attitudes acknowledge that people might be conflicted or uncertain about an issue by simultaneously harbouring both positive and negative states of mind about a related question. The process through which a person, thing, or event encountered in the environment is given significance is known as attitude. Without prior knowledge or experience with the thing or person, attitude can be developed. The way that a

person perceives and assesses something or someone is known as their attitude. It is also known as their propensity to react favourably or unfavourably to a particular concept, item, person, or circumstance. It is typically divided into three categories (Vargas-Sánchez et al., 2015): cognitive (perceptions and beliefs), affective (actions or stated intents toward the object based on "cognitive" and "affective" reactions), and behavioural (likes and dislikes, sensations, or provoked emotions).

A complex notion, attitude is typically measured in three ways (Carmichael, 2000): (1) cognitive (such as convictions, knowledge, and recognitions); (2) affective (such as various preferences); and (3) behavioural (such as acts or communication). Only one of these measurements—the behavioural one, which is frequently studied—has been looked at in the majority of tourism studies. This measurement has been calculated in a large number of research studies (Choi & Murray, 2010; Gursoy et al., 2002; Látková & Vogt, 2012) using the citizens' contributions to the growth of tourism. To gauge the attitudes of the host community (Woosnam, 2012), a variety of scales have been used, with the attitude scale measuring the influence of tourism stands out as being the most often utilised.

The host community's attitudes toward the development of tourism have been the subject of a wide range of concerns, but there is still some ambiguity surrounding this idea (Akis et al., 1996; Chen & Raab, 2012; Dyer et al., 2007; Látková & Vogt, 2012; Nunkoo & Gursoy, 2012; Vareiro et al., 2013; Vargas-Sánchez et al., 2015; Woosnam, 2012). In the tourism studies, this notion has been defined in numerous ways and some theories have also been welcomed because there is no generally accepted definition of inhabitants' opinions (S. Wang & Chen, 2015). The host community's attitudes regarding the development of the tourism business have been described as a persistent propensity towards places, people, customs, or other particular viewpoints of one's habitat (Carmichael, 2000; Gu & Ryan, 2008).

The literature shows that there are numerous intrinsic and extrinsic factors that influence how inhabitants feel about tourist development in either a direct or indirect manner (Sharpley, 2014). Although there is a wide range of potential factors that could influence how the host community feels about tourist growth, their effectiveness in doing so varies greatly. While some aspects of tourism development, financial dependence on the industry, perceptions of its effects, and community ties have all been extensively studied, other aspects, such as place attachment and host-visitor interactions, have gotten less attention in the literature (Malik, 2019, 2021, 2023a).

The social structure, lifestyle, and economic development of a community are all significantly impacted by the tourism business. Numerous studies (Getz, 1986; Liu et al., 1987; Brunt & Courtney, 1999) on the perceptions of locals about the growth of the tourism sector, including its financial, social, cultural, and ecological implications, have been conducted in recent years. As the destination transitions from one stage of the destination lifecycle to the next, host community inhabitants' perceptions of effects and their general level of assistance alter. (Ap & Crompton, 1993) made an effort to profile four elements of locals' reactions to the initiatives of the vacation industry. The primary feature is embracement, which portrays an ecstatic stage in which locals have incredibly good attitudes toward visitors and their effects, especially the people who benefit from the tourism business. The next state on the continuum, tolerance, shows those who are favourable to some effects but unfavourable to others. The third phase on the continuum is adjustment, where locals have learned how to coexist with tourists and find methods to go about their daily lives in the presence of so many visitors. Finally, withdrawal describes a network where locals depart as soon as the visitors come because local community members can never again adapt to the impact of the travel industry.

Social dynamics, cultural shifts, environmental effects, and economic gains all have an impact on residents' attitudes towards tourism development. Positive sentiments are frequently linked to the perception of increased income, employment possibilities, and better infrastructure brought about by tourism (Stylidis, 2018). However, unfavourable opinions and opposition to tourism initiatives can result from worries about social unrest, cultural commodification, and environmental damage (Andereck & Nyaupane, 2010). These attitudes must be taken into account in order to balance development objectives with the welfare of the community in tourist planning and management.

Even while a substantial portion of the literature indicates that travellers have good attitudes toward the financial and sociocultural aspects of the travel industry, it also discloses some inconsistent findings with regard to environmental implications. Since tourism is typically built in beautiful but fragile environments, it has the potential to cause significant environmental damage. Additionally, it's possible that local community development plans may become more and more focused on meeting tourist needs, frequently at the expense of the environment and ecology. Large structures that block vistas, incompatible architectural styles, noise pollution from planes, trucks, and visitors, and damage to land projects, such as decay and vandalism (Andereck, 1995), are among the probable environmental and ecological effects. Overcrowding of travellers (Brunt & Courtney, 1999; Reid & Boyd, 1991), litter (Gilbert &

Clark, 1997; Lankford, 1994; Brunt & Courtney, 1999), stuffing at open-air recreation facilities and services (Johnson & Snepenger, 1994), and parking problems are further problems (Lindberg & Johnson, 1997). Contrary to expectations, respondents in a survey by (Liu & Var, 1986) agreed that the travel business provides more parks and leisure spaces while preventing environmental destruction. Additionally, the travel sector is not to blame for traffic congestion, overflowing open-air entertainment venues, or park disturbances that disturb the peace and quiet.

A research study in Hoi An, Vietnam by Adongo et al. (2017), indicates that locals in a community see the benefits of tourism from a financial, social, and cultural perspective but not from an environmental one. Additionally, people who felt a stronger connection to their town had a more favourable outlook on tourism and its expansion. The study makes the case that tourist planners and authorities might benefit from a greater awareness of the affects, advantages, community linkages, and support for increasing tourism, not just in Hoi An but also in other places. According to Campón-Cerro et al. (2017), there is a clear correlation between people' sense of community attachment and how they view the effects of tourism on the development of rural towns. The study also demonstrates that communities are crucial in predicting tourist development, which is relevant for new rural tourism products and services.

Residents' attitudes are positively influenced by place connection, host-tourist interactions, and perceived beneficial effects (Eusébio et al., 2018), whereas perceived negative impacts have the opposite effect (Malik, 2019, 2023a). Despite the fact that there are both good and negative views of tourist impacts having a considerable impact on locals' sentiments, the former has a bigger influence than the latter, according to the research. The research study has theoretical and practical ramifications to encourage favourable attitudes among locals about the growth of tourism in Boa Vista. Cisneros-Martínez et al. (2018) establish a beneficial effect of community connection on assistance for the growth of sustainable travel. According to the research's findings, there is no evidence of a relationship between views about community attachment and attitudes toward support for sustainable travel. The study has ramifications for public administration, allowing for better allocation of funds and subsidies to support and uphold local tourism policy in particularly vulnerable regions.

The research study by Dwyer et al. (2019) examines how place attachment is conceptualised, as well as its causes and consequences. It also looks at its possible applications to sustainable tourism, destination resilience, and destination competitiveness. However, (Eslami et al., 2019) found that community attachment and locals' perceptions of the effects of

tourism were strongly related to support for sustainable tourism development. According to the research study, two key factors influencing overall quality of life were both spheres of material and non-material life.

Locals' opinions of the effects of tourism have a strong mediating effect on the relationship between community attachment, environmental attitudes, and support for tourist growth (Rasoolimanesh & Seyfi, 2021). The findings, however, contradict the idea that cultural involvement and attitudes may indirectly boost the growth of the tourism industry. Community attachment, commitment, and involvement are significant predictors of locals' happiness with and support for tourist growth (Patwardhan et al., 2020). Four of the five personality types were shown to have moderating effects in explaining the association between community elements and satisfaction as well as the relationship between satisfaction and support for tourism development. Community image influences community attachment (Ganji et al., 2021), the value of tourism development, and support for it. It has also been confirmed that perceptions of the value of tourism development play a mediating role in the relationships between community attachment and community image and support for it. Locals form a strong emotional connection to their hometown's history (Hoang et al., 2020). The associated variables of community emotion, community identity, and community dependency were shown to capture residents' community attachment as an overarching notion.

Residents' views toward tourist development have a big and favourable impact (Liang et al., 2021). The study advises revisiting inhabitants' opinions and related affecting factors in the future. According to the study, the Quality of Life (QOL) did not have a strong or substantial impact on inhabitants' views or satisfaction over the course of the study. The findings of (Çelik & Rasoolimanesh, 2021) demonstrate that locals' opinions toward tourism, both favourable and negative, have a direct impact on attitudes about cost-benefit analysis and an indirect impact on support for tourism. The results did, however, also point to a mediating function played by cost-benefit perspectives between citizens' attitudes and support for tourism. The study also advises conducting research in areas where the tourism industry is still developing. The local community is very supportive of tourism, its expansion, and its future growth (Moraru et al., 2021). Among respondents, the majority thought that tourism development helped to the improvement of city image and identified a pretty favourable impact, despite the fact that tourism was implicated in a number of negative occurrences. Serial mediation through spiritual wellness and location attachment fully mediated the association between cultural involvement and attitudes toward tourist development (Li et al., 2021). The

research study makes further suggestions and deepens our understanding of the processes by which locals' attitudes toward tourism development are formed.

Local people in Backo Podunavlje Biosphere Reserve, Serbia has favourable attitudes about tourism and community members support sustainable tourist growth (Obradović et al., 2021). The research suggests, however, that destination management and tourism organisations should make it possible for locals to access information and engage in decision-making, and that decision-makers should pay particular attention to the attitudes of locals when developing marketing and management strategies for the development of tourism. The findings of (Kamata, 2022) show that locals are aware of the value of tourism to their area and are eager to promote it. The results also show that respondents faced a dilemma between welcoming tourists to help the economy recover and personal concerns that interaction with tourists might increase their risk of illness. But according to the research, it's crucial to keep in touch with locals during the COVID-19 pandemic since it could affect how they feel about travelling after the epidemic.

Less sympathetic understanding of tourists was found to be most impacted by more unfavourable attitudes towards tourism, and vice versa, demonstrating that residents' opinions of tourists depend in part on whether such attitudes are positive or negative (Thyne et al., 2022). Instead of concentrating on antecedents, the study broadens the idea of residents' attitudes by examining the results of such attitudes. The categories of resident satisfaction and resident commitment can be used to conceptualise and assess residents' perceptions of reciprocity (Kim et al., 2023).

2.6 Factors Affecting Resident Attitudes toward Tourism Development

The closeness to the visiting zone or engagement with guests (Sheldon & Var, 1984), understanding of the local economy and the tourism sector to a depth (Pizam & Milman, 1986), the type of tourism (Ritchie, 1988), the individual's financial dependence on the industry (Liu & Var, 1986), the political and demographic position in the community (Mansfeld, 1992), age, gender, educational level, level of community attachment, or length of residency (Lankford, 1994), dimension of contact with visitors (Akis et al., 1996), and socio-demographic attributes (Williams & Lawson, 2001) are a few examples of the factors that can affect attitudes. Regarding the demographic characteristics of the local population, there are debatable results. (Chen, 2000; Jurowski et al., 1997; Smith & Krannich, 1998) have discovered that demographic factors may influence attitudes of locals on the development and expansion of

the tourism sector. Moreover, some researchers (Liu & Var, 1986; Williams & Lawson, 2001) have found that demographics have no effect on attitudes. For example, an Australian Gold Coast study discovered that senior citizens have positive opinions of the tourism sector, whereas a Turkish study discovered the opposite; this demonstrates how age influences attitudes toward the travel industry (Cavus & Tanrisevdi, 2003; Fredline & Faulkner, 2000; Tomljenovic & Faulkner, 2000).

Additionally, gender has produced different outcomes in certain research, while others claim there is no gender difference (Harrill & Potts, 2003; Mason, 2020a). The education component consistently revealed that those with higher levels of education had greater favourable sentiments toward the tourism sector. Being female, working, having more financial resources, having achieved a high level of education, had a greater social/political prestige, and lived in a city are all associated with a more favourable attitude toward the tourism business. Working in the industry and having financial ties to the tourism sector fosters a strong positive opinion about the sector (Jackson & Inbakaran, 2006).

There are conflicting findings on whether or not residents' opinions are affected by the length of their stay. While some researchers (Allen et al., 1988) found no relationship between the length of residency and sentiments toward the tourism business, others found a negative relationship. This means that people are more likely to have a negative attitude about the development of the tourism business the longer they have lived in the neighbourhood (Mansfeld, 1992; Ryan & Montgomery, 1994; Jurowski et al., 1997; Brunt & Courtney, 1999). Increased interaction between residents and tourists enhances the level of unfavourable opinions regarding further tourism business expansion. Residents are more likely to report unfavourable opinions if they have regular interaction with travellers in their everyday life (Jackson & Inbakaran, 2006).

The vast majority of research show that locals will generally have favourable attitudes in terms of the growth of the tourism industry in light of its financial contributions to society. Most research have shown that people who depend on the sector or who perceive more of a personal benefit or financial gain have a more positive perception of effect than other people (Lankford & Howard, 1994; Brunt & Courtney, 1999; Gursoy et al., 2002; Teye et al., 2002; McGehee & Andereck, 2004). The findings of a similar research done in 1996 and 1997 in New Zealand (Lawson et al., 1998) —one during the low season and one during the high season—showed that residents' opinions varied according to the time of year. The residents' perception in 1997, at the conclusion of the summer (peak season), was that they were sick of

seeing tourists, in contrast to their perception in 1996, when they indicated they expected to have contact with tourists.

The results of earlier studies (Liu & Var, 1986; McCool & Martin, 1994; Haralambopoulos & Pizam, 1996; Gilbert & Clark, 1997) support the assertion that the tourism sector has an incredibly positive financial impact on a host community society. However, some studies have reported no apparent benefits on some items, particularly those associated with more occupations or related quality (Johnson & Snepenger, 1994; Lankford, 1994; McCool & Martin, 2016; Brunt & Courtney, 1999), improved life quality or style of living (Lankford, 1994; Tosun, 2002; McCool & Martin, 2016), and more expensive rates (Brunt & Courtney, 1999). The cost of land, the average cost for basic items, the overall cost of products and businesses and living expenses were revealed by (Okech, 2010) to be the negative financial effects of the tourism industry in Zanzibar. Similarly, Alhasanat & Hyasat (2011) reported that the travel industry had increased the average cost for basic items in Petra, which is a negative effect of the travel industry. Comparative results were acknowledged in numerous investigations (Liu & Var, 1986; Haralambopoulos & Pizam, 1996).

Even if financial benefits are frequently taken in large amounts to improve residents' quality of life, the tourism industry's rapid growth has generated changes in the makeup of the general population that may not always be for the better. Few residents have claimed that this link threatens to destroy traditional civilizations and social structures. There is frequently a loss of inhabitant personality and local culture in areas with high levels of tourism (Rosenow & Pulsipher, 1979). From a negative perspective, studies have identified anxiety about the effects of gambling (Pizam & Pokela, 1985), a decline in friendliness (Liu & Var, 1986), increased prostitution (Cohen, 1988), traditional family values (Kousis, 1989), social commercialization (Cohen, 1988), an insult to morality (Mok et al., 1991), alcohol, drug use (King et al., 1993), sexual receptivity (Mok et al., 1991), overuse of resources (McCool & Martin, 1994; Brunt & Courtney, 1999), and misconduct are all contributing factors (Brunt & Courtney, 1999; Tosun, 2002).

While Alhasanat & Hyasat (2011) noted that the travel business had generally improved the quality of life of Petra's residents, it had also weakened social ties and family structures and encouraged unethical behaviour in some individuals. On the plus side, the tourism sector can lead to improved social benefits including entertainment, historical, and cultural shows (Liu & Var, 1986) and social legacies as well as harmony, understanding, and more prominent learning among diverse social orders and countries (Gilbert & Clark, 1997). The development of the

travel sector in Lamu and Zanzibar was seen to boost social services, cultural character, and the preservation of historic buildings (Okech, 2010). Residents of Kaiping Diaolou, a UNESCO historic site in China, believe that the travel industry will help to preserve the Diaolou's past (Ryan et al., 2011). Kermanshah's recreational facilities and services have grown as a result of the travel sector (Mohammadi et al., 2010). Alhasanat & Hyasat (2011) also acknowledged that visitors do respect the locals' way of life and customs and that the cultural connection between locals and tourists has a positive influence.

2.7 Theoretical Paradigm in Resident Attitudes toward Tourism Development

The Attribution Theory, the Dependency Theory, the Social Representation Theory, and the Social Exchange Theory have all been used to study the research on local attitudes regarding tourism development (Malik, 2019, 2021). However, Social Exchange Theory is increasingly being used to comprehend ideas connected to community attachment and resident attitudes toward tourism. While the other theory, the Integrated Threat Theory, which also takes the Contact Hypotheses into account, offers assistance in analysing the idea of tourists coming to a tourist site and coming into contact with the residents there. The next section explores how these theories apply to resident perceptions of tourism development:

2.7.1 Social Exchange Theory (SET)

According to the Social Exchange Theory, every action or social contact is motivated by a need for individuals to exchange products or services (Homans, 1961). This is a general sociological theory that seeks to comprehend how people and groups exchange resources when they are interacting (Ap, 1992). The evaluation of the results, which might be monetary or social in nature, as well as the contact itself, are the two factors that determine whether people are satisfied with a trade process. According to tourism perspectives, the Social Exchange Theory significantly proposes that residents assess the costs and advantages of tourism, and that if their assessment is favourable, they will have a favourable attitude toward this sector of the economy. In light of this, locals who see more positives than negatives tourism effects are expected to support the exchange process and participate in it (Lord & Hutchison, 1993). The Social Exchange Theory holds that every human action or social contact is motivated by a desire to trade goods or services with other individuals (Homans, 1961). This is a general sociological theory that seeks to comprehend how people and communities share resources in exchange-based situations (Ap, 1992). People's pleasure with a condition of exchange is

determined by their assessment of the results, which can be both social and economic, as well as by the actual social contact.

The tourism industry has been growing in a number of regions of the world. It fosters cultural exchange, generates income for the host community, enhances infrastructure and acts as a tool for preserving and protecting the environment (Andereck et al., 2005a; Hao et al., 2010). Whatever the case, despite the tourism industry's many benefits, there have also been some unfavourable social, cultural, and environmental impacts (Choi & Sirakaya, 2005; Nunkoo & Ramkissoon, 2011b). The tourism industry has gained notoriety for its ability to undermine social norms, degrade social structures, and annihilate host communities by stripping them of their uniqueness (Simpson, 2008). Due to these concerns, the concept of the tourism sector's sustainable development has received more attention, requiring residents to contribute to the process of improving the travel business (Choi & Sirakaya, 2005). The vital support of a host community for tourism is essential for the actual growth of the sector. Residents' receptivity to both the growth of the tourism industry and tourists depends on how well their needs are served and how much their viewpoints are taken into account (Davis et al., 1988). The negative effects of the sector can be curbed and appropriate strategies can be established by an evaluation of the host community's attitudes on tourism (Williams & Lawson, 2001). The expansion plans for the travel sector are additionally influenced by local sentiments toward tourism. As a result, research on this topic has become crucial, and the literature on it is growing (Jurowski et al., 1997; Nunkoo et al., 2012; Nunkoo & Smith, 2013).

The atheoretical nature of early studies on residents' attitudes toward the travel industry (Gursoy & Rutherford, 2004) limited researchers' understanding of why residents of host communities saw and reacted to the travel industry as they did, and under what circumstances they responded to the effects of tourism. Husbands (1989) stated that: One tenacious challenge in this work collection is that the theoretic understanding of occupants' attitudes towards, frame of mind toward, tourism growth is delicate because early studies on occupants' view of the travel industry lacked theoretical grounding. This explains why there is typically no justification because of the social structure of the target community. There is currently no explanation for why people are or are not attracted to the tourism sector on a positive note (p. 239).

Researchers have started utilizing several theories in an effort to better understand people' perspectives and their support for the growth of tourism in the host community. Despite the fact that other theories have been put out to describe how locals see the tourism sector, the

Social Exchange Theory has been the one that has been most commonly used (Byrd et al., 2009). According to Ap (1992), "A general sociological theory concerned with explaining the exchange of assets among individuals and groups in an interchange setting," is what Social Exchange Theory is (p. 668). In terms of locals' attitudes toward tourism development, researchers believe Social Exchange Theory has made the most crucial theoretical commitment (Fredline & Faulkner, 2000). Despite the fact that researchers and academics studying this topic frequently use the Social Exchange Theory, crucial concepts of trust and power, which are critical to the exchange process between people of a location and the tourism industry, have been disregarded and should be researched more. Except for a few studies (Nunkoo et al., 2012; Nunkoo & Smith, 2013), yet the concept of trust has received little attention in the literature. This is true despite the fact that several studies have looked at how power influences how locals feel about tourism growth (Kayat, 2002; Madrigal, 1993). (Nunkoo & Ramkissoon, 2011b) assert that: "Research on host community residents' attitudes to the travel industry now can't seem to be enough coordinated in a single system in terms of the core ideas of trust and power that encompass the Social Exchange Theory. The Social Exchange Theory has been put to the test, and researchers studying residents' views have used it, however they did so with insufficient arrangement of thoughts that left out key theoretical elements important to the theory" (p. 966).

Several pioneering works that have advanced the Social Exchange Theory and are worth mentioning are those by (Blau, 2017; Emerson, 1962; Homans, 1958). Homans (1958) emphasised the role that social behaviour had in the trading process. Thibaut & Kelley (1959) discussed how participants in trade relationships weigh the benefits of the affiliation. While, Blau (2017) focused on social exchange as an exchange procedure. Emerson (1962) focused on the concept of power between the participants in an exchange relationship. The premise of the social exchange theory is that human behaviour or social exchange is an exchange of impalpable, physical action, particularly of rewards and costs (Homans, 1961). It looks at how the arrangement of benefits and expenses in a partnership affects cooperative design principles (Molm, 1991). According to the Social Exchange Theory, human behaviour is predicated on exchange (Homans, 1961).

According to Sutton (1967), from the perspective of tourism, the interaction between the members of the host community and the visitors "may either give an opportunity to pleasurable and rewarding exchanges, or it might energize and increase driving factors to misuse with respect to the host". His assertion is supported by a number of studies, including those by

(Jurowski et al., 1997) that show how the host-tourism exchange process's financial, social, and ecological components affect participants' perceptions of the tourist industry. The findings of these research studies suggest that the practicality given to exchange components affects how residents of a destination view tourism and determines the degree to which the host community acknowledges the growth of the travel industry. Residents' perceptions of the economic, sociological, and environmental elements of exchange have an impact of how they react to the travel business, which also includes the conative aspect of perception (Andriotis & Vaughan, 2003). The findings of previous studies suggest that the exchange process in a host-tourism scenario includes not only financial segments but also social-cultural and environmental parts.

The Social Exchange Theory places a lot of emphasis on the concept of power as it was Emerson who first used the term in social encounters in 1962. Since then, the topic has piqued the interest of a few researchers, who have studied the impact and dimensions of power on the social exchange process (Molm, 1991). Taking into account power in social exchange is crucial since it determines the participants' ability to profit from the exchange's outcome (Ap, 1992). The ability of one actor in a social exchange relationship to influence the outcome of another actor's behaviour or experience is known as power (Wrong, 2002). According to Dahl (1957), power is "subsets of exchanges among social units with the ultimate objective that the behaviours of at least one unit rely in certain circumstances on the behaviours of other units" in contemporary social science (p. 407). Thus, it is possible to define power as the capacity to carry out objectives, frequently in order to have the desired effects on other people. It is also crucial to remember that in social exchange, power isn't used to establish dictatorial authority but rather as a means of achieving shared goals among the participants in the exchange process (Ap, 1992).

Beyond specific people, regional community organisations can also be impacted by power dynamics (Emerson, 1962). The ability of residents to influence the growth of the tourism industry in a community and meet their needs depends on the resources claimed by the host community. According to this perspective, power can be defined as "the ability of locals to manage the resources essential for the growth of the travel industry, such as work, capital, culture, and natural resources, and to anchor individual benefit from having tourism in their area" (Kayat, 2002). The availability of these resources determines a population's capability to interact with tourism performers, which affects how they perceive the growth of the travel business in the host town.

Destinations should accept every offer given by a bidder if they want to expand their tourism sector (Krippendorf, 1987). In such a scenario, the developer is given the freedom to launch and expand the tourism product while preserving ownership and little outside assistance. As tourism grows, the local economy begins to benefit. As a result, residents of the host community must be understanding of the negative effects of the industry, as well as supportive of its growth.

The host community becomes a crucial source of the labour force, providing inhabitants with a source of influence throughout the procedure of developing the tourism business (Ap, 1992). Additionally, the tourism manager will rely heavily on the residents to continue being hospitable to tourists and to maintain friendly dispositions toward visitors. The investor is able to maintain market share, productivity, and destination aggressiveness thanks to the host community. Because both the residents and the tourism developer are in this situation of significant influence and participate in the tourism development's benefits and expenses (Ap, 1992). In such a scenario, locals are probably going to see the tourism sector favourably and support any future growth of the industry.

Some studies have examined resident attitudes toward tourism development using the concept of power as a component of the Social Exchange Theory. According to Madrigal (1993) study of two Arizonan community groups, residents' good perceptions of the tourism industry were positively associated with personal influence over the growth of the tourism, but adversely associated with perceived business influence over the sector. According to Kayat (2002) study on the Malaysian island of Langkawi, wealthy residents had positive attitudes and supported future growth of tourism. According to Nunkoo & Ramkissoon (2011b) research on Grand Baie, Mauritius, wealthy residents had a more favourable attitude toward the tourism sector than less wealthy ones. Although the findings of previous studies on resident attitudes toward tourism and their level of power have generally been compelling, more research into how residents feel about the development of the travel industry in various contexts and it is necessary to carry out such research studies in various tourism development settings.

A relationship's foundational and exclusive concept is trust (Leonidou et al., 2008). Many researchers such as (Blau, 2017) emphasise the importance of trust in social exchanges. Building connections that support financial improvement, ensuring the legitimacy of governmental foundations, and pushing outcomes that are in the best interests of the general public all depend on trust (Gilson, 2003). "Desires that an exchange partner will act on amicably, in light of the attribution of positive dispositions and goals to the partner in a

condition of uncertainty and danger" is how trust is defined (Molm et al., 2000). Performers engaged in social exchange processes assess connections in a behavioural context, ignore momentary discrepancies, and focus on long-term benefits (Luo, 2002). Therefore, social exchange relies on ongoing relationships over time (for instance, those that exist between the host community and the tourism sector) rather than one-time transactions in a market setting (Cook, 2000). In contrast to monetary exchanges, which are adapted by the legal system, social exchanges depend on the partners' ability to trust one another. When exchanges occur with no obligations to restore the benefits or express "remuneration" of exchanges where returns are authoritative and formal, a partner's dependability can be shown (Malik, 2019). As noted by Blau (2017): "the idea of the profits cannot be bargained about yet should be left to the wisdom of the one who makes it should be left to the will of the one who makes it, return of advantages should be deliberate for trust between the exchange partners to increase and flourish. The social exchange process necessitates confiding in others to release their commitments because there is no actual way to provide a suitable return for some service".

The government, which wields considerable influence over tourist regulations and planning, is the residents' exchange partner in the development of the travel industry. For political, economic, and environmental reasons, the government intervenes in the tourist sector (Nyaupane & Timothy, 2010). Thus, the concept of trust is defined as the confidence of the populace in tourism-related government agencies. Institutional trust, which is defined as "confidence that political organisations won't abuse power," is the term typically used to refer to Native Americans' trust in government institutions (Lühiste, 2006). The development and maintenance of social exchange between two parties still rests on the fundamental principle of trust in a partner (Blau, 2017). According to Anderson & Narus (1990), trust increases pleasure and commitment to the exchange process, stimulates collaboration (Moorman et al., 1992), creates compassion that protects the relationship (KUMAR, 1996), and lowers fear and materialism (Hwang & Burgers, 1997).

The level of trust one partner places in another partner depends on how reliable the former has proven to be in previous social exchanges. There are two ways to build trust between exchange partners: (1) by regularly fulfilling obligations, and (2) by steadily growing the exchange over time (Blau, 2017). In a social exchange relationship, trust is also influenced by the desires of one partner (for example, residents) and the degree to which another partner (for example, government) appear to be on the same page (Yamagishi & Yamagishi, 1994). When determining another partner's dependability, one partner looks at a few factors, such as their

compassion, their actions, and their successes and failures (Bhattacharya et al., 1998). Positive exchange-related financial and social consequences enhance partners' faith in one another and commitment to maintaining the partnership (Blau, 2017). The dimension of truth between the performers is impacted by the financial and intangible benefits of an exchange relationship (Farrell, 2004). The level of popular trust in governmental institutions be determined by the combined results of political specialists and residents (Citrin, 1974). He further argues that institutions take actions and receive incredulity from residents who are unhappy with their actions and trust from residents who are delighted with their actions.

Numerous studies emphasise the importance of public trust in administrative institutions to assess a tourism's advantages and disadvantages as well as its sufficiency (Bronfman et al., 2009). Low trust in the institutions of the travel industry may make citizens less likely to support the growth of tourism in their community (Nunkoo & Ramkissoon, 2011b). Their research on the people of Grand-Baie, Mauritius, was theoretically grounded in the Social Exchange Theory. Their findings suggest that people who have a high level of trust in the institutions responsible for tourism planning have a favourable view of the travel industry, whereas people who have a lower level of trust have a negative outlook on the sector. The findings of their research elucidate the significance of the idea of trust in the context of an interchange between locals of a host community and those employed in the tourism sector. As a result, scholars and researchers who are studying the local attitudes toward tourist development should further explore the concept of trust.

2.7.2 Integrated Threat Theory incorporating Contact Hypothesis

Despite the effectiveness of Integrated Threat Theory, Stephan and colleagues concede that it is not a complete theory of prejudice and assert that threat intervenes in the influence of anything other than distal variables, such as intercultural contact, on attitudes toward out-groups (Stephan & Stephan, 2000). This was confirmed in subsequent study Ward & Masgoret (2018), who suggests that in forecasting attitudes toward tourists, the Integrated Threat Theory is a valuable addition. In light of more than 500 studies investigating the contact hypothesis, (Pettigrew & Tropp, 2006) meta-analysis found that while contact itself had positive effects on reducing prejudice, its properties were strongest when ideal circumstances (such as equal status, deliberate, wonderful, private, and agreeable contact) were evident.

Contact theory has been regarded as one of the most effective methods for illuminating intergroup relations in studies in sociology and psychology. Intergroup contact can be a crucial tool for reducing prejudice among group members under some specific conditions (Allport,

1954), such as equality of status, shared objectives, intergroup collaboration, authority backing, and interpersonal connection (Malik, 2019, 2021, 2023a). Healthy interactions between group members would result from properly managed contact since prejudice may be diminished when one learns more about other members of the group and one's impression might be improved by that contact person, which will then improve perceptions of the entire group (Wright et al., 1997). The relationship between tourists and locals entails some considerations that must be made and worked on if it is to be preserved, just like any other communal association (Malik, 2023a; Smith, 2012).

Social psychology's contact theory provides a foundational understanding of the outcomes of cross-cultural interactions. Contact between the two groups fosters favourable sentiments and a sense of mutual understanding, according to studies on tourist-resident interactions (Amir & Ben-Ari, 1985; Carneiro & Eusébio, 2015; Pizam et al., 2000). For example, tourist contact has a substantial impact on residents' impressions of how tourism affects their quality of life in a community and their attitudes toward tourists (Carneiro et al., 2017; Carneiro & Eusébio, 2015; Joo et al., 2018). For travellers, interacting with locals at a destination could improve their understanding of tourism and travel experiences (Li & Liu, 2020). Contact between various groups in the framework of tourism will need to work together, reinforce, and extend in contrast to long-established forms of contact in order to influence intergroup perceptions positively (Yilmaz & Tasci, 2015). Similar behaviour toward locals may strengthen their behaviour toward a tourist location (Fan, Zhang, Jenkins, & Tavitiyaman, 2017; Pizam et al., 2000).

Numerous studies have refuted the aforementioned findings, which claim that contact between groups does not necessarily lessen intergroup pressure, prejudice, antagonism, and uneven behaviour (Anastasopoulos, 1992; Malik, 2023a; Milman et al., 1990; Pizam et al., 1991). As originally mentioned by contact theory, the contact situations between the two sides have a significant impact on the contact outcomes (Pizam & Jeong, 1996; Thyne et al., 2006). The peculiar nature of societal engagement in tourism may have a negative impact. The limited and close interactions between the two ethnically disparate groups during the relatively brief journey time may cause communication issues and heighten hostility, resentment, and mistrust (Malik, 2023a; Nyaupane et al., 2015). Such as, intercultural volunteerism is said to reinforce unfavourable impressions among visitors and locals because many volunteers assume locals to be "less-capable" or "inferior" (Woosnam & Lee, 2011; Sin, 2009). In these situations, it is

more likely that people will have negative attitudes toward the locals and the tourist site the better the societal contact.

The measurement of visitor-resident contact has been the subject of a few research investigations (Malik, 2021, 2023a). Happenings of contact were modified by (Mo et al., 1993; Rothman, 1978; Reisinger & Turner, 2003) to serve as the individual indicator of societal contact. In order to study the tourist-resident contact, (Woosnam & Aleshinloye, 2012) implemented contact frequency (Malik, 2023a). Additional research looked at several metrics to investigate the comprehension and experience of the contact. To forecast inhabitants' attitudes toward tourism growth, the eminence and occurrence of tourist-resident interactions were examined (Akis et al., 1996). Islam & Hewstone (1993) investigated the relationships between a number of dependent variables and the quantity, frequency, and quality of contacts. In order to assess the closeness of societal interactions, frequency, activity, and contact intensity were taken into account (Berscheid et al., 1989). As part of their study, Huang & Hsu (2009) studied the symmetry, valence, intensity, power, frequency, and activity of consumer-to-consumer exchanges during tours, building on the findings of Berscheid et al., (1989) and Islam & Hewstone, (1993). Because there is so little consensus among the research studies that are now available, the development of this field of study has been chaotic and unpredictable (Malik, 2019, 2021).

Along with the application of (GW Allport et al., 1954) contact theory and other related works, the socio-psychological domain has done a great job of capturing the goals of social contact (Cusher & Brislin, 1996; Bochner, 2016; Yu et al., 2014). The precise form of contact between visitors and locals has not yet been studied. Only a few studies (Bochner, 1982; Islam & Hewstone, 1993; Rothman, 1978; Reisinger & Turner, 2003) to far have modified contact to assess the impact of tourists on the local population. Without doing a full analysis, measurement items were essentially grabbed from other areas. Because previous studies were unable to evaluate the many measures of societal touch, there was a discrepancy in how contact was applied, particularly in tourist research (Malik, 2019, 2021, 2023a).

Research on visitor-host interactions and out-group sentiments has often produced mixed results. More significant cross-cultural interactions have been linked to contradictory (Amir & Ben-Ari, 1985), unfavourable (Anastasopoulos, 1992; Milman et al., 1990), favourable, and insignificant (Teye et al., 2002) results. The different conceptualizations and estimates of contact make this not appalling. First, relational interaction and host community contact are separate from one another., both of which have been examined in tourism research in

connection to visitor thickness (Ap, 1990; Teye et al., 2002). The second concern is whether or not quality and recurrence measurements must be included in the analysis of contact. We argue that proportions of a personal interaction are becoming more exact, and that contact estimates that take a quality assessment into account are inescapably going to produce favourable review reaction findings (Pettigrew & Tropp, 2006).

2.8 Tourism in the Valley of Kashmir

Kashmir Valley is a politically understated province of India's recently established union territory (UT). Up until October 31, 2019, Jammu and Kashmir, along with the province of Ladakh, held the status of a full-fledged state. After that date, the UT took over the role of the state. Kashmir is a major tourist destination, and this industry has great potential to boost the economy of the entire UT of Jammu and Kashmir. The development of Kashmir's tourism industry requires more involvement from the government. Kashmir is often referred to as heaven on earth, but the country's tourism sector has been severely impacted by political unrest and terrorist attacks. Tourist arrivals have decreased due to the rise in terrorist operations, which has caused serious issues for the community's residents who depend heavily on tourism-related revenue (Tabasum et al., 2017). The term "terrorism" pertains to an illegal and criminal conduct. The biggest sources of anger in Kashmir province are suicide bombings, militant group attacks, curfews, military operations, etc. The Indian government has discovered terrorist activity all around the nation, but Kashmir has remained its epicentre. India has been involved in a battle over Kashmir for the past six centuries, and this conflict has resulted in terrorism (Ganguly et al., 2019). Both Kashmir's general development and its tourism industry have been hampered by this conflict.

Up until the 5th of August 2019, the state of Jammu and Kashmir was governed by the specific requirements of Article 370. The article, which was intended to be a temporary measure to allow Jammu & Kashmir's full integration into the Union of India had gained a façade of permanency and was seen as a *fait accompli* until the Union government, led by Prime Minister Narinder Modi, cancelled it on August 5, 2019 (The Economic Times, 2019a). One of the most important aspects of the political conflict between the state and the ruling class was the removal of Article 370 and its clauses from the Indian Constitution, and it resulted in the protracted suspension of services like the termination of mobile internet access and the temporary suspension of social media platforms that the government believed were being used as a tool to encourage secession. This constantly resulted in a severe decline in the quantity of

tourists travelling to Kashmir Valley. Geographically, India and Pakistan have been at odds over Jammu and Kashmir (UT), but recently, China has also increased its stake in Kashmir as a result of its Belt and Road (BRI) Plan. In addition to the areas governed by different governments and divided by the Line of Control, the disputed region is nevertheless recognised by the UN as existing in its whole. The international organisation recommended all parties to exercise the greatest amount of caution and work together to find a solution in the wake of Article 370's revocation and the United Nations' subsequent interference at Pakistan's and China's request (BHATTACHERJEE, 2019). However, the internet services were reintroduced at 2G (poor) speed, but the restrictions on the ongoing ban on pre-paid mobile phones combined with the slow mobile internet have served as a pain for Kashmir's tourism industry. The political unrest has a negative impact on local people' quality of life in addition to reducing the amount of tourists visiting the valley (The Economic Times, 2019b).

It is pertinent to mention that the number of local and international tourists decreased by 35% between 2012 and 2018 in the Valley of Kashmir. The number of tourists visiting Kashmir decreased by 23% from 2017 to 2018 (Akmali, 2019), making it a terrible year for the region's tourism. The causes for such a scenario are terrorism and political instability (Irfan, 2017). Locals in Kashmir support the growth of the tourism industry because they depend on it for their livelihoods, as was indicated in Regional Tourism Satellite Account (RTSA) Jammu and Kashmir, 2009–2010 (National Council of Applied Economic Research, 2009) (NCAER). The political unrest is disrupting local inhabitants' lives in a variety of ways, including socially and economically, in addition to lowering the number of visitors visiting this area. Almost all responders to the primary poll provided a negative response, according to observations.

The activities of the travel and tourism business are also impacted by destination competitiveness in the midst of such political unrest and wars. The ability of a place to develop products and services that perform better than in other destinations and to provide better tourism experiences is a measure of a destination's competitiveness in the tourism industry (Vengesai, 2018). Additionally, the competitiveness contributes to locals' actual income growth, an improvement in their quality of life, and a general increase in wealth (Buhalis, 2000; Crouch & Ritchie, 1999; Dwyer & Kim, 2010). Economic integration is frequently hampered by political unrest and conflicts, notably in South Asian nations (Rasul & Manandhar, 2009). Geopolitical problems, such as the dispute between India and Pakistan over Kashmir and the cultural concerns in Sri Lanka, among others, are the main hindrances to the expansion of

international tourism and developing provincial cooperation. Extremism has further exacerbated the issue in several South Asian nations.

The second-most significant economic growth in the nation is the tourism sector. Water, woods, and clean air are just a few of the endless resources and natural beauty that Jammu and Kashmir is so abundant in. Rich fishing grounds, stunning ski slopes, covered green lawns, vast canals, gushing springs, and Dal Lake are just a few of the natural features that make up the lush hinterland and wildlife. Anywhere in the world, the presence of sloping gardens, bubbling springs, fresh breezes, sparkling lakes, inspiring environments, apple and almond plantations, saffron fields, and hospitable people stands out. They lack essential minerals (such as pressed metals, copper, coal, and oil), but nature has given them amazing gifts, such as their rich fields, healthy woods, water, and energising atmospheres.

The state's economy as a whole has greatly benefited from the tourism sector. The valley's substantive, auxiliary, and tertiary portions all involve financial transactions. As a result, there are three main areas of focus for the jobs created by the travel industry. Direct enterprises that carry items, like hotels, restaurants, and retail stores, are one of them. The second is nomadic labour, which essentially controls itinerant trade and delivers goods. The third is speculative labour in capital goods and development firms.

Kashmir has drawn travellers of all colours over the course of its lengthy history because of its distinctive significance, holy sites, and genuine landmarks. These passengers can be grouped broadly into the following groups:

- People seeking typical splendour and comfort.
- Those looking for the facts and information.
- Individuals interested in exhibiting various facets of Kashmiri culture and performing arts, such as Bandhpathar, Rouf, and Damali.
- People who enjoy trekking, mountaineering, skiing, and other adventure sports.
- People who visit holy places and other historic locations.

The Kashmir Valley's travel business flourished in a setting that has long welcomed visitors. The stunning valley, where Huientsang spent two years during his 16-year journey through India and Central Asia in the seventh century, captivated him. Additionally, Kashmir is mentioned in Marco Polo's Voyages. "The women, who are meant to be brunettes, are really attractive, but the guys are clean and brown. The weather is moderate, but neither very hot nor very cold.

The state's economy as a whole has greatly benefited from the tourism sector. The substantial, substantive, and tertiary sectors of the valley are where money is practised. As a result, the work that the travel sector produces can be split into three distinct categories. One of these is immediate business, particularly, the movement of items or businesses, such as lodging, dining, shopping, etc. The second category is indirect labour, which provides goods and administrative services mostly for nomadic commerce, and the third category is speculative work in development and other capital goods businesses.

Kashmir is arguably the most beautiful place on earth, with a variety of weather and landscapes. The valley is unlike any other place on earth, surrounded by lofty hills, diverse terrain, and beautiful green forests. These high-altitude ice sheets, farms, and lakes are the starting point for fantastic treks. Beyond these advancements, the ice-covered peaks offer breathtaking vistas that make great locations for winter sports. Surpassing expectations, each of the minor elevations reveals a unique natural feature that gradually introduces a fresh environment and climate. Every season in the valley is different. Autumn is brilliant, while summer is like a garden. In the winter, cashmere becomes another universe. Springtime departure for Kashmir is a difficult emotional experience. The plains of the valley are covered in flowers, while the slopes of Gulmarg, Pahalgam, and Sonamarg appear to still have snow on them. It is a year-round occurrence in Kashmir, where the temperature never drops as low as it does here. Kashmir is shielded by the mountains that encircle the valley from the frigid affects of the north and the tropical winds of the south. Mountain shields were also created by nature to buffer Kashmir from the effects of storms. Sea storms don't exist in Kashmir. The wind that was once forceful and might have upset the environment soon becomes a light breeze. The lakes, channels, streams, and springs of Kashmir have long drawn the interest of outdoor enthusiasts. As a result, hikers can marvel at the breathtaking beauty of high-altitude lakes, with each height revealing a broader variety of mountains (Malik, 2020b; Malik et al., 2023; Malik et al., 2023).

The friendliness of Kashmir has attracted exceptional acclaim from tourists. Undoubtedly, the Kashmiri people still regard it as a valued possession. They were always polite and on time. Their specific knowledge or, on the other side, their example of welcoming or inviting guests was courteous and friendly. When asked for assistance, Kashmiris "leave their employment to guide you to their best trustworthiness," according to a saying. The statement made by Pandit Barji Narayan Chakbast Lakhnawi, "How extraordinarily welcoming

is the land of Kashmir, is therefore quite analytical (Malik, 2020b). Even the stones along the road provided me with water to drink.”

The Kashmir Valley is referred to as India's crown. You can experience Kashmir's splendour by making travel arrangements there. Kashmir is revered for its breathtaking Himalayan views, lovely Dal Lake houseboats, and chinar trees. The state is rich in old writings, dialects, faiths, idioms, works of art, and music, and it has thriving customs. You can participate in the festivities and show interest by travelling to Kashmir. Additionally, the region is well-known for its saffron, pine, walnut, and almond plants. A visit to Kashmir provides a chance to experience the intricate and ancient traditions of Indian culture. The people of Kashmir are renowned for being giving. Iranian cooking methods have a significant influence on the Kashmiri food. Wazwan is a lavish 36-course feast that is a culinary treat. Kashmiris value each moment of their lives to the utmost. For those who adore shopping, a trip to Kashmir will prove to be a highly enjoyable stop. Woven kurtas, woollen scarves, silk rugs, and floor coverings are what make Kashmir unique. A vacation to the state includes a trip to heaven with breathtaking scenery in addition to seeing some of Kashmir. In the Kashmir Valley, popular places to visit include Srinagar, Gulmarg, Pahalgam, Leh, Kargil, and Zaskar. Every location is breathtaking in its own unique way. Amanath Temple, Khanka Mosque, Hazrat Baru Place of Worship, Vaishno His Devi Temple, and Gompa are famous pilgrimage places. Kashmir has vivid and frenzied flower gardens. It is considered that visiting the state's wildlife sanctuaries makes a journey to Kashmir unfinished. Some of the locations worth seeing include Dachigam National Park, Kishtwar Highlands, and Gulmarg Biosphere Reserve. Wildlife in Kashmir includes animals including yaks, hangul, chiru, and Ladakh birds.

Visitors get a fantastic opportunity to discover the expansive Himalayan terrain with Kashmir Adventure Tourism. One of the most popular travel destinations in India is Kashmir. Kashmir's new scene welcomes you to explore its inseparable sporting boredom in addition to its natural excellence. the relationship between the breathtaking Himalayan stretches, the swift rivers, and the huge, green, and tranquil fields of, representing the lovely state of Kashmir. Travelers can engage in a range of adventure sports in Kashmir, including paragliding, parasailing, waterway boating, skiing, and hiking. With the spirit of lazy charm and the soul of a sportsman, guests can try many activities thanks to Kashmir's huge array of swing chances. A variety of adventure activities naturally coexist in Kashmir's unique environment. We take great pride in the many charming locations that highlight our broad open space. The spectacular scene in Kashmir is celebrated by a variety of charming locations that highlight the wealth of

nature together with a wide range of adventure activities. Travelers have the chance to hike through the untamed Himalayan scenery in Kashmir's high highlands. Adventure seekers can board the boat and ride the waterway's rapids and foothills. In Kashmir, adventure travel hotspots include the Lidar River, Dal Lake, Ula, Gulmarg, and Lake Nigeen. Visitors may make the most of their vacation in a colourful setting with never-ending fun and enjoyment thanks to Kashmir Adventure Tourism. The adventurous adventure of Kashmir stands out among the most captivating and inspiring backdrops, energising travellers without end.

2.9 Role of Government in Tourism Development

In order to maximise social welfare, government engagement is especially necessary when there are sizable net gains or when everyone benefits (Hall, 2006; Wolf, 1993). Some scholars argue that when the pursuit of the private sector leads in a deterioration in public welfare, government regulation becomes the necessary remedy by either forbidding or requiring certain activities to solve such market failures (Acemoglu & Verdier, 2000; Wint, 1998). If tourist planning, promotion, and management “were left entirely to the private sector, this could result in the unbalanced development of infrastructure and market expansion, with the risk of growing congestion and increased pressure on environmental resources” (Devine & Devine, 2011).

Governments are now taking a far more active part in destination management and development than they were previously, concentrating on the aspects that create competitive returns. Governments publicly recognised tourism as a vital engine of job creation, economic growth, and development in 2013 during the G20 meeting in Los Cabos, Mexico (UNWTO, 2013). Governments are involved in tourist development for two main reasons. To begin with, only governments have the authority to create a competitive environment for the tourist industry (Devine & Devine, 2011). Their policies usually cover a wide range of objectives, from economic and environmental to social and educational, which may boost the country's attractiveness as a tourist destination (Devine & Devine, 2011; Jefferson & Lickorish, 1995; Tang & Jang, 2009). Furthermore, only governments have the legal capacity to create security, political stability, regulation, and a favourable financial climate for tourist growth (Ritchie & Crouch, 2003; Tang & Jang, 2009). Second, free rides are the epitome of tourism, and it is highly dependent on other sectors' economic performance (Croes, 2010; Michael, 2010). A hotel may not fully gain, for instance, from cleaning beaches, but doing so is still necessary for the hotel's growth and profitability. The availability of public amenities, such as clean beaches,

is therefore essential for enhancing tourism value and may affect the choice of destination (Croes, 2010). The capacity of a government to recognise this outwardness is essential for a destination to maximise the benefits from tourism because the private sector frequently lacks such skills and capacities (Croes, 2010; Croes & Kubickova, 2013; Jefferson & Lickorish, 1995; Michael, 2010). Because of this, government participation is necessary to attain effective destination growth by establishing a competitive setting.

Determining the right level of government participation in tourism development is difficult in order to effectively control people's and businesses' actions. Adam Smith, for instance, thought that the main functions of government were to protect citizens from external threats, to provide services that the society needs but that the market cannot, and to uphold the rule of law (Michael, 2010). When a government crosses these lines, the freedom it has granted is under danger, which could result in a market collapse. The discussion thus moves from whether governments need to step in to when and how much a government can legitimately and justifiably intervene (Bartik, 1990; Haan & Sturm, 2003; Michael, 2010; Wolf, 1993; Zebre & McCurdy, 1999).

The majority of government schemes heavily relied on finance from bilateral aid agreements or international development agency grants, with the exception of direct foreign investment, where the planning and upkeep of the infrastructure were done by the investors. The financing organisations started to demand that the schemes incorporate both the private sector and other pertinent players given the government's poor track record of handling commercial initiatives. This marked a significant change in the shifting project management from a top-down to a bottom-up strategy, enabling the rising role of important stakeholders. Governments continued to play a role in creating a framework for the projects with the implementation of relevant legislation, fiscal restrictions, visas, and other regulatory systems. This role was essential in enabling development since the private sector handled the majority of the management and implementation tactics. The evidence of growing government inefficiency was what prompted international funding organisations to become more interventionist and to demand on private sector involvement in tourist policy, planning, and implementation techniques. Encourage more joint ventures between the public and commercial sectors was another strategic choice. Although most developing nations today adopt this strategy, it is evidently not adopted in countries with centrally planned economies like China, Vietnam, Laos, and Cuba.

International visitor arrivals have been increasing since 1950 at a rate of 4% annually, according to statistics from the UNWTO (2019), although at a much higher rate in other regions, such as South East Asia. Additionally, there has been a noticeable redistribution of these tourist flows over the past 70 years; while Europe continues to dominate, the arrivals data shows that the developing world now receives almost 35% of this flow. Tourists will continue to seek out novel encounters and locations in the developing nations as this trend continues. This will increase demand on the frequently limited tourism resources, resulting in a greater intensity of pressure than that felt in industrialised nations. Both sets of nations will have to review the carrying capacity criteria and switch from maximisation to optimization of demand. Governments will now have even more reason to collaborate with the business sector and other stakeholders. One rule might be that the government shouldn't carry out tasks that the private sector is capable and willing to perform. The qualifiers "able and willing" serve as a reminder that we must also take into account the country's current state of development and the resources that are accessible to the tourism industry. Because of the growing global population, rising per capita incomes, expanding middle classes, and apparent embrace of travel as a lifestyle choice, growth limits and capacity restrictions will become key policy challenges in the developing world (as examples, the expansion of domestic tourism demand to international travel in India and China). These international problems highlight the significance of thinking globally while acting locally. Contrarily, the deficiency of infrastructure that frequently hinders development in these nations could end up being a barrier to safeguard against undue outward demand in the next decades and support policies that lead to ethical and sustainable tourism.

Governments will continue to encourage the growth of tourism for the same primary reasons. These include contributions to government revenue, creation of jobs, and stimulation of regional growth (Airey, 2015). Given that economic objectives are more important than social and environmental issues, these priorities are not expected to shift. Although there is a lot of ongoing discussion regarding the negative social and environmental repercussions of tourism, these issues are still secondary to the need for economic growth and development. Dependence will continue to be a danger to the development of the sector due to the nature of tourism demand in emerging nations (Jenkins, 2020). However, the biggest doubt regarding tourism in poor nations may be the government instability and the calibre of political leadership that make the idea of sustainability a difficult aim.

2.10 Summary

This chapter of thesis presents literature review on host community residents' attitudes towards tourism development involving the concepts of community attachment and tourists contact. Also, the literature review pertaining to Social Exchange Theory and Integrated Threat Theory incorporating Contact Hypothesis is also presented in the chapter. The literature pertaining to Valley of Kashmir, the tourism development in the Valley and the role government plays in developing and promoting tourism is also provided in this chapter.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 Introduction

The 1st chapter of this research study introduces the research challenge, the study's aim, and the study's knowledge base. Chapter 2 provides a review of pertinent literature that serves as the foundation for this research study. This chapter (Chapter 3) explores into detail about the research study's methodology for empirically examining the research hypotheses. The first section starts with an explanation of the study topics and framework. The three hypotheses empirically investigated in this study are then presented. The second portion will go through the statistical method (structural equation modelling) that will be used in this research study.

The research design and survey instrument will be detailed in the third section. The research population, sample, and data collection strategy will be specified in detail. In this study, there is an explanation of how the constructs, as well as the variables of each construct, were chosen and operationalized. This section will describe the variables and scaling used to measure the constructs of the present research study. The next part discusses how the measuring scale and survey instrument were refined during the pretest procedures, including a discussion of the pretest sample, data collection, and findings. Finally, the difficulties of measurement scale reliability and validity will be addressed.

3.2 Research Framework

The present research study tested a proposed structural model (Figure 3.1) of resident attitudes towards tourism development in the Valley of Kashmir and the interplay of other constructs that affect community attachment, tourist contact and resident attitudes towards tourism development. Consequently, the proposed research questions were addressed. The research questions include examining the community attachment of the residents of Kashmir Valley, contact of local resident with the tourist and the local residents' attitudes towards the development of tourism in the Valley of Kashmir.

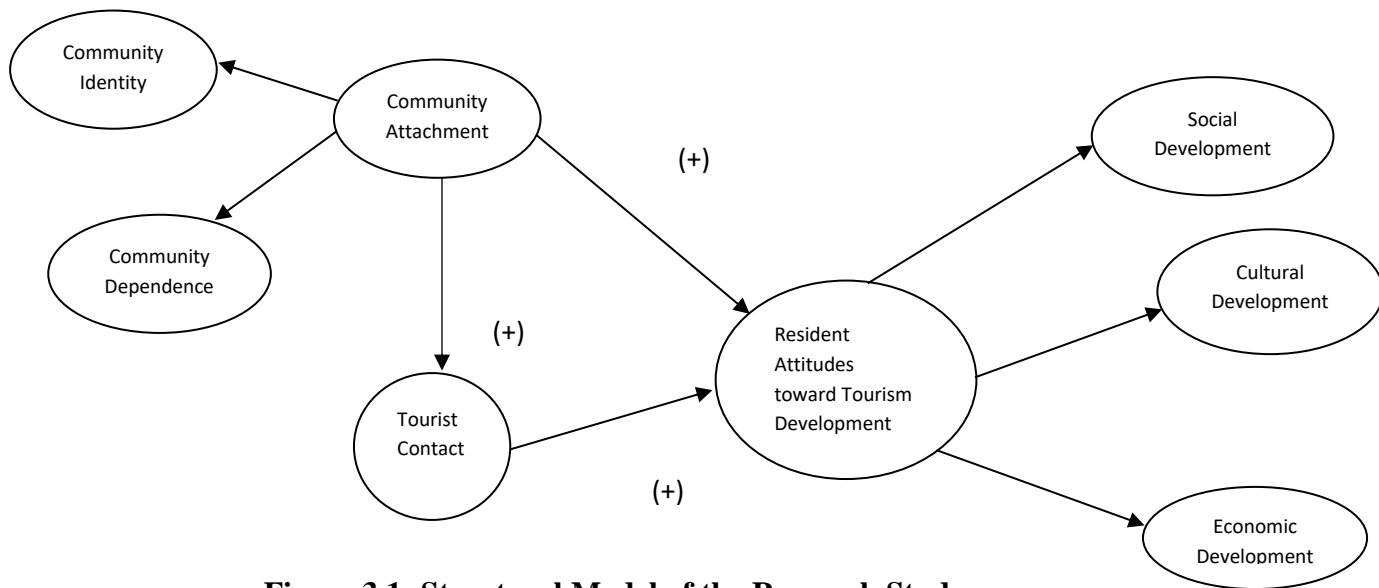


Figure 3.1: Structural Model of the Research Study

To meet the research study objectives, a thorough evaluation of the existing relevant literature was conducted, and then a theoretical structural model was built that integrates principles from the domains of tourism, planning, and development. The main constructs in this research study include community attachment, tourist contact, and the resident attitudes towards tourism development as shown in Figure 3.1.

Because the engagement and involvement of host community is vital in tourism planning and decision-making, their perspectives and attitudes about tourism are a critical source of success in tourism development (Malik et al., 2023). Several elements, according to the tourism literature, are likely to influence resident attitudes towards tourism development. For example, if the residents of a community have a favourable impression of the benefits of tourism development, they are more inclined to support tourism development (Malik et al., 2023). They are more inclined to support tourism development if the exchange of resources are benefiting them directly or indirectly. Furthermore, residents that have a strong attachment to their community are more inclined to support tourism development (Malik et al., 2023).

A review of the available literature provides support for the suggested model, which displays the interaction of factors that are anticipated to directly and indirectly influence attitudes of residents towards tourism development in the Valley of Kashmir. As a result of the literature review, theoretical structural relationships between the constructs were constructed, as shown in Figure 3.1. This structural model describes the logical flow of the interplay of elements that influence community attachment, tourist contact and resident attitudes towards

tourism development in the Valley of Kashmir. Each arrow at the end of a line represents a sequential relationship between constructs. The relationship between the constructs is specified by the direction of the arrows. Furthermore, each linkage implicitly represents a hypothesis that was empirically tested in this study by measuring the degree of the relationship. It is also assumed that the two independent or exogenous constructs: community attachment and tourist contact are unrelated.

The ultimate dependent or endogenous construct in this structural model is the resident attitudes towards tourism development. Two constructs are assumed to have an indirect impact on it: 1) community attachment, and 2) tourist contact. The indirect impact of these two constructs on resident attitudes towards tourism development will depend on how they alter cultural, social, and economic development preferences of residents for tourism. The entire effect on resident attitudes towards tourism development includes both direct and indirect effects.

As a result, the structural model used in this research work was empirically tested in terms of detecting structural relationships between exogenous and endogenous constructs. The structural model specifically investigated the effects of the exogenous constructs of community attachment and tourist contact on the resident attitudes towards tourism development in the Valley of Kashmir. Furthermore, the structural model empirically investigated the effects of community identity, community dependence, social, cultural, and economic development of tourism on the resident attitudes towards tourism. The following section will detail the research hypothesis for this study.

3.3 Research Hypothesis

Three hypotheses were proposed, and a structural model was tested, to determine how the resident attitudes towards tourism development in the Valley of Kashmir are affected. The main constructs of the present research study include: community attachment and tourist contact. As a result, the three hypotheses are as follows:

H1: Community Attachment has a positive impact on the resident attitudes toward tourism development.

H2: Community Attachment has a positive impact on the tourist contact.

H3: Tourist Contact has a positive impact on the resident attitudes toward tourism development.

3.4 Research Design

3.4.1 Study Population

The population can be defined as the total group under study as indicated by the objectives of the present research study (Pedhazur & Schmelkin, 1991). Considering the objectives of the present research study, the population of this research study were the residents of three popular tourist destinations (Gulmarag, Pahalgam, and Srinagar). Considering the role of government in tourism development, the tourism authorities, local tourism agencies, tourism related associations and councils, tourism planning and development companies, tourism related professional, and tourist related information centres are all part of the target population (Malik, Basheer, & Singh, 2023).

3.4.2 Sampling

Sampling is a process that uses a small subset of a population to draw conclusions about the entire population (Pedhazur & Schmelkin, 1991; Zikmund, 1997). Sampling is a critical approach for boosting the validity of acquired data and ensuring that the sample is representative of the community. The sample (residents of the Kashmir Valley) for this research study was drawn from the selected sampling frame using a combination of cluster and convenience sampling. First, the valley was divided into three districts based on the level of tourism development. The sampling technique calls for three stages of sampling. The first stage units were towns important from the tourism perspective, the second stage units were tourist destinations in the selected towns or connected to the selected town, and the third stage were residents and tourism development agencies and authorities within a tourist destination.

3.4.3 Sample Size

Structural Equation Modeling (SEM) was used in this study to test the proposed structural model and hypotheses. The sample size should be addressed because the number of observations is a vital issue for any statistical analysis and its assumption testing, as well as a critical aspect in determining the extent to which the processes of the currently existing model evaluation can be accurate.

In general, there is no exact correct sample size, and larger samples are always preferable. Nonetheless, it is indicated in SEM that a minimum ratio of at least 5 respondents for each estimated parameter is acceptable (Hatcher, 1994), and that a ratio of 10 respondents per parameter is preferable (Hair et al., 1995; Malik et al., 2023). However, several factors

influence sample size needs, including model misspecification, model size, deviations from normality, and estimate process (Hair et al., 1995). For example, if the data violates multivariate normality, the ratio of respondents to parameters should increase to 15 respondents for each parameter. As a result, a sample size of 200 is recommended for maximum likelihood estimation (MLE), the most popular estimation approach.

More specifically, because the acceptable level of the final model in SEM is evaluated based on the fit indices, sample size is determined based on past study results and suggestions. Many studies have found a relationship between sample size and model fit indices, including incremental and absolute fit indices (Anderson & Gerbing, 1984; Bollen, 1989; Hu & Bentler, 1995). As a result, when the latent constructs are independent, the model and number of fit indices such as GFI, AGFI, NNFI, CFI (or BFI), and CN are generally and consistently stable across the MLE approach at a sample size of 250 or more.

As a result, if a usable sample size of 300 or larger is achieved using SEM to meet the study's objectives, the solution for the final structural model will be acceptable. As a result, the minimum viable sample size for this investigation was 300. Yet, it is frequently discovered that the response rate in a mail survey approach is poor, posing the potential challenge of generalising the data. Depending on the study design, sample, and study venue, the response rate typically ranges between 10% and 50%. The research studies on resident attitudes towards tourist development (Yoon, 1999; YOON et al., 2011) show that the response rate is less than 15%.

One of the few areas where scholars disagree is on sample size in Structured Equation Modeling (Bagozzi & Yi, 2012). Some academics argue that SEM analysis based on samples smaller than 200 should not be published unless the population from which the example is drawn is tiny (Barrett, 2007). Iacobucci (2010) urge a sample size of at least 50 and argue that the rule of thumb suggesting a sample size of more than 200 is overly simplistic. Guilford (1998) contend that 10 to 20 respondents for each parameter evaluation will yield an acceptable sample. Sample size is an important consideration in Structured Equation Modeling because it influences the reliability of parameter estimates, model fit, and statistical power. Statistically, a sample size of 400 respondents (384 to be exact) is necessary to estimate a parameter with an accuracy of 5% points and a level of confidence of 95%. According to several published research and review articles, the sample size for Structural Equation Modeling ranged from 151 to 400 (Nunkoo et al., 2013).

Accordingly, in order to obtain the sample size for the present research study, a self-administered questionnaire having the higher response rate (Stylidis & Terzidou, 2014) was distributed among the residents of three popular tourist destinations (Gulmarag, Pahalgam, and Srinagar). Hence, the desired sample size considering the objectives of the present research study was 520. Additionally, the questionnaire survey was distributed and collected from September, 2022 to January, 2023.

3.4.4 Data Collection

A self-administered survey method was used in this research study. Once the final measuring scales and questionnaire survey were prepared, the same was distributed among some of the local residents, particularly at the three main tourist destinations (Gulmarag, Pahalgam, and Srinagar). Nevertheless, before gathering the primary data for the study, a pilot study was undertaken to assess the measuring scales and survey questions for clarity and readability. The impacts of tourism on Kashmir Valley and the role of government in tourism development of Kashmir were examined based on the data obtained from secondary sources including (*research papers, reports, books, journals, newspapers, websites, etc*).

3.5 Exploratory Factor Analysis (EFA)

EFA assists researchers in structurally analysing the relationships between the many item statements employed in the scale. It produces a group of closely related elements that are grouped together and are referred to as factors (Hair et al., 2010; Hair et al., 2019a). These variables serve as a representation of a data set's latent constructs. What approach to use for factor extraction and what strategy to use for factor rotation are two crucial considerations during the EFA process (Hair et al., 2010; Hair et al., 2019a). Principal Component Analysis (PCA), which is helpful in identifying the lowest number of factors that would explain the maximum level of variance in the data set, is advised for the purpose of factor extraction (Hair et al., 2010; Hair et al., 2019a). Eigen values explain the amount of variance, and the factors with Eigen values more than 1.0 are often kept (Malhotra & Dash, 2015; Zikmund et al., 2016). The approach for factor rotation was another choice. Factor rotation is essentially a technique for regulating and controlling the factors to achieve a meaningful and understandable factor solution (Hair et al., 2010; Hair et al., 2019a). In contrast to non-rotated factor solutions, factor rotation helps minimise any uncertainties in a factor and improves the interpretation of the factor structure (Malhotra & Dash, 2015; Zikmund et al., 2016).

There are numerous ways to rotate factors, however many academics have typically endorsed Varimax rotation (Malhotra & Dash, 2015; Zikmund et al., 2016). In order to reduce the number of variables with high values from loading on a factor and improve the understanding of the factors, the axes of rotation are retained at right angles in the orthogonal factor rotation technique known as "varimax rotation" (Malhotra & Dash, 2015; Zikmund et al., 2016). For the purpose of factor rotation in the current investigation, Varimax rotation was used.

Table 3.1: KMO and Bartlett's Test

<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		.742
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	1721.916
	<i>df</i>	465
	<i>Sig.</i>	.000

The next stage was to evaluate the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy to see if the sample for the pilot study was adequate. The samples with high KMO values, or those with values between 0.5 and 1.0, are thought to be more suitable (Malhotra & Dash, 2015; Zikmund et al., 2016). For the current study, the KMO value was found to be within the acceptable range as shown in Table 3.1. Bartlett's Test of Sphericity (BTS) was performed to analyse the correlation between the variables, and the significant BTS values (0.005) revealed that the variables were not strongly associated (Malhotra & Dash, 2015; Zikmund et al., 2016). The components that did not contribute to the factor structure were then removed. The importance of factor loadings and communality determines whether to keep or remove an item from the scale.

Table 3.2: Communalities

<i>S.no</i>	<i>Construct</i>	<i>Item code</i>	<i>Statement</i>	<i>Initial</i>	<i>Extraction</i>
<i>1.</i>	<i>Community</i>	<i>CI_1</i>	This community is very special to me.	<i>1.000</i>	<i>.743</i>
		<i>CI_2</i>	I identify living with this community.	<i>1.000</i>	<i>.714</i>
		<i>CI_4</i>	I am attached to this community.	<i>1.000</i>	<i>.690</i>

	<i>Identity</i>	<i>CI_5</i>	Living in this community says a lot about who I am.	<i>1.000</i>	<i>.803</i>
		<i>CI_6</i>	This community means a lot to me.	<i>1.000</i>	<i>.642</i>
2.	<i>Community Dependence</i>	<i>CD_1</i>	No other community can compare to my community.	<i>1.000</i>	<i>.573</i>
		<i>CD_2</i>	Doing what I do in my community is more important than doing it in other communities.	<i>1.000</i>	<i>.751</i>
		<i>CD_4</i>	For the recreation activities that I enjoy most, the settings and facilities provided here in my community are the best.	<i>1.000</i>	<i>.613</i>
		<i>CD_5</i>	I prefer my community over other settings/ facilities for the recreational activities I enjoy most.	<i>1.000</i>	<i>.577</i>
		<i>CD_7</i>	I enjoy visiting various sites of my community more than any other sites	<i>1.000</i>	<i>.701</i>
3.	<i>Tourist Contact</i>	<i>TC_1</i>	To invite tourists to my own home.	<i>1.000</i>	<i>.664</i>
		<i>TC_2</i>	To attend a special event together.	<i>1.000</i>	<i>.719</i>
		<i>TC_3</i>	To share facilities.	<i>1.000</i>	<i>.777</i>
		<i>TC_4</i>	To take part in family celebrations and parties.	<i>1.000</i>	<i>.693</i>
		<i>TC_7</i>	To be friends.	<i>1.000</i>	<i>.783</i>
4.	<i>Economic Development</i>	<i>EDV_1</i>	Tourism activities Upsurge employment opportunities.	<i>1.000</i>	<i>.572</i>
		<i>EDV_2</i>	Tourism activities Intensify the revenues from visitors for local governments.	<i>1.000</i>	<i>.623</i>
		<i>EDV_3</i>	Tourism events Increase business for local people and small businesses.	<i>1.000</i>	<i>.650</i>

		<i>EDV_4</i>	The tourism industry provides many worthwhile job opportunities for community residents.	<i>1.000</i>	<i>.666</i>
		<i>EDV_5</i>	Increasing the number of tourists to a community improves the local economy.	<i>1.000</i>	<i>.537</i>
5.	<i>Cultural Development</i>	<i>CDV_1</i>	Tourism activities provide an incentive for the preservation of local culture	<i>1.000</i>	<i>.755</i>
		<i>CDV_2</i>	Tourism encourages a variety of cultural activities by local residents	<i>1.000</i>	<i>.788</i>
		<i>CDV_3</i>	Tourism encourages a wide variety of cultural activities such as crafts, art, and music in the community.	<i>1.000</i>	<i>.703</i>
		<i>CDV_4</i>	Tourism helps preserve the cultural identity of my community.	<i>1.000</i>	<i>.725</i>
		<i>CDV_5</i>	Tourism improves understanding and image of my community or culture	<i>1.000</i>	<i>.520</i>
6.	<i>Social Development</i>	<i>SDV_1</i>	Tourism activities Increase opportunities for leisure and tourism	<i>1.000</i>	<i>.517</i>
		<i>SDV_2</i>	Tourism activities Improve the conditions of roads and other public facilities	<i>1.000</i>	<i>.670</i>
		<i>SDV_3</i>	Tourism development increases the quality of life in an area.	<i>1.000</i>	<i>.606</i>
		<i>SDV_4</i>	The quality of public service in my community has improved due to tourism.	<i>1.000</i>	<i>.568</i>
		<i>SDV_5</i>	Tourism development improves appearance of an area.	<i>1.000</i>	<i>.781</i>
		<i>SDV_6</i>	The quality of public service in my community has improved due to tourism	<i>1.000</i>	<i>.756</i>
<i>Extraction Method: Principal Component Analysis.</i>					

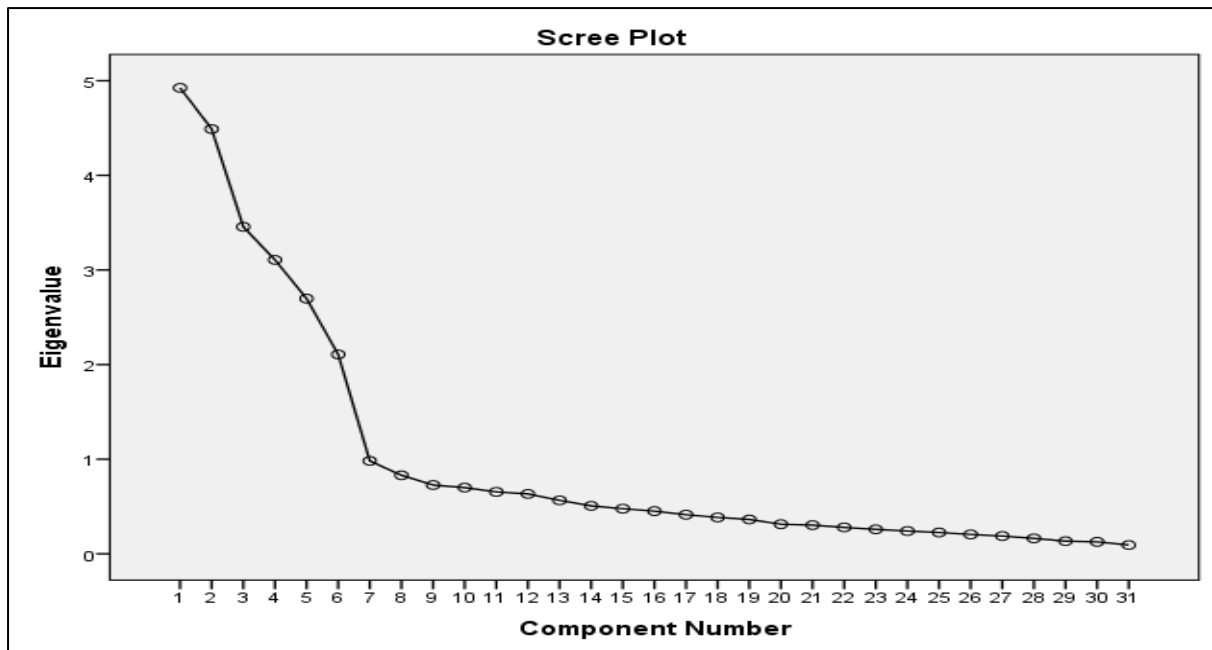
It has been advised that the value of each item should be more than 0.5 (Table 3.2) for communality, which is defined as the variance of a variable in relation to other variables on the scale. Eigen values explain the amount of variance, and the factors with Eigen values more than 1.0 are often kept (Malhotra & Dash, 2015; Zikmund et al., 2016). Thus, six constructs were identified based on eigen value exceeding the threshold level of 1.0 (Table 3.3 and Figure 3.2). Similarly, the total variance explained by the scale was found to be 67.03% as shown in Table 3.3.

Table 3.3: Total Variance Explained

<i>Component</i>	<i>Initial Eigenvalues</i>			<i>Extraction Sums of Squared Loadings</i>			<i>Rotation Sums of Squared Loadings</i>		
	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>
1	4.924	15.885	15.885	4.924	15.885	15.885	3.718	11.995	11.995
2	4.489	14.481	30.366	4.489	14.481	30.366	3.611	11.650	23.644
3	3.456	11.148	41.515	3.456	11.148	41.515	3.522	11.362	35.007
4	3.106	10.021	51.535	3.106	10.021	51.535	3.451	11.134	46.141
5	2.697	8.700	60.236	2.697	8.700	60.236	3.253	10.493	56.634
6	2.107	6.797	67.033	2.107	6.797	67.033	3.224	10.399	67.033
7	.982	3.169	70.202						
8	.830	2.678	72.879						
9	.727	2.345	75.224						
10	.700	2.258	77.482						
11	.655	2.112	79.594						
12	.633	2.043	81.637						
13	.565	1.824	83.460						
14	.507	1.635	85.095						

15	.477	1.539	86.633						
16	.451	1.455	88.089						
17	.414	1.335	89.423						
18	.385	1.241	90.664						
19	.363	1.172	91.836						
20	.313	1.009	92.846						
21	.303	.979	93.824						
22	.279	.900	94.724						
23	.259	.835	95.559						
<i>Extraction Method: Principal Component Analysis.</i>									

Figure 3.2: Scree Plot



Similarly, Factor loading values show the relationship between the items and newly-emerging factors following PCA (Hair et al., 2010, 2019b). Additionally, things with low factor loadings (less than 0.5) or items that cross load have been advised to be dropped by researchers (Hair et al., 2010, 2019b). As a result, the pilot study adhered to the advice of earlier

researchers, and only the items with factor loading values more than 0.50 were kept for further examination. The scale was refined over a series of revisions, resulting in a scale of 31 items. The results of EFA factor rotation have been summarized in Table 3.4. It can be observed that one of the scale items was deleted from the 6-item scale Community Identity (CI); the scale for Community Dependence (CD) got reduced to five items from seven items; two item statement was deleted from the 7-item scale for Tourist Contact (TC); the scale for Economic Development (ED) retained to a 5-item scale; one item was deleted from the 5-item scale for Cultural Development (CD) and no item was deleted from the 6-item scale of Social Development (SD) construct. The scale items for all the retained variables had acceptable value of Bartlett's Test of Sphericity (BTS) i.e. <0.05 and KMO value was also within acceptable range (>0.6) for all the retained variables. The KMO measure of item sampling adequacy was 0.742 (that is >0.6), showing sufficient inter-correlations of Bartlett's Test of Sphericity, which was determined to be significant (chi-square value =1721.916, degree of freedom of 465, $p<.000$) (Malhotra & Dash, 2015; Zikmund et al., 2016). Besides the scale explained 67.03 % of total variance.

Table 3.4: Rotated Component Matrix

<i>S.no</i>	<i>Construct</i>	<i>Item Code</i>	<i>Component</i>					
			<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
<i>1</i>	<i>Social Development</i>	<i>SDV_5</i>	.874					
		<i>SDV_6</i>	.852					
		<i>SDV_2</i>	.799					
		<i>SDV_3</i>	.770					
		<i>SDV_4</i>	.711					
		<i>SDV_1</i>	.588					
<i>2</i>	<i>Community Identity</i>	<i>CI_5</i>		.876				
		<i>CI_1</i>		.838				
		<i>CI_4</i>		.810				
		<i>CI_2</i>		.796				

		<i>CI_6</i>		<i>.781</i>					
3	<i>Cultural Development</i>	<i>CDV_2</i>			<i>.878</i>				
		<i>CDV_1</i>			<i>.838</i>				
		<i>CDV_3</i>			<i>.828</i>				
		<i>CDV_4</i>			<i>.824</i>				
		<i>CDV_5</i>			<i>.691</i>				
4	<i>Tourist Contact</i>	<i>TC_7</i>				<i>.859</i>			
		<i>TC_3</i>				<i>.848</i>			
		<i>TC_2</i>				<i>.815</i>			
		<i>TC_1</i>				<i>.768</i>			
		<i>TC_4</i>				<i>.765</i>			
5	<i>Community Dependence</i>	<i>CD_2</i>					<i>.832</i>		
		<i>CD_7</i>					<i>.811</i>		
		<i>CD_4</i>						<i>.767</i>	
		<i>CD_1</i>						<i>.733</i>	
		<i>CD_5</i>						<i>.722</i>	
6	<i>Economic Development</i>	<i>EDV_4</i>						<i>.808</i>	
		<i>EDV_3</i>						<i>.802</i>	
		<i>EDV_2</i>						<i>.782</i>	
		<i>EDV_1</i>						<i>.750</i>	
		<i>EDV_5</i>						<i>.711</i>	
<p><i>Extraction Method: Principal Component Analysis.</i></p> <p><i>Rotation Method: Varimax with Kaiser Normalization.</i></p>									

3.6 Reliability Analysis

The measurement of consistency in findings across time is known as reliability (Malhotra & Dash, 2015; Zikmund et al., 2016). In other terms, it refers to how consistently a scale generates findings or how stable its measurement is (Malhotra & Dash, 2015; Zikmund et al., 2016). Reliability can be defined as "the consistency of results, the stability of a measurement, and the similarity of measurements" (Nunnally, 1978). The most crucial aspect of reliability is thought to be internal consistency, or an item's ability to correlate with other items on the same scale. The value of Cronbach's Alpha, which is represented as the mean score of all the likely split-half coefficients that come from the splitting of the scale items in different ways, is the most popular technique for evaluating the internal consistency of a scale (Churchill, 1979; Hair, 2006; Leedy & Ormrod, 2010). The mean value (Cronbach's Alpha) is high if the scale items are highly correlated and vice versa (J. F. Hair et al., 2010, 2019b). With a Cronbach's reliability coefficient of 0.894 (>0.6), the overall scale produced was deemed to be reliable (Churchill, 1979; Hair, 2006; Leedy & Ormrod, 2010). The reliability coefficient ranged from 0.837 to 0.892 for each individual construct as shown in Table 3.5.

Table 3.5: Reliability Analysis

<i>S.no</i>	<i>Variables</i>	<i>Cronbach alpha</i>
1	<i>Community Identity</i>	0.892
2	<i>Community Dependence</i>	0.850
3	<i>Tourist Contact</i>	0.877
4	<i>Economic Development</i>	0.837
5	<i>Cultural Development</i>	0.880
6	<i>Social Development</i>	0.854

3.7 Data Screening

To ensure the data's completeness, consistency, and dependability, it was edited for legibility, consistency, mistakes, and omissions before moving on. Editing, coding, missing

data & outliers, and checking for normality were required to make it eligible for final analysis in the SPSS software.

3.7.1 Missing Data

Missing values are common in research surveys, and they shouldn't be disregarded, particularly if they happen to a responder more than 10% of the time. It has been suggested that missing values should be replaced with the construct's mean value when they account for less than 10% of the data (Hair et al., 2010). There were a few instances of missing values in the current study, but none of these instances had more than 10% missing values. Therefore, following the advice of (Field, 2013; Hair et al., 2010), all missing values were replaced with mean scores.

3.7.2 Outliers

Data values known as outliers often deviate from other normal values (Hair et al., 2010). In other words, outliers are values that are distinct from the other values in a data set and have their own set of characteristics (Hair et al., 2010). Outliers in a data collection are typically variables with extremely high or low values or strange combinations of values that differ from other values. A box plot (Figure 3.3) for outliers was checked for all the variables in the current study, and it showed some incredibly high or low values that would indicate the presence of outliers.

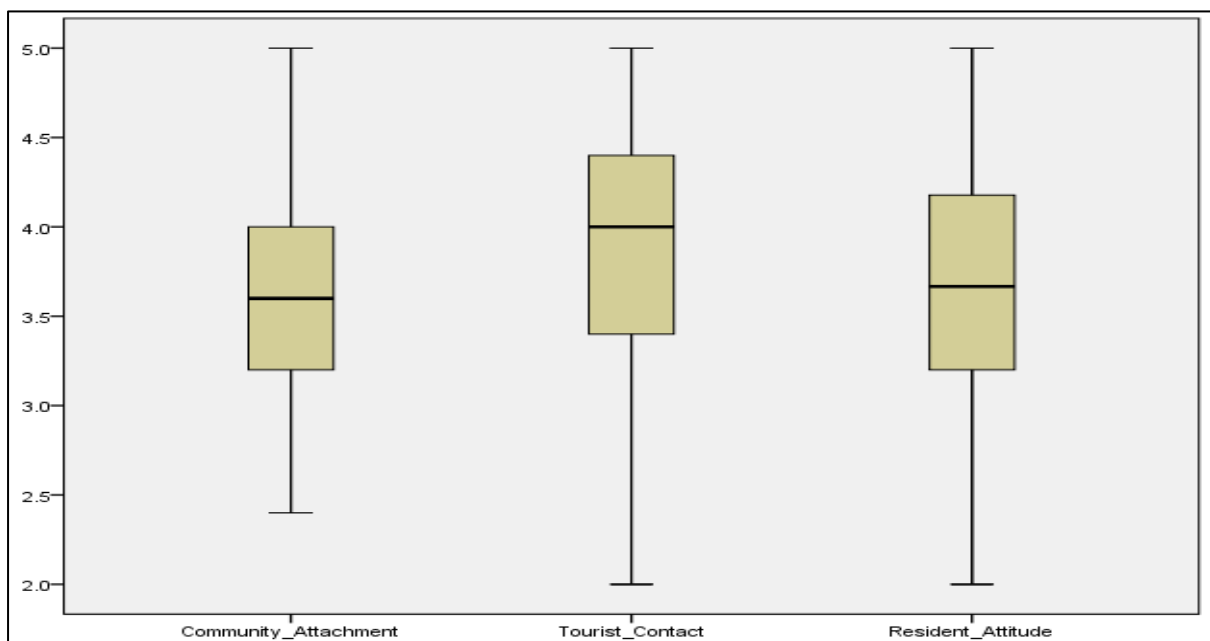


Figure 3.3: Box Plots

Around, 20 cases of extremely high and low values were detected using the box plot technique. These kinds of extreme responses are problematic for data analysis as they produce biased results. All of the 20 cases were deleted as per the recommendations of the earlier researchers (Field, 2013; Malhotra et al., 2012; Uddin & Khan, 2016). The clear representation of data is shown (Figure 3.3). To assess the multivariate normality of various constructs of interest, Mahalanobis D^2 index of normality has been employed through statistical software AMOS 23. Mahalanobis D^2 is a multidimensional version of a z-score. If D^2 is greater than χ^2 , that is a clear case for the existence of non-normality among data and so the outliers identified should be deleted (AL-Majali & Mat, 1970). It measures the distance of a case from the centroid (multidimensional mean) of a distribution, at a given covariance (multidimensional variance) and reflect outliers (Tabachnick & Fidell, 2019). Thus, the multivariate normality of various constructs of interest was found satisfactory and no major problem was identified.

3.7.3 Normality

Given that excessive data variance may impede numerous statistical tests, normality is one of the fundamental requirements in multivariate analysis. It is determined for each variable and corresponds to the normal distribution of the dataset. It is the symmetrical and asymmetrical distribution of data (Hair et al., 2010). Measures of skewness and kurtosis statistics help to describe the form and distribution of data by identifying the normalcy of a dataset. The asymmetry of the data's dispersion is measured by skewness (Field, 2013). To put it another way, skewness indicates that the data was not regularly distributed and was instead concentrated (skewed) at one of the extremes. Positively skewed data are those that are concentrated more on the right side of the normal distribution, and negatively skewed data are those that are concentrated more on the left side (Hair et al., 2010). Skewness may be reduced by deleting a few notable outliers, however as was previously noted (Malik, Basheer, Gul, et al., 2023), the data under review did not have any strong theoretical support for the removal of the outliers. As a result, only Kurtosis was used in the current investigation to check the data's normality. Kurtosis is a metric for how crowded a central point is within the collected data (Hair et al., 2010). When skewness or kurtosis are absent in a distribution, it means that their respective values are zero (Field, 2013; Malhotra, 2008). However, skewness and kurtosis values between -2 and +2 are considered acceptable in psychometric analysis. According to

Table 3.6, all of the variables' skewness and kurtosis values for the data gathered for this study were deemed to be within acceptable bounds.

Table 3.6: Skewness and Kurtosis

<i>Constructs</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Skewness</i>	<i>Kurtosis</i>
<i>Community Attachment</i>	3.65	.614	.400	-.495
<i>Tourist Contact</i>	3.82	.913	-.567	-.437
<i>Resident Attitude</i>	3.69	.715	-.132	-.431

Q-Q Plot Method

The normality of the data for the present study was also checked graphically using Q-Q plots. The expected values are represented by a straight diagonal line, whereas the observed values are plotted as individual points. The observed values (the dots on the chart) for the present study fall exactly along the straight line (meaning that the observed values are the same as expected to get from a normally distributed data set) (Field, 2013; Malhotra et al., 2012; Uddin & Khan, 2016). The Q-Q plots for the independent variables are shown in figure (Figure 3.4).

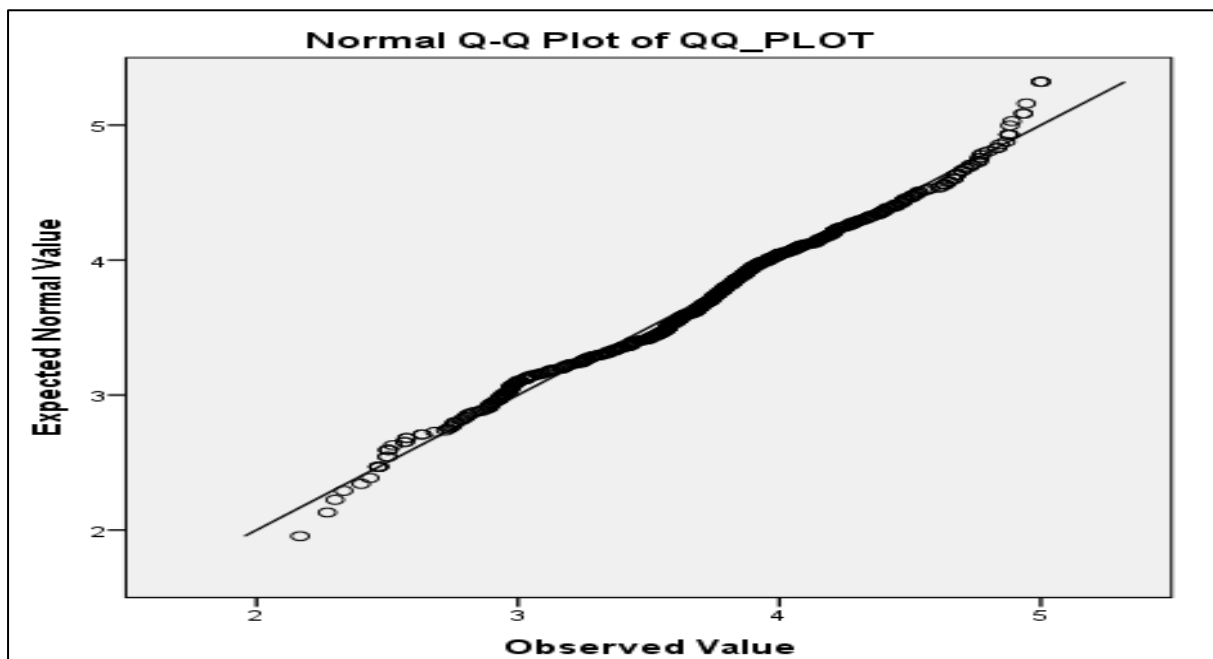


Figure 3.4: Q-Q Plot

3.7.4 Multicollinearity Analysis

To get rid of excessive inter-construct correlation, multicollinearity is also examined between all of the latent components. Utilizing the statistical programme SPSS, the variance inflation factor approach has been used to evaluate the multicollinearity of several constructs of interest. The inflation of variances for their parameters is measured by a variance inflation factor, and if the variance inflation factor is more than 10, multicollinearity is clearly present. $VIF=1/\text{tolerance}$; tolerances of 0.20 or 0.10 also signify multicollinearity problems (O'Brien, 2007). The variables' multicollinearity diagnosis is presented in Table 3.7. There is no problem with multicollinearity among the different variables because the tolerance is larger than 0.20 and the VIF is less than 5, respectively.

Table 3.7: Multicollinearity Analysis

<i>Sr. no</i>	<i>Factors</i>	<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	<i>VIF</i>
1	<i>Community Attachment</i>	.894	1.11
2	<i>Tourist Contact</i>	.894	1.11
<i>Dependent Variable: Resident Attitude (RA)</i>			

The same is also reflected in the correlation matrix of predictor variables given in Table 3.8 where it can be observed that none of the predictor variables is too highly correlated i.e. no correlation value is greater than 0.60 or 0.80 (Field, 2013).

Table 3.8: Correlation between Independent Variables

<i>Constructs</i>	<i>Correlation</i>	<i>Community Attachment</i>	<i>Tourist Contact</i>	<i>Resident Attitude</i>
<i>Community Attachment</i>	<i>Pearson Correlation</i>	<i>1</i>		
	<i>Sig. (2-tailed)</i>	<i>.000</i>		
<i>Tourist Contact</i>	<i>Pearson Correlation</i>	<i>.326**</i>	<i>1</i>	
	<i>Sig. (2-tailed)</i>	<i>.000</i>		
<i>Resident Attitude</i>	<i>Pearson Correlation</i>	<i>.390**</i>	<i>.483**</i>	<i>1</i>
	<i>Sig. (2-tailed)</i>	<i>.000</i>	<i>.000</i>	

****.** *Correlation is significant at the 0.01 level (2-tailed).*

3.8 Tools for Data Analysis

The collected data was analysed using the two software tools viz. SPSS 20 and AMOS 20. The statistical tools employed for validating the study hypotheses were Structural Equation Modelling (SEM), Independent Samples t-Test, and Analysis of Variance (ANOVA) (Malik et al., 2023).

3.8.1 Structural Equation Modelling (SEM)

After adding a collection of variables into an integrated research model, the statistical approach known as structural equation modelling (SEM) is used to estimate various dependence connections among the variables (Malhotra & Dash, 2015). In SEM, a variable or factor is a concealed idea that can be theoretically represented but cannot be immediately assessed with the highest degree of accuracy (Hair et al., 2010; Malhotra & Dash, 2015). In actuality, the factor is typically approximated by observed variables or just the vast number of questionnaire items. Factor analysis and multiple regression analysis, two well-known multivariate techniques, serve as the SEM's foundation (Hair et al., 2010; Malhotra & Dash, 2015). The idea of a construct in SEM is comparable to the idea of a factor in Factor Analysis (Hair et al., 2010; Malhotra & Dash, 2015). Similar to how the construct in SEM is generated, the factors in factor analysis are also determined indirectly from the observed variables (items in the questionnaire). Similar to multiple regression analysis, SEM also examines the structure of relationships expressed as a set of equations (Hair et al., 2010; Malhotra & Dash, 2015). However, (Malhotra & Dash, 2015) argued that SEM differs from other methodologies multivariate analysis in certain key ways. These features are:

- SEM represents the constructs as unobserved or latent factors in a dependent relationship.
- It helps in the estimation of multiple and interrelated relationships by incorporating them into an integrated model.
- SEM also clearly explains the measurement errors which occur when the respondents are uncertain of the researcher intentions and they are unsure of how to respond to certain question.
- SEM also better explains the covariance among the observed variables.

The fitness of SEM model is estimated by comparing the covariance amongst the constructs (Hair et al., 2010). The Structural Equation Modelling includes two models- the measurement model and the structural model (Hair et al., 2010; Malhotra & Dash, 2015). The measurement model symbolizes the theoretical background that states the observed variables for every construct and supports the evaluation of construct validity (Malhotra & Dash, 2015). The various steps involved in SEM are shown in Figure 4.2. The measurement model uses Confirmatory Factor Analysis (CFA) where the researcher lays down the variables describing each construct. CFA enables the researcher in validating the relationship between observed variables and the latent constructs. The second model is the structural model which shows the interrelationship, if any, among the latent constructs (Malhotra & Dash, 2015).

3.8.2 Independent Samples t-Test and Analysis of Variance (ANOVA)

Independent samples t-Test, which is a test based on the t-distribution, has been recommended to be the most suitable statistical method for determining the significant differences between the means of any two samples (Field, 2013). There are various t-Test types for validating hypotheses. In order to find significant differences across demographic characteristics, the researcher used an independent samples t-Test, which can be used with one sample, two independent samples, or paired samples (Malhotra & Dash, 2015). A statistical method called analysis of variance (ANOVA) is used to examine differences, if any, between the means of more than two sets of any sample (Malhotra & Dash, 2015). The method of analysing the hypothesis for a single factor is known as one-way ANOVA. It usually involves five steps: identifying the variables (both independent and dependent), dividing up the total variance, measuring the effects, determining significance, and finally, interpreting the findings (Malhotra & Dash, 2015). One-way ANOVA was employed in the current study to define the differences between distinct income categories.

Prior to performing these tests, it is essential to assess the homogeneity of variance using Levene's test for equality of variances. The numbers under "equal variance assumed" should be utilised for analysis if it is not significant with $p > 0.5$; otherwise, the data under "equal variances not assumed" should be used (Hair et al., 2010). It is crucial to have homogeneous variances when comparing two or more groups since an absence of homogeneity could lead to results that are invalid due to an increase in Type I error (Field, 2013). Wherever necessary, homogeneity of variance was addressed in the current investigation.

3.9 Summary

The present study is cross-sectional in nature which employed descriptive form of research design. The questionnaire developed for the final analysis comprised 31 items related to six dimensions. The scale items were taken from well-respected tourism-related research studies. Six factors— Community Identity (CI), Community Dependence (CD), Tourist Contact (TC), Economic Development (ED), Cultural Development (CD) and Social Development (SD) construct. —were combined to create a 31-item scale as a result of the pilot study. The resulting 31-item questionnaire was used to collect information from respondents who were residents at the different tourist destinations in the Valley of Kashmir. Data from 600 respondents in total were collected through purposive sampling. However, only 520 responses were determined to be usable for the final study following data screening. For confirming the suggested model and examining the research hypotheses, the researcher in the current study used statistical tools like Structural Equation Modelling (SEM), Independent Samples t-Test, and Analysis of Variance (ANOVA). The following chapter has discussion of the final analysis's results.

CHAPTER-4

DATA ANALYSIS AND RESULTS

4.1 Introduction

In the previous chapters, the research framework, sampling methodology, data collection procedure, scale refinement, and validation of the model have been discussed. The present chapter presents data analysis and the results of the study. Firstly, the chapter presents the demographics statistics of the respondents of the study. Secondly, the chapter discusses the descriptive results of the variables of the model used in the study. Further, the results of SEM, including the measurement as well as structural models have been discussed. The last section of the chapter presents an analysis of the data in terms of demographic factors using tools like t-Test and ANOVA. The chapter concludes with a summary of the chapter.

4.2 Demographic Profile of Respondents

The demographic profile of the final sample comprising of 520 respondents is presented in Table 4.1. The demographic variables about the sample studied were gender, age, education, monthly family income, and nearest tourist destination (Malik et al., 2023). The resident living within the surrounding of tourist destinations were respondents for the present study.

Table 4.1: Demographic Profile of Respondents

<i>Characteristics</i>	<i>Frequency</i>	<i>%age</i>
<i>Gender</i>		
<i>Male</i>	286	55.0
<i>Female</i>	234	45.0
<i>Age</i>		
<i><30 Years</i>	130	25.0
<i>31-50 Years</i>	263	50.6
<i>>50 Years</i>	127	24.4
<i>Education</i>		
<i>Undergraduate</i>	156	30.0
<i>Graduate</i>	268	51.5

<i>Post Graduate</i>	96	18.5
<i>Monthly Family Income</i>		
<i><2 Lakh</i>	142	27.3
<i>2-4 lakh</i>	178	34.2
<i>4-6 Lakh</i>	134	25.8
<i>>6 Lakh</i>	66	12.7
<i>Nearest Tourist Attraction</i>		
<i>up to 5km</i>	286	55.0
<i>6-10 km</i>	143	27.5
<i>11-20 km</i>	63	12.1
<i>Above 20km</i>	28	5.4

4.2.1 Gender

The data collected for the present study comprised ~286 male respondents and ~234 female respondents as shown in Table 4.1. Figure 4.1 shows the percentage distribution of respondents. The highest percentage score was noted for male respondents in the present study.

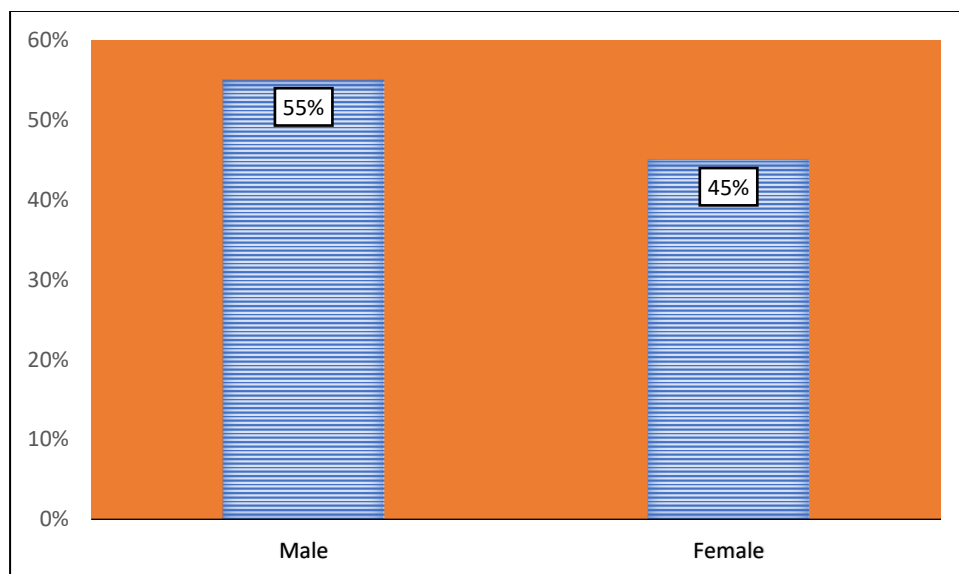


Figure 4.1: Gender

4.2.2 Age

The age-wise distribution of respondents involved in the present study is shown in Table 4.1. It shows that the majority of the respondents are in the age group of ~31-50 years,

which constitutes 263 of the total respondents. Respondents in the age group of <30 years consist of 130 respondents, and 127 of respondents belong to the >50 years age group. Figure 4.2 reveals the percentage score distribution about the age of respondents.

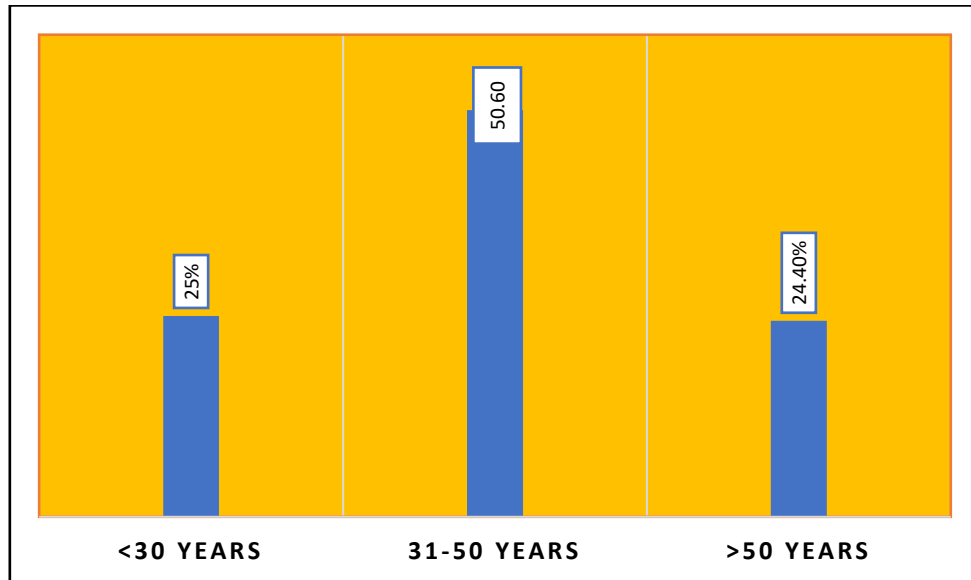


Figure 4.2: Age

4.2.3 Education

For the present study, the respondents having under graduation, graduation, and post-graduation as qualification were selected to achieve primary data related to the variables of the present study. As shown in Table 4.1, the number of respondents having qualification as under graduation was ~156 residents, the number of respondents having qualification as graduation was found ~268 students. The number of respondents having qualification as post-graduation was found ~96. Figure 4.3, highlights that the percentage distribution of education about respondents. The highest percentage score was reported for graduation in the present study.

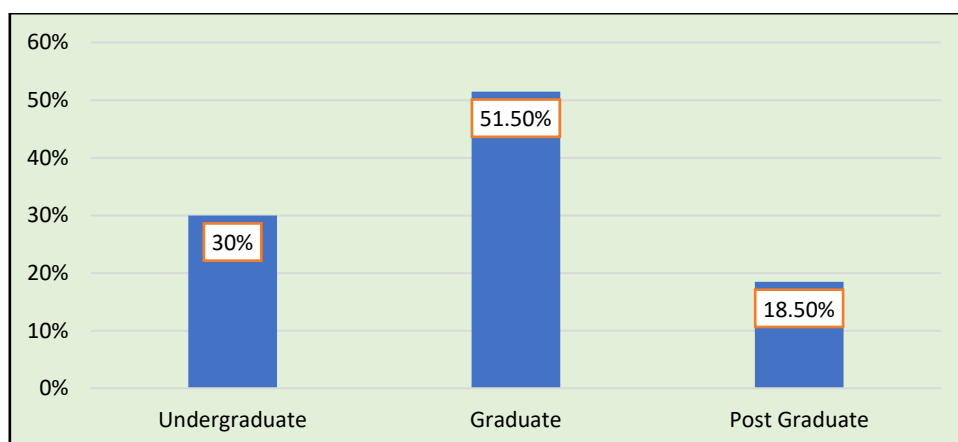


Figure 4.3: Education

4.2.4 Family Income

As far as the income of respondents is concerned, it is found that ~142 of the respondents have income less than 2 Lakh INR. ~178 of respondents have an income in between 2-4 Lakh INR; while ~134 respondents have an income of 4-6 Lakh INR and ~66 respondents have an income of >6 Lakh INR as shown in Table 4.1. The percentage distribution of income groups is shown in Figure 4.4. It is found that the maximum number of respondents belong to the income group in between 2-4 Lakh INR.

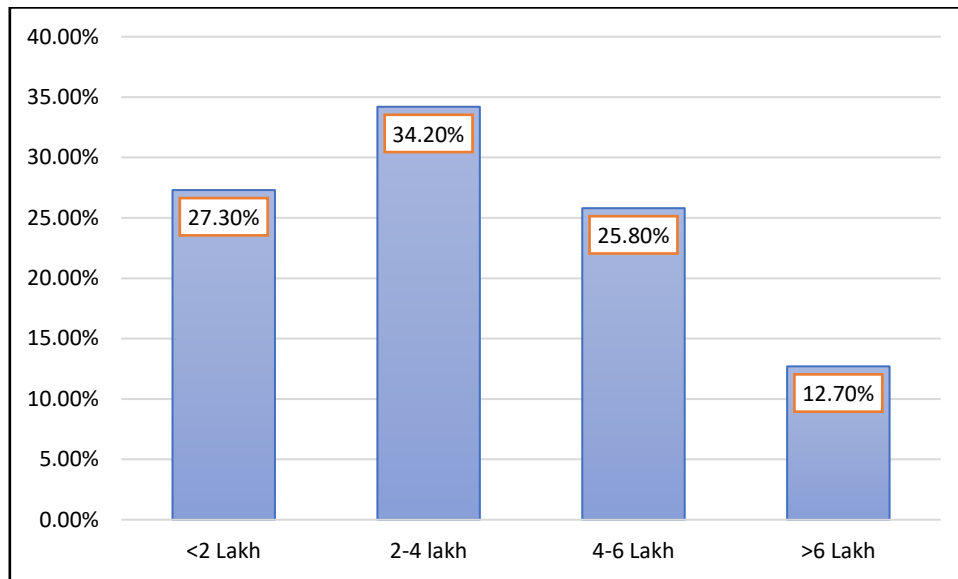


Figure 4.4: Family Income

4.2.5 Nearest Tourist Attraction

The data for the present study was collected distance-wise from residents situated near tourist destination in the UT of Jammu and Kashmir. The data was fairly collected from residents living in the surroundings of tourist destination of UT of Jammu and Kashmir. Table 4.1 shows the number of respondents living within the distance of 5km were ~286 respondents, while as the number of respondents living within the distance of 6-10km were found ~143 respondents. Similarly, the number of respondents living within the distance of 11-20km were found ~63 respondents and the number of respondents living within the distance of above 20km were found ~28 respondents.

4.3 Perception of Respondents about Community Attachment

The perception of respondents about the *Community Attachment* construct and its dimensions is provided in Table 4.2. A mean score of 3.65 or a percentage score of 73.0 per cent indicates that respondents have an above-average level of awareness about Community

Attachment. The standard deviation of .614 also supports that the results are reasonably trustworthy. The perception of respondents regarding the dimensions of Community Attachment also appears to be at an above-average level with mean scores of 3.59 and 3.72 reported for community identity and community dependence, respectively. Among the two dimensions of Community Attachment, the respondents have reported the highest mean score for Community Dependence followed by Community Identity, respectively.

Table 4.2: Perception of Respondents about Community Attachment

<i>Sl. No.</i>	<i>Dimension</i>	<i>Mean Score</i>	<i>Std. Deviation</i>	<i>%age of Mean Score*</i>	<i>Ranking</i>
1	<i>Community Identity</i>	3.59	.758	71.8	2 nd
2	<i>Community Dependence</i>	3.72	.790	74.4	1 st
<i>Community Attachment (Overall)</i>		3.65	.614	73.0	

(Researcher's Calculations) * Percentage score = (mean score/5) × 100

Note: Scoring Scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree.

The overall mean scores depict a favourable and positive perception of respondents concerning community attachment and its two dimensions.

4.4 Perception of Respondents about Tourist Contact

The perception of respondents about the *Tourist Contact* construct is provided in Table 4.3. A mean score of 3.82 or a percentage score of 76.4 per cent indicates that respondents have an above-average level of awareness about Tourist Contact. The standard deviation of .913 also supports that the results are reasonably trustworthy.

Table 4.3: Perception of Respondents about Tourist Contact

<i>Sl. No.</i>	<i>Dimension</i>	<i>Mean Score</i>	<i>Std. Deviation</i>	<i>%age of Mean Score*</i>
1	<i>Tourist Contact</i>	3.82	.913	76.4

(Researcher's Calculations) * Percentage score = (mean score/5) × 100

Note: Scoring Scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree.

The overall mean scores depict a favourable and positive perception of respondents concerning tourist contact.

4.5 Perception of Respondents about Resident Attitude

The perception of respondents about the *Resident Attitude* construct and its dimensions is provided in Table 4.4. A mean score of 3.69 or a percentage score of 73.8 per cent indicates that respondents have an above-average level of awareness about Resident Attitude. The standard deviation of .715 also supports that the results are reasonably trustworthy. The perception of consumers regarding the dimensions of Resident Attitude also appears to be at an above-average level with mean scores of 3.73, 3.68 and 3.65 reported for economic development, cultural development and social development, respectively. Among the three dimensions of Resident Attitude, the respondents have reported the highest mean score for economic development followed by cultural development, and social development respectively.

Table 4.4: Perception of Respondents about Resident Attitude

<i>Sl. No.</i>	<i>Dimension</i>	<i>Mean Score</i>	<i>Std. Deviation</i>	<i>%age of Mean Score*</i>	<i>Ranking</i>
1	<i>Economic Development</i>	3.73	.949	74.6	1 st
2	<i>Cultural Development</i>	3.68	.933	73.6	2 nd
3	<i>Social Development</i>	3.65	.928	73.0	3 rd
<i>Resident Attitude (Overall)</i>		3.69	.715	73.8	

*(Researcher's Calculations) * Percentage score = (mean score/5) × 100*

Note: Scoring Scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree.

The overall mean scores depict a favourable and positive perception of respondents concerning Resident Attitude and its three dimensions.

4.6 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) of the data is the foundation of the measurement model and aids in indicating whether the items are appropriate given the factor structure that is hypothesised (J. Hair et al., 2010). When using CFA, the researchers must specify the total number of factors and the number of items loading on each factor. The most popular method

used to conduct CFA is the maximum likelihood method since it enables researchers to determine population parameters from sample statistics (Hair et al., 2010). The researchers use CFA to fulfil two goals in particular. analysing the construct validity after first examining the measurement model's fitness. For evaluating the suitability of the measurement model, a number of model fit indices, including absolute, parsimonious, and incremental indices, have been proposed (Hair et al., 2010; Kline, 2023). The absolute fit indices are useful for assessing the measurement model's suitability based on the collected data directly (Bagozzi et al., 1991; Hair et al., 2010; Kline, 2023). Some of the most frequently used absolute indices are the chi-square test, normed chi-square (chisquare/df), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Standardized Root Mean Square Residual (SRMR), and Root Mean Square Error of Approximation (RMSEA) (Bagozzi et al., 1991; Hair et al., 2010; Kline, 2023). The incremental fit indices aid in better assessment of the model fit. The commonly employed incremental fit indices are the Normed Fit Index (NFI), Tucker Lewis Index (TLI), and Comparative Fit Index (CFI) (Bagozzi et al., 1991; Hair et al., 2010; Kline, 2023). The information provided by the parsimonious fit indices is useful for selecting the top model from a group of competing models (Hair et al., 2010). A popular parsimonious fit index is the Parsimony Normed Fit Index (PNFI) (Bagozzi et al., 1991; Hair et al., 2010; Kline, 2023). Researchers should always use one index from each of the incremental and absolute indexes (Hair et al., 2010). If competing models are being tested, the researcher should also consider one parsimony index along with the incremental and absolute index. Because they are least affected by the size of the sample used in the study, CFI and RMSEA are regarded as good indices (Hair et al., 2010). The Chi-square value and the degrees of freedom associated with it must be considered by the researchers (Bagozzi et al., 1991; Hair et al., 2010; Kline, 2023). Additionally, researchers have published normed chi-square values. The measurement model was explained in the current study using indices like chi-square, chi-square/df, AGFI, CFI, and RMSEA. Any value between 0.80 and 0.90 for the AGFI is regarded as good (Hu & Bentler, 1995; MacCallum et al., 1996; Tabachnick & Fidell, 2019); whereas for the RMSEA, any value below 0.5 is indicative of a good model fit; whereas a value in the range of 0.5-0.7 specifies moderate model fit and a value in excess of 0 is considered (Hu & Bentler, 1995; MacCallum et al., 1996; Tabachnick & Fidell, 2019).

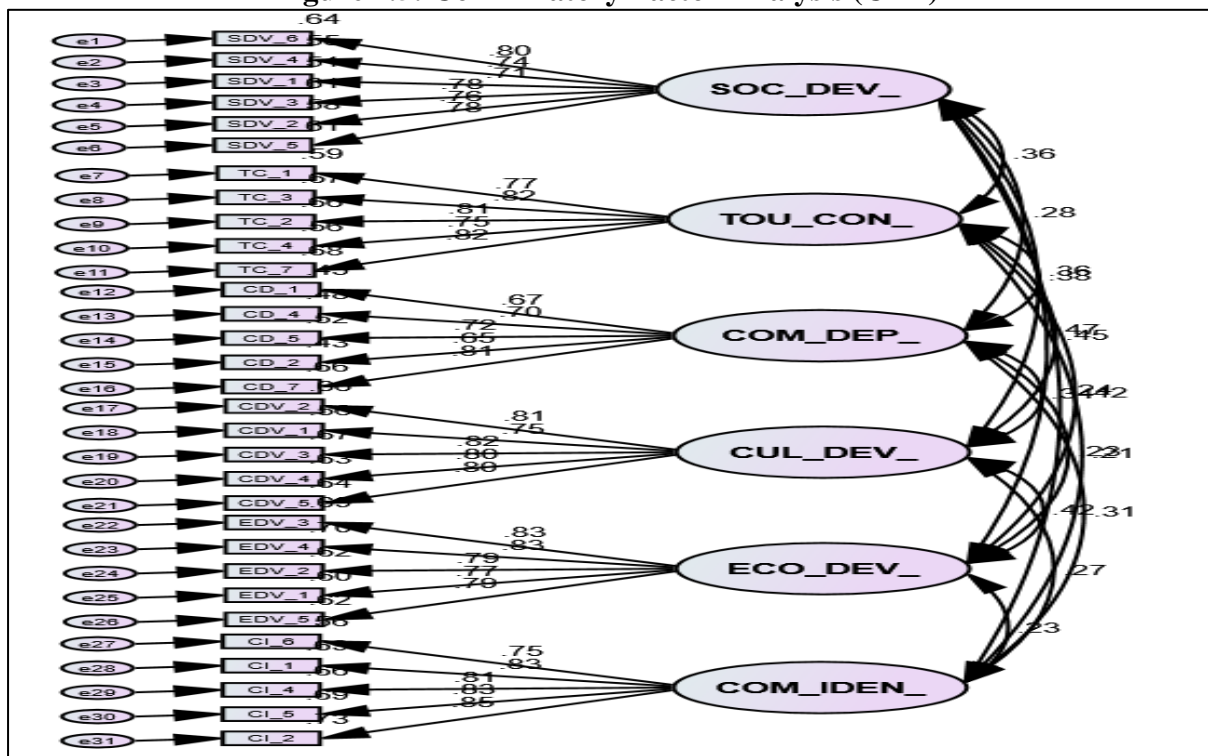
The measurement model indicated that the model fits the data quite well; Normed Chi-square 1.251 (524.245/419) meets the conservative cut-off of 3.0. GFI, AGFI, NFI, and CFI

exceed the threshold of .80, SRMR and RMSEA fall below the cutoff of .08 (Hair et al., 2015) as shown in Table 4.5.

Table 4.5: Goodness of Fit Statistics (Measurement Model)

Fit Statistics	Values
Goodness of Fit Index (GFI)	0.939
Adjusted goodness of Fit Index (AGFI)	0.942
Comparative Fit Index (CFI)	0.988
Normed Fit Index (NFI)	0.945
Chi-square/Degrees of Freedom	1.25
Standardized Root Mean Square Residual (SRMSR)	0.030
Root Mean Square Error of Approximation (RMSEA)	0.022

Figure 4.5: Confirmatory Factor Analysis (CFA)



The majority of the factor loadings are clearly much above the 0.60 threshold level in the model, which supports the conclusions of the pilot study (Hair et al., 2010) (Table 4.6). The measuring model was deemed adequate (Fig 4.5).

Table 4.6: Confirmatory Factor Analysis

<i>S.no</i>	<i>Construct</i>	<i>Item code</i>	<i>Extraction</i>
1.	Community Identity	<i>CI_6</i>	.748
		<i>CI_1</i>	.833
		<i>CI_4</i>	.812
		<i>CI_5</i>	.828
		<i>CI_2</i>	.854
2.	Community Dependence	<i>CD_1</i>	.672
		<i>CD_4</i>	.696
		<i>CD_5</i>	.722
		<i>CD_2</i>	.655
		<i>CD_7</i>	.812
3.	Tourist Contact	<i>TC_1</i>	.766
		<i>TC_3</i>	.819
		<i>TC_2</i>	.811
		<i>TC_4</i>	.750
		<i>TC_7</i>	.823
4.	Economic Development	<i>EDV_3</i>	.832
		<i>EDV_4</i>	.835
		<i>EDV_2</i>	.789
		<i>EDV_1</i>	.772
		<i>EDV_5</i>	.785
5.	Cultural Development	<i>CDV_2</i>	.815
		<i>CDV_1</i>	.749
		<i>CDV_3</i>	.821
		<i>CDV_4</i>	.797
		<i>CDV_5</i>	.803
6.	Social Development	<i>SDV_6</i>	.802
		<i>SDV_4</i>	.743
		<i>SDV_1</i>	.712
		<i>SDV_3</i>	.782
		<i>SDV_2</i>	.765
		<i>SDV_5</i>	.781

The construct validity was determined using CFA. The extent to which the observable variables accurately reflect the latent characteristics they are intended to measure is known as construct validity (Hu & Bentler, 1995; MacCallum et al., 1996; Tabachnick & Fidell, 2019). Convergent and discriminant validity values are typically used to assess the construct validity. Convergent validity is founded on the premise that a significant fraction of the variation must

be shared by the questionnaire items that indicate a given construct (Hair et al., 2010). In other words, the degree to which the same results may be obtained when a construct is measured using different procedures is determined by the convergent validity of the construct (Hu & Bentler, 1995; MacCallum et al., 1996; Tabachnick & Fidell, 2019).

4.6.1 Convergent Validity

Average Variance Extracted (AVE) and Composite Reliability (CR) metrics aid in establishing a construct's convergent validity (Hair et al., 2010). The mean variance for all the things loading on a construct is called AVE (Hu & Bentler, 1995; MacCallum et al., 1996; Tabachnick & Fidell, 2019). According to (Hair et al., 2010; Kline, 2023), all of the constructs in the current investigation had AVE values above 0.5, showing sufficient convergent validity. Verifying the composite reliability of the investigated constructs serves as the second criterion for evaluating the construct's validity. The sum of the error variance terms for a construct and the squared sum of the variable loadings for each construct are used to compute CR's value (Hair et al., 2010; Kline, 2023). When compared to the minimum preferred value of 0.70, the Composite Reliability (CR) for all the factors (Table 4.7) was found to be significantly higher, indicating adequate reliability for all the factor correlations (Hair et al., 2010; BENTLER & CHIH-PING CHOU, 1987).

4.6.2 Discriminant Validity

On the other hand, discriminant validity refers to how much a construct differs from the other constructs in the study in that it does not adequately reflect the reality (Hair et al., 2010; BENTLER & CHIH-PING CHOU, 1987). Based on AVE and Maximum Shared Variance (MSV) for the study variables, discriminant validity was confirmed. MSV and AVE is a criterion for determining discriminant validity (Hair et al., 2010). The MSVs for each of the six distinct constructs have been identified in the current investigation. Because the MSV for each individual construct has been determined to be lower than the corresponding AVE estimates, the measurement model has established discriminant validity (Table 4.7). Additionally, the square root of a construct's AVE must be greater than the correlations between the construct and other constructs in the model in order for discriminant validity to be proven (Hair et al., 2010; BENTLER & CHIH-PING CHOU, 1987). The correlation matrix for the constructs is shown in Table 4.7; the square root of the constructs AVE has been used in place of the diagonal elements. These diagonal values are greater than the off-diagonal values in the corresponding rows and columns, demonstrating that the constructs have appropriate discriminant validity (Hair et al., 2010).

Table 4.7: Discriminant Validity

<i>Factors</i>	<i>CR</i>	<i>AVE</i>	<i>MSV</i>	<i>SDV</i>	<i>TC</i>	<i>CD</i>	<i>CDV</i>	<i>EDV</i>	<i>CI</i>
<i>Social Development</i>	0.894	0.585	0.222	0.765					
<i>Tourist Contact</i>	0.895	0.631	0.203	0.359***	0.794				
<i>Community Dependence</i>	0.838	0.509	0.143	0.277***	0.378***	0.714			
<i>Cultural Development</i>	0.897	0.636	0.203	0.357***	0.451***	0.341***	0.797		
<i>Economic Development</i>	0.901	0.645	0.222	0.471***	0.425***	0.233***	0.417***	0.803	
<i>Community Identity</i>	0.908	0.665	0.096	0.241***	0.213***	0.311***	0.269***	0.232***	0.816

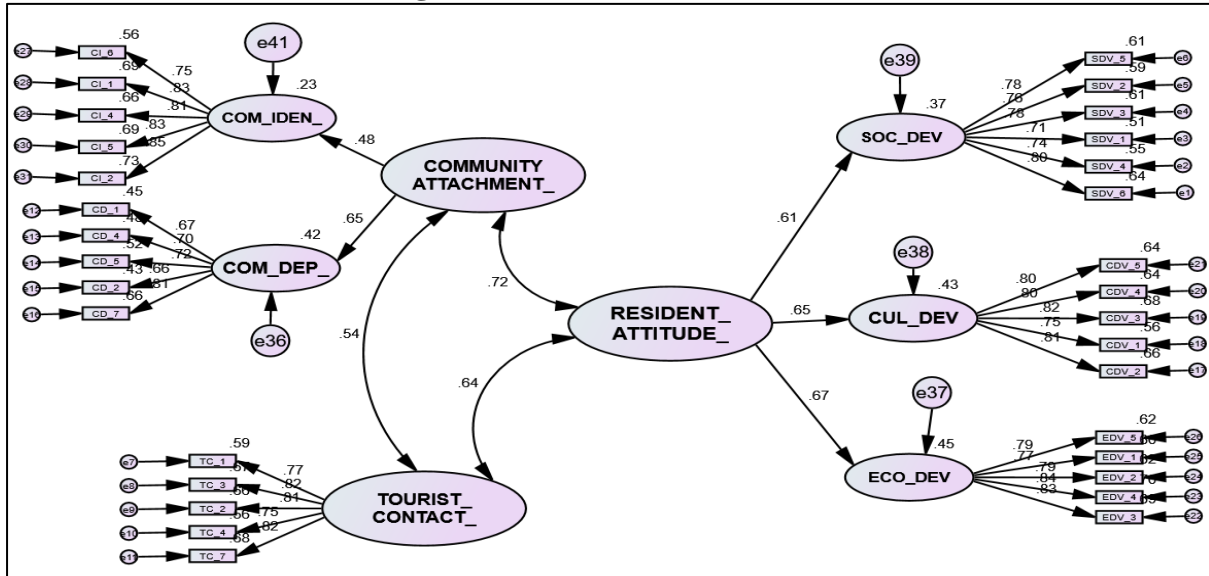
4.7 Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) is a statistical method that helps in assessing the different associations between the independent and dependent variables which is used in formulating a research model (Malhotra & Dash, 2015). The SEM essentially comprises two models i.e., the measurement model and the structural model (Hair et al., 2010; BENTLER & CHIH-PING CHOU, 1987).

4.7.1 Measurement Model

To assess the relationship between the Community Attachment, Tourist Contact and Resident Attitude, firstly measurement model of these constructs has been examined for measurement adequacy and inter construct correlation (Figure 5.6). The model fit indices of the model are within the acceptable range (CMIN/DF= 1.274; GFI = 0.937; AGFI = 0.9;33 CFI = 0.987; NFI=0.944; RMR = 0.037; RMSEA = 0.023).

Figure 4.6: Measurement Model



The inter-relatedness of Community Attachment and Resident Attitude has been assessed through the significance of the covariance arrow. Measurement model reveals a critical ratio of 6.35 and correlation coefficient of .716 between Community Attachment and Resident Attitude. These indices were significant at 5 percent level and indicate a high degree of inter-relatedness between the underlying constructs of Community Attachment and Resident Attitude. Similarly, the inter-relatedness of Tourist Contact and Resident Attitude has been assessed through the significance of the covariance arrow. Measurement model reveals a critical ratio of 7.95 and correlation coefficient of .641 between Tourist Contact and Resident Attitude. These indices were significant at 5 percent level and indicate a high degree of inter-relatedness between the underlying constructs of Tourist Contact and Resident Attitude. Likewise, the inter-relatedness of Tourist Contact and Community Attachment has been assessed through the significance of the covariance arrow. Measurement model reveals a critical ratio of 7.95 and correlation coefficient of .641 between Tourist Contact and Community Attachment. These indices were significant at 5 percent level and indicate a high degree of inter-relatedness between the underlying constructs of Tourist Contact and Community Attachment as shown in Table 4.8.

Table 4.8: Correlations

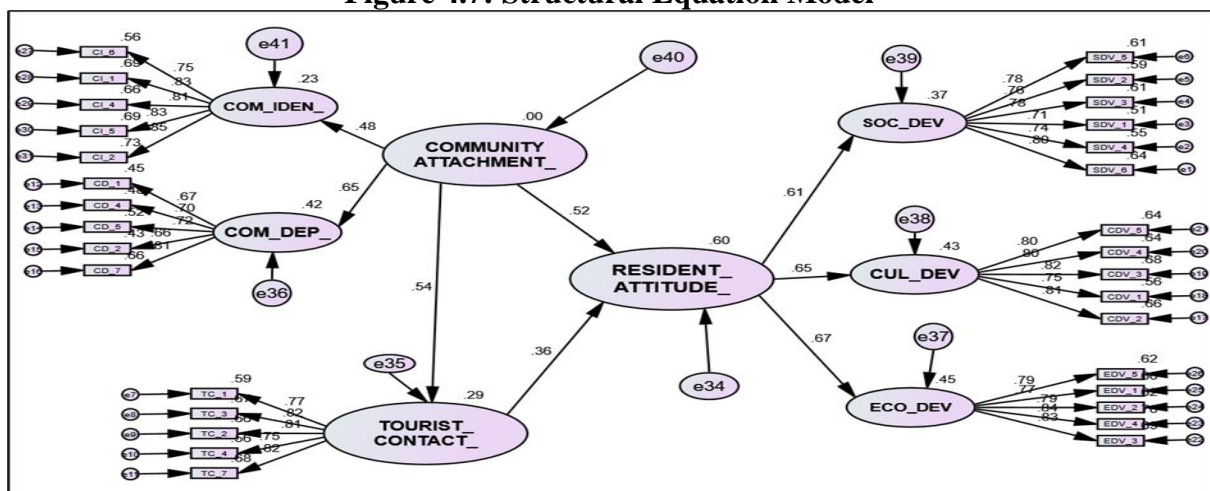
<i>I.V</i>		<i>D.V</i>	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>
<i>Community Attachment</i>	<-->	<i>Resident Attitude</i>	<i>0.716</i>	<i>.030</i>	<i>6.354</i>	<i>***</i>

<i>I.V</i>		<i>D.V</i>	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>
<i>Tourist Contact</i>	<-->	<i>Resident Attitude</i>	0.641	.039	7.959	***
<i>Tourist Contact</i>	<-->	<i>Community Attachment</i>	0.539	.033	6.307	***

4.7.2 Structural Equation Model

Structural equation modelling with path analysis has been used to evaluate the causal link between exogenous construct Community Attachment and endogenous construct and Resident Attitude. Resident Attitude serves as an endogenous variable (dependent) and Community Attachment as an exogenous variable (predictor) in the route diagram (Figure 4.7). A single headed arrow represents the structural relationship between these two constructs (i.e., Community Attachment - Resident Attitude). Similarly, Structural equation modelling with path analysis has been used to evaluate the causal link between exogenous construct Tourist Contact and endogenous construct Resident Attitude. Resident Attitude serves as an endogenous variable (dependent) and Tourist Contact as an exogenous variable (predictor) in the route diagram (Figure 4.7). A single headed arrow represents the structural relationship between these two constructs (i.e., Tourist Contact - Resident Attitude). Likewise, Structural equation modelling with path analysis has been used to evaluate the causal link between exogenous construct Community Attachment and endogenous construct Tourist Contact. Tourist Contact serves as an endogenous variable (dependent) and Community Attachment as an exogenous variable (predictor) in the route diagram (Figure 4.7). A single headed arrow represents the structural relationship between these two constructs (i.e., Community Attachment - Tourist Contact).

Figure 4.7: Structural Equation Model



The significance of structural parameter estimates, which indicates the applicability of the predictive variables in the model, the relevance of the endogenous variables in the model, and the R square, which measures the amount of variance of the endogenous variables that can be explained by the latent constructs that predict it, have all been examined. A good model fit may be seen in the structural model. All model fit indicators are within the acceptable range. The measurement model indicated that the model fits the data quite well; Normed Chi-square 1.27 (542.826/426) meets the conservative cut-off of 3.0. GFI, AGFI, NFI, and CFI exceed the threshold of .80, SRMR and RMSEA fall below the cutoff of .08 (Hair et al., 2010) as shown in Table 4.9.

Table 4.9: Goodness of Fit Statistics (Measurement Model)

<i>Fit Statistics</i>	<i>Values</i>
<i>Goodness of Fit Index (GFI)</i>	<i>0.937</i>
<i>Adjusted goodness of Fit Index (AGFI)</i>	<i>0.942</i>
<i>Comparative Fit Index (CFI)</i>	<i>0.987</i>
<i>Normed Fit Index (NFI)</i>	<i>0.943</i>
<i>Chi-square/Degrees of Freedom</i>	<i>1.27</i>
<i>Standardized Root Mean Square Residual (SRMSR)</i>	<i>0.037</i>
<i>Root Mean Square Error of Approximation (RMSEA)</i>	<i>0.023</i>

4.7.3 Hypotheses Testing

This study also put on the structural model of structural equation modelling (SEM) to explore the causal relationship among constructs. Figure 4.7 and Table 4.10 show the results of a structural model of this study, and the path coefficients indicate the positive and significant effects among the constructs in the structural model.

Table 4.10: Standardized Path Coefficients and Statistical Significance

<i>DV</i>		<i>IV</i>	<i>Estimate</i>	<i>C.R.</i>	<i>P</i>	<i>Hypotheses (Results)</i>	<i>R²</i>
<i>Tourist Contact</i>	<---	<i>Community Attachment</i>	.539	4.99	***	<i>H3 (Supported)</i>	0.290
<i>Resident Attitude</i>	<---	<i>Community Attachment</i>	.522	3.65	***	<i>H1 (Supported)</i>	0.604
<i>Resident Attitude</i>	<---	<i>Tourist Contact</i>	.359	3.90	***	<i>H2 (Supported)</i>	

Note: * $p < 0.1$, ** $p < 0.5$, *** $p < 0.01$.

4.7.3.1 Community Attachment and Resident Attitude Relationship (H1)

The path analysis indicates that there exists a highly positive significant correlation among the Community Attachment and Resident Attitude (Table 4.10, $\beta = .522$, $p < 0.01$, $R^2 = 0.290$). Hence accepting the hypothesis (H1) that the Community Attachment significantly influences Resident Attitude. These results indicate that Community Attachment leads to Resident Attitude. Hence hypothesis H1 remains supported.

4.7.3.2 Tourist Contact and Resident Attitude Relationship (H2)

The SEM analysis specifies that there exists a highly positive significant correlation between Tourist Contact and Resident Attitude (Table 4.10, $\beta = .359$, $p < 0.01$, $R^2 = 0.290$). henceforth validating the hypothesis H2 that the Tourist Contact significantly influence Resident Attitude. Hence hypothesis H2 remains supported.

4.7.3.3 Community Attachment and Tourist Contact Relationship (H3)

Assessing the relationship of Community Attachment and Tourist Contact from the Table 4.10 it agrees that there exists a highly positive significant correlation between Community Attachment and Tourist Contact ($\beta = .539$, $p < 0.01$, $R^2 = .604$) indicating good relationship within the present study. Therefore, authenticating the hypothesis (H3) that the, Community Attachment significantly influences Tourist Contact. Hence hypothesis H3 remains supported.

4.8 Demographic Differences

A one-way ANOVA was run for each of the chosen demographic categories to determine whether there is any perceptual difference among distinct groups like age, education and income with variables of study (Community Attachment, Tourist Contact and Resident Attitude). The fundamental method is to create two distinct population variance estimates from

the data, and then construct a statistic from the ratio of these two values (Between groups and within groups variance). The difference in variance between and within groups is known as the F-ratio. A high F-value suggests that there is a good chance that the population means are not equal. Independent sample t-test were used to measure differences between resident of different genders and variables of study (Community Attachment, Tourist Contact and Resident Attitude).

4.8.1 Analysis for Gender

An independent t-test was employed to examine the significance of the relationship between the gender and variables of study (Community Attachment, Tourist Contact and Resident Attitude) in order to test for perceptual difference among the male and female respondents. Levene's test of equality of variance shows the significance level is greater than $p > 0.05$ for all the variables. As a result, it can be deduced from the values provided that equal variances are assumed. Additionally, the test for mean equality revealed 2-tailed insignificant ($P > 0.05$; Table 4.11) results. As ($p > 0.05$, Table 4.11) was discovered to be above the significance level. As a result, it was determined from this study that there is no relation between gender and variables of study (Community Attachment, Tourist Contact and Resident Attitude).

Table 4.11: Independent Sample T-Test for Gender

<i>Factors</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Z</i>	<i>Sig.</i>
Community Attachment	<i>Male</i>	286	3.61	.625	-1.757	.079*
	<i>Female</i>	234	3.71	.598		
Tourist Contact	<i>Male</i>	286	3.75	.977	-1.865	.063*
	<i>Female</i>	234	3.90	.823		
Resident Attitude	<i>Male</i>	286	3.64	.774	-1.510	.132*
	<i>Female</i>	234	3.74	.633		

*ns= not significant

The findings imply that male and female residents have same perception about variables of study (Community Attachment, Tourist Contact and Resident attitude). Therefore, hypothesis H_{04a} that there is insignificant relationship between gender in terms of various variables of study (Community Attachment, Tourist Contact and Resident Attitude) stands supported.

4.8.2 Analysis for Age

One-way ANOVA was used to examine that if there exists a significant difference in the perception regarding the variables of study (Community Attachment, Tourist Contact and Resident Attitude) across the age groups of respondents and, it was found there is an insignificant relation among age groups and the factors of study (Community Attachment, Tourist Contact and Resident Attitude) ($p > 0.05$, Table 4.12). Thus, it is clear from the results that across all the age groups of respondents almost there is a same perception about variables of study (Community Attachment, Tourist Contact and resident attitude). Table 4.12 shows the brief discussion of ANOVA across age and the variables of study (Community Attachment, Tourist Contact and Resident Attitude).

Table 4.12: One-way ANOVA across Age

<i>Factors</i>	<i>AGE</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>F</i>	<i>Sig.</i>
Community Attachment	<30 Years	130	3.63	.601	.154	.857*
	31-50 Years	263	3.67	.632		
	>50 Years	127	3.65	.594		
	Total	520	3.65	.614		
Tourist Contact	<30 Years	130	3.86	.901	1.793	.168*
	31-50 Years	263	3.87	.879		
	>50 Years	127	3.69	.987		
	Total	520	3.82	.913		
Resident Attitude	<30 Years	130	3.76	.716	1.240	.290*
	31-50 Years	263	3.68	.728		
	>50 Years	127	3.62	.684		
	Total	520	3.69	.715		

*ns= not significant

The result suggest that age of the respondents had no relationship with the variables of study (Community Attachment, Tourist Contact and Resident Attitude). Therefore, hypothesis H₀4b that there is insignificant relationship between age in terms of variables of study (Community Attachment, Tourist Contact and Resident Attitude) stands supported.

4.8.3 Analysis for Education

One-way ANOVA was used to examine that if there exists a significant difference in the perception regarding the variables of study (Community Attachment, Tourist Contact and Resident Attitude) across the Education groups and, it was found there is an insignificant relation among Education groups and variables of study (Community Attachment, Tourist Contact and Resident Attitude) ($p > 0.05$, Table 4.13). Thus, it is clear from the results that

across all the Education age groups of respondents almost there is a same perception about variables of study (Community Attachment, Tourist Contact and Resident Attitude). Table 4.13 shows the brief discussion of ANOVA across Education and the variables of study (Community Attachment, Tourist Contact and Resident Attitude).

Table 4.13: One-way ANOVA across Education

<i>Factors</i>	<i>Education groups</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>F</i>	<i>Sig.</i>
Community Attachment	<i>Undergraduate</i>	156	3.61	.609	2.74	.065*
	<i>Graduate</i>	268	3.63	.610		
	<i>Post Graduate</i>	96	3.78	.623		
	<i>Total</i>	520	3.65	.614		
Tourist Contact	<i>Undergraduate</i>	156	3.78	.908	2.67	.070*
	<i>Graduate</i>	268	3.90	.888		
	<i>Post Graduate</i>	96	3.66	.972		
	<i>Total</i>	520	3.82	.913		
Resident Attitude	<i>Undergraduate</i>	156	3.66	.739	.159	.853*
	<i>Graduate</i>	268	3.69	.702		
	<i>Post Graduate</i>	96	3.71	.716		
	<i>Total</i>	520	3.69	.715		

*ns= not significant

The result suggest that Education of the respondents had no relationship with the variables of study (Community Attachment, Tourist Contact and Resident Attitude). Therefore, hypothesis H₀4c that there is insignificant relationship between Education in terms of variables of study (Community Attachment, Tourist Contact and Resident Attitude) stands supported.

4.8.4 Analysis for Income

One-way ANOVA was used to examine that if there exists a significant difference in the perception regarding the variables of study (Community Attachment, Tourist Contact and Resident Attitude) across the Income groups and, it was found there is an insignificant relation among Income groups and variables of study (Community Attachment, Tourist Contact and Resident Attitude) ($p > 0.05$, Table 4.14). Thus, it is clear from the results that across all the Income age groups of respondents almost there is a same perception about variables of study (Community Attachment, Tourist Contact and Resident Attitude). Table 4.14 shows the brief discussion of ANOVA across Income groups and the variables of study (Community Attachment, Tourist Contact and Resident Attitude).

Table 4.14: One-way ANOVA across Income

Factors	Income groups	N	Mean	Std. Deviation	F	Sig.
Community Attachment	<2 Lakh	142	3.52	.491	2.185	.076*
	2-4 lakh	178	3.65	.606		
	4-6 Lakh	134	3.77	.718		
	>6 Lakh	66	3.70	.603		
	Total	520	3.65	.614		
Tourist Contact	<2 Lakh	142	3.79	.908	.196	.899*
	2-4 lakh	178	3.80	.872		
	4-6 Lakh	134	3.87	.946		
	>6 Lakh	66	3.85	.980		
	Total	520	3.82	.913		
Resident Attitude	<2 Lakh	142	3.56	.616	2.385	.068*
	2-4 lakh	178	3.69	.721		
	4-6 Lakh	134	3.74	.776		
	>6 Lakh	66	3.81	.743		
	Total	520	3.69	.715		

*ns= not significant

The result suggest that Income of the respondents had no relationship with the variables of study (Community Attachment, Tourist Contact and Resident Attitude). Therefore, hypothesis H_{04d} that there is insignificant relationship between Income in terms of variables of study (Community Attachment, Tourist Contact and Resident Attitude) stands supported.

Thus, from the above results it is clear that there is insignificant relationship between demographic variables and the variables of study (Community Attachment, Tourist Contact and Resident Attitude). Therefore, hypothesis H₀₄ that there is insignificant relationship between demographic variables in terms variables of study (Community Attachment, Tourist Contact and Resident Attitude) stands supported.

4.9 Summary

Thus, this chapter concludes with the presentation of demographic characteristics of respondents, descriptive statistics of the factors of the research model. This chapter also validates the proposed relationship among the variables using structural equation modelling. In the context of resident demographics, the study findings indicated that resident demographics have no role in making resident attitude. The next chapter discusses the impacts of tourism on

host community in Kashmir Valley and also discusses the role of government in tourism development of Kashmir.

CHAPTER-5

IMPACTS OF TOURISM ON THE VALLEY OF KASHMIR AND ROLE OF GOVERNMENT IN TOURISM DEVELOPMENT OF KASHMIR

5.1 Introduction

Prior to the pandemic, tourism was one of the world's largest and fastest-growing economic sectors, accounting for 1 in 4 of all new jobs created globally, 10.3 percent of all jobs (333 million), and 10.3 percent of the world's GDP (US\$9.6 trillion) (WTTC, 2022). Travel and tourism contributed approximately US\$4.9 trillion to GDP in 2020 (-50.4 percent loss), but increased by US\$1 trillion (+21.7 percent gain) in 2021. The Travel & Tourism sector's contribution to global GDP declined from 10.3 percent in 2019 to 5.3 percent in 2020 due to continued travel restrictions (Malik et al., 2023). In 2021, the share increased to 6.1 percent. In 2020, 62 million jobs were lost, representing an 18.6 percent decline, leaving just 271 million people working globally in the industry, down from 333 million in 2019. In 2021, 18.2 million jobs were restored, a 6.7 percent increase over the previous year. Domestic visitor expenditure increased by 31.4 percent in 2021, following a 47.4 percent decrease in 2020. After decreasing by 69.7 percent in 2020, international visitor expenditure climbed by 3.8 percent in 2021 (WTTC, 2022). This is just another indication that travel and tourism are critical engines of long-term global development and employment creation (Malik et al., 2023).

The majority of research on the sociocultural and economic impacts of tourist development debates both the benefits and drawbacks of tourism (Nash et al., 1981). Increased local economic output, foreign exchange revenues for the country hosting the visitors, the creation of jobs directly and indirectly, and the promotion of subordinate financial progress are among the positive consequences that are frequently mentioned (Emanuel de Kadt, 1979; OECD, 1986). Cross-cultural interaction has social benefits as well as educational, scientific, and aesthetic advantages (McKean, 1989). Tourism has helped to revitalise cultures by reviving vanishing traditions for visitors, which has raised cultural pride (Boissevain, 1977).

In actuality, tourism stands out as the most efficient way to transfer resources from wealthy to underdeveloped cultures (Kayastha & Singh, 1983). It must address sociocultural issues such intercultural comprehension and awareness, social barriers, language learning, acculturation, fashion and way of life, the arts, feeling of community, holiday spirit, and leisure time availability (Jafari, 1987). The locals of the destination have learned how to adapt to a multicultural, multilingual, and multiracial environment thanks to tourism. Concurrently, the

growth of tourism causes eviction and other social issues (Britton, 1983; Preister, 2014; Smith, 1989; Urbanowicz, 1977).

5.2 Impacts of Tourism on a Host Community

Depending on the destination, tourism can have both positive and negative effects. Economic, sociocultural, and environmental aspects are the three categories that are generally used to define the impacts of tourism (Malik, 2019; Sharpley, 2018; Woo et al., 2016). Enhanced tax collections and individual incomes, rising living standards, and greater employment opportunities are only a few of the economic benefits of tourism (Johnson et al., 1994; Malik, 2019; Seetanah, 2011). Social contacts, attitudes and behaviours, and links to material possessions are all factors that have an impact on sociocultural impacts (Mason, 2020b). Degradation of habitat, vegetation, air quality, water bodies, the water table, wildlife, and changes in natural phenomena are just a few examples of the direct effects that environmental changes can have. Indirect effects can also result from increased use of natural resources for food production and indirect air and water pollution (including from flights, transport and the manufacture of food and souvenirs for tourists).

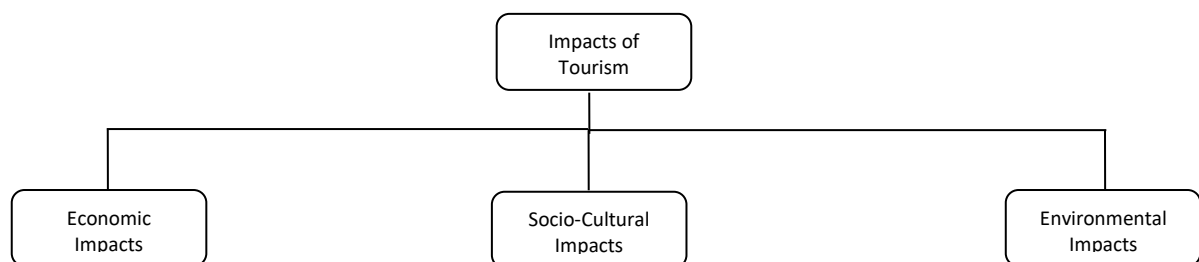


Figure 5.1: Impacts of Tourism on a Host Community

5.2.1 Economic Impacts

Any economic benefit or expense attributable to or paid by local governments and residents of a community as a result of tourism development is referred to as "tourism economic impacts" (Gursoy et al., 2010; Pham & Kayat, 2011). The constructive features of this influence include increased employment possibilities, contributions to economic growth, and an improvement in local citizens' income (Mcdowall & Choi, 2010; Mensah, 2012). It follows logically that a positive opinion of tourism among locals develops as a result of the positive economic effects of tourism. However, it has been shown that these advantageous economic effects act as catalysts for the growth of tourism in a region (Dyer et al., 2007). The growth of tourism, on the other hand, has drawn criticism for its unfavourable effects, including rising

living costs, an increase in home and land prices, and short-term jobs with low pay (Garau-Vadell et al., 2018; Gursoy et al., 2010; Kwan & McCartney, 2005; Yu et al., 2011). Although the growth of the tourism industry creates jobs, it has also been claimed that in some cases, foreign immigrants are granted the bulk of these employment (Musunguzi, 2012). This exacerbates the people's already unfavourable opinions about tourism growth.

5.2.2 Socio-Cultural Impacts

Any changes that have an impact on local residents' social lives, such as changes to quality of life, daily routines, and behaviours, are considered social impacts of tourism (FREDLINE et al., 2008). The growth of tourism in a region frequently results in benefits like increased entertainment options, an improvement in the destination's image, and an improved quality of life (Kim et al., 2002, 2013; Stylidis et al., 2014). These benefits in turn help cultivate favourable attitudes toward travel. Furthermore, the detrimental societal effects are irrefutable. Prostitution (Sharma & Dyer, 2009), drug addiction (Tosun, 2002), unlawful activity (Brida et al., 2011), and overcrowding are some of the negative effects (Kim et al., 2002).

Culture is a group of people's common set of values and beliefs. They demonstrate this by their behaviour and manner of life (Al-Abdullah, 1999). The growth of tourism affects host communities in both positive and negative ways. (Garau-Vadell et al., 2018; Hanafiah et al., 2013; Eraqi, 2007). Positive effects include the strengthening of cultural identities and improvement of cultural practises (Akkawi, 2010; Brunt & Courtney, 1999). This cultural strengthening of cultural identities has been found to increase residents' pride while also reinforcing cultural identity (María et al., 2014; Yoon et al., 2001). Tourism has a negative cultural influence when local customs are abandoned (Kim et al., 2002), people alter their look to appeal to tourists (Türker & Öztürk, 2013), and local culture is weakened (Garau-Vadell et al., 2018). Tourism's social and cultural effects have been combined into a single concept known as socio-cultural impacts by one group of academics (Choi, 2013; Alhasanat & Hyasat, 2011).

5.2.3 Environmental Impacts

Any negative or positive fluctuations to the environmental settings that are partially or entirely brought on by tourism activities are denoted as environmental tourism impacts (Bonimy, 2008). Given that tourism is frequently established in sensitive environments using natural resources, the effects of tourism on the environment are unavoidable. Every step in the

development of the tourism industry has potential effects on the environment, both positive and harmful (Liu et al., 1987; Liu & Var, 1986; YOON et al., 2011). However, as tourism contributes to the two important phenomena of pollution and resource depletion, its negative consequences exceed its positive ones (Camarda & Grassini, 2003). As more tourist services and facilities are built, it is also thought that the development of tourism has a direct impact on the environment (Bonimy, 2008). Additionally, it causes deforestation and upsets the local fauna. Tourism development, according to some researchers (Diedrich & García-Buades, 2009; Tomljenovic & Faulkner, 2000), raises awareness of environmental protection and mobilizes support for its preservation while enhancing the aesthetic of the destinations.

5.3 Tourism Development in the Valley of Kashmir

Since ancient times, Kashmir Valley has drawn a considerable number of tourists. Pilgrims go to its religious shrines, as do visitors drawn by the varied topography of Jammu and Ladakh and the hypnotic beauty of Kashmir. Despite great increase in tourism over the previous two decades, there is still a lot of room for growth in this industry. The majority of tourism income does not benefit households near resorts, but instead goes to Srinagar, the valley's key metropolitan centre, and other affluent regions (Dutta & Zutshi, 1988). Kashmir is recognised as "Heaven on Earth" because of its abundance of vegetation and animals, protected wildlife areas, snow-capped mountains, high altitude lakes, cultural variety, and well-known holy places.

Table 5.1: Year-Wise Tourist Arrivals to the Valley of Kashmir (2017-Nov 2022)

Year	Domestic	Foreign	Total
2017	11,96,941	31,697	12,28,638
2018	7,74,729	56,029	8,30,758
2019	5,31,753	33,779	5,65,532
2020	37,370	3,897	41,267
2021	6,64,199	1,615	6,65,814
2022	21,30,854	17,495	21,48,349
Grand Total	53,35,846	1,44,512	54,80,358

Source: JK Tourism Development Corporation

As shown in Table 5.1, total tourist arrivals to the Valley of Kashmir in 2017 were 1.28 million, then the inflow of tourists decreased in 2018, primarily due to domestic tourist arrivals, and again in 2019, the tourist arrival trend showed a decrease in number of tourists, owing primarily to political circumstances (abrogation of Article 370). Later, as in other areas of the world, the Covid19 pandemic struck the Valley of Kashmir in the year 2020, resulting in a total lockdown and a considerable decline in both local and foreign tourist arrivals. Domestic tourist visits to the valley began to increase significantly in 2021, but foreign tourist arrivals showed a downward trend due to travel restrictions imposed by various countries. Then came the year 2022, when both local and international tourist arrivals increased. According to the JKTDC, 2.14 million tourists visited the Kashmir valley in 2022 following the repeal of Article 370 and the Covid19 pandemic.

5.4 Impacts of Tourism on the Valley of Kashmir

Tourism has long been acknowledged as a significant cultural, economic, religious, and social phenomenon. Tourism is travel for short periods of time, typically for business, family, leisure, or spiritual reasons. According to the World Tourism Organization (WTO), tourists are persons who "travel to and reside in places outside their normal surroundings for not more than one consecutive year for leisure, business, and other objectives." For places like Goa, Himachal Pradesh, Kerala, and Kashmir, tourism is regarded as a crucial industry in India. Due to its multiplier and investment impacts, this activity is regarded as the lifeblood of these states.

Tourism has always been a powerful unifying force that promotes communication and understanding between people from different origins. Jammu Kashmir (J&K) has a long history of tourism and pilgrimage has practically all types of tourism available today, including adventure, historical, recreational, and medical. One of the most significant industrial sectors in the world is travel and tourism. It boosts social development, spurs economic expansion, and fosters peace. Millions of people worldwide depend on tourism for employment (ICAO, 2018). It significantly contributes to the development of sustainable economies and acts as a catalyst for bettering people's lives. The International Year of Sustainable Tourism for Development was declared by the United Nations in 2017 as a result of its remarkable performance.

When taking into account all of its effects, travel and tourism directly contributed \$2.6 trillion to the global economy in 2017. When all of its direct, indirect, and induced effects are taken into account, they contributed \$8.3 trillion, or 10.4%, of the world's gross domestic product (GDP). In 2017, one in ten jobs globally were supported by the travel and tourism

industry, which directly employed close to 119 million people. The third-largest source of foreign exchange earnings in India, the tourism sector contributed 6.5% to GDP and 7.5% to employment in 2013. The evidence shows that tourism and travel are essential drivers of global economy and employment. The most significant industry in Kashmir and one of the factors contributing to economic growth most quickly is tourism, which is labor-intensive. It is a key source of employment creation due to its high labour intensity, particularly in rural and distant places. According to the state's economic report (DIRECTORATE OF ECONOMICS & STATISTICS, 2016), travel and tourism contributes roughly 7% of the state's GDP and employs lakhs of people.

Since ancient times, Jammu and Kashmir has welcomed a significant number of tourists. Along with tourists drawn by Jammu and Ladakh's varied landscape and Kashmir's mesmerising beauty, it draws pilgrims to its sacred shrines. Despite the fact that tourism has grown significantly over the past two decades, there is still a great deal of room for growth in this sector. It has been noted that the majority of the profits from tourism do not benefit the households that are located close to resorts, instead going to Srinagar, the valley's main urban centre, and other prosperous regions (Dutta & Zutshi, 1988). Due to its limited impact on large swaths of the population, the tourism industry has not been a growth-generating driver. The advantages have not reached the lowest levels; thus the related workers are not motivated to build infrastructures for expansion at these nodes.

The state's overall tourism economy has expanded tremendously, which has helped the local service sector develop. They include of small-scale industries like hospitality, transportation, handicrafts, horticulture, and retail. The Kashmir valley draws lots of domestic visitors and a significant number of foreign visitors as well (Singh & Bahadur, 2018). According to government statistics, tourism contributed 7% of the state's GDP in 2014. Thus, it has a huge potential to advance the development of the infrastructure and provide job possibilities. Directly or indirectly, tourism affects a large number of locals. Even those without specific qualifications can find work as ponywallas, hotel employees, or tourist guides thanks to it. In the past, Kashmir served as a major conduit for the transfer of goods and cultural traits between India and Eastern Asia. It offers prospects for eco-tourism, pilgrimage tourism, adventure tourism, and even medical tourism to visitors from all over the world (Singh & Bahadur, 2018). Tourism supports the state economically as well as bringing attention to Kashmir on a national and international scale.

The relationship between the environment and tourism has been the subject of intense debate for the past three decades (Dowling, 2003). In contrast to its positive effects on the economy, tourism can seriously harm the environment. Tourism is considered as a goose (Hawkins, 1982), that not only has the capacity to dirty its own nest in addition to laying a golden egg (economic advantages, environmental degradation). While careful supervision and preparation can minimise adverse effects, inadvertent and poorly controlled tourism can sometimes cause harm that is irreparable and goes beyond the capacity of nature to recover. As a result, the tourism sector can be considered as being heavily dependent on natural resources and having notable effects on the environment, culture, society, and economy—most often negatively (Mowforth & Munt, 2015).

Poor oversight of actions and limited disclosure of basic facts encourage the continuation and expansion of environmental issues, which in turn encourage tourism to overuse and poorly manage the natural resources in the specific region and so damage them (Karatzoglou & Spilanis, 2010). The majority of Kashmir's tourism attractions are linked to the region's rich natural resources and cultural legacy. As a result, there is a significant potential for both positive and negative environmental effects. Landslides, flash floods, abandoned projects, and other issues can be partially attributed to unplanned tourism (Ramdas & Mohamed, 2014). As a result, it is possible to regard tourism as a two-edged sword that, while aiding in a location's overall growth, also harms the environment by placing strain on its natural resources. The main ways that tourism contributes to environmental degradation include the discharge of untreated sewage into fresh water bodies, the cutting down of trees to create space for structures and areas for adventure sports, the danger that polythene will pollute the soil, the uneven distribution of snowfall and rain, climate change, the loss of wildlife habitat, and others. Transporting visitors to a destination in accordance with its carrying capacity is an essential component of effective tourism management. Carrying capacity is the ability of a location to accommodate tourists while being socially and environmentally viable (Li et al., 2021). The resilience effects of nature compensate for the harm caused by tourism-related activities at this level. Determining and sticking to important areas' carrying capacities is essential for the sustained growth of Kashmir's tourism sector.

5.4.1 Economic Impact of Tourism on Kashmir Valley

The largest industry in the services sector, tourism, is crucial to the growth of J&K's economy. It is currently regarded as a key driver of growth and the leading contributor to the

state economy. Prior to 1989, when the state was rocked by an upsurge of militancy that has persisted ever since, travel and tourism were the state's main economic drivers. The insurgency has a negative influence on both the stability of the economy and the employment opportunities provided by tourism. But in recent years, the state's tourism industry has experienced a revival. 2011 saw a significant increase in the number of pilgrims travelling from around the nation (Nengroo et al., 2016).

As is already mentioned, the tourist sector employs a significant portion of the labour force in the state, especially in the Kashmir valley. It creates jobs not just in one industry but also in others like transportation, travel, hotels, telecommunication, etc. Since the majority of the workforce in these industries is illiterate and/or unskilled, tourism is a significant source of income. Previous research has shown a positive correlation between tourist expenditures and income, revenue production, and savings. So, advancing the developmental process also implies developing tourism (Mir, 2014). However, the actual employment provided by tourism is difficult to quantify because it is scattered throughout numerous sectors in the primary, secondary, and tertiary sectors. Some of the economic impacts of tourism on the local community of Kashmir Valley are discussed as below:

Generation of Employment: Tourism-generated employment can be broadly grouped into three key categories. The first is direct employment, which involves selling goods and services directly, such as hotels, restaurants, and stores (Malik, 2020b). The second type is indirect employment, which generally involves the supply of goods and services to the tourism industry, and the third type is employment in the construction and other capital goods sectors that is connected to investments. Approximately 90 jobs will be created for every 10-lakh invested in the travel and tourism sector, according to estimates from the World Travel and Tourism Council (WTTC), which is significantly more than the number of jobs created for every 10-lakh invested in competing industries like manufacturing and agriculture, which are 45 and 13, respectively (Mir, 2014). The expected effect of tourism on job growth in J&K from 2002 to 2020 is shown in Table 5.2 (SANTEK CONSULTANTS PRIVATE LIMITED).

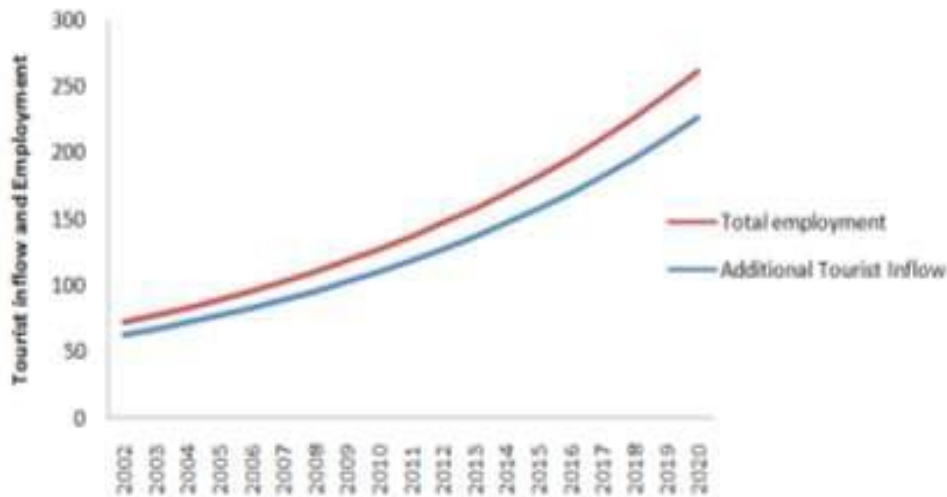
Table 5.2: Generation of Employment on Implementation of Tourism Development Plan

Year	Additional Tourists inflow (in Lakhs)	Direct Employment (in Lakhs)	In-Direct Employment (in Lakhs)	Total Employment Col. (3) +(4)
1	2	3	4	5
2002	62.83	1.57075	7.85375	9.4245
2003	67.43	1.68575	8.42875	10.1145
2004	72.36	1.809	9.045	10.854
2005	77.66	1.9415	9.7075	11.649
2006	83.36	2.084	10.42	12.504
2007	89.48	2.237	11.185	13.422
2008	96.06	2.4015	12.0075	14.409
2009	103.13	2.57825	12.89125	15.4695
2010	110.73	2.76825	13.84125	16.6095
2011	118.91	2.97275	14.86375	17.8365
2012	127.7	3.1925	15.9625	19.155
2013	137.16	3.429	17.145	20.574
2014	147.34	3.6835	18.4175	22.101
2015	158.29	3.95725	19.78625	23.7435
2016	170.09	4.25225	21.26125	25.5135
2017	182.78	4.5695	22.8475	27.417
2018	196.46	4.9115	24.5575	29.469
2019	211.2	5.28	26.4	31.68
2020	227.08	5.677	28.385	34.062

Source: Santek Consultants Private Limited, Delhi

Figure 5.2's upward-sloping curves demonstrate the favourable influence of tourist influx on employment; as tourist inflow grows, so does total employment (direct and indirect).

Figure 5.2: Impact of Tourist Inflow on Employment from 2002-2020



Source: Santek Consultants Private Limited, Delhi

If the current pattern holds, total employment from a 227.08 lakh increases in tourists by 2020 will be 34.06 lakhs. However, it is crucial to emphasise that a coordinated development process must be continued in order to fulfil the demands of such visitor influx (Mir, 2014).

Generation of Revenue: The tourist industry is one of the most successful in the state of Jammu and Kashmir. This industry has a substantial impact on regional growth in Jammu, Kashmir, and Ladakh. Because the industrial sector is not especially well-established in the state, the state administration takes the activities linked to tourism very seriously (Malik, 2020b). The most common industry for generating revenue for the region is tourism, which is second only to agriculture. This industry also produces enough income for the public sector, the private sector, and the government organisations. This sector's revenue generation has increased significantly over the years, and it is anticipated to continue growing significantly as long as conditions remain normal and the state's tourist population increases in the desired way (Mukhtar, 2013). Revenue realised from various sources was recorded as Rs 4362.68 lakhs for the 2010–11 fiscal year, representing an increase of roughly 33.19% from the prior year (Directorate of Economics & Statistics, 2014). The amount of revenue realised during the 2011–12 fiscal year was Rs 4692.92 lakhs. Table 5.3 provides information about revenue realised during the last six years.

Table 5.3: Revenue generated by J&K Tourism Development Authorities (2006-12)

Name of the Department/Organization	Revenue Earned During Last Six Years (in lakhs)					
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Director Tourism Jammu/Kashmir	32.25	62.06	54	56.65	72.63	93.3
SKICC	52	64	71.2	65	110	114.5
Gulmarg Dev. Authority	32.46	48.5	51.17	34.35	37.32	145
Pahalgam Dev. Authority	9.95	19	12.73	6.68	23.4	31
Sonamarg Dev. Authority	36.35	32.5	45	39	79.4	10
Patnitop Dev. Authority	15.62	79	20	19.54	30	26
Royal Spring Golf Course	34.73	50.06	45.66	44.25	64.35	63.12
Cable Car Corporation	676	798.81	839.14	1116	1248	1957
JKTDC	1765.39	1763	1963	1894	2697.58	2250
Total	2654.75	2916.93	3101.9	3275.47	4362.68	4689.92

Source: Santek Consultants Private Limited, Delhi

The analysis of Table 5.3 reveals that throughout time, more money has been made by various authorities. The aforementioned table demonstrates that, with the exception of 2008–09, a year in which the state experienced heightened political insecurity, revenue from Director Tourism Kashmir/Jammu has maintained a constant upward trend, increasing approximately thrice between 2006–07 (Rs. 32.25 Lakh) and 2011–12 (Rs (Rs 93.3 lakh). In a similar vein, SKICC's revenue increased by a factor of nearly two during that time. Except for 2009–10, as shown in the table above, revenue from the Gulmarg Development Authority has increased by more than four times between 2006–07 and 2011–12. The Pahalgam Development Authority, whose revenue climbed to Rs 31 lakh in 2011–12 from Rs 9.95 lakh in 2006–07, showed comparable tendencies. Additionally, the income from the J&K TDC and the Cable Car Corporation rose to Rs 1957 and Rs 2250 in 2011–2012, respectively, from Rs 676 and Rs 1765 in 2006–2007. Nevertheless, Table 5.3 reveals a depressing trend in the revenue from the Royal Spring Golf Course, Sonamarg Development Authority, and Patnitop Development Authority. Revenue from Sonamarg Development Authority fell to Rs 10 lakh in 2011–12 after

reaching a high of Rs 79.4 lakh in 2010–11. Likewise, Patnitop Development Authority's earnings decreased from Rs 30 lakh in 2010–11 to Rs 26 lakh in 2011–12.

Infrastructural Development: Greater infrastructure will open the door for additional tourist-related activities; hence infrastructure development and tourism sectors are intertwined. One of the key reasons for the underdevelopment of tourism is a lack of infrastructure (Bhatia, 1978; Mir, 2014). Infrastructural development includes good infrastructure facilities, enhanced hygiene conditions, higher intake capacity during peak seasons, and effective human resource development. In addition to 84 tourist bungalows and huts, the state has 1508 registered hotels and restaurants, which together account for 8% of the state's Gross Domestic Product (SGDP).

Regional Development: The growth of remote and underdeveloped areas in a given area is accelerated by tourism. The growth of tourism will accelerate development in rural and underdeveloped areas. It is frequently observed that the majority of a country's scenic and lovely locations are found in its less developed regions, where they play a key role in the growth of the local economy. The same is true in J&K, where visitors are lured to remote locations of the state like Daksum Valley in Anantnag, Lola b and Bangus valley in Kupwara, Suru valley in Kargil, Gurez valley in Baramulla, which have more better tourism potential than those provided by well-known locations such as the Mughal Gardens, Pahalgam, and Gulmarg among and which are renowned for their scenic beauty and attractive temperature. By encouraging local art such as handicrafts, handlooms, the cricket bat business, etc., tourists visiting such undiscovered beautiful areas can boost the economic situation of the locals.

5.4.2 Socio-Cultural Impacts of Tourism on Kashmir Valley

Residents of a tourist destination's quality of life changes are referred to as socio-cultural impact of tourism development. These are the ways that tourism affects the destination's value system, individual behaviour, family relationships, way of life, level of safety, morality, religion, language, and interpersonal relationships (Malik, 2020b). These alterations could be brought on by both direct and indirect contact with tourists. The local populace frequently studies and attempts to mimic the lifestyles of visitors from wealthy cultures. However, the expansion of tourism can occasionally also result in cultural commodification, a rise in crime, drug misuse, prostitution, etc. For both locals and visitors, tourism is a sociocultural experience. It is important for bringing about social change and alters societal cultural norms and traditions both gradually and dramatically. The following

paragraphs offer a brief discussion of the sociocultural effects of tourism on the Kashmir Valley:

Alteration of Lifestyle: Most of the people who live in the steep and the mountainous state of Jammu & Kashmir are conservative and conventional. Although they preserve their cultural values, as well as the communities that surround tourist destinations have seen a significant transformation, which has had an impact on the way that those connected to the tourism industry dress, behave, and speak. One famous instance is the multilingual horsemen who work for foreign visitors in Phalgam, Gulmarg, etc. These horsemen are illiterate but speak perfect English. As a result, their habits and way of dressing have also changed.

Exchange of Cultures: The process of cultural engagement and exchange through tourism is distinctive. A visitor is a representative of his or her civilization's artefacts, values, and country's antiquity. He is consequently impacted since travel not only broadens the thoughts and perspectives of those who take it, but it also contributes to the development of a more tolerant and liberal society as a whole. Visitors to Jammu and Kashmir have had their preconceptions and preconceived views removed in addition to learning about the culture and traditions of the area. The media's portrayal of Kashmir as a violent society astounds and appals them. The Kashmiri people are known across the world as being among the most hospitable, kind, and lovable people because of tourism.

Preservation of Cultural Heritage through Tourism: The significant significance that tourism has played in preserving numerous cultural heritages around the world has recently come to light. These monuments, buildings, and other cultural heritage assets are a major draw for travellers. In addition, they provide the government with a significant amount of income that helps with maintenance. Vaishnu Devi, Takht-i Sulaman, Pandrathan, Pari Mahal, Hari Parbhat Fort, and many more, for instance, provide a significant source of income. Government protection is provided for these.

Promotion of Local Art and Craft: One of the key elements that sustains traditional social arts and crafts is tourism. The art and music produced locally and regionally, woodworking, shawl making, papier mache, and carpentry in Jammu and Kashmir benefit from tourism. The arts and crafts serve as Kashmiri society's ambassador to the outer world and speak to its grammatical structure. Objects of art and handicrafts represent the natural beauty and aesthetics of Jammu & Kashmir. Additionally, tourism encourages Kashmir's traditional arts and crafts, including shawl making, woodcarving, papier-mâché, weaving, and embroidery.

Tourism and Social Problems: Other social ills and issues brought on by tourism include drug addiction, prostitution, undesirable lifestyles, cultural commercialization, population displacement, and the clearing of forests. Regrettably, the expansion of slum area in the cities of Srinagar and Jammu is partly a result of the flood of labourers drawn to the area by the forces of tourism.

5.4.3 Environmental Impacts of Tourism on Kashmir Valley

Kashmir's pristine landscape, rich culture, and holy sites are the key draws. The number of tourists visiting Kashmir has increased over time, which has improved environmental problems. For instance, unprocessed sewage from hotels and small-scale industry has contaminated many lakes, rivers, wells, and other water sources. Deforestation has been caused by encroachment and the demand for greater hospitality facilities, while a significant influx of visitors has brought about polythene and other dangers. The best illustrations of how poorly managed and unprepared tourism may harm a region's ecological equilibrium are Gulmarg and the Shri Amarnath Ji Yatra. Similar to Dal Lake, which is located in the centre of Srinagar, tourists' lack of adequate management and common sense has caused the lake to become contaminated with weeds, polythene, animal corpses, and leftover food. The improper management of sewage intake is the primary cause of pollution in Dal Lake. The construction of new hotels, lodges, and houseboats, which increases local tourism sector demand, is closely tied to sewage production. These lodging facilities' sewage systems discharge into the lake, seriously endangering the environment there. Below are some major categories of tourism-related environmental hazards that have been briefly discussed:

Littering and Solid Waste: The creation of solid trash at an unprecedented rate is one of the main causes of environmental damage. In Kashmir, this is a serious issue that affects practically all of the tourist spots. Solid wastes that have not been managed or treated pose a serious threat to the environmental equilibrium of these locations. Wastes of solid composition increase water and soil contamination in addition to decreasing a location's appeal. An increase in the number of tourists visiting a location puts more strain on the tourism-related businesses like hotels, restaurants, and retail stores, which in turn generate massive amounts of waste and discard it in the open. Additionally, tourists who carelessly leave plastic waste and other trash behind in environmentally sensitive areas endanger the ecology and contribute to environmental damage.

Sewage: The sharp rise in sewage production from hotels and other sources is a major factor in the depletion of its local flora and wildlife, as well as its water supplies. Sewage output, however, cannot be solely attributed to tourists. In addition to other activities, the movement of people from rural areas to urban centres to improve living conditions contributes to environmental degradation. Additionally, the growth of the tourism sector attracts people due to the availability of jobs and other business-related possibilities, which has caused a substantial population to settle both temporarily and permanently which is another major factor in the areas' rapid urbanisation. As a result, urbanisation leads to a number of environmental issues, such as sewage generation. The Biological Oxygen Demand (BOD) of fresh water is raised by algae and other bacteria because sewage contains organic stuff that is nutrient-rich and supports their growth. The Lidder River and other fresh water sources in Kashmir are particularly affected by untreated sewage.

Air Pollution: According to The Lancet Commission's study on air pollution and health, there were a startling 6.5 million deaths globally in 2015 as a result of poor air quality, with India taking the top rank with 2.51 million fatalities. Uncontrolled transportation and stubble burning considerably worsen Kashmir's air pollution, which contributes to a variety of respiratory illnesses. Autumn, when people begin to burn leaves in preparation for winter, is when the air quality in Kashmir is at its worst. The primary contributor to Kashmir's air pollution, from the perspective of tourism, is its traffic system. The recent surge in tourist traffic in Kashmir has increased both air and ground transportation. The increase in motorised transportation has made it easier for greenhouse gases like Carbon Dioxide (CO₂) and Sulphur Dioxide (SO₂) to be emitted. As a result, the area has previously seen acid showers, which have a direct impact on the environment, native vegetation, and the agro-based sector. The State Pollution Control Board (SPCB) has constructed Continuous Ambient Air Quality Monitoring Stations (CAAQMS) at several places throughout Srinagar city, which has only served to corroborate the city's extremely high pollution levels.

Degradation of Fresh Water Resources: Another significant problem brought on by Kashmir's tourism is water contamination. Rapid tourism growth has significantly weighed down water resources at the expense of local community needs. Although the building of inns, lodges, hotels, and houseboats alongside freshwater bodies has increased significantly, no scientific intervention for water preservation and efficient wastewater management have been implemented. As an example, sewage is dumped into the lake from numerous hotels and residences along the Dal banks, damaging the lake's native vegetation and animals. The largest

pollutants in Kashmir are the floating vegetable gardens, which are also a popular tourist attraction and among of the state's largest vegetable-producing areas. In Kashmir, there is already a very high demand for local resources like fresh water. Because of the increasing constraints on these assets, they are quickly running out of resources.

Deforestation: One of the main causes of unchecked deforestation of forests is the tourism industry's rapid growth, which has led to an increase in the demand for building materials for the construction of hotels, restaurants, lodges, houseboats, and other rural activities. The number of visitors has multiplied the interest in the neighbouring forest resources, and this pattern encourages the local people to harvest additional trees specifically for the purpose of growing more crops. Another important factor contributing to deforestation is the rapid rise in property prices near popular tourist destinations brought on by the desire for more tourism-related activities. These activities encourage illegal logging, trespassing, and the cutting down of forest trees. There is a need for land clearing for new building due to the increase in uncontrolled visitor inflow, which puts strain on forest land. The Forest Department's report from 2010 estimates that 4877 hectares of land have been encroached upon in the Kashmir valley. According to India's forest policy, there should be forests covering roughly 33% and 60%, respectively, of the combined region of the plains and the Himalayas. Regrettably, the national average is less than 22%, and J&K has just 20%. However, the growing competition for the use of forest resources is also greatly contributing to their widespread destruction. Deforestation is currently leading to serious problems, such as soil erosion, biodiversity loss, environmental change, harmful effects on the water cycle, and poor local environment.

Land Degradation: Because of the increased building of tourist and recreational facilities, there was a substantial strain on the land's natural resources. Sand, soil, and other critical minerals are mined as part of the construction process, which frequently results in unrestrained erosion and collapse. Tourists also expect improved amenities at airports, railroads, golf courses, natural parks, etc., which results in unintended depletion of land resources, loss of flora and wildlife, and landscape deterioration. Additionally, the plastic bags and wrappers that tourists use help to lessen the pollution of natural resources.

Loss and Degradation of Ecosystem: Unrestrained construction of roads, mining for sand and other minerals, deforestation, and the growth of tourism-related services (lodging, dining, entertainment, etc.) may lead to the destruction of biological communities. Additionally, the building of roads, rail lines, and airports results in the destruction of wildlife

habitats. Additionally, the presence of many visitors in close proximity to wildlife habitats and their activities, such as horseback riding, sledding, and trampling, may be to blame for the extinction of many species of fauna, the destruction of vegetation, the loss of soil structure, and a reduction in the permeability of air and water. Therefore, altering biological systems through visitor recreation activities can result in the destruction of natural ecosystems.

Climate Variation: Due to its sensitivity to climate variation, the tourism industry is directly impacted by any unfavourable weather-related changes in the area, such as storms, floods, less snowfall, severe rain, etc. As a secondary source of climate change that involves the movement of people and the development of facilities for tourists, tourism can't be completely eliminated based on the list of drivers of climate variation on a global scale. According to estimates, merely the movement of people between different locations accounts for 50% of all traffic (on roads, trains, and in the air), significantly increasing the production of greenhouse gases and other serious pollutants. According to IMD (Home | India Meteorological Department), the average temperature increased in Kashmir Valley by 1.45°C during the past two decades, in comparison to 2.32°C in Jammu.

Imbalance in Snowfall: The Kashmir valley's equilibrium of snowfall is being severely harmed by climate change. Because of the snow-related adventure sports, Kashmir attracts a lot of tourists. Recent temperature increases, a lack of winter snow, and excessive rains are all telltale signs that climate change is already present in the valley. The National Institute of Hydrology found that over the previous three decades, the glacier volume has decreased from 3.6% to 97%, with the majority of glaciers deteriorating by 17% -25%. Fresh water supplies are being negatively impacted by the little snowfall, which also casts a bad light on the state's tourism sector. Consequently, sustainable development is necessary. Rainfall patterns that are unpredictable are another aspect of climate change. As a result, droughts and flood-like conditions are increasingly more common. The severe climate change in recent years can be blamed for the devastating floods of September 2014.

5.5 Government Initiatives to Promote and Develop Tourism in Jammu & Kashmir

Due to various effective and beneficial interventions made by the Central Government in coordination with the administration of Jammu and Kashmir, the year 2021 saw a significant increase in both domestic and foreign tourism. To revive the deteriorating economic environment that was impacted by Covid-19's unrelenting fury, a number of outstanding projects were launched throughout the Union Territory. The Union government set a record

budget allocation of 786 crores for the tourist industry in Jammu and Kashmir, which is 509 crores higher than the previous financial allocation (KNS, 2022). In response to this, the J&K government has also launched a number of efforts to further stimulate and propel the local tourism industry.

The government of Jammu and Kashmir has given its approval to the creation of seven new trails for trekking in diverse wildlife protection zones as part of a massive effort to encourage ecotourism in the region. Additionally, 29 inspection huts and rest homes in the forest divisions of Jammu and Kashmir will now be bookable online under a single brand and logo. On March 18, 2021, the first night flight from Srinagar Airport began operations, ushering in opening up a new era and showcasing improved air connectivity between Jammu & Kashmir and the rest of the country. In July 2021, LG Manoj Sinha, also opened a Kashmir Golf Course's golf academy in an effort to develop the union territory's sports community (KNS, 2022). This represents a significant advance in the historic golf course's recovery from the 2014 floods.

To draw big crowds of golf enthusiasts and establish Jammu and Kashmir as the world's golfing capital, on September 15, 2021, Kashmir also hosted the 4 day the JK Open golf tournament. Srinagar was chosen by the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) in the category of crafts and folk arts, as one of the 49 cities chosen to join its innovative city network. This addition will probably open the door for the city to exhibit its handicrafts through UNESCO on a worldwide scale. It is a significant international acknowledgement for Jammu & Kashmir. Jammu and Kashmir saw the greatest level of tourism in the previous seven years, it is noteworthy. Compared to 4.1 lakh visitors in 2020, there were 6.65 lakh visitors in 2021. The number of tourists registered in November was 1.27 lakh, the most in the previous ten years (JKTDC). 20 holy landmarks in Srinagar were chosen for facelifts and renovations as part of the smart city initiative in order to draw in more visitors. The focus is on introducing new technologies to raise the city's overall infrastructure level. The massive tourist marketing event "Tapping the potential of Kashmir: Another Day in Paradise" was also held in Srinagar by the Ministry of Tourism (MOT) Government of India (GOI) from April 11–13, 2021. The event's main goal was to promote Jammu & Kashmir as a destination for leisure, adventure, ecotourism, weddings, films, and MICE (meetings, incentives, conferences, and exhibits) tourism by showcasing its many tourism goods. A dedicated 3-month tourism festival will be used to promote 75 new tourist locations, according to recent announcements by Chief Secretary of J&K, Dr. Arun Kumar Mehta. In an effort to enhance

infrastructure and promote tourism in the Anantnag district of South Kashmir, the Jammu and Kashmir administration has begun upgrading infrastructure under the Prime Minister Development Project at a cost of 3.5 crores.

LG Manoj Sinha inaugurated the Network of Tourist Villages in Jammu and Kashmir as part of mission young to promote rural tourism. This was one of the notable efforts undertaken by the J&K administration. The plan aims to turn 75 villages into tourism destinations that are noted for their historical, scenic, and cultural value. Another goal is to support community entrepreneurship, youth-led sustainable tourism, and the empowerment of women and young people by providing both direct and indirect job possibilities. All of this will go a long way towards boosting the rural economy. The J&K Tourist Village Network Scheme has provisions for a wide range of advantages, including Rs ten lakh for infrastructure, camping equipment and supplies, home stays, and so forth. To increase tourism and investment in the union territory, the administration of Jammu and Kashmir announced a new film strategy. According to the plan, the Jammu and Kashmir Film Development Council (JKFDC) will be established.

A meeting with Middle Eastern and adjacent region stakeholders was organised by Jammu and Kashmir tourism at a global forum in conjunction with Expo 2020 in Dubai. This particular event was one of several that J&K tourism organised to highlight the union territory's tourist potential and variety of tourism goods. The goal is to draw visitors from the Middle East to J&K to experience its natural beauty, gastronomy, art, culture, and other offerings.

5.6 Role of Government in Tourism Development of Kashmir

The potential for tourism from both domestic and foreign visitors is enormous in Kashmir. It provides a variety of tourist experiences to its visitors, including wellness travel, adventure travel, ecotourism, pilgrim travel, wildlife travel, cultural travel, rural travel, and leisure travel (Singh & Unjum, 2016). Tourism Department is responsible for all tasks relating to planning, promoting, publicising, and marketing tourism in the area and regulating the travel industry in accordance with the J&K Registration of Tourist Trade Act, 1978/82. Jammu Kashmir Tourism Development Corporation is in charge of all commercial tourism industry operations (JKTDC). The department's organisational structure has drastically changed throughout time. The significant reorganisation involved the establishment of 15 new Development Authorities for significant tourism locations. The number of Development Authorities increased to 20 by the establishment of an additional 5 Development Authorities.

The tourism sector as a whole, as well as all of these newly established development bodies, need qualified, devoted, and professional human resources to function and flourish properly.

The region has enormous potential to sustain the tourism industry as well as enormous sources and triggers for drawing tourists. It directly employs a variety of service providers, including Jobs at hotels, houseboats, and travel agencies are just a few examples. It also stimulates related industries like handicrafts, handlooms, transportation, etc. The Kashmir valley continues to be a well-known tourist attraction due to its verdant green trees, delightful springs, enduring rivers, attractive alpine scenery, and agreeable climate. The territory has always been in the spotlight on a national and worldwide scale thanks to its tourism industry. The world is familiar with its tourism-related goods. Kashmir is a popular tourist destination with many facets, set like a brilliant diamond. Regarding Kashmir, it has been correctly stated that:

“Agar Firdaus Bar roo-e Zameen Ast, Hameen Ast-o, Hameen Ast-o, Hameen Ast”

“If there is a paradise over on earth, it is here, it is here, it is here.”

The former state is a symbol of the century-old cultural, religious, linguistic, traditional, architectural, and artistic history. All of them offer tremendous potential for creating an amazing range of tourism destinations. Overall, the visual and verbal cues used in advertisements highlight the location's geography, wildlife, culture, way of life, and historical significance. Additionally, travel guides guarantee first-rate accommodations, preparations for communication and transportation, and sightseeing options. There are still certain areas that possesses all the required natural resources and may be turned into well-known tourist sites and cultural resources to draw travellers, fostering socioeconomic growth and the growth of the tourism industry (Bhat, 2013).

Due to the turmoil in the valley following the death of Hizbul Mujahidin (an indigenous militant organisation) chief Burhan Wani, 2016 saw the least number of visitors to the state compared to previous years. Before it could fully recover from the Burhan Wani crises, it had to experience the worst lockdown ever in 2019 following the Government of India's repeal of Article 370 and 35A. The economy was in a total standstill for around seven months, which caused enormous losses in all economic sectors, but mainly in the tourism industry.

Numerous initiatives have been started by the government in recent years to develop tourism in the state, including the SWADESH Darshan programme, the rural tourism programme, the incentive programme, the opening of new locations with significant tourism

potential, etc. The human resource of the tourism industry is particularly important for the proper execution and maximising the benefits of these schemes. Therefore, in order to attract and entice more people to visit the numerous tourism spots in the Kashmir Valley, competent human resources are required who are outfitted with the essential knowledge, abilities, attitudes, and behaviours to please the visitors and develop a healthy host-tourist relation.

According to the most recent Department of Tourism (DOT) Kashmir report, approximately 2,50,000 persons are directly or indirectly involved with tourism in the Kashmir valley. The Department of Tourism is arranging numerous promotional activities in the valley, outside the valley, and even outside the country to promote tourism in Kashmir Valley. To improve tourist amenities, the Department of Tourism conceptualises and produces a work plan under the Capex Budget and Centrally Sponsored Schemes, under which tourism-related infrastructure is planned and built by an executive agency. The government provides funding for the execution of works once the Annual Capex Budget and Centrally Sponsored Schemes are approved by the competent authorities, and the department uses these funds to the best of its ability. The Department of Tourism (DOT) is attempting to investigate opportunities for the promotion of adventure tourism, pilgrimage tourism, golf tourism, MICE tourism, eco-tourism, and other forms of tourism so that intending tourists can enjoy the various destinations of Kashmir Valley and stay in Kashmir for as long as possible, thereby increasing activities and achieving GDP progress.

5.7 Stakeholders involved in Tourism Development of Kashmir

Any person or group of people who are intimately involved with a certain industry, whether directly or indirectly, and who have an impact on or are affected by the achievement of that industry's objectives are considered stakeholders (Freeman, 2010). Concerning the tourism industry of Valley of Kashmir, the stakeholders are roughly categorised into four groups. They consist of the tourism department, tourism-related individuals and organizations, the local government, and residents of the region. Human resources, which make up all four categories, devote countless hours to the expansion and improvement of the region's tourism industry. The stakeholders involved in the development of tourism of Kashmir Valley are briefly discussed in the below paragraphs.

5.7.1 The Department of Tourism

The creation, marketing, and control of state-wide tourist services are the primary responsibilities of the J&K Government's department of tourism. It is essential to the planning

and implementation of several projects for the upgrading and expanding of the infrastructure throughout the state. The availability and the use of its human resources enables it to produce operative and competent strategies and carry them out to offer top-notch services offered to visitors to the state. In addition, the organisation is in charge of marketing and promoting a variety of tourist sites, as well as the control of the tourism industry through the enforcement of specific laws including “Jammu and Kashmir Registration of Tourist Trade Act, 1978/1982”. The department is divided into three divisions: planning, publicity, and engineering, as well as an enforcement division to protect the interests of tourists. If they have dedicated, qualified, and skilled staff, the tourist department organisations be able to successfully carry out their obligations. The executive branch of the department, Jammu and Kashmir Tourism Development Corporation (JKTDC), is in charge of the commercial activities of the division, including building lodging facilities, operating cafeterias and restaurants, planning food festivals, and organising tours and travel excursions both inside as well as outside the State. The Kashmir International Conference Centre, J&K State Cable Car Corporation, Royal Springs Golf Course in Srinagar, and Jawahar Institute of Mountaineering and Water Sports also work to promote tourism in the region. It wouldn't be inaccurate to claim that all of the department's actions and those of its affiliated organisations are only made possible by its human resources, who are capable of carrying out their tasks successfully, which will then result in the growth of the industry as a whole.

5.7.2 Institutions and People associated with Tourism

The people of J&K, like those of other tourist areas in the nation, rely on tourism for a portion of their income. But according to the report, less than 1% of the population works directly in the state's tourism industry. This underlines the necessity of involving more and more people in this sector in order to expand employment opportunities and aid the sector in reaching new heights. It is essential to educate and develop in them the necessary skills for their vigorous demonstration before inviting public to the industry. Travel agents, hotel associations, restaurant associations, pony wallas, and other individuals having direct ties to the tourism sector are just a few examples. These people interact directly with visitors to the valley, therefore the level of service they provide will depend on their attitudes, behaviours, and abilities. Therefore, it is important to successfully manage and develop these employees in order to deliver high-quality services that will satisfy visitors and advance the tourism sector as a whole.

5.7.3 The Local Government

One of the key players in the tourist sector is the government of Jammu and Kashmir. Through its various departments and organisations, it helps the state's tourist industry grow and thrive. It offers the essential assistance and resources for infrastructure growth as well as the enhancement of tourism attractions worldwide. It plans and carries out the significant initiatives required for the state's tourism development through the use of its human resources. The state government offers all the assistance necessary for tourists to visit in safety and security and to protect their interests. It is essential to enhance the infrastructure at tourist attractions and develop new tourism destinations in order to draw more and more tourists to the state because of the heavy tourist flow and increasing competition from the neighbouring states of India as well as from overseas. The state government needs highly effective and capable human resources to carry out all of these tasks in order to make better use of its resources and advance the state's tourism business.

5.7.4 The Local Residents of the Kashmir Valley

The participation of locals engaged in tourism-related activities is crucial for the continued growth of the tourist sector because they are one of the key constituents and fundamental parts of the tourism industry. The local population wants to be involved in policymaking to ensure that their needs are satisfied and to allow policymakers to consider the stakeholders' concerns when formulating such policies (Muganda et al., 2017). Additionally, it falls on locals to protect the aesthetic value and beauty of their particular tourist destinations while also promoting the tourism sector since, as someone once remarked, "Charity begins at home." Hence, everyone should become aware of their responsibilities and obligations with regard to the preservation and effective use of the state's natural resources, along with the promotion and expansion of the tourist sector. Because Kashmiris are known for their warmth and hospitality around the world, tourists feel a sense of love and belonging and are compelled to return time and time again to take in the valley's natural beauty, which promotes socioeconomic development and the expansion of the tourism sector.

5.8 Different Financial Schemes Undertaken by the Government for Promotion and Upliftment of Tourism in Kashmir Valley

A precise knowledge of a genuine potential interest, performance artists linked to visitor supply, and the financial ties between the partners are all necessary for efficient and persuasive administration. Additional goals, or better still, the results of the aim, should be improved

steadily, just as the travel industry requests behaviour improvements. As stated in the writing, traveller items include a variety of appealing elements, goods, and endeavours arranged according to travelers' preferences and needs. The variety of goods depends on the variety of the resources, and the variation depends on how the attractions are created, arranged, managed, and "extended." This suggests that a variety of objectives, both developing and growing, can be repositioned, stimulating the growth of both new markets and portions and new products.

When making decisions on loans that take into account ecological factors, banks seek environmental data (Thompson & Cowton, 2004). The extent of effects on the external institutional environment that influence the development of small travel industry enterprises were delineated by (Ateljevic & Doorne, 2004). These include employment in the public sector, the development of public policy, management support, and connections to the financial sector. The political economics and expansion of the tourism industry in developing countries are driving up demand for finance and consulting (Hawkins & Mann, 2007). Businesses that take an active environmental responsibility run the risk of receiving less credit (Bauer & Hann, 2010). That the current financial crisis will have a profoundly detrimental impact on international traveller arrivals to Asia and visitor spending by Asian tourists outside of Asia (Song & Lin, 2009). Tourism Finance Corporation of India (TFCI) assumed a fundamental role in the development of the travel industry by taking into account the financial support requirements of various activities (Joshi, 2011). By incorporating natural and social criteria into the examination methodology for credits, ventures, and protection, banks and the insurance sector can perform a fundamental role in ensuring the travel industry experiences sustainable growth (Mukhtar, 2013).

The travel business is hampered by high tax assessments, a lack of easy financing, a lack of cost impetuses, and unfavourable credit terms (Zapalska & Brozik, 2013). There are distinct factors that have an impact on financing for the travel industry, including principles, financing methodologies, sanctions, financial strategy, keeping money framework, cash changes, issues of free market activity, cash and capital market, and monetary strategy (Arzhang & Hamidi, 2014). (Ngoasong & Kimbu, 2016) investigated how Informal Microfinance Institutions (IMFIs, for instance, through access to financing Micro budgeting institutions in Development stimulated the tourism sector Entrepreneurship. The various financial schemes provided by the government in the upliftment and promotion of tourism industry of Kashmir Valley are discussed below:

5.8.1 JK State Financial Corporation Term Loans

JKSFC is a pioneer in improving the business climate in the State and offers financial support through a number of loan programmes developed by the government, IDBI, and SIDBI. By meeting the financial needs of initiatives in the industrial and service sectors, notably the tourism and transportation industries of the state, JKSFC is playing a crucial role in claiming economic development and financial independence.

5.8.2 Jammu & Kashmir Bank Tourism Schemes

By funding programmes like PMEGP, Stand up India, Help Tourism, Youth Start-up Loan Scheme, etc., the Jammu and Kashmir Bank increased its service areas and enlarged its credit base. The Jammu and Kashmir Bank has been playing a vital role in accelerating economic change and utilising Jammu & Kashmir's tourism potential by offering all the support necessary for the promotion and sustainability of this industry.

5.8.3 Prime Ministers Employment Generation Programme (PMEGP)

PMEGP is a central government subsidy programme based on credit for creating jobs through the formation of microbusinesses in various industries.

5.8.4 Youth Start-Up Loan Scheme (YSLs)

Through its flagship credit programme, the Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) provides young startup entrepreneurs with up to Rs 8 lakhs to help them develop their entrepreneurial spirit and launch their own firms. For the state's implementation of this programme, the Jammu & Kashmir Entrepreneurship Development Institute (JKEDI) and J&K Bank have been suggested.

5.9 Infrastructure Development

In this approach, the foundational components of the travel industry's structure are included, including air terminals, railroads, roadways, conduits, power, water supply, seepage, sewage, robust waste transfer frameworks, and services. Additionally, offices like lodging, dining establishments, leisure facilities, and retail establishments are included in the definition of tourism infrastructure. Making plans for a sustainable development of tourism infrastructure, in this way, incorporates the well-integrated advancement of basic infrastructure and comforts alongside all the travel industry offices. The following are the essential conditions for the enhancement of tourism infrastructure: Accommodations at a location include restaurants,

lodges for tourists, and motels in the woods. Mini transports, jeeps, ship launchers, and other visitor transportation options are available at natural history destinations.

5.10 Controlling Mechanism at the Tourist Destinations

The rising complexity of the competitive environment and the dwindling ability to predict and manage markets and demand are two important issues that nearby traveler aims, both emerging and already established, must deal with. Management of nearby assets, coordination and control among stakeholders in the tourism industry, and the creation of value for all actors involved in the framework of the tourism industry should be the foundation of effective administration that needs to communicate the goals of the travel industry in the new millennium.

5.11 Connectivity

The travel industry's major push area requires dependable and secure transportation. It requires planning for a visitor framework, including inquiries, scheduling, bookings, and standard passage frameworks. The tourism system should create conflict-free locations for both the daily lives of local residents and tourists, and it should have a strong connection to a comprehensive disaster plan (Najar, 2018). This is especially important for Kashmir, which is located in a seismically active area, and the entire state.

5.12 Summary

The present chapter of the research thesis depicts the impacts of tourism on the Kashmir Valley and the function of government in developing and promoting tourism. In this chapter the impacts of tourism on Kashmir Valley and the role of government in tourism development were examined based on the data obtained from secondary sources (*research papers, books, journals, newspapers, websites, etc*).

Even while Kashmir, often known as "heaven on Earth," has the potential to become one of the top tourist destinations in the world, which would significantly enhance its economy, it still faces some issues. Even if terrible things happen all the time, tourism nevertheless thrives. However, on occasion, agencies instigate circumstances to undermine Kashmir's calm and tourism growth. The world has learned about the reverence, love, and hospitality of the Kashmiris thanks to tourism. As a result, they generate much-needed awareness for the resurgence of tourism. The ongoing efforts made by the central and local governments are making J&K one of the top tourism destinations in the world. By providing simple and diverse

access to boarding and lodging facilities, special incentives for longer stays, a paying guest system, and other initiatives, the government, the tourist development sector, and the general public should all collaborate to assist the industry's renaissance. This will not only promote worldwide understanding and counter false media manipulation, but it will also improve the economy of the state. Last but not least, the government must provide a uniform framework for policy in order to safeguard the social and cultural values of the populace. It is imperative for the government and policymakers to endorse that tourists have favourable experiences with regard to the destination, which is feasible when there is strong support from the government for the growth of tourism at a location. Throughout the service delivery process, visitor emotions should be regularly evaluated. To do this, community members must receive training so they can comprehend the tourists' emotional reactions and their happiness. To make visitors happier and more willing to support the destination's growth, many stakeholders should cultivate friendly ties with travellers. The next chapter will discuss the summary of the findings, implications of the study, limitations of the study, and scope for future research.

CHAPTER-6

FINDINGS, SUGGESTIONS AND IMPLICATIONS

6.1 Introduction

The current chapter depicts the findings of the present research study. The chapter also incorporates the implications and contribution of research for tourism policy makers and stakeholders involved in the process of tourism development. The current chapter also discusses the limitations and the scope for future research perspectives considering the topic of residents' attitudes towards tourism development especially in the Valley of Kashmir which is considered a popular tourist destination among tourists all over the world. The first section of this chapter deals with the findings of the present research study followed by suggestions, implications and research contributions. The last section of this chapter deliberates the limitation of the present research and scope for future research.

6.2 Findings of the Present Research Study

Examining community attachment, tourist contact, and local views toward tourism growth in Kashmir Valley was the main emphasis of this research study. The research findings show that inhabitants have favourable and upbeat opinions of community affiliation and its two aspects. The idea of group connectedness is not only easily expressed (Trentelman, 2009), however, it is also commonly valued as people's connection to their community (cultural attributes). Our contacts with others are shaped by more than simply its exterior look (Wang & Chen, 2015). It is also influenced by how someone perceives, comprehends, commits to, and appreciates a specific community. Residents with more bonds than those with fewer relationships are expected to have a more fervent attitude (Stylidis, 2018). However, Eslami et al. (2019) contend that community attachment and residents' perceptions of tourism impacts were substantially associated to support sustainable tourism development.

Findings also suggest a favourable and positive attitude of residents concerning tourist contact. Likewise, highly educated residents who are in frequent contact with tourists are more supportive of tourism development (Weaver and Lawton, 2001). Residents who choose to have regular contact with tourists also see positive tourism impacts (Andereck et al., 2005a), residents with a fair to high level of contact with tourists will typically experience more positive outcomes (such as living in a community, personality-related outcomes, and financial outcomes).

While concerning the resident attitudes toward tourism and its three dimensions the findings suggest a favourable and positive attitudes of residents toward tourism development. Residents' attitudes toward tourism development have a large and positive impact on a local community. The study (Liang et al., 2021) recommends examining residents' attitudes and related influencing factors in the future. Residents' attitudes about tourism, both positive and negative, have a direct impact on cost-benefit analysis attitudes and an indirect impact on tourism support (Çelik & Rasoolimanesh, 2021). Yet, the findings suggest that cost-benefit views play a mediating role between individuals' opinions and support for tourism. The findings also suggest undertaking research in locations where the tourism industry is still in its early stages. Despite the fact that tourism was implicated in a number of unfavourable occurrences, the majority of respondents stated that tourist development helped to improve city image and recognised a fairly positive impact (Moraru et al., 2021)

Results also show that residents have a positive attitude towards the economic development of the tourism industry. Numerous studies report similar findings discovering that residents have a positive and favourable opinion of the economic development of tourism. An additional study conducted more recently by (Alrwajfah et al., 2019) in Jordan, they argued that residents had a positive opinion of the economic benefits of tourism. It is asserted that the expansion of tourism in any place is driven mostly by the positive economic impact (Brankov et al., 2019; Dyer et al., 2007). Additionally, findings show that locals are unconcerned with the social and cultural development of tourism.

We also looked at the attitudes of locals in the Kashmir Valley towards tourist development, which is based on how the local residents of the tourist destination perceive tourism development. Because of their demographic differences, their opinions are different. According to the study's findings, local residents' attitudes of the cultural, economic, and social development of tourism in the Valley of Kashmir are influenced by their demographic characteristics.

The findings imply that there is no relationship between local resident age and community attachment, tourist contact, or local residents' attitudes towards tourism development. The results also suggest that male and female Kashmir Valley residents have the same perceptions of community attachment, tourist contact, and attitudes towards tourism. Additionally, the findings imply that resident's levels of education had no relationship on their community attachment, tourist contact, or their attitudes towards the development of tourism industry. The findings also imply that resident income had no relationship on attitudes toward

tourism, community attachment, and tourist contact. However, numerous studies, for example, (Davis et al., 1988; Liu & Var, 1986; Madrigal, 1995; Pizam, 1978) support some of these findings. So it happens that residents, regardless of their place of residence, source of income, age, or gender have an uninterested attitude towards the developments of tourism. Nevertheless, the findings identify perceptual variations of education level among residents. A variety of tourism-related developments, including economic development, cultural development, and social development, are used to illustrate the perceptual difference. This result is consistent with research (Brankov et al., 2019), conducted in Serbia on residents' attitudes of the development of tourism. Furthermore, it stands to reason that higher educated residents are more likely to be aware of the developments of tourism. Additionally, (Hsu, 2006) proposed similar findings when examining residents' attitudes of the tourism development. He argued that in Lan-Yu, Taiwan, factors like education have an impact on local residents' attitudes towards tourism development.

6.3 Implications of the Research Study

This research study provides important theoretical insights into communities' views regarding tourism development. The research also delves into the tourist literature for information on the economic, social, cultural, and environmental aspects of tourism. Furthermore, the study indicates discrepancies in views toward tourist development depending on demographic criteria such as age, location of residence, gender, and marital status as well as the influence of education and the nearest tourist destination in perceptual variances among residents regarding tourism development especially in the Valley of Kashmir.

About the topic of minimising the bad effects, tourism planning agencies adopt strategies to prevent negative consequences of tourism on the resident population while also instilling trust-building measures to increase citizens' trust in planning bodies. As a result, people' fears about the region's negative effects are reduced, and they are more likely to support future tourism development. Residents are more likely to support future tourist growth if they believe that tourism has positive social, cultural, economic, and environmental effects (Stylidis et al., 2014). A number of strategies could be used to increase local support for tourism development, including implementing a more integrated and participatory planning process that includes all interested parties, especially the host community during the planning process, enhancing the democratic process by allowing non-elected members, or community members, to exercise some control over decisions that directly affect their lives, and so forth. The participation of

parties involved in the planning and implementation has been acknowledged as a critical aspect for future tourist growth (Mudimba & Tichaawa, 2017).

Because the study concentrated solely on perceptions and demographic data, it neglected the implications of other aspects that can have an impact on locals' perceptions of how tourists affect India. As a result, the next obvious emphasis of any additional research on the perception of tourism impacts should be on elements like length of stay, contact with tourists, tourism knowledge, and proximity to a tourism centre. Additionally, the current study only considers the perspectives of residents; however, future studies might contrast locals' and visitors' perspectives. Future research may adopt a longitudinal approach even though the current study used a cross-sectional approach.

6.4 Limitations and Future Research Directions

Because the study concentrated solely on perceptions and demographic characteristics, it neglected the effects of additional possible elements that might affect how locals in India perceive the consequences of tourism. As a consequence, elements including the duration of the stay, interactions with visitors, expertise in tourism, and proximity to a tourism hub. It should be the same for any further studies on how people perceive the effects of tourism. Additionally, the current study only considers the perspectives of locals; however, future studies can compare the perspectives of inhabitants and visitors. Future research may employ a transversal strategy over a longer time period, despite the fact that the current study utilised a cross-sectional approach.

Further, the research calls for cautious generalisation of its findings because the findings do not conclusively show whether an increase in education has a positive or negative impact on how locals perceive the effects of tourism. Additionally, because this study's post-hoc analysis is based on group comparisons, and the number of uneducated locals is so tiny, drawing inferences is nonsensical until substantial empirical evidence is established across a varied range of tourist sites. To have a comprehensive grasp of the impacts of tourism development, longitudinal studies documenting alterations in resident attitudes and community attachment through time are crucial. Such studies, however, might be scarce especially in the Valley of Kashmir. Economic, sociocultural, and environmental factors, among others, can have an impact on the complicated interaction between tourist contact, community attachment, and local sentiments. It can be difficult to completely record these exchanges.

Examining the potential conflicts between encouraging eco-friendly tourism activities and preserving the integrity of the regional environment and culture. Finding a balance between economic gains and cultural preservation could be the subject of future research. Examine how local communities are involved in making decisions about the growth of the tourism industry. The effects of incorporating locals in planning and implementation on their attitudes toward tourism could be studied. Examine how Kashmir's tourism sector and local populations respond to emergencies like political upheaval or natural disasters, as well as how these occurrences affect local views and sense of community. To promote positive attitudes and understanding, look into the possibility of cultural exchange between visitors and locals. This can entail evaluating the success of projects and programmes for cultural exchange. Conduct long-term studies to monitor alterations in resident attitudes and ties to the community. This would give information about the long-term effects of tourism growth. Keep in mind that the precise research directions will rely on the changing Kashmiri situation and the preferences of the scholars working in the area.

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APPENDICES

APPENDIX – I

QUESTIONNAIRE FOR HOST COMMUNITY

Respected Sir/Mam,

I Younis Mohammad Malik, am a doctoral Scholar of School of Hotel Management and Tourism of Lovely Professional University Jalandhar Punjab. I am glad to inform your good self that I'm working on a research topic, "Community Attachment, Tourist Contact and Resident Attitudes toward Tourism Development in Kashmir" for my PhD degree. The main purpose of this study is to assess the impacts of tourism on host community, the relation between tourists and hosts, attitudes of host community toward tourists and vice-versa. This study is purely an academic exercise. Your valuable opinions and viewpoints will be of immense help and appreciable to gain more insights and knowledge about tourism development and hospitality of Kashmir Valley. I'm sure your support and cooperation will help me in writing and enriching the quality of my PhD thesis. The collected data will be solely and strictly used for this research study and thesis writing. I therefore request you for your kind support and cooperation.

Thanking You

PART – I
DEMOGRAPHIC PROFILE OF THE RESPONDENT

Gender				Age			
(a) Male		(b) Female					
Marital Status				Nationality			
(a) Single		(b) Married		(c) Others (please specify)			
Education Level							
(a) Up to 10+2		(b) Undergraduate		(c) Graduation			
(d) Post Graduation		(e) Others (please specify)					
Occupation							
(a) Govt. Employee		(b) Private Employee		(c) Entrepreneur			
(d) Agriculturist		(e) Study		(f) Others (please specify)			
Annual Income							
(a) Below 2 lacs		(b) 2- 4 lacs		(c) 4 – 6 lacs			
(d) 6 – 8 lacs		(e) Above 8 lacs					

1. Nearest tourist attraction from your residential place in kilometers

1) Upto 5		2) 6 – 10		3) 11 – 20	
4) 21 – 30		5) Above 30			

PART: II
Residents' Attitudes toward Tourism Development in Kashmir

2. To better understand your opinions and attitudes about the tourism development in valley and your contact with tourists, you are required to indicate your association by marking on category from each of the statements.

<i>ITEM</i>	<i>STATEMENTS</i>	<i>RATING SCALE</i>				
Community Attachment	<i>(1) Community Identity</i>	<i>Strongly Disagree</i> <i>(1)</i>	<i>Disagree</i> <i>(2)</i>	<i>Neutral</i> <i>(3)</i>	<i>Agree</i> <i>(4)</i>	<i>Strongly Agree</i> <i>(5)</i>
	1) This community is very special to me.					
	2) I identify living with this community.					
	3) I feel that this community is a part of me					
	4) I am attached to this community.					
	5) Living in this community says a lot about who I am.					
	6) This community means a lot to me.					
	<i>(2) Community Dependence</i>	<i>Strongly Disagree</i> <i>(1)</i>	<i>Disagree</i> <i>(2)</i>	<i>Neutral</i> <i>(3)</i>	<i>Agree</i> <i>(4)</i>	<i>Strongly Agree</i> <i>(5)</i>
	7) No other community can compare to my community.					
	8) Doing what I do in my community is more important than doing it in other communities.					
	9) I get more satisfaction out of traveling in my community.					
	10) For the recreation activities that I enjoy most, the settings and facilities provided here in my community are the best.					
	11) I prefer my community over other settings/ facilities for the recreational activities I enjoy most.					
	12) For what I like to do, I could not imagine anything better than the setting and facilities provided by my community.					
13) I enjoy visiting various sites of my community more than any other sites.						
Tourist Contact		<i>Strongly Disagree</i> <i>(1)</i>	<i>Disagree</i> <i>(2)</i>	<i>Neutral</i> <i>(3)</i>	<i>Agree</i> <i>(4)</i>	<i>Strongly Agree</i> <i>(5)</i>
	14) To invite tourists to my own home.					
	15) To attend a special event together.					
	16) To share facilities.					
	17) To take part in family celebrations and parties.					
	18) To have a close personal relationship.					
	19) To share a meal.					

	20) To be friends.					
Resident Attitudes towards Tourism Development	(1) Economic Development	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	21) Tourism activities Upsurge employment opportunities					
	22) Tourism activities Intensify the revenues from visitors for local governments.					
	23) Tourism events Increase business for local people and small businesses.					
	24) The tourism industry provides many worthwhile job opportunities for community residents.					
	25) Increasing the number of tourists to a community improves the local economy.					
	(2) Social Development	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	26) Tourism activities Increase opportunities for leisure and tourism.					
	27) Tourism activities Improve the conditions of roads and other public facilities.					
	28) Tourism development increases the quality of life in an area.					
	29) The quality of public service in my community has improved due to tourism.					
	30) Tourism development improves appearance of an area.					
	31) The quality of public service in my community has improved due to tourism.					
	(3) Cultural Development	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	32) Tourism activities provide an incentive for the preservation of local culture					
	33) Tourism encourages a variety of cultural activities by local residents					
	34) Tourism encourages a wide variety of cultural activities such as crafts, art, and music in the community.					
	35) Tourism helps preserve the cultural identity of my community.					
	36) Tourism improves understanding and image of my community or culture					
	37) Tourism Increase cultural exchanges between visitors and residents					

SCALE ITEMS AND SOURCE

Latent Variables	Items	Source
<p>Community Attachment</p>	<p><u>Community Identity</u></p> <ol style="list-style-type: none"> 1. This community is very special to me 2. I identify living in this community 3. I am attached to this community 4. Living in this community says a lot about who I am 5. This community means a lot to me <p><u>Community Dependence</u></p> <ol style="list-style-type: none"> 6. No other community can compare to my community 7. Doing what I do in my community is more important than doing it in other communities 8. For the recreational activities that I enjoy most, the settings and facilities provided here in my community are the best 9. I prefer my community over other settings/ facilities for the recreational activities I enjoy most 10. For what I like to do, I could not imagine anything better than the setting and facilities provided by my community 	<p>(Aleshinloye et al., 2020; G. T. Kyle et al., 2004; Lee, 2013; López et al., 2018)</p>
<p>Tourist Contact</p>	<ol style="list-style-type: none"> 1. To invite tourists to my own home 2. To attend a special event together 3. To take part in family celebrations and parties 4. To have a close personal relationship 5. To be friends 	<p>(Aleshinloye et al., 2020; Yilmaz & Tasci, 2015)</p>
<p>Residents' Attitudes towards Tourism Development</p>	<p><u>Economic Development</u></p> <ol style="list-style-type: none"> 1. Tourism activities upsurge employment opportunities 2. Tourism activities intensify the revenues from visitors for local governments 3. Tourism events increase business for local people and small businesses 4. The tourism industry provides many worthwhile job opportunities for community residents 5. Increasing the number of tourists to a community improves the local economy <p><u>Cultural Development</u></p> <ol style="list-style-type: none"> 6. Tourism activities provide an incentive for the preservation of local culture 7. Tourism encourages a variety of cultural activities by residents 8. Tourism encourages a wide variety of cultural activities such as crafts, art, and music in the community 9. Tourism helps preserve the cultural identity of my community 10. Tourism improves understanding and image of my community or culture <p><u>Social Development</u></p> <ol style="list-style-type: none"> 11. Tourism activities increase opportunities for leisure and tourism 12. Tourism activities improve the conditions of roads and other public facilities 13. Tourism development increases the quality of life in an area 14. The quality of public service in my community has improved due to tourism 15. Tourism development improves the appearance of an area 16. The quality of public service in my community has improved due to tourism 	<p>(Andereck & Vogt, 2000; Ap & Crompton, 1998; Eslami et al., 2019; Gannon et al., 2021)</p>

The items were graded on a five-point Likert scale, with 1 being strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree.

LIST OF PUBLICATIONS

1. Malik, Y.M., 2020. Cultural Tourism Destination Elements and Attributes: An Interpretive Planning. *Journal of International Cooperation and Development*, 3(2), pp.74-74. Available at: <https://doi.org/10.36941/jicd-2020-0016>
2. Malik, Y.M., 2023. Understanding Tourist-Resident Contact and the Role of Contact Theory in Tourism Research. *Journal of Social Responsibility, Tourism and Hospitality (JSRTH)* ISSN 2799-1016, 3(04), pp.23-36. Available at: <https://doi.org/10.55529/jsrth.34.23.36>
3. Malik, Y.M., 2022. Tourism and Peace: Relationship between Tourism, Peace & Violence and Conflict. *Peace & Violence and Conflict* (August 23, 2022). Available at: <http://dx.doi.org/10.2139/ssrn.4197877>
4. Malik, Y.M., 2020, December. TOURISM DEVELOPMENT IN THE VALLEY OF KASHMIR: PROBLEMS & PROSPECTS. In THE 2nd INTERNATIONAL CONFERENCE ON TOURISM AND ENTREPRENEURSHIP (ICTE) 2020 (p. 333). Available at: d1wqtxts1xzle7.cloudfront.net/68029507/PROCEEDINGS_ICTE_2020_1_.pdf?1626102269=&response-content-disposition=inline%3B+filename%3DPROCEEDINGS_ICTE_2020_1.pdf&Expires=1694502299&Signature=ZwCm~dc3OBKdCC0gSodY2fuX41aKDMTcRlwgOudTgg4nMxYIDkxaeWK2mzKxgO4cR941T6SnRqU1243~AFuqi~YLStNK4CEiHqEc7iI~4LjBA4~Tqsd7ZIKl8-yCqJ~R5iCUCS7ry-s5RFaUoQFeKw~sYVOF37srJKYbpKmmr~KOIt2nMrQ4p5csmkxx~Po3~LOnJ-eCbs-iWBLFKVZcE9w-rrQx9uxNcvAh6pmZX039w9HL7~k1OHRBsYOAGZotO9wt17wgV01nOTaUw0s7O LTMWtHMUtju4whukijBc3A9q0xbKQMhCQMacyq1u1vMvyPa~SlSoxfZCL0PGs4E4g__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=350
5. Malik, Yonis, Dr. Vikram Jit Singh, Shakeel Basheer., 2023. Understanding Attitudes of Kashmir Valley Residents towards Tourism Development: A SEM Study (*Accepted for Publication on August, 30*) in *International Journal of Work Innovation (Scopus Indexed, Q3)*.
6. Basheer, S., Farooq, S., Hassan, V., Malik, Y. M., & Reshi, M. A. (2023). Augmented Reality and Virtual Reality in Cultural Heritage Tourism Enhancing Visitor

Experiences. *Exploring Culture and Heritage Through Experience Tourism* (pp. 13-34). IGI Global.

7. Basheer, S., Malik, Y. M., Walia, S., Erkol Bayram, G., & Valeri, M. (2024). Community Attachment, Tourist Contact, and Resident Attitudes Toward Tourism Development of Kashmir Valley. *Tourism: An International Interdisciplinary Journal*, 72(3), 410-421. Available at: <https://doi.org/10.37741/t.72.3.9>

LIST OF CONFERENCES

1. 4th International Conference on Sustainable Development Goals and Management Practices, Organized by School of Hotel Management and Tourism (SOHT), Lovely Professional University, Punjab on 3rd-4th February 2023.
2. International Conference on Hospitality and Tourism (ICHT, 2021), 28th-29th June, The New Normal of Hospitality and Tourism: Post-Pandemic Trends, Issues and Opportunities, Organized by School of Hospitality and Tourism (SoHT), Jagran Lakecity University, Bhopal.
3. 2nd International Conference on Tourism and Entrepreneurship, 11 December 2020, at Udayana University, Bali, Indonesia.
4. International Conference on Sustainable Development Goals and Management Practices in Tourism and Hospitality Sector, Organized by School of Hotel Management and Tourism (SOHT), Lovely Professional University, Punjab on 1st-2nd November 2019.

LIST OF WORKSHOPS

1. One Month Advanced International Training Program on Research Manuscript Drafting & Publishing-2020, Organized by Eudoxia Research Centre India, 30th September-1st October 2020.
2. Workshop on Thesis Writing and Research Methods, Organized by International Master's Program of Tourism and Hospitality, National Kaohsiung University of Hospitality and Tourism, 19th-27th September 2020.
3. Two Week Course on SPSS Basics, Organized by Maulana Azad National Urdu University Hyderabad, 1st-14th December 2020.
4. National Workshop on Research Methodology and Data Analysis Using SPSS, Organized by Lovely Professional University, Punjab, 26th April-1st May 2021.

5. Workshop on Essentials of Research Writing and Using Mendeley Reference Manager, Organized by Jawahar Lal Nehru University on 20th November 2020.
6. Workshop on EFA, CFA & CCA, Organized by Campus Technology Team, A Portfolio Company of Times Internet, 26th-27th September, 2020.