

A Study Of Youths' Perspective About Tourism Entrepreneurship For Peace And Development: An Empirical Analysis

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Abstract - Tourism entrepreneurship is the most important aspect growing over the years which in turn can act as a driving force for any nations' economic growth. Also, it is an accepted fact that tourism can bring in the cultural understanding as it helps in developing the guest host relationship. Tourism directly or indirectly helps in reducing the elements that can lead to the violence in any societal set up. Simultaneously, it can rightly be said that the youths of any country is a very important component in the overall development of the society. And also it is been seen that entrepreneurial motivations are increasing among youth in the recent years, may be because of the unavailability of the jobs and because of the support from governments' end and/ may be because of the urge for economic independence among youth. With the initiation of many training programmes by Government of India in the terms of skill development, etc; many youths are getting attracted to have their own start ups, and starting any tourism venture is particularly more popular because of the benefits that it has like requirement of less seed capital, etc. In this context, the present study discusses about the role of youth taking up entrepreneurship for developing peace building process. This empirical piece of research includes the perception of youth towards tourism Entrepreneurship for creating peace and development in Jammu and Kashmir. The statistical tools applied in this research study are Percentage Method, Correlation and Regression.

Keywords - Entrepreneurship, Peace Building, Youth, Jammu and Kashmir.

INTRODUCTION:

Peace is the most important aspect of any society and thus, can be defined as the measure of assurance of human rights, the development, equality and care for all, global security and ecological sustainability (Haessly, 2010). And tourism can serve as the driver of peace in any society. That is why it is usually recognized as a peace industry (Crofts, 2003). Infact, it is potentially one of the most important vehicles for promoting peace among the people of the World (Minho Cho, 2006). It is very well said that travel to different places be it politically divided states, can assist in reducing tensions and can promote greater understanding (Butler & Mao, 1996). Thus, tourism is considered to be an important instrument for developing peace and bringing prosperity in conflicted areas and this is well cited by World Tourism Conference in 1960 in Manila, which has declared tourism as a most important driver for world peace since it brings both "hosts" and "guests" together, which in turn learn and appreciate each others cultural issues (Khanna and Chauhan, 2009). There is an International Institute for Peace through Tourism which was established in the year 1986; is essentially a group that represents both the sectors of the travel and tourism industry i.e public and private. This Institute which is a non-government organization seeks to develop tourism initiatives that develop cultural understanding thereby improving the quality of the environment, helps in preserving heritage and finally bringing about a peaceful and sustainability (Gibbons, Hill, Illum, & Var, 1995). Kelly (2006) has also pointed out that tourism is a mean to promote cultural understanding by bringing people from different cultural backgrounds together, which thereby helps in fostering peace. Therefore, tourism can be considered as one of the aspects that can contribute to a more peaceful society. Hence, peace through tourism is the reduction or elimination of the reasons that can lead to the violence. Further, tourism helps in maintaining harmonious, prosperous and economically strong relationship among the societies (Burtner, 2010), and so it is considered to have a significant power of change in the economy of the developed and least developed areas too (Gumus, 2007). Salazar (2006) in the study showed that global travel industry leads to the creation of those tourism initiatives which can lead to the contribution to international understanding, quality environment, the preservation of heritage, and so, through these initiatives, it helps to build a peaceful and sustainable world. As tourism growth is mainly dependent upon the community participation and so, community's attitude plays an imperative role in tourism development. Therefore, for recognizing the attitudes of local populations, various capacity building workshops can be set up to reduce any resistance between tourists and residents (Zhang et. Al, 2006). Community's participation in tourism development does not only relate to the decision-making process and the reimbursement of tourism development, but also regarded as an integral to sustainable tourism (D'Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988). The local community participation, especially that of the youth in peace building process requires more concerted efforts, intense consideration; their attitude towards developing tourism is of foremost importance for futuristic approach.

Jammu and Kashmir is a stunning and charming land that abounds with natural beauty. However, this perfect image of Jammu & Kashmir has been replaced by a much more terrifying one. India and Pakistan both claim ownership of J&K and this dispute has resulted in two major wars as well as thousands of deaths, human rights violations, and fearful acts of aggression. The circumstances of violence in Jammu and Kashmir are beyond the minds of people. Cross border firing, attacks by militant groups and open fire by security forces are the main reasons for unfriendliness. Haphazard violence has marked the area since 1947. In fact there are many areas around the LOC, which are potential enough for boosting tourism but the cross border conflicts prevent them from emerging as a tourism destination. During the turmoil it is not only the expensive and valuable lives that have been lost but it has also affected the economic condition of this state very badly. In current International relation of Power Politics, there is a great threat to International Peace. India started Peace process with Pakistan in the name Confidence Building Measures (CBMs) to normalise the border tension. Confidence building measures (CBMs) or confidence and security building measures are actions taken to reduce fear of attack by both (or more) parties in a situation of tension with or without physical conflict. Former Prime Minister Mr. Atal Behari Vajpayee took major initiative for Peace building by starting bus services between two states, i.e. also known as bus diplomacy during 16 Feb 1999. Tourism can exceed governmental boundaries by bringing people closer together through the understanding of different cultures, heritages and beliefs. It as an answer mechanism for tension has an inherent capacity to contribute to the national integration, develop respect for others there by building overall peace in the region. Thus, the main purpose of the study is to bring the youth of Jammu and Kashmir from anti-national and anti-social activities towards mainstream and constructively by developing various Capacity building and reconciliation programs through the adoption of initiatives in the various model villages in Jammu and Kashmir.

REVIEW OF LITERATURE:

From a theoretical point of view, tourism has been conceptualized to contribute to peace by the contact with different groups of people. This contact is hypothesized to bring about greater understanding and mutual liking between the people. It follows then that this liking will lead to world peace (Amir, 1969; Amir & Garti, 1977). Yu (1997) coined these two paths: high politics activity (sensitive, economic and military issues dealt with at the state level) and low politics activity (interrelationships between ordinary citizens). Yu (1997) found that tourism, being a low politics activity, can be an effective force for peace, as in the case of China and Taiwan where tourism growth and reduced political tension has coincided. Pratt and Liu (2015) also recognized that the relationship between tourism and peace across the different countries. The authors found that the impact of peace on tourism is much greater than the impact of tourism in peace. Development of tourism in border areas is mainly related to political and economic global changes during the twentieth century (e.g., growth in global trade and cash flow, market connectivity, financial entities, global corporations). It is also related to the global development of communication and mobility and their influence on tourism as well as the substantial growth and development of international tourism (Anderson et al., 2002; Butler, 2002; Hall, 2005; Ioannides et al., 2006; Lunden & Zalamans, 2001; Sofield, 2006).

Jimenez & Kloeze (2014) stressed that tourism not only nurture understanding but also helps in conservation of heritage, poverty alleviation and safety of environment. He further endorsed the prerequisites for peace building process i.e. tourism creates cultural understanding, willingness of tourist to interact with host, willingness of host to interact with tourist. As tourism is the major player in spreading peace, it operates by dissemination information about the beliefs, perspective, culture and politics of one country to the citizens of another. The relationship between tourism and peace is also endorsed by various studies in the recent past like Aghazamani & Hunt (2015); Pratt & Liu (2015) and Jimenez & Kloeze (2014) etc.

As war and conflict finish and peace is restored in the conflicted areas, the economic drive provided by the military is downsized. Tourism has the potential to provide economic redevelopment in affected areas (Baum & Butler, 1999). Destinations may be even able to leverage the historical significance of war by developing dark tourism or cultural heritage tourist attractions (Anson, 1999; Baum & Butler, 1999). Where there is contested heritage, it is difficult to use tourism as an agent for peace (Causevic & Lynch, 2013). Tourism operators and tour guides need to strengthen messages of understanding and peace between reconciled nations rather than serving as reminders of violence and war, as in the case of the Island of Peace on the Israeli-Jordan border (Gelbman & Maoz, 2012). Guo (2006) noted that tourist flows and tourism cooperation can contribute to reconciliation between these two states. Interpersonal contact, via tourism exchanges, can reduce stereotypes and change negative perceptions but can only achieve so much.

Further, Jafar et al. (2015) explored that local communities enjoy being involved in tourism sector in Kinabalu National Park, Sabah because it enhances their key income resources and quality of life. In developing countries, there is a need for local community to participate and manage tourist activities (Cater, 1994). Community participation in the decision making process in developing countries is always limited (Dola and Mijan, 2006). Development of tourism through community participation not only relate to the decision making process, but also helps in its sustainability (D'Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988). As it is rightly pointed out that community based strategies can build local ownership in the peace process and provide a progressive approach to long term success of policies and programs (Blackstock, 2005), Community's commitment to the peace-building processes is to avoid the re-emergence of the conflict and move towards a sustainability of peace (Goodwin, 2006). Moreover, community-based peace building involvement often seek to transform relationships; to collaborate with a wide range of performers beyond the development community, including diplomatic actors and in some places, parties to the conflict; ad to link to broader peace strategies (Mitchell and Muckosy, 2008).

In sum, there is a significant amount of literature examining the impact of tourism on peace. The evidence, however, is mixed. At an individual level, the interaction of tourists and hosts seems to promote positive opinions and decrease negative stereotypes (Tomljenovic, 2010). Conversely, though, when nations deal with each other at the formal diplomatic level, gains at the individual level can be undone or at the least ignored. Certainly, there seems to be some evidence

that peace is a necessary condition for the promotion of tourism development. Tourism encourages international cooperation, which reduces the risks of tension and conflicts, as it helps in developing cordial relations between and inside nations. It can, therefore, be said to have the special catalytic nature which promotes peace. Therefore, peace building is an integral part of conflict resolution and in the development of any community. In addition, the researchers also found the role of conflict resolution and peace building in the rural communities. With this background, the present research aims to study the suitable mechanism for Social inclusion/ local community engagement and empowerment; Culture and environment preservation; Socio-economic development- poverty alleviation, etc; and developing Guest- host relationship. Also the proposed study aims to bring the youth of Jammu and Kashmir from anti-national and anti-social activities towards mainstream and constructively by developing various Capacity building and reconciliation programs through the adoption of initiatives in the various model villages in Jammu and Kashmir.

OBJECTIVES OF THE STUDY:

This piece of research tends to investigate the perception of young residents about the role of tourism entrepreneurship in bringing peace and development, especially in fragile and conflict prone regions.

HYPOTHESIS OF THE STUDY:

The hypotheses of the study are as follows:

H1: Tourism Entrepreneurship impacts Socio-economic development positively.

H2: Socio-economic development and Peace-building are positively inter-related.

RESEARCH METHODOLOGY:

The study is empirical in nature that includes the perception of youth towards tourism Entrepreneurship for creating peace and development in Jammu and Kashmir. The data is collected through a questionnaire distributed to the youth of Jammu region.

SURVEY INSTRUMENT:

The structured questionnaire is comprised of five sections. The first section is the demographic profile of the respondents. The second section includes Tourism Entrepreneurship taken from a study conducted by Sledyaeva, Gustafsson Pesonen & Mochnikova (2008) and cited by Sitaridis & Kitsios (2017). The third section includes Socio Economic Development Factors and the scale is taken from the study of Ramseook & Naidoo (2011) and Khanna, Khajuria & Sharma (2017). The fourth section includes Peace Building factors and the scale is taken from Dada (2015) research work. The scales used in the questionnaire are based on a 5-point Likert scale (where 1=strongly disagree, 2 = disagree, 3 = Neutral, 4 = agree, 5 = strongly agree). The last section of the questionnaire consists of suggestions and conclusion from the respondents.

SAMPLING:

The sample unit for the study includes the young residents of registered household of Jammu city. There are 82,403 households in the Municipal Corporation (source?). From each household, one member belonging to the age group of 20 to 40 years was chosen, summing up to a population of 82,403 residents. The sample size calculated using Krejcie & Morgan (1970) formula at 95% confidence and 0.05% margin of error, came out to be 382. Out of 382 respondents, only 163 useable responses were received, leading to a response rate of 43%. As most of the respondents were not much educated, this could have attributed towards the low response rate received.

STATISTICAL TECHNIQUES USED:

The statistical techniques used for the analysis of the data include Percentage Method, Mean, Standard Deviation, Regression and Correlation.

ANALYSIS AND FINDINGS:

Table 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

N= 163

S.No.	Demographic Variable	N	Percentage%
1	Gender		
	a) Male	99	60%
	b) Female	65	40%
3	Qualification		
	a) Secondary	11	7%
	b) Higher	93	57%
	c) Professional	59	36%
4	Family Income		
	a) BPL	3	2%
	b) APL	160	98%

In table 1, the demographic profile of the respondents is given. It is found that approx. 60% (approx.) of the respondents are males and the rest 40% (approx.) are females. Almost 7 % (approx.) of the total respondents are senior secondary pass, 57 % (approx.) were higher secondary pass, while 36 % (approx.) were professionals. Likewise only 2% (approx.) of the respondents have family income of BPL while 98 % (approx.) were from APL income group.

Table 2: Mean and Standard Deviation Values for Perception about Tourism Entrepreneurship

S. No	Statements	Mean	S.D.
1	Tourism Entrepreneurs must be appreciated because they provide work for others	4.19	0.80
2	Tourism Entrepreneurial activities provide society with more benefits than disadvantages	3.90	0.85
3	Tourism Entrepreneurship is the future form of employment	4.03	0.92
4	Society must support young, beginning tourism entrepreneurs	4.10	0.90
5	Society provides excessive support for tourism entrepreneurs	3.24	0.96
6	Tourism Entrepreneurs can exploit the personal skills and competences more effectively in their own businesses than in salaried employment	2.91	1.06
7	Tourism Entrepreneurship requires more intellectual than financial capital	3.42	0.82
8	Tourism Entrepreneurship is for people who have courage and ideas	3.66	0.99
9	Tourism Entrepreneurs take excessive risks	3.47	0.95
10	Tourism Entrepreneurs get rich on other peoples' work	2.15	0.82
11	People who cannot adapt to conventional jobs end up as entrepreneurs	2.61	1.17
12	Tourism Entrepreneurs often stretch their consciences	2.07	0.74
13	Tourism Entrepreneurs do not care about environmental issues to a sufficient extent	1.88	0.71
14	Tourism Entrepreneurs are unscrupulous and pursue their own self interest	2.80	1.14
15	Small Tourism enterprisers are good employers	3.36	1.10
16	Small Tourism enterprises exploit their workers to the maximum	1.94	0.72
17	Small Tourism enterprises do not provide adequate opportunities for genuine professionals	2.09	0.72
18	The government policies in Jammu and Kashmir influence the market frame and create entrepreneurship friendly culture.	3.31	1.08
19	Peoples' perception on the entrepreneurial intention and action can be affected by attitudes towards entrepreneurs from family, friends and community around them in the state.	3.57	0.97
20	If prospective entrepreneurs are well trained with entrepreneurial and business skills, they may find it very interesting and an easy way to have their start ups.	3.65	0.89
21	Tourism entrepreneurs in Jammu and Kashmir are aware of the various rules and regulations applicable to different group of industries and they follow them accordingly	3.31	1.08
22	Shortage of raw materials, inferior quality, high price results in high cost of production and are bringing bad name to the small industry in the state.	3.58	1.01
	Grand mean	3.147	0.927

Table 2 highlights the various tourism entrepreneurship factors. Further, it indicates that the mean scores have varied from 1.88 to 4.19. It has also been observed that the statement 'Tourism Entrepreneurs must be appreciated because they provide work for others' has recorded the highest mean of 4.19 with S.D. value of 0.80 whereas the statement 'Tourism Entrepreneurs do not care about environmental issues to a sufficient extent' has recorded the minimum value of 1.88 with S.D. value of 0.71.

Table 3: Mean and Standard Deviation Values for Socio-Economic Development Factors

S.No	Statements	Mean	S.D.
Socio-Cultural Factors			
1	Tourism encourages a variety of cultural activities by local population, e.g., crafts, arts, music	3.88	0.92
2	There is understanding of different people and cultures by residents	3.90	0.81
3	Tourism has increased local awareness and recognition of the local culture and heritage	3.95	0.87
4	Tourism has provided opportunities to restore and protect historical structures	3.82	0.86
5	There is a change in lifestyle that occurs because of tourism development	3.83	0.82
6	There is a variety of shopping choices in the community	3.76	0.83
7	There is a variety of entertainment facilities in the area	3.71	0.85
8	Tourism development leads to a variety of restaurants in the area	3.76	0.93
	Grand Mean	3.82	0.86
Economic Factors			
9	The number of jobs in the community has increased due to tourism development	3.93	0.90
10	The personal income of local residents has increased due to tourism development	3.91	0.79

11	The standard of living of the host has increased because of tourism development	3.91	0.79
12	Tourism generates substantial tax revenues in the host economy	3.93	0.72
13	Tourism development leads to a high level of investment, development and infrastructure spending	3.85	0.80
14	Tourism development improves the quality of local services	3.95	0.69
15	Tourism creates new markets for the local products	4.03	0.80
16	There is a variety of shopping facilities in the area	3.93	0.83
	Grand Mean	4.03	0.80
Environmental Factors and Guest Host Relationship			
17	The quality of natural environment is enhanced due to tourism development	3.85	0.89
18	There is improvement of roads and other public services	3.98	0.95
19	Host Community benefits from recreation and sports facilities	3.98	0.84
20	There is better quality of building and planning	3.94	0.75
21	The level of urbanization has increased due to tourism development	4.03	0.80
22	Tourism must improve the environment for future generations	4.18	0.77
23	Tourism development should strengthen efforts for environmental conservation	4.16	0.74
24	Proper tourism development requires that wildlife and natural habitats be protected at all times	4.18	0.73
	Grand Mean	3.93	0.79

Table 3 highlights the various socio-economic development factors. Further, it indicates that the mean scores have varied from 3.71 to 3.95 for socio-cultural factors. It has also been observed that the statement ‘Tourism has increased local awareness and recognition of the local culture and heritage’ has recorded the highest mean of 3.95 with S.D. value of 0.87 whereas the statement ‘There is a variety of entertainment facilities in the area’ has recorded the minimum value of 3.71 with S.D. value of 0.85. Similarly, the mean scores have varied from 3.85 to 4.03 for Economic factors. It has also been observed that the statement ‘Tourism creates new markets for the local products’ has recorded the highest mean of 4.03 with S.D. value of 0.80 whereas the statement ‘Tourism development leads to a high level of investment, development and infrastructure spending’ has recorded the minimum value of 3.85 with S.D. value of 0.80. Also, the mean scores have varied from 3.85 to 4.18 for Environmental factors and Guest–Host relationship. It has also been observed that the statements ‘Tourism must improve the environment for future generations’ and ‘Proper tourism development requires that wildlife and natural habitats be protected at all times’ has recorded the highest mean of 4.18 with S.D. value of 0.77 and 0.73 respectively whereas the statement ‘The quality of natural environment is enhanced due to tourism development’ has recorded the minimum value of 3.85 with S.D. value of 0.89.

Table 4: Mean and Standard Deviation values for Peace Building factors

S.No	Statements	Mean	S.D.
1	Tourism facilitates cross-cultural exchanges	4.13	0.70
2	Tourism leads to mutual understanding	4.20	0.59
3	Tourism reduces social differences	4.19	0.67
4	Tourism helps in the preservation of cultural identity	4.20	0.66
5	Tourism facilitates the preservation of historic monuments	4.12	0.74
6	Tourism brings positive attitudinal change	4.06	0.74
7	Tourism builds greater self esteem	4.11	0.75
8	Tourism reduces feeling of otherness	3.92	0.80
9	Tourism reduces stereotypical thinking	4.02	0.80
10	Tourism reduces prejudices	4.00	0.81
11	Tourism brings international understanding	4.28	0.67
12	Tourism develops cross-border cooperation	4.17	0.75
13	Tourism helps in the reduction of political conflicts	4.14	0.82
14	Tourism facilitates the participation of local people in the decision making process	4.14	0.80
15	Tourism finally leads to the protection of human rights	4.05	0.89
	Grand Mean	4.11	0.74

Table 4 highlights the various peace building factors. Further, it indicates that the mean scores have varied from 3.92 to 4.28. It has also been observed that the statement ‘Tourism brings international understanding’ has recorded the highest mean of 4.28 with S.D. value of 0.67 whereas the statement ‘Tourism reduces feeling of otherness’ has recorded the minimum value of 3.92 with S.D. value of 0.80.

Table 5: REPRESENTING REGRESSION-SHIP BETWEEN TOURISM ENTREPRENEURSHIP AND SOCIO ECONOMIC DEVELOPMENT

Multiple R	0.407
R Square	0.165

Adjusted R	0.160
Standard Deviation	0.425

From table 2, the strength of association between the Tourism Entrepreneurship (X) and Socio Economic Development (Y) is found out. Here, the coefficient of determination, R Square= 0.16. This implies that 16% of the variation in the socio economic development is explained by the Tourism Entrepreneurship and the remaining 84% of the variation needs to be identified. Hence, 16% of the Tourism Entrepreneurship affects the Socio Economic Development and the regression equation is as under:

$$\text{Socio Economic Development} = 2.17 + 0.55 \text{ TE}$$

Table 5. shows the regression analysis between tourism Entrepreneurship factors and socio-economic development factors. As per the results, the value of correlation coefficient (R) shows a positive and considerable relationship between tourism entrepreneurship and socio-economic development. Also, the value of coefficient of Determination (R²) shows that only 16% of variation in socio economic development is explained by the Tourism Entrepreneurship, the remaining being unknown. Thus a positive but low relationship has been revealed in the study, further confirming the hypothesis that Tourism Entrepreneurship impacts Socio-economic development positively.

Table 6: CORRELATION ANALYSIS OF SOCIO ECONOMIC DEVELOPMENT AND PEACE BUILDING

	Socio-Economic Development	Peace Building
Socio-Economic Development	1	
Peace Building	0.492	1

Also, **Coefficient of correlation, $r = 0.492$**

Table 6 shows correlation analysis between Socio-Economic Development and Peace Building, Here the value of coefficient of correlation is 0.492, which suggests a positive and moderate correlation between Socio-Economic Development and Peace Building. Thus, the hypothesis that Socio-economic development and Peace-building are positively inter-related holds true.

HYPOTHESES ACCEPTANCE AND REJECTION:

H1: Tourism Entrepreneurship impacts Socio-economic development positively.	Accepted
H2: Socio-economic development and Peace-building are positively inter-related.	Accepted

CONCLUSION:

The purpose of the research study is to determine the perceptions of youth towards Tourism Entrepreneurship for peace and development in Jammu and Kashmir. The results of the study show that youth of Jammu city has a positive perception about Tourism Entrepreneurship. They highly agree that Tourism Entrepreneurship provide work for other and is the future form of employment. They also highly believe in appreciating and supporting young, beginning tourism entrepreneurs. When studied separately, their perception about the role tourism plays in the social-cultural, economic and environmental aspects was also highly affirmative. They agree most to the fact that socio-culturally tourism has increased local awareness and recognition of the local culture and heritage; economically, it creates new market for local products and environmentally, tourism must improve the environment for future generations. The study also highly acknowledges the potential of tourism for peace building, especially by the means of international understanding among nations, preservation of cultural identity, bringing mutual understanding and reducing social differences. Further the results have also conformed to both the hypothesis that Tourism Entrepreneurship has a positive impact upon Socio-economic development. The research results also reveal that Socio-economic development and Peace Building are positive interrelated, as was hypothesized in the study.

LIMITATIONS AND FUTURE SCOPE:

The undertaken study has the following limitations which could be overcome in the future.

- The study has been restricted to the youth of Jammu only. In future, youth of Kashmir and Ladakh can be taken to get their perspective about the peace and development in the region through tourism entrepreneurship. It may show different outcomes.
- The variables tourism entrepreneurship, peace building and socio economic development has been taken into consideration in the present study whereas other variables such as tourism promotion can be taken up along with the mentioned variables in the future studies to get more insights from the respondents about relationship of tourism entrepreneurship with peace development.
- The residents of border areas can be taken up in the future studies to know about their perceptions about role of tourism entrepreneurship in terms of spreading peace and development in the disturbed region.

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