

**DOCTORAL (PhD) DISSERTATION**

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**SOCIAL ENTREPRENEURSHIP AND ECOTOURISM:  
THE ROLE OF SOCIAL ENTREPRENEURS IN  
ECOTOURISM SUSTAINABLE DEVELOPMENT**

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## **LIST OF ACRONYMS & ABBREVIATIONS**

<b>UNWTO</b>	<b>United Nations World Tourism Organization</b>
<b>TIES</b>	<b>The International Ecotourism Society</b>
<b>WCED</b>	<b>World Commission on Environment and Development's</b>
<b>UN</b>	<b>United Nations</b>
<b>MET</b>	<b>Mangalogdi ecotourism society</b>
<b>IRD</b>	<b>Indian Rural development</b>
<b>SDG</b>	<b>Sustainable development Goals</b>
<b>CBET</b>	<b>Community based ecotourism</b>
<b>UNEP</b>	<b>United Nations Environmental programme</b>
<b>FTAs</b>	<b>Foreign tourist arrival</b>
<b>DTAs</b>	<b>Domestic tourist arrivals</b>
<b>IBA</b>	<b>Important Bird Area</b>
<b>IGS&amp;RBS</b>	<b>Indian Gramena service &amp; Rural bank of Scotland</b>
<b>CDA</b>	<b>Chilika development authority</b>

# **Chapter 1**

## **Introduction**

### **1.1 Introduction**

This thesis addresses the themes in contemporary social entrepreneurs in ecotourism industry, particularly social entrepreneur's role of ecotourism development within the process and the manner which this aspect can be understood in the concept of entrepreneurs' ecotourism organizations in India. This chapter provide the general introduction of the study. A brief background of the student area and significate of study are discussed by an expiration of the research objective and research questions.

### **1.2 Background of the study area**

As tourism industry attained significant growth in the recent past, the need to assess its contribution in larger sustainable development discourse has gained momentum. Tourism as an industry accounts for about 10 percent of the total global GDP (Hirotsune, 2011). According to the United Nations World Tourism Organization (UNWTO), international tourism arrivals are expanding to the tune of 6.5 percent annually and the income generated has increased to 11.2 percent by 2005. It is further estimated that in 2009 alone 0.88 billion tourists have made international travel. Especially, ecotourism within the larger tourism industry has witnessed fastest growth with an annual growth rate of 5 percent worldwide. This has prompted national government to initiate policies in support of ecotourism (Das, 2011). The reason for the growth and policy emphasis on ecotourism should be credited to its growing popularity in international discourse of achieving sustainable development. Ecotourism addresses environmental concern that many sustainable development debates talk about (Das, 2011). Ecotourism has become quite

evident in both policy and practices since 1994, especially when the commission on sustainable development of United Nations organization has incorporated the approach of 'sustainable nature-based tourism'.

There is a growing trend that social entrepreneurship which traditionally aims to address social and environmental problems now started to investigate tourism as a potential area in order to enhance local potential (Tetzschner and Herlau 2003). Social enterprises innovate to address social or environmental problems while adopting bottom-up approaches with strong participation from various stakeholders involved. This trend overall aims to achieve sustainable development while addressing several social problems at local levels. However, due to its nascent nature, the theory of social entrepreneurship still lacks systematic research scholarship (Austin *et al.*, 2006).

The process of ecotourism development the best example of ecotourism is making a real and significant contribution to conservation of the natural environment and development of impoverished communities, these instances are still relatively rare and most of them are very small-scale industries in quantitative terms (Buckley, 2003). According to (Lindsey et al., 2007) the scientific problems can be treated in many sources, which explain the ecotourism has not led to significant levels of ecological development or eco-development in two aspects:

- 1) The governmental and political commitment to mobilize the resources of human, financial, cultural and moral to ensure the integration of ecological principle with in ecotourism development (Brandon, 1996).

- 2) Tourism is promoted by large scale interests from outside of the area, and therefore a lack of integration of local communities needs and preferences of

destination development. As a result, ecotourism is not structured to meet local needs and benefits to conservation of environment (Kilipiris, 2005).

When it comes to ecotourism (Hall and Richards, 2003) opinion that communities are one of the basic reasons for tourists to travel and to experience their way of life. Further to understand that the communities also shape the natural landscape and inspire many tourists to visit the places. Hence, it becomes significant to take communities into consideration while undertaking any planning related to the development of tourist destinations. Thus, it remains significant to understand that both ecotourism and social entrepreneurship operate in similar passion when it comes to addressing the needs of the communities and taking their participation in the decision-making process.

In social entrepreneurship, stakeholders retain superior value against the shareholder approach, which business entrepreneurship adopts. According to Freeman, (2010) stakeholders are "any group or individual who can affect or is affected by the achievement of an organization's purpose". Thus, stakeholder's theory argues that stakeholders are key for survival of an organization, while they gain or lose momentum by the way how organization's grow. Similarly, social entrepreneurship focuses to benefit the communities whom they serve in addition to the employees and other stakeholders that they associate. The bottom-up approaches largely social enterprises adopt lead to enhance holistic participation of the stakeholders in the entire process and enable them to take responsibility in creation and promotion of the enterprise.

It is further identified that ecotourism has emerged as one of the key areas of involvement for social entrepreneurs to transform the field where both nature,

tourists and communities benefit equally from the matured practices (Das, 2011). Typically, social entrepreneurs aim to address unsolved social problems (Dees, 1998). They work on to achieve dual mission which includes both social and financial value creation (Austin et al., 2006). The practice of social entrepreneurship broadly encompasses a business model that nonprofit entities adopt while addressing social issues. Under this process, social enterprises use market-based approaches and income generation activities thoroughly (Lehner, 2011). It is understood that neither nonprofit which lack sufficient resources and skills nor the industry that is investor-owned which aims at generating profits alone would be able to address the social issues unless institutions shift their focus (Dees, 1998). Business schools took lead in understanding this phenomenon and demonstrated that nonprofits need to adopt business skills such as discipline, innovation, and entrepreneurial orientation that would bring professionalism in the nonprofit sector. Accordingly, academic institutions that earlier focused on entrepreneurship have started to acknowledge the need to nurture hybrid social enterprises. Dees was the first academicians to train the first batch of students in social entrepreneurship. He opined that social entrepreneurship is as important to the health of a society as business entrepreneurship is to the health of an economy. He produced a classical definition of social entrepreneurship in one of his early writings in 1998, 'The Meaning of Social Entrepreneurship' in which he stated that “Social entrepreneurs play the role of change agents in the social sector, by a) adopting a mission to create and sustain social value (not just private value), b) recognizing and relentlessly pursuing new opportunities to serve that mission, c) engaging in a process of continuous innovation, adoption and learning, d) acting boldly without being limited by resources currently in hand, and e) exhibiting heightened accountability to the

constituencies served and for the outcomes created” (Dees, 1998 p. 4). According to Dees this is an ideal definition to demonstrate someone as a social entrepreneur, however, the closer a person satisfies all these conditions, the more he/she deems to become a social entrepreneur.

### **1.3 Significance of Research**

Within tourism sector ecotourism is a recent induction in the tourism industry, while social entrepreneurship is a recent induction in social business sector. These two sectors are capable of unleashing social problems especially related to environment, tourism and local communities in order to promote sustainable development. Anecdotal evidence shows that this trend is quite evidence in society. However, there is very little or minimal research has been carried out in these areas. Especially, there is a larger scope to assess various processes involved in enhancing the stakeholder participation in the entire episode and understand its contribution to the sustainable development. Thus, the current research aims to fill the gap with a broader agenda of understanding the role of social entrepreneurship in promoting ecotourism and sustainable development through analyzing ecotourism entrepreneurship organization.

### **1.4 Structure of the Dissertation**

#### **Chapter One**

Provide the general idea about the research with regards to Background, objectives, research questions and significance of the study.

#### **Chapter Two**

Discusses the concept of social entrepreneurship in ecotourism and the complexity of trying to define the ecotourism. Given information about concept of social entrepreneurs in ecotourism, the early literature about social entrepreneurs and ecotourism sought to debate the issue of stakeholder to development of destinations, definitions and the very essence of the terms. The ultimate part of the chapter critically importance its relationship to sustainable development and sustainable tourism destination because ecotourism is within the larger concept of sustainability.

### **Chapter Three**

Provides a brief background of social entrepreneurs ecotourism development in India. The focus of this chapter is to understand the ecotourism promotional polices of India.

### **Chapter Four**

Discusses the methodological concept made within this Study area. Having classified the cases that a qualitative and quantitative approach is appropriate for

the study, this chapter The qualitative methods of collecting data that were used includes a series of qualitative interviewing which comprise of semi-structured interviews focus group interviews conducted with organizational management committee and questionnaire filled through community members of Kabani Eco tours in Kerala and Mangalajodi ecotourism in Orissa.

## **Chapter Five**

In this chapter explain the ethnographic study of two case studies Mangalajodi ecotourism organization and Kabani ecotourism pvt Ltd in India.

## **Chapter Six**

This Chapter present the empirical findings of Mangalogdi ecotourism trust case study of the research area. Findings in this chapter discuss various parts according research objectives of the study primarily in the context of social entrepreneurship involvement in ecotourism development in Mangalogdi ecotourism organization.

## **Chapter Seven**

This chapter Present the empirical findings of other case study Kabani ecotourism Pvt Ltd. This chapter findings discus various parts according to research objectives of the study.

## **Chapter Eight**

This chapter summarizes the research with reference to other studies at a same time draw the conclusion of study research findings. Recommends possible approaches to overcome the limitations and problems that have emerged from the study.

## **Chapter Nine**

Summarizes the research findings and analyzing scientific result of the study.

## Chapter 2

### Theoretical chapter: Review of Literature

#### 2.1 Introduction

The World is in confused shocks to its economic, and environmental system are increasing frequently. As we seek to understand and predict this issue we must also aim to create new and different methods to address to disturbing problems such as human rights, social justice, world economic, environmental degradation, and climate change. Government has not been solved lot of social problems due to lack of resources, political, and short elections cycles. Tourism is the one of the fastest growing industry all over developed and underdeveloped countries. Most of the counties tourism plays key role of their economy in this situations tourism exists within turbulent world and its need to be sustainable strong and responsible tourism development getting intense. Tourism researchers are working to address tourism's impact on destinations, and tourism's place in the world of the future. Tourism is already rich with entrepreneurial activity in many sectors: accommodations, food and beverage outlets, tour operations, mobile app developers, local events and attractions all provide opportunities for creative, risk-taking individuals to use their talents for profit. Also, is ripe with opportunities for social entrepreneurs to move the industry forward and impact destinations in transformative ways by uniting the profit motive with the mission to change the world for the better. According to (Vincent & Thompson, 2002) ecotourism representing only 5% to 10% of the overall travel market is currently one of the most popular and fastest growing tourism markets. Growth rates for ecotourism are estimated to range between 10% to 30% annually compared to 4% for tourism overall, with the greatest growth in the ecotourism industry anticipated to occur in the

international market to consider in ecotourism development for sustainability. Sustainability refers to the management strategy of meeting economic commitments without sacrificing an equal or higher quality of life for future generations (MacGregor, 1993). If ecotourism project is to successful, then community benefited not only financially but also getting advantage from socio- environmentally. The ecotourism sector of the travel industry is primarily a collection of small and medium sized local businesses, communities and NGOs and social entrepreneurs that developed and implement ecotourism programs in remote and fragile destinations for independent and travel market. (McKercher & Robbins,1998). The ecotourism to be properly implemented local and international ecotourism stakeholders are dependent on government to develop policies that will protect and manage natural areas.

## **2.2 Definition of Tourism Social Entrepreneurship**

After reviewing number of authors discussion about tourism social entrepreneurship definitions according to (Alvord et al., 2004). This definition includes the sustainable of the tourism that is particularly important for ecotourism destinations. A process that creates innovative solutions to immediate social problems and mobilizes the ideas, capacities, resources, and social agreements required for this sustainable social transformation's is primary mission is enhancing the destination's environmental, social and economic conditions, the tourism social entrepreneur is could be resident of the destination to improve the wellbeing of the residents or someone from outside of the destination (e.g. Tourist or frequent visitor of the destination). Sees the solutions to one or more problem of the destination. It clearly indicates that tourism social entrepreneur is related the tourism sector tour operations events local cultural attractions and hospital sector accommodation

food and beverage sector all over this activity social transformation happened. Tourism industry complex and bunch of sub divisions it not so easy to be defined. Tourism is the one place where tourist interact with destinations economically, socially and environmentally means there are many ways to where social entrepreneurs can make this industry better and sustainable way.

Definition for social entrepreneurship given by different authors but particularly Sheldon et al., (2017) definition consider main for this thesis. A process that uses tourism to create innovative solutions to immediate social, environmental and economic problems in destinations by mobilizing the ideas, capacities, resources and social agreements, from within or outside the destination, required for its sustainable social transformation.

We may need also define tourism social entrepreneur the definition generic work of Mair and Mari, (2006) Tourism social entrepreneurs are defined as the change agents in a destination's social entrepreneurship system; the people who bring their vision, characteristics and ideas to solve the social problem and bring about the transformation of the tourist destination.

Tourism social entrepreneurship, are organizations created by social entrepreneurs it should be private, semi private organizations or foundations the main aim of the organization dedicated to solving the social problem in the destinations according to this definition of ecotourism social entrepreneurship. The process that use to create innovate solutions to social, environmental economic problems of the destination at a same time to create employment to local people and getting awareness of the destination to become sustainable.

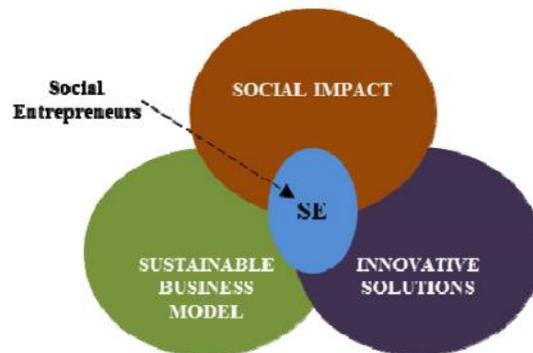
### **2.3 Theoretical framework of social entrepreneurship in ecotourism**

Ecotourism is one of the popular forms of alternative tourism. It is often defined as sustainable natural- based tourism. However, ecotourism also incorporated social and cultural dimensions where visitors interact with residents. Ecotourism is something new, but its market is increasing in global market. Eco tourists are very concern about natural and culture of the environment and they are intent to minimize negative effects on the environment and willing to pay high for quality vacation. Nowadays tourist they don't prefer for current products because it is homogeneous and mass. Increasing of natural and cultural awareness is the biggest factor that determines the growth of ecotourism, along with concern for the fact that the quality of natural resources will only lead to social and cultural inequality in tourism destination (Situmorang et al., 2012), These facts show that the proper development of the ecotourism will improve the welfare of stakeholders surrounding or within the area of ecotourism destination. The development will also ensure environmental sustainability (Situmorang et al., 2012).

The social entrepreneurship focuses on producing social change beyond the profit-seeking motive of private sector entrepreneurship, the concept of social entrepreneurship interest is whether tourism plays a role in this emerging arena. The little nominal research held in research written scholarly literature about tourism as a vehicle for social entrepreneurship (Buzinde et al., 2017). It is clearly indicating that there is number of difference between the goals of social entrepreneurship, entrepreneurship, and sustainable development, as well as current views regarding the benefits of sustainable tourism development for various stakeholders in the destination. In their discussion of sustainable development, (Hall et al., 2010) note that, in general, the need for a fundamental change to reduce the negative social and environmental impacts

of businesses is becoming increasingly evident to become sustainable destination development. Social entrepreneurship (SE) is worried with the economic, social, and environmental well-being of communities (Urbano et al., 2010) and has been promoted as a strategy for addressing poverty in the developing world Dees, (1998); Hall et al., (2010). According to Situmorang & Mirzanti, (2012), social entrepreneurship is the creation of social impact by developing and implementing a sustainable ecotourism business which involves innovative solutions that benefits to local communities. (Fig 2.1)

Fig. 2.1 Social entrepreneurship business model



Source: Brock and Steiner. (2010)

According to social entrepreneurs having some roles and responsibilities in terms of shaping social values to in society and creating complex system of humanity. There are several goals to create the social values in the communities: reducing the poverty, improving the wellbeing of local people, improving the health system of the environment and sustainability. Tourism enterprises must go beyond the reduction of negative social consequences and create social value. An entrepreneurial social venture, whether for-profit, nonprofit, governmental, or a hybrid, is explicitly designed to serve a social purpose; it aims to create social value and serve the public good. According to

(Dees & Anderson, 2003) stated that it is important to note that some types of socially entrepreneurial tourism ventures could be considered examples of sustainable development, however the values may not always be true. Academic discussions on tourism and social entrepreneurship have remained rare. A study by Vonder et al., (2012) that investigated several for-profit tourism ventures to understand how they balanced commercial with social and environmental objectives toward sustainability.

The UNWTO advocates for social change directed towards accomplishing the Sustainable Development Goals (previously the Millennium Development Goals), which focus on social issues like: basic quality education; reduced inequalities; poverty reduction; sustainable cities and communities; and, responsible consumption and production. Social enterprise encompasses the notion that business expertise can be employed to a public cause in order to relocate economic and social resources to disadvantaged groups and people (Situmorang & Mirzanti, 2012).

#### **2.4 Theoretical Prospective of Stakeholder's Theory in Tourism Industry**

Tourism is an economic sector the approaching of this industry must be distinct way do your involvement of all stakeholders in tourism activities Orgaz, (2013). By both ways tourist destinations and the traveler who want to travel to such places. Nowadays Tourist are looking for new experience away from mass tourism destinations where they can see the natural authenticity of destination (Yeoman et al.,2007). The ecotourism sector in travel industry is primarily a collection of small and medium sized local business. This is mainly due to improvement of local destination infrastructure and technology which you led to an increase tourist flow of the destination (Orgaz, 2013).

Many researchers agree that the stakeholder concept gained widespread acceptance with Freeman, (2010) book about Strategic Management: A Stakeholder Approach in the organization (Freeman, 2010) argued that stakeholders are a significant component of an organization's environment. Since then researchers have sought to develop and justify the stakeholder concept in different contexts (e.g. Friedman & Miles, 2002; Harrison & Freeman, 1999; Savage et al., 1991). Essentially the stakeholder concept holds that an organization attract the center of a network of relationships that it has with assorted interested parties (Neville et al., 2005). Hence, contrary to traditional management which concentrates mostly on internal stakeholders, stakeholder management attends to stakeholders who are internal to, external to, or interface with an organization Savage et al., (1991). Freeman, (2010) claimed that the old management approaches failed to take account of a wide range of groups who can affect or are affected by an organization, namely the stakeholders.

According to Perić et al.,(2014) proper stakeholder involvement in tourism development has multiple outcomes depending on the process used and the stakeholders included and as systemized by Byrd the outcomes of stakeholder involvement can include:

- Stakeholders who are informed and educated about the topics and issues.
- Public values and opinions are incorporated in the decision-making process.
- Improved quality and legitimacy of the decisions.
- Generation of innovative ideas.
- Trust increases between all stakeholder groups.
- Conflict and lawsuits are reduced.
- More cost-effective process.
- The promotion of shared resources and responsibility.

## **2.5 The concept of Stakeholders theory in an ecotourism destination**

Tourist companies are becoming increasingly important in economics of the countries in terms of the number of jobs and foreign exchange and to improve the business activity is conducted in places which belong to local community. The responsibility that companies must society, natural environment and other elements at play in the surroundings must be identified, and this is according to Freeman was the first author to introduce the stakeholder perspective which focuses on searching for proactive ways to change the way in which the world of business operates in relation to its surroundings. According to Freeman, (2010), the term stakeholder is referring to key players that can affect or be affected by a company's activities. Francisco Orgaz, (2013), is referred to requires a tourism planner who has a complete picture of all those people or groups who have a stake in the planning, processes and results of tourism services in ecotourism destinations.

Different authors definitions over the years. The gestalt of the theme can be traces to Freeman's classical definition of stakeholders as "any group or individual who can affect or affected by the achievement of the organization's objectives "is a close review of the articles suggest that Freeman was mostly interested in the "is affected" category to the extent that they could potentially affect the firm. Strategist of Freeman wrote "you must deal with group that can affect you. While to responsive and affect in the long term you must deal with those groups that can affect your organization".

In all cases the term stakeholders imply that company is responsible in the management not only for stakeholders but also for other individuals and groups which have stakes in the share and decision of the organizations. (Orgaz, 2013). The company's rules are not limited to its shareholders but that they extend to a wider group, that stakeholders or all those individuals who benefit or affected by the company on the basis of its operations. Tourism is a major industry who is depend on the local communities has a major role to play as one of the key players that affect a destination development, given the fact that good planning would result in sustainable development in the destination (Araujo & Bramwell, 1999).

According to Freeman theory suggests that is impossible to separate organizational economic problems from wider social problems. According to (Harrison & Freeman 1999), example, economic effects are also social effects, and social effects are certainly also economic effects. While the stakeholder's theory presents itself as a neutral promotion of economic opportunity, critics increasingly argue that, in its emphasis on material incentives and market integration, the theory is part and parcel of an increasing trend towards neoliberalist within ecotourism specifically (Fletcher, 2009) and international conservation society ecotourism is a community based tourism to promote local communities to well sustain of their livelihood.

Ultimately, if the concept of stakeholders in an organization is explored in deliberate, it emerges of there is consensus in research spheres about Freeman's important contribution to the development of stakeholder theory Ronald et al., (1997). However, the various authors diversified in this topic have more forward and implement Freeman definition of stakeholders in different definitions of stakeholders. On the one hand there are some very broad definitions, for example, that a stakeholder is any player (person, group,

entity) that has a relationship or interest (direct or indirect) with or in the organization (Donaldson & Preston, 1995), and on the other there are more restricted definitions, such as that primary stakeholders are players (such as employees, managers, suppliers, owners, shareholders and clients) which have interests in or expectations of the organization, without which the organization could not exist (Sheehan et al., 2007). This term has not therefore been used in the same way as by Freeman, since each author has adapted it to their own ways of stakeholder's philosophies.

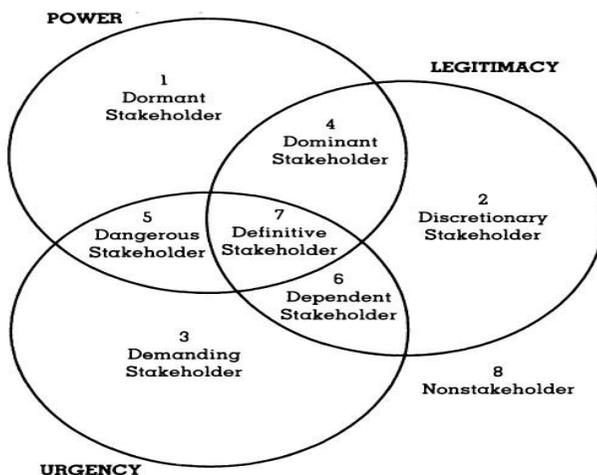
## **2.6 Types of Stakeholder Participation in Social Entrepreneurship Organizations.**

Stakeholder participation in social entrepreneurship organizations can be facilitated or implemented in different forms, both informal and formal. Forms of participation include public hearings, advisory committees, surveys, focus groups, public deliberation, citizen review panels, collaboration, civic review boards, work groups, implementation studies and written comments. Ecotourism stakeholders also depend on the broader tourism industry to transport ecotourist and accommodate them upon arrival in the destination country or part of their stay. After all, many tourists may only spend a portion of their time on an eco-tours or in an eco-lodge. Other important stakeholder includes local authorities who often regulate land use and control key infrastructure, and protected area managers who are responsible for the management of visitors in fragile natural areas. In terms of an organization's interest groups, the Spanish Association of Business Accounting and Administration suggests that identifying stakeholders in ecotourism concerns the existence of two major approaches corporate governance, namely the financial or shareholder model and the pluralist or stakeholder model. For other authors, the list of an organization's stakeholders may include all groups

with have an interest in it (Bussy & Ewing, 1997; Fineman & Clarke,1996). Bussy & Ewing (1997), argue that organizations depend on a wide range of audiences or groups of stakeholders to realize their objectives and that these specific groups vary from organization to organization and from situation to situation; they typically include clients, end users, investors, employees, suppliers, governments, pressure groups, local communities and the media, and each one plays a decisive role in an organization future.

According to the suggestion made by Mitchell Ronald et al., (1997), stakeholders are players (whether internal or external) that affect or are affected by an organization’s objectives or results to a varying extent, which depends on the level to which they have one of three basic attributes: power, legitimacy and urgency. Players that do not possess at least one of these attributes are non-stakeholders. In this light, Mitchell Ronald et al., (1997) proposed a typology (Figure 1), which implies that there are various levels of supremacy in an organization.

Figure 2.2: Typology of stakeholders



Source: Ronald et al., (1997)

By analyzing the possible combinations of one, two or three of the stakeholder attributes, Mitchell Ronald et al., (1997) proposed three classes of stakeholder, each containing specific kinds of stakeholder:

### **Theme 1: latent stakeholder or Dormant stakeholder**

With limited time, energy, and other resources to track stakeholder behavior and to manage relationships, managers may well do nothing about stakeholders they believe possess only one of the identifying attributes, and managers may not even go so far as to recognize those stakeholders' existence. Similarly, latent stakeholders are not likely to give any attention or acknowledgment to the firm.

### **Theme 2: expectant stakeholders and include dominant stakeholders**

The relevant attribute of a dormant stakeholder is power. Dormant stakeholders possess power to impose their will on a firm, but by not having a legitimate relationship or an urgent claim their power remains unused. dangerous stakeholders which have urgency and power but no legitimacy) and dependent stakeholders (which have urgency and legitimacy but are powerless.

### **Theme 3: Definitive stakeholders**

The definitive stakeholders which possess all three attributes and are made known when on acquiring the missing attribute they present themselves to the directors. Some scholars are made a distinction between primary and secondary stakeholders. Primary stakeholders indicate those groups in an organization which have a formal, official or contractual relationship with an organization, and without this groups company could not survive (Freeman 1984). According to academic researchers, it is possible to include

shareholders or owners, managers, investors, employees, clients and suppliers in this group (Savage et al., (1991). Some studies recognize the importance of the various primary stakeholders (Hillman & Keim, 2001) in achieving a company's mission, but meeting their demands or requirements is only considered if this would be beneficial to the company. All other groups which do not fall under this classification of primary stakeholders make up part of the secondary stakeholder group (Carrol, 1993). The latter include non-governmental organizations, activists, communities, the media and public administrations, among others (Garriga & Mele, 2004).

## **2.7 Stakeholder participation towards ecotourism activities**

Past research suggests that economic impacts have the most influential effect on resident attitudes (Canavan, 2013). Moreover, scholars consistently find that residents of more touristic areas tend to have more negative attitudes towards tourism than those from less developed (Mereiros & Bramwell) because of the demands of the industry upon limited cultural and natural resources (Fennell, 2008). It therefore, demonstrates that stakeholder interests are not only economic interests, but that they may have other types of interest. In this regard, for a company to become more competitive in the market and to be able to develop management strategies that are in line with this point, it must base itself on its dialogue with all its stakeholders and try to determine which interests and values are shared by them all, as well as which interests and values are unique to each group. Mitchell Ronald et al., (1997). states that a corporation which wishes to manage its responsibility must consider that this responsibility is defined based on its dialogue with all its stakeholders. This will help a company to define its short, medium and long-term objectives and strategies. Accordingly, Donaldson & Preston, (1995) claim that attending to stakeholders' interests and complaints may increase a company's

profitability. This theory has been applied to the tourism sector on many occasions, based on identifying key players to collaborate and participate in planning and tourism development, thereby making these processes more participatory and entailing a higher level of agreement Orgaz, (2013). Some authors state that tourism is a complex phenomenon which occurs due to the presence of different stakeholders, each of which has diverse types of interests in the market (Tkaczynski et al., 2010). In terms of this theory, therefore, a tourist destination may be viewed as an open system with multiple and interrelated actors, from both the private and public spheres. For many scholars, collaboration between the different stakeholders in a tourist destination is vital for sound planning in the destination Orgaz, (2013). Other scholars have focused on analyzing the advantages and disadvantages of collaboration between stakeholders in a tourist destination (Tkaczynski et al., 2010). Although, in line with (Buhalis & Licata, 2002) tourist destinations are difficult to manage due to their size, complexity and stakeholder diversity. The term "stakeholder" has also been applied to ecotourism and to activities conducted in natural environments (Jamal & Eyre, 2003). By focusing on ecotourism activities, and if a stakeholder is any individual or group that is affected or may be affected by an organization achieving its objectives, the major stakeholders would be those in national, provincial and local governments; accommodation, catering, and transport companies and agencies, etc.; the local community; ecological groups; clients; suppliers; investors; employees, institutes; other companies; tourists and NGOS etc. Governments have a key role to play, since many of those in developing countries have stated that they are committed to conserving world natural heritage in many Protected Natural Areas.

Ecotourism conducted in protected areas is considered accordingly as an instrument which provides financial resources to manage the area more effectively and to increase the local population's standard of living (Ghodeswar, 2013). According to Boo (1990), ecotourism also promotes conservation and sustainable development efforts. External sectors, represented by intermediary companies or travel agencies, as well as nonlocal companies, control the most lucrative parts of the market, namely transport and accommodation Tkaczynski et al., (2010). Accommodation companies are the most important in ecotourism, as they offer ecotourist accommodation which allows them to be in contact with nature (hotels, rural houses, hostels, bungalows, etc.), and this gives them the option to stay in the protected areas of the destination they are visiting for a longer period. According to (Fletcher, 2009), the most important stakeholders for tourist accommodation companies are shareholders, the public administration, travel agencies and tour operators, the hotel chain or company to which it belongs, clients, suppliers, competitors and employees, as well as NGOs and other groups and/or associations. According to (d'Angella & Go, 2009), stakeholders will only accept sustainable usage of protected areas if this also improves their standard of living and does not contravene their economic and political interests. To ensure a more comprehensive vision, the ecological and economic approaches to sustainable development which often emerge from the analysis of natural conditions or the capacity of the area must be complemented by the cultural, social and political aspects of the protected areas (Scheyvens,1999). Natural parks are one of the protected areas that enjoy the highest level of protection and various ecotourism activities can be conducted in these locations. For this reason, managing the resources of any natural park and planning how to manage the park itself entail taking decisions which affect human activities

and which often cause social conflicts to arise among the different stakeholders in the area (Das & Chatterjee, 2015) state that sustainable and efficient management of natural parks requires achieving an optimal level of social consensus. About the environment, it may be suggested that stakeholder theory sets out an appropriate theoretical framework for analyzing environmental management, because environmental issues are specific objectives for some stakeholders, whether these are secondary stakeholders, such as NGOs or other members of society in general, or primary stakeholders, such as investors, employees, etc. (Fineman & Clarke, 1996). This has come about due to the recent increase in the global society's concern for the environment. Stakeholders have therefore concentrated on studying interest groups which could affect companies, and by doing so have made it possible to determine the type of reports which should be drawn up to explain their impact on the environment (Das & Chatterjee, 2015). There are therefore many stakeholders to consider when designing, planning and implementing ecotourism activities in a destination.

## **2.8 Community participation in ecotourism**

The Ecotourism and sustainable tourism conference 2017 organized by TIES declared that rural communities in rural development projects and for communities to have greater control in decision-making and benefits flowing to them (Hall & Richards, 2003). International community development and UN promoted community involvement to rural development. This approach involves local people in decision-making, program implementation, sharing the benefits of development and evaluating programs (Das, 2011). Community participation origin in 1987 with the concepts of sustainability and sustainable development, put forward by the World Commission on Environment and Development's (WCED) Brundtland Report (Hall & Richards, 2003).

Since the 1980s, the tourism literature has called for the inclusion and involvement of local communities in tourism; residents are seen as a key resource in sustaining the product (Stone & Stone, 2011). The 1992 Rio Summit introduced Agenda 21, which means a blueprint for action by local communities, which calls for tourism community interactions which are essential for destination development strategies for sustainable use. Adopted by 178 countries at Rio Summit Agenda of 21 promotes rural community participation to maximize the rural community's ability to control and manage its resources (Van Hamburg et al., 2004).

The participation of rural communities in ecotourism industry has been a focus in the developing since 30 years. According to (Stone & Stone, 2011), (Hall & Richards 2003) scholars believe active local participation in decision-making is some benefits to make local communities wellbeing economically. however, this has difficult to practice may very developing countries because of various Cultural barriers. Community participation is, moreover advocated for environmental reasons as well as for more sustainable development (Van Hamburg et al., 2004). Local communities are empowered and participate fully in decision-making and ownership of tourism development activities, tourism will not affect their values and will less likely generate sustainable outcomes. The political legitimacy of communities may be identifying if their intension towards participation means that they have a greater share of decision-making about issues that affect the destination leading to a learning of the knowledge, insights and capabilities of involvement of stakeholders and the sharing of ideas towards destination sustainability (Bramwel & Sharman, 2000). Similar views were expressed tourism experts and scholars are Social Impacts of Tourism, which supported the increased involvement of

communities in the planning, implementation, monitoring and evaluation of tourism policies, programs and projects (World Tourism Organization,2013).

According to Stronza, (2007), community participation in ecotourism development the way for the implementation of principles of sustainable tourism development and creates better opportunities for local communities to gain more benefits from tourism developments taking place in their rural areas. Moreover, those benefits need not always be financially. Often the intangible benefit of skills development, increased confidence, growing trust and ownership of the project may be of greater value to the community and environmental conservation (Hall & Richards,2003).

Community participation is believed to lessen opposition to development, minimize negative impacts of environment and revitalize economies (Gill et al., 2002). It helps local residence to accept tourism business and tourism to be sustainable (Stronza, 2007), many researchers argue that when local communities are involved in decision-making, benefits can be realized, and the traditional lifestyles and cultural values of the communities can be respected (Hall, & Richards, 2003). According to (Tosun, 2000), there are mainly three differences in the sustainable ecotourism development process between developed and developing nations. Firstly, owing to necessary needs of the destination, such as the lack of clean water, food and shelter, local communities devote less attention to tourism development and planning. Secondly, the lack of political democracy in many developing nations leads to the dominance of the ruling class in the development process and cultural behavior of the local communities. And lastly, there is no system in place to allow local people who are directly affected to determine their social input to development thinking, as tourism is thought to be an industry of national concern.

According to Tosun (2000), “community participation in ecotourism destination development is unique type, involves a shift in power from those who have had major decision-making to those who traditionally have not had such a role to maintain the organizational maintenance. Especially one of the basic. One of the basic principles of ecotourism is that it should be both economically viable for business entrepreneurs and should provide good well-being to the local communities. The profitability conditions of ecotourism financial support and resources back to a rural area and its community is to development of ecotourism and these advantages should decrease the costs of ecotourism to the host community and environment (Stronza, 2007).

Perhaps the most efficient opportunity to local communities is through employment in and income from the ecotourism industry itself. Besides employment, other benefits of ecotourism include diversification of the local economy increases through local market of agriculture and local products improve the accessibility of the destination. According to (Tosun, 2000) local communities can become involves in various ecotourism destination development and in the getting knowledge about environmental sustainability.

It is clearly understanding through above discussion that there are many advantages to incorporate local involvement in ecotourism development. According to (Hall et al., 2013) community involvement provides better understanding of environmental situation between attractors and service businesses, promises greater community through avoiding social, environmental and economic problems, moreover reduces entrepreneurs failures by assuring environmental and community acceptance of ecotourism and assists in obtaining needed human and financial resources. (Van Rooyen, 2004).

## **2.9 Social entrepreneurship and Sustainable ecotourism**

The concept of Sustainability has become increasingly important to tourism scholars debates about how the sector engages with the concept are unclear inextricably linking to sustainable development. Tilley & Young, (2009) is suggested that sustainable tourism incorporating most of the key features of sustainable development. During the late 19<sup>th</sup> century, the sustainable development approach to tourism development was advanced by several authors Butler, (1991); Garcia-Ruiz et al., (1996), Hall, (1998). Most authors agreed that the concept of sustainable tourism development is the effective of tourism development with environmental and social responsibility. 'Its aim is to meet the needs of the present tourists and host regions while protecting and enhancing environmental, social and economic values for the future'. Sustainable tourism development is the leading to entrepreneurial action of all resources in such a way that it can fulfil economic, social and environmental needs while fulfil the cultural integrity, essential ecological processes, biological diversity and life support systems Hall, (1998). As a result, the concept of sustainability has become a mediating term between economic and political differences between the environmental and development lobbies, a bridge between the fundamentally opposed paradigms of eco and anthropocentrism (Wearing & Neil,1999 ).

According to TIES Goals of sustainability:

- To improve greater awareness and understanding of the significant contributions.  
that ecotourism can make to the environment and the economy,
- To promote equity in development of destination,
- To improve the quality of life of the Local community,

- To provide a high quality of experience for the visitor, and to maintain the quality of the environment on which the foregoing objectives depend.

According to (Lu & Nepal, 2009) the term sustainable tourism, arguing that it implies the maintenance of ecotourism resources further use whatever its impacts, rather than maintenance of the human or physical context within which the tourism occurs.

**‘Ecotourism** is: "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990)' The sustainable tourism is alternative form of responsible tourism that facilitates sustainable development. Some researchers argue sustainable tourism with 'alternative tourism' although it seems clear that most of the researchers not, the modes of tourism can be potentially sustainable in the sustainable development that can managed in an appropriate way within suitable manager (Butler, 1991) more over all the destinations large scales unsustainable. However, the 'knowledge-based' platform, which became dominant in the 1990s, de-emphasized the relationship between scale and impact. According to this view, small-scale or alternative tourism can be basically positive or negative in terms of destination impact, depending on where it is implemented and how it is managed, and the same can be said about mass tourism. Hence, the notion of sustainability was extended right across the entire spectrum of tourism activity, and not confined just to the small-scale end of that continuum (Butler, 1991). The logic of the extension also derives from the simple observation that tourism as a whole cannot be sustainable unless mass tourism is made sustainable, since that component by definition accounts for and will continue to account for the great majority of all tourism activity.

According to weight several sustainable tourism principle to development of ecotourism these principles may be extended or lesser degree into tourism operations, ecotourism is a main tourism operation where environment is more effective way of sustainability.

- Sustainability should not affect the resource and should be developed in an environmentally sound manner
- Sustainability should involve educating local communities, tourist and Governments.
- It Should promote understanding and involve collaboration between all players in the destination, which could include government, non-government organizations, industry, scientist and locals.
- It should provide ethical responsibility and behavior of all the destination development activities.
- Ecotourism operations should ensure that the underlying ethics of responsible environmental practices are applied both to the external (natural and cultural) resources, which attract the tourists and to the internal operations.
- To demonstrate a more sustainable model of ecotourism, Wight expanded sustainable development systems model and incorporated the principles of ecotourism. The model (Figure2.3) illustrates a proper approach where all three spheres environmental, economic and social must have goals fulfilled for there to be a balance, which is required for a possibility of sustainability.



Figure 2 3: Sustainable ecotourism Business Model

Source: Wight 1993.

A major problem with the concept of sustainable development - in tourism, as in other economic activities is that it takes a very long time to be sure that any activate is sustainable (Butler,1996). The contemporary magnitude of sustainable tourism is impossible to estimate, not only because the concept is still novel, controversial and ill-defined, but also because it is defined by future outcomes, which cannot be predicted in advance. Practices that appear sustainable at the present time may prove otherwise in another ten years (Weaver, 1998). Society is generally poor at accurately predicting anything for more than a few months or years ahead and with something a dynamic as tourism this is even more true (Butler,1996).

While such concerns are generally regarded as important, they have taken little of the gloss off the growing ecotourism movement. One way that the continued pursuit of ecotourism has been justified, in light of such concerns, is to argue that ecotourism can serve as a model for other forms of tourism, thereby facilitating the greening of tourism as a whole. The ultimate goal of

the ecotourism 'movement' is thus to infuse the entire travel industry with sustainability principles (Honey, 1999). Clearly, there are substantial benefits to be gained by integrating environmental technologies and practices into mainstream tourism development, rather than restricting their application to a small niche market.

## **Chapter 3**

### **Research Questions and Objectives**

#### **3.1 Introduction**

In this chapter provide the research questions and research objectives of the study as researcher stated in litterateur chapter provide brief explanation this objective follows the stakeholder's theory.

#### **3.2 Research Gap and need of the Study**

Business entrepreneurship in tourism industry is profit oriented organizations they are not concern about social and environmental problems. As it started that social entrepreneurship is discussed as a sustainable business model to achieve social and environmental problems and they reinvest their profits for sustainable development of the destination. As it is already stated, ecotourism is a recent induction in the tourism industry, while social entrepreneurship is a recent induction in social business sector. These two sectors are capable of unleashing social and economic problems of local communities and environmental protection problems. Anecdotal evidence shows that this trend is quite evidence in society. However, there is very little or minimal research has been carried out in these areas. Especially, there is a larger scope to assess various processes involved in enhancing the stakeholder participation in the entire episode and understand its contribution to the sustainable development. Thus, the current research aims to fill the gap with a broader agenda of understanding the role of social entrepreneurship in promoting ecotourism and sustainable development.

### 3.3 Research Questions

The current research aims to fill the gap with a broader agenda of understanding the role of social entrepreneurship in promoting ecotourism and sustainable development. Hence, the research would like to answer the following research questions.

1. How the social entrepreneurs organizations in achieving wellbeing of local communities in ecotourism destinations?
2. How does stakeholder theory be useful to understand the role of stakeholders in social entrepreneurship?
3. How social entrepreneurs contribute to the larger socio-economic development of local community's discourse from?

### 3.4 Hypotheses

The literature review of this study is expected to assess the role of social entrepreneurship for development of ecotourism. Especially it aims to understand various processes involved from stakeholder theory perspective. There is a larger scope to assess various processes involved in enhancing the stakeholder participation in the entire episode and understand its contribution to the sustainable development. However, researchers have found collecting data on social entrepreneurship ecotourism. In 2010, the UNWTO states that “ecotourism has rapidly expanded in recent decades and it expected to further grow in the future. The question remains to what extent ecotourism market is growing.

- Hypothesis 1: *Local Communities perception is connected to Social Entrepreneurs organization for development of ecotourism industry.* This

Hypothesis focus on social entrepreneurs maintained ecotourism destinations and local communities way of thinking about social entrepreneurs organizations for the development of tourism industry. According to Murphy (1985) proves that Local communities play a critical role for tourism destinations development. To take his statement as a main consideration this hypothesis study wants to prove analytically local communities importance for development of their local destination with help of social entrepreneurship organizations.

- Hypothesis 2: *The stakeholders has significant roles in social entrepreneurship ecotourism destination development* This hypothesis concerns the stakeholders participation in ecotourism destination development. (Freeman 2010) stakeholders theory argues that stakeholders are key for survival of an organization, in this study want to prove that importance of the stakeholders participations towards achievement of social entrepreneurs organizational development.
- Hypothesis 3: *Social entrepreneurship organizations better deal with local community's socio-economic development* This hypothesis concerns about social entrepreneurs socio- economic development of local communities wellbeing of their lifestyle. According to Hervieux et al., (2010) review article give a good example of how social entrepreneurs better deal with social- economic problems of local communities compared to other business organizations. This hypothesis study wants to prove analytically how social entrepreneurship organizations fulfil the local communities socio- economic conditions and better understanding of destination development.

### **3.5 Research Objectives**

The current research aims to fill the gap with a broader agenda of understanding the role of social entrepreneurship in promoting ecotourism and sustainable development. Further it is aimed at investigating the role of social entrepreneurs in development of the ecotourism sector. It is later expected to draw few policy suggestions useful to strengthen the field. Hence, the research would like to address the following objectives.

1. To understand the contribution of social entrepreneurship for achieving ecotourism development with reference to stakeholder theory.
2. To inquire the stakeholder participation in the processes adopted by the social enterprises.
3. To understand the socio- economic conditions of local communities.

## **Chapter 4**

### **Social Entrepreneurship and Ecotourism in India**

## **4.1 Introduction**

This chapter provides a brief background of tourism and ecotourism development in India. The main focus of this chapter is to describe the social entrepreneurship organizations in India and the Indian government strategies to promoting the ecotourism development. The nature of local Community involvement in tourism activities in both areas.

## **4.2 Ecotourism in India**

Mostly ecotourism and community-based tourism are responsible branches of tourism which consider the protection and development of opportunities for the continuation of their life purpose of lasting ecology and respond to the environment's present needs (Campbell & Lisa, 2009). Ecotourism provides cultural, social, economic and environmental benefits to rural communities (Scheyvens, 1999; Campbell & Lisa, 2009). It raises funds required for nature conservation and generates employment opportunities (Goodwin, 1996). Ecotourism gives opportunity to some small-scale entrepreneurial facilities, such as restaurants, lodges and local handicraft recreational activity businesses, home stays (Che, 2006). The revenue generated by local people from entrance fees in protected areas and rents of the souvenir shops (Goodwin, 1996) can fund local conservation trusts that compensate farmers for crop and clearing and can be a development opportunity of the destination.

Ecotourism in India is very rich and very committed to the characteristics of the area in which tourist activity takes place (Petric, 2013). This activity is compulsory to insist on a complex definition of rural ecotourism. Rural ecotourism could be defined as environmental based tourism which should

take place in rural areas, but this simplification could be problematic in the area of making clear arrangements between urban hotels or resorts situated in rural areas (e.g. golf hotel, spa resort or tourist villa) and genuinely rural experience on a tourist farm or in a rural hotel (IRD 2014). “Rural ecotourism is a term used when rural environmental is a key component of the product of tourism products” (UNWTO, 2004,). This concept presupposes the contact with tourists and specific rural experience. Besides, the opportunity to actively participate in certain agri-tourism activities and other activities, traditions, local cuisine and lifestyle of residents should be offered, as long as possible. This approach towards attracting tourists could provide a completely new experience which is almost impossible to achieve in the destination of mass tourism activities.

According to the literature review and an Indian national survey of rural tourism destinations, it is possible to pick out a few specified tourist destinations and fancy them with the help of NGOs to develop the tourist offers in rural destinations. Tourist offer is extremely well developed and represented by many micro and small entrepreneurs (Mitchell & Hall 2005). Family owned businesses are based on limited resources for further development for the destination development, this kind of enterprises usually remain small and, in the wider context of employment, it leads especially to women empowerment (Moric, 2013). Modern society rural lifestyle is the main attraction, and most of the urbanized people would like to experience the rural life style, so government policies for the protection of this intangible element of rural cultural heritage is highly recommended (Moric, .2013). In governmental policies, the rural area is conserved with authentic rural life is an essential resource for rural ecotourism products and services. Rural areas are of poor production, in smaller quantities and maintain the traditional way

of life, which represents a significant platform for creating innovative tourist products, attractive to tourists from industrialized and suburban areas that have lost the key features of recognition as a rural area (Mitchell& Hall, 2005).

#### **4.3 Tourism and it's Socio- Economic and environmental impacts:**

Like most of the human activities, tourism also has positive and negative impact on the society and environment as a whole. The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. Below table ( ) notified socio- economic and environmental issues in tourism industry in India. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

Table: 4.3: Tourism impacts on the environment, social and economic conditions

Categories	Beneficial Effects	Adverse Effects
Environmental Impacts	<ul style="list-style-type: none"> <li>• Provides financial support for the conservation of ecosystems and natural resource management</li> <li>• Making the destination more authentic and desirable to visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental Pollutions</li> <li>• Solid Waste problems</li> <li>• Landslides and Soil erosion</li> <li>• Destruction of biodiversity</li> <li>• Extinction of endemic and endangered species</li> <li>• Deforestation</li> <li>• Wildlife poaching</li> <li>• Agricultural land conversion</li> <li>• High electricity consumption</li> <li>• Per-capita green area reduction</li> </ul>
Economic Impacts	<ul style="list-style-type: none"> <li>• Employment opportunity</li> <li>• Increase in revenue collection.</li> <li>• Increase in household income.</li> <li>• Economic diversification.</li> <li>• Alleviation of local poverty.</li> <li>• More trade for local products.</li> <li>• More value and opportunities to local business and small business enterprises.</li> <li>• Demand for local food and crafts.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in expenditure cost of environmental protection.</li> <li>• Jobs created by tourism are often seasonal and poorly paid.</li> <li>• Tourism income leaks out into the huge companies or higher class peoples.</li> <li>• Increase in daily expenditure cost for local poor and middle class peoples</li> <li>• Increases the health management cost</li> <li>• Economic distortions due to the shortage of labors for agricultural activities (both in quantity and quality)</li> <li>• Employment distortions by employees from other areas or by migrants</li> <li>• Increased land price</li> </ul>

Social Impacts	<ul style="list-style-type: none"> <li>• Preservation of socio-cultural authenticity</li> <li>• Increase the real sense of pride and identity to local communities</li> <li>• Educational development</li> <li>• Interchanges between hosts and guests cultural</li> <li>• Infrastructure development, such as roads, schools etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Erode tradition values</li> <li>• Conflict with the local culture</li> <li>• Conflict with the historical heritage of the local community</li> <li>• Increased number of migrants to the area</li> <li>• Economic recession to low class and middle class peoples</li> <li>• Shop stock products for tourists and not everyday goods needed by the locals</li> <li>• The demand for holiday homes makes housing is too expensive for local people</li> <li>• Increases illegal activities like crime, prostitution, alcoholism, and drug addiction</li> <li>• Traffic congestion and road accident</li> </ul>

Source: KM, A. K. (2015).

#### **4.4 The Importance of Ecotourism for Sustainable Development in India**

The United Nations World Tourism Organization (UNWTO) defines ecotourism as, “All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas” (Ecotourism and Protected Areas, 2002). The UN General Assembly declared 2017 to be the International Year of Sustainable Tourism for Development, in order to show support to the newly adopted Sustainable Development Goals (SDG’s). The global tourism industry applies to SDG’s 8, 12, and 14: Decent work and economic growth; Responsible consumption and production; and Conserve

and sustainably use the oceans, seas and marine resources (The United Nations Declares, 2016). Community based ecotourism (CBET) in particular presents “the prospect of linking conservation and local livelihoods, preserving biodiversity, simultaneously reducing rural poverty, and achieving both objectives on a sustainable and self-financing basis,” thereby encompassing the three main elements of sustainable development: “economic efficiency, social equity and ecological sustainability” (Kiss, 2004; Fiorello & Bo,D, 2012).

#### **4.4.1 Environment sustainability**

The United Nations Environment Programme (UNEP) identifies six key possible contributions from the nature-based tourism industry to environmental conservation:

1. Financial contributions for conservation organizations,
2. Improved environmental management and planning of ecotourism areas,
3. Environmental awareness raising of local populations,
4. Protection and preservation of biological diversity,
5. Alternative employment. to destructive practices,
6. Regularity measures for conservation (Dologlou,& Katsoni, 2016)

National parks across the India are created as publicly implemented ecotourism, for the dual benefit of land protection and recreation. The latest publication of the UN List of Protected Areas, revealed that, as of 2018, there were 733 protected areas, 103 national parks sites, 537 wildlife statuarities it covers more than 1.23 Geographical area of India. This means that national

parks account for 23.6% of the total Protected Areas in the India. Singh, (1985).

### **4.3.2 Economy**

The tourism industry is enormous, contributed a total of 208.9 billion U.S. dollars to GDP in India in 2016 (World Travel and Tourism Council, 2016). The UN identifies this industry as “The industry also has a substantial effect on employment in India. In 2016, the sector directly provided more than 25.4 million jobs.” larger than oil exports, food products, and automobiles (Why Tourism, 2015). Within the broader realm of tourism exists the ecotourism sector, considered to be the fastest growing market in the tourism industry, at a 5% annual growth rate, which constitutes 6% of global GDP, and 11.4% of all consumers spending (Neto, 2003); Defining Ecotourism is particularly economically impactful on local communities compared to standard mass tourism: a UN-supported study by the Collaborative Partnership on Forests demonstrated that ecotourism returned up to 95% of revenues to local economies, versus just 20% for regular tourism models (The Case for Responsible Travel, 2013). It is important to note that economic benefits of ecotourism vary widely, especially in relation to “the nature and degree of community involvement, and whether earnings become private income or are channeled into community projects or other benefit-spreading mechanisms” (Kiss, 2004, p. 234). That is to say, local employment alone is not a sufficient measurement for economic empowerment of a host community.

### **4.3.3 Human Health**

In recent decades, cognitive psychologists have become interested in proving through scientific evidence what nature enthusiasts like John Muir and Ralph Waldo Emerson have claimed – that exposure to nature has innate mental and physical health benefits. Among findings, there is evidence that people who spend more time outdoors or who simply live near green spaces have lower likelihood of fifteen different diseases, including obesity, depression, and high blood pressure. Scenic window views alone quicken recovery in hospitals, improve academic performance in schools, and decrease violent behavior in prisons and neighborhoods. The scientific evidence is so compelling that some countries have implemented public health policies that include government sponsored nature programs to mitigate suicide rates of citizens and post-traumatic stress of civil servants (Williams, 2016). For people who live in urban areas with no access to natural settings, ecotourism provides an outlet for environmental exposure. This is particularly important in a society like the India where there has been a sharp decline in daily hours spent outdoors, especially among youth and business entrepreneurs.

#### **4.5 Indian government Strategies for the Promotion of Ecotourism Development**

Tourism growth is economically and potentially can be increased in rural places in India. Rural tourism development is a strategy for Rural Development. The development of rural areas is a strong motivation for Rural Tourism, which is helpful for a country like India. Across the globe trends of globalization and industrialization development have an urban centric approach towards the rural areas. Moreover, the expenditure of urban lifestyles has led to urban cultural expansion (Singh & Narban, 2015). This has grown motivations towards the rural areas. The trend of urbanization has led to falling income levels due to the financial crisis of the country, fewer job opportunities

in the total areas leading to an urbanization syndrome in the rural areas (Rathore, 2012). Rural ecotourism is one of the few activities which can provide a solution to this economic problem in rural areas. On the other hand, there are other influences which are shifting the trends towards rural areas, like increasing levels of awareness among local communities, interest to visit the historical heritage and culture, which improve the accessibility of the destination and environmental awareness. In developed countries it is a trend among tourists to visit the rural areas for getting relaxed resulting from their usual lifestyle, because in a modern lifestyle the tourism in village settings means to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism in India.

This scheme provided will promote rural tourism as a main source of financial benefits to local communities and it has socio-economic benefits to rural places and its new geographic regions. Major geographic areas will be identified for development and promotion of Rural Tourism, according to (Kutay aytuğ, and Mahshid mikaeili, 2017). The implementation of the region would be done through a convergence committee appointed by the district collectors. Activities involved like improving the environment sustainability, hygiene, infrastructure, local people empowerment, etc. will be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of the department of rural development, state government and other concerned departments of the government. of India.

These principles should be envisaged both for governmental organizations and tourism and service providers of such Eco tourist products. These ideas presented are accompanied by a more and more accentuated tendency of the

civilized world of living in good terms with the environment, spending more time in nature, being closer to all what is clean.

Munt asks (Munt, 1994): Who are the eco tourists and what do they expect?

- They are between the age of 30 and 59.
- They are highly educated people who know well the natural resources.
- They must have above average income.

Eco tourists are usually imagining rural tourist places as ones having high quality services, professional local guides, and there must be small group tours for groups maximum (15 people), having enlightenment educational awareness programs, good and high-quality local traditional food prepared from local ingredients, quiet areas far away from traffic, quality accommodation, not necessarily luxury hotels, but clean and proper; environment conservation. (Mostly Eco tourist like to know that the money which they spent goes back into environment protection).

It is important to involve all stakeholders in the implementation of ecotourism policies. Synergy and collaboration among the Central Government, State Governments, hospitality sector, State Forest Departments, Protected Area managements, and local communities and civil society institutions are vital for ensuring the successful implementation of the guidelines (Sekhar, 2003).

- Create an awareness among the local communities of rural tourism development, where there is an opportunity to provide income generated activities in their areas.
- Rural tourism is mainly encouraged by either central or state government funded projects, but these initiatives have to be designed, planned, implemented and managed and the development should be

done by the rural people themselves, so they have to be community-based tourism and community controlled activities.

- Various educational departments have special projects and awareness programs for the implementation of rural tourism.
- Rural tourism should be a local community activity rather than development activities in the rural areas.
- Village Tourism Committee under the leadership of Village panchayat should be aware that all the communities will get proper economic employment at the destination.
- The Village Tourism Committee members should have sub-committees, each sub-committee is assigned with specific portfolio aimed at promoting Local food and hospitality and tourism must have; Culture: customs, rituals, traditions, performing and folk art; Architecture; and Traditional/indigenous goods and material.
- Policy related to communication and cleanliness of the local people and skill, management of tourism waste, management of the accounting of the development of indigenous publicity materials.
- Construction of village museums and parks that showcase the rural life through photographs, exhibits, artefacts, flora and fauna models all prepared originally.
- Development of marketing models and promotion of rural tourism.
- Governments provide services to the rural areas under the scheme of sanitation.
- The natural, cultural, human environmental and capital resources must be used in destination development.
- The infrastructure must be ecofriendly.

- The tourist can have allowed to visit the places all the year round, which is a better opportunity to get income generated activities for local people.
- Homestay people get some awareness of the tourists.
- Quality and service provided by homestay people should be authenticated.
- The villagers should provide more leisure opportunities to the tourists, for example nature walks, trekking, climbing-mountains/ trees, exploring biodiversity in natural parks.
- Rural tourism must occur far away from the urban areas, so it should have good accessibility for the tourists to reach the destination.

#### **4.5.1 Ecotourism and community governance**

There have been problems and even hurdles for local self-government institutions to function effectively, and there are several instances from across India where ecotourism ventures and activities have been carried out without the consent of local self-governments. This is because of the power play of the ecotourism industry lobby and higher authorities like the tourism, forest departments who have usurped the functions, bypassed the due processes and overruled the decisions of local self-government institutions.

#### **4.5.2 Five years plan for Indian tourism**

Tourism has been denied the priority it deserves over the successive five-year plan periods because its potential as an engine of economic growth has not been recognized. In the successive plans, the tourism sector was considered very lightly and the government initiated not much effort and steps. It was only in 2002 that the New National Tourism Policy was formulated with very

vast objectives; mission and strategies. The New National Tourism Policy is based upon the

**objectives:**

- Generating awareness about the benefits of tourism for the host population.
- Mobilize state governments to use tourism as a means for achieving their socio- economic objectives.
- Encourage the private sector to enhance investment in tourism.
- Provide legislative and regulatory support for sustainable tourism.
- Protect the interests of tourism industry and consumers.
- Develop and promote rural/farm tourism on priority along with other forms of tourism.

In the Tenth Five Year Plan, various factors responsible for the inadequate growth of tourism sector, i.e., barriers related to approach, barriers that discourage private investment, absence of legislative support, unprofessional and adhoc approach etc. needs to be removed. The effective and early removal of these barriers during the tenth plan is urgently required for the successful implementation of new tourism policy and for the speedy growth of tourism. It was only during the 7th plan that the tourism promotion activities found a place in the functioning of the department of Tourism. The 10th and 11th plan laid much emphasis to tourism. The country witnessed a Compounded Annual Growth Rate (CAGR) of 3.18% in FTAs (Foreign Tourist Arrival) during 2007-2010, as against a 16.93% growth during the 10th Plan period. The 11th five-year plan outlines six key strategic objectives for Indian tourism sector and they are follows:

- Positioning and maintaining tourism development as National Priority Activity.
- Enhancing and maintaining the competitiveness of India as a tourist destination.
- Improving India's tourism products and further expanding these.
- Creating world-class infrastructure.
- Developing strategies for sustained and effective marketing plan and programs.
- Developing human resources and capacity building of service.

The approach paper of the 12th five-year plan prepared by the Planning Commission highlights the need to adopt “pro-poor tourism” for increasing net benefits to the poor and ensuring that tourism growth contributes to poverty reduction. There is a significant shift in the strategies of the 12th five-year plan for deriving maximum returns from proposed investments in the tourism sector based on the approach Paper of the Planning Commission.

#### **4.6 Ecotourism Promotion activates in India**

The key players in the ecotourism business are Government, local authorities, developers and operators, visitors and local community. Each one of them has to be sensitive to the environment and local traditions and follow a set of guidelines for the successful development of ecotourism. In addition, governmental organizations and scientific and research institutions also have to play key role in development of ecotourism.

Special officers have been designated to coordinate activities regarding ecotourism. The Forest and Tourism Departments of the states like Karnataka, Kerala, Sikkim, Rajasthan and Andhra Pradesh have specifically announced a

policy for the development of ecotourism laying special emphasis to the involvement of the local communities.

A management plan for each ecotourism area should be prepared by professional landscape architects and urban planners in consultation with the local community as well as others directly concerned. Integrated planning should be adopted to avoid inter-sectoral and cross-sectoral conflict. A first step should be to prepare 20-year master plans for each state.

The architectural programs for ecotourism centers should include controlled access points, roads, self-guided nature trails, transportation options, interpretation centers, signs and adequate but unpretentious lodging and dining facilities, docks, garbage disposal facilities and other utilities as needed. If required, suitable living quarters and facilities for project personnel should be provided.

#### **4.6 Social entrepreneurship ecotourism organizations in India**

India is the seventh-largest country in the world in terms of land it has 17.5% of the world's population, making it the second most populous country after China. It is also the youngest country in the world in terms of demography with approximately two-thirds of the population aged below 35. It is the third largest economy measured by gross domestic product (GDP) after China and the USA (CIA website). India's GDP grew at a rate of 7.5% in 2015-16, and is predicted to grow at 8% in 2016-17 Ministry of Statistics and Programme Implementation (MoSPI, 2016). India is a middle-income country and the per capita income in 2015-16 was \$1,405 (£954) with a growth rate of 6.2% in real terms. Agriculture represents close to 18% of GDP and employs 49% of the working population. The service sector contributes over 52% of GDP and 31% of employment. The country has become an important exporter of

information technology, business process outsourcing and software services. The industrial sector contributes 29.7% of GDP and 20% of employment (MoSPI, 2016). Despite being the second fastest growing economy after China, India is home to around 40% of the world's poor, with just under 30% of the population living below the poverty line (CIA website). The country is still battling with socio-economic issues like illiteracy, malnutrition, and poor healthcare. It ranks 130th among 188 countries in the Human Development Index (UNDP, 2015). Poverty and unemployment are major political and economic issues. An unstable currency also remains a major concern, along with infrastructural bottlenecks, a plethora of cumbersome rules and regulations that impede business, weak law enforcement and high dependence on the slow growing agriculture sector.

Other issues include relatively low productivity and deep rural-urban and caste divisions. Despite impressive growth, the dent on poverty has been marginal. Lack of access to quality education constrains youth employability. Almost a quarter of the population is illiterate and about 98% of the young people enter the market without adequate skill sets (CIA website). This is a major constraint in realizing the potential which India's large young population offers.

Tourism is one of the fastest growing service industry in India. It offered lot of skilled and unskilled employment to communities. As society disciplines entrepreneurs business and environmental responsibility are relatively new concepts. However, there are few organizations, business communities familiar with this concept but academically this term introduced in 1990. The concept of eco-entrepreneurship is a combination of two words eco (environmental) and entrepreneurship which implies the creation of innovative organization that supplies environmental friendly products or service (Schaper, 2002). According to (Groot, & Dankbaar, 2014), argument is social

entrepreneur innovative business solutions could not only to improve the environment but also provide the economic benefits to local communities and firms and their main motivation towards enter into ecofriendly market not only making profits but also they have strong intention towards the environmental protection and they combine the environmental and social values towards the sustainable development .Tourism is a one of the fastest growing industry all over the developing and under developing countries tourism is a main source of their economic exchange, but tourism exist within the turbulent world because of globalization of world market within tourism sector ecotourism is a sensitive sector where eco entrepreneurs motivate local communities use the natural resources for sustainable way of business activates However, there are little nominal research done in this filed on eco entrepreneurs maintaining ecotourism destinations. India although most of the ecotourism destinations under controlled by tourism minister of India. Kabani community ecotourism Pvt Ltd is a newly established community based organization with sprit of entrepreneurship core eco values. These organizations lead local residents with a clear understand of social, economic and environmental aspects of the development of the destination.

## **CHAPTER 5**

### **RESEARCH METHODOLOGY**

#### **5.1 Introduction**

The goal of this chapter is to understand how the two cases of organizations have harnessed social entrepreneurship by examining their leadership and organizational characteristics to manage communities towards the sustainability of the organization. A fieldwork to these organizations was conducted through interview with the leaders and selected staff members of this two organizations to gather their input on the following: How does social entrepreneurship as an engine to the development of the ecotourism destinations? How does stakeholder theory be useful to understand the role of stakeholders in social entrepreneurship? And How social entrepreneurs contribute to the larger sustainable development discourse from? To arrive at the findings, qualitative research methodologies were used. This chapter describes the data resources, methods of data collection and analysis that were utilized to gather information and explore social entrepreneurship.

#### **5.2 Research Approach**

To achieve greater understanding of SE this study uses both literature and empirical approach. The literature research provided a general understanding of SE and stakeholder theories that has been developed by several researchers, whereas, the empirical approach aimed to contribute to the discussion of SE literature. The two case studies of organizations that were selected social entrepreneur organizations who has served as witnesses to the growth and sustained successes of the ecotourism. A comparison of the research findings from literature to the actual practice of these organizations will provide a

greater understanding of SE, as well as communities participation and there contribute to the successes of these organizations.

The qualitative methods of collecting data that were used includes a series of qualitative interviewing which comprise of semi-structured interviews focus group interviews conducted with organizational management committee and questionnaire filled through community members of Kabani Eco tours in Kerala and Mangalajodi ecotourism in Orissa both organizations located in various parts of India. In addition, participant and direct observation was also part of the data gathering process. Field notes and audio recordings were also important tools in preserving the data for later analysis. The analysis used comparison with literature and empirical data.

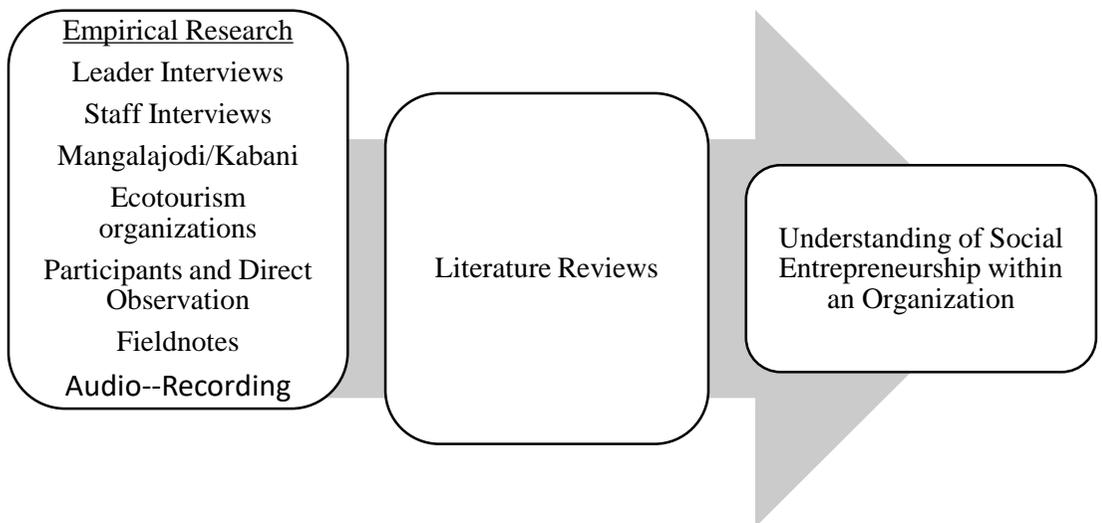


Figure:5.1. illustrates the method of approach used for this study

Source: author research design

Generally, this research is an organized, systematic process for investigating

problems to find solutions or to understand more about problems facing social entrepreneurs towards ecotourism development. This research also involves finding out and explaining. Finding out means what happening and what is the situation at organizations it includes why? And how? Research- how do this happen? And why do they happen? Moreover, finding out involves description and gathering information. Understanding and explain the information, which goes behind the descriptive this kind of research models is circular models of research Williamson, (1982).

### **5.3 Data sources**

While analyzing the data, the researcher will first adopt within-case analysis where codes in each case will be identified and later extended to cross-case analysis where common themes will then be located that transcend the cases (Yin, 2003). Several codes developed over the period of initial analysis will later be reduced and combined with each other based on their compatibility. After the codes are classified, they will be converted into categories or themes. Then the data will further be explored for multiple perspectives to support each category (Stake, 1995). At this stage, some data may be discarded which will not pertain to the research questions this study undertakes the analysis under each theme will be interpreted beyond the data based on interviews collected. The interpretations include variable reference to the data collected, hunches, lessons learned and observations made in the field (Lincoln and Guba 1985, Hammersley 1992).

There were two main sources of data from this research secondary data sources and primary data from interviews with management of the organizations observation in filed and questioner filing with local community members.

### 5.3.1 Secondary Data Sources

Prior to the fieldwork, secondary information was collected from different journals and organizational websites Table: 5.1 to review information about the stakeholder's theory. The gathered information along with literature review helped to identify and focus the study on certain aspects of social entrepreneurship to development of ecotourism.

Table:5.1 Case Studies of ecotourism organizations

Organization	Website
Kabani tour Pvt Ltd	<a href="http://www.kabanitour.com/">http://www.kabanitour.com/</a>
Mangalajodi ecotourism	<a href="http://www.mangalajodiecotourism.com/">http://www.mangalajodiecotourism.com/</a>

Source: Author

### 5.3.2 Primary Data Sources

In order to gain an in-depth understanding of social entrepreneurship in ecotourism industry two case studies of nonprofit organizations was conducted. Case studies are appropriate in investigating where the focus is on contemporary phenomenon within some real-life situations (Yin, 1994). More specifically, an explanatory strategy towards these case studies will ask the questions of “how” and “why” social entrepreneurship is captured in their organization and why it is important.

Fieldwork to the different organization locations of different states in India was conducted to collect the primary data. A month was spent with each of the organization, observing and conducting semi-structured interviews, with the leaders and selected staff members of their organizations. Questioner filing with all community member who is getting benefits from ecotourism industry.

## **5.4 Data Collection and Analysis**

Qualitative interviewing was the one of research method used to collect data for this research. Qualitative interviewing refers to a range of interviewing styles; however, this study uses only the following: semi structured interview, narrative interviews, of the both organizational behavior and history and focus group. These interviewing styles were chosen depending on the situation. As an insider and outsider researcher to these nonprofit organizations, I needed to be flexible and open to any type of interviewing styles because I wanted the person and people being interviewed to feel comfortable and engaged in the conversation. I was conducting focus group interviews group with staff members from each of the case study organizations.

## **5.5 Combination of data collection methods in case studies**

There are several data collection methods or techniques deployed in this research. In the case of this two organizations Kabani and Mangalogdi the data collection method used included the adapted participant observation method focused and in-depth interviews, for further elaborations on how and why these methods were deployed during the fieldwork in this organizational members the same data collection methods were deployed but in addition face to face interviews was used complementary method.

The main reason why this data collection is discussed because in so doing it could increase the reader's Consciousness and feeling about how the process of data collection is Implemented at particular times in particular places with particular people in the real life context (Robson, 1993). In other words, a combined approach can improve the validity of the research where qualitative and quantitative methods are used in the same study, and the findings of one

investigation can be checked against the findings from the other type. This is what is usually meant by "triangulation" (Finn et al., 2000). In this study author used both Qualitative and Quantitative research methods to identify the objectives of the study. Quantitative method researcher deigned questioner to identified the local community involvement towards development of the destination. For Qualitative method researcher made in-depth interviews of organizational members including government organizations, local tour operators, parenteral organizations to identifies the social entrepreneurship organizational roles to development of ecotourism destination.

### **5.6 Qualitative in-depth Interviewing**

A list of questions and follow up question the leaders and the staff were prepared prior to the interview sessions. However, the structures of the interviews were very fluid, putting more importance in the engagement between the participants and the researcher. The general topics that guided the discussions were social entrepreneurship and their contribution towards sustainable ecotourism destination. The objective of this study was to discover the variables that attributed to the successes of these organizations and what makes these organizations socially entrepreneurial to serve for environment and local communities. The literature review indicates that social entrepreneurship is a result of a process that results from the interaction between the social entrepreneur and their context. Therefore, this study focused on the topic of what makes for a good social entrepreneur to achieve sustainability at ecotourism destinations and how these organizations and their leaders are interacting with the external context (community, grantors, volunteers) and how they contribute to their organization.

The interview with the organization's leader provided an insight on what constitutes to the establishment of a successful organization by providing their perspective on what makes for a good leader, what facilitates sustainability, and what process did their respective organization do to sustain their operations and how stakeholder's involvement towards achieving sustainability. In addition, the interview with the staffs of these organizations provides as corroboration to the interview with the leader. These interviews serve to further understand, from their own perspective, what makes their organization works in terms of the leadership and organizational functions.

The general breakdown of interviews, according to main categories, is illustrated in Table (3.4) it shows that interview stretcher was conducted among the all stakeholders of this two organizations some claims made in the findings with regards to planning practice in the country. The respondents are selected from a combination of criteria and snowball sampling to include people with experience of the phenomena being studied, on the assumption that 'one wants to discover, understand, gain insight; therefore, one needs to select a sample from which one can learn the most' (Merriam, 1988,).The researcher uses their knowledge to determine who or what study units are the most appropriate for inclusion in the study based on the potential study units' knowledge base or closeness of fit to criteria associated with the study's focus (Jensen & Rodgers, 2001), for examples, Village Heads on community issues, state planners on planning issues and state directors of government agencies on various implementation issues. Communities members interview helps to understand the negative impact of ecotourism to development of the destination.

**Table 5.2:** Kabani and Mangalogdi ecotourism organizations interview members

Sector	No of people Interviewed at Kabani organization	No of people Interviewed in Mangalogdi ecotourism organization	Organizations and Communities
Organization management	4	6	Member of the organization and local residence
Local Government Members	3	5	Village major, district administrative members
Local Organization Committee tours	4	5	Local organization (Uravu Eco links) partnership with Kabani organization
Local Communities Members	15	18	Who is getting benefits through this organization

In-depth interview techniques are used because they allow the researcher to enter into other people's perspective, with the assumption that the perspective is meaningful, knowable and able to be made explicit (Patton, 1980). The researcher needs to ask questions about how people have organized the world and the meanings they attach to what goes on in the world. Some authors subdivide this phenomenological approach to collecting qualitative data into unstructured and semi-structured interviews, and Smith et al., (1991) suggest that these types of interviews are appropriate. It is necessary to understand the construct that the interviewee uses as a basis for his or her opinions and beliefs about a particular matter or situation.

### 5.7 Qualitative data analysis

These data are gained 55 resonances through, answered by various stakeholders of the two organizations respondents in Thikkayapalm and

Mangalogdi village communities.

The data results were then produced in the form of descriptive statistics such as simple frequent, distributions where absolute numbers and/or percentages are produced according to how many respondents achieved each score, or gave each response, or fell into each category. Then, the results of this frequency distribution are demonstrated in form of tables, histograms, bar charts and pie charts (see chapter 6 and 7). In the case Kabani and Mangalogdi organizations.

In this research, all filled questionnaires from different communities had been data entry into excel sheet, and transformed into individual analysis. Therefore, qualitative data analysis is essentially about detection, and the tasks of defining, categorizing, theorizing, explaining, exploring and mapping are fundamental to the analyst's role (Spencer, and Ritchie 2002). To facilitate Such detection, the data analysis depended on the research questions being addressed in this research. The process of qualitative data analysis commonly falls into three stages (Patton, 1980).

- Analysis: The process where the data are organized, categorized, patterns, and bridging.
- Interpretation: Involves giving meanings to data, explaining relationships and linkages among descriptive patterns or dimensions.
- Evolution: Includes making judgements about and assigning value to what has been analyzed and interpreted.

## **5.8 Quantitative Questionnaires**

This research primary focus on Questionnaires data collection with local communities of Kabani and Mangalogdi organizations often make use of

checklist and rating scaled Questions. These devices help simplify and quantify community's behaviors and attitudes. A checklist is a list of behaviors, characteristics, or other entities the researcher is looking for. Either the researcher or survey participant simply checks whether each item on the list is observed, present or true or vice versa. A rating scale is 6 more useful when a behavior needs to be evaluated on a continuum. They are also known as Likert scales. (Leedy & Ormrod, 2001).

In this research analysis chosen to work with SPSS, or the Statistical Package for the Social Sciences. SPSS was chosen because of its popularity within both academic and business circles, making it the most widely used package of its type. SPSS is also a versatile package that allows many different types of analyses, data transformations, and forms of output - in short, it will more than adequately serve our purposes.

Factor analysis is a method of data reduction. It does this by seeking underlying unobservable (latent) variables that are reflected in the observed variables (manifest variables). principal axis factor methods used to conduct a factor analysis to maximum likelihood, generalized least squares, unweighted least squares. rotations that can be done after the initial extraction of factors, including orthogonal rotations, such as varimax and equimax, which impose the restriction that the factors cannot be correlated, and oblique rotations, such as promax, which allow the factors to be correlated with one another. Given the number to identified the factor analytic techniques and options, it is not surprising that different analysts could reach very different results analyzing the same data set. However, all analysts are looking for simple structure. Simple structure is pattern of results such that each variable

loads highly onto one and only one factor.

Research data having large number of data size for this Factor analysis is a technique that requires a large sample size. Factor analysis is based on the correlation matrix of the variables involved, and correlations usually need a large sample size before they stabilize. Tabachnick and Fidell (2001). Comrey and Lee, (1992) advice regarding sample size: 50 cases are very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1000 or more is excellent. As a rule of thumb, a bare minimum of 10 observations per variable is necessary to avoid computational difficulties.

In this data analysis included many options, including the original and reproduced correlation matrix, the scree plot and the plot of the rotated factors. While you may not wish to use all of these options, we have included them here to aid in the explanation of the analysis. We have also created a page of annotated output for a principal components analysis that parallels this analysis. For general information regarding the similarities and differences between principal components analysis and factor analysis. Tabachnick & Fidell (2001).

## **Chapter 6**

### **Ethnographic study of the research**

#### **6.1 Introduction**

The main focus of this chapter is to describe the two case study areas: The Kabani ecotourism Organizations in Kerala state of India. And Mangalogdi Ecotourism trust in Odisha state in India. This chapter provides this organizations natural resources, significant features and the nature of local Community involvement in tourism activities in both areas and chapter discusses about selected case studies Kabani organization and Mangalogdi organization ethnographical study.

#### **6.2 Case study 1: Kabani Community based Ecotourism**

Thrikkaipetta is a picturesque village with association of Kabani ecotourism society in the hilly district of Wayanad, in north Kerala. Being in the middle of hills and located at a moderate altitude, weather in this village is pleasant throughout the year. Manikkunnu hills and endless paddy fields as backdrop, this place cools your mind with all shades of green. Thrikkaipetta is well known for its spiritual tourism, rich folklore, and numerous art and craft units. This place is also an ornithologist's paradise with more than 140 winged beauties. You could almost find all kinds of cultivations and spice plantations here like pepper, coffee, tea, cardamom, nutmeg, areca nut, etc.

Kabani eco Tour managed this host families network, which has real a positive impact on many villagers' lives. Tourism revenues are shared between service providers (guides, taxi drivers, etc.), administration fee, and a village

development fund monitored by a village committee, Moreover This organization collaborated with local organization called Uravu Eco links to provide better service to tourist as well as local communities.

This organization chose to focus on ecotourism because of the region's large potential tourism market. In addition, two other development projects were adopted: organic agriculture and renewable energy. This organizations theme was used to introduce and experiment with market-based mechanisms as alternative means for promoting economic development and conservation in this impoverished, but biologically rich region of Wayanad wildlife sanctuary.

Kabani is social entrepreneurship ecotourism organization was found by 2 young people with the help guidance and participation of other committed local communities, researchers and professional tourism employees. Kabani was named after the river Kabnai in Wayanad which flows towards the east and thus in the other direction than almost all the other rivers in Kerala.

Background to the need for the organization like Kabani was the fact that in India (especially in Kerala) the government regards tourism as a panacea for development and is promoting it with huge promotion campaigns. This has created an uncontrolled mass tourism development and most of tourism destination are witnessing serious negative impact of tourism. The economic redistribution along the tourism value chain is unequal and unfair and the poor people became even poorer whereas the wealthier get most of the benefits from tourism. This one side tourism development brings social and environmental problems such as pollution, destructions of biodiversity, scarcity of water, exclusion and marginalization of vulnerable groups of population, disappearance of local culture etc. as a result, the lives and

livelihoods of local communities are affected especially of those who are marginalized. There are many local attempts are models emerging to cope with this reality, but many of such attempts are still scattered and not organized or managed properly.

Kabani in the context, new approaches in tourism are essential in order to organize the small attempts as a network and quality information source in order to prevent many of negative impact of ecotourism (Lee & Moscardo, 2005). Tourism is reality and many local communities make their livelihood out of it. Kabani is community organization carefully approach in terms of regulation, management and policy formulation which ensures a sustainable development is very important key aspects of the organizational strategies and organizational believes that any development should benefit the lives and lands of the local communities and should not have a detrimental effect of them. The communities should be decision makers of their own development. This led to follow a “propose and oppose” approach in our activities While opposing mass tourism with all its adverse impacts on local communities, environment and resources, Kabani proposes a different model of tourism which directly benefits local communities and conservation of environment towards sustainability.

### **A unique and balanced combination of opposing and proposing sides of kabnai**

The opposing side Kabani believes in the importance of political in changing the current paradigm of development in ecotourism. A regulatory framework to ensure sustainable tourism is very important and demands interventions in the policy environment. Author interests of small and community tourism players are often neglected in current policies and it is important to do policy interventions to protect those interests. Kabani successfully intervened and

lobbied for policy changes at various levels and helped local communities to protect their rights, e.g. under the post tsunami project Empowerment of coastal communities in south India for tourism policy interventions. Kabani helped coastal communities in Kerala and Tamilnadu thousands of marginalized people. the primary beneficiaries of the project are 2,100 while 296,673 are indirect beneficiaries. Kabani helped them to defending their rights, as they were trained and empowered to intervene in tourism policies and planning.

The proposing side, Kabani brings positive impact in the lives of many families by facilitating community tourism in Indian villages. Through KABANI-Community tourism & service a limited Pvt company to promote homes stays with help local communities earn an additional income which is especially import during times of crisis e.g., after 2004 tsunami and during crises in agriculture many farmers in Wayanad district had committed suicide due to declining prices and impacts of climate change on crops. To diversify their livelihood options, farmer started their own home stays with training and marketing help from Kabani. This enables them to sustain their agricultural activities.

Focusing on specific framework allows me to analyses sustainability at thrikkaipetta village which is maintained by Kabani community service with population of 20,000 has highest density population in terms of natural hill area, thirkkaipetta is consider the natural environment surrounded by agricultural lands having more possibility of residential expansion of wayanad district in Kerala.

Having worked with communities over the years with the objectives to change the current trajectory of main stream ecotourism and undesirable impacts. We found that Kabani is an activity which needs a comprehensive development

approach. Ecotourism not only consideration in their apaches it also associated with many aspects such as gender, environment, human rights etc. In this contest communities organization work to defend community responsible tourism.

Right from the beginning Kabani has considered the involvement of local communities in decision making and managing tourism as a priority. Kabani mainly works with local partners in the villages. Before initiating a project, Kabani organize discussion and orientation programmers with the local partners in these orientation programs with help of Kabani facilitation. The rules and regulation of the programmers are also set up by local communities through workshops and joint sessions. The villagers also identified the resources within the village and a participatory resources management plan is also chalked out during these sessions. The village committees to manage village funds and monitor tourism development. This committee consists of members of local self-governments (they are elected representatives) and representatives of women, taxi drivers, home stay providers other groups, and representative of youth, self-help groups, students, indigenous people and community based organizations within the village.

This community formulate, manage and monitor tourism and related developments in the villages. They are also responsible for managing the village development fund they receive through tourism. Kabani follow a rotational allocation system for home stays and other service providers in order to avoid conflict of interests. Each and every service provider get equal business on rotational basis in very transparent manner.

Kabani eco Tour managed this host families network, which has real a positive impact on many villagers' lives. Tourism revenues are shared between service

providers (guides, taxi drivers, etc), administration fee, and a village development fund monitored by a village committee, Moreover This organization collaborated with local organization called Uravu Eco links to provide better service to tourist as well as local communities.



Figure:6.1. Location of the Kabani ecotourism organization study area.

Source: Tourism minister of Indian, Kerala tourism.

The Bamboo Grove Eco-friendly Community Tourism Project is a brainchild of Uravu Eco Links Ltd operates in three principal areas: Development of the Bamboo Grove tourism project, construction with bamboo and sustainable materials, and bamboo trading. Uravu Eco Links was incorporated under the Companies Act 1956 in the year 2004 with the main objective of carrying out the business of manufacturing and trading in eco-friendly agricultural /horticultural products and handicraft products made of bamboo, reed, cane and other such natural materials. It operates as the marketing and

implementation agency for Uravu's bamboo products and activities. An important goal is to promote, develop and encourage ecotourism ventures.

This organization chose to focus on ecotourism because of the region's large potential tourism market. In addition, two other development projects were adopted: organic agriculture and renewable energy. This organizations theme was used to introduce and experiment with market-based mechanisms as alternative means for promoting economic development and conservation in this impoverished, but biologically rich region of Wayanad wildlife sanctuary.

## **6.2 Case Study: Two Mangalodgi ecotourism trust**

Mangalajodi village is situated on a huge marshland along the northern edge of Chilika Lake. The area (about 10 sq.km) is primarily a fresh water zone connected, by channels cutting through the reed beds, with the brackish water of Chilika lagoon. The numerous channels that crisscross through the greenery, harbours thousands of water birds, both migratory and resident. The place is a



Figure: 6 .2 A view of the marshland and a creek

waterfowl haven. Its vast wetlands attract thousands of migratory birds from far-off places in the Siberian region and other parts of the world, yes, of course tourists, researchers and bird lovers. Its vast wetlands host more than 1, 50,000 of birds of different species in the peak season. November to March is the best time to enjoy an amazing experience of a visit to this haven. It has been declared as an "Important Bird Area (IBA)" by Birdlife International. A

community based institution known as Mangalajodi Ecotourism Trust has evolved in this ecosystem during the last sixteen years with specific Goal and Objective of protecting and developing this once deteriorating ecosystem to a birds' paradise while providing economic sustenance to the local people who once earned their livelihood from hunting migratory birds.

Mangalajodi Ecotourism is supporting community, culture and conservation efforts. Mangalajodi inhabits poachers-turned-conservationists, who were known for poaching birds and selling it in nearby markets. Even Mangalajodi was known as “Poachers village”. After over a decade long persuasion by NGOs, government and other agencies managed to convince them to be partners in conservation and convert them into protectors. Transition was not easy but continuous efforts through awareness and support from different agencies proved effective. A people centric community-based Institution have been facilitated and Mangalajodi Ecotourism Trust (MET) was born. The board of trustees are involved from inception to ensure their ownership and capacity enhancement to run the enterprise. From last 6-7 years of its existence, MET played a crucial role in the village to offer tourism services to the inbound and out bound visitors. IGS team is extending the handholding support to the trust to ensure that MET will manage the enterprise in post project scenario. The strategy of IGS and RBS FI is to develop systems and processes of MET to involve actively in managing the enterprise. So that, once the partnership withdrawn, MET will able to operate successfully

It is a jewel in the ecological treasure of India. It's the largest brackish water lagoon of Asia and declared as wetland of international importance under Ramsar Convention (1971) in Egypt on account of its rich biodiversity (Kishore & Shibalal, 2003) which qualifies it to be an important common

globally. The area covered by the lake is 1055 sq. km which swells to 1165 sq. km. during rainy season and shrink to 906 sq. km during summers. Mangalajodi is a village situated in the Northern sector of Chilika Lake. Mangalajodi is an Important Bird area (IBA) as designated by Birdlife International which identified a total of 2,293 IBAs in all 28 countries and territories in the Asia region. IBA cover a total area of 2,331,560 km<sup>2</sup>, equivalent to 7.6% of the region's land area (Birdlife International) and are considered as priority sites for conservation. Being an important bird habitat specially for waterfowl and a forgotten but sustainable village life style highlighting minimal dependence on external resources qualify it to be an important ecotourism destination supporting conservation initiatives and local livelihoods.

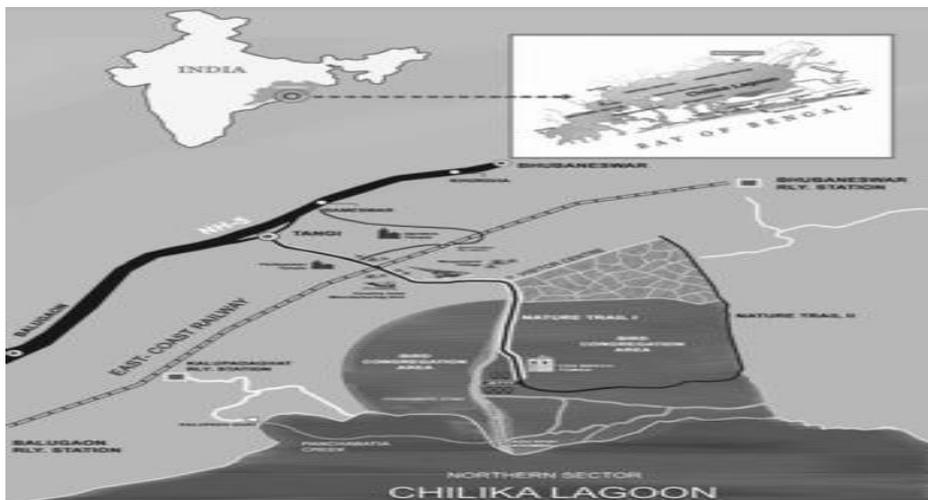


Figure:6.3. Map showing the regional location of Mangalajodi ecotourism near Chilika Lagoon

Source: Case study location Mangalajodi ecotourism

## **From Conservation Effort to Ecotourism Development in Mangalajodi ecotourism village:**

Mangalajodi, a picturesque village on the bank of Chilika Lagoon, known for its marshes and water fowl congregations, the wetland of Mangalajodi hosts over 200 species of birds during the peak season, of which 115 are migratory.

Two decades back, the villagers often associated with poaching of birds. A census in year 2000 counted a mere 5,000 birds in the region. Dwindling bird population stimulated various agencies to initiate a concerted effort to reverse the situation. It focused on making people involved and sensitive towards the importance of Mangalajodi wetland and converting them to conservators.

To realize the essence of complexities, RBS Foundation India partnered with Indian Grameen Services to create livelihoods through ecotourism as a vehicle of change. It was not an easy task to change the mindset of the hardcore poachers and bringing them mainstream, many organizations put their effort in reverse the situation. Lot of community consultations and capacity building efforts made a momentum of change. A community owned social enterprise evolved in the process “Mangalajodi Ecotourism Trust” managing responsible tourism.

Now-a-days, the erstwhile poachers of Mangalajodi actively patrol and protect birds in its marshes. Born in the lap of nature, they monitor the bird population, co-ordinate with the forest department; take tourists for birding trips. Protection has saved not only birds, but also benefited its rich biodiversity, including among others, fishes, snakes, monitor lizards and the rare fishing cats. The innovative approach that led down, where communities at the center and played a crucial role between Conservation and Tourism significantly boosting local economy and employment, merits for this award.

## **Chapter 7: Finding of the research: Stakeholders involvement Mangalogdi Ecotourism destination**

To begin with this chapter discusses a general overview of interview responses and questioner data factor analysis within and across categories of respondents, and interviews stakeholders of the social entrepreneurship organizations followed by presentation of findings mentioned chapter 3 research methodology.

### **7.1 Combination of Data Collection Methods**

There was a combination of data collection methods has been deployed during the fieldwork in this village such as: The researcher stayed in MET organization lodging for two and half months in order to do field work. Within that period, researcher also spent some time in village sorrowing touristic places. At the early stage of fieldwork in Mangalogdi village, the researcher stayed for a week with one of the families. Thus, starting from there, the researcher established a relationship with the villagers and strengthened his network with the other respondents or informants in the village. For the rest of the time the researcher was provided with accommodation at Mangalogdi ecotourism organization lodging place. During this fieldwork the Researcher observed and mingled with the villagers in many formal and informal events in their everyday lives. For instance, the researcher observed types and forms of facilities, and the daily activities of the local communities conservation tourism activities and participants. He also joined the fishermen catching fish on a fishing boat experience the activity and the venue.

In other words, the MET Chief, the Local Committee in charge, the informants and the villagers in general gave strong support and cooperation to the researcher during the observation. Although at the early stages of the

observation, some villagers seemed skeptical about the researcher's presence in the area, eventually and gradually this skeptical behavior disappeared when the relation between researcher and the local people became established. The researcher, at the same time also developed informal relationships with the villagers by mingling and chatting with them in the mosque and the coffee shops, and visiting some houses. The field notes and photographs were taken in those related events during direct observation. The main purpose of these field notes is for researcher revision or critical reassessment in the fieldwork analysis and findings (Baszanger & Dodier, 2004)

### **7.1.1 Face to face interview survey**

Face to face survey interviews were conducted with 50 respondents in the village. A short course was given (two days) to these volunteers to ensure they were familiar with the questionnaire. Then, a pilot interview survey was conducted with 20 respondents within these two days to ensure the reliability of the research questions in the questionnaire. There was a variety of research questions in this setoff questionnaires. Somewhere created in close-ended forms, and others were open-ended and Likert Scale questions. As a result, some research questions were amended such as question number 1 (a) 1(b) and 1(c), and 40 (see Appendix,).

The type of sampling for this surveys the probability-sampling method where Each respondent in the population has a high probability of being chosen through a simple random sample. This meant each respondent in the population had an equal (and non-zero chance) of being selected (Gilbert, 1993). Thus, those villagers (male or female) living in Mangalogdi, and aged between 16 years old and 55 years old or above were chosen as respondents. In general, many respondents gave a great response to this survey. In some

occasions, the researcher had to replace a particular respondent with another where he or she was not available or busy at the time of the appointment. This survey was completed within two weeks.

### **7.1.2 Focused and In-depth Interviews**

The main reason why focused interviews were used in this research was because it allows people's views and feelings to emerge but at the same time the Interviewer has some control over the issues being discussed (Robson, 1993), particularly by framing the questions so as to focus on them. There were two types of interviews conducted with in the stakeholders of the organization. The first was formal interviews with the key informants in the village, in which they could express their views and feelings, and their involvement in particular situations,

Phenomena or events regarding ecotourism development in Mangalogdi. These key informants we're not only limited to certain individuals such as the committee members, but also included the other partners officers, the tourist lodge managers, the homestay coordinator and participants During the interview session tape recorder was used. As a result, these focused interviews finally became in-depth interviews. Most of These were transformed into transcripts.

Second were informal interviews with a variety of informants such as some village youths, boatman, the conservation volunteers, the lodging etc. The main purpose of these was to cross check particular issues mentioned by the key informants in the formal interview session. There was no specific list to the research questions, and no tape recorder was used in this interview, but the focused issue was still maintained. Finally, all the main information gained from. These interviews were written down in the field notes book.

### **7.1.3 Documentary research**

Many types of documents were collected during the fieldwork in Mangalogdi, for Instance the minutes of meetings, written reports, newsletters, the guest books in the lodges, and newspaper cuttings. All these documents were gained from the Chairman of Mangalogdi trust, Local government mini library, the main objective of the use of these documents is to Corroborate evidence and arguments from other sources (Yin, 2003). As a result, all the information obtained has been used to strengthen the evidence in the data analysis of their search finding.

### **7.2 Overview finding of Mangalogdi ecotourism trust**

It is evident from Table (5.1) in Chapter 5, respondents are diverse in terms of their professional background, stake holding and level of hierarchy. This situation has inevitably created richness of data and diversity in their responses. In general, responses are broadly consistent in each category. For example, stakeholders in both study areas are generally supportive of destination conservation, ecotourism development and organization establishment.

Interesting observation is the similarities and differences to opinions among local communities and government officers, in relation to business conflict that occurs at Mangalogdi ecotourism trust. Local communities and government officers responding to this study agree that the conflict is due to lack of capital, skills and knowledge, lack of awareness about tourism conservation potential, and complacency in attitudes among local traders. However, a few respondents claim that the conflict is aggravated by lack of

enforcement from the relevant Mangalogdi ecotourism trust. Therefore, it can be argued that, despite the general consistency in responses, the above examples demonstrate that there are differences to responses between group of actors and between ethnic communities. Organizational members and government employees of the destination development. Descriptions of findings are explained in greater details in this chapter Therefore the Discussions for Chapter and are divided into four main parts as follows

Part 1: Research finding is quantitative research The well-known classification technique, Factor Analysis has been performed to find the inter relations among the variables as well as to identify the numerous factors which will give more meaningful information from the considered variables. This finding shows that perception of local communities about social entrepreneurship organizations.

Part 2: Stakeholders involvement with MET, based on the primary research and organizational documents, it is observed that besides members of MET there are many institutional stakeholders

Part 3: In this section Stakeholders Relationship with Ecotourism based on interviews with stakeholders with is related with MET disclosed that local communities and government authorities had high expectations of tourism and supported government efforts to develop the industry.

Part 4: The socio-economic background of the local community of Mangalogdi. Local communities Quantitative Annalise performed during the field work The findings of the research on socio-economic conditions of Mangalogdi local communities.

### **7.3 Part 1 of the Research Findings: Factor analysis of local communities involvement of social entrepreneurship organization.**

The well-known classification technique, Factor Analysis has been performed to find the inter relations among the variables as well as to identify the different factors which will give more meaningful information from the considered variables. This finding shows the social entrepreneurship organization importance towards understanding the local communities involvement for sustainable development of the destination there are few sub themes discussed below.

- Perception about Eco Entrepreneurship Organization
- Stakeholders Opinions on Organizational Tourism Development
- Types of Tourism Development for Sustainability in the bamboo village
- Important Conditions for your Community before and after Organization Establishment – Current
- Important Conditions for your Community before and after Organization Establishment – Previous

**Table:7.3.1. Factor Analysis for Perception about Mangalogdi social Entrepreneurship Organization**

<b>Descriptive Statistics of Perception about Mangalogdi organization</b>			
	Mean	Std. Deviation	Rank
Overall, I am very much attached to this organization ....	2.73	.452	3
This organization is very special to me _____	2.85	.364	1
I have an economical attachment with this organization and it provide economic wellbeing to my family	2.48	.508	8
I feel like I am well contributing to the development of this destination	2.67	.540	6
If I had an opportunity to move away from this place, I would	1.61	.827	7
The projects dealing this organization helpful to improve my economic conditions	2.39	.556	10
If you have developed good friendships in this organization?	2.73	.517	5
I am happy to live in this place	2.42	.561	9
I am willing to invest my talent or time to make this place better ecotourist spot and even better place to live	2.76	.502	2
Is this origination dealing with worktable projects to solve the social problem in this destination?	2.73	.452	4

The above Table 7.3.1 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “This organization is very special to me \_\_\_\_\_” have more

efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

The KMO and Bartlett's Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant 002 (P<0.05).

<b>Table:7.3.2 Rotated Component Matrix</b>			
	Component		
	1	2	3
Overall, I am very much attached to this organization ....	<b>.633</b>	.142	.475
This organization is very special to me _____	<b>.771</b>	.274	.100
If you have developed good friendships in this organization?	<b>.825</b>	-.064	-.120
I am willing to invest my talent or time to make this place better ecotourist spot and even better place to live	<b>.774</b>	.408	-.158
If I had an opportunity to move away from this place, I would	.049	<b>.198</b>	-.759
The projects dealing this organization helpful to improve my economic conditions	-.023	<b>.821</b>	-.082
I have an economical attachment with this organization and it provide economic wellbeing to my family	.113	<b>.578</b>	-.023
I am happy to live in this place	.314	<b>.543</b>	.249
Is this origination dealing with worktable projects to solve the social problem in this destination?	.191	<b>.652</b>	.044
I feel like I am well contributing to the development of this destination	.001	.183	<b>.774</b>

From the Rotated Components Matrix, findings (Table 7.3.2) observed that there are three factors have been extracted and are highlighted with bold letters in the above table. Under the first factor the variables are fallen as “Overall, I am very much attached to this organization ....”, “This organization is very special to me \_\_\_” “I am willing to invest my talent or time to make this place better ecotourist spot and even better place to live” and “If you have developed good friendships in this organization?”. Therefore, these four variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “I have an economical attachment with this organization and it provide economic wellbeing to my family” and “This organization is very special to me \_\_\_”. The third factor consists of “I have an economical attachment with this organization and it provide economic wellbeing to my family”, “If I had an opportunity to move away from this place, I would” “The projects dealing this organization helpful to improve my economic conditions”, “I am happy to live in this place” and “Is this origination dealing with worktable projects to solve the social problem in this destination?”. The last factor (three) consists of the variable as “I feel like I am well contributing to the development of this destination”, this alone gives a separate information not relating to any other factor.

**Table:7.3.3 Factor Analysis for Important Conditions for your Community before and after Organization Establishment – Previous**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
Tourist flow in your area?	1.06	.242	33
Tourist behavior towards the Destination?	1.82	.584	4
Amount of destination Development Occurred by this organization?	1.52	.508	14
Amount of Natural open space In your area?	1.88	.696	2
Quality of natural Environment	1.70	.637	6
Accessibility to this destination	1.67	.540	9
Air quality	1.91	.631	1
Water quality and availability	1.67	.645	7
Toilet facility to locals and Tourists	1.15	.364	30
Waste management	1.12	.331	31
Amount of flora and fauna	1.73	.801	5
Appearance and cleanness of the area	1.85	.566	3
Quality of the public service? (Police, fire protection and education)	1.39	.496	26
Quality of health and medical service?	1.27	.452	29
The peace and tranquility of the area?	1.48	.566	16
Amount of drinking water per head	1.58	.561	11
Educational awareness towards sustainability development	1.39	.496	25
Entertainment opportunities	1.36	.489	27

Conservation of local cultural assets	1.36	.489	28
Small town atmosphere?	1.55	.506	13
Community spirit among residents?	1.61	.496	10
Understanding of different people and cultures	1.58	.502	12
Personal safety and security?	1.48	.508	17
Crime rate?	1.06	.242	32
Relation between local communities and tourist	1.67	.595	8
Your personal income?	1.45	.506	21
Employment opportunities?	1.42	.502	22
Quality of employment?	1.39	.496	23
Money Generated by local business?	1.48	.508	18
Property value? (Cost of real estate)	1.48	.508	19
Cost of living in your area?	1.39	.496	24
Overall Quality of life	1.48	.566	20

The above table 7.3.3 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Air quality” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

**Table: 7.3.4 Rotated Component Matrix**

Rotated Component Matrix								
	Component							
	1	2	3	4	5	6	7	8
Your personal income?	<b>.800</b>	.270	- .009	.214	.102	.097	.046	-.040
Employment opportunities?	<b>.757</b>	.152	.270	.100	.125	.022	.280	-.069
Quality of employment?	<b>.855</b>	- .078	.324	.028	-.119	.093	.033	-.221
Money Generated by local business?	<b>.906</b>	.149	- .086	.081	.128	.129	-.071	.181
Property value? (Cost of real estate)	<b>.866</b>	.159	- .113	.177	.010	.148	.062	.132
Cost of living in your area?	<b>.698</b>	- .062	.230	.248	-.168	.136	.300	.017
Overall Quality of life	<b>.706</b>	- .085	.415	.044	.343	.001	-.061	.307
Your personal income?	<b>.800</b>	.270	- .009	.214	.102	.097	.046	-.040
Air quality	.071	<b>.863</b>	.021	.086	.159	-.004	.230	.030
Water quality and availability	.394	<b>.595</b>	.012	.234	.199	-.187	-.179	-.247
Amount of flora and fauna	.170	<b>.761</b>	.121	-.060	.357	.074	.015	-.116
Appearance and cleanness of the area	- .158	<b>.785</b>	.245	.290	.030	.065	.012	.128
Relation between local communities and tourist	.312	<b>.738</b>	.082	.362	.243	.023	.031	.191
Quality of health and medical service?	.231	.044	<b>.628</b>	.386	-.083	.271	.233	-.122
Tourist behavior towards the Destination?	.038	.499	<b>.518</b>	-.075	.279	-.041	.316	.256
Safely regulations	- .247	.071	<b>.679</b>	.254	.160	.263	.008	.051

awareness towards sustainability development	.238	.075	<b>.681</b>	.332	.151	.147	.123	.239
Entertainment opportunities	.384	.190	<b>.778</b>	.165	.085	.092	.080	-.063
Personal safety and security?	.239	.343	<b>.575</b>	.556	.311	.033	.038	-.113
Small town atmosphere?	.223	.184	.211	<b>.670</b>	.222	.041	.278	.084
The peace and tranquility of the area?	.234	.338	.260	<b>.695</b>	.298	.093	-.205	-.035
Understanding of different people and cultures	.376	.303	.213	<b>.542</b>	.342	.000	.371	.229
Conservation of local cultural assets	.281	.000	.275	<b>.657</b>	.101	.139	.456	.030
Amount of Natural open space In your area?	.132	.518	.079	.047	<b>.690</b>	-.046	.277	-.044
Quality of natural Environment	.092	.401	.138	.337	<b>.745</b>	.065	.143	.055
Accessibility to this destination	-.023	.187	.186	.193	<b>.825</b>	.109	.102	.145
Crime rate?	.201	-.023	.157	.102	.037	<b>.933</b>	.103	-.057
Toilet facility to locals and Tourists	.010	.247	.598	-.074	.110	<b>.615</b>	-.087	.077
Tourist flow in your area?	.201	-.023	.157	.102	.037	<b>.933</b>	.103	-.057
Destination development	.095	.072	.051	.106	.193	.148	<b>.879</b>	.028
Community spirit among residents?	.238	.368	.483	.214	.200	-.016	<b>.579</b>	.242
waste management	.079	.016	.076	.015	.092	-.077	.075	<b>.923</b>

From the Rotated Components Matrix, it is observed that there are eight factors have been extracted and are highlighted with bold letters in the below

table. Under the first factor the variables are fallen as Your personal income, Employment opportunities? Quality of employment? Money Generated by local business? Property value? (Cost of real estate), Cost of living in your area? Overall Quality of life Similarly, Therefore, these seven variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “Air quality”, “Water Quality and availability”, “amount of flora and fauna ““appearance and cleanness of the area”, “Relation between local communities and tourist” The third factor consists of “Tourist behavior towards the Destination?”, “Quality of the public service? (Police, fire protection and education) ““, “Quality of health and medical service?”, Educational awareness towards sustainability development entertainment opportunities and Personal safety and security? The factor fourth consists of the variable as the peace and tranquility of the area, amount of drinking water per head, Conservation of local cultural assets, Small town atmosphere, “Understanding of different people and cultures”. The fifth factor consist of Amount of Natural open space in your area, Quality of natural Environment, accessibility to this destination. The sixth factor consist of “Tourist flow in your area??” and “Crime rate”. The seventh factor consist of “Amount of destination Development Occurred by this organization? “. The eight factors consist of waste management, amount of flora and fauna This alone gives a separate information not relating to any other factor.

**Table:7.3.5 Factor Analysis for Important Conditions for your Community before and after Organization Establishment – Current**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
Tourist flow in your area?	2.45	.564	12
Tourist behavior towards the Destination?	2.70	.467	5
Amount of destination Development Occurred by this organization?	2.79	.415	4
Amount of Natural open space In your area?	2.64	.489	8
Quality of natural Environment	2.64	.489	7
Accessibility to this destination	2.24	.435	21
Air quality	2.61	.496	9
Water quality and availability	2.15	.619	22
Toilet facility to locals and Tourists	1.39	.609	30
Waste management	1.64	.603	29
Amount of flora and fauna	2.45	.666	13
Appearance and cleanness of the area	2.55	.564	11
Quality of the public service? (Police, fire protection and education)	1.94	.609	27
Quality of health and medical service?	1.82	.727	28
The peace and tranquility of the area?	2.03	.585	26
Amount of drinking water per head	2.15	.442	22
Educational awareness towards sustainability development	2.82	.392	3
Entertainment opportunities	2.24	.502	19

Conservation of local cultural assets	2.55	.506	10
Small town atmosphere?	2.45	.506	14
Community spirit among residents?	2.85	.364	2
Understanding of different people and cultures	2.94	.242	1
Personal safety and security?	2.27	.452	18
Crime rate?	1.24	.561	31
Relation between local communities and tourist	2.64	.549	6
Your personal income?	2.15	.364	24
Employment opportunities?	2.24	.502	20
Quality of employment?	2.27	.517	17
Money Generated by local business?	2.30	.529	16
Property value? (Cost of real estate)	2.21	.485	20
Cost of living in your area?	2.15	.364	25
Overall Quality of life	2.36	.489	15

The above table 7.3.5 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Understanding of different people and cultures” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant .000 ( $p < 0.05$ )

**Note: Rotation Component Matrix is not found to inadequate convergence**

**Table:7.3.6 Factor Analysis for Your Opinions on Organizational Tourism Development**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
Role of SE organization to develop the tourism activities in Community and tourism development?	2.79	.415	6
In general, new tourism development activities are encouraged By organization?	2.88	.331	3
Without this organization, your community will be able to handle more Tourism development your community?	1.79	.857	8
Increased ecotourism development will hurt the quality of Local communities?	2.00	.829	7
Ecotourism will play vital role in future generation in your area?	2.79	.485	5
This organization bring more tourist to your area?	2.88	.331	2
This organization handling projects is helpful to development of Ecotourism in your area?	2.79	.415	4
Ecotourism development in your community will benefit you or some members of your family?	2.94	.242	1

The above table 7.3.6 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Ecotourism development in your community will benefit

you or some members of your family?” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant .183 (p<0.05).

<b>Table 7.3.7 Rotated Component Matrix</b>				
	Component			
	1	2	3	4
Role of SE organization to develop the tourism activities in Community and tourism development?	<b>.815</b>	-.301	.025	-.129
Increased ecotourism development will hurt the quality of Local communities?	<b>.524</b>	.462	-.199	.087
Ecotourism will play vital role in future generation in your area?	<b>.825</b>	.129	.013	.168
Ecotourism development in your community will benefit you or some members of your family?	-.281	<b>.351</b>	-.558	.167
In general, new tourism development activities are encouraged By organization?	.002	.295	<b>.429</b>	-.544
This organization handling projects is helpful to development of Ecotourism in your area?	-.183	.174	<b>.849</b>	.099
Without this organization, your community will be able to handle more Tourism development your community?	.075	.041	.093	<b>.905</b>
This organization bring more tourist to your area?	.035	-.847	-.122	<b>.109</b>

From the Rotated Components Matrix, it is observed that there are four factors have been extracted and are highlighted with bold letters in the below table. Under the first factor the variables are fallen as “Ecotourism will play vital role in future generation in your area”, “Role of SE organization to develop the tourism activities in Community and tourism development?”, “Ecotourism will play vital role in future generation in your area?” and “Increased ecotourism development will hurt the quality of Local communities?”. Therefore, these three variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “Ecotourism development in your community will benefit you or some members of your family?”. The third factor consists of “In general, new tourism development activities are encouraged by organization?” and “This organization handling projects is helpful to development of Ecotourism in your area?”. The last factor (fourth) consists of the variable as “Without this organization, your community will be able to handle more Tourism development your community?” and “This organization bring more tourist to your area?” this alone gives a separate information not relating to any other factor.

**Table: 7.3.8 Factor Analysis for Types of Tourism Development for Sustainability**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
New infrastructure development at the destination	2.36	.489	6
Improving percent of local people economic situation	2.39	.556	4
Businesses that attract tourists to the community	2.39	.496	5
Small independent businesses (gift shops, bookstore, etc.)	2.12	.485	7
Development of cultural and historical monuments	1.67	.777	14
Development of more places to camp	1.94	.556	11
Environmental education awareness by organization	2.82	.392	2
Tour guides offer proper information's to tourist	2.73	.517	3
Vehicles usage in your area	1.94	.429	10
Development of mountain tourism	2.00	.661	8
Development of more recreational activities	1.94	.556	9
Development of amusement park type facilities	1.58	.708	16
Hosting ecofriendly events such as festivals, etc.	1.94	.788	12
Development of more eco hotels and resorts	1.70	.637	13
Development of more restaurants	1.64	.549	15
Are there any types of developments you might oppose or support?	52.12	49.075	1

The above table 7.3.8 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Are there any types of developments you might oppose or support?” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant.000 ( $p < 0.05$ )

<b>Table: 7.3.9 Rotated Component Matrix</b>					
	Component				
	1	2	3	4	5
Development of more recreational activities	<b>.788</b>	.007	.186	.029	.146
Development of amusement park type facilities	<b>.769</b>	.060	-.086	-.030	-.265
Hosting ecofriendly events such as festivals, etc.	<b>.709</b>	.124	.091	.104	-.004
Environmental education awareness by organization	<b>.341</b>	-.674	.222	.233	.004
Development of cultural and historical monuments	.085	<b>.789</b>	.127	-.193	.189
Development of mountain tourism	.421	<b>.507</b>	.105	.262	-.404
Improving percent of local people economic situation	.265	<b>.713</b>	.111	.113	-.269
New infrastructure development at the destination	-.269	.118	<b>.718</b>	.268	-.180
Small independent businesses (gift shops, bookstore, etc.)	.303	.299	<b>.595</b>	-.141	.041
Businesses that attract tourists to the community	.143	-.242	<b>.816</b>	-.012	.149

Development of more places to camp	.326	.489	<b>.593</b>	.083	.194
Development of more eco hotels and resorts	.417	-.317	.346	<b>.513</b>	.075
Development of more restaurants	.213	.102	-.019	<b>.837</b>	.288
Vehicles usage in your area	.080	.016	.039	<b>.096</b>	-.774
Tour guides offer proper information's to tourist	.056	.009	.278	.366	<b>.641</b>
Are there any types of developments you might oppose or support?	.121	.181	-.017	-.682	<b>.229</b>

From the Rotated Components Matrix table (7.3.9), it is observed that there are five factors have been extracted and are highlighted with bold letters in the below table. Under the first factor the variables are fallen as “Environmental education awareness by organization”, “Development of amusement park type facilities”, “Development of more eco hotels and resorts” and “Hosting ecofriendly events such as festivals, etc.” Therefore, these four variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “Improving percent of local people economic situation”, “Development of cultural and historical monuments” and “Development of mountain tourism” The third factor consists of “New infrastructure development at the destination”, “Businesses that attract tourists to the community”, “Small independent businesses (gift shops, bookstore, etc.)”, and “Development of more places to camp” The fourth factor consists of the variable as “Vehicles usage in your area”, “Development of more eco hotels and resorts” and “Development of more restaurants.”. The last one Fifth factor “Tour guides offer proper information’s to tourist” and “Are there any types of developments you might

oppose or support?” this alone gives a separate information not relating to any other factor.

#### **7.4 Part 2 of the Research findings: Stakeholders involvement for Mangalajodi Development:**

Mangalajodi ecotourism trust initiative has started with the key partnership of RBS Foundation India as their CSR initiative and Indian Grameen Services (IGS), a livelihood promotion institution provides handholding support to establish Mangalajodi Ecotourism as community owned and managed social enterprise. RBS Foundation acts as financial and intellectual partner and IGS acts as implementing partner, knowledge building, skill transfer and community development. IGS has played a key role in bringing partnership efforts and contribution for the larger cause of conservation and livelihoods through responsible tourism services.

Based on the primary research and organizational documents, it is observed that besides members of MET there are many institutional stakeholders associated with MET and the Project (Mangalajodi Ecotourism Project). The state level departments are Forest and Environment, Tourism and the district level departments are Revenue, Panchayati Raj, Water Resources, Fisheries etc. Based on the relationship between stakeholders the following table is presented to get a sense of stakeholders involved in the project.

The association and relationship with various stakeholders of the Governance system of Mangalajodi Ecotourism Trust has been assessed through interaction with different stakeholders. Based on type of association, different stakeholders have been consulted using different checklist.

RBS Foundation India (RBS FI) – Financial, Intellectual Partner:

A non-profit organization promoted by The Royal Bank of Scotland under the Indian Companies Act, 1956 to carry out community development work in India. Since 2007, RBSFI has been implementing a program “Supporting Enterprise” across India with the objective of promoting social, environmental and economic equity by building capacities of the poorest and most excluded communities residing in areas of high ecological importance. RBSFI strategy originates from recognizing the fact that poverty is deepest amongst communities that are directly dependent on resources from forests and other ecosystems for their survival. Rapid environment degradation, loss of biodiversity and loss of entitlement in turn has affected the livelihoods of these communities and enhanced their vulnerability overtime. The Supporting Enterprise Program has been designed to reduce these vulnerabilities through economic integration of such communities with a dedicated focus on women, youth and small farmers. This is done by promoting a basket of livelihood activities developed for households to ensure food security, regular cash flow and help mitigate the risks inherent to their livelihoods. The program builds focus on enhancing production through improved natural resource management and enabling market access and also to create financial awareness to enable the communities manage their thrift profitably, save to manage life cycle risks and consume for better quality of lives. In 2007, RBSFI started this commitment by partnering with NGOs and since then has benefitted around 107,000 families residing in 964 villages across 10 states. RBSFI has supported projects that have been successfully scaled up and replicated across landscapes in India thereby creating continued benefits for the community, biodiversity and landscape. Overtime, it has created robust partnerships with credible NGOs (Foundation for Ecological Security, PRADAN, Watershed Organization Trust, Development Support Centre,

Indian Grameen Services, SEVA Mandir, and Appropriate Technology India etc), Government Agencies (Forest Department, NABARD) and International institutions like UN Climate Adaptation Fund.

Indian Grameen Services (IGS): Implementing partner, Knowledge building and Dissemination partner:

Indian Grameen Services is the non-profit affiliate of the BASIX Social Enterprise Group registered under Section 25 of the Companies Act in 1987. The Mission of IGS is *“Incubating Innovation for Pro poor sustainable livelihoods”*. As a premier Livelihood Institution, Indian Grameen Services is working with more than 2 million households across 20 Indian states, IGS is engaged in various sectors like agriculture, agri-allied, non- farms with small & marginal landholders, entrepreneurs, slum dwellers, tribal and forest dwellers with a focus on women through various projects.

IGS with its experience over the last decades, supplemented with its research into livelihood promotion efforts in different parts of the country, recognizes that for effective promotion of livelihoods in rural areas, interventions may have to be made at multiple points in a subsector / vector. In addition, some of the competencies of the Livelihood Promotion Organizations (LPOs) will have to be built and capacitate in managing livelihood challenges. IGS has played a key role in bringing partnership efforts and contribution for the larger cause of conservation and livelihoods through responsible tourism services.

Community based institutions/ Village committee/ Local Government/ BNHS: The main characteristics of this initiative the community ownership, Local government and their institutions, there main role is community participation in conservation of the wetland ecosystem and offering ecotourism services.

- The sensitivity towards preservation of the biodiversity is the key drivers of the whole initiative.
- Giving respect to the visitors and managing tourism responsibly are the hallmark of Mangalajodi Ecotourism Trust.
- MET also encourages partnership and collaboration among various government and private agencies, authorities, community groups to operate sustainable ecotourism at the village.
- A single penny paid by tourists directly impacting the livelihood systems of the local community.
- All transactions are recorded and shared among the member of the trusts, maintains high standard of transparency and each year, done annual audit of the trust by the designated Chartered Accountant, shared in the Annual General Body Meeting (AGM) of the trust. All those characteristics made MET unique and special.

Chilika development authority and Forest Department, Govt. of Odisha:

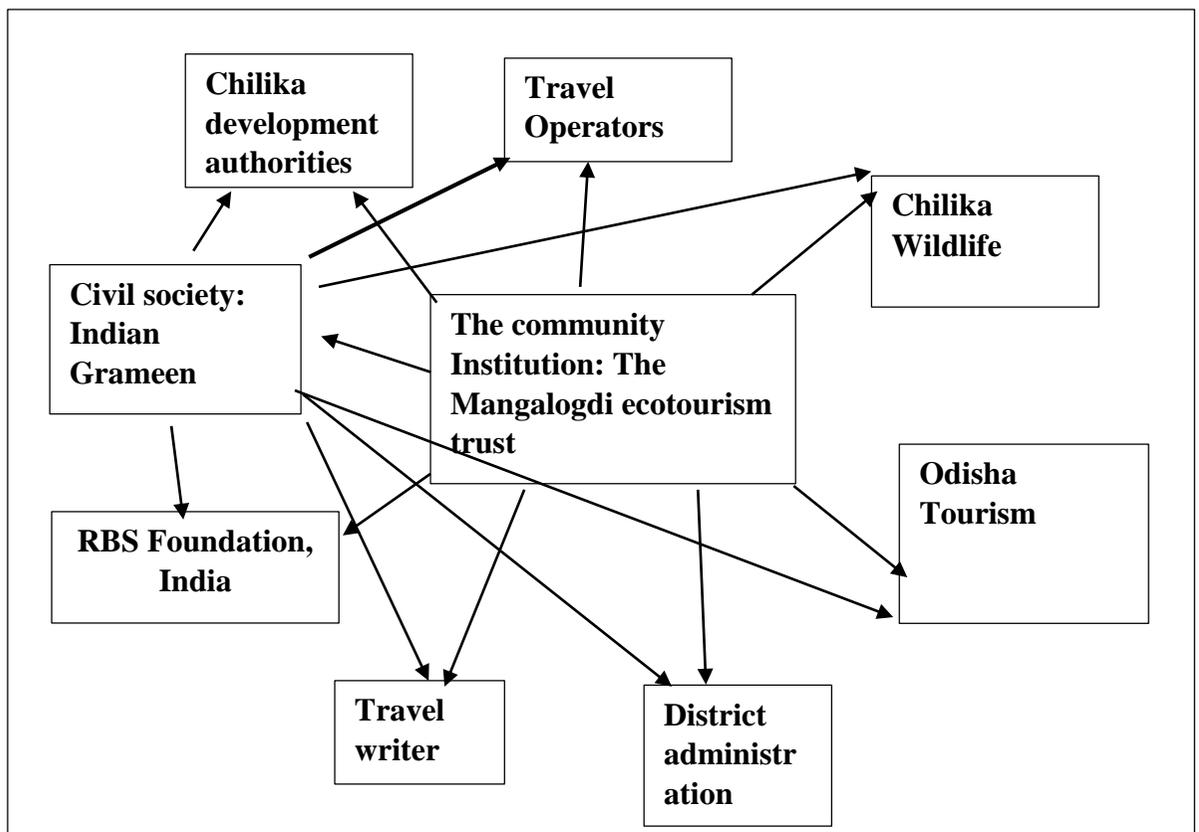
Chilika Development Authority, Department Forest and Environment and many private agencies put in efforts to reverse the situation. Mangalajodi was famous as ‘poachers’ village’ because of the involvement of villagers in water bird poaching on a large, commercial scale. Even the eggs were not spared. It was no surprise therefore, when the census in the year 2000, counted a mere 5,000 birds in these waters. After many battles and years of deliberation, managed to wean the poachers away from their trade by giving them hope of a sustainable and peaceful livelihood from tourism that the Mangalajodi Marshes held immense potential for. The erstwhile poachers today actively patrol and protect their marshes from bird poachers. Born naturalists, they

monitor the bird population, co-ordinate with the forest department, assist in research and take tourists around on birding trips into the marshes.

District Level Government Departments like Revenue officers, Odisha tourism:

Their involvement in this destination development carrying out different destination development activities. Providing financial and administrative support to organization and given suggestions to improvement of the destination in sustainable way.

**Fig:(7.4) Stakeholder Involvement at Mangalogdi ecotourism trust**



**Source: Author own creation based on interview with stakeholders.**

### **7.5 Part 3 of the findings: Stakeholders Relationship with Ecotourism**

The topic of this section are listed below:

- Local people generally support tourism development.
- Some local people are not reaping any benefit from tourism and unaware of ecotourism potential.
- They are more interested in immediate returns before they can actively engage in ecotourism activities.
- Complacent attitudes further inhibit local participation in tourism
- Comparatively, lower local community involvement in Mangalogdi because the tourism stage is newer.
- Local communities to acquire appropriate skills to overcome the limitations.

Interviews with many stakeholders with is related with MET disclosed that local communities and government authorise had high expectations of tourism and supported government efforts to develop the industry.

“Villagers basically support ecotourism because it generates income to the local people... Business will increase if tourism grows'. (Interviewee with MET manager)”

“It is good if ecotourism is developed because it will bring more development to the village'. (Interviewee with Village Head)”

“We were pleased when the MET organization wanted to develop tourism in this area'. (Interviewee with Local community head)”

“The local communities supported MET stakeholders efforts to develop this area as an eco tourist destination'. (Interviewee with local communities)”

Nonetheless, many local people are unaware of the tourism potential because the ecotourism sector is new in this region.

“Ecotourism is a new phenomenon for Mangalodgi citizens. They are getting unaware of the potential that can be derived from it' and they are actively participating conservation activates. (Interviewee with IGS Founder Mr Sanjib Saragi)”

Few decades ago many villagers had no idea how to get involved in the tourism industry' after establishment of MET local communities have active participation of tourism resource protection (Interviewee Chilka development authorities)

“It takes time for the villagers to realize the tourism development potential to increases wellbeing of local communities '. (Interviewee Mangalodgi office staff)”

Furthermore, some local people are distant from tourism because they are not directly involved with or are not reaping any benefit from tourism-related activities.

“Some communities could not be bothered with tourism because they are too occupied with daily chores'. (Interviewee with MET organizers)”

“Some villagers do not see any contribution from tourism. Due to lack of tourists in all sessions  
Every morning, they go for fishing activates '. (Interviewee with Chilika development authorities)”

“We do not get any financial benefit when tourists come all financial issues goes to local communities and MET organization. (Interviewee with Village Head)”

The mutual contribute to distant relationship between local communities, MET, tourism authorities, government agencies and ecotourism.

“The partnership with RBS, IGS is the truing point to development of Mangalogdi organization. We are getting funding from this NGOs with is helpful for development of the destination. (Interview with Mangalogdi Organizers)”

However, Mangalogdi village small tourist destination with some small businesses operating along with near touristic attractions some caves the natural attractions benefit from tourists can stay couple of days this area

“Tourism is better employment oppourtunity for local people employment if tourist can stay at village for long time it can increases the socio-economic conditions of local communities” (Interview with Chilika authorities)”

“Government need to create more recreational activates around the lake (interviewee with local communities)”

In addition, some local people are more interested in immediate returns before they can actively engage in tourism-related activities.

“The villagers are more interested in monetary returns before they can get involved'. (Interviewee senior government officer)”

“They look at the returns and what benefits they will receive from the activity. If they get something out of it, they will participate'. (Interviewee government officer)”

“They need to see the monetary returns. Now, they do not have the proof. (Interviewee Mangalogdi staff)”

Complacent attitudes of local people further inhibit government's efforts to increase local participation in tourism activities.

“By government definition, they are considered the hardcore poor. But they have enough to eat and their children can go to school. Even though they are not living luxurious lives, they have enough to spend and most of their basic needs are met... I am sure there enough incentive to educate and train them to become nature guides or to be involved in business. It involves additional work and risk as well. They are quite happy being the way they are. They do not earn much, but they do not have to work so hard'. (Interviewee with IGS officer)”

According to several government respondents, local people should acquire appropriate skills, particularly in training and marketing to overcome the limitations and to increase their knowledge in tourism.

“They do not have the required knowledge to handle tourists and to develop their village to become a tourist attraction'. (Interviewee Forester officer)”

“Local people especially community leaders should undergo training on basic hygiene, cleanliness and hospitality'. (Interviewee government officer)”

“Local handicraft and traditional food are local products that can be marketed. But local people could not exploit these opportunities because they did not understand marketing. MET Will do marketing through exhibitions and websites (Interviewee with MET officer)”

## 7.6 Part 4 Of the Research findings: Socio- economic conditions of local communities at Mangalodgi

The socio-economic background of the local community of Mangalodgi Local communities Quantitative Descriptive analysis performed during the field work. The findings of the research on socio-economic conditions of Mangalodgi local communities The sub-themes discussed in the findings are showed in Table 7.6.1

**Table 7.6.1 Social condition of local communities (n=57)**

<b>What is your main employment in this destination?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Accommodation	4	12.1	12.1	12.1
Transport	4	12.1	12.1	24.2
Agricultural activities	7	21.2	21.2	45.5
Souvenir Shop	4	12.1	12.1	57.6
<b>Do you own a house or other property in in this destination?</b>				
Yes	30	90.9	90.9	
No	3	9.1	9.1	
Total	33	100.0	100.0	
<b>Tourism is a Primary source of your income?</b>				
Yes	41	71.9	71.9	
No	16	28.1	28.1	
Total	57	100.0	100.0	
<b>Are you associated with this organization or your work is related to the concerned organization?</b>				
Yes	33	100.0	100.0	
<b>Organization related work If yes</b>				
Volunteer work	4	12.1	12.1	
Project related work	12	36.4	36.4	
Part of this origination	15	45.5	45.5	
Others	2	6.1	6.1	
Total	33	100.0	100.0	

From the Table 7.6.1 categorized different aspects of socio-economic condition of local communities. Firstly the table for the variable “What is your main employment in this destination?” It is evident that there are more percentage of people (42.42%) who do works of others than the mentioned under the variable. The second majority of people (21.21%) are depending upon the agricultural activities and then the remaining people (12.12%) depends on providing accommodation, souvenir shop like maintaining resorts and hotels and local transportation to tourists. Secondly from the above Table, it is observed that there are 90.91% of people having their own property in the destination and the remaining very least percentage of people 9.09% of do not have any kind of property in this destination. Thirdly from the above Figure 3, it is noticed that the all response 100% are associated with this organization and they do the organizational related works. Lastly from the above table, it is observed that there are (82.14%) of people associated and part of the organization and the remaining 18% of people are not associated with the organization but they are divided into three parts such as volunteer work (7.14%), Project related work (5.36%) and others (5.36%).

**Table 7.6.2: Economic condition of local communities**

<b>What are some of the primary recreational activities that you offer to tourist?</b>			
	Frequency	Percent	Valid Percent
SIBT SHOP	3	9.1	9.1
Site Seeing, Village Walk and Agriculture	17	51.5	51.5
Football	1	3.0	3.0
Handcrafts	1	3.0	3.0
Training Programs	5	15.2	15.2
Cooking, Dancing and Singing	2	6.1	6.1

Tour guide and boating	4	12.1	12.1
Total	33	100.0	100.0
<b>Do you belong to any local clubs, groups, organizations, or associations?</b>			
Yes	31	93.9	93.9
No	2	6.1	6.1
Total	33	100.0	100.0
<b>Educational Qualification?</b>			
School Level	14	42.4	42.4
High School Level	5	15.2	15.2
University Level	6	18.2	18.2
Others	8	24.2	24.2
Total	33	100.0	100.0
<b>What is your total annual household income?</b>			
10,000 to 25,000	21	63.6	63.6
25,000 to 50,000	10	30.3	30.3
50,000 to 75,000	1	3.0	3.0
75,000 to 1,00,000	1	3.0	3.0
Total	33	100.0	100.0
<b>Tourism is a primary source of your income?</b>			
Yes	13	39.4	39.4
No	20	60.6	60.6
Total	33	100.0	100.0

**Source:** Author own creation based on primary data

From the above Table 7.6,2 categorized different aspects of socio-economic condition of local communities firstly from the above Table What are some of the primary recreational activities that you offer to tourist? it is observed that local communities of their activities provide to tourist is major activities by local communities taken care by village walks and agriculture activities site seeing (51.52%). secondly offered by training programs (15.15%). Thirdly tour guide (12.12%). Fourthly SBIT shops (9.09%). Fifthly cocking, Dancing, and singing (6.06%). Lastly Handicrafts and football activates (3.03%),

secondly it is observed that Most of the community members in this destination (93.94%) belongs to Mangalagudi organizational members and (6.06%) people not related to organization but they work for organization when there are lot of tourist in destination. Thirdly Do you belong to any local clubs, groups, organizations, or associations? secondly Educational qualification, it is observed that overall education qualification of community members is their school studies (42.42%). Others like uneducated people is (24.24%) considered as least level of qualification high school level of educational qualification (15.15%) and finally university level (18.18%). Fourthly annual income of local communities, it is observed that The Pie chart is drawn for the variable "Income statues of the communities" and the chart is displayed above (Figure 8). From the above chart, it is evident that there are more percentage of community members (63.64%) who income is between 10,000 to 25,000 INR. The second majority of community members (30.30%) are their income between 25,000 to 50,000 INR and then about 3.03% of community members income between 50,000 to 75,000 INR. The least percentage 0% of communities their income between 75,000 to 100,000. Overall observation community members during tourism season their economic conditions are better. Lastly when it comes to tourism is the primary source of your income it is observed that 39.39% percentage of community members are totally related tourism income in that destination and reaming 60.61 percentage of communities fully not related tourism they have other works in that destination like fishing construction work, agricultural activates.

## **Chapter 8: Finding of the research: Stakeholders involvement in Kabani Ecotourism Organization**

### **8.1 Understanding the ecotourism as a term in Kabani organization**

This topic addresses respondents understanding of ecotourism as a term. Addressing this understanding was not a core objective of the study but emerged as an important theme during the interviews. Given that the Kabani organization makes extensive use of the term in their development and conservation of the natural environment in Kerala, some consideration of how the term is understood is merited.

In general, stakeholders (local communities, local organizational partnership agencies) in both study areas define ecotourism in the context of the natural environment and agree that conservation of natural resources should be the main focus or emphasis in the development of the environmentally sensitive areas. Kabani is individual organization there is no proper government support or funding they are collaborated with local communities and local organizations for doing social entrepreneurship business. They are, however, more limited in their understanding of ecotourism as a concept that is frequently taken to include a human or community participation dimension. They also appear to be constrained, as public servants, in their use of the term 'ecotourism' and show clear and apparently uncritical adherence to the understanding of the term represented in ministry of Indian ecotourism

However, there are circumstances where responses appear to be at variance with one another, both within and across categories. One interesting example is the different perception among different communities and government agency, organizational members towards the homestay at Kabani organization home stay is based on an online platform proposing various urban

accommodation that follows environmental and social sustainability standards. It is designed to facilitate the use of unoccupied houses in Thrikkaipetta village. Established women self-help groups will be managing the project in cooperation and with training they will receive from Kabani organization.

The research findings on the issue of the social entrepreneurs stakeholders impact of ecotourism. on the local community of Kabani ecotourism society. This chapter classified into 3 categories

The part 1: Research finding is quantitative research The well-known classification technique, Factor Analysis has been performed to find the inter relations among the variables as well as to identify the numerous factors which will give more meaningful information from the considered variables.

Part 2: Address the Community involvement in the home stay programs Community is key role of involvement of homestay program in Thrikkaipetta village. The following themes interviews with Kabani organization authorities and local communities.

Part 3: The socio-economic background of the local community of Kabani Eco tours Local Communities Quantitative Descriptive analysis performed during the field work The findings of the research on socio-economic conditions of Kabani local communities. The sub-themes discussed in the findings are:

## **8.2 Part 1 of the Research findings: Factor analysis of local community perception towards Kabani Organization**

Research finding is quantitative research The well-known classification technique, Factor Analysis has been performed to find the inter relations

among the variables as well as to identify the numerous factors which will give more meaningful information from the considered variables. sub themes discussed below.

- Perception about Eco Entrepreneurship Organization
- Stakeholders Opinions on Organizational Tourism Development
- Types of Tourism Development for Sustainability in the bamboo village
- Important Conditions for your Community before and after Organization Establishment – Current
- Important Conditions for your Community before and after Organization Establishment – Previous

**Table:8.2 Factor Analysis for Perception about Kabani Social Entrepreneurship Organization**

<b>Descriptive Statistics for Perception about Kabani organization</b>			
	Mean	Std. Deviation	Rank
Overall, I am very much attached to this organization ....	2.93	.258	2
This organization is very special to me _____	2.93	.258	3
I have an economical attachment with this organization and it provide economic wellbeing to my family	4.58	12.733	1
I feel like I am well contributing to the development of this destination	2.75	.434	5
If I had an opportunity to move away from this place, I would	2.16	.774	10

The projects dealing this organization helpful to improve my economic conditions	2.77	.423	4
If you have developed good friendships in this organization?	2.70	.462	9
I am happy to live in this place	2.72	.453	8
I am willing to invest my talent or time to make this place better ecotourist spot and even better place to live	2.75	.434	6
Is this origination dealing with worktable projects to solve the social problem in this destination?	2.75	.434	7

The above table 8.2 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “I have an economical attachment with this organization and it provide economic wellbeing to my family” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant .000 ( $p < 0.05$ ).

	Component			
	1	2	3	4
I feel like I am well contributing to the development of this destination	<b>.637</b>	.402	-.087	-.248
The projects dealing this organization helpful to improve my economic conditions	<b>.650</b>	.333	.145	.004
I am happy to live in this place	<b>.770</b>	.042	.195	.174
Overall, I am very much attached to this organization ....	.123	<b>.850</b>	-.168	.185
This organization is very special to me _____	.072	<b>.785</b>	.158	-.112
I have an economical attachment with this organization and it provide economic wellbeing to my family	-.622	.204	<b>.254</b>	.057
If I had an opportunity to move away from this place, I would	-.251	.273	<b>.640</b>	.232
I am willing to invest my talent or time to make this place better ecotourist spot and even better place to live	.131	-.115	<b>.629</b>	-.417
Is this origination dealing with worktable projects to solve the social problem in this destination?	.096	-.058	<b>.723</b>	.098
If you have developed good friendships in this organization?	.040	-.004	.091	<b>.892</b>

From the Rotated Components Matrix is observed that there are four factors have been extracted and are highlighted with bold letters in the above table 8.2.1. Under the first factor the variables are fallen as “I feel like I am well contributing to the development of this destination”, “The projects dealing this organization helpful to improve my economic conditions” and “I am happy to live in this place”. Therefore, these four variables will give similar kind of information than considered to be others. Similarly, under the second factor,

the following variables are considered as “Overall, I am very much attached to this organization ....” and “This organization is very special to me”. The third factor consists of “I have an economical attachment with this organization and it provide economic wellbeing to my family”, “If I had an opportunity to move away from this place, I would”, “I am willing to invest my talent or time to make this place better eco tourist spot and even better place to live” and “Is this origination dealing with worktable projects to solve the social problem in this destination?”. The last factor (fourth) consists of the variable as “If you have developed good friendships in this organization?”, this alone gives a separate information not relating to any other factor.

**Table:8.2.2 Factor Analysis for your Opinions on Organizational Tourism Development**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
Role of SE organization to develop the tourism activities in Community and tourism development?	2.70	.462	6
In general, new tourism development activities are encouraged By organization?	2.77	.464	4
Without this organization, your community will be able to handle more Tourism development your community?	2.40	.563	7
Increased ecotourism development will hurt the quality of Local communities?	1.40	.728	8
Ecotourism will play vital role in future generation in your area?	2.84	.368	2
This organization bring more tourist to your area?	2.72	.453	5
This organization handling projects is helpful to development of Ecotourism in your area?	2.79	.411	3
Ecotourism development in your community will benefit you or some members of your family?	2.96	.186	1

The above table 8.2.2 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Ecotourism development in your community will benefit you or some members of your family” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant .003 ( $p < 0.05$ ).

**Table:8.2.3 Rotated Component Matrix**

	Component			
	1	2	3	4
Ecotourism development in your community will benefit you or some members of your family?	<b>.843</b>	.061	.041	.042
This organization handling projects is helpful to development of Ecotourism in your area?	<b>.725</b>	.002	-.067	-.105
Ecotourism will play vital role in future generation in your area?	<b>.612</b>	-.571	.074	.069
Increased ecotourism development will hurt the quality of Local communities?	.036	<b>.844</b>	-.001	-.045
In general, new tourism development activities are encouraged by organization?	-.219	-.336	<b>.799</b>	-.122
This organization bring more tourist to your area?	.168	.400	<b>.742</b>	.118
Without this organization, your community will be able to handle more Tourism development your community?	.205	-.138	<b>.359</b>	-.601
Role of SE organization to develop the tourism activities in Community and tourism development?	.088	-.154	.162	<b>.827</b>

From the Rotated Components Matrix is observed that there are four factors have been extracted and are highlighted with bold letters in the above table 8.2.3. Under the first factor the variables are fallen as “Ecotourism will play vital role in future generation in your area?”, “This organization handling projects is helpful to development of Ecotourism in your area?” and “Ecotourism development in your community will benefit you or some members of your family”. Therefore, these four variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “Increased ecotourism development will hurt the quality of Local communities?”. The third factor consists of “In general, new tourism development activities are encouraged by organization?”, “Without this organization, your community will be able to handle more Tourism development your community” and “This organization bring more tourist to your area”. The last factor (fourth) consists of the variable as “Role of SE organization to develop the tourism activities in Community and tourism development?”, this alone gives a separate information not relating to any other factor.

**Table:8.2.4 Factor Analysis for Types of Tourism Development for Sustainability**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
New infrastructure development at the destination	2.67	.476	7
Improving percent of local people economic situation	2.81	.398	1
Businesses that attract tourists to the community	2.72	.491	4
Small independent businesses (gift shops, bookstore, etc.)	2.61	.590	9
Development of cultural and historical monuments	2.54	.503	11
Development of more places to camp	2.65	.481	8
Environmental education awareness by organization	2.75	.434	3
Tour guides offer proper information's to tourist	2.77	.423	2
Vehicles usage in your area	2.54	.503	12
Development of mountain tourism	2.72	.453	5
Development of more recreational activities	2.56	.501	10
Development of amusement park type facilities	2.51	.630	13
Hosting ecofriendly events such as festivals, etc.	2.67	.512	6
Development of more eco hotels and resorts	2.40	.563	14
Development of more restaurants	2.33	.607	14

The above table 8.2.4 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Improving percent of local people economic situation” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant.000 ( $p < 0.05$ ).

<b>Table:8.2.5 Rotated Component Matrix</b>					
	Component				
	1	2	3	4	5
Development of more restaurants	<b>.883</b>	.041	-.064	.002	.165
Development of more eco hotels and resorts	<b>.817</b>	-.051	-.041	.133	-.089
Development of amusement park type facilities	<b>.626</b>	.358	.128	.188	.307
Small independent businesses (gift shops, bookstore, etc.)	<b>.537</b>	.121	.400	-.024	-.198
New infrastructure development at the destination	.078	<b>.745</b>	-.023	-.172	.042
Businesses that attract tourists to the community	.296	<b>.597</b>	.122	-.062	.323
Environmental education awareness by organization	-.306	<b>.596</b>	-.117	.113	-.397
Development of more recreational activities	.171	<b>.434</b>	-.548	.303	-.127
Improving percent of local people economic situation	.332	.330	<b>.491</b>	-.360	-.160
Vehicles usage in your area	-.008	.052	<b>-.656</b>	-.128	-.063

Hosting ecofriendly events such as festivals, etc.	.065	-.161	-.158	<b>.734</b>	-.185
Development of more places to camp	.174	.135	.420	<b>.658</b>	.008
Development of cultural and historical monuments	-.010	.074	-.043	-.227	<b>.731</b>
Tour guides offer proper information's to tourist	.040	-.129	.095	.491	<b>.555</b>
Development of mountain tourism	.035	.074	.461	.053	<b>.469</b>

From the Rotated Components Matrix is observed that there are five factors have been extracted and are highlighted with bold letters in the above table 8.2.5. Under the first factor the variables are fallen as “Small independent businesses (gift shops, bookstore, etc.)”, “Development of amusement park type facilities”, “Development of more eco hotels and resorts” and “Development of more restaurants” Therefore, these four variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “New infrastructure development at the destination”, “Businesses that attract tourists to the community”, “Environmental education awareness by organization” and “Development of more recreational activities” The third factor consists of “Improving percent of local people economic situation”. The fourth factor consists of the variable as “Development of more places to camp “and “Hosting ecofriendly events such as festivals, etc.”. The last one Fifth factor “Development of cultural and historical monuments”, “Tour guides offer proper information’s to tourist” and “Development of mountain tourism” this alone gives a separate information not relating to any other factor.

**Table:8.2.6 Factor Analysis for Important Conditions for your Community before and after Organization Establishment – Current**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
Tourist flow in your area?	2.89	.310	2
Tourist behavior towards the Destination?	2.91	.285	1
Amount of destination Development Occurred by this organization?	2.65	.481	17
Amount of Natural open space In your area?	2.47	.504	26
Quality of natural Environment	2.53	.504	23
Accessibility to this destination	2.42	.498	29
Air quality	2.51	.504	24
Water quality and availability	2.54	.503	22
Toilet facility to locals and Tourists	2.81	.398	10
Waste management	2.84	.368	6
Amount of flora and fauna	2.49	.504	25
Appearance and cleanness of the area	2.44	.501	28
Quality of the public service? (Police, fire protection and education)	2.42	.498	30
Quality of health and medical service?	2.37	.487	31
The peace and tranquility of the area?	2.58	.498	21
Amount of drinking water per head	2.63	.487	18
Educational awareness towards sustainability development	2.79	.411	12
Entertainment opportunities	2.61	.491	19

Conservation of local cultural assets	2.70	.499	14
Small town atmosphere?	2.47	.504	27
Community spirit among residents?	2.81	.398	9
Understanding of different people and cultures	2.88	.331	4
Personal safety and security?	2.61	.590	20
Crime rate?	1.28	.590	32
Relation between local communities and tourist	2.68	.469	15
Your personal income?	2.68	.469	16
Employment opportunities?	2.84	.368	5
Quality of employment?	2.79	.411	13
Money Generated by local business?	2.81	.398	7
Property value? (Cost of real estate)	2.79	.411	11
Cost of living in your area?	2.81	.398	8
Overall Quality of life	2.88	.331	3

The above table 8.2.6 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Tourist behavior towards the Destination?” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant.000 ( $p < 0.05$ ).

**Table:8.2.7 Rotated Component Matrix**

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Employment opportunities?	<b>.701</b>	.171	.094	.133	.182	.203	-.226	-.100	.100	-.289	.089
Quality of employment?	<b>.713</b>	-.065	-.122	.067	.443	.191	.064	-.098	.077	-.029	.060
Money Generated by local business?	<b>.798</b>	.059	-.108	-.095	.037	.045	.067	.171	.161	.055	-.072
Cost of living in your area?	<b>.762</b>	.169	.079	-.074	.103	.022	-.165	-.074	.013	.024	.329
Overall Quality of life	<b>.483</b>	.115	.186	.031	-.115	-.499	.312	-.200	-.227	.021	.186
Quality of the public	.117	<b>.827</b>	-.082	.133	.183	-.084	.035	-.012	.088	-.020	-.046
Quality of health and medical service?	.302	<b>.701</b>	-.050	.051	.046	.052	.175	.149	-.003	-.091	-.005
Entertainment opportunities	-.114	<b>.611</b>	.282	-.215	.194	.135	.184	-.016	-.140	-.099	.112
Small town atmosphere?	-.039	<b>.452</b>	.006	-.330	-.187	.225	-.015	.228	.338	.401	.068
Educational awareness towards sustainability development	.370	<b>.374</b>	.093	.165	-.065	.195	.017	-.111	.108	-.498	.345
Accessibility	-.094	<b>.342</b>	.532	-.515	-.002	-.078	-.072	.226	.124	.008	.040
Quality of natural Environment	-.021	.008	<b>.787</b>	.038	.008	.092	-.121	.112	.107	.003	-.069
Amount of Natural open space In your area?	-.089	.028	<b>.786</b>	.151	.154	.132	.275	-.077	-.031	.087	.189
Amount of flora and fauna	.150	-.101	<b>.719</b>	.261	-.183	-.219	.062	.053	.188	.133	-.154
Toilet facility to locals and Tourists	.061	-.048	.165	<b>.816</b>	.009	.003	.081	-.009	.098	.037	.130
Tourist behavior towards the Destination?	-.163	.168	.159	<b>.655</b>	-.171	.041	-.095	.302	-.120	-.067	.066

Water quality and availability	-.220	.022	-.082	<b>.512</b>	.265	.107	-.023	.418	.254	.144	-.124
Community spirit among residents?	.185	.187	.106	.007	<b>.830</b>	-.043	-.055	-.035	.082	.199	-.037
Understanding of different people and cultures	.203	.199	-.100	-.016	<b>.808</b>	-.023	.118	.152	-.073	-.205	-.014
Waste management	.247	.266	.027	-.122	-.074	<b>.734</b>	-.132	-.291	-.017	.050	-.031
Destination development through Kabani	.259	-.163	.229	.165	.142	<b>.625</b>	.241	.281	-.046	-.032	.094
The peace and tranquility of the area?	-.073	.113	.026	.072	-.008	.064	<b>.908</b>	-.009	-.008	.004	-.021
Amount of drinking water per head	-.015	.150	.038	-.061	.097	-.132	<b>.763</b>	.197	.239	.073	.001
Air quality	.022	.097	.138	.098	.050	-.056	.143	<b>.827</b>	-.017	.055	.027
Crime rate?	.179	.074	.128	.155	-.085	.011	.111	-.044	<b>.747</b>	-.062	.032
Conservation of local culture	.052	-.130	.174	-.156	.441	.077	.131	.109	<b>.627</b>	.113	.228
Appearance and cleanness of the area	.280	.329	.235	.494	.095	-.196	.004	-.130	<b>.389</b>	.079	-.050
Relation between local communities and tourist	.074	-.158	.228	.125	-.027	.077	.057	.049	.004	<b>.784</b>	.063
Personal safety and security?	-.250	.360	-.143	-.016	.192	-.366	.048	-.038	.029	<b>.507</b>	-.018
Property value? (Cost of real estate)	.440	-.079	-.050	.028	-.008	-.105	-.018	.171	.082	.096	<b>.770</b>
Tourist flow in your area?	.040	.084	-.203	.209	-.199	.462	-.023	-.249	.232	-.118	<b>.496</b>
Your personal income?	-.040	.358	.275	.219	.299	.151	.053	-.296	.013	-.118	<b>.418</b>

From the Rotated Components Matrix above table 8.2.7, it is observed that there are 11 factors have been extracted and are highlighted with bold letters in the below table. Under the first factor the variables are fallen as “Employment opportunities?”, “Quality of employment?”, “Money Generated

by local business?,” Cost of living in your area” and “Overall Quality of life?”. Therefore, these five variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “accessibility to this destination?,” Quality of the public service? (Police, fire protection and education),” Quality of health and medical service?”, “educational awareness towards sustainability development”, “entertainment opportunities” and” Small town atmosphere?”. The third factor consists of “Amount of Natural open space in your area?”, “Quality of natural Environment” and “amount of flora and fauna”. The fourth factor consists of the variable as “Tourist behavior towards the Destination?”, “Water quality and availability” and “Toilet facility to locals and Tourists”. The fifth factor consist of the variable as “Community spirit among residents?” and “Understanding of different people and cultures”. The sixth factor consist of the variable as “Development Occurred by this organization?” and “Waste management”. The seventh factor consist of the variable “The peace and tranquility of the area?” and “amount of drinking water per head”. The eighth factor consist of the variable “Air quality”. The ninth factor consist of the variable “appearance and cleanness of the area”, “Conservation of local cultural assets” and “Crime rate”. The tenth factor consist of the variable “Personal safety and security?” and “Relation between local communities and tourist”. The 11<sup>th</sup> factor consist of the variable “Tourist flow in your area?”, “Your personal income?” and “Property value? (Cost of real estate)”. This alone gives a separate information not relating to any other factor

**Table:8.2.8 Factor Analysis for Important Conditions for your Community before and after Organization Establishment – Previous**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Rank
Tourist flow in your area?	1.84	.455	29
Tourist behavior towards the Destination?	2.09	.510	11
Amount of destination Development Occurred by this organization?	1.95	.440	26
Amount of Natural open space In your area?	2.11	.489	9
Quality of natural Environment	2.14	.480	7
Accessibility to this destination	2.05	.440	14
Air quality	2.21	.453	3
Water quality and availability	2.19	.441	4
Toilet facility to locals and Tourists	2.05	.440	15
Waste management	1.53	.601	31
Amount of flora and fauna	2.12	.503	8
appearance and cleanness of the area	2.05	.397	16
Quality of the public service? (Police, fire protection and education)	2.05	.350	17
Quality of health and medical service?	2.07	.371	13
The peace and tranquility of the area?	2.23	.464	2
Amount of drinking water per head	2.16	.455	6
Educational awareness towards sustainability development	1.81	.611	30
Entertainment opportunities	1.98	.481	22

Conservation of local cultural assets	2.05	.397	18
Small town atmosphere?	1.96	.265	23
Community spirit among residents?	2.18	.428	5
Understanding of different people and cultures	2.09	.434	12
Personal safety and security?	2.25	.606	1
Crime rate?	1.30	.533	32
Relation between local communities and tourist	2.02	.443	20
Your personal income?	1.89	.409	28
Employment opportunities?	2.04	.533	19
Quality of employment?	1.93	.530	27
Money Generated by local business?	1.96	.533	24
Property value? (Cost of real estate)	1.96	.376	25
Cost of living in your area?	2.00	.378	21
Overall Quality of life	2.11	.489	10

The above table 8.2.8 shows the Descriptive Statistics such as mean, standard deviation and rank for the considered variables. From which it is clearly visible that the variable “Personal safety and security?” have more efficient than others and it will provide more information than the others, since its corresponding mean is higher than the others.

The KMO Bartlett’s Test is also conducted to verify the normality and significance of the conducted analyses and it is found to be significant .000 ( $p < 0.05$ ).

	Component						
	1	2	3	4	5	6	7
Air quality	<b>.874</b>	.318	.002	.106	-.103	.150	.003
Water quality and availability	<b>.878</b>	.315	.137	-.154	-.089	.085	-.109
Toilet facility to locals and Tourists	<b>.817</b>	-.032	.026	-.048	.191	-.223	-.034
Waste management	<b>.419</b>	.246	.275	-.309	.317	-.128	-.198
Amount of flora and fauna	<b>.526</b>	.115	-.221	.192	-.338	.378	-.140
Amount of drinking water per head	<b>.870</b>	.270	.138	-.067	-.085	.124	-.044
The peace and tranquility of the area?	<b>.750</b>	.344	-.043	.188	-.017	-.028	-.036
Conservation of local cultural assets	<b>.740</b>	-.182	.144	-.010	.109	-.012	.322
Appearance and cleanness of the area	<b>.742</b>	-.069	-.035	.039	.299	.210	-.414
Community spirit among residents?	<b>.734</b>	.163	.383	.011	-.199	.005	.113
Personal safety and security?	<b>.702</b>	.051	.194	-.098	.302	.143	.134
Understanding of different people and cultures	<b>.570</b>	.008	.481	.000	-.269	.070	.304
Overall Quality of life	<b>.567</b>	.358	.312	.141	.309	.221	-.144
Quality of the public service? (Police, fire protection and education)	.489	<b>.519</b>	.400	.213	-.002	.185	-.009
Quality of health and medical service?	.534	<b>.596</b>	.375	.171	.067	.179	-.054
Educational awareness towards sustainability development	.368	<b>.429</b>	.430	-.220	.348	-.177	.093
Entertainment opportunities	.499	<b>.551</b>	.270	.043	.340	.071	.075

Crime rate?	.006	<b>.804</b>	.076	-.127	.007	-.014	-.087
Money Generated by local business?	.245	<b>.508</b>	.500	.066	.421	.234	-.132
accessibility to this destination	.431	<b>.540</b>	.328	.382	.169	-.104	.279
Property value? (Cost of real estate)	.019	.108	<b>.841</b>	.136	.239	-.103	.033
Employment opportunities?	.220	.214	<b>.662</b>	.130	.075	.381	-.258
Cost of living in your area?	.219	.325	<b>.631</b>	.062	.253	-.076	.184
Tourist behavior towards the Destination?	-.106	-.097	.024	<b>.878</b>	-.054	.006	-.047
Amount of destination Development Occurred by this organization?	.009	.029	.161	<b>.780</b>	.263	.019	.093
Amount of Natural open space In your area?	.168	.537	.140	<b>.616</b>	.131	-.094	-.023
Quality of natural Environment	.535	.523	.047	<b>.539</b>	.108	.011	.106
Tourist flow in your area?	-.210	.010	.354	<b>.373</b>	.694	.109	.227
Quality of employment?	.123	.321	.273	.239	<b>.726</b>	.280	-.070
Small town atmosphere?	.141	.006	-.054	-.155	.110	<b>.773</b>	.254
Your personal income?	-.034	-.024	.472	.288	.337	<b>.582</b>	-.102
Relation between local communities and tourist	.015	-.037	.003	.059	.051	.133	<b>.818</b>

From the Rotated Components Matrix above 8.2.9, it is observed that there are seven factors have been extracted and are highlighted with bold letters in the below table. Under the first factor the variables are fallen as “Air quality”, “Water quality and availability”.” Toilet facility to locals and Tourists”, “waste management”, “amount of flora and fauna”, “appearance and cleanness of the area”, “The peace and tranquility of the area?”, “amount of drinking water per head” “Conservation of local cultural assets”, “Community spirit

among residents?”, “Understanding of different people and cultures”, “Personal safety and security?”, “Overall Quality of life”. Therefore, these four variables will give similar kind of information than considered to be others. Similarly, under the second factor, the following variables are considered as “accessibility to this destination.”, “Quality of the public service? (Police, fire protection and education)”, “Quality of health and medical service?”, “educational awareness towards sustainability development”, “entertainment opportunities”, “Crime rate” and “Money Generated by local business?”. The third factor consists of “Employment opportunities?”, “Property value? (Cost of real estate)”, “Cost of living in your area?”, The factor fourth consists of the variable as “Tourist flow in your area?”, “Tourist behavior towards the Destination?”, “Amount of destination Development Occurred by this organization?”, “Amount of Natural open space in your area?”, “Quality of natural Environment”. The fifth factor consist of “Quality of employment?”. The sixth factor consist of “Small town atmosphere?” and “Your personal income?”. The seventh factor consist of “Relation between local communities and tourist “. This alone gives a separate information not relating to any other factor.

### **8.3 The part 2 of Research Finding:** Qualitative interviews of stakeholders of the Kabani organization

- Community involvement in various kind of new job opportunities and development process of destination.
- Community involvement in the home stay programs.
- Stakeholder involvement in development of the destination.
- Stakeholders involvement in conservation programs.

### 8.3.1 Community involvement in various kind of new job opportunities and development process of destination

Traditionally, the villagers of Thrikkaipetta sustain themselves by subsistence farming, hill rice cultivation, hunting and fishing. Though these traditional socioeconomic activities are still carried on, the recent introduction of ecotourism Development has changed this scenario. Kabani is community based organization with proposed the nature-based tourism or ecotourism project wayanad district area which includes Thrikkaipetta village The majority of the employment in firstly goes to agricultural actives and secondly economic generated through ecotourism.

**Table:8.3 What is your main employment in this destination.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Accommodation	4	7.0	7.0	7.0
Transport	3	5.3	5.3	12.3
Agricultural activities	9	15.8	15.8	28.1
Souvenir Shop	4	7.0	7.0	35.1
Others	37	64.9	64.9	100.0
Total	57	100.0	100.0	

Source: Author creation based on filed data

The above table: 8.3 is drawn for the variable “What is your main employment in this destination?”. From the above chart, it is evident that there are more percentage of people (64.91%) who do works of others than the mentioned under the variable. The second majority of people (15.79%) are depending upon the agricultural activities and then about 7% of people depends on providing accommodation and souvenir shop like maintaining resorts and hotels. The least percentage 5.26% of people are depending upon the transportation.

### **8.3.2 Community involvement in the home stay programs**

Kabani facilitate home stays of tourists in local communities, for e.g. with farmers, fisher folk and woman entrepreneurs, Kabani use existing homes in these communities which helps organization to avoid infrastructural investment and further changes in land use patterns. As the name suggests organizational home stay involves living in someone home. A spare bedroom is provided to guests with all the usual amenities. Meal, tea, snacks and common areas are shared by the family and the tourists. Certain standards are set up for the home stays, such a proper waste management, organic gardens etc. Community is key role of involvement of homestay program in Thrikkaipetta village. The following themes interviews with Kabani organization authorities and local communities.

- Local communities are more supportive of the homestays
- Lack of local initiatives and understanding government’s efforts to develop homestays
- Rotation wise home stay allocate to local communities

Local communities in Thrikkaipetta village are supportive of homestays proposal, which officially tourists spending nights in the villages.

“They like the home stay idea for this their economic situation will be better (Interview with village head)

“The village people are so honored to have guests coming to their houses. They serve coffee, tea and cookies. It is a pleasurable thing to do'. (Interviewee with local government officer)”

More villagers in Thrikkaipetta village have already applied to participate in home stay even though the more conservation programmer has yet to take off the ground.

“So far 10 home stays provided by local communities for visitor has come to stay in the village, but tourism session lot of tourist are coming to this destination for this five households have already applied and filled out the forms'. (Interviewee with Village Head)”

Interestingly, few years back some local communities not interesting for home stay programs but this period lot of applicants for home stay programs

"The some of villages people are not particularly interested in the homestay programs as compared to the Kabani local communities. We are busy earning incomes, and we do not have time to entertain guests'. (Interviewee with Village Head)”

“Some communities better off financially. They are not going to waste their time and efforts on this homestay programs for 500 INR in one night. They can afford not to work, and they can still 500Inr. (Interviewee with government officer)”

Nevertheless, further interviews with Eco links organization Local organization officers indicated the programs was put on hold because it there are main priority or policy to implement it.

“It is not a government incentive main priority to develop the homestay programme'. (Interviewee no. 27, park staff)” totally do not support of this programs at the moment. The first reason is because the government has facilities that were built using funds from the Tourism Ministry. Secondly, homestay is part of the Ministry's programs. In principle, we do not promote one programme at the expense of the other. We have the chalet accommodation. The primary purpose is to fill chalets with people to generate revenue for the state. I do not think this is the right policy. If there is excess, then we share with the local people. This will come in later when we have good occupancy, not at the moment. We have to support the first policy to generate revenue for the state'. (Interviewee with local government officer).

Meanwhile, homestay programs have been successful in Other districts of the state in Kerala as well as other states in India.

'It has been done successfully in lot of states in India that are more developed in Kerala in Thrikkaipetta village example, the community is very proactive. They take the initiative, some of them put in some money. They are more organized. They are willing to work together and share ideas'. (Interviewee with local governmental officer)”

### **8.3.3 Stakeholders involvement in conservation programme**

With the aim of self-funding Kabani projects the idea of forming a company was put forwarded and thus came “Kabani community tourism and service” in 2014. Kabani having two organizations one as a non-profit organization

resisted under charitable societies act and other as a company under Indian Companies Act. Both the organizations share the same vision and mission but with their own clearly defined tasks and objectives.

The main role of the company is to bring financial resources and professionalism to the organizations, while the role of the NGO is to work with large networks and bring expertise to the organization in order to change the existing tourism parties

Kabani works with many other INGOs, NGOs, Organizations, tour operators, travel industry, community based tourism projects, civil society networks, government organizations, Local self-governments etc. within India and abroad. Kabani have associations with educational institutions, universities and research organization. For example, Kabani have an association with IESEG, a management institute based in like, France. Some of their management students help us to professionalize our services.

Kabani is in process of facilitation a “thoughtful travel” movement a wider network of NGOs, affected communities, small entrepreneurs and tour operators who share similar ideas in order to enable a collective lobbying and awareness creation. Moreover, this organization collaborated with local organization called Uravu Eco links to provide better service to tourist as well as local communities.

This organization chose to focus on ecotourism because of the region’s large potential tourism market. In addition, two other development projects were adopted: organic agriculture and renewable energy. This organizations theme

was used to introduce and experiment with market-based mechanisms as alternative means for promoting economic development and conservation in this impoverished, but biologically rich region of Wayanad wildlife sanctuary.

#### **8.3.4 Community involvement in the conservation programmes.**

The findings indicate that some of the village work as wildlife conservation volunteers consider the conservation and enhancement of environment must be integral part of any tourism development. Community involvement in tourism offers major opportunities for environmental protection and enhancement which goes hand-in-hand with protecting the future livelihoods of local communities. The home stay programme only used existing infrastructure, thus preventing changes in land use by not adding further accommodation structures for the sake of tourism. This is very important in densely populated state like Kerala where land is a scarce resource. Some of them have distributed this income to support other family members. This is the positive aspect of local participation in the ecotourism. The conservation programme in the village communities. Moreover, these younger generation workers have also increased their capability to solve the elephant related problem in Thikkayapalm village through a special unit called Wildlife Control Unit (WCU). Some members of the WCU were sent to other states in India to receive special training on the elephant problem. As a result, the villagers, through the WCU, have managed overcome the elephant-related problem gradually. This approach also given opportunity to manage resources and waste in a decentralized manner.

### 8.4 Part 3 of the research findings socio-economic background of the local community of Kabani Eco tours Local Communities

Quantitative Annalise performed during the field work The findings of the research on socio-economic conditions of Kabani local communities. In order to give the complete details of each and every variable in an easy manner, we have drawn various tables described below.

#### 8.4 Economic conditions of local communities

<b>Educational Qualification of local communities</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
School	3	5.3	5.3	5.3
High- School	36	63.2	63.2	68.4
University	18	31.6	31.6	100.0
Total	57	100.0	100.0	
<b>ANNUAL HOUSEHOLD INCOME</b>				
10,000 to 25,000 INR	20	35.1	35.1	
25,000 to 50,000 INR	24	42.1	42.1	
50,000 to 75,000 INR	11	19.3	19.3	
75,000 to 1,00,000 INR	2	3.5	3.5	
Total	57	100.0	100.0	
<b>Tourism is a Primary source of your income?</b>				
Yes	41	71.9	71.9	
No	16	28.1	28.1	
Total	57	100.0	100.0	
<b>Primary recreational activities that you offer to tourist?</b>				
SIBT SHOP	7	12.3	12.3	
SIGHTSEEING	9	15.8	15.8	
Football	7	12.3	12.3	
Handcrafts	9	15.8	15.8	
Training Programs	9	15.8	15.8	
Cocking, Entertainment	8	14.0	14.0	

Source: Author Own creation

From the above Table (8.4) categorized different aspects of socio-economic condition of local communities firstly we observed that overall education qualification of community members is their high school studies (63.16%). school level is (5.26%) considered as least level of qualification. And University level of educational qualification considered as (31.58%). Secondly, observed that The Pie chart is drawn for the variable “Income statues of the communities” and the table is displayed above. From the above table, it is evident that there are more percentage of community members (42.11%) who income is between 25,000 to 50,000 INR. The second majority of community members (35.09%) are their income between 10,000 to 25,000 INR and then about 19.30% of community member’s income between 50,000 to 75,000 INR. The least percentage 3.51% of communities their income between 75,000 to 100,000. Overall observation community members during tourism season their economic conditions are better. Thirdly from the above Table, Tourism is primary source of your income? it is observed that 71.93 percentage of community members are totally related tourism income in that destination and reaming 28.07 percentage of communities fully not related tourism they have other works in that destination. Finally, From the above Table, primary recreational activities that you offer to tourist? it is observed that local communities of their activities provide to tourist is equal amount of community members depends on handcrafts, training programs and site seeing, village walks and agriculture activities (15.79%). secondly offered by tourist is Local food cooking and cultural activates and tour guide Mountie walk activities (14.04%). Lastly souvenir shops and football activates (12.28%)

### 8.4.1 Social conditions of local communities

<b>Do you own a house or other property in this destination?</b>			
	Frequency	Percent	Valid Percent
Yes	47	82.5	82.5
No	10	17.5	17.5
Total	57	100.0	100.0
<b>Are you associated with this organization or your work is related to the concerned organization?</b>			
Yes	56	98.2	98.2
No	1	1.8	1.8
Total	57	100.0	100.0
<b>Organizational Related Works, If yes</b>			
Volunteer work	4	7.0	7.1
Project related work	3	5.3	5.4
Part of origination	46	80.7	82.1
Others	3	5.3	5.4
Total	56	98.2	100.0
System	1	1.8	
Total	57	100.0	

**Source: Author own creation**

From the above Table (8.4.1) categorized different aspects of socio-economic condition of local communities firstly from the above Table it is observed that there are 82.46% of people having their own property in the Kerala destination and the remaining very least percentage of people 17.54% of do not have any kind of property in this destination. Secondly, From the above Table 2 it is noticed that the majority percentage of people 98% are associated with this organization and they do the organizational related works. But, very least percentage of people about only 2% are not related with the organization and they are not associated with the organizational works. Lastly from the above Table, it is observed that there are 82% of people associated and part of the organization and the remaining 18% of people are not associated with the

organization but they are divided into three parts such as volunteer work (7.14%), project related work (5.36%) and others (5.36%).

## **Chapter 9**

### **CONCLUSION AND RECOMMENDATIONS**

#### **9.1 Introduction**

This chapter summarizes the research with reference to other studies at a same time draw the conclusion of study research findings to overcome the limitations and problems that have emerged from the study. The contributions of this research to the existing body of knowledge, its limitations and suggestions for further research, are discussed at the end of the chapter.

#### **9.2 Overview conclusion of the study**

- This research is analyzing the role of social entrepreneurs to development of the ecotourism sector. It is later expected to draw few policy suggestions useful to strengthen the field and local community types of involvement are restricted to a few economic activities such as menial and unskilled jobs, part-time nature guides, seasonal boat guides and home-visit programs.
- According to (Tosun, 2000) statement on operational structural and cultural limitations of community participation in tourism for the degrees of limitation tend to exhibit higher intensity in developing countries than in developed countries but India is no exception. With specific reference to this statement this research explains the homestays in Kabani organizations as an example, the local people are unable to participate effectively because the conditions of their houses do not meet the required minimum standard to qualify for the organizational requirements. At the same time Mangalajodi trust

working of sustainability programs is effectively to preserve the nature. This clearly indicates there are operational and structural impediments to community involvement in the homestay programs in Kabani and Mangalajodi trust.

- Another operational limitation that has been identified in the findings of this study is lack of a standard definition and policy application to encompass social entrepreneurship organizational ecotourism development in India. The findings point to some of the range of definitions and perceptions that surround the concept of social entrepreneurs ecotourism destinations. Different stakeholders adopt different perspectives, which result in a complexity of definitions and understandings of ecotourism as a term. In practice, central to this is the evident weakness in the definition of the term used by government because their views are not consistent with what might be expected in practice and as a consequence, the use of the term does not appear to have been fully thought out. In particular, the top-down approach to ecotourism in India whereby locations were designated as ecotourism destinations almost by decrees within the Government's National Ecotourism Plan, appears to be totally at variance with the bottom-up approach advocated by most academic and tourism development commentators in the field.
- The stakeholders approach further identified a lack of information dissemination because the term is not fully understood by the local people. A significant interpretation of this is that attempts to stimulate community-based ecotourism under present organizational arrangements are difficult to accomplish, especially when the

government's definition does not recognize the local benefit and engagement dimension as being important.

- It is also important to recognize that local involvement in ecotourism activities is dependent to a large extent, upon organizational initiatives. The injection of large-scale development by the stakeholders is necessary to foster tourism and materialize community-led tourism in both areas (Stevens, 2003). In fact, the development of the tourism at Thrikkaipetta village, a new tourist village, ecotourism and homestays are Kabani-initiated because tourism planning approach in Kerala is generally government-led. But particularly this region is the joint-cooperation and mutual agreement between the two organization Kabani community tourism and Uravu Eco links.
- In addition, this study analysis the environmental education, regular patrolling and heavy imposition of fines are necessary to discourage 'hardcore' offenders from committing similar encroachment offenses. In the case Mangalogdi ecotourism trust, this can be done efficiently if the relevant government agencies would coordinate their efforts, streamline their operations and avoid overlapping programs and inconsistency of policies.
- It is evident from the findings that Thrikkaipetta village communities has provided opportunities to many local people to participate in business activities. However, the degree of local involvement tends to decrease during unpick tourism sessions over time because they are not empowered with the necessary resources to sustain the competitive business environment. Hence, ecotourism is perceived to be a limiting factor because low tourist flow, due to proximity. The findings have

noted that there is a perception among the local community in that Thrikkaipetta a leakage of revenue is occurring.

- The literature (Drumm, 1998) suggests that active local participation in the planning process and in operations management is essential in order to achieve the conservation and development goals of ecotourism. They need to be involved at all levels of ecotourism development from planning through management. Thus, being a community's forefront, Kabani and Mangalogdi must overcome its operational and structural limitations, as discussed in the findings, so that the level of local involvement in planning particularly in rural areas can be increased and is not restricted to basic infrastructure planning.
- The study has found that the planning practice in leading social entrepreneurs ecotourism destination is given that the role of the local communities is only advisory and local plan guidelines are mandatory, this has major implications for ecotourism conservation and future development because most ecotourism sites are in remote rural areas - one example that has been discussed in the full dissertation. Kabani and Mangalogdi is two organizations which different tourism development strategies but their main goals to empowerment of local communities and conservation of environment and Thus, the implementation of appropriate development control mechanisms, such as restrictions on land transfer, are necessary not only to protect local interests but also to prevent the surrounding area from being transformed into mass tourism in the future.

### **9.3 Contribution of the Study**

In general, this study is believed to have expanded the existing body of knowledge on social entrepreneurship Organization towards sustainable development with help of community participation in ecotourism particularly in developing countries, while providing valuable insights into the practicality of this approach in India. The realization of social entrepreneurship ecotourism in must overcome two major impediments before it can successfully take place – Stakeholders participation towards development of the destination and in community involvement towards to conservation effects of the destination. Further research can use this understanding as a foundation to develop a theory, a model or a community ecotourism framework in the context of India, in particular, and in developing countries, in general. Since this study is applied research, its contribution has also direct practical implications for ecotourism policy and planning practice in this case study regions. Tourism policy makers and planners can evaluate the claims and use the arguments made in this study to develop a more effective community ecotourism plans and policies.

### **9.4 Limitation and Future Research**

This study by explains the social entrepreneurship organizational towards sustainable development of ecotourism destination. Most of the developed and developing tourism is main source of their county GDP. It's need to be sustainable way. Some of the social entrepreneurship organizations their business strategies are environmental protection and community development. This research opens for several new scholars who are interested in ecotourism research. Social entrepreneurship literature is emerging and offers a number of avenues that help environmental and social issues in tourism industry.

Scholars may refer to ecotourism literature and offer a more nuanced techniques and approaches to unlock the conflicting nature problems. For example, natural resources like minerals or gas is limited but most of the counties are consuming more than their production. If we do not sustain them for future generation will be critical situation volery (2002).

### **9.5 Final Remarks**

To judge from the case studies presented in this study, it seems that social entrepreneurship and ecotourism organizations is currently still very early fragile stage in the development. The overall concept and principles of ecotourism are continually beset by larger-scale interests seeking to divert or cooperate them for other purposes (Buckley, 2003). While there certainly appears to be the opportunity to provide the tourist with a degree of the ecotourism experience on a bigger scale, caution needs to be used in promoting such areas as true ecotourism sites. One of the unfortunate realities of ecotourism is that there is little evidence that it is less intrusive than other types of tourism development, despite its altruistic intentions (Dowling & Fennellz, 2003). In many localities around the world, local initiatives are chipping away at the conditions or circumstances that continue to plague ecotourism development. It is within the local arena that such change must occur.

## 10. NEW SCIENTIFIC RESULTS

1. Social entrepreneurs in ecotourism destination development with reference to stakeholders was carried out by personal survey with 59 stakeholder's interviews and 90 community member questioner of the two case study destinations. The most important involving elements are community socio-economic development, stakeholder involvement in destination development, social entrepreneurs organizations strategies to develop destination as a sustainable. A discourse analysis method was then applied to the scripts which consisted of identifying the convergent theme provided by respondents in relation to specific questions. Although a mix of quantitative and qualitative data were obtained during field study factorial analysis performed to analysis the community development in destination.

2. Ecotourism is a recent induction in the tourism industry, while social entrepreneurship is a recent induction in social business sector. These two sectors are capable of unleashing social problems related to environment and socio-economic conditions of local communities. Based on discourse analysis method of the study stakeholder in ecotourism destination plays a critical role in terms of economic condition of organization wellbeing of local communities awareness towards the destination development as a sustainably.

3. Based on the result of factor analysis attitude towards the local communities involvement in two case study social entrepreneurship ecotourism organizations observed that the Independent Samples t – test has been performed to find the significance differences between Kabani and Mangalogdi with respect to different variables considered. On performing the

Independent Samples t-test, it is observed that there is a Statistical significance ( $p < 0.05$ ) between Kabani and Mangalogdi with respect to the variable perception about social entrepreneurship organization 1,968 (0.000\*), important conditions for your community before organization establishment, t- value 8,038 (0.000) important conditions for your community after organization establishment 3,789 (0.000\*) and types of tourism development for sustainability 8,054 (0.000\*) But, there is no Statistical Significance ( $p > 0.05$ ) is observed between Kabani and Mangalogdi with respect to the variable your opinions on organizational tourism development, which means that there is no statistical difference exists between Kabani and Mangalogdi with respect to your opinions on organizational tourism development, i.e., the opinions are almost similar in both the states Kabani and Mangalogdi. Further, it is observed that there is a good development in the Kabani region than comparatively Mangalogdi region with respect to the variables perception about social entrepreneurship organization, important conditions for your community before organization establishment, important conditions for your community after organization establishment and types of tourism development for sustainability, since the mean is higher for the Kabani organization than comparatively Mangalogdi organization in all the variables.

4. The socio- economic status of the two organization is very close. When it total understand the economics of this organizations Kabani organization providing highest tourism facilities then Mangalogdi organization, most of the residence working in agriculture (38.8 in Kabani 21.2 in Mangalogdi) transport and accommodation (16.5, 15,5 Kabani and 12.1,12.1 Mangalogdi) significant of local communities of Mangalogdi are employed outside of the village working for other city construction filed.

## **11. ACKNOWLEDGEMENTS**

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## **12. SUMMARY OF THE DISSERTATION**

In this thesis, to understanding the social entrepreneurship organizations in ecotourism industry with reference to stakeholder's theory. This research is a combination of primary and secondary data collections. The primary data research the researcher chosen two case study areas in India. Researcher perform Qualitative and Quantitative survey to understand the objective of the study. Through the interviews and data collection, a good understanding of research issues and problems were obtained. The primary data were recorded and then transcribed and translated manually. And questioner data analysis through Factorial analysis for data processing and analyzing thematic and conversational analysis were adopted following Denzin and Lincoln (2000). Although a mix of quantitative and qualitative data were obtained during these interviews the analysis was mainly focused on qualitative and quantitative elements for three main reason

1. To understand the contribution of social entrepreneurship for achieving ecotourism development with reference to stakeholder theory.
2. To inquire the stakeholder participation in the processes adopted by the social enterprises.
3. To understand the socio- economic conditions of local communities.

The personal survey aiming to constitute the base of primary analysis were prepared in 2017. With stakeholders of two social entrepreneurship organizations. Interviews were recorded with the stakeholder of Mangalodi ecotourism and Kabani ecotourism then transcribed the interviews, which resulted in about 150 pages of data. We then analysed the data manually. As

part of the analysis, we read through the transcripts and then coded the text. A discourse analysis method was then applied to the scripts which consisted of identifying the convergent theme provided by respondents in relation to specific questions. Questioner data supported in to 5 parts check the Appendices below.

Social entrepreneurs in ecotourism destination development with reference to stakeholders was carried out by personal survey with 59 stakeholder's interviews and 90 community member questioner of the two case study destinations. The most important involving elements are community socio-economic development, stakeholder involvement in destination development, social entrepreneurs organizations strategies to develop destination as a sustainable. A discourse analysis method was then applied to the scripts which consisted of identifying the convergent theme provided by respondents in relation to specific questions. Although a mix of quantitative and qualitative data were obtained during filed study factorial analysis performed to analysis the community development in destination.

Ecotourism is a recent induction in the tourism industry, while social entrepreneurship is a recent induction in social business sector. These two sectors are capable of unleashing social problems related to environment and socio-economic conditions of local communities. Based on discourse analysis method of the study stakeholder in ecotourism destination plays a critical role in terms of economic condition of organization wellbeing of local communities awareness towards the destination development as a sustainably. Based on the result of factor analysis attitude towards the local communities involvement in two case study social entrepreneurship ecotourism organizations observed that the Independent Samples t – test has been performed to find the significance differences between Kabani and Mangalogdi

with respect to different variables considered. On performing the Independent Samples t-test, it is observed that there is a Statistical significance ( $p < 0.05$ ) between Kabani and Mangalodgi with respect to the variable perception about social entrepreneurship organization, important conditions for your community before organization establishment, t- value 7.814 (0.000) important conditions for your community after organization establishment 8.481 (0.000\*) and types of tourism development for sustainability 9.851 (0.000\*) But, there is no Statistical Significance ( $p > 0.05$ ) is observed between Kabani and Mangalodgi with respect to the variable your opinions on organizational tourism development, which means that there is no statistical difference exists between Kabani and Mangalodgi with respect to your opinions on organizational tourism development, i.e., the opinions are almost similar in both the states Kabani and Mangalodgi. Further, it is observed that there is a good development in the Kabani region than comparatively Mangalodgi region with respect to the variables perception about social entrepreneurship organization, important conditions for your community before organization establishment, important conditions for your community after organization establishment and types of tourism development for sustainability, since the mean is higher for the Kabani organization than comparatively Mangalodgi organization in all the variables.

The socio- economic status of the two organization is very close. When it total understand the economics of this organizations Kabani organization providing highest tourism facilities then Mangalodgi organization, most of the residence working in agriculture (38.8 in Kabani 21.2 in Mangalodgi) transport and accommodation (16.5, 15,5 Kabani and 12.1,12.1 Mangalodgi) significant of local communities of Mangalodgi are employed outside of the village working for other city construction filed.

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#### 14. PUBLICATIONS IN THE FIELD OF DISSERTATION

- Kummitha R. H.: The role of Indian Government policies towards development of ecotourism destinations. *Köztes Európa* 10 (1) 69-78 (2018)
- Harshvardhan Reddy Kummitha Raqif Huseynov, Michał Wojtaszek: Development of ecotourism lights of economic: case study two small scale social entrepreneurship business. *Scientific journal of Warshows University of Life Science*, Vol.18. 143-148 (2018)
- Harshavardhan Reddy Kummitha: Eco entrepreneurship and sustainable development: The role of eco entrepreneur's successful factors for ecotourism development. Accepted by *Turizam Journal*
- Harshavardha Reddy KUMMITHA, Viktória SZENTE: Economic benefits of agritourism development: case studies of Italy and Poland. In: Szendrő Katalin, Horváthné Kovács Bernadett, Barna Róbert (eds.) *Proceedings of the 6th International Conference of Economic Sciences*. Kaposvár: Kaposvár University, 2017. pp. 113-123.

## **15. PROFESSIONAL CV**

### **Educational Qualifications**

- Master of Business Administration in the Department of Tourism Studies, School of Management Studies, Pondicherry University, 2013.
- Post Graduate Diploma in Event Management from Directorate of Distance Education, 2012.
- Bachelors of Science (B.Sc) from Avanti Degree College affiliated to Osmania University, Hyderabad, 2011.
- Intermediate, Board of Intermediate Education, 2006.
- Secondary School Certificate, Board of Secondary Education, 2004

### **Work experience**

Worked as an exhibition and travel consultant in Orbitz corporate tours and travels Ltd during 21/3/2013 to 25/11/13

### **Topic of the Ph.D. Thesis**

Social Entrepreneurship and Ecotourism: The Role of social Entrepreneurship in Ecotourism Destinations

### **Master. Dissertation**

I have Carried out two research projects as part of my Masters' research.

1. Title of the research: Leisure Travel Pattern with Reference of Outbound Tourism in Thomas Cook, Hyderabad
2. Title of the research thesis: A study on tourist perception on srisailm as a eco tourist destination in India.

## **Presentations in National/International Conferences:**

- Harshavardha Reddy KUMMITHA, XI th Regions international conference which is held in kaposvár oct 2017. The Role of Indian Government Policies in the Development of Rural Ecotourism Destinations. Kaposvár University. Hungary
- Harshavardha Reddy KUMMITHA, joint research conference with is held in kaposvar 22<sup>nd</sup> Feb 2018 with abstract and presentation. Social enterprises for sustainable regional development: The Role of Uravu to promote rural development
- . Harshavardha Reddy KUMMITHA 2 nd Sustainable regional conference in Godollo szent istavan university 26<sup>th</sup> May 2018. Eco entrepreneurship and Sustainable Development: The Role of eco entrepreneurs towards Ecotourism Development.
- Harshavardha Reddy KUMMITHA. Round table Discussion held in Kaposvar University 07/05/2018, Social Entrepreneurship and ecotourism: The role of eco entrepreneurship in ecotourism destinations.
- Harshavardha Reddy KUMMITHA will participate MIC conference in Bled Slovenia during 30<sup>th</sup> May to 1<sup>st</sup> June 2018. Poachers to Protectors: The transformation process of local communities to protect the ecotourism destination towards sustainability.
- Harshavardha Reddy KUMMITHA Work shop presentation to Croatian students (Ecotourism work shop) held between 25 October 2018. Ecotourism development in India.