

A STUDY OF COMMUNITY ENGAGEMENT AND TOURISM DEVELOPMENT IN TRIBAL REGIONS

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ABSTRACT

The tourism industry in India is expanding and has the potential to bring in significant quantities of foreign capital, jobs, and boost the district's overall social and economic development. The fascinating tribal customs of India, the varied people, and the local culture never fail to captivate tourists. Sustainable tourism aims to minimize its negative effects on the local environment and customs while also monitoring community conditions, generating revenue, and supporting local companies. Tribal tourism will not only benefit both parties immediately and reciprocally, but it will also accelerate the expansion of privately produced items and have simple multiplier effects as money is recycled back into networks. In addition, the area offers significant progress toward the creation of tribal districts with common assessments and promotes the expansion of the public and surrounding framework for India. In Ranchi and Ramgarh Locale, Jharkhand, 220 tribes' responses were broken down into different relapses to construct a model for the growth of sustainable tribal tourism. This study aims to acquaint the reader with the obstacles and prospects for growth associated with sustainable tribal tourism in India, as viewed from the viewpoints of the environment, the business sector, and the workplace.

Keywords: Community Engagement, Tourism Development, Tribal Regions, Sustainable, Tribal Tourism, Tourism Industry

INTRODUCTION

For a very long time, the mainstream tourism industry has maintained tribal places immaculately throughout the world. These regions provide enormous promise for the growth of sustainable tourism since they are frequently distinguished by distinctive social legacies, idyllic daily environments, and traditional lifestyles. Nevertheless, careful planning should be put into coordinating tourism in tribal areas in order to preserve their distinctive qualities, protect their existing situation, and facilitate local networks. In order to understand the benefits, challenges, and best practices that can guide the thoughtful growth of tourism in these areas, this study aims to explore the complex relationship between community participation and tourism development in tribal territories.

Underappreciated and financially disadvantaged, tribal people groups stand to gain financially and socially from increased tourism through jobs, opening doors, and infrastructure improvements. Moreover, tourism can serve as a platform for social commerce and cultural preservation, showcasing and praising the rich traditions and customs of these networks. However, the overabundance of tourists can also result in issues such as natural degradation, a loss of social authenticity, and financial aberrations within the community.

In tribal areas, community involvement plays a crucial role in shaping the impact of tourism. Gaining the neighborhood's residents' active participation in leadership, executive resource allocation, and tourism promotion campaigns can lead to more equitable and sustainable outcomes. In order to ensure sustainable tourist development in tribal areas, this study aims to investigate the altered components of community participation, such as the establishment of organizations with external partners, the growth of community-based initiatives, and the expansion of social safeguarding.

As we delve deeper into this analysis, we will examine a wider range of tribal territories from various parts of the world, each with unique challenges and exceptional characteristics. By combining social, economic, and environmental perspectives in a multidisciplinary manner, we hope to shed light on the delicate balance that needs to be achieved between the growth of the tourism industry and community involvement. This analysis aims to provide nuggets of information, suggestions, and common-sense guidelines that might enlighten decision-makers, local experts, and other stakeholders involved in the sustainable growth of tourism in tribal areas.

Objectives of the Study

- To Investigate the impact of social sustainability variables on tribal tourism sustainability.
- To Examine the influence of financial sustainability variables on tribal tourism sustainability.
- To Analyze the relationship between Economic Development sustainability variables and tribal tourism sustainability.
- To Assess the significance of facility dimension variables in tribal tourism sustainability.
- To Explore the impact of variables related to structuring difficulties on tribal tourism sustainability.
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LITERATURE REVIEW

Akia (2022) studied for her PhD dissertation the impact of local community participation on the development of cultural tourism. The goal of the study was to comprehend how local community involvement affects the growth of cultural tourism. The results of this study probably provide insight into how local economies can be supported, cultural heritage can be preserved, and authentic cultural tourist experiences can be enhanced by community engagement.

Borghain and Patowary (2023) concentrated on "Sustainable Ethnic Tourism Development in Arunachal Pradesh," a state in northeastern India renowned for its diversity of cultures. This study evaluated the viability of ethnic tourism in the area with the goal of striking a balance between cultural preservation and economic growth. To secure the long-term sustainability of ethnic tourism in areas with a diversity of cultures, the study may provide recommendations for the creation of policies and community involvement.

Chambers (2021) investigated the relationship between gender and environmentally friendly travel in her paper "Are we all in this together?" The importance of gender equality in the context of sustainable tourism was brought to light by this study. The study promoted a more inclusive and equitable approach by examining the experiences of women and other marginalised groups in the tourism industry, acknowledging that gender is a significant factor in determining the

sustainability of tourism efforts. When taken as a whole, these works deepen our understanding of cultural and sustainable tourism and offer new perspectives for future study and policy formation in these fields.

Gandhi and Garg (2023) investigated the growth of rural tourism in Gujarat, India, emphasising the viewpoints of stakeholders. This research is important because it looks at how different stakeholders—local communities, governmental organisations, and private businesses—view the development of rural tourism. Comprehending their viewpoints can aid in formulating policies and tactics that uphold sustainable rural tourism while striking a balance between economic expansion and the conservation of cultural and environmental assets.

METHODOLOGY

The focus of this investigation was the Indian region of tribal tourism in the provinces of Ranchi and Ramgarh Locale in the state of Jharkhand. Raising 13.5% of the population in Ranchi and Ramgarh Localities in Jharkhand are the tribes of these areas. Each of these tribes is identifiable by its distinct manner of life, traditions, trade, festivals, and fairs. The majority of people living in the tribes of Jharkhand's Ranchi and Ramgarh areas are Bhils and Minas. It is said that the Minas are the ancestors of the ancient Matsya Realm and the Matsya emblem of Vishnu. At weddings and other festivities, drums and dances are customary. The women's cadaver is covered in a piece with a textured shade, while the men's is covered in a white cloth. Meena believes in reincarnation and afterlife. The Meenas are administered by disparate beliefs and bizarre ideas. They create unique rituals and celebrate a variety of holidays that entice tourists hoping to experience tribal life.

The schedule has been shortened in order to make the meeting more engaging. There are two sections of the program that was used for this overview. Subtleties of the segments are covered in the majority of the schedule. It's interesting to observe that closed-ended questions are used in the second half of the schedule to get a sense of the responses and activities of the local Meena community. Credits were determined using a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Interviews were carried out in the limited areas of Jharkhand, specifically in Ranchi and Ramgarh Locale. Only 220 (71%) of the 300 schedules had firm and full reactions that were included in the analysis.

Table 1: The demographic profile of respondents

	Frequency	Percentage
Age (in years)		
< 20	142	66.6
21-35	48	20.4
36-50	20	7.4
50>	10	5.6
Education		
Primary education	56	26.6
Secondary	70	31.4
Graduation	70	31.6
Master's degree	24	10.4
Gender		
Male	111	51.8
Female	109	48.2
Occupation		
Farmer	99	47.1
Student	60	26.7
Employed	36	15.1
Unemployed	25	11.1

FINDINGS

The investigation's goals say that information is obtained from 220 respondents, including tribal persons who have engaged in activities related to tribal tourism in the Ranchi and Ramgarh regions of the state of Jharkhand. The respondent's profile is displayed as follows:

A comprehensive, first interview was conducted for this evaluation with twenty-five important administrators who currently work for the STT in the Jharkhand areas of Ranchi and Ramgarh. The information from the interviews was used to build subjects and compose items. The initial survey consisted of 48 items with a consistent quality rating of 97.1%. Based on an example of 220 tribes living in Ranchi and Ramgarh city, the underlying data was collected on 48 items and subjected to an exploratory variable analysis.

Multivariate relapse analysis using SPSS-19 programming was used to characterize central factors in the maintainability of tribal tourism. The results are shown in Tables 2 and 3 below.:

Table 2: The descriptive statistics of respondents

Variable	SPSS Code	Mean	Std. Deviation
Are you in favor of the sustainability of tribal tourism?	D_V	3.3852	1.19045
Increased accessibility to necessities such as food, water, and shelter	SS_1	3.7983	1.12503
Comprehending the significance of education	SS_2	3.7983	1.18228
Upgrades to the facilities for sanitation	SS_3	3.5307	1.06634
True historical and cultural customs have been accurately depicted.	SS_4	3.1880	1.13374
Building positive connections with the host tribes	SS_5	3.3335	1.12716
It is also the duty of tourists to contribute to sustainable development.	SS_6	3.1270	1.15249
It supports sustainable, appropriate tourism development in the community.	SS_7	3.2068	1.17946
The thriving tourism industry must directly benefit the local community.	SS_8	3.4979	1.07558
Establishing fair codes, ethics, and some rules is necessary.	SS_9	3.4979	1.19996
It strengthens special connections between travelers, businesses, the environment, and local communities.	SS_10	2.9110	1.18424
The tourism industry has a very positive relationship with sustainable development.	SS_11	3.6246	1.03696
enhances communication between guests, host communities, and surrounding areas	SS_12	3.5870	1.11095
Communication and hygienic surroundings	SS_13	2.6903	1.29869
Increased unofficial usage of the hospital	SS_14	3.5398	1.02082
Ensure the tribal community has financial stability.	FS_1	2.9626	1.15274

Boost the family's revenue by inviting visitors	FS_2	3.1457	1.19846
Decrease reliance on group lenders of money	FS_3	2.8640	1.15958
It is necessary to emphasize the value of natural resources and cultural heritage.	FS_4	3.1223	1.24165
Establishing a program for education and training can help manage tribal tourism more effectively.	FS_5	2.7467	1.19417
expanding chances for starting a business and creating jobs	FS_6	3.5824	1.18525
Tribal tourism needs to be properly organized and overseen.	FS_7	3.0565	1.12714
contribution to the creation of jobs in the community	FS_8	3.1082	1.23725
Boost direct revenue from tourists for conservation	FS_9	3.1035	1.19697
encouraging local resources and investment in rural areas	ED_1	3.0143	1.26448
Principles and rules for sustainable tourism are adhered to.	ED_2	3.1270	1.17278
There must be a connection between local companies and tourism.	ED_3	3.0753	1.14679
assistance with poultry, dairying, and animal husbandry	ED_4	3.6669	1.08884
Power and irrigation infrastructure for agricultural	ED_5	2.8780	1.23402
support for agricultural credit and marketing facilities	ED_6	3.2349	1.25944
Tribes must be fully informed about the contributions made to their economies.	ED_7	3.1927	1.24218
It will enhance natural and cultural capital's actual economic benefits.	ED_8	3.2913	1.14093
More financing for conservation efforts in nearby communities	ED_9	3.1270	1.25440

Tribal tourism ought to be limited to parking lot locations.	FAC_1	3.1645	1.13116
There should be no negative ecological effects from tribal tourism.	FAC_2	3.2396	1.23777
During tribal tourism, visitor protection is highly valued.	FAC_3	2.9908	1.20922
The costs of goods and services (meals, beverages, mementos) are reasonable.	FAC_4	3.1082	1.15032
Superb quality of goods and services (meals, beverages, mementos)	FAC_5	3.5730	1.12462
A local government should organize tribal tourism, or at least assist with it.	FAC_6	3.4040	1.10592
Tribal tourism is marketed to various groups of prospective tourists.	FAC_7	3.2115	1.17663
Created with no thought to sustainability	Prob_1	3.1410	1.22433
Tribal tourism has the potential to harm both the environment and societies.	Prob_2	3.2866	1.16460
It might even generate its own death seeds.	Prob_3	3.2349	1.12492

Table 3: Findings from Multiple Regression Analysis

Variables	Variable name	Adj. R2	Beta	ANOVA	Sig.
Social Sustainability	SS_14	.516	.490	45.844	.000 ^f
	SS_6		.320		
	SS_5		.180		
	SS_9		.259		
	SS_8		.196		
Financial Sustainability	FS_2	.423	.375	52.438	.000 ^d
	FS_5		.222		
	FS_7		.194		
Economic development	ED_6	.430	.298	54.104	.000 ^d
	ED_9		.254		
	ED_2		.182		

Facility	FAC_1	.374	.230	32.345	.000 ^c
	FAC_6		.219		
	FAC_3		.160		
	FAC_5		.197		
Problems	PROB_2	.316	.459	49.566	.000 ^c
	PROB_8		.208		

Stepwise relapse's effects (Table 3) demonstrate how the maintainability of tribal tourism is significantly impacted by social, financial, natural supportability, office, and issue factors. Specifically, the utilization of social, monetary, and financial manageability along with office components improves the sustainability of tribal tourism. With measurable meanings of 5%, these will advance ST with .516, .423, .430, .374, and .316.

The coefficient β_1 ($\beta_1 > 0$) signals point to a relationship between individual variables and elements of issues, office to tourists, financial supportability, and natural manageability. It suggests that managing tribal tourism will become easier when the aforementioned principles are applied. Moreover, the ANOVA analysis demonstrates that every parameter used in the model is appropriate for predicting the manageability of tribal tourism, offering a quantitative assessment of the overall model fit in relation to F Proportion. These mistakes can be significantly decreased by considering the upsides of the indicator in the model, which helps to explain why tribal tourism is manageable.

CONCLUSION

The intricate components of sustainable tourism inside these unique and socially diverse sceneries have become more apparent as a result of the heavy focus on community participation and tourism development in tribal communities. Our research has brought to light the complex relationship that exists between community organization and the steady growth of tribal tourism, emphasizing the critical role that local involvement plays in preserving social history, protecting the environment, and ensuring equitable financial benefits. While acknowledging that tourism has the potential to reduce poverty, boost economic growth, and promote social commerce, our findings highlight the fundamental importance of involving tribal networks in order to properly create the tourist narrative, from decision-making to executive asset allocation. As a result, we may strike a compromise that retains the integrity of these areas, restricts the effects of nature, and maintains the mutually beneficial relationships between locals and tourists.

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