

AN EMPIRICAL APPROACH TO INVESTIGATE THE IMPACT OF TOURISM ON PEACE INITIATIVES: COMMUNITARIAN PERSPECTIVE

PROF. PARIKSHAT SINGH MANHAS

*Director, School of Hospitality & Tourism Management (SHTM),
University of Jammu, J&K, India – 180006*

DR. PRIYANKA SHARMA*

*Lecturer, School of Hospitality & Tourism Management (SHTM),
University of Jammu, J&K, India – 180006*

DR. RAJANI KUMARI SARANGAL

*UGC NET, JRF
Lecturer, The Business School (TBS)
University of Jammu, J&K, India – 180006*

The primary purpose of this study is to evaluate the impact of tourism on peace initiatives. Further, it will evaluate the impact of community participation on tourism and peace initiatives. Questionnaire technique has been used to collect the data from local community (N: 156) in J&K, India. Local residents of selected border areas are targeted for collection of data. Exploratory Factor Analysis and Confirmatory Factor Analysis have been used to identify the various factors and to confirm that factors respectively. Structural Equation Modeling has been used to test the hypotheses. The study found that there is significant and positive relationship between peace and tourism. Further, results of the study revealed that community participation significantly and positively impact tourism and peace building process.

Keywords: Tourism, Peace initiatives, Community Participation, Border Destinations.

1. Introduction

Tourism is a flourishing industry and is considered as an economic development tool for the local community in developing countries. It is usually recognised as a peace industry (Crotts, 2003). The World Tourism Organization had forecasted, that tourism industry will continue to grow to reach 1.6 billion by the year 2020 (Tung, 2018). Tourism can transcend government boundaries by bringing people closer together through the understanding of different cultures, heritages and beliefs. In fact it is potentially one of the most important vehicles for promoting peace among the people of the world (Sharma *et al.*, 2018). It is

*Corresponding author Email: priyanka.41987@gmail.com

recognized as a resource-intensive industry; therefore, it needs to be accountable in terms of sustainability at both local and global scales (Lu and Nepal, 2009). Tourism is operating with sustainable principles and practices; it can have positive impacts in reducing tensions between visitors and host communities (Upadhayaya *et al.*, 2011). Different researchers had different views like (Kelly, 2006) suggested that tourism can be used as a means to promote cultural understanding by bringing people from diverse cultural backgrounds together, and thus foster peace. It becomes a means for culture exchange as tourists come across different cultures whilst they travel, which builds harmony among people with different cultural backgrounds, leaves behind the chances of conflicts and creates ground to resolve possible conflicts peacefully. Tourism can be one of the aspects that can contribute to a more peaceful society, bringing series of positive changes into a society and fostering harmony among people. Initiatives taken for peace are precisely the reduction and hopeful elimination of the conditions that lead to the violence. Additionally, tourism helps societies in maintaining harmonious, prosperous and economically strong relationship which helps to reduce conflicts and injustice (Burtner, 2010). There are three important conditions that are needed for peace building process: Firstly, tourism offers cultural understanding opportunities. Secondly, the tourist needs to be willing to interact with the host and be interested in getting to know their culture (conscious or ethical traveller). Thirdly, the host community must be willing to interact and share its cultural view with foreign tourists (welcoming hosts). Further, tourism involves a voluntary movement of persons beyond cultural boundaries. It put emphasis on the importance of channelizing the efforts in tourism towards positive peace, as tourism is a major player in spreading peace, as it operates at the most basic level by spreading information about the personalities, beliefs, aspirations, perspective, culture and politics of one country to the citizens of another (Jimenez and Kloeze, 2014). Besides this, the term peace and tourism are interrelated. Without peace there can be no tourism which depends on security, and tourism can also contribute to the peace process.

Peace refers to absence of direct violence, conflict and war but to maintain harmonious relationships among all the segments of the society. Smoker and Groff (1996) suggest peace to be a dynamic balance between political, social, cultural and technological factors; and that war occurs when this balance is broken. "Peace" has been classified into two categories: positive peace and negative peace (Galtung, 1995, 1998). Negative Peace refers to the absence of physical violence though resentment may present with no effort of peace-building for example, a situation of enforced cease-fire by United Nations. Whereas Positive Peace is a situation where in all the parties earlier in conflict come together and thrive for benefit of all. It marks the presence of harmony, equity and justice in the society. It also includes other enviable social characteristics like positive economic structure, wellbeing, justice, equality etc. (IEP, 2017). Not only limited to present times, it needs to be sustained for future generations. Therefore, peace is highly essential as without its existence, harmony, cooperation and any kind of progressive activity is not possible. In particular to societies experiencing conflict, peace is inevitably required and peace building serves as a mean for rehabilitation, integration and recovery. Peace building refers to

identification and support of actions which may bring and strengthen peace and resolve or avoid any potential conflict (Boutros-Ghali, 1992). Earlier it was considered the business of United Nations only to carry out peace keeping activities worldwide, but now the times have changed and many other actors including development and humanitarian agencies, non-governmental organizations (NGOs) and community-based organizations have come forward to share the responsibility of keeping peace.

Moreover, Tourism growth relies on the community participation and community's attitude plays an imperative role in tourism development. By recognising the attitudes of local populations, programs can be set up to minimize resistance between tourists and residents (Zhang *et al.*, 2006). Community participation in tourism development does not only relate to the decision-making process and the reimbursement of tourism development, but also regarded as an integral to sustainable tourism (D'Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988). Aref and Redzuan (2006) highlighted that there were operational, structural and cultural barriers to community participation in the tourism development in local communities. They also found that these barriers do not equally exist in every community but the lack of community participation has been identified as vital barriers to valuable tourism development. The role of community based approach (CBA) is to explore and to permit local community people to manage over investment decisions, various schemes, planning and execution through a procedure that emphasises their extensive participation and management. Community perception can be considered in different stages of conflict and vulnerability. They can be used as a means for barrier, for example, the only solution of this process is to prepare local communities for peace building processes. The local community participation in peace building process requires more concerted efforts, intense consideration; their attitude towards border tourism is of foremost importance for futuristic approach.

It is recognised that Jammu and Kashmir (J&K) is the northern state of India which is known for tourism activities (Dar 2014). J&K shares India's international borders with Pakistan, China and Afghanistan. Moreover, Himachal Pradesh and Punjab (two Indian States) also share their borders with J&K. In addition to this, the border does offer a great opportunity to present stability and safety in the region and improve the travelling experience of visitors to each country. Borders have been considered as a barrier between states, to impose control over the flows of people and regulation of cross-border trade, or to indicate the evolving gateway to facilitating contact and interchange (Hageman, *et al.*, 2004). In order to sustain, protect and utilise the borderland tourism resources, nations sharing common borders have to work jointly for greater development and for economic benefits (Palomäki, 1994; Tenhiälä, 1994; Timothy, 1999; Wachowiak, 1994). Moreover, (Greer, 2002) and (Timothy, 2001) stated that cross-border cooperation is a must for the development of borderland tourism in order to avoid duplications and also avoid negative local competitiveness. The border disputes can create a psychological barrier and consequently a negative image of surrounding areas is formed. That is why tourists avoid visiting which places are considered unsafe tourist destinations, militarized and tourists face impediments to their free movement (Timothy, 2001). The friendlier relationship

between two states makes any activity possible whether it is across borders or near the borders. Some border areas are important due to their rural and peripheral character and where tourism is the main sources for economic development. Thus, the present study targeted the border destinations located in J&K namely, R.S Pura, Praghwal, Pallanwallan, Kanachak, Chamliyal border.

Furthermore, the study is intended to have a threefold effect. First is to evaluate the impact of tourism on peace initiatives. Secondly, this study evaluates the impact of community participation on tourism and third is to assess the impact of community participation on peace initiatives. Furthermore, the study would suggest various recommendations related to tourism development, peace building and community involvement to various stakeholders.

2. Review of Literature and Hypotheses Development

2.1 Tourism and Peace Initiatives

Sharpley (2018) revealed that tourism as a force for peace and better cultural understanding has been promoted since the early days of tourism research. Salazar (2006) revealed that coalition of international travel industry promotes tourism initiatives that contribute to international understanding, enhanced quality of environment, the preservation of heritage, and through these initiatives, helping to build a peaceful and sustainable world. However, in the volatile, uncertain and tension mounting environment across the borders, the peace tourism could be a sine-quo-non. Jimenez and Kloeze (2014) stressed that tourism not only nurture understanding but also helps in conservation of heritage, poverty alleviation and safety of environment. He further endorsed the prerequisites for peace building process, i.e., tourism creates cultural understanding, willingness of tourist to interact with host, willingness of host to interact with tourist. As tourism is the major player in spreading peace, it operates by disseminating the information about the beliefs, perspective, culture and politics of one country to the citizens of another. The relationship between tourism and peace is also endorsed by various studies in the recent past like (Aghazamani and Hunt, 2015); (Pratt and Liu, 2015) and (Jimenez and Kloeze, 2014) etc. (Upadhayaya, *et al.*, 2011) explored the relationship between tourism, conflict, and peace in Nepal. They stated that tourism can be an effective tool in coping with and responding to conflict and can be a mediator for peace by assisting in the development of supportive environment. They believed that sustainability of tourism highly dependent on peace, security and safety which need to be further explored. Kim and Coleman (2015) examined that the combined effect of individualism – collectivism on conflict styles and satisfaction. Future research agenda also remarks that the ordinal effect of individualism and collectivism on conflict resolution. Yang *et al.*, (2013) examined that social conflict in communities impacted by tourism. The authors suggested there is a need to establish a systematic theory about social conflict in tourism that comprises such elements as the nature of conflict, conflict management, conflict resolution, etc. Serto (2013) identified that role of community in maintaining peace and security. The finding of this study is that community plays a significant role in maintaining peace and security. Future research agenda remarks that there is a lack

of research on stability, security, peace and sustainable development. Further, Jaffar *et al.*, (2015) explored that local community involvement in a rural tourism development in Kinabalu National Park, Sabah. Authors found that local communities enjoy being involved in the tourism sector because it enhances their key income resources and quality of life. The authors suggested that lack of local involvement in tourism development which needs to be further explored. As war and conflict finish and peace is restore in the conflicted areas, the economic drive provided by the military is downsized. Tourism has the potential to provide economic redevelopment in affected areas (Baum and Butler, 1999). Destinations may be even able to leverage the historical significance of war by developing dark tourism or cultural heritage tourist attractions (Anson 1999; Butler and Baum, 1999). Where there is contested heritage, it is difficult to use tourism as an agent for peace (Causevic and Lynch, 2013). Tourism operators and tour guides need to strengthen messages of understanding and peace between reconciled nations rather than serving as reminders of violence and war, as in the case of the Island of Peace on the Israeli-Jordan border (Gelbman and Maoz, 2012). Guo (2006) noted that tourist flows and tourism cooperation can contribute to reconciliation between these two states. Interpersonal contact, via tourism exchanges, can reduce stereotypes and change negative perceptions but can only achieve so much. Further, Jaffar *et al.*, (2015) explored that local communities enjoy being involved in tourism sector in Kinabalu National Park, Sabah because it enhances their key income resources and quality of life. In developing countries, there is a need for local community to participate and manage tourist activities (Cater, 1994). Community participation in the decision making process in developing countries is always limited (Dola and Mijan, 2006). Development of tourism through community participation not only relate to the decision making process, but also helps in its sustainability (D'Amore, 1992; Green, 1995; Leslie 1993; Murphy, 1988). As it is rightly pointed out that community based strategies can build local ownership in the peace process and provide a progressive approach to long term success of policies and programs (Blackstock, 2005), community's commitment to the peace-building processes is to avoid the re-emergence of the conflict and move towards a sustainability of peace (Goodwin, 2006). Moreover, community-based peace building involvement often seek to transform relationships; to collaborate with a wide range of performers beyond the development community, including diplomatic actors and in some places, parties to the conflict; ad to link to broader peace strategies (Mitchell and Muckosy, 2008).

Tourism is a vital prerequisite for peace (Aghazamani and Hunt, 2015). Crotts (2003) defined tourism is perceived as a peace industry. The various literatures have identified the relationship between tourism and peace such as (Aghazamani and Hunt, 2015); (Jimenez and Kloeze, 2014); (Pratt and Liu, 2015); (Adhikari, 2005); (Bhattarai and Dahal, 2007); (Grandon, 2007); (Upadhayaya, 2008); (Upreti and Upadhayaya, 2010). Amidst the various desires and commitments for peace through tourism, the United Nations (UN) has recognized tourism as an essential means of creating peace in the world (Kunwar, 2006). Aghazamani and Hunt (2015) viewed that tourism can encourage participatory peace as it provides opportunities for understanding and appreciating ways of life diverse from one's

own, and in the process it can also maintain intercultural relations, improve understanding and reconciliation. Besides this, (Premodh, 2015) argued that tourism plays a crucial role in developing and promoting peace. While Edgel (1990) highlighted that positive peace is supportive for the growth of tourism than negative peace.

Community Participation, Tourism and Peace Initiative

Thongma *et al.*, (2011) suggested that the involvement of local communities is helpful to the success of tourism development because these communities build more friendly relationships with visiting tourists and impress visitors with local cultural activities. Community participation provides locals with opportunities to enjoy the benefits of the tourism activities and empowers them to stimulate their capabilities through small business ventures (May-Ling *et al.*, 2014) in order to reduce the conflict and create peaceful building process. Therefore, the participation of the local community in tourism is a positive power for change and a vehicle for development (Claiborne, 2010). In this context, community participation builds up peaceful environment and overcome the violence. Community participation can be defined as a process of involving all stakeholders viz., local government officials, local citizens, architects, developers, business people, and planners in such way that decision-making is shared (Okazaki, 2008). Thongma *et al.*, (2011) reported that the participation of local communities is an instrument for peace-making processes in this regard the development of tourism is influenced positively. Community participation also gives locals the opportunity to participate in development activities, empowers them to mobilize their capabilities in managing their resources, enables them to make decisions, and to exert some control over activities that affect their lives and create peace in the society. Sharpley and Sharpley (1997) suggested that the sense of peace and tranquillity, and escape from modern pressures are qualities which are intrinsic to tourism. Community based approach adopted in conflict riddle affected societies, which can be an effective approach to peace-building process (Sarto, 2013). Community-based processes and their participatory community forums can also be used to make social capital in divided societies by providing safe spaces for interaction communication and joint decision- making. Such processes can help to overcome mistrust and set an example for peaceful and constructive management of local disputes. It can also be used as a means of prevention or to prepare communities for peace processes. The role of Community in maintaining peace and tourism is especially focused on imparting the education about positive civilization to include tolerance and narratives of the “others” that must be appreciated.

Based on above discussion the following hypotheses have been framed:

H1: Tourism has a significant impact on peace initiatives at a destination

H2: Community participation has a positive impact on Tourism

H3: Community participation has a positive impact on peace Initiative

3. Methodology of the Study

Sampling, Data Collection and Survey Instrument

According to the latest forecast by Jammu and Kashmir Tourism Development Corporation, it has been noticed that 70% of tourists are coming for pilgrimage tourism in the state. However, tourists are still not aware of these border destinations and therefore these border destinations have strong potential to attract a large number of tourists. So we can find that border destination has lot of potential but still it is not attracting that much of tourists that it actually due to disturbance in the state. Above mentioned fact is the reason for selecting these destinations, so that the purpose of the study is justified that these destinations can be of huge potential if they are properly conserved and if the marketing of these sites are done in proper way. For the current research, 275 survey questionnaires were distributed on the basis of a non-probability convenience sampling technique (Amick and Walberg, 1975). In the border destinations located in J&K namely, R.S Pura, Praghwal, Pallanwallan, Kanachak, Chamliyal border. Out of 156 questionnaires, were returned back. The response rate was 56.72%. The questionnaire consists of four sections and includes questions on the following categories: The Section A of the questionnaire is concerned about the demographic profile which was asked about the gender, age, education, occupation involvement in tourism activity and willingness to be a part of tourism process. Section B comprises of 15 items of peace building. The items of peace building is measured on 5 point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). The scale has been taken from the study of Dada (2015). Section C comprises of 8 items representing community participation. These variables were also measured on 5 point Likert scale varying from “strongly disagree” (1) to “strongly agree” (5). The scale has been adopted from the study of Likaota (2014). Section D comprises of 4 items of tourism, which were measured on a 5 point Likert scale adopted from the study of Michael (2009).

4. Results

4.1 Demographic Breakdown of the Sample

Results show that 57.5% of the respondents were males. The majority of the respondents fall under the age group of ‘31-40’ (42.5%), which represents a mature range of the respondents in age. In terms of respondents’ education level, the majority of them were holding only high school certificates (40.8%) followed by degree (bachelors) (31.7%) and postgraduates (15.8%). The reliability test for the structured questionnaire was conducted using SPSS version 16.

5. Purification of the Scale

Exploratory factor analysis has been used to identify the various factors and for purification of scale. For the purpose of this study, factor analysis has been applied on 15-items of Peace Initiatives which converged into three factors after four iterations in which ten items are retained and factors were named as Cross cultural exchange, Employment opportunities and Social Benefits. The KMO value is arrived at 0.798 and BTS assessed chi-square = 673.811,

df = 21 at 0.000 significance level, which support the suitability of data for pursuing factor analysis. Furthermore, 8-item scale of Community Participation was also purified which converged into one factor with 4-items and all items were having factor loading above 0.5. The value of KMO is above the threshold criteria i.e. 0.7 and Eigen value is also greater than one for all the constructs (Hair *et al.*, 2010). The scale purification results are exhibited in the Table 1.

Table1: Summary of Exploratory Factor Analysis

Factors	Items	Mean	FL	KMO	Cronbac's Alpha(α)
Peace Initiatives (F1) Cross Cultural Exchange	E1	4.0271	.811	.798	.792
	E4	3.9738	.753		
	E13	3.9409	.585		
	E2	3.8975	.566		
(F2) Employment Opportunities	E6	3.9186	.782		
	E11	3.9743	.709		
	E9	3.9157	.628		
(F3) Social Benefits	E8	3.9070	.540		
	E15	3.8121	.765		
	E14	3.7670	.746		
Total Variance Explained (TVE)= 60.454%					
Tourism Development	T1	4.1167	.809	.745	.748
	T2	4.0942	.778		
	T3	4.1308	.720		
	T4	4.0942	.569		
Community Participation	CP2	3.11	.563	.741	.765
	CP8	3.87	.670		
	CP4	3.85	.686		
	CP6	3.72	.679		

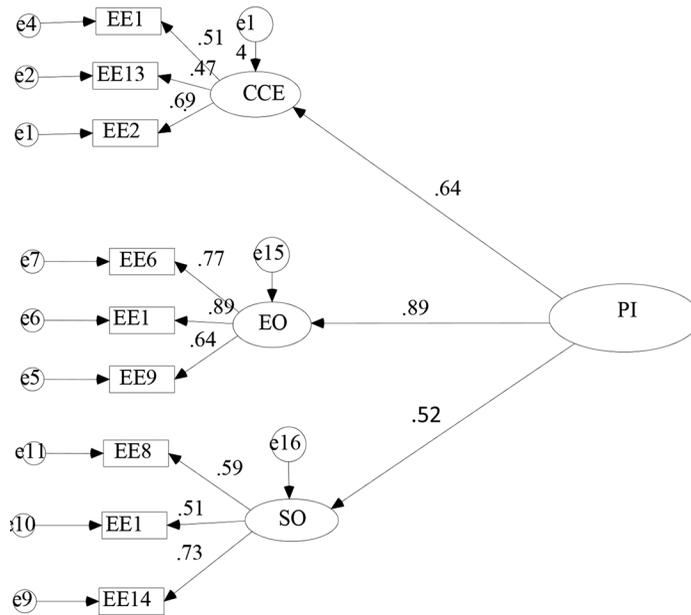
Note: Here, FL= Factor Loadings, KMO=Kaiser-Meyer-Olkin, TVE= Total Variance Explained

6. Confirmatory Factor Analysis (CFA)

CFA has used to provide a confirmatory test to the measurement theory established, based on prior information of factor loadings representing the actual data (Hair, *et al.*, 2010). The measurement models for the various constructs (Peace Initiative, tourism development and Community Participation) have been tested, dropping several items with low standard regression weights (less than 0.5). Further, modification indices have also been used to improve model fitness. Fitness of measurement model is also requisite before interpreting the casual paths of the structural model. The model fit compares the theory to the data results using covariance matrix (Hair, *et al.*, 2010). Further, estimates covariance matrix and the actual observed covariance matrix are same, the proposed theory is considered to be perfect.

Peace Initiatives

Based on the threshold criteria for model fitness, the peace initiatives model comprised of 10 items was found to be perfect fit after the deletion of one item i.e., E4 thereafter results revealed that the model fit statistics were within the threshold criteria (Figure 1).

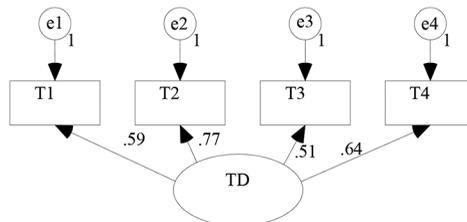


CMIN/DF= 2.16, NFI= .907, RFI=.876, IFI=.931, TLI=.976, CFI=.904, GFI=.916, RMSEA=.081.

Figure 1: CFA model for Peace Initiatives

Tourism Development

First order CFA was run on the construct “tourism development” which comprised of four items. Based on the threshold criteria, the model derived was found to be good fit with acceptable model fit indices (Figure 2). All the items of the measurement model predictable significantly in explaining Tourism development factor as all the SRW (0.51 to 0.77) were above the criteria.

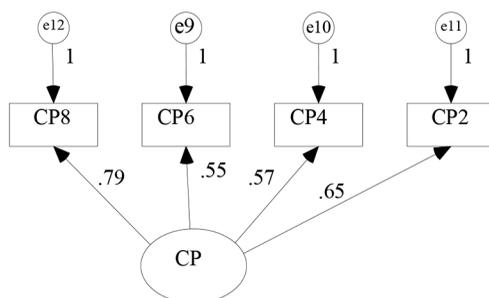


CMIN/DF= 4.78, NFI= .923, RFI=.899, IFI=.903, TLI=.921, CFI=.917, GFI=.946, RMSEA=.047.

Figure 2: CFA model of Tourism Development

Community Participation

Measurement model was designed for community participation. It consists of four items i.e., C8, C6, C4, C2. The model fitness indices (CMIN/DF = 4.06, NFI = .967, RFI = .912, IFI = .913, TLI = .904, CFI = .994, GFI = .926, RMSEA = .043) were also within the acceptable range (see Figure 3).



**CMIN/DF= 4.06, NFI=.967, RFI=.912,
IFI=.913, TLI=.904, CFI=.994, GFI=.926,
RMSEA=.043,**

Figure 3: CFA model of Tourism Development

Discriminant Validity and Correlation Analysis

Table 2: Discriminant Validity and Correlation Analysis of Latent Constructs

Construct/ (AVE)	CR	PI	T	CP
PI	0.83	0.61		
T	0.76	(.025) .157	0.56	
CP	0.86	(.033) .183	(.352) .594	0.63

Note: Average variance extracted values were denoted on the diagonal axis and squared correlation values between the constructs were represented in parenthesis.

Here, CR = Construct Reliability, AVE = Average Variance Extracted, T = Tourism, PI = Peace Initiatives and CP = Community Participation.

7. Hypotheses Testing and Discussion

The relationship between tourism and peace has been assessed by using the structural equation modelling (SEM) through AMOS 16. For applying, SEM, Exploratory Factor Analysis (EFA) and (CFA) have already been explained. After EFA and CFA, the final Model of SEM has been developed to propose the relationship between tourism and peace initiatives. The results have revealed significantly positive impact of tourism on peace initiatives (SRW = 0.560; $p < .01$). Therefore, Hypothesis 1 is accepted. Further, the model fit indices have also found to be (CMIN/DF = 3.01, NFI = .958, RFI = .900, IFI = .913, TLI = .874, CFI = .911, GFI = .945, RMSEA = .060) excellent fit between the variables. Tourism is considered as a channel for development, peace and resolution (Saac, et al.,

2019). It contributes to the peace building by escalation reconciliation, justice and socio-economic foundations. It *plays a key role in peace initiatives and supporting reconciliation processes*. It is a medium of cultural understanding that helps to peace initiatives. Further, it helps to build peace through cultural preservation and environmental conservation (Vecco and Srakar, 2018). On the other hand, it is not strictly a contributor or a beneficiary of peace, there is also a symbiotic relationship in which both benefit each other. Further, tourism as a social power promotes global understanding, collaboration, and worldwide altruism in building up and keeping world harmony (D’Amore, 1988). Mihalic (1996) and Tarlow (2006) Tourism searches for peace, solidness, and agreement for its improvement and success. Being a powerful financial power and receptive to peace tourism can assume a potential job of supporter to relieve struggle and bolster post-strife peace building. Edgell (1990) suggested the demand for peace for tourism, even marking as ‘peace’ passport to tourism’, support the argument for peace through tourism. In addition to this tourism as an approach advances harmony by taking care of the issues of destitution, joblessness, and so forth. Tourism plays an essential role in promoting world harmony (Salazar, 2012). The individual involvement of J&K in the peace procedure picked up push in the year 2005 and 2006. However, the initiatives of transport benefit among Srinagar and Muzaffarabad named as the mother of all affirmation building measures. Other than that, recently, govt of both the countries inaugurated Kartarpur Corridor for the Sikh pilgrim which is considered to be the first step towards peace building between the two countries (Shukla, 2019).

The general population to-individuals correspondences have given a heavenly lift to confidence in regards to the finish of the continuous harmony process. It gives a prospect to individuals from the two sides of LOC to know one another and to see the substances on the ground on the opposite side. These connections resuscitated old slants of belongingness and club among the general population from the two sides. Further, these discussions gave a chance to the individuals from common society to think independently about their separate governments.

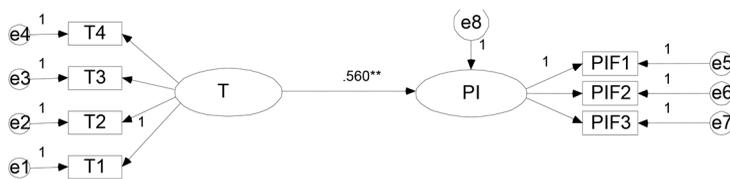


Figure 4: Impact of Tourism on Peace Initiatives

Furthermore, model of SEM has been developed to propose the relationship between community participation and tourism. The results showed that there is a significant positive impact of community participation on tourism (SRW = 0.448; $p < 0.001$). Further, the model fit indices have also been found to be appropriate (CMIN/DF 4.26, NFI = .867, RFI = .852, IFI = .863, TLI = .854, CFI = .894, GFI = .916, RMSEA = .073). Hence, Hypothesis 2 is accepted. The reason behind this is that as we know communities are not formed by similar individual, but they are more likely consisting of individual with diverse attitudes of their mind regarding the tourism. With the help of community participation, quality of tourists’ destination can be promoted (Sproule, 1998; Kates, Parris and Leiserowitz, 2005;

Kencana and Mertha, 2014). Further, the participation of local communities is measured as an important asset in tourism development process (Hatipoglu, *et al.*, 2019). Community participation in the decision making process in mounting countries is always limited or secondary (Dola and Mijan, 2006). Tourism development through community participation not only relate to the decision making process, but also assist in its sustainability (D'Amore, 1992; Green, 1995; Leslie, 1993). Attitude of local community also plays a significant role in sustainable tourism development because the observation of a local community which is formed concerning tourism development would be of precious information for decision makers. Further, community is the most important party that has been influenced by the travel industry arranging and improvement. Thus, there is a positive relationship between community participation and tourism development (Nzama, 2008). In addition to this, tourism facilitates to improve the quality of life in a particular area by rising the number of tourist attractions, service and entertaining opportunities. It offers opportunity to the local community to cooperate with different people, culture exchange, adopt different types of culture, and representing themselves to new perspectives (Kumar, *et al.*, 2009).

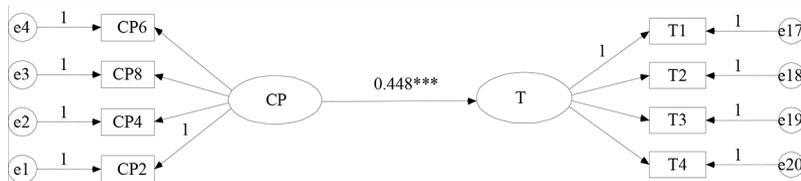


Figure 5: Impact of Community participation on Tourism

Finally, structural equation modelling results of community participation and peace initiative revealed that positive impact of community participation on peace initiative (SRW = .506; $p < 0.001$). Further, the model fit indices have also been achieved the threshold criteria. Thus, hypothesis 3 is accepted. Community participation is the strategic key in promoting the tourism awareness, which in turn to increase peace initiatives. In other words, participation of community plays an important and effective role in peace building and has often positively contributed to the peace initiatives. Further, community participation can also help to build peace initiatives through socio-cultural empowerment, psychological empowerment, and economic empowerment. Community participation in peace initiatives processes can maintain and encourage local culture, tradition, knowledge and skill, and create pride in community heritage (Lacy, *et al.*, 2002). The purpose of community participation is to recover communication between stakeholders in the interest of assisting better decision-making and peace building process (Nampila, 2005). In addition to this, active community participation is also considered as the instrument for joint venture working, decision making and representation in community structures (Chapman and Kirk, 2001). However, this study highlights the participation of the local community in peace imitative processes. Without participation, there is obviously no partnership, no development and no program.

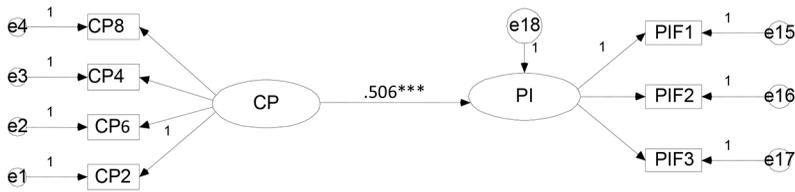


Figure 6: Impact of Community Participation on Peace Initiatives

8. Implications

The study defines a constructive approach of various constructs (Peace initiatives, Community Participation and Tourism development) required for developing a healthy perception towards peace building process. This study contributes to the theoretical expansion in the tourism aspect by confirming the usefulness of peace initiatives and the local community participation towards tourism development. When local community perceive the positive outcomes of peace initiatives, then they will support and participate tourism activities

Peace initiative construct emerged with three factors namely, Cross cultural exchange (M = 2.68), Employment opportunities (M = 4.10), Social benefits (M = 3.78) which reveals that employment opportunities contributed more as followed by social benefits and cross cultural exchange. Further, this study has proved the positive relationship between tourism and peace initiatives. The study demonstrates the concept of peace initiatives as a main element in perspective with Jammu and Kashmir (UT) and also focuses on benefits of developing tourism at various border destinations. Tourism is a medium of cultural understanding that helps in peace initiatives (Mohanty, 2018). Jammu and Kashmir has rich cultural heritage but in spite of having these resources it is unable to attract the number of tourist as expected. The main reason behind this is unawareness among locals and tourist about these resources. So, proper steps should be taken by government and other development authorities to tap this niche of tourism in Jammu and Kashmir region so as to avail economic and social benefits. Further, peace initiatives were seen as a catalyst for tourism development in border destinations (UNWTO, 2018). In fact there is an optimistic connection between peace and tourism due to the satisfactory value of border area concerning tourism development. On the other hand, the effects of social, economic and cultural factors are measured as most essential fundamentals which affect the local community involvement in tourism expansion programs. Moreover, tourism can be an effectual device for encouraging peace, which in turn escort to the promotion of destination in building peace process and also turn in order to improve tourist’s activities. This study has revealed some of the very important aspects of a fragile society. The results of the study support that tourism in Jammu & Kashmir can help in bringing overall peace and development in the region. The study has also some significant implications for various stake holders. As the study reveals that Tourism helps in bringing about social economic development and promotes tourism, the existing business players in the market should also support the budding entrepreneurs in the way as they can. Linking up with regional entrepreneurs for

allied service instead of linking up with outsider business companies, going for incentive tours within the state, organizing official events within the state itself instead of opting for other destinations will help grow tourism and therefore tourism entrepreneurship in the state. In this way a multiplier effect can be created and one of the most important benefits of this effect will be overall development and peace. As the study has been conducted upon the local community, the community holds utter importance when talk about the implications of the study. The study reveals that if the locals are provided with the required infrastructural and financial support, backed with adequate skill development training, counselling and mentorship, many youngsters would be ready to drop anti social and evil activities and take up tourism entrepreneurship. Thus having a supportive attitude towards the tourists visiting the state is very important to promote tourism and bring peace

The local community agrees that tourism leads to economic empowerment of the native communities, build peace initiatives in border destinations. Therefore, intense interventions are required to implant a sense of economic security to the people of Jammu & Kashmir in terms of creation of new business opportunities, expansion of the public utilities infrastructure, promote welfare schemes, creation of employment opportunities for the local people and also improve the quality of life. Government should take initiative to develop of new tourism initiatives programmes which can facilitate international understanding, cross-border cooperation, reduction of political conflicts, facilitate the participation of local people in the decision making process and the protection of human rights. So, improve the living standard of the local community at the border destinations. Investment opportunities in Jammu & Kashmir with liberal incentives need to be communicated to national, regional and international investors. In turn, this would create employment opportunities to local communities, reduce poverty, dissolve conflict, improve quality of life and make them much more supportive for tourism development. Lack of knowledge about the tourism has led to deterioration of heritage which is a major challenge for the whole society. The study examine that people of border areas are not aware of tourism which diminishes the value of culture which is both social and economic loss. Lack of education has been identified as a bar to efforts by local people accessing tourism employment opportunities. In order to increase the contribution of tourism to poverty alleviation, there is a need to institute training programmes at the community level that will ultimately provide opportunities for the local people to be employed in various tourism businesses. There is need to provide education and knowledge to them about their socio culture benefits and so that they can understand the value of their culture and contribute in its conservation and preservation. Destination Tourism Programmes (DTPS) should be grounded on the premise of people-to-people contact, social exchanges, shared cross-cultural linkages and poverty reduction with the implications of distributive justice for all the local people.

9. Limitations and Future Recommendations of the Study

The study is confined to Jammu and Kashmir. Carrying out the same study at some other destination may produce different results. The study is restricted to three main constructs i.e., Peace Initiatives, Community Participation and Tourism Development. Other related

constructs if incorporated may yield varied results. Due to turmoil in Jammu & Kashmir, sufficient data could not be collected. Carrying out capacity building programs and workshops in Kashmir also became very difficult due to disturbed situation there. If more workshops were conducted and ample data was collected from Kashmir, the results of the study would have definitely varied. Also comparative studies between destinations can be carried out in future.

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