Empirical Study on Local Residents' Participation in Endogenous Tourism Development

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Abstract

Purpose: The present paper endeavors to explore the three-pronged approach; to identify the local residents' attitude, to investigate the local residents' participation in planning and implementing the endogenous tourism development project, as well to investigate the influence of local residents' participation upon perception caused by the socio-economical and cultural impact of endogenous tourism.

Methodology: This research study is explorative by nature adopting both descriptive and analytical methods. The research process involves the sampling technique. Field interview has been initiated to collect the data for the purposive sampling method. An open-ended questionnaire has been prepared for the random sampling to obtain the data from the respondents.

Findings: The research study explores the impact of local residents' participation in endogenous tourism development projects. For this reason, one way ANOVA has been conducted that reveal a value of less than 0.05 which signifies local residents' participation impacts on the tourism planning and implementation.

Practical Implications: The participation has increased the positive attitude among the residents resulting in the sustainable approach towards endogenous tourism development. Local residents' participation in the implementation of endogenous tourism projects has enhanced their quality of life in terms of socio-economic and cultural development.

Originality: The primary purpose of the endogenous tourism project in Pipli and Raghurajpur village of Odisha is the inclusive development through active resident participation and involvement. Endogenous tourism development project has also intensified the infrastructure development of the region, hence tourism policymakers and planners should think of deriving the maximum benefits by encouraging residents to a greater extent.

Keywords: Endogenous tourism, Participation, Residents, Development, Impact

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1. Introduction

Endogenous tourism has emerged as a focus area in most developing countries. Very often, rural tourism, pro-poor tourism, and endogenous tourism are used interchangeably, so that hard to define the exact meaning of endogenous tourism. Still, it is noteworthy to define it in a more precise manner as a rural tourism initiative highlighting the region's culture, art and craft, and heritage, simultaneously improving rural livelihoods and eradicating poverty in a sustainable manner. It is a novel concept of rural tourism initiatives emerging in colors like India and Greece. In the recent scenario, culture, heritage, art, and craft have been in the special interest among the tourists. Thus, it has become a marketing tool to attract tourists. Endogenous tourism projects focus on the utilization of local resources and control it effectively, whereas exogenous tourism projects rely on funding from the global front(Apostolopoulos & Sonmez, 1999).

Community-based tourism development project goes directly with endogenous tourism planning and implementation. The most unique aspect of this model lies in various resident-centric goals aiming at performing the well-being of the locals (Pina & Martínez-García, 2013). On other hand, the project model endeavors to reduce the bottlenecks and try to improve the quality of local residents' livelihood (Mayura, 2009). The integrated endogenous tourism model strengthens the guests-host interaction, thereby enhancing the quality of rural experience (Ministry of Tourism, Government of India, 2004). Therefore, it has been observed that this model is most conducive to developing and less developed nations globally (Philip, Jonathan, & Neil, 1995).

As per the Endogenous Tourism for Rural Livelihoods report(2007), residents' involvement is more critical for its successful implementation (Jigang & Jiuxia, 2007). Residents' sense of ownership is influenced by their level of participation (Gebremedhin & Theon, 2007), and the sense of ownership is directly related to the acceptance of projects among residents. Thus, residents positive attitude determines the success of the endogenous tourism project (Mitchell, Atkinson, and Clark 2001). Though endogenous tourism project solely depends on resident participation, little research in this regard is unable to explore it to the full extent. Thus this present study explores the residents' participation in the planning phase affects the participation in the implementation of endogenous tourism development.

A paucity of research also reveals the derived benefits of implementing the endogenous project due to the active participation of residents (Turco, 1997). Previous research has revealed mostly on the economic impacts, on the contrary, socio-cultural impacts have been less studied. In endogenous tourism projects, a greater emphasis has been given to improving the quality of life and cultural upliftment of the residents (Kim, Uysal, & Sirgy, 2012). Hence, this study examines how residents' participation in

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the planning and implementation process of the project affects the overall benefits of socio-economic and cultural, and quality of life.

The Pipli and Raghurajpur village in Odisha, India is preferably selected as the classified destination for the present study. These two regions have immense potential for endogenous tourism development and pioneering in multifarious rural tourism attractions. Though from past decades, rural tourism has been implemented, still it's in a nascent stage. Instead of huge potential, it has been not yet been highlighted. The project was ventured by the Ministry of Tourism, Govt. of India, and the United National Development Programme (UNDP) aimed at enhancing the inclusive development of the region and the livelihood of the residents. The project envisaged in two ways by spreading the wings of hardware component and software component. The software component seeks the capacity building and skill development of the local residents, while the hardware component paves the way for infrastructure development.

Paving the path towards endogenous tourism development, the present study intends to explore the following objectives,(1) to identify the local residents' attitude towards endogenous tourism development, (2) is to investigate the local residents' participation in planning and implementing the endogenous tourism development project, and also (3)to investigate the influence of local residents' participation upon perception caused by the socio-economical and cultural impact of endogenous tourism

2. Literature Review

Globally, the tourism industry is one of the fastest-growing economic sectors and a key driver of socio-economic progress, with rural tourism one of the most flourishing sub-sectors of tourism (Nasir, Mohamad, Ghani & Afthanorhan, 2020). Particularly in rural areas, tourism is the panacea for development (Kastenholz, Carneiro, Marques, & Loureiro, 2018). According to Oh, Kim, Choi, and Pratt (2019), the result of mass tourism have demanded an alternative form of tourism that looks for the holistic and inclusive development of residents and tourists, thus rural tourism developments will solve the problems of mass tourism (Dimitriou,2017; Fang, 2020).

Tourism development in rural areas involves stakeholders collaboratively to develop plans and policies. The support of the local community is essential for the long-term development of rural tourism (Verbole, 2000). Tourism development projects necessitate residents' planning, thinking, acting, and monitoring throughout the development process (Cole, 2006). Locals may interpret tourism favorably because it provides job opportunities, facilitates investments and income, contributes to the growth of infrastructure and services, and enhances social wellbeing (Abdollahzadeh & Sharifzadeh, 2012). Thus, Nunkoo and Ramkissoon (2011), strongly assert that tourism development projects demand the involvement of local residents. The participation of local residents plays a vital role in succession planning and

development (Jigang & Jiuxia, 2007). Moreover, sometimes critiques arise due to over-dependency and vulnerability to the development by the "local forces' (Ray, 2000). But the other side reciprocates on the endogenous approach to rural socio-economic development, which focuses on locality and their indigenous resources with the principle of public participation, has been gaining increasing acceptance as a more effective way to animate robust and sustainable development than its exogenous counterpart (Lowe et al, 1998), (Ray, 1999)

Haywood (1988) asserted that community participation also determines the successful implementation of the development project in which all stakeholders participate mandatorily. According to Ying and Zhou(2005) local community participation in tourism can be observed from two aspects. The local community shows their interest to participate in decision-making and is eager to enjoy the benefits derived from tourism (Ying & Zhou, 2005). Hence, the participation of local residents in decision-making and investment processes is critical. Because, the involvement of local people in decision-making is critical to the sustainability of tourism (Zamani-Farahani & Musa, 2008). In this research study, residents living in a community comprise various service providers directly and indirectly associated with tourists. Participation denotes the engagement and involvement of residents directly and indirectly with the endogenous tourism development projects. In this study, resident participation at the individual level and organized level greatly impacts the decision-making process of project implementation (Kisang Ryu et al; 2020)

Two levels of participation of residents, directly and indirectly, impact the planning and implementation of the tourism project (Ofosu-Koranteng & Annan, 2005). Participation in the planning process is entirely different from the implementation process of endogenous projects. Hence residents' approach and perceived benefits changes depending on the process involved. Moreover, the level of participation measures the degree of project understanding and its successful operation. The active participation of the residents in the planning level propels the project activities at the implementation level (Amando, Santos, Moura, and Silva ,2009). Nevertheless, in the tourism industry, it is perennial problem of lack of coordination among the community residents. Hence tourism development aims at deriving benefits by increasing local involvement and participation (Nyaupane & Thapa, 2004).

Based on the foregoing literature review, the following hypotheses were formulated

3. Hypothesis of the Study

H_1: Local resident participation endogenous tourism planning and project impacts the implementation process.

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H_2: Local resident participation positively impacts their attitude and perception towards endogenous tourism project.

H_3: Implementation of endogenous tourism project results in the socio-economic and cultural development of residents.

4. Research Methodology

This research study is explorative by nature adopting both descriptive and analytical methods. The research process involves the sampling technique. Filed interview has been initiated to collect the data for the purposive sampling method by physically meeting with various officials in the Department of Tourism, Govt of Odisha, and Tourist officers of Puri, etc. An open-ended questionnaire has been prepared for the random sampling to obtain the data from the respondents. The total numbers of respondents from the two villages (Pipli & Raghurajpur) have taken 575, out of which 265 males and 310 females. The respondents include village entrepreneurs and artisans, craft makers, appliqué makers, helpers, etc.

5. Result and Discussion

Table-1, Demographic Characteristics of Respondents (N=575)

Sl. No	No. of Respondents	Percentage
Age(Years)		
20-29	211	36.4%
30-44	109	18.9%
45-59	182	31.7%
Above 60	73	12.1%
Sex		
Male	265	46.1%
Female	310	53.9%
Occupation		
Artisans	182	31.6%
Craft makers	197	34.2%
Appliqué workers	131	22.7%
Helpers	65	11.3%
Income		
5000-10000/month	232	40.3%
10000-150000/month	196	34.2%
<15000	147	25.5%
Education		
Undergraduates	298	51.9%
Graduates	258	44.8%

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Post graduates	19	3.3%
Marital status		
Married	311	54.1%
Unmarried	53	45.9%

Source (Developed from the research)

The table reveals that in marital status (54.1) percent are married and (45.9) percent are unmarried. In education, the majority of the respondents are up to matriculate (51.9%) and very few are graduates (44.8%) and postgraduates level (3.3%). Also, in monthly income maximum of communities (40.3%) are having Rs. 5000 to Rs. 10000 per month of income and very few (34.2%) are having Rs. 10000 to Rs.15000 per month of income. Under the occupation category, the maximum of the respondents are engaged with artisans (31.6%) and craft makers (34.2%) and appliqué workers (22.7%), and very few (11.3%) engaged as helpers and porters.

Analysis of internal homogeneity of the items by factor Analysis (Endogenous Tourism)

The factor analysis was applied to fourteen variables. The KMO value of factor analysis is 0.822, indicating that factor analysis for the 14 variables is reliable. Furthermore, the significance value is 0.000, which is also related to the same.

Table.2. KMO and Bartlett's Test (Endogenous Tourism)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.827
Bartlett's Test of Sphericity	Approx. Chi-Square	408.541
	Df	91
	Sig.	0.000

Source**:** Developed from the research

Table 2 shows that values greater than 0.5 are considered acceptable. The value for these data is 0.822, which is in the excellent range. As a result, it can be ensure that factor analysis is appropriate for the data.

Table.3. Total Variance Explained (Endogenous Tourism)

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.088	22.059	22.059	3.098	22.059	22.059	2.919	20.852	20.852
2	1.016	14.401	38.459	2.026	14.401	38.459	1.978	14.129	34.981
3	2.401	10.010	47.469	1.411	10.010	47.469	1.438	10.268	45.249
4	1.294	9.248	54.714	1.274	9.244	54.714	1.308	9.344	54.593
5	1.048	7.487	67.196	1.098	9.482	67.196	1.204	8.603	63.196
6	0.955	6.835	72.033						
7	0.817	5.848	75.874						
8	0.760	5.422	81.302						
9	0.646	4.597	85.901						
10	0.521	3.773	88.677						
11	0.476	3.385	94.063						
12	0.438	3.061	97.132						
13	0.289	2.047	99.181						
14	0.256	1.815	100.000						

Extraction Method: Principal Component Analysis.

Source**:** Developed from the research

The factor analysis was done for all 14 variables. All these variables have been reduced to five different factors which explained around 63.196 % of the total variance. The first factor with their loading pattern indicates that a general factor is running throughout all the items explaining about 20.852% percent of the variance. The second factor explains about 14.129%, the third factor explains 10.268%, the fourth factor explains 9.344% and the fifth factor explains 8.603%. The entire five factors explain about 63.196% of the total Variance.

Table.4. Rotated Component Matrix

Statements	Component				
	1	2	3	4	5
Endogenous Tourism has increased the income level of local residents			**0.573**		
Endogenous Tourism has created the job opportunities				**0.733**	
Endogenous tourism has improved better infrastructure				**0.511**	
Endogenous Tourism has enhanced the quality of life of residents		**0.527**			

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Endogenous tourism has helped residents in planning the project					**0.928**
Endogenous Tourism has helped in implementing project				**0.585**	
Endogenous Tourism has increased the local economy of the residents	**0.726**				
Endogenous Tourism has improved the destination image		**0.714**			
Endogenous Tourism has restored the local tradition and culture	**0.825**				
Endogenous Tourism has preserved the local values	**0.613**				
Endogenous Tourism has attracted the future investment	**0.303**				
Endogenous tourism create cross cultural or host –guest conflict		**0.768**			
Endogenous Tourism has encouraged heritage and environment conservation	**0.731**				
Endogenous Tourism leads to traffic congestion and pollution			**0.809**		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Source**:** Developed from the research

Table-5, Identification of New Parameters by Factor Analysis

Factors	**Statements**	**New Parameters**
Factor 1	Statement 7, 9, 10, 11 & 13	Endogenous tourism project &planning
Factor 2	Statement 4, 8 & 12	Attitude and perceptions towards endogenous tourism
Factor 3	Statement 1 & 14	Socio-economic & cultural development
Factor 4	Statement 2, 3 & 6	Awareness &Promotion
Factor 5	Statement 5	Behaviour

Source**:** Developed from the research

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All the 14 variables are reduced to 4 factors. We have extracted the factors through Varimax method and through principal component analysis where the Eigen value should be greater than 1. Statement 3, 5, 11, 4, 6 are constitutes factor -1which we named as *Endogenous tourism project &planning.* Statements 2, 4, 7 constitutes factor -2 which we named as *Attitude and perceptions towards endogenous tourism*. Statements 9, 10, 13 are constitutes factor -3 named as *Socio-economic & cultural development.* Statements 13, 8, 10 are constitutes factor -4 which named as *Awareness &Promotion.* Further, Statement 14, 12, coming to factor 5 which named as *behaviour*

5.1 Regression Analysis

The concepts and principles developed in dealing with sample linear regression (i.e. one explanatory variable) may be extended to deal with several explanatory variables.

Table.6 Multiple Regression Summary Output (Endogenous tourism)

Regression Statistics	
Multiple R	0.989
R Square	0.978
Adjusted R Square	0.984
Standard Error	0.020
Observations	100

Source**:** Developed from the research

The R square value of the above model is 0.978, which means the dependent variables are influenced by all these five explanatory variables project and planning, attitudes and perceptions, socio-economic &cultural, awareness &promotion, and behavior by 97.8 percent which is a good indicator for implementing endogenous tourism planning and project leading to the positive perceptions.

Table.7. Multiple Regression (ANOVA)

	Df	**SS**	**MS**	**F**	**Significance F**
Regression	5	19.564	3.913	10139.93	0.000
Residual	93	0.036	0.000		
Total	98	19.600			

Source**:** Developed from the research

The ANOVA (F-test) indicates that the scale/ factor i.e. **"Endogenous Tourism"** and its project planning and implementation were quite significant for socio-economic and cultural development. All of the explanatory variables, or five factors, are statistically significant.

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Furthermore, the table shows that the F-test significant value (p-value) is 0.000, indicating that all five explanatory variables are highly significant with respect to the explained factor, i.e. "Endogenous tourism." The above table determines a satisfactory result when the model's significance level is less than 0.01.As a result; the model used in this study is effective.

Table.8. Multiple Regression Coefficients (Endogenous Tourism)

Factors	Coefficients	Standard Error	t Stat	P-value
Intercept	-0.002	0.012	-0.998	0.321
Factor 1	0.195	0.022	100.327	0.000*
Factor 2	0.200	0.013	100.809	0.000*
Factor 3	0.200	0.030	100.574	0.000*
Factor 4	0.203	0.010	102.183	0.000*
Factor 5	0.198	0.002	99.698	0.000*

*Significant at 1 percent level

Based on the Multiple Regression Output table of "Endogenous Tourism" and its constituent variables, we are able to derive the following equation.

Endogenous Tourism (Y) = -0.002 + 0.195 (F1) + 0.200 (F2) + 0.200 (F3) + 0.203 (F4) + 0.198 (F5)

This can be interpreted as an increase of 1 unit of Factor 1(F1) delivery resulting in an increase of 0.195 units in endogenous tourism (Y). The highest Beta value indicates that the independent variable is the most significant in relation to the dependent variable. According to the table above, independent factor 4 has the highest value of 0.203, indicating that it contributes the most and has a stronger effect on endogenous tourism than the other independent variables. Furthermore, the table shows that the significant value (p-value) of the t-test for all items is 0.000, indicating that all five reduced factors via factor analysis are highly significant with respect to the explained factor, i.e. "endogenous tourism

H_1: Local residents' participation in endogenous tourism planning and project impacts the implementation process

Table. 9. One – way ANOVA (Endogenous Tourism Planning and Project)

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.344	2	0.172	0.549	0.041*
Within Groups	30.406	97	0.313		
Total	**30.750**	**99**			

**significant at 5 per cent level*

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For testing of the hypothesis of endogenous tourism project planning and implementation ultimately impacts on the local residents' participation in endogenous tourism, One-way ANOVA is conducted. The results of one way reveal those local residents' participation impacts on the tourism planning and implementation. Since the significant value of one-way ANOVA is coming 0.041 which is less than 0.05. This reveals that the alternative hypothesis is accepted. This signifies that Local residents' participation in endogenous tourism planning and project impacts the implementation process

H_2: Local residents' participation positively impact their attitude and perception towards endogenous tourism project.

Table.10. One-way ANOVA (Attitude and Perceptions)

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.588	2	4.294	25.773	0.000*
Within Groups	16.162	97	0.167		
Total	**24.750**	**99**			

**Significant at 1 percent level*

Further, for testing of hypothesis - Local residents' participation positively impacts their attitude and perception towards endogenous tourism projects in Odisha. The results of one way reveal that endogenous tourism project impacts a positive attitude and perceptions among the local community by the active participation which is coming highly significant (sig. = 0.000). Since the significant value of one-way ANOVA is coming 0.000 which is less than 0.01. This reveals that the alternative hypothesis is accepted. This signifies that *Local residents' participation positively impacts their attitude and perception towards endogenous tourism project in Odisha.*

H_3: Implementation of endogenous tourism project results in the socio-economic and cultural development of residents and tourists.

Table-11, (Rankings of Tourists and Local Residents)

Parameters	Tourists (%) Ranks	Local residents (%) Ranks
Mean	0.168	0.165
Variance	0.009	0.040
Observations	6	6
Pearson Correlation	0.1458	
Hypothesized Mean Difference	0	
Df	5	
t Stat	0.037	
P(T<=t) one-tail	0.023*	
t Critical one-tail	2.015	
P(T<=t) two-tail	0.036*	
t Critical two-tail	2.571	

**Significant at 5 percent level*

The above t-test tables represent the hypothesis test that tourists and local residents significantly differ in the level of socio-economical and cultural development due to the implementation of endogenous tourism projects. The p-value of the above t-test table is coming at 0.023 in the one-tail tests and 0.036 in the two-tail tests. In both, the case the p-value is coming less than 0.05, which signifies that tourists and local residents do not significantly differ in the level of socio-economical and cultural development by the endogenous tourism project. This means an alternative hypothesis is accepted i.e. tourists and local residents are not significantly different in the level of socio-economical and cultural development by the endogenous tourism project. This is also, further clarified by correlation analysis. The correlation value between tourists and communities are coming 0.1458. This reveals that there is a correlation between tourists' perception and local residents' perception.

6. Findings

The regression analysis reveals the causal relationship between dependent variable influenced by the five explanatory variables such as project and planning, attitudes and perceptions, socio-economic &cultural, awareness &promotion, and behavior by 97.8 percent which is a good indicator for implementing endogenous tourism planning and project leading to the positive perceptions. Similarly, the research study explores the impact of local residents' participation in endogenous tourism development projects. For this reason, a one-way ANOVA has been conducted that reveals a value of less than 0.05 which signifies local residents' participation impacts on the tourism planning and implementation. Thus, hypothesis 1 is supported.

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Furthermore, one-way ANOVA was also conducted which reveals that positive attitudes and perceptions of residents impact the participation in endogenous tourism projects, signifying the value of 0.000 which is less than 0.01. Therefore, hypothesis 2 is supported. Similarly, the t-test revealed the tourists and residents are significantly different in the level of socio-economical and cultural development in endogenous tourism project implementation. The p-value in both one-and two-tail is coming less than 0.05 which signifies that tourists and local residents do not significantly differ in the level of socio-economical and cultural development by the endogenous tourism project. Hence, hypothesis 3 is supported.

7. Conclusion

The primary purpose of the endogenous tourism project in Pipli and Raghurajpur village of Odisha is inclusive development through active resident participation and involvement. Since its inception, the project is performing very well resulting in the tourists' and residents' broader benefits. The participation has increased the positive attitude among the residents resulting in the sustainable approach towards endogenous tourism development. Local residents' participation in the implementation of endogenous tourism projects has enhanced their quality of life in terms of socio-economic and cultural development. Moreover, it has lead to the quality of the destination branding and identity.

The endogenous tourism development project has also intensified the infrastructure development of the region, hence tourism policymakers and planners should think of deriving the maximum benefits by encouraging residents to a greater extent. Though rural tourism has been geared up, endogenous development projects along with rural residents' participation would be more beneficial for the socio-economic and cultural development of the region.

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