

Assessing Opportunities and Constraints of Community Engagement in Tourism
Development at Hampi

*A Dissertation Submitted in Partial Fulfillment of the
Requirements for the Award of the Degree of*

Master of Philosophy

in

Tourism

by

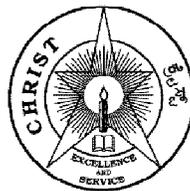
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APPROVAL OF DISSERTATION

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DECLARATION

I Retheesh P T hereby declare that the dissertation, titled "Assessing Opportunities and Constraints of Community Engagement in Tourism Development at Hampi" is a record of original research work undertaken by me for the award of the degree of Master of Philosophy in Tourism. I have completed this study under the supervision of Dr. Bindi Varghese, Associate Professor, School of Business Studies and Social Sciences.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title. It has not been sent for any publication or presentation purpose. I hereby confirm the originality of the work and that there is no plagiarism in any part of the dissertation.

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This dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title. I hereby confirm the originality of the work and that there is no plagiarism in any part of the dissertation.

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Abstract

Community Based Tourism will create a momentous milestone in improving the participation level of local communities in the arena of Heritage tourism as well as all the various branches of the travel and expedition industry. Whose heritage is being preserved, by whom, and for what purposes? (Shepherd 2006). This study particularly gives due emphasis on evaluating the level of participation from the resident's part by assessing various development strategies offered by the respective authorities. The study also tries to address all the possible streams where the community can easily thrive and it also addresses the major obstacles which restricts their entry, indicating an inclusive approach towards community participation through community based tourism (CBT). Lack of cooperation among stakeholders was identified as challenges of CBT, (Tamir 2015). Tourism market of Hampi is developing year by year but the standard of living of the underprivileged community is always remains the same without any improvement and this is the core problem mentioned in the study.

Quantitative research technique was used for the study with the help of a structured questionnaire which was used for collecting data. The collected data was analyzed with the help of quantitative data analysis software, SPSS. This research tries to bring out the various reasons behind the low level of community involvement in tourism industry with relevant evidence from the analyzed data. The study indicates the hopelessness of the community towards the major development strategies forwarded by the authorities especially Hampi Master Plan. It also addresses the poor level of education and lack of information about the potential of tourism employability and its scope in the field of community development. A unique relic of medieval commerce and religious faith into a lifeless ruin, (John and Michell2012) this study pinpoints the inefficiency of the tourism boards and poor functioning of other responsible authorities too. It

also invokes the possibilities of promoting Agro-Tourism along with the existing Heritage tourism. There is enough scope for further study in the light of execution of CBT model as well as assessing the scope of Agro tourism in Hampi. This suggestion is propounded mainly because of the structural phase of the economy that is more than 70% of the working population is involved in agriculture and its allied sectors. There is a noticeable gap between the expectations of the local residents and what they are actually receiving from the authorities moreover, these entire gaps may hamper the idea of inclusive approach. If effective training and regular awareness creation program is initiated by the responsible authorities, it will create a better platform for inclusive approach.

Keywords: Community Based Tourism, Challenges and opportunities, Hampi, Inclusive Approach, Community participation

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Chapter 1

Introduction

The history of India is shrouded by the mist of time, India holds within its secrets of great mystery and grandeur. India is filled with places that are yet to be discovered by the international circuit of tourists. In today's world of instant entertainment, travel is also expected to be available in a moments click. India is a destination known for 'all reasons and all seasons' because the one who wants to explore the cultural and geographical diversity of India any time irrespective of the various season. One such place is Hampi. Hampi is located at Karnataka in Bellary district. It holds within it the eventful ruins of the glorious Vijayanagara Empire. It is now listed as one of the UNESCO World Heritage sites and as such has to be protected by the Archaeological Survey of India. However, protection does not mean isolation. Hampi can be nurtured as a place of great historical and rural attraction for tourists all over the world. The cluster of heritage monuments at Hampi is a fine instance of the Vijayanagara style of architecture.

The Government of India, the Archeological Survey of India (ASI) & Government of Karnataka are responsible for the affirmation and protection of the Monuments at Hampi. Hampi as one among the UNESCO World Heritage destinations pulls in countless tourists consistently and contributes immensely to the economy of the nation. Aside from farming as a noteworthy source of income, residents are additionally reliant on the travel industry activities.

There is various travel industry related activities in Hampi and the examination focus on the incorporation of local stakeholders in the travel industry related undertakings as it tends to be

concrete support for financial and social advancement. This study thoroughly targets on the socio-economic improvement and empowerment of the local residents at Hampi.

The result of the examination helps in the identification of various support required in order to touch the base at a selective managerial model that can be executed in Hampi. The investigation is attempted to know the possibilities to include the residents of Hampi in different travel and tourism-related activities and how to guarantee them of giving positive financial advantages through the travel industry by setting implementing the notion of Community Based Tourism. The examination proposes requirements for the different activities which must be started by the experts to guarantee the conceivable financial advantages to the residents of Hampi.

Country Tourism in India is viewed as the fastest developing business even as the recreation travel goal for the period 2015-2022, has expected development rate of 8 per cent. This will make the tourism industry the biggest sector of the economy. The travel industry includes celebrations, country social fairs, heritage trails, both normal and artificial nearby heritage exploration, and so forth. The travel industry will offer more regard for the improvement of the country framework and furthermore make openings and engage the nearby populace by setting them up in travel and tourism related occupations.

1.1 Tourism in India

According to the World Travel Tourism Council, "The travel business in India has gigantic business potential, a considerable amount of which still foresees misuse. At present, about 20.44 million individuals are honestly used by amicability organizations. This is about 5.6 per cent of the hard and fast work intensity of the country. By 2018, it would give 30 million

opportunities. What's more, the industry gives backhanded work to around 40 million people". As indicated by dependable information from the administration sources the 'absolute commitment by the travel industry segment to India's GDP is nearly 136.3 billion. India positioned 3rd among 184 nations respect to the tourism and the travel industry's complete commitment to GDP in 2016.

The travel industry is the third biggest outside trade worker for India. A total of US\$ 27.693 billion was earned under remote trade through the travel industry in the timetable year of 2017. Work in the part is required to ascend to 46.42 million by 2026. Amid the date-book year 2017, 10.177 million outside tourists landed in India.

The Government of India has set an objective of 20 million remote traveler landings (FTAs) by 2020 and twofold outside trade income. The travel industry has begun to assume an enabling job in India as it has developed debilitating economies by infusing money related venture, infrastructural development, work maintenance, and even protection of bio-assorted variety.

Individuals need to encounter the country lifestyle and invest ends of the week in obscure territories of India, far from clamoring city life. All things considered, India is known for its extraordinary vernaculars, history, and heritage that oftentimes change starting with one town onto the next.

1.2 Destination Image and CBT

Hampi is a small township considered now as a UNESCO World Heritage site in northern Karnataka, India. It was a champion among the prominent urban systems on earth in its prime. It is found inside the apathy of Vijayanagara, the past capital of the Vijayanagara Kingdom.

Tourism can be the backbone of the destination but growth is not up to the projected level now, this is favorable to the local occupants due to several reasons. This is the era where taking more about responsible tourism and significantly community-based tourism is growing in the world. But in Hampi, it is yet to be planned and implemented.

Longitudinal research is particularly prescribed to have the capacity to follow the execution of shared arranging procedures and systems after collaborative planning (Jamal& Getz, 1995). In the emerging travel industry sector, it might be important to explicitly execute a community-based planning process and procedure along with an innovative structure to have a better association with the community as a responsible industry. In Hampi, the dimension of interest of the nearby network is ostensible. The positive social effect is likewise underneath the normal dimension.

A destination like Hampi can create and contribute tremendously to the growth and socio-economic growth of the region. The tourism industry in Hampi definitely can create a positive impact.

The study reveals about the herculean task to overcome the major barriers faced by the community if it is not done the inclusive approach with community engagement will fail (Aref,

Redzuan, & Gill, 2009). This paper provides information regarding the dimension of community ability and the awareness about the travel industry improvement and checks the obstructions to indulge into the travel and tourism industry.

1.3 Background

There is no doubt, the ambiguous predictions regarding the contributions of tourism sector toward the GDP of India would be wrong, as the huge potential resources pertaining to tourism in the country is not yet explored. The existing heritage resource has more scope to meet the goal and vision of the industry as soon as possible. A state like Karnataka is really blessed with the huge number of heritage resources which are even classified under the track of World Heritage sites. Effective organization and management of such resources are major challenges. Maybe because of the inefficient management or lack of sufficient funding it could not accomplish the target. The government tourism department is acting as DMO and meeting the essential requirements in the heritage destinations and that is highly appreciable as well.

In this millennium, people talk about responsible tourism and answerable leisure while enjoying holiday moments. A backwater destination called 'Kumarakom' located in Kerala state and is declared itself as the first responsible destination in the country.

The responsible tourism initiatives at the state level and neighborhood level are then portrayed featuring the 'how' of the usage and the effect that it has delivered. The inclusive approach followed by the state and acceptance level of the community leads to the successful translation of responsible tourism principles to practices (Chettiparamb & Kokkranikal, 2012).

Such a methodology is stood out from one that places confidence in the voluntary adoption of 'responsible' practices by the private sector on its own. It is contended that responsible tourism might bring dynamic possibilities to develop the downtrodden terrain is depicted against different types of the travel industry. The point is to create the travel industry in a way in which it benefits the resident network legitimately and has the negligible social and ecological effect.

The same can be replicated to a heritage site like Hampi by assuring that the villagers are part of tourism and related activities. Hundreds of heritage monuments in Hampi would be a potential resource for the local public as a stakeholder to get involved and receive these benefits. This study mainly focuses on the existing situation and invokes about the blockage that prevents the involvement of the community in tourism.

1.4 Statement of Problem

Hampi is a township and haven town considered as a UNESCO World Heritage Site in northern Karnataka, India. It was a hero among the most prosperous and most essential urban frameworks on earth of its prime. It is functioned inside the remnants of the city of Vijayanagara, the past capital of the Vijayanagara Empire.

The travel industry and network contribution: It is fundamental to distinguish the inclusion of nearby network and net investment in the travel industry undertakings. Modern industrial practices pertaining to tourism must have an inclusive approach in sensitizing the host community.

Hampi is an internationally popular destination and a known world heritage site of Karnataka state with enormous tourism growth potential. The site is a world-renowned expedition platform for domestic as well as foreign visitors. Many research studies were carried out by focusing on the various aspects of tourism and unique architectural excellence at Hampi. But there is still a vital need to identify various concerns of the local public for being part of the tourism industry in terms of employment and entrepreneurship.

Communities have to go through various obstructions which hamper their involvement in community-based enterprises. Lack of knowledge, communication, and very poor level of knowledge regarding the advantage of tourism are the major obstruction to incorporate the community into the industry. Also suggest that somebody should be there as a liaison officer, who can give or organize training for local people in tourism and other related management to make sure the involvement of community (Stone & Stone, 2011).

The economic output from the tourism industry is quite impressive at Hampi but the rural people are not being benefited effectively even while opportunities exist in the tourism industry to address their structural, economic and environmental challenges. This is thoroughly due to the lack of knowledge and awareness about the opportunities of employment available in the tourism industry, more importantly, deficiency of an inclusive approach or the non-existence of the community-based tourism model. The tourism promoters were ineffective in structuring the vital connection between the business activity and involvement of the community is below average. Therefore, superfluous support in these regions is very essential. Lack of effective communication is also a major barrier in remote locations.

1.5 Deficiencies in past literature

There are a number of articles or researches completed and available about community-based tourism in various dimensions. The existing studies show that the local authorities may not only emphasize the potential economic contribution of tourism to the community but also enhance residents' insight into indirect social values found from tourism growth. Such efforts are more important for those communities where direct economic benefits from tourism are not yet conspicuous for residents (Wang & Pfister, 2008). Responsible authorities or DMOs and their effective coordination are inevitable. Sufficient awareness programmes are required in order to create an attachment from the community side towards tourism and tourists.

But many of the authors failed to explore the core factors which are hindering the involvement of the local public participating in tourism activities, as a stakeholder, it is over disastrous to suggest measures to overcome such issues. Rather these articles focus on the role and functions of DMOs or authority. Additionally, the need to break down the truth and to figure or propose major key components are required to conquer these limitations to protect social heritages which are only the genuine replication of the rich social past(Gantait, Mohanty & Swamy, 2018). Particularly in a conspicuous world heritage goal like replication of past Hampi is the motto of our research.

Another major issue is the administration of the heritage goal. Certainly, it is a massive errand for the specialists in the province of Karnataka conservation of the travel industry goals. HKR the travel industry destinations and landmarks are inadequately overseen. Regional

Tourism Board (RTB) under Hyderabad Karnataka Development Board ought to accept its obligation and all the liability (Agadi & Sinnoor, 2014).

This research endeavors to see, how it's very own inhabitants see Hyderabad Karnataka Region (HKR) as a Tourist Destination in contrast with the rest of Karnataka. The examination proposes that Preservation, advancement, and support of goal ought to be done on the criticalness premise.

1.6 Purpose of the Study

There should be a set of guidelines for portraying heritage zones, and Development Control Regulations on lines of Hampi World Heritage Regulations for legitimate arranging and safeguarding of heritage zones in the City of Mysore. The absence of attention to the two authorities and proprietors of the private structures is the featuring downside which frequently prompts decimation and fabricated changes.

Additionally, it recommends giving due weight on making more noteworthy mindfulness available among the general population that incorporates information, education, communication, heritage walk, opportunity walk, road plays, light and sound shows, Tonga visit, heritage celebrations, heritage grants, heritage paper for advancing successful administration and protection of heritage territory.

Similarly, if the DMO could effectively plan and propose small projects to assure community involvement at Hampi, it would really be appreciated and will create a platform to establish a local infrastructure empowerment strategy. This revision analyses the present scenario

and the available opportunities to do the same in order to materialize the concept of CBT and responsible tourism.

1.7 Significance of the Study

“The opportunities and engagement of own residents in tourism activities at Hampi are not up to the expected level. The study reveals the importance of this industrial sector in economic development, as it covers the major attributes of growth indicators such as multiplier effect and foreign exchange earnings via tourism”.

Normally, tourism can create positive as well as negative influences on the local communities. The participation from the local public chooses the benefits and outlays prompted by the tourism activities. Due to lack of knowledge and awareness, most of the residents aren't concerned about the impending tourism activities near their village or dwelling. Even though the perspective is more in regard to the occupation openings and entrepreneurship, a good number of local people depend on subsistence agriculture. Through the study, it is witnessed that the local community cognizance level about tourism and its potential is below average and could not find suitable measure or inventiveness from the authorities to address such problems.

It is very hard to persuade and record the progress of the level of community involvement in tourism unless by guaranteeing basic education and unceasing awareness program through self-help groups and other bodies. Communication is an additional area to be enhanced as it is a significant element in the leisure business. Accurate decisions and insinuation of the same are very much indispensable to eliminate such issues. From the study, it is perceived that the local community is quite doomed with the attitudes of various authorities like Archaeological Survey of India and the state tourism department. Boards, agencies, and other key decision makers

should discuss the need for such initiatives to ensure the participation of local public in tourism promotion activities and bring them to the tourism segment. The potential of Hampi is huge but, there must be ample attention towards inhabitants while taking decisions pertaining to tourism.

1.8 Objectives of the study

The Study “Assessing Opportunities and Constraints of Community Engagement in Tourism Development at Hampi” is thoroughly focused on the empowerment of the local community at Hampi by engaging them in the field of tourism.

By observation and reviewing adequate literature, the scope of tourism in the present world is clearly established. Hampi is a renowned tourist location in Karnataka which is approved by UNESCO as a World Heritage Site. As a destination for having international acceptance, the involvement of the residents in the core sector seems feeble. So as to improve the dimension of interest of the people who are living nearby, adequate networking in the travel industry and to improve their standard of living by assuring the tourism-oriented job is the main aim of the study.

For attaining such aim, the study focuses on the objectives of assessing available opportunities for the local people to engage them with an inclusive approach and also look into the possibilities of the CBT model. The main barrier put forward in this study is lack of community participation due to operational, structure and cultural inefficiencies. The aforesaid has similarities with the existing conditions at Hampi (Aref & Redzuan, 2009). For reaching this aim the researcher had to address various strategies. So that the objectives of the study being framed according to the expectations of the researcher would reap the desired output which satisfies the society as a whole.

The objectives for the present study have been planned so as to understand the dynamics of community involvement in tourism and their benefits in Hampi.

These are:

- To identify the existing local tourism development strategies for local economic development.
- To analyze the opportunities and engagement of local communities in various tourism activities.
- To indicate an inclusive approach towards community participation through community-based tourism.

1.9 Hypothesis

Hypothesis of the study in accordance with the objectives of the research.

Hypothesis: 1

H0: There is no significant association between Occupation and income.

H1: There is a significant association between Occupation and income.

Hypothesis one has been taken from the study of (Rinzing Lama, 2014). In his study he tested whether the level of income can be improved by the involvement of NGOs by promoting and involving the residents and visitors in community based tourism while in this particular study focuses on the existing relationship between their present occupation and level of income

to substantiate that tourism has better income generating capacity. Chi-Square Test was the analysis method done with Hypothesis one.

Hypothesis: 2

H0: There is no difference of opinion about Investing in the tourism sector will improve the economic status between people who agree and disagree with Hampi Master Plan.

H1: There is a difference of opinion about investing in the tourism sector will improve the economic status between people who agree and disagree with Hampi Master Plan.

Hypothesis two is derived from the study of (Nitikasetsoontorn, 2015). This study deals with a similar hypothesis test regarding the sharing of benefits from the outputs of government plans as well as local ownership will improve the standard of the community or not. Here in this particular study assess the acceptance level of government's developmental strategy (Hampi Master Plan) is successful or not in Hampi as well as the level of interest of own residents towards investment in tourism segment instead of local ownership. An Independent T- Test is carried out for testing the hypothesis two in this study.

1.10 Chapterisation

Chapterisation is nothing other than the taxonomy of the pattern of the research. It is an efficient method for arranging the investigation and will continually challenge the analyst to assume liability for the research and to act dutifully in assisting the researcher to keep and stay the course. It helps the researcher to stay organized, and assists in the consequent streaming of inventiveness and the acquiring and ordering of more thoughts. The study work has been

classified into five chapters. The first one 'Introduction' draws out the significance of the examination and states its goals and motives.

It also covers an overview of Hampi, a prospectus of Indian tourism, study background, explanatory statement regarding the problems of the study, research purpose, study implication and major objectives set for the study. The second chapter exclusively deals with the review of literature, as such the literature review has been classified into three major categories namely Challenges and issues of community participation, gateways opened for local community and Community-based tourism with an inclusive approach. Chapter two ends with a brief summary of all the literature reviewed for this research and also explains the research gap.

'Report on the present investigation' is the title given to the third chapter and this chapter deals with the core research aspects pertaining to this study. It includes operational definitions, research design, and research method, constructs measurement, target population, sampling plan, data normality test, pilot study and the chapter concluding with reliability statistics.

The fourth chapter is about 'results and discussions' which cover demographic characteristics and socioeconomic factors. Various statistical 'analysis' and its result used for making the solutions and justifying objectives are mentioned in this chapter and this is the core part of this research work. Chapter five is titled 'Summary and Conclusion'. This chapter consists of the Conclusion, limitations of the investigation&recommendation for future study. The entire dissertation work ends with bibliography and annexure.

Chapter 2

Review of Literature

2.1 Introduction

The main intention of the literature review is to survey previous studies and observe their findings. The literature review is considered acceptable for investigators to educate them with prevailing research proceeding to collecting their own data for the proposed study. The effort was taken for collecting information pertaining to community-based tourism exclusively in connection with Hampi. But unfortunately, observed and figure out only a few articles were published about the aforementioned. However, an ample number of general articles about the mentioned study have been identified and few of them included in this study. The collected articles give a clear-cut image on the various aspects included in the study such as Challenges and issues of community participation, Opportunities for Local Community and Inclusive Approach in Community Based Tourism.

Hampi celebration is a social spectacle on the move, dramatization, music, firecrackers, and Marvelousparades all consolidated to reproduce the greatness of a former period. It has enormous undiscovered potential from social as well as monetary viewpoint (Durgamohan 2015). Here it is crystal clear that the wonderful opportunity for the local public who live in and around Hampi to showcase the cultural diversity is possible. And that may be an occasion to earn monetarily during the festival.

Heritage management by the authorities has been recognized as a key problem through various studies which also could reduce the capability and voices of the homegrown community.(LeDuc, 2012). A seriousinterrogation that all researchers and experts of heritage must ruminate: For whom, for what and whose heritage has to be protected? (Shepherd, 2006).

2.2 Challenges and issues of community participation

The first endeavor insensible to the movement of business organizing should be to take a gander at the current condition concerning system backing and a short time later to exhibit the exercises that are required to propel it (Okazaki, 2008). The model identifies the ongoing requirements of the study and generates necessaryrecommendations for further perfection. On account at this juncture that CBT has been frequently advocated, there have been few directives on how this might be accomplished in preparation successfully. The paper talks about a number of complications, including conflicts with non-indigenous shareholders caused at Palawan, Philippines

Local authorities' highlights how the economic condition of the village gets revived with presents of effective tourism schemes. It also assures growth with social values and responsibilities. Those initiatives are highlysignificant for thenatives where receive undeviatingcommercialaids from tourism are not yet conspicuous for residents (Yasong & Pfiste, 2008). The article stipulates the points as to when an assortment of principles is deemed significant by occupants and involves individual benefits and behavioral code of individuals towards leisure industry development.

Various open doors like the vital area of the CBT destinations, an uplifting frame of mind of the CBT members towards CBT, friendliness of the neighborhood network, and the

extraordinary potential of the travel industry, assets of the territory are recognized as progress factors for CBT improvement in the region (Tamir, 2015).

The research discloses how numerous tests have been practiced in the execution and running of research projects based on CBT. Ignorance, poor interest, and perception of residents towards CBT, poor confidence of the homegrown towards CBT, engagement over source entrepreneurship, capacity glitches of the straight partakers CBT, coordination and understanding between stakeholders were identified as challenges of CBT.

This research strives to establish that local resources facing various challenges as well as opportunities and wishes to be managed suitably as tourism assets, they need to be fully included in the facilitation programme aimed at favoring community capacity building (Jugmohan, Steyn & Spencer, 2016).

There is enough potential for CBT to revive the local community but at the same time, each opportunity has its own barriers too like two sides of a coin. Most of the authors' list out the reasons in their studies but effective and practical solutions is not clearly presented.

The notion behind the examination is to explicitly research the difficulties and state changes in improving regular and social travel industry resources and other foundations in CBT improvement. Individuals perceive that shortcoming of a framework is deterrent to CBT advancement, so the appropriate building is an applicable, and potentially the key factor that could upgrade CBT's long haul manageability favoring (improving) legitimate administration of the regular and social resources.

Community participation generatesample opportunities for community development (Aref & Redzuan, 2008). The main barrier put forward in this study is the lack of community participation due to poor level of education, nature of homegrownregarding tourism and related activities and lack of backing and funding from the authorities and government. The aforesaid has similarities with the existing conditions at Hampi.

The interviewees cited several obstacles regarding effective engagement with the local Authorities, including lack of focus on tourism planning and development (Siti-Nabiha & Saad, 2015). This paper plainly draws out the lamentable activities and duties of the huge number of government, state and nearby authorities elementswhich are correlated with the travel&leisure industry and network contribution .The discoveries uncovered that the current commitment process with the local authorities are inadequate and insufficient, and the key hindrance to progress is the questionable jobs and improvement, likewise absence of clear travel industry methodology at the state and nearby dimensions is exacerbated by non-existent or inadequate long term plans for tourism development and numerous of governmental organizations with unclear or overlapping responsibilities for tourism planning and development. The previous article by Fairborn also discusses this operational inefficiency that is prevalent.

The hypothetical and practical parts of this paper put more weight on the abandoned issue of integrating community views in tourism planning and development. The complete aftereffect of this investigation may emulate frames of mind of local government (benefactor), neighborhood offices and the private area towards improvement, which is over-incorporated molded by supporter customer relationship and non-participative in nature (Tosun, 2004).

Hampi was not only a distinctive vestige of medieval trade and commerce but also a unique religious center collapsed due to the invasion of Muslim rulers from Hyderabad (Fritz & Michell, 2012). This study outlines the scope to discover methods to reestablish the bazaar to special trading malls and markets which valuing the antique piece of the porticos. The research also describes the wrecks of Hampi Bazar detached from its renowned past.

On contrary, there is a degree for restoring the past culture by reestablishing the Hampi Bazaar is also referenced in this paper. The idea of a heritage item, advancement, and foundation which are thought to have a noteworthy association with difficulties in the business (Norudinet, Arnie, Ahmad & Che Mat, 2011). This investigation centers around a few who chose the build that is related to the travel industry challenges in the territory of Terengganu. Here it clearly represents the needs of social overhead capital and its relation with tourism products. Without proper government support, such investments won't come easily. Both the articles illuminate the urgency about the safeguarding of heritage resources.

Another central point in the reinstallation of the Hampi Bazaar is referenced in this paper. In light of such activities can guarantee the cooperation and inclusion of the community network (John & Michell, 2012). This paper throws light on the worldwide status of heritage destinations and landmarks in India and furthermore also attempts to make sense of the rising difficulties in the heritage conservation in this nation.

Besides this, the paper draws in major vital systems required to conquer these limitations to save our social heritages which are only the genuine replication of our rich social past (Gantait, Mohanty & Swamy, 2018). Exhibition of how the occupants of a vanishing settlement

reacted to the specialists' method for envisioning and taking care of the site by utilizing distinctive practices of handling is the key questions raised in his paper (Bloch, 2017).

This paper presents how the official portrayal of Hampi's scene, made by archaeologists and the travel industry masters, uncover this frenzy. The article depends on ethnographic hands-on work led in Hampi, detailing the guidelines made by ASI and other mindful specialists and how this may antagonistically be influencing the host network.

The absence of sound showcasing and limited time methodologies, absence of steady foundation awful streets, ill-advised wellbeing and sterile focuses, communication gaps are the main issues faced by Tourism Industry in Karnataka propounded by (Anitha & Chandrashekara, 2018). The study also addresses the need for a well-monitored and sound policy of the state government towards the long run development of tourism segment in Karnataka. Lack of knowledge about distinct attractions and non-implementation of legislative law leads to the slowdown of village tourism are the major observations of this study. At present Hampi is also facing and experiencing a sense of bitterness that arises with a poor level of awareness about the growth potential of tourism at Hampi.

It is essential to harmonize the growth guidelines of the sustainable destination with regard to decrease variances between shareholders. The major problem is in thereorganization of motive and legitimate regulations for the comforts of the partakers in the zones of attractions (Miočić & Tomislav, 2016). The corporation of local stakeholders is much essential for the sustainability of the destination.

Intergenerational and generational value, substituting alternatives of inordinate centralization with types of interstate collaboration and associations among partnerships and

organizations, governments and neighborhood networks will prompt financial development by means of the travel industry. It pinpoints on the importance of tactical planning and effective utilization of government fund (Popescu, 2014). According to Delia, gear effective planning is essential and the need for partnerships between corporations, business organizations, government's authorities, and local people are inevitable. Here it specifically meant that overall development is possible only when there is an adequate linkage between all the stakeholders.

Network commitment and the effect of advancement must be given high discernment as the absence of network acknowledgement can have an antagonistic impact on any improvement; and it shows a requirement for the travel industry advancement and mindfulness (Kolawole & Martin, 2012). This paper anyway prescribes that there should be sufficient awareness creating programs in order to create an attachment from the community side towards tourism and tourists.

Both the articles resound in a similar tone while Martin addresses the need for awareness creation program and H Sharon describes the need for language proficiency. If both barriers are eliminated CBT will definitely be an ideal model for the socio-economic empowerment of the rural community.

The promoters were ineffective in structuring the vital connection between the business activity and the network in villages and therefore unfit to support the business in these regions. Lack of effective communication is also a major barrier in remote locations (Sharon, 2010). This paper also inspects how a remotely found network in the Arfak Mountains of West Papua beats these challenges and plans for the network-based travel industry (CBT) in their district. Communication is an exhausting barrier in this potential arena and the same issue is identified in the Hampi region as well. This paper describes the need for language proficiency.

CBET is nothing but community-based ecotourism (Khanal & Babar, 2007). The study prefers to utilize available tourism resources which have been gifted by Nature to tackle the level of poverty existing and to boost the conservation of cultural and natural resources as per the GMS countries Program which has been put forward as per the ten-year economic project. The ecotourism introduces many openings to maintain and uphold the importance of sustainability, and the possibilities of implementing approaches which flows towards a new direction. But it also mentions about the core hindrances and obstacles. It is beneficial for small countries which have proper planning bodies. Monitoring is much needed for producing the desired output. Thailand is one of the better performers among the GMS countries. Environmental damage, sex tourism and indigenous people becoming vulnerable were the major obstacles and those problems were never addressed as well.

2.3 Opportunities for Local Community

The successful organization of heritage tourism in Karnataka is purely depends on the joint effort of public and private along with the support of state government. Also need to create awareness among the villagers regarding the importance of heritage and tourism potential of the destination (Anitha & Chandrashekara, 2017).

Heritage sites face lots of problems and that too because of various issues like lack of proper planning, unwanted interference of the local people, undefined boundaries, very less information and signage boards for tourists, basic hygienic facilities at tourist destinations, absence of data for visitors, absence of clean offices at traveler goals, absence of sound showcasing procedure, ecological pollution, absence of open – private association, etc. Challenges in arranging, managing and executing guidelines, poor support of heritage focuses,

deprived professionalism in guide services, poor supervision and controlling and absence of effective national schemes and strict measures are few primary reasons among them.

CBT is not a remedy and cannot be considered as an answer, but it should be a key to stimulate the developments in backward sections of the society (Andrea & Kalis, 2012). CBT has been considered as the interphase which connects community's own cultural excellence and the strategic development schemes introduced by the authorities. for the smooth functioning of both the factors CBT is the apt solution.

Regardless of the marvelous development in the travel industry all around the world down the years, and the anticipated development is yet to come to Hampi. Moreover, there is a requirement for more methodologies to be defined that can empower more interest and contribution, for example, the local travel industry and network-based the travel industry (Sakhile & Tichaawa, 2017).

The results are thus imperative, especially in the system of sustaining another sort of the travel industry advancement in nations like Zimbabwe and through its current 'resurrection' efforts to transpose the travel industry as part of a vital division that manages employment opportunities for residents and drive neighborhood monetary development and dynamic motivation. The conclusion of the host network and their suppositions about the travel industry advancement is imperative for any administration or private division that seeks to drive improvement activity.

All articles discuss different platforms that the local community can engage, which might bring considerable change in their standard of living. But here again, most of the authors

discloses the problems like lack of awareness of the stakeholders and insufficient support from the government.

The homegrown entrepreneurs initiate new startups only based on the recent success stories. The study anticipates a positive result from local business units and will create a sense of entrepreneurship among the natives. This would create better ideas for the homegrown regarding investment & preserving the cultural heritage. This paper advocates the positive impact of inclusive approach or local participation in the economic growth of San Antonio. It also highlights the significance of the inclusion of the community in decision making (Dogane, 2013)

Managing a destination can be presented as a tactical management practiced by the DMO such as linking performers to other corporates through interaction (Merilainen & Lemmetyinen, 2011). The future of tourism destinations is really in the hand on DMOs and their contribution to the effective development is essential to achieve the goals both individual and organizational at large.

It is necessary to be carried out and can be converted as well to include, like manual or textile sellers but no one is termed' clearly (Joppe, 1996). The profound outcome of the investigation is stakeholder's involvement in public-private partnerships that has widespread implications about the progress of tourism (Vijayanand, 2013). This paper scans the local communities' notion about the impact on stakeholders and public-private partnerships part in tourism organization.

According to Vijayanand (2013) the evergreen opportunities available to the host community through CBT model give due importance to public-private participation which reduces the rigidity of the rules and regulations. But Selvakumar & Thangaraju (2016) puts more

effort in bringing the participation of youth into the industry. If the young guns of the economy thrive into the industry, then the community development and sustainability won't remain a question mark anymore.

Issues of waste transfer, fire calamities, wrongdoing, an absence of data are the major difficulties addressed in this paper. Weaving action additionally seems to have to prevail with regards to producing mindfulness especially among the young of the network (Selvakumar & Thangaraju, 2016).

The submersion of youngsters will guarantee that the customary abilities won't evaporate and in this manner and will keep on being intrinsic by who and what is to come in the future. This model reflects social connections principally as trades of merchandise and ventures between nearby networks and guests (Sita & Mohd, 2012). This study stresses the need of language proficiency and importance of language in homestay promotion for avoiding community exclusion and also for promoting active participation from the host community through an inclusive approach language is always an in excludable component.

The undertaking provides guidance on the issues that have to be kept an eye on while making Community-Based Tourism (CBT) practices directed by close-by systems in common and national regions. Articles, UK, (2015) it features the handy contemplations when anticipating and receiving CBT drawing on the experience of CBT actions. An absence of foundation, an absence of money related reasonability, the absence of advertising limit were the significant limitations tended to here.

This original copy also takes a gander at the highlights of network-based travel industry as it alludes to Thailand, and proposes the selection of an operational wording applicable to the

practices observed without compromising its principles (Boonratana2010) His study advocates the linkage between natives and sustainable tourism progress is non-excludable in nature.

Efforts on how local promoters and guides can turn into the representatives of common traditional heritage and assess how the residents respond to their descriptions and practices (Salazar, 2011). For the study keywords which he has used is cultural tourism; community and tour guiding, all this evokes the theme of an inclusive approach to enhance the level of community participation. This paper gives much importance to local tour guides in CBT especially in the area of cultural tourism.

The educational intensity of the development business, portrayals of social heritage have direct progressions on the general public and frameworks that are being appeared, and bent (Salazar, 2011). This paper indirectly raises doubt about the long-term value of short-term projects initiated by peripheral agencies and stresses the need for appropriate exit/handover tactics to be created between the completion of the projects.

The Hampi Development Authority plays a strategic role in promoting tourism in Karnataka by meticulously following the guidelines and suggestions of UNESCO (Pakkeerappa&Thomas, 2006), discuss a few issues pertaining to accommodation, lack of sufficient guides and misbehavior from the local community. Even though the work done by the HDA is really appreciating while the time, author gives significant suggestions for the betterment of the situation.

Local and remote sightseers did not have various fulfilment in value, spot, and advancement advertising methodologies of Hampi (Gunarekha & Binoy, 2017). The examination figures out the huge contrast in item methodology among home and outside vacationers. It

reverted that the domestic tourists were more pleased with the product strategy of Hampi tourism industry than foreign tourists.

Gunarekha & Binoy (2017) and Varghese (2013) illuminate the widespread scope of market expansion through structural adjustments such as involvement of DMOs proposed by Varghese in her paper while Gunarekha moves with strategic planning which creates both domestic and foreign demand for the tourism products.

Another worldview for skilled goal is to expand on the expert competency through DMOs and anticipate the future challenges (Varghese 2013), this examination recognizes and the pass is on esteem expansion in an organized domain through DMOs. The study completely focused on stakeholders like public authorities, private individuals, NGOs, Trusts & the local community. Destination marketing is recognized as a pre-emptive function, visitor aligned method to the monetary and cultural advancement of a destination might modulate and assimilate the interests of guests, packagesuppliers & the public. This study concludes that DMOs will provide better leadership rather than government and other responsible authorities. This model also can be used as a tool in Hampi for improving community engagement.

Encouragement from segments of tour operators on behalf of empowering resident's participation will expand the possibilities for proving local jobs and if it is not so the operations of the organizations will tend to minimize local profit leakage (Uma & Bettanaika, 2014). The paper exclaims that adventure tourism is a comfortable market with the potential for substantial economic growth opportunities and adventure tourism can reverse cycles of poverty by creating economic reimbursements through both domestic and external shareholders to support a particular economy.

Potential for tourism in archaeological and protected resources located at Hampi is huge (Binoy & Naveen, 2018). This investigation concentrates on handling the visitors' influence on archaeological heritage sites, monitor and assess the customer's deeds and acts through a projected sustainable visitor management system model will boost the possibilities to defend the archaeological treasured assets for the coming generation without curbing the current visitor's need.

Cultural tourism, it is connected with events such as cultural shows; curio shops, and handcraft sales which not at all bothers education. Such types of ancillary revenues will go to the hands of the natives via CBT. The level of training imparted by the community will enhance their knowledge level and degree of responsiveness and it will result in decision making (Lama, 2014). High level of education is not necessary and not required for taking up certain kind of jobs. Lama says that it is possible to incorporate local residents by identifying and creating employment opportunities which are possible and suitable for the local public.

Agadi & Lama show ample opportunities in the tourism industry. Ramesh suggests if authorities' involvement is effective then the output will be doubled as well as the sustainability also can be maintained while Lama proposed native community should partake in decision-making processes.

The extremely aggravating issue is safeguarding of the travel industry goals especially in Hyderabad Karnataka Region HKR, the travel industry locales and landmarks that are ineffectively overseen. Provincial Tourism Board (RTB) or RTE under Hyderabad Karnataka Development Board should assume and reduce the liability (Agadi & Sinnoor, 2014). This article endeavors to see, how its own inhabitants see the Hyderabad Karnataka Region (HKR) as

Tourist Destination in contrast with the rest of Karnataka. The investigation proposes that preservation, improvement, and support of the goal ought to be done on this premise.

The key apprehensions of the local residents are about the site, their level of immersion, “ownership” of the site, proportion of homegrown community and outsiders, ideas and concerns about dealing the site. All these constitute appropriate agenda items (Hampton 2004).

This article tries to examine some of the complex, nested relations among host communities, listen to the natives who live in and around attractions. A community should have the feeling of owning the destination and its attractions and this may help the local public to contribute more to the development of tourism while earning from the same for their livelihood. These above-mentioned articles came with the scope of community entrepreneurship which leads to economic development.

Community-Based tourism is projected as a tool for community development and environmental safeguarding. With this background, it is understandable to apply a holistic view of the five principal aspects of community development and they are economic, social, environmental, political and cultural aspects. Community-Based Tourism Handbook Tourism Authority of Thailand (1997).

2.4 Community Based Tourism and Inclusive Approach

To ensure the consistency of this venture, MSI plans to recuperate original data and skills, develop participatory standard studies and built-in monitoring methods to guarantee and work in line with the principles of the Declaration. EQUATIONS (2008). Tiring obstacles related to providing training for the youth in communication, especially in English. There were issue like

briefing them on aspects of cleanliness, food & water safety, trash assortment, emerging managerial aids and ultimately implanting self-confidence in natives is also encouraged. The developmental lags that need to be addressed are about sorting inter-village rivalries, fetching in bigger parity and converting this inventiveness from a people's movement mindset to business perspective.

Chaudhary, Lama and the essay by EQUATIONS (2008), highlight the behavioral change with respect to age and also advocates the need for sound infrastructure facilities. Rinsing reveals that the language barrier is there as well as a lack of youth participation. Chaudhry also agrees with the problem they are facing with regard to language.

Local community has to be reinvigorated towards the long run consistency of CBT in future. The foremost constraint faced by the tourist is the communication gap they need translators or professional guides for effective interaction but these professionals won't be available at all situations (Chaudhary & Lamama 2014). This investigation says that the interest of youth from the nearby network in the travel industry is stumpy and 60 % of the adolescents are not associated with CBT because of different reasons.

Developing tourism will necessitate a long-term planning and vision, and realistic opportunities of both development as well as industries might contribute to improving the region's commercial performance, even if in the short-term (Stone, 2012).

In Hampi, it is essential to launch appropriate collaborative structures with the existing destination and leisure package promoters with the local stakeholders for ensuring the exact engagement of local community to assist with managerial tourism development procedures and tourism planning to produce a distinguishing local destination product to the benefit of all.

A structural renovation is advocated by both the papers, responsible authority and even NGOs have to take the lead role to create awareness among the local community (Dabphet, Scott & Ruhanen, 2012). They also pinpoint the role of DMOs in his paper stating that they all are focusing on the structural, administrative and strategic plan put forward by the authorities.

From this contextual analysis, it is reasoned that neighborhood support modes are identified with the distinctive institutional courses of action and diverse phases of the travel industry improvement at a site, so there is no all-inclusive mode appropriate all over the place in any case, the present mode in the JBR is probably going to be one of a progression of fundamental stages for resident interest as in visiting the extended nature holds in China. Besides, being associated with basic leadership it is just a single one of the approaches used to guarantee nearby networks and get the benefits of ecotourism, and not an objective in it (Li, 2006).

This examination says the lack of concern and the low dimension of mindfulness among the community network prompts constrained limit of destitute individuals and their expectation for everyday comforts in many creating nations. And furthermore affirms that just worldwide organizations and extensive scale national capital receive the bulk of rewards related to the business (Tosun, 2004). The connection between the above-mentioned case and present scenario at Hampi because the participation level of the local public is very low due to lack of awareness even as corporates are reaping ample benefits from the industry.

Without the help of community networks, the supportability of the travel industry is sketchy (Dabphetetal., 2012). This study propounds the stakeholder theory evaluating the type of tourism stakeholders and their characteristics in instigating the idea of CBT. It also suggests the

significance of NGOs and various other organizations as DMOs to ensure socio-economic development, by assuring the local community engagement. The mentioned theory is apt for Hampi development but the existing practice is not such an effective one.

A paper by Nagaraju, L. G & Chandrashekara, B. (2014) aims to figure out the impact of agro-tourism prospects in Karnataka as well as to ensure the creation of job opportunities and generation of extra income through agricultural tourism. Major findings of the studies are poor infrastructure as well as low-quality hygiene and basic facilities for foreign and urban visitors. Majority of farmers have small size land holdings, low-quality land and no access for credit and irrigation. Lack of awareness and lack of perfect knowledge also affects its marketing potential.

The study conducted by Chandrashekhara, Y. (2018) also pinpointed the impact of agro-tourism in Karnataka state. Majority of farmers in Karnataka are dwarf landowners have realized the need to supplement their insufficient earning from the primary sector. This paper discusses the ample opportunities which are open to the agrarian community, whereby they can build a strong base for leading a qualitative life. Here also the lack of perfect knowledge and poor awareness level of the people about agro tourism hampers the marketing potential and is mentioned in Nagaraju, L. G., & Chandrashekara, B. (2014) paper as well.

CBT as a strategy is exclusively for the world-class sustainable tourism development related on professionalism (Maythawin&Thadaniti,2015). Preferment of local culture through the divergence of tourism attractions, precaution for natural disasters, to earn tourists' trust in tourism, improvement of the safety zone and protecting lives and possessions of tourists and also residents are the main suggestions put forth by this study for enhancing and implementing effective CBT model at Patong beach.

Well-developed hosts and guest's relationships integrate local tourism development with national planning (Singh, 2013). This paper advances a strategy for developing sustainable tourism through community inclination in the policymaking process. It is an effort to integrate CBT planning with marketing strategies, which obviously helps in the optimal utilization of underutilized/unutilized community-based resources.

The immediate, upstream, and downstream enterprises associated with the travel industry exercises have the potential for making sectorial linkages and monetary open doors in the regions also (Elazigue, 2011). The investigation points the importance of this industrial sector in economic development, as this paper covers the major attributes of growth indicators such as multiplier effect and foreign exchange earnings via tourism. Without any doubt, it can suggest that tourism could be a potential source of revenue which provides opportunities for local economic development.

Comprehension of community network and cooperation among the travel industry for the improvement by uniting viewpoints from the grassroots is inevitable (Muganda, Sirima & Ezra, 2013). This study shows the residents acknowledge the need to participate in tourism policymaking procedure regardless of their educational excellence. The study suggests that before framing the policies, natives have to be referred then only the outcome (the policy) meets stakeholder's actual requirements. If this suggestion is applied at Hampi it will significantly reflect in the socio-economic progress of the local community.

Ecotourism and manageability demonstrate a commonly helpful relationship when the network is consolidated in the improvement of ecotourism ventures, as shown in by (Fonsec,

2012). The examination talks about the job neighborhood network in the supportability of the ecotourism industry.

There is a need to advance point by point guidelines for depicting heritage zones, and Development Control Regulations on lines of Hampi World Heritage Regulations for legitimate arranging and protection heritage territories in the City of Mysore', proposed by (Shankar & Swamy 2013). Meager awareness between officials and proprietors of private buildings is the highlighted as a drawback which often leads to flattening and built revolutions. This paper recommends giving due weight on making more prominent mindfulness among the general population that incorporates Information, Edification, effective interaction, heritage walk, opportunity walk, street plays, cultural carnivals and expos, Tonga visit, traditional celebrations, heritage grants, heritage paper for advancing successful administration and fortification of the heritage region.

These articles figure out the different arena where the community can excel in the industry, on contrast all the other papers similarly stress on the poor and pathetic condition of their language proficiency as well as their ignorance towards this potential industry due to their low level of awareness.

Strengthening women through the travel industry gives perplexing circumstance possibilities and difficulties complicatedly weaved together (Manisha, 2011). The viewpoint of the investigator, paper is to unpack the problems and empower the female community in the backward regions through tourism. If the weaker section is empowered, then the ultimate output will be doubled. So this paper propagates the idea of community development is possible through women empowerment. It also discusses the possibilities and difficulties entailed.

'Heritage Walk' is a potential tool which often enhance the knowledge level of the traveler either by his own exploration or by the description and significance of the place is highlighted by the tour guide through the walk.

(Joby, 2010). By using an innovative concept like 'Heritage Walk' it can be made enjoyable and can be a learning experience for participants. For students, this is more important as it will not only boost the study of history but also highlight the serious need for the safeguarding our built heritage culture. If such models were implemented at Hampi then it will be a better platform for unrestricted community engagement within the industry.

Homestay business would enhance the social unity among the humanities through CBT (Kaur, Jawaid, & Othman 2016). This study clinches the thought that CBT has momentous control over community development. The main notion of writing managerial implication is to recommend how to improve the mileage of CBT through the homestay business. This study opens the door to the local communities at Hampi for a startup in the homestay industry.

Thomas and Kaur, Jawaid and Othman (2016) have intense faith in the CBT model and they plead through their paper to bring new strategies to improve the level of community participation. They first suggest 'Heritage Walk' and the other suggestions are Homestay promotions.

CBT model suggests that travel policy making have to be framed according to the exact requirement of the community which will give the desired output to the commons. Then only the concept of CBT will create a positive impact in the minds of the ordinary community. Other wise the framed policies will remain in one end and the expectations of the homegrown people will have stood in the extreme opposite end.(Pinel, 2018)

Here the opinion of Kirsty Black, Pineland David, they advocate that CBT will boost the community development while Kristy proposes about the exploitative phase of CBT which disturbs the stability of the economy as well as the industrial output. Usually, CBT gives emphases on how to allocate the scarce to the fullest.

CBT evades the improvement of local resident's social democratic practice of social righteousness and resident's enablement, (Craig,2003). Instead, CBT emphases on maltreating the economic consistency of the industry. This is done through legitimating the travel industry improvement as locally careful and in the network's mindfulness. Applying the intuitions from community development could help CBT protagonists in their pursuit for a socially just tourism industry (Blackstock, 2005)

Very poor level of understanding among the local community won't help in involving them in various activities. Upgrading the educational expertise on a quick basis is not practical but an inclusive approach with regular training might help to bring a certain sections of the community gradually. Centralization of public administration, lack of synchronization among individual and government sectors, lack of suitable legal system is essential for assuring the community partaking in tourism activities (Phanumat et al., 2015).

Here also the paper pinpoints the fact of poor awareness level of the host community as the factor behind their exclusion from the tourism industry

Create awareness in the home-grown for tourism development is essential. This will create employment, reduce the unemployment rate, raises the income level and invites socio-

economic growth. One should also consider the role of associations and cultural clubs in organizing annual and seasonal festivals for selling heritage and local products. Another option is to increase government funding to encourage the local community's involvement in small and medium projects of sustainable tourism development (Fandi, 2015).

The low level of host community's involvement in tourism and their respective branches as strictly due to their poor standard of knowledge about the growth potential of the travel industry in their overall development (Brokaj, 2014).

The divergence exists between the knowledge level of the people and local governance reduces the transformation of ideas towards the budding of tourism into practical aspect and outcomes. Other constraints bared by the authorities regarding the execution of sustainable tourism principles are dependent on the varying mentality of the individuals or definite sections in a society (Brokaj, 2014).

Responsible tourism industry always assures the sustainable development of the community so that it can be handed over to future generations as well. Here the problem is to create and ensure the awareness level of various stakeholders including the local community because it is highly difficult to have any development without the effective partaking of the public.

A sound inclusive travel marketing plan can prevent the flow of rural population to an urban area. This research covers up the significance of rural tourism in India, and how rural tourism can help the rural society (Nagaraju & Chandrashekara, 2014). How to get targeted output from rural resources and it can be maximized through a sound planning model is

suggested by Chandrashekhara in this paper. It might generate revenue from urban to the rural economy.

Both the articles propound the importance of community engagement and without their active and effective involvement, the sustainability of the tourism industry is questionable.

Individuals living in networks with more elevated amounts of the travel industry advancement have the most grounded feeling of a network connection; however, those who living in these networks additionally have the briefest residency in their locale (McCool & Martin, 1994). Here they talk about community attachment, attitudes, the length of development and also suggests the need for the sustainable development process.

2.5 Literature pertaining to Analysis and Hypothesis

This particular study explains the relationships between professed tourism impact magnitudes and the sense of well-being in particular life spheres depending on the tourism developmental stage. The analysis part and the methods used for the study invokes more about how the exogenous variables and endogenous variable should categorize to carry out the necessary tests and it also advocates certain test to prove the validity of the hypothesis especially about Chi-square test. The study also applied independent T-test, correlation, and standard deviation to bring out the expected study outcome. Positive externalities of tourism is pointedly subjective to the standard of living of the community (H1b: $\gamma = 0.40$, $p < 0.01$). Nonetheless, the living standard of community's life is not progressing as per the externalities (H2b: $\beta = 0.08$, $p < 0.01$). This test of hypothesis taken in this study and this example often helps the present study to frame its hypothesis for the Chi-square test (Kim, Uysal & Sirgy, 2013). The common variables used in this study are community participation, employment

opportunities, motivation, and certain demographic variables. This particular study helps the present research to finalize the statistical software for the required test and analysis, both the study has more or similar variables and the scales used in the questionnaire also having a 5-point Likert type scale & 2- point scale. For examine the consistency of the questionnaire Cronbach's alpha test was done in both the studies. This particular study gives the advice to go for the Statistical Package for Social Science (SPSS) for further analysis (Hung, Sirakaya-Turk, & Ingram, (2010).

The mentioned study gives more clarity about the framing of the hypothesis for the present study. The study carried out by Bagri examines the difference of opinion amongst the means of the dependent and independent variable. For this analysis, he mainly used the independent T-test and Analysis of Variance (ANOVA). This test will examine the hypothesis is significant or not. The P value is <0.05 then the H_0 will be get rejected and the hypothesis will give the significant output. Bagri used one -way ANOVA analysis with the assumption that the perceived impacts of tourism do not differ across the gender of local residents in his study, such that the present study framed its hypothesis on the requirement mentioned in the study according to these references(Bagri & Kala, 2016).

The study explains weather there is any association between local's attitudes respect to tourism and backing for core tourism development options. In addition, nature and aids for empowerment in seven assortedpublics are equated. The question values which are used in this study include degrees of the agreement which are of 5-point Likert scale. This study invokes the idea of simplifying the analysis by extracting common factors from Factor analysis to conduct means test and which is done in the present study by assessing the difference of opinion amongst the averages of the common factor with respect to an independent variable. This process saves

time by considering the means of commonalities rather than analyzing means of all the individual variables required for the analysis (Andereck & Vogt, 2000).

2.6 Summary of Literature

Literature review authenticates the need for an inclusive approach for rural community welfare while planning and developing tourism. It can provide most of the required details about the significance of responsible tourism as it can contribute towards the social development by assuring the engagement of the local public in various revenue generating tourism activities. Few articles about the testing of hypothesis and analysis are also reviewed. Almost 60 articles have been reviewed and few of them cite that there are opportunities for the local public but the effective engagement is lacking due to various reasons.

2.7 Research gap

Prioritized and socially responsible research is more essential in the modern world in order to assure the benefits especially to the needy people who are facing a challenging situation in their life. Voluntary research, authentic data and its analysis may help to achieve it (Carey, 2011). All the reviewed articles highlight the importance of the inclusive approach and the CBT model. These are the key factors which empower the underprivileged community to step into the mainstream. As the gap indicated in case of Hampi is the minimal rate of community partaking in the potential sector which is none other than the Tourism industry. In order to foster the community engagement, it is necessary to identify the possible opportunities available for them to enter into the tourism market and at the same time it is a dire need to assess the major factors that are responsible for their current exclusion. This particular study is framed accordingly to figure out the possibilities to improve home-grown involvement in the tourism sector at Hampi

by the way of an inclusive approach through CBT by addressing and tackling the leading obstacles in the path of the local residents towards the tourism industry in Hampi.

Chapter 3

Report on the Present Investigation

Chapter three presents a sketch of the entire research process. This chapter delivers information about the methods was used to complete this research and also explains the reasons for opting specific methods. Operational Definitions, Research design, Questionnaire, Data collection, Target population, and sampling plan are also mentioned in this chapter. Towards the end, there is a discussion of consistency and acceptance level of the questionnaire is given and it also discusses the way in which these two requirements were met in the current study.

3.1 Operational Definitions

3.1.1 Inclusive approach: The approach that involves the participation of local communities in tourism-related activities for their development. The tourism industry is caring and initiating more responsible activities to assure the involvement of local public and stakeholders in tourism-related activities, so that social and regional development is possible through tourism.

3.1.2 Collaboration: Linkages of various organizations and agencies for effective tourism development. It is essential to have better linkage and relationship between various service providers in order to guarantee better outcomes. Moreover, the mutual understating between stakeholders is very important in a destination like Hampi.

3.1.3 Challenges: Obstacles faced by the community to engage in the leisure industry. There are various factors which are blocking the common public to a beneficiary of tourism in Hampi. To a certain extent, the decisions by the government also are hindrances for the local public to be part

of the tourism sector and get benefited. There are many challenges like level of education, awareness level, availability of skills training and language is also a major barrier.

3.1.4 Opportunities: Various prospects are available to the local community for livelihood through tourism. A destination like Hampi, having many chances to incorporate skilled and unskilled employees in various areas of the tourism and hospitality industry should be encouraged. By keeping in mind the responsibility of the tourism industry towards community development at large.

3.1.5 Community: Local public who are living in the rural areas of Hampi are supposed to be benefitted by engaging in various tourism activities. The community who live near Hampi should be the first beneficiaries and are referred to as community throughout the report. Anyhow it is observed that privileges and rights given to the local community are not up to the expected level.

3.1.6 Heritage Tourism: All tourism activities conducted in and around Hampi in connection with its heritage resources for offering various tourism products can be considered as heritage tourism activities. These heritage resources are the core attraction for the Hampi group of monuments

3.1.7 Agri-Tourism: Tourism activities can be organized and offered to the tourists in Hampi by using its existing agricultural resources. There is no doubt heritage resource marketing is the fast-growing and prominent tourism activity and contributing to the tourism sector and economy largely. But it's not contributing much to the society directly. Majority of the local people depend on agriculture for livelihood so there are possibilities to have agriculture-related tourism which may help local public also to be part of the tourism industry.

3.2 Research design

The research design defines the structural scheme that can choose to assimilate the several constituents of the study in a coherent and reasonable way thereby the researcher can disclose the research problem effectively. A survey design was carried out for this study. Wherein a simple random sampling method is adopted for data collection. A quantitative data collection strategy was used with the support of a structured questionnaire.

3.3 Research method

The research methodology includes data collected from both primary and secondary sources. The primary data collected through a quantitative method. Secondary data was collected from journals, online blogs, previous research works, thesis, books, etc... The data collection was undertaken using a structured questionnaire.

3.4 Construct Measurement

Quantitative data were collected with the support of a structured questionnaire and the same were distributed to local residents of Hampi. The collected data was analyzed with the help of quantitative data analysis software, Statistical Package for Social Sciences(SPSS).

Questions are planned fundamentally to gather three unique kinds of data from target populace. These incorporate social information, demographic information, economic information and cultural information.

A questionnaire enables responses to be gathered from large numbers relatively quickly, and cost-effectively, (De Vaus, 1991, Fink, 1995). According to Boynton and Greenhalgh people

often decide to use a questionnaire for research questions that need a different method". In this research a structured questionnaire has been constructed based on literature review more over the understanding level of local public in Hampi is not up to the expected level. Factors like education; awareness level of the native people was also a concern to select the structured questionnaire.

In order to achieve the results for the set objectives, data collection was essential. Both primary and secondary data has been collected and analyzed. Secondary data collected from research articles, books and journals. But for secondary, it was necessary to collect the primary data by using a structured questionnaire and it was from the local residents of Hampi village.

3.5 Target population

The target population for a survey is the randomly selected set or group of the respondents who have to give relevant and rational information according to the survey questions. This response from the population is been used for making inferences. In this way, the objective populace characterizes those units for which the sightings of the indication are intended to sum up. Establishing study objectives is the footstep in designing a survey. Target populations must be specifically defined, as the definition decides whether sampled cases are acceptable or not for the investigation. The geographic and sequential features of the target population have to be outlined, along with types of elements being included.

This research encompasses several sections of the society but this study mostly focuses on the local people who are living nearby tourist attractions of Hampi and are supposed to be benefited by engaging in various tourism activities. Hampi is a vast village situated in Hospet

taluk of Bellary locale, Karnataka with almost 632 families living closing by. The Hampi village has a populace of 2777 according to Population Census 2011.

3.6 Sampling Plan

Inspecting can be characterized as the procedure through which people or testing units are chosen from the sample population (Duquia & González, 2016). The inspecting procedure should be indicated ahead of time, given that the testing technique may influence the example measure estimation. Usually, researchers choose the 95% level of confidence ($Z=1.96$) in almost all research investigations and usually seek stricter 1% errors or 99% confidence, the 3% error is pretty strict. However, if the exploratory research is being processed, 5% error is acceptable for a start.

The entire populace is in some cases called target populace while the sample populace is classified contemplatespopulace (Elfil1&Negida 2017). While completing an exploration study, we ought to believe the sample to be representative to the target population, as much as possible, with the least possible error and without substitution or incompleteness. The way toward choosing an example populace from the objective populace is called the inspecting technique.

In this study, its decision was to follow convenience sampling. Since the study concentrated on the local residents at Hampi, it concentrated on those who can reap benefits out of tourism associated activities. The Hampi town has a populace of 2777 of which 1358 are men while 1419 are women according to Population Census 2011. This study decided to have 10 % of the total population sample.

Convenience sampling is used for attaining general information about the phenomenon of interest. It is cheap as compared to other method of sampling more over It saves time, money and extra efforts. In Hampi, education and understating level of local public is not up to the expected level. Lack of responsiveness of the local residents about tourism and its potential was another major challenge. Such that the sample size targets more on the participants who are living near by the tourist attractions who are supposed to get adequate benefits from tourism. Hence the study prefers only 10% of the total population as sample size in order to target the potential participants as well as to avoid the mentioned constraints which will absorb more time. The significance and confidence level of the population size is being tested and clearly mentioned in the fig. 3.1

3.6.1 Confidence Interval & Confidence Level of the sample size

Find	Confidence	Interval
Confidence Level:	<input checked="" type="checkbox"/> 95%	<input checked="" type="checkbox"/> 99%
Sample Size:	<input type="text" value="275"/>	
Population:	<input type="text" value="2772"/>	
Percentage:	<input type="text" value="95"/>	

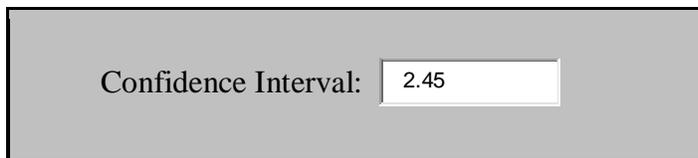


Figure 3.1

The above figure indicates a confidence interval of 2.45 at 95% for the stipulated sample size of 275 out of 2772. Convenient random sampling is the sampling technique used for the study and the confidence interval is <5 , therefore, the questionnaire will produce relevant results.

3.7 Pilot Study

A pilot study is viewed as a vital stage in an examination venture and is done to distinguish potential issue territories and deficiencies in the exploration instruments and convention ahead of time to order to aid the full investigation, and also help the researcher become acquainted with the procedures involved in the scheduled research. According to Johansson & Brooks (2010), a pilot study is always being suggested in order to address various issues related to language and other errors as well as to understand the response and the research feasibility. A pilot study has been initiated with a sample size of 30 to finalize the methods for the successfully accomplish the research and also for testing the reliability of the collected data.

The primary study itself gives a brief idea regarding the major constraints for the researcher has to face when he works for the complete survey. Attitude of the people towards the outsiders or visitors are quite impressive but the way of interaction become more and more difficult if the person does not know the local language. The English language excellence is too poor in Hampi such that after the pilot study the questionnaire may type in both the languages English followed by Kannada. The shocking experience faced by the researcher during the pilot

study is the moment when the researcher gave questionnaire to the government school located at Hampi. By literally speaking the officials don't even know how to read and fill the questionnaire there itself it picturizes the pathetic condition of the educational standards of the people around Hampi.

The pilot study supports to reduce the transportation expense during the main survey and it also helps to identify that the prepared questionnaire and the designed objectives were valid and reliable for the proposed study. The Cronbach's Alpha Test result determines the reliability of the survey as well.

3.8 Test of Normality

H0: There is Normality in the data distributed.

H1: There is no Normality in the data distributed.

Table 3.1

Tests of Normality with respect to the variables used for the study.

Variables	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Residentsdecisionmakingprocess	1.313	275	.120	1.674	275	.121
Heritagetourismisapotentialincomegenerator	1.366	275	.052	1.773	275	.067

Effectiveplanningenhancescommunityparticipation	1.404	275	.068	1.735	275	.051
Boardsandagenciesprovidingemploymentopportunity	1.394	275	.567	1.726	275	.459
Investingwillhelptoimprovetheeconomicstatus	1.318	275	.582	1.809	275	.568
Homestayfortouristsisessential	1.332	275	.076	1.659	275	.051
Representationofcommunityismandatory	1.335	275	.134	1.733	275	.120
Communityandpreservationofheritage	1.392	275	.456	1.738	275	.422
Monetarybenefitsfromtransportationfacilities	1.355	275	.096	1.748	275	.076
LocalCommunityandaccommodationfacilities	1.366	275	.532	1.745	275	.456
Languageproficiencyisamajor barrier	1.395	275	.457	1.728	275	.514
Benefitsoftourismaresharedwithlocalpublic	1.267	275	.258	1.749	275	.214
Skilldevelopmenttrainingprovided	1.223	275	.354	1.834	275	.387
Functioningoftourismboards	1.181	275	.086	1.877	275	.097
Tourismand development infacilities	1.379	275	.164	1.628	275	.194
Trainingforthepromotionofhandicraft	1.526	275	.327	1.366	275	.334
Improvementinincomeand Tourism	1.342	275	.468	1.636	275	.329
HampiMaster Plan and growthinincome	1.523	275	.562	1.385	275	.387

Communityandtourismdecisionmakingprocess	1.525	275	.587	1.372	275	.464
Governmentregulationsarehindering community participation	1.541	275	.083	1.194	275	.162

Since the p value is > 0.05 therefore the given distribution is normally distributed. Hence H_0 is accepted.

3.9 Reliability statistics

Reliability is a method to assess the stability or consistency of experiment scores. The reliability test is usually carried out for the actualization of the uniformity of the survey and also to assess the validity of questions which are used for the investigation. The reliability coefficient used for this is Cronbach's Alpha Test is the most widely and prominently used coefficients to determine the internal consistency of the sample. It is just like how we realize our temperature at the time of fever with a thermometer it is much reliable to assess the level or degree of temperature by such reliability tests, such that Cronbach's Alpha Test will determine the test of adequacy.

An unwavering quality examination should be possible to build up that the analysis as dependable. This works just when the mistakes are uncorrelated. At the point when blunders have corresponded, it may point to something more profound in the investigation which may cause an issue. Such suppositions are critical to note to completely value the utility of measurable apparatus.

Table 3.2

Reliability Statistics

Cronbach's Alpha	N of Items
.702	22

Cronbach's Alpha test) describe

A pilot study conducted with a sample of 30 and Cronbach's Alpha Test was also done in order to check the reliability Cronbach's alpha as the most accepted measure of checking the internal consistency (reliability). This test is regularly utilized when some various Likert inquiries in an overview/poll that structure a scale and wish to decide whether the scale is solid. When utilizing Likert-type scales it is basic to ascertain and report Cronbach's alpha coefficient for inward consistency dependability for any scales or subscales one might utilize Gliem and Gliem (2003). As indicated by George and Mallery (2003) if the alpha coefficient " $> .9$ – Excellent, $> .8$ – Good, $> .7$ – Acceptable, $> .6$ – Questionable, $> .5$ – Poor, and $< .5$ – Unacceptable". The alpha coefficient for the twenty-two variables is .701, recommending that the things have generally worthy inward consistency. Progressively over the unwavering quality coefficient of .70 or higher is considered satisfactory in most sociology look into circumstances.

3.10 List of Variables

Table 3.3

List of Variables

Sl No	Variable	Article Name	Author
1	Age	A Study on Problems and Prospects of Women Entrepreneurs in North Karnataka	Kulkarni, D. S., & Biradar, S. S. (2012)
		Residents' Perception of Tourist Destination: An Empirical Study of Hyderabad Karnataka Region.	Agadi, R., & Sinnor, G. (2014)
2	Gender	A Study on Problems and Prospects of Women Entrepreneurs in North Karnataka	Kulkarni, D. S., & Biradar, S.S. (2012)

		Residents' Perception of Tourist Destination: An Empirical Study of Hyderabad Karnataka Region.	Agadi, R., & Sinnoor, G. (2014)
3	Occupation	Community Perceptions Toward Economic and Environmental Impacts of Tourism on Local Communities.	Aref, F., Redzuan, M., & Gill, S. S. (2009)
4	Income	Community Perceptions Toward Economic and Environmental Impacts of Tourism on Local Communities. The cultural and economic significance of Hampi festival.	Aref, F., Redzuan, M., & Gill, S. S. Durgamohan, M. (2009)
5	Financial assistance	Barriers to community capacity building for tourism development in communities in Shiraz, Iran. Local Government's role in The	Aref, F. (2011) Brokaj, R.

		Sustainable Tourism Development of a destination.	(2014)
6	Government activities	Local Government's role in The Sustainable Tourism Development of a destination.	Brokaj, R. (2014)
		Strategic Role of Hampi Development Authority in Promoting Tourism in Karnataka: A Study.	Pakkeerappa, P., & Thomas, J. (2006)
		Rural Tourism and Rural Development in India.	Nagaraju. L. & Chandrashekara. B. (2014)
7	Expectations of the community	Strategic Role of Hampi Development Authority in Promoting Tourism in Karnataka: A Study.	Pakkeerappa, P., & Thomas, J. (2006)
		Community Perceptions Toward Economic and Environmental Impacts of Tourism on Local Communities.	Aref, F.,Redzuan, M.,& Gill, S. S. 2009
		A critical look at community-based	

		tourism.	Blackstock, K. (2005)
8	Employment opportunities	The cultural and economic significance of Hampi festival.	Durgamohan, M. (2015)
		Collaboration Theory and Community Tourism Planning.	Jamal, T. B., & Getz. (1995)
		The Role of Local Communities in Tourism Development: Grassroots Perspectives from Tanzania.	Muganda, M., Sirima, A., & Ezra. (2013)
		Rural Tourism and Rural Development in India.	Nagaraju. L. & Chandrashekara. B. (2014)
9	Community participation	The Role of the Local Community in Sustainable Tourism Development, Case Study Community Involvement and	Fandi, A. S. (2015) Moyo, S., & Tichaawa,

		Participation in Tourism Development: A Zimbabwe Study.	T. M. (2017)
		The Role of Local Communities in Tourism Development: Grassroots Perspectives from Tanzania.	Muganda, M., Sirima, A., & Ezra, P. M. (2013)
		Community Engagement in Sustainable Development for Local Products.	Stone, C. (2012)
10	Role of authorities	Local Government's role in The Sustainable Tourism Development of a destination.	Brokaj, R. (2014)
		A Strategic Evaluation on Competency of Karnataka Destinations through Destination Management Organizations.	Varghese, B. (2016)
		Tourism Development and Planning at a Local Authority Level: A Case in	Saad, N. H., Khalid, S. N., & Abidin, N. Z.

- Manjung, Perak, Malaysia. (2014)
- 11 Tourism Planning for Community Based Harwood, S.
 Planning Tourism in a Remote Location. (2010)
- Tourism Development and Planning
 at a Local Authority Level: A Case in Saad, N. H., Khalid, S.
 Manjung, Perak, Malaysia. N., & Abidin, N. Z.
 (2014)
- Effective Community Based Tourism
 Through Strategic Planning and
 Marketing: Singh, N.
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- 12 Investment Heritage, Local Communities and Hampton, M. P.
 Economic Development. (2005)
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enterprises: Challenges and prospects
for community participation; Khama
Rhino Sanctuary Trust, Botswana.
Stone. L. S.& Stone.
T. M.
(2011)
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Management Organization's In
Tourist Destinations for Branding,
Image Building and Competitiveness
~ A Conducive Model for
Karnataka".
Varghese, B.
(2013)
- 15 Community Community Decision making LI, W.
Representation Participation in Development. (2006)
- Heritage, Local Communities and
Economic Development.
Hampton, M. P.

- (2005)
- Management of Sustainable Tourism Destination Through Stakeholder Cooperation. Miočić. B. K., Miočić, B. & Klarin, T. (2016)
- 16 Monetary Benefits Community Perceptions Toward Economic and Environmental Impacts of Tourism on Local Communities. Aref, F., Redzuan, M., & Gill, S. S. (2009)
- Residents Attitudes Toward Tourism and Perceived Personal Benefits in a Rural Community. Wang, Y. & Pfister, R. E. (2008)
- 17 Performance of Authorities A Strategic Evaluation on Competency of Karnataka Destinations through Destination Management Organizations. Varghese, B. (2016)
- "Intervention of Destination Management Organization's In Tourist Destinations for Branding, Image Building and Competitiveness ~ A Conducive Model for Varghese, B. (2013)

Karnataka".

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|----|-----------------------|---|---|
| 18 | Hampi Master Plan | Historic Preservation: The Real Sustainable Development. | Rypkema, D.
(2012) |
| | | Discourses of Heritage and Tourism at a World Heritage Site: The Case of Hampi, India. | Leduc, M.
(2012) |
| 19 | Education | Challenges and Opportunities of Community Based Tourism Development in Awi Zone: A Case Study in Guagusa and Banja Woredas, Ethiopia. | Tamir. M.
(2015) |
| | | Assessment of Opportunities and Challenges of Tourism Industry in Karnataka. | P, A. K. & Chandrashekara, B.
(2018) |
| 21 | Marketing Initiatives | Effective Community Based Tourism Through Strategic Planning and | Singh, N.
(2016) |

Marketing:

- 22 Preservation of Discourses of Heritage and Tourism Leduc, M.
Heritage at a World Heritage Site: The Case of (2012)
 Hampi, India.
- Taxonomic Panic and The Art of
 Making Do at A Heritage Site: The Bloch, N.
Case of Hampi UNESCO Site, India. (2012)
- Conservation and Management of Gantait, A., Mohanty,
 Indian Built-Heritages. P. & Swamy. G. A.
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- 23 Language A Study on Problems and Prospects Kulkarni, D. S.&
Proficiency of Women Entrepreneurs in North Biradar, S. S.
 Karnataka. (2012)
- Barriers to community capacity
building for tourism development in Aref, F
communities in Shiraz, Iran. (2011)

- | | | | |
|----|-------------------------------------|--|--|
| 24 | Government
Regulations | Barriers to community capacity
building for tourism development in
communities in Shiraz, Iran. | Aref, F.

(2011) |
| | | Challenges and Opportunities of
Community Based Tourism
Development in Awi Zone: A Case
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The Role of the Local Community in
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(2015) |
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Tourism | Living Heritage at Risk Searching for
A New Approach to Development,
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Grand Medieval City of Vijayanagara.

Heritage Walks as a Tool for
Promoting Sustainable Historical | Fritz, J. M., &
Michell, G.

(2012)

Thomas, J. |

Tourism. (2010)

27 Decision Making Community Decision making LI, W.
Participation in Development. (2006)

Chapter 4

Analysis and Discussion

It is indeed essential to analyze the collected data by using various statistical methods. Cross tab and other methods are used for the analysis of demographic aspects and characteristics of the respondents. Social aspects like communication and language capacity are also analyzed. Chi-Square Test is being initiated to know the significant association between occupation and income. An independent T-test is carried out to know the after effects of the proposed or ongoing Hampi Master Plan and that will create a substantial increment in the income. Factor Analysis was also carried out to find the commonalities of pooled variables which has hidden latent dimensions of connection towards the common factor. One-way ANOVA test is carried out on the basis of averages of variables with respect to the common factor extracted from factor analysis. A detailed discussion about the objectives and techniques employed for analysis is also added in the second part of this chapter.

4.1 Analysis

4.1.1 Demographic Characteristics

4.1.2 Socioeconomic Factors

Table: 4.1

Socio-economic Factors

Variable	Options	Frequency	Percentage
Age	Below 20	9	3.27
	20-29	71	25.82
	30-39	89	32.36
	40-59	94	34.18
	60 and above	12	4.36
	Total		275
Gender	Female	57	20.72
	Male	218	79.27

House type	Concrete Building	75	27.27
	Hut	23	8.36
	Rented House	47	17.09
	Sheet Roofed	130	47.27
	Total	275	100
Education	No Formal Education	87	31.64
	Primary School	50	18.18
	High School	57	20.73
	Secondary School	39	14.18
	University	42	15.27
	Total	275	100.00
Employment status	Student	7	2.55

Daily Wages	114	41.45
Unemployed	35	12.73
Employed	87	31.64
Self-employed	32	11.64
Total	275	100.00

4.1.3 Income-related details

Table 4.2

Income-related details

Variable	Options	Frequency	Percentage
Occupation	Agriculture	206	74.91
	Hotel and Restaurant	11	4.00

	Shops	11	4.00
	Tourism Jobs	47	17.09
	Total	275	100.00
Monthly Income	Below 5000	93	33.82
	5000-7000	69	25.09
	8000 – 10000	63	22.91
	11000 – 15000	23	8.36
	Above 15000	27	9.82
	Total	275	100

4.1.4 Level of education and its impact on tourism

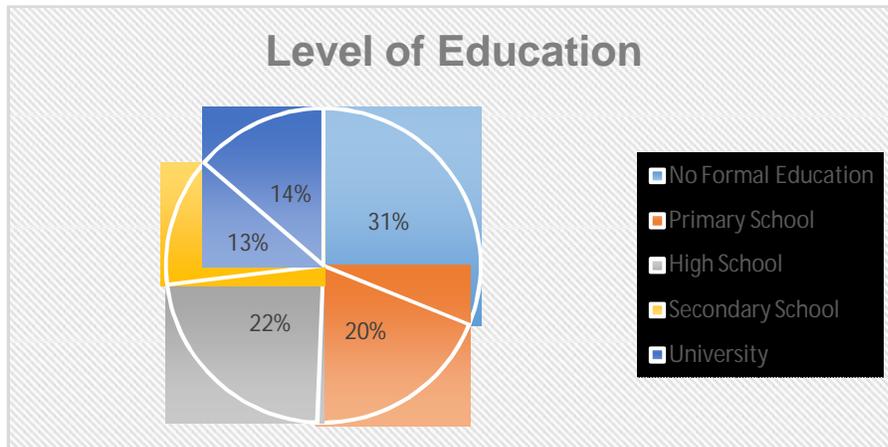


Figure 4 .1

From the above table, it is observed that No Formal Education 31.64 %, Primary School 18.18%, High School 20.73%, Secondary School 14.18%, University 15.27%. It is clearly evident from the study, that majority of the people are not able to acquire primary education, due to poor family background. Moreover, people are not bothered about the needs or importance of education. It is evident not only by the analyzed records but also from the structured questionnaire asked along with some connected questions with respect to education.

Their life goal is to attain bare subsistence for the living. People usually engage in agriculture activities and the rest of them engage themselves in daily wages. Children of these families also would aim to earn for their family. The children instead of attending classes sell historic books to the visitors and also try to guide the visitors for petty tips. Thus children lose

their valuable period of schooling and this makes them unprofessional as well. This is profoundly due to their lack of awareness and the intensity of poverty existing in the respective families. This poor quality of education ensures that they are never free from the chains of exploitation.

4.1.5 Language proficiency and community involvement

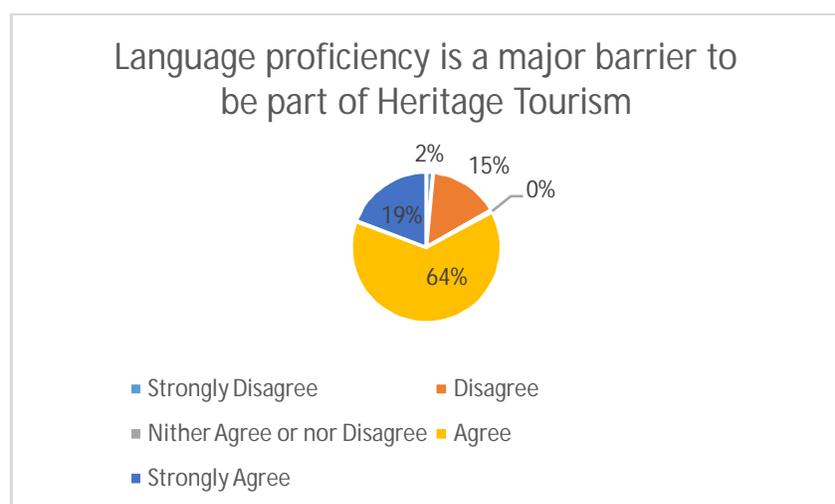


Figure 4.2

The above analysis interprets that poor educational qualification and poor communication skills hamper the interaction between the potential visitors. This reflects a poor service providing from the resident's part. This difficulty in handling language is the foremost barrier for them in interaction or communication; verbal excellence is much needed for the elucidation of destination. But this barrier does not affect much in agricultural tourism. So we can easily suggest that Agro-Tourism can be considered as an additional source of income generator for the excluded sections of the society.

4.2 Chi-Square Test

Chi-Square Test on Association between occupation and Income

H0: There is no significant association between Occupation and Income

H1: There is a significant association between Occupation and come

Table 4.3

Frequency Table for Occupation and Main Source of Income

Variables	Below	5000 -	8000 -	11000 -	Above 15000	Total
	5000	7000	10000	15000		
Agriculture	80	67	38	13	8	206
Hotel and Restaurant	1	2	0	8	0	11
Shops	0	0	11	0	0	11
Tourism Jobs	12	0	14	2	19	47
Total	93	69	63	23	27	275

Table 4.4

Chi-Square Result for Occupation and Main Source of Income

Chi-Square	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	173.121 ^a	15	.000

Since Chi-Square = 173.121 with significance < 0.05, H₀ may be rejected hence it can be inferred that there is a strong association between the occupation and their Income.

The cross table presented above interprets that 74% of the sample size is purely dependent on agriculture and its allied activities. As it is a potential heritage tourism destination the participation of the local community in tourism trade is very low when it compared with the agriculture sector. Only 17% of the entire population depends on tourism and it is essential to note that among the 17% who are employed in the tourism sector were earning considerably well than the mass population depending on agriculture.

There is very minimal participation of the villagers in tourism; only 17% is involved in the tourism sector. Among this 17% of the population, 70% of people are completely involved in tourism and its allied activities are having a high earning capacity which is evident from the analysis. This portrays that tourism has ample opportunities for the local to attain a high stand of living. This selected percentage of populations are thoroughly engaged in tourism and they earn much better than those populations who are affianced in agriculture through hotels, restaurants and running shops in Hampi. The given income scale indicates that they belong to the

community which earns more than or above fifteen thousand rupees per month. This test thus evidently designates that there is a significant relationship between the occupation of the people and their income status.

The people who are likely to engage in the agriculture sector is mainly because of the free entry to this unorganized sector, for agriculture and daily wages jobs they do not need language proficiency and skill training on contrary when it comes to tourism industry they are much needed. Even though the pressure of the mass population in agriculture will pull down the demand for human labor which may result in low wages. For satisfying the basic needs they are forced to work at the prevailing wage rate which is not at all satisfactory for them the average wage they may receive for one-day work lies in between Rs150- Rs180 for both women and men respectively. If we calculate that on a monthly basis their monthly income obviously comes under Rs5000 per month which is also clear from the analysis table given. The analysis gives an exact figure of 53.45% of the sample is earning less than Rs7000 per month.

4.3 Independent T-test carried out for assessing Hampi Master Plan and Investment in tourism sector.

Independent T-test on Hampi Master Plan will create a substantial increment in the income of the local community and investing in the tourism sector will improve the economic status of the local public.

H0 There is no difference of opinion about Investing in the tourism sector will improve the economic status between people who agree and disagree with Hampi Master Plan

H1: There is a difference of opinion about investing in the tourism sector will improve the economic status between people who agree and disagree with Hampi Master Plan

Table 4.5

Cross Tab for the difference in opinion in the means of Hampi Master Plan and Investment in tourism sector.

Count		Investing will help to improve the economic status					Total
		1.0	2.0	3.0	4.0	5.0	
Hampi Master Plan and growth in income	1.0	0	79	8	121	33	241
	2.0	8	17	0	8	1	34
Total		8	96	8	129	34	275

Table: 4.6

Independent T-test result

Variables	Hampi Master Plan will create a substantial increment in the income	N	Mean	T	Significance
Investing in the tourism sector will improve the economic status	No	241	3.448	5.278	0.00
	Yes	34	2.324		

But meanwhile, they do not have any hope that the local community has a positive response towards investment in the tourism sector and will boost up the economic and life status of the people in Hampi. From the cross tab, it is evident that 59.3% of the population was agreeing with

the fact that these people are having very high hope in investing in tourism, which will bring out positive results to the stakeholders. They stick with this opinion, as they know tourism can change the face of Hampi. As of now, the local communities are involved more in the transportation sector. If they get enough opportunities to provide homestays and other local aids to the visitors it will benefit them directly. Mainly because of these possibilities they agree that investment in tourism activities will improve their standard of living.

4.4 Factor Analysis

Table4.7

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.548
	Approx. Chi-Square	793.352
Bartlett's Test of Sphericity	df	78
	Sig.	.000

Table 4.8*Commonalities*

Variables	Initial	Extraction
Investing will help to improve the economic status	1.000	.576
Homestay for tourists is essential	1.000	.650
Boards and agencies providing employment opportunities	1.000	.639
Heritage tourism is a potential income generator	1.000	.781
Representation of community is mandatory	1.000	.680
Benefits of tourism are shared with local public	1.000	.881
Residents are part of the decision-making process	1.000	.690
Local Community and accommodation facilities	1.000	.775
Skill development training provided	1.000	.788

Monetary benefits from transportation facilities	1.000	.632
Community and preservation of heritage	1.000	.767
Functioning of tourism boards and other organizations	1.000	.793
Community and tourism decision-making process	1.000	.839

Extraction Method: Principal Component Analysis.

Table 4.9

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2.797	21.516	21.516	2.797	21.516
2	1.895	14.575	36.091	1.895	14.575

3	1.521	11.704	47.794	1.521	11.704
4	1.185	9.114	56.908	1.185	9.114
5	1.078	8.293	65.201	1.078	8.293
6	1.014	7.799	72.999	1.014	7.799
7	.727	5.589	78.589		
8	.643	4.950	83.539		
9	.589	4.533	88.071		
10	.547	4.209	92.280		
11	.457	3.513	95.792		
12	.319	2.452	98.244		
13	.228	1.756	100.000		

Table4.10*Total Variance Explained*

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings			
	Cumulative %	Total	% of Variance	Cumulative %	
1	21.516	2.210	17.001	17.001	
2	36.091	1.881	14.468	31.469	
3	47.794	1.455	11.191	42.659	
4	56.908	1.403	10.793	53.453	
5	65.201	1.317	10.128	63.581	
6	72.999	1.224	9.418	72.999	

4.4.1 Rotated Component Matrix

Table 4.11

Rotated Component Matrix

Factors	Common Variables	Component					
		1	2	3	4	5	6
Community involvement	Community and preservation of heritage	.792	.100	-	-	-	.049
				.112	.031	.339	
	Monetary benefits from transportation facilities	.702	-	-	.159	.137	-
			.285	.102			.057
	Homestay for tourists is essential	.651	.043	.259	-	.268	-
					.263		.127
	Investing will help to improve the economic status	.479	-	.412	-	.404	.098
			.056		.011		
	Boards and agencies providing employment opportunities	.459	.416	.363	.301	.164	.073

Major challenges	Residents decision-making process	-	.785	-	.095	-	-
		.100		.072		.044	.219
	Representation of community is mandatory	-	.784	-	-	.035	.163
		.087		.068		.156	
	Local Community and accommodation facilities	.321	.611	.472	.210	.069	.160
The scope of heritage tourism for CBT	Heritage tourism is a potential income generator	-	-	.862	.049	-	-
		.076	.059			.112	.117
The economic benefit of tourism towards local residents	Benefits of tourism are shared with local public	.057	.022	.142	.898	.199	.103
Role of authorities	Functioning of tourism boards	.018	.043	-	.137	.860	-
	other organizations			.105			.147
Development strategies	Community and tourism decision-making process	-	.010	-	.128	-	.860
		.125		.137		.221	

Skill development training	.283	.029	.192	-	.270	.550
provided					.543	

4.4.2 Factor: 1

Community involvement is a common factor that influences the first four variables in the given table. Thus these four variables show more similar behavior and connection with respect to the common factor community engagement. The mentioned attributes in the first factor are about the various possible opportunities available for empowering and enhancing community involvement in tourism at Hampi.

4.4.3 Factor:2

Communality expressed by the next three variables in the table is with veneration to the major challenges faced by the local residents. Such that the second factor implies that the local residents are not at all being a part of decision making related to tourism planning or promotion, they were also not being considered for any kind representation from the community. Along with this, these people are not at all being part of the accommodation industry at Hampi all these three elements show similar kind of expression which is nothing but the exclusion of local residents so they are showing this typical correlation among the independent variable towards the common factor.

4.4.4 Factor: 3

The scope of heritage tourism for CBT is represented as the third factor. The local community expressing their opinion regarding the fact that Heritage tourism is a potential income generator or not. About 76% of the total population agrees that heritage tourism in Hampi is a healthy income generating source. But at the same instance, people don't have any faith or hope in the strategies forwarded by the authorities like Hampi master plan.

4.4.5 Factor: 4

The economic benefit of tourism towards local residents is termed as the fourth factor. The share of community involvement and their level of earnings from tourism seem feeble. For this factor also the majority of the population has a similar opinion that there is no sharing of benefits from the tourism industry among the local public. Therefore, the independent variable shows a reasonable connection towards the common factor.

4.4.6 Factor: 5

Role of authorities in improving community participation is the fifth factor. Irrespective of different income groups and age the mass population of the sample size addressed the poor functioning of the responsible authorities who are dealing with their operations at Hampi. Here also the expectations of the community are lying in the North Pole and the measures taken by the authorities were lying in the South Pole. This bridging gap connects the variable with the common factor mentioned in the table.

4.4.7 Factor: 6

The sixth factor derived from the factor analysis is the development strategies that are anticipated and expected by the local residents. As per the current scenario, the expectations of the people were not at all met by the tourism development authorities at Hampi. People are ready to accept any training which helps them to pitch into the industry. Community participation level in decision making is very poor as well as they did not receive any relevant skill training to enhance their productivity. Thus the communality score of these variables is inclined with the common factor Development Strategies.

As per the extraction method and the rotated component matrix table indicates significant communality scores for the extracted six factors. The factor analysis is carried out to find out the hidden latent dimensions of the independent variables in the above-mentioned table. Hereby factor analysis may consider the common factor rather than assessing all the individual variables in the group separately.

4.5 One-way ANOVA

One-way ANOVA test is carried out on the factors extracted from 13 variables. Instead of dealing with each of the sixteen variables, to avoid redundancy, the factors are considered for inferential statistical analysis. Such that the analysis of variance test is done for every six common factors in order to evaluate the transformation among group means in the given data.

4.5.1 Community involvement and different income group

Table 4.12

ANOVA test for assessing the difference in opinion among the means of community involvement and different income group

Variables	Sum of Squares	df	Mean Square	F	P
Between Groups	44.177	4	11.044	12.975	.000
Community involvement	Within Groups	229.823	270	.851	
Total	274.000	274			

The mentioned table represents the degree of variance in the first four independent variables regards to the dependent common factor which is community involvement. Therefore, the regression factor scores 1 for analysis 1: 'F' value = 12.975, difference of freedom 'df'=4, P value = .000 which is <0.05. Since the p-value is less than 0.05, the result is significant. Such that there is a significant difference in opinion among the means of community involvement and different income group for all other factor. People who are involved in the tourism industry earn better than the people who are excluded. It signifies if community involvement is more, then the income level also will improve.

4.5.2 Major challenges and different income group

Table 4.13

ANOVA for assessing difference in opinion among the means of major challenges and different income group.

	Variables	Sum of Squares	df	Mean Square	F	P
	Between Groups	40.937	4	10.234	11.856	.000
Major challenges	Within Groups	233.063	270	.863		
	Total	274.000	274			

From the given table regression factor scores 2 for analysis is explained and it is clear that the value of Mean square of three dependent variables = 10.234, df=4, F value=11.856, P value = .000. Thus the p-value <0.05 which signifies there is considerable difference of means between challenges faced by the local residents with respect to different income groups. The absence of community representation in the decision-making process as well as their termination from accommodation industries all are major obstacles for them regarding improving their living standard and income.

4.5.3 Scope of heritage tourism for CBT and different income group

Table 4.14

ANOVA test for assessing difference in opinion among the means of the scope of heritage tourism for CBT and different income group.

Variables		Sum of Squares	df	Mean Square	F	P
The scope of heritage tourism for CBT	Between Groups	18.265	4	4.566	4.821	.001
	Within Groups	255.735	270	.947		
	Total	274.000	274			

The ANOVA test reflects the score of means and variance among the variable. From the percentage analysis, itself it gives substantiated evidence that Hampi has enough scope for CBT in the field of heritage tourism. From this analysis given that regression factor score 3 for analysis 1 generates Mean square value = 4.566, F value = 4.821, df = 4, P value = .001 that is <0.05 thus H₀ is rejected and it indicates there is significant difference in the means of scope of heritage tourism for CBT and different income groups.

4.5.4 Economic benefit of tourism towards local residents and different income group

Table 4.15

ANOVA test is carried out to examine the difference in opinion among the means of economic benefit of tourism towards local residents and different income group.

Variables	Sum of Squares	df	Mean Square	F	P
Between Groups	37.734	4	9.433	10.780	.000
Within Groups	236.266	270	.875		
Total	274.000	274			

The earning capacity of the local residents is visible from the demographic profile. From this, we can assess the level of benefit sharing among the community and output from the tourism industry. The ANOVA score also substantiates more or less a similar fact. Regression factor score 4 for analysis 1 generates Mean square value = 9.433, F value = 10.780, df = 4, P

value = .000 that is <0.05 it reveals that there is a significant difference in the means of Economic benefit of tourism towards local residents and different income groups.

4.5.5 Opinion with regards to the role of authorities between the different Income groups

Table 4.16

ANOVA test with regards to the role of authorities between the different income groups

Variables		Sum of Squares	df	Mean Square	F	P
Role of Authorities	Between Groups	22.110	4	5.528	5.925	.000
	Within Groups	251.890	270	.933		
	Total	274.000	274			

Functioning of the tourism boards, agencies and other responsible authorities are the independent variables which are dependent on the common factor role of authorities. Hereby by considering the ANOVA score of these variable gives, Regression factor score 5 for analysis 1 generates Mean square value = 5.528, F value = 5.925, P value = .000, therefore, the result is significant because the P-value is <0.05. it also indicates a considerable difference in the means of opinion with regards to the role of authorities between the different Income groups. The

ineffective activities initiated by the authorities creates a difference in opinion between the means of the respective variables.

4.5.6 Development strategies forwarded by the authorities between the different income groups

Table 4.17

ANOVA test with respect to development strategies forwarded by the authorities between the different income groups.

Variables	Sum of Squares	df	Mean Square	F	P
Between Groups	17.853	4	4.463	4.705	.001
Development strategies Within Groups	256.147	270	.949		
Total	274.000	274			

The ANOVA test result shows that the regression factor scores 6 for analysis 1: Mean square =4.463, F= 4.705, df =4, P value = .001 which <0.05. Since the p-value is < 0.05, the result is significant. Therefore, it also addresses significant difference in the opinion with regards to development strategies forwarded by the authorities between the different the Income groups.

The expectations of the community are different and the strategy adopted by the authorities is not at all satisfying the needs of the community, this hidden dimension is indicated by the variance of means.

4.6 One-way ANOVA with averages of variables related to factors and level of education

4.6.1 Community involvement and the different level of education

Table4.18

ANOVA test with respect to community involvement and the different level of education.

Variables		Sum of Squares	df	Mean Square	F	P
	Between Groups	6.964	4	1.741	1.760	.137
Community involvement	Within Groups	267.036	270	.989		
	Total	274.000	274			

Here the analysis score generated by the ANOVA test implies the regression factor score 1for analysis 3 has Mean square value = 1.741, F value = 1.760, DF = 4, P value = 0.137 which is > 0.05, therefore, the result is insignificant and it does not show any appropriate difference

between the means of community involvement and level of education. It may indicate opportunities for agro-tourism where people can enter without the barrier of language.

4.6.2 Major challenges and different level of education.

Table 4.19

ANOVA test with respect to major challenges and different level of education.

Variables	Sum of Squares	Df	Mean Square	F	P
Between Groups	49.169	4	12.292	14.762	.000
Major challenges Within Groups	224.831	270	.833		
Total	274.000	274			

The ANOVA score produced for regression factor 2 for analysis 3 implies the result of the study is relevant as the P-value = .000 which is highly significant as it is <0.05. The major obstacle that restricts the entry of the community in the field of heritage tourism is their poor standard of education and level of awareness about the market. Therefore, it shows there is a significant difference in the opinion with regards to major challenges and the different Level of education.

4.6.3 Scope of heritage tourism for CBT and the different level of education.

Table 4.20

ANOVA test for examine the difference in the opinion with regards to the scope of heritage tourism for CBT and the different level of education.

Variables		Sum of Squares	df	Mean Square	F	P
The scope of heritage tourism for CBT	Between Groups	22.107	4	5.527	5.924	.000
	Within Groups	251.893	270	.933		
	Total	274.000	274			

The result for the test is significant for the regression factor 3 for analysis 3 where the P-value = 0.000 is <0.05 is the result has an adequate relevant score with respect to the variables considered for the analysis. Mean square value generated = 5.527, F value = 5.924. The scope of heritage tourism for CBT will enhance the level of education. By looking at the demographic profile thereof will get the idea of people who are educated is doing tourism allied activities and their standard of living is better. Now the community is having a poor level of education standard if it progresses then CBT model also moves in a positive direction. This difference of

mean is observed from the analysis supports that there is a significant difference in the opinion with regards to the scope of heritage tourism for CBT and the different level of education.

4.6.4 Economic benefit of tourism towards local residents and the different level of education.

Table 4.21

ANOVA test with respect to economic benefits of tourism and different levels of education.

Variables		Sum of Squares	df	Mean Square	F	P
The economic benefit of tourism towards local residents	Between Groups	10.308	4	2.577	2.639	.034
	Within Groups	263.692	270	.977		
	Total	274.000	274			

This analysis takes into consideration the variables such as the economic benefit of tourism towards local residents and level of education. The score value produced by the test is regression factor 4 for analysis 3: Mean square value =2.577, F value = 2.639, P value = 0.34 it

is <0.05 , therefore, the output spawned from the analysis is valid and significant. The economic benefits of tourism will trickle down to local communities according to their expectations, only if their education status is acceptable to meet the industrial requisites. In the absence of basic standard education, the desired fruit will not reach the grass root level. Such that the analysis interprets that there is a momentous difference in the means of opinion between the economic benefit of tourism towards local residents and level of education.

4.6.5 Role of authorities and the different Level of education.

Table 4.22

ANOVA test with respect to role of authorities and the different level of education.

Variables	Sum of Squares	Df	Mean Square	F	P
Between Groups	11.041	4	2.760	2.834	.025
Role of Authorities Within Groups	262.959	270	.974		
Total	274.000	274			

The analysis score for regression factor 5 analysis 3 is given as mean square value = 2.760, F value = 2.834, P value = .025 so the result is significant as the P value is <0.05 . This result is significant due to the relation of level of education is much needed to create awareness among the underprivileged community to understand the role performed by the authority if the

understanding level of the population is below par then it is difficult to get the desired output this creates a significant difference in the means of the common factor with respect to level of education.

4.6.6 Development strategies and the different Level of education.

Table 4.23

ANOVA test is carried out for assessing difference in the opinion with regards to developing strategies and the different level of education.

Variables	Sum of Squares	df	Mean Square	F	P
Between Groups	10.616	4	2.654	2.721	.030
Development strategies Within Groups	263.384	270	.975		
Total	274.000	274			

From the analysis, the ANOVA score supports the fact about the requirement of education and development strategies adopted by the authorities. The level of education of the local residents is a major concern about participation in the tourism decision-making process as well as the participation in destination management. From this analysis also the P value is 0.030

which is <0.05 . Such that there is a significant difference in the opinion with regards to community involvement and the different Level of education among the community.

4.7 Discussion

4.7.1 Hampi Master Plan and Investment

The major development strategy introduced by the Government of Karnataka for the welfare and wholesome development of the local communities and empowering the socio-economic conditions at Hampi is the Hampi Master Plan. By evaluating the satisfaction level and the response from the respondents, it indicates that the project has a lot of hype attached to it. In actual reality, the needy community has not benefited much. The satisfaction level of the community seems to be very poor towards the Hampi Master Plan. The expectations of the people were that they might get more opportunities in the field of tourism and several semiskilled job opportunities would open up for them. The study shows with factual proof that their expectations were not met. An Independent T-Test has been conducted on the basis of the second hypothesis based on the study of (Nitikasetsoontorn, 2015). This study deals with a similar hypothesis test regarding the sharing of benefits from the outputs of government plans will improve the standard of the community or not. Here in this particular study assess the government's developmental strategy is successful or not in Hampi. The strategy implemented is Hampi Master Plan. The output of the previous study and the existing study has significant difference as the previous study has positive output as per the collective ownership and sharing of benefits but here the Master Plan put forward by the authority fails to create a comprehensive impact in the minds of the community.

Hypothesis two in this particular study has been framed in order to test the attitude of the people towards investment in the tourism sector this hypothesis was selected from the previous grounds of (Nitikasetsoontorn, 2015). His study he gives due to stress on local ownership such that in this study the hypothesis framed in accordance with the interest level of the people in the field of investment in tourism sector at Hampi. The result of the Independent T-Test gives positive output towards investment in tourism and showing a negative taste of preference for Hampi Master Plan. The previous study also supports local ownership will empower the participation level of the local community as well as their decision-making capacity.

4.7.2 Role and responsibilities of State Government

From the part of the government, they may take efforts to bring this community to the mainstream but the methods they are following are substandard and not helpful in empowering the community. The living example for justifying this statement is the ignorance showed by the community towards the government's invitation for the stakeholder's meeting organized by the Karnataka State Government in which the government invites the local public to consider their needs and requirements. Due to the poor educational standard, low expectation and lack of awareness, the community refused to attend the meeting. In fact, they still have the letter of invitation and some are not even sure why or what they have been called for. Moreover, concrete evidence gathered during the survey and data collection which reveals the various gaps in the implementation are attached in the Appendix too.

The first and foremost strategies that the Government has to initiate are developmental steps towards awareness creation and measures to upgrade the poor standard of education of the local communities at Hampi. Qualitative strategies will improve their civic consciousness after which the Government has to introduce specific quantitative methods for development strategies.

Many of the locals were anticipating technical training which would enhance their partaking in the tourism industry especially in areas of guide training, handicrafts and destination promotion. The people are eager to receive more employment generating schemes from the government but the increasing regulations and restrictions introduced by the authorities highly reduce and curtail their scope of employability. A closer look at the feedback received for certain questions like how the locals would evaluate the concert of the authorities and also if the rules and regulations from the authorities were more a burden than anything else etc. would reveal clearly the way forward. The answers received by the locals for all these questions in which they opened their heart revealed the strong dissatisfaction towards the working of the authorities at Hampi. Even a cursory evaluation of the results of such variables as presented in this study will help determine the possible development strategies formulated by the government and how they were affecting the community adversely.

4.7.3 Potential of Hampi

Hampi is rich in heritage resources and the natural beauty of its typical landscape. Hampi can also be reflected as an extensive market for heritage tourism products, the local residents also have tremendous openings in the segments of tourism but unfortunately, due to various hindering factors, they are restraining their involvement in the core industry. The only area where they are more prominent in the travel and leisure industry at Hampi is the local transportation service. Auto rickshaws and taxicabs were the main transport services provided by the local residents apart from these they are limited from the accommodation industry, destination promotion, guide ship, local shops and from nearby tourist attractions. The rules and regulations formulated by the ASI and other responsible authorities were the major hindrances behind this. From the viewpoint of the authorities, they have sufficient justifications for such restrictions but if one looks at the

opposite phase of the coin the local community is suffering. Even though the community has abundant resources to develop themselves, they are not allowed to optimize such resources.

4.7.4 Community participation in Tourism

The natives have wide opportunities to provide homestay facilities to the visitors but it is not so prominent in Hampi. It is one of the major areas that local citizens can reap enough benefits. However, authorities are restricting them from settling near the tourist destinations, so they have to arrange alternative areas or allocate specific zones for setting up their village residences. The village tourism model can enhance community participation and take it to the next level. But the poor awareness level of the people doesn't allow them to think out of the box meanwhile, the responsible authorities are also not providing any suggestions toward Community enhancement along with the Heritage Preservation. The authorities are more alert in their responsibility to restrict the local community to start constructions and buildings near the monuments and other major destinations at Hampi, but they are not alert about the living status and source of income of the inhabitants.

As such the community involvement in the tourism sector will diminish. Because of minimal level of knowledge about heritage preservation and its impact the local may refuse to leave the place of their settlements. This may not bring any kind of developments in their present and future lifestyle because of the orthodox belief of the people who will not vacate the place which belongs to them as a part of their legacy. This typical nature of the people won't allow them to resettle and they were not able to make any further developments in the place where they are settled and these factors may eliminate them from the accommodation industry. The attitude of a certain population is also a major concern for their limited opportunities. For overcoming

such barriers, the government has to liberalize their policy and in fact, they have to provide fruitful awareness creation programmes as well.

In order to enhance the usual custom of living and the income status of the people at Hampi, an inclusive approach through the CBT model is much needed. For assuring such participation through the mentioned model all the service providers should work with the same attitude. It is not necessary that the government has to lead all the development strategies. Even the corporate and individual business units can enhance community participation by giving considerable opportunities to the local community. To assess the level of interdependence or relationship amongst occupation and level of income of the community for that, the study proposed the first hypothesis which is derived from the work of (Rinzing Lama, 2014). In his study he tested whether the level of income can be improved by the involvement of NGOs by promoting and involving the residents and visitors in community based tourism while in this study focuses on the current relationship between their present occupation and level of income to substantiate tourism has better income generating capacity. The income generated from the agriculture sector is not at all satisfactory for the community to meet its basic requirements. Both the studies are giving similar suggestion that tourism will enhance the standard of living of the rural community. The results and findings of (CevatTosun, 2000) also arises the possibilities for testing the common factors with different income level of the people is associated or not associated in the field of the overall development of the community. The present study and the earlier study have the similar output that the income has significant impact in the overall development of local community.

But then again their language proficiency might undercut the quality of the service provided. The ANOVA test conceded for assessing the community engagement also reveal that

there is a momentous transformation of opinion in their means with respect to language proficiency.

4.7.5 Scope of Agricultural Tourism

The study also discusses the scope of the incorporation of agricultural tourism along with the existing heritage tourism in Hampi. This idea is given as per the agrarian status of Hampi. Majorities of the population rely on agriculture and cattle rearing and as such, there is a possibility for marketing the way they feed the cattle and their traditional methods of cropping to the foreign visitors. By giving trials of sowing crops and giving possible field activities in the farm might provide a better experience for the visitors than mere site seeing. This is the exact approach to increase the community participation irrespective of their educational qualification and their language proficiency.

Chapter 5

Observation, Summary and Conclusions

5.1 Observation

5.1.1 Main source of income

The major sections of the working population are mainly engaged in agriculture and its allied activities rather than in promoting and participating in the tourism sector of Hampi. Opportunities are still there but they can't thrive into the core sector due to the lack of awareness as well as due to other pressures like regulations from authorities, general family environment, etc. The average monthly income of almost 54% of the community is below 7000/Rs per month. At the same time, people who are engaged in tourism allied activities are earning far better than the people who are concentrated in the unorganized sector. It indicates the potential of the expedition segment at Hampi. The income generated from the agriculture sector is not at all satisfactory for the community to meet its basic requirements. Such that the present study and the earlier study of (Cevat Tosun, 2000) have the similar output that the income has significant impact in the overall development of local community.

5.1.2 Need for training

The investigation pops out that people are expecting skill training and other value-added support from the authorities to the tourism industry. It is evident from the response from the respondents that they are ready to be involved in the activities but they require supportive training for the initial pitch. Especially the people who are running shops and restaurants are

expressing that if they get language proficiency training it will definitely help in boosting their business activities and rest of the community are willing to accept all the possible training which are available for them. This signifies that as of now no effective training program is given for the communities at Hampi regarding initiating the participation of local residents in tourism. All gatherings proposed that the best and best CBT ought to include the network and keep up the network's advantages and way of life (Rocharungsat, 2004).

5.1.3 View about Hampi Master Plan

The respondents show their hopelessness in the development strategy initiated by the State Government as it is not providing any special benefit for the local community. Which is nothing other than Hampi Master Plan that was introduced with much hype about the increase in job opportunities and regional development but nothing visible as per the publicity was given? The economy is still lagging with infrastructure and poor living conditions of the people. Billions of investment has been done in Hampi Master Plan for the welfare of the community as well as enriching the cultural heritage of the Vijayanagara empire. In reality, nothing is beneficial for local stakeholders.

5.1.4 View on investment in tourism

The study represents typical dimension of opinion about the investment development strategy from the respondent's side that they are agreeing that investment in tourism will enhance their standard of living, unlike Hampi Master Plan if the government gives financial aid to local residents for small scale business startups saying it will help them to enter into the tourism market diversity. The present financial capability of the residents is not sound enough to make private investment in travel and expedition segment at Hampi.

Most of the respondents agree that the accommodation industry has ample potential in Hampi but the restrictions from the authorities and lack of financial capability restrict the local community startup for homestay. This is one of the better strategies which can assure community participation to the fullest where the degree of inclusive approach is much greater. Homestay is obviously different from Hotel stay because it provides more and more live interaction with the common public which helps the visitors to understand more about the villager's lifestyle, food, culture, dress code, belief, common language and so on.

5.1.5 Government regulations

The government regulations are creating more burdens for the local residents at Hampi. As a result of the strict government regulations, people can't enter into the accommodation industry is what was found from the study. Educated unemployment is also on the rise because of the poor legislation and inadequate measures followed by the authorities. The regulation's impact is more experienced by the community who are living nearby the monuments. These people are not allowed to run shops near these destinations. For running shops during Hampi festival, the local residents have to pay a certain amount to the authorities to get permission to run shops in the specified locations allocated by the authorities.

5.1.6 Opinion about tourism planning

People were still anticipating a sound tourism planning in Hampi will change the present situation. The people are eager to take part in the travel and expedition segment at Hampi but to improper planning and ineffective initiative from the responsible authority, local participation in tourism seems feeble. The first venture in down to earth travel industry arranging ought to be looked at the present circumstance concerning network support and afterwards to demonstrate

the activities that are required to advance it. (Okazaki, 2008).The population is expecting a plan which can inject more community participation. In all, the income generating fields of tourism in part of destination promotion, accommodation, transportation, guiding, heritage resource preservation and so on needs to be encouraged.

The absence of constant monitoring about the execution of the plans and operations of the state is also addressed as a major reason for the poor satisfaction level of the community about the planning body. There is a gap between awareness on the part of local governance and the transformation of information towards the potential of tourism into practical aspect and outcomes. Another difficulty faced by the public sector in the execution of sustainable tourism principles is related to different attitudes towards tourism by the local community side(Brokaj, 2014). Actually, the authorities are planning certain activities for the public participation but the measures which are adopted by the responsible authorities are not up to the expectations of the home-grown at Hampi.

5.1.7 Level of education

The educational status of the people is not at all satisfactory. Almost 32% of the population lacks primary educational qualification. This will obviously reduce their knowledge level and they may try to obtain an unskilled job which yields very low income. The dimension of training is low in Hampi is principally because of the poor family condition and the absence of mindfulness about the significance of instruction in this aggressive period.

Due to the poor family conditions, children also neglect school and they try to go to tourist spots and sell Hampi historic books and maybe some souvenirs. Another aspect is that the locals are guiding tourist in an unorganized manner, even if they are very poor in delivering

or convincing things. They may get some remuneration or tips from the tourists this may be an added help for the family. So they give due importance to such side business rather than education. This may make them some more unprofessional but still, they will stick on with these petty tips, 15% of the population have pursued university qualifications and they have opportunities in the tourism industry. Their income level indicates that benefit. In order to substantiate the importance of level of education in developing and accepting the potential of tourism among the local residents. The Previous study gives information that level of education is an in excludable factor in the arena of village tourism development (Robinson 2015). But here in the present study it signifies that level of education has not such impact in the progress of tourism among the rural community.

5.1.8 Language barrier

The language barrier is the major obstacle faced by the local residents at Hampi. Poor language delivery restricts them from reaching the mainstream. Deficiency of minimal educational qualification among the majority leads to such difficulty. The people are aiming for bare subsistence for living or to cover up the basic requirements at present without any future calculations and this makes their living conditions much worse. If the language proficiency is there they can easily interact and give the best services to the visitors, this may eliminate the external guides from the picture. 64% of the people shows strong agreement regarding that language is a tiring barrier for them to enter into the tourism market at Hampi.

The people's attitude towards interacting with the people from outside the village as well as from outside the state also seems positive. It shows that the citizens are ready to mingle and accept the training if the authorities are willing to provide required training. Those who are

running handicrafts and restaurants business were in need of language training and it will definitely boost their business, especially when it comes to the time of bargaining for the sale of their handmade and other unique products.

For guide service also language excellence is a much-needed skill and the visitors may usually give priority for getting quality service. This paper gives much importance to homegrown tour guides in CBT. Most probably in the area of cultural tourism. The informative intensity of the travel industry, portrayals of social heritage have unswerving and conceivably significant influences on the people groups and networks who are being exhibited, spoken to and distorted, If the local citizens were not able to provide quality services, then the externals will come into the mainframe and they will reap benefits which are actually entitled to the local residents.

5.1.9 Heritage tourism potential

In the territory of Virginia, an investigation differentiated the spending examples of heritage guests with vacationers who did no heritage exercises. They found that heritage guests remain longer, visit twice the same number of spots, thus, on every outing premise, burn through 2.5 occasions more than different guests. Around the world, wherever heritage travel industry has been assessed, this equivalent fundamental inclination is observed: heritage guests remain longer, spend more every day and subsequently have an altogether more noteworthy per trip financial effect (Rypkema, 2008). This particular article also signifies the weight and demand for Heritage tourism at International level. The richness of the Vijayanagara Empire is still maintaining the touristic significance of Hampi. For every tourist season, Hampi increases the statistics of its visitors and making a significant contribution to the state as well. The locations

and destinations of Hampi might give evergreen memories to the visitors and will boost its marketing to the next level. For improving the local community's involvement in the tourism segment the CBT model could be an ideal choice.

This study stresses more on the importance of an inclusive approach where the level of community involvement has to be maximized. The respondents also express their opinion about the reinstating of Hampi bazar will open wide opportunities for a large section of the society. Hampi Bazar also holds a rich history about its viability and its operations at the past. These measures might re-establish the past heritage through an inclusive approach which will enhance the employment status and living standard of the underprivileged communities.

5.1.10 Scope of agriculture tourism.

The study finds out that agriculture is the core foundation of revenue for the local communities at Hampi, and it is spread all over Hampi. As of now the educational qualification of the local stakeholders of Hampi seems very poor. This cannot be revived in a quick swift action, but there is a possibility to enhance agro-tourism along with the existing heritage tourism. It may create additional income for the farmers as well as make the village self-sufficient. There are wide opportunities available in the arena of agro tourism is mentioned in the study of Chandrashekhara, Y. (2018)

The promotion of agro-tourism might generate multiple benefits to the local citizens once it is an ancillary source of income and the other side it may help the community to get quality food procurements at a reasonable price without any shortage and it will help in reducing the poverty rate of Hampi. For the promotion of Agro-Tourism does not requires any separate marketing because agriculture is spread in and around most of the nearby famous destinations of

Hampi. Such that the guide who is leading the visitors to the Heritage site itself can take the visitors to the agricultural field as well. The major challenges existing in agricultural tourism are the lack of perfect knowledge and poor awareness level of the people about agro tourism hampers the marketing potential and is mentioned in the papers of Nagaraju, L. G., & Chandrashekara, B. (2014) as well as in Chandrashekhara, Y. (2018).

Even if an external guide is taking the visitors to the field, they can see the production activities and if it is a harvesting period they can sell the fresh products from the field itself and they can also make the visitors to take part in the mowing process which gives them a unique experience after the heritage visit. By such methods, agricultural tourism can eliminate the barrier of language proficiency.

5.2 Suggestions

Need to include the proposals and requirements of local residents during the decision making process.

Bridge the gap between opportunities and engagement of local public in tourism related activities with support of DMO and private participation.

Eradication of social barriers is essential to make sure that the involvement of inhabitants in the tourism sector of Hampi.

Awareness creation camps shall be organized by the support of higher education institutions and volunteer groups specialized in tourism sector.

5.3 Summary and Conclusion

Heritage tourism has ample opportunities and potential in Hampi. Day by day the number of visitors who are visiting Hampi is increasing. Even if the people who are not professional enough to deliver their language and services, they are still receiving some petty tips which are satisfactory for them. This states that Hampi has enough potential in Heritage tourism. But not being a professional service provider his chances of reaping benefit will continuously fall. This is thoroughly based on the visitor's preference for better quality services.

Agriculture is practiced throughout Hampi so by the incorporation of agro tourism with the existing heritage tourism will bring out a significant improvement in earning and standard of living of the local residents. Thus, the CBT model can bring out substantial changes. But the reviewed articles point out certain challenges as the research discloses several challenges have been observed in the execution and running of CBT projects in the study area.

The immediate urge for improving agro-tourism rather than heritage tourism because the level of education of the existing working population is too poor; so the only thing can be done is incorporating the existing agricultural fields along with heritage tourism. The local public can be a part of Homestay services and other minor skilled labour. This will result in the improvement of educational standards for a future generation. It is not necessary to have extensive farming for enhancing agro-tourism marketing; even if it is fragmented land for subsistence farming. Here also marketing is possible without the sale of the product while through the explanation of their cropping pattern and its use. From the analysis, it is crystal clear that the local community cannot directly enter into the Heritage tourism industry with the existing constraints. 'Absence of sound showcasing and limited time methodologies, absence of steady foundation awful streets, ill-

advised wellbeing and sterile focuses, communication gaps are the main issues faced by Tourism Industry in Karnataka'. So it is essential to have more research and contributions, suggesting methods and solutions to level up the mentioned disparities.(Anitha & Chandrashekara, 2018).

The study also addresses the essentials of a well-monitored and sound policy of the state government towards the sustainable tourism development in Karnataka. Especially their ineffective language delivery and the excessive government regulations forwarded by authorities like ASI. Because of such restrictions, they can't even think about homestay promotion and running shops near tourist destinations. Agro-Tourism can also be promoted along with the heritage tourism model existing at Hampi by assuring CBT. Anyhow, nothing can be done with the level of literacy with the existing population, and such improvements are possible only in the coming generations. It is a time-consuming process and cannot be done within a quick succession of time. So if agro-tourism is promoted along with Heritage tourism, this may bring multiple benefits to the local stakeholders.

The economic condition and social status of the existing population are too poor if the agriculture sector is performed with the considerable output throughout Hampi. It will make the village self-sufficient and this may help them to reduce the rate of poverty rate at Hampi. Once the evils of poverty get eliminated then only the homegrown will assess the relevance of education. As we all know that agriculture brings seasonal output only if it is in collaboration with the Heritage tourism model, ancillary income will generate to the farmers this additional source of income and will give them incentive and motivation to the farmers to bring out better and innovative ideas to carry out agricultural production throughout the year by adjusting the crop pattern according to the seasons.

The role of government is very much essential for this agro-tourism promotion and implementation. The current financial ground of the farmers is not sound enough to buy quality seeds and implements. The primitive cultivation style with better implements will obviously bring better productivity. By such a way Hampi village can be marketed as a home of organic products. Along with heritage tourism agricultural tourism can also make a change in the phase of the present downfall of the economy. Thus the economy will move with a proper structural cycle without overlapping the sectoral development. Once the primary sector becomes sound enough in the economy it will gradually welcomes for industrial startups and then move to the service sector.

If well-directed training is provided to the youths, this will enhance their productivity. Especially people who are running shops here are in need of language training. If the expected training is provided by the authority, it will bring better output. From the analysis, it described the attitude of the people that they have a significant difference of opinion with respect to different age groups. The youths are ready to accept any add on training which helps them to thrive and join mainstream while the aged groups are used to the existing culture and standard of living. If sound and productive training are given for target groups, this will make improvement in the homegrown in the segment of heritage tourism. Educated unemployment also exists in Hampi, it is definitely due to their communication gap and lack of awareness.

Hampi has rich tourism market especially the potential Heritage tourism but none of the economies can directly reap benefit out of the service sector from the very first instance. So that makes the opportunities in a better way to attain sustainable growth with stability. Almost 75% of the working sections of the society is engaged in the agriculture segment only if they were given proper guidelines with regular awareness creation program about the above-mentioned

directives this anticipated output can be achieved at the earliest because the economy is still agrarian in nature. If the authorities provide regular awareness programs and basic language proficiency training for marketing the agriculture produce, then surely it will enhance their standard of living. There is enough scope for further study to be carried out on the basis of Agro and Heritage Tourism potential at Hampi.

5.3 Limitations of the study

Negative proof alludes to discoveries that surprisingly challenge you as opposed to help your theory. On the off chance that you didn't get the outcomes you have foreseen, it might mean your theory was wrong and should be reformulated. Or then again, maybe you have faltered onto something unforeseen that warrants further examination. Besides, the nonattendance of an impact might be told by and large, especially in test explore structures. Regardless, the outcomes might just be of significance to others despite the fact that they didn't bolster the theory. Try not to fall into the device of reasoning that outcomes in opposition to what all expected are a constraint to the investigation. On the off chance that did the examination well, they are just outcomes of the study and just require extra translation (Lewis & Lewis, 1980).

This study has faced so many difficulties in different phases of the research. The fact which consumes the major time of the research was the period of data collection. The level of understanding of the people was below average or even so pathetic, the questionnaire was used to collect the information was a structured questionnaire. The people talked only in their colloquial language which creates little difficulties but a majority of the local public is not at all able to read or write. So the attitude of the residents towards interacting with people outside of the village always seemed positive but the limiting factor is their poor language proficiency.

Association Challenges in arranging, managing and executing guidelines, poor support of heritage focuses, lack of professionally trained tourist guides, poor administration and management and absence of national policy and legislation are few among them (Anitha & Chandrashekar, 2017). Due to the lack of proper education, people were completely unaware of the basic information pertaining to tourism potential and its opportunities regarding community empowerment. But the fact which leads the researcher to think awkward is the situation when the ANOVA test carried out to find whether any relevant difference in the means of the opinion of the respondents regarding their level of education and its impact in the participation of the community in the tourism industry at Hampi.

The study expected a substantial variance in the averages of the variables but there is no momentous difference in the averages of educational excellence as a major barrier with respect to the community involvement in the tourism industry. Even though the result of the hypothesis test is not being satisfied for the study but it gives relevant information and new ideas about the hindering factors. Such limiting factors do not lead the researcher to a biased result but it throws some light on the potential and scope of alternative tourism model like Agro-Tourism where the level of education does not matter at large for the free entry of local residents into the threshold of the leading industry at Hampi.

5.4 Recommendation for Future Study

Further research can be conducted on the basis of alternative tourism model which is an open arena for a mass of the semi-skilled and unskilled population of Hampi to be get employed. Also, we can explore the possibilities of effective implementation of skill oriented and other training programs which may help the local to be part of all tourism-related activities. The present study

gives detailed information about the various challenges faced by the local residents along with numerous opportunities which are available for the community to pitch an entry into the potential sector. The present research can be termed as an overview of the existing tourism market at Hampi.

From the suggestions and preferred recommendations of the research, there are numerous possibilities to conduct further studies to tackle the different challenges addressed in the current study. It features the handy contemplations when anticipating and receiving CBT drawing on the experience of CBT exercises. The current study figures out the major existing obstacles and future study can be conducted on the basis of its causes and effects or how to rectify the existing problems. There is enough scope to lead a new study to examine how to empower the substandard community and their level of social awareness through improving the quality of education. The relevance of the CBT model and its impacts pertaining to Hampi may be another possible study which will definitely be beneficial for the community to improve their concentration in the tourism sector. By referring to the major findings and recommendations the researchers might get multidimensional ideas to carry out a new study on the basis of the indicated outcomes. Such that this study is indulged with ample scope for diversified study in the future with respect to an inclusive and sustainable approach.

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Assessing opportunities and constraints of community engagement in Tourism Development at Hampi

I invite you to participate in a research study entitled “Assessing opportunities and constraints of community engagement in Tourism Development at Hampi”. I am currently enrolled for MPhil-Tourism Christ University, Bangalore and I am in the process of data collection

Your participation in this research project is completely voluntary. There is no known risk in participation. Your response will remain. Data from research will be kept safely and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire.

The enclosed questionnaire has been designed to collect information. If you agreed to participate in this project, please answer the questions as best as u can.

Thank you for your assistance in this important endeavor.

Sincerely,

Retheesh. P.T,
Research scholar,
CHRIST (Deemed to be University)
Bangalore.

Age <20 20-29 30-39 40-59 60 and above 60

Gender: Male Female

Area:

The following statements are about opportunities and constraints of community engagement in Tourism Development at Hampi. Kindly tick the appropriate box below.

1) Your employment status?

Employed Self- employed Unemployed Daily Wages Student

2) Main sources of income?

Agriculture Dairy farm Shops Hotels and restaurants Tourism jobs

If tourism jobs please specify

3) Scale of your monthly income?

Below 5000 between 5000 -7000 between 8000 -10000 between 11000 -15000
 Above 15000

4) Scale of your monthly expenditure?

- Below 3000 between 3000 -5000 between 6000 -7000 between 8000 -10000 Above income

5) House you live in:

- Hut Tent Rental House Sheet Roofed Concrete building

6) Your level of education?

- No formal education Primary school High school Secondary school University

7) Major obstacles faced by the local community in the field of education?

- Limited number of schools Lack of efficient teachers Poor family environment Poor management others

If others please specify.....

8) Which body plays a key role in tourism marketing at Hampi?

- Local Community Government ASI Private Travel and Accommodation Industry Hampi Development Authority

9) Level of participation pertaining to tourism related activities at Hampi?

- Decision making process Destination management Accommodation Preservation of heritage resource Transportation service

10) Means of local transportation mostly used by tourist at Hampi?

- Cart Public bus service Private bus service Taxi Auto rickshaw

11) Accommodation facilities mainly used by tourist at Hampi?

- Star Hotels Resorts Guest Houses Lodges Homestay

12) Training programmes are you expecting from the authorities to earn an alternative for livelihood?

- Guide Training Personality development Language proficiency Hotel and restaurant Management All of the above

13) Measures taken by the authorities in order to preserve the unique culture and custom of the local community at Hampi?

- Promotion of Hampi festivals Awareness creation programmes Organizing cultural exhibition By reinstating Hampi bazar None of the above

14) Activities do by government agency deal with, in order to engage the local community in tourism activities?

- Skill training Awareness creation Homestay promotion Destination promotion None of the above

15) Financial assistance provide by authority?

- Agricultural loan Business loan Home loan Vehicle Loan None of the above

The following statements are about community engagement in tourism at Hampi. Please mention that you agree or disagree with each statement.

[1= Strongly disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree]

SI No	Particulars	1	2	3	4	5
1	Investing in the tourism sector will improve the economic status					
2	Hampi festival benefits the local community monetarily					
3	Homestay for tourists is effective at Hampi					
4	Residents have voice in the decision-making process					
5	Tourism promotion activities provides adequate employment opportunities					
6	Representation from the local community is effective in tourism development at Hampi					
7	Heritage tourism is a potential income generator					
6	Tourism planning enhances the community participation					
8	Public play a key role in providing accommodation					
9	Your English language proficiency is competent enough for dealing with tourist					
10	Boards and agencies provide adequate opportunities for employment					

Please rank the following statements

1=Very Poor, 2= Below Average, 3= Average, 4= Above Average, 5= Excellent

SI No	Particulars	1	2	3	4	5
1	Benefits of tourism are shared between local public and travel organization.					
2	Involvement of local community in tourism promotion					
3	Appraise the functioning of tourism boards and travel organizations at Hampi					
4	Evaluate skill development training provided by the authorities					
5	Evaluate the policies adopted by the government for employment generation?					

Please give appropriate answers and tick the box below.

1= Yes 2= No

SI No	Particulars	Yes	No
1	Infrastructure has been developed as a result of tourism.		
2	Local people have got specialized training for the promotion of handicraft.		
3	As a result of tourism development, local community has experienced phenomenal improvement in income.		
4	Hampi Master Plan will create a substantial increment in the income of local community.		
5	Local public are part in tourism decision-making process for the development of Hampi.		
6	Government regulations pertaining to tourism hinder local community participation.		