Dimensions of Corporate Social Responsibility in Responsible Tourism and its Impacts – With Special Reference to Kerala

Thesis submitted to the University of Calicut
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By

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Declaration

I, Joobi V.P, hereby declare that the thesis, titled "**Dimensions of Corporate Social Responsibility in Responsible Tourism and its Impacts – With Special Reference to Kerala"** submitted to the University of Calicut in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy in Commerce is a record of original and independent research work done by me under the supervision and guidance of **Dr. Satheesh E. K**, Professor, Department of Commerce and Management Studies, University of Calicut.

I also declare that it has not formed the basis for the award of any degree /diploma / associateship /fellowship or other similar title to any candidate in any University or Institution before and to the best of my knowledge and belief. It contains no material previously published by any other person except where due references are made in the text of the thesis.

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Certified that the thesis entitled "**Dimensions of Corporate Social Responsibility in Responsible Tourism and its Impacts – With Special Reference to Kerala"** submitted to the University of Calicut in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy in Commerce, is a bonafide record of research work done by **Ms. Joobi. V.P**. under my supervision and guidance and the thesis has not formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title to any candidate in any university. She is permitted to submit the thesis

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Prof. (Dr.) Satheesh E.K

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Acknowledgement

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AGFI	Adjusted Goodness of Fit
AITR	Italian Association for Responsible Tourism
ANOVA	Analysis of Variance
ATM	Automated Teller Machine
AVE	Average Variance Explained
BITC	Business in The Community
CBE	Community Based Enterprises
CBO	Central Booking Office
CBT	Community Based Tourism
CDS	Community Development Society
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CFP	Corporate Financial Performance
CSI	Corporate Social Investment
CSR	Corporate Social Responsibility
CTD	Community Tourism Development
DEAT	Department of Environmental Affairs & Tourism
DIPP	Department of Industrial Policy and Promotion
DLC	Destination Level Committee
DLRTC	Destination Level Responsible Tourism Committee
DTPC	Department of Tourism Promotion Council
EFA	Exploratory Factor Analysis
EIA	Environmental Impact Assessment
EQUATIONS	Equitable Tourism Options
EU	European Union
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
GFI	Goodness of Fit
GSTC	Global Sustainable Tourism Criteria

ICRT	International Centre for Responsible Tourism
ICT	Information and Communication Technology
IHEF	International Hotel Environmental Initiative
ILO	International Labour Organisation
ISO	International Standard Organisation
KIITS	Kerala Institute of Tourism & Travel Studies
KRST	Khama Rhino Sanctuary Trust
LED	Local Economic Development
MDP	Management Development Programme
MNE	Multi National Enterprises
MoU	Memorandum of Understanding
NFI	Normal Fit Index
NGO	Non-Governmental Organisations
RAO	Return on Assets
RMI	Responsible Management Intention
RMSEA	Root Mean Squared Error of Approximation
RSA	Republic of South Africa
RT	Responsible Tourism
RTD	Responsible Tourism in Destinations
RTM	Responsible Tourism Management
SEM	Structural Equation Modelling
SLRTC	State Level Responsible Tourism Committee
SME	Small and Medium Enterprises
TOI	Tour Operators Initiative
UK	United Kingdom
UNEP	United Nations Environmental Programme
UNWTO	United Nations World Tourism Organisations
WBCSD	The World Business Council for Sustainable Development
WCED	World Commission on Environment and Development
WTO	World Tourism Organisations
WTTC	World Travel & Tourism Council

Chapter I

INTRODUCTION

DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY IN RESPONSIBLE TOURISM AND ITS IMPACTS – WITH SPECIAL REFERENCE TO KERALA

1.1 Introduction

Corporate Social Responsibility (CSR) is a concept that has enchanted universal attention and acquired a novel resonance in the global economy. Nowadays, CSR is a prominent issue for many businesses. This concept is strongly bonded to sustainable business development, which demands companies to balance their social, environmental and economic responsibilities towards its stakeholders. World Business Council for Sustainable Development (WBCSD) states that "CSR is the continuing devotion by business to behave ethically and, to contribute to economic development while enriching the life of the workforce and their families as well as the local community and society at large" (WBCSD, 1999). According to Hopkins (2004) Corporate Social Responsibility is concerned with treating the stakeholders of the firm in an ethical and responsible way. The broader aim of social responsibility is to create the highest standards of living while preserving the profitability of the corporation, for people both within and outside of the organisation. Today, CSR has emerged as a magic word that tourism companies chant to make it sustainable and fit for the future.

Tourism is one of the largest industries which contribute significantly to the global economy. Being an industry that offers predominantly resource based activities, the success of tourism relies principally on varied environments of the society where it operates. So, it necessitates that the tourism industry operates in a socially responsible way. As a motion towards this direction, the stakeholders can endow the society with innumerable employment opportunities that offers fascinating remuneration. Also, it will be a great benediction to the community if the stakeholders do something fruitful for the reformation of the facilities for education, the refinement of the available health services and preservation of the various forms of art. Conducive environments designed by the government administration can endorse the involvement of managers in public positions to run tourism and hospitality industry

in a decent manner on a more ethically charged platform. This framework can conserve nature, its loveliness, allure, appeal, etc. and is the best answer to many problems detrimental to the society, nature, and environment.

To be precise, the World Travel and Tourism Council, Earth council and UN World Tourism Organisation (World Travel and Tourism Council, Earth Council, & UN World Tourism Organisation, 1996) share the view that the tourism as well as hospitality industries is well planned to create significant economic value and to impress other industries in embracing environmentally sustainable business practices. In the last decade, many hospitality businesses around the world have favourably responded to the growing calls from the responsible business movement proceed to more environmentally friendly and also socially responsible approach to their respective operators. Tourism solicits people to explore the world, open up business opportunities and build global networks. This multi-sectoral industry is considered by some to be the world's largest industry (Middleton & Clarke, 2001), that contributes significantly to the developed and developing economies.

World Travel & Tourism Council's Economic Impact Research, 2018 reports that in 2017 Travel &Tourism's direct, indirect and induced impact accounted for US$ 8.3 trillion contribution to the World's GDP (Gross Domestic Product); 10.4% of global GDP; 313 million jobs; 1 in 10 jobs around the world; US$1.5 trillion exports (6.5% of total exports, 28.8% of global service exports); US$ 882 billion investment (4.5% of total investment) (WTTC, 2018).

Tourism in India accounts for 9.6 per cent of the GDP and is the third largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP in 2016, was US$ 71.53 billion. The direct contribution of travel and tourism to GDP is expected to reach US$ 147.96 billion by 2027 (WTTC Economic Impact, 2018; WTO, Survey report on the implementation of the Global Code of Ethics for Tourism, 2005).

The tourism and hospitality sector are among the top ten sectors in India to seize the highest Foreign Direct Investment (FDI). During the period, April 2000-March 2017, the hotel and tourism sector attracted around US$ 10.14 billion of FDI,

according to the data released by the Department of Industrial Policy and Promotion (DIPP).

The growth of tourism in Kerala has made it a prime tourist destination in India. The importance of this industry as the one providing more than just economic progress and growth to the nation has been debated in line with varying global priorities for tourism growth. Tourism acts as a resource for community growth and uplifting. One issue replicated in the discussions on the tourism sector in Kerala is poverty and development of sustainable tourism. The potential of CSR as an agent for positive tourism development, however, remains largely unexplored. In Kerala, tourism should be established in a way that is not intrusive, destructive or disastrous in any way to the environment; instead, it should sustain and support the native culture in which it is operating. This is why the travel companies, especially hotels and resorts, in Kerala follow Corporate Social Responsibility (CSR) for the sustainable development. CSR marks out the contribution a company makes to sustainable development by combining social and ecological responsibility, beyond legal provisions, into its core business operations. Responsible tourism in the business community is often termed as CSR and they possess many similar physiognomies. Responsible tourism is a force for positive growth and economic triumph. It has the capacity to create employment, to encourage small and medium sized enterprises, to bring earnings and foreign exchange, to provide infrastructure facilities, to help preserve the local environment and to provide well-being to the local community. On the other hand, it has the responsibility to minimise adverse impacts such as environmental contamination, alienation of local people, inflation, crime, cultural transgression and so on.

1.1.1 Corporate Social Responsibility and Sustainable Tourism

Within the last few years, sustainability has become much more important within the tourism industry, with increasing number of businesses, creating good environmental and social practices, seeking certification, and looking at ways to 'green' their supply chain. Sustainable development is the growth that meets the present requirements of the tourists and hosts while preserving and enriching

opportunities for the future. For the purpose of achieving sustainable tourism development, it is necessary to focus on the fundamentals of the tourism industry, which can affect a greater number of products and businesses and can contribute economically, socially and environmentally to the country's development. Sustainable tourism helps to carry a creative and innovative outlook for local community, tourism companies and the tourists themselves.

Sustainable tourism and ecotourism are not one and the same. Ecological conservation is the core area of eco-tourism, which educates travellers on local environments and natural surroundings whereas, sustainable tourism emphasis on travel that has minimal impact on the environment and local communities. The concepts of corporate social responsibility (CSR) include many similar elements to sustainable tourism. Many authors argue that the primary tenets of CSR and sustainable development are very similar and CSR integrates some of the fundamental principles of sustainable development.

CSR is not a management technique or set of practices that companies can choose to adopt or which the society imposes on them. First and foremost, it is an ethical concept that companies alone are responsible for their decisions, be it precise, dubious or inaccurate. This is related to the concept of responsibility itself, that is, the notion that every person is responsible for the decisions he or she makes freely and consciously, although the degree of a person's responsibility will obviously vary from case to case (Argandona & Hoivik, 2009).

1.1.2 Dimensions of CSR in Tourism

The dimensions of CSR in tourism can be distinguished from the conceptual framework provided by the theoretical models proposed by Linnanen and Panapanaan (2002) and Panwar et.al (2006). These authors conceive that CSR is based on sustainable development and they found that corporate responsibility in tourism companies is a multidimensional construct consisting of economic, social, and environmental dimensions. More than a few authors are in favour of this approach, particularly continued as the tourism sector (Herderson, 2007) (Kakabadse, Lee, & Rozuel, 2005).

The multi-dimensional construct of corporate social responsibility is announced by highlighting the interdependence among economic, environmental, and social dimensions in responsible business behaviour. These elements of corporate social responsibility are generally referred to as the "triple bottom line", widely known as equilibrium of economic, social, and environmental roles that companies play in running a business.

1.1.3. Responsible Tourism (RT): Meaning and Definition

Responsible Tourism (RT) is considered as a responsible path to a sustainable future. It is not a product, but an avenue for sustainable tourism. The importance of RT was recognised first in South Africa around 1996. The concept of RT was first put forth by the white paper on the growth and upliftment of tourism in South Africa (RSA, 1996b), which was followed by the publication of the National Responsible Tourism Guidelines for South Africa (DEAT, 2002) and the Cape Town Declaration of Responsible Tourism in Destination. (Cape Town, 2002). A crystal-clear picture of responsible tourism – including its aims, and factors was materialised only after the Cape Town Declaration of 2002.

Responsible tourism is defined in the Cape Town Declaration (2002) as:

- "Minimizing the negative economic, environmental and social impacts;
- Generating greater economic benefits for local people and enhancing the well-being of host communities;
- Improving working conditions and access to the industry and involving local people in decisions that affect their lives and life chances;
- Making positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- Providing more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Providing access for physically challenged people and;

- Is culturally sensitive, engenders respect between tourists and hosts, and builds a local pride and confidence." (Cape Town, 2002)

RT denotes a way of carrying out tourism planning, policy and development to ensure that benefits are optimally circulated among peoples, governments, tourists, and investors. Besides, RT practices require strong leadership and involve ways of handling tourism resources to achieve ideal benefits for the different communities of interest. It is tourism or leisure realizing activity that is practiced bestowing respect for the natural and cultural environment and dedicating in an ethical manner to the local economic development. It, therefore, favours that tourists' awareness concerning his own impacts on the local territory and making him/her an actor of his/her experience.

More simply, responsible tourism is a demeanour aspired for the management of tourism that adopts CSR, aiming to maximize economic, social and environmental benefits and to minimize the costs to reach the destination. It conceives the 'triple bottom -line' of the responsibilities of CSR viz. Economic responsibility, Social responsibility and Environmental responsibility.

1.1.4 Responsible Tourism (RT) in Kerala

Kerala has acquired the status of prime global tourism destination and is considered as the tourism pacemaker in India. As the best way to maximise the advantageous results of tourism and to minimise the disadvantaged ones, Responsible Tourism (RT) is gaining widespread acceptance across the world today. Pioneering the concept of Responsible Tourism in India is Kerala in 2007, it launched the initiative in four destinations – Kovalam, Kumarakam, Thekkadi and Wayanad on pilot basis. In 2012, the initiative was extended to three more destinations – Kumbalangi in Ernakulam, Bekal in Kasaragod and Ambalavayal in Wayanad. Responsible tourism in Kerala mainly concentrates on three kinds of responsibilities of CSR viz. Economic responsibility, Social responsibility and Environmental responsibility. Responsible tourism holds all kinds of tourism that seeks to minimise retarding economic, environmental and social impacts. It creates greater economic

benefits to local people and enriches the wellbeing of local communities. It also focusses on abundant contributions to the conservation and preservation of natural and cultural heritage, and the maintenance of the world's diversity (http://www.rtkerala.com).

1.1.5 Stakeholders in Tourism

According to the UNWTO, the term "stakeholders in tourism development" includes the following players:

- "National governments;
- Local governments with specific competence in tourism matters;
- Tourism establishments and tourism enterprises, including their associations;
- Institutions engaged in financing tourism projects;
- Tourism employees, tourism professionals and tourism consultants;
- Trade unions of tourism employees;
- Tourism education and training centres;
- Travellers, including business travellers, and visitors to tourism destinations, sites and attractions;
- Local populations and host communities in tourism destinations through their representatives;
- Other juridical and natural persons having stakes in tourism development, including non-governmental organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services." (WTO, 2005)

The various stakeholders of responsible tourism in Kerala are, international organisations, national and local governments, local communities, hotels and resorts, service providers, tour operators, non-governmental organisations, academia, architects, planners, the media and consultants, airlines and also the protected areas. The key stakeholders among them are the Local communities and Hotels and resorts.

1.1.6 Community Participation in Responsible Tourism

Local communities are the basic element of modern tourism development. They are the cynosure for the supply of accommodation, catering, information, transport, facilities and services for tourism development (Godfrey & Clarke, 2000). The success of tourism subjected to the creative and innovative support of the local population (Gursoy & Rutherford, 2004), without which the sustainability of the industry will be a cacophony. For tourism purposes, the concept of community is often hinged upon a common location. However, it has also been used to refer to groups that are not geographically classified but share common characteristics or interests. For assessing the levels of tourism development, a community can be of any existing or potential network of individuals, groups and organisations that share or have the potential to share common concerns, interests and goals (Bush, Dower, & Match, 2002).

Responsible tourism in Kerala aims to instil conservation measures through community participation, which is profitable and can sustain itself. Conservation measures helps to educate both tourists and host about the fragile marine ecosystem of the destination. The key is to work hand in hand with the local community to ensure that progress materializes at the right pace and does not exploit those who live there. By community participation RT ensures or smoothens the chances of women empowerment, employment opportunities, entrepreneurship development etc.

1.2 Importance of the Study

Tourism is one of the largest service industries that contribute significantly to the global economy. The development of tourism related industries provides benefits to local communities. The tourism industry plays a decisive role in catalysing the transition towards more sustainable forms of development. In the last decade, many hospitality businesses around the world have responded to the increasing calls from the responsible business movement to advance to more environmentally–friendly and also socially responsible approach to their respective operations. This is partly due to the realisation that the sustainability and the long-term survival of the sector hinges upon clean natural surroundings, vibrant and culturally–socially distinctive

communities, and stable societies. The ethics of mutual respect and equality is fundamental to responsible tourism. Responsible tourism takes place in communities, natural and cultural heritage sites. It also challenges to demonstrate its positive impacts on livelihood, social and economic development and conservation. Active community participation is an integral part of sustainable tourism. Hence the responsible tourism projects in Kerala make the natives an integral part of the tourism industry in the villages and instil the pride that they belong to this land and culture. Responsible tourism management of hotels and resorts focus on CSR practices to get the benefit to and from local community while preserving the profitability of the concern. Through the present study, the researcher has endeavoured to highlight the three dimensions of CSR under responsible tourism in Kerala. The study tries to examine the socioeconomic and environmental responsible activities of hotels and resorts and its effects and impacts on their business performance. As community participation is an essential part of responsible tourism, the study has also made its best attempt to understand the extent of community participation and its consequences that might have resulted in the destination as well as on the lives of the local community.

1.3 Statement of the Problem

Responsible Tourism (RT) is a pioneering and far reaching concept in Kerala tourism literature. Responsible tourism is not a product, but an integrated approach which involves stakeholders. It suggests local people's involvement in tourism and sharing the benefits with them, which can create goodwill and improve safety and security. It also ensures that it does not cause any problem to local communities. For the last few years the responsible tourism projects in Kerala have tried to involve local community in tourism activities to create sustainable tourism development in Kerala. The hotels and resorts in the RT destinations follow CSR practices under the responsible tourism initiative with an active participation of local communities in all the responsible activities of the organisations. Responsible tourism initiative in Kerala tries to lessen the gap between the tourism industry and the host community. It is generally understood that the tourism developments influence local community as there are many ways in which the local communities participate in tourism planning

and development. The hotels and resorts play significant role in making the local community participate in tourism development and thereby sharing tourism benefits. To find out what the beneficiary's attitude towards the responsible tourism development area, it is necessary to gain some understanding of the possible impacts of responsible tourism development in the local community and the business performance of hotels and resorts in the destinations. Hence, a study of the various aspects of responsible tourism is proposed. The consequences on community development to know the extent of local community participation and the extent to which they are benefited from the responsible tourism initiative to accelerate sustainable tourism developments were also studied. The research problem envisaged here is whether the local community has accomplished an admirable development on local community's livelihood and also whether the business performance of the hotels and resorts have flourished by the successful implementation of RT guidelines under the general theme of CSR.

1.4 Research Questions

The study tries to answer the following research questions:

1. What are the different natures of local community participation in responsible tourism?
2. Does responsible tourism have any impact in the destination?
3. Is there any impact on responsible tourism on the lives of local community?
4. Is there any significant role for responsible tourism in women empowerment?
5. How far responsible tourism is promoting Eco fair products or services in various destinations?
6. Does there exist any relationship between CSR and business performance of hotels and resorts?
7. Does there exist any relationship between CSR and business management of hotels and resorts?
8. What is the impact of CSR in the business performance?

1.5 Scope of the Study

The scope of the study is limited to the key stakeholders (viz, Hotels and resorts and Local community) of responsible tourism in four RT destinations in Kerala. The study is confined to the perceptions of managers of 45 hotels and resorts involved in responsible tourism practices under the purview of CSR and 400 local community beneficiaries of responsible tourism in Kerala. The study focuses on the positive socio -economic and environmental impact of responsible tourism in Kerala. The positive impact is limited to the perception of key stakeholders on the three dimensions of CSR under responsible tourism in Kerala. The financial data for 13 years, starting from 2003 to 2015 (5 years before RT and 7 years after RT) were taken into account for the trend analysis.

1.6. Operational Definitions Used Under the Study

The operational definition of various terms used for the study is explained below:

1.6.1 Local Community

For the purpose of this study, "Local community" refers to local residents who are rural, poor and economically marginalized, living or working within the same geographical area with some shared culture or common interests, and includes farmers, cultivators, artists, craftsman, tourist guides, workers, transporters, fisher folk, women empowerment mission like Kudumbasree, local businesses, and unskilled labourers.

1.6.2 Local Community Participation Expected or Desired by the Representatives of Responsible Tourism

For the purpose of the present study, Expected or desired local community participation in tourism means the role of representatives of responsible tourism to providing opportunities to work in the tourism sector, to participate in the decision-making process, to attend seminars and workshops, to share tourism benefits and to respond to tourism surveys.

1.6.3 Actual Participation Performed by Local Community

Actual participation performed by local community refers to their various roles as entrepreneurs, workers, decision makers and consultants on tourism policy making, etc. performed by local community in responsible tourism.

1.6.4 Business Performance

Business performance is the outcome of all kinds of responsible activities embraced and adopted by hotels and resorts. Business performance in CSR concentrates on the increase in turnover, local value added, usages of recycled material and of eco-friendly products, and decrease in electricity consumption, water consumption, paper consumption, printed catalogues and such other things.

1.6.5 Business Management

Business management is the methodology which concerns with the management of an organisation to achieve a coveted goal.

1.7 Objectives of the Study

→   To study the extent of community participation in responsible tourism and its impacts on local communities.

→   To understand the perception of the local community on economic, social and environmental impact of responsible tourism in the four destinations and on the lives of the local community.

→   To evaluate the corporate social responsibility by the hotels and resorts.

→   To assess the impacts of responsible tourism in the overall business performance.

1.8 Hypotheses

1.8.1 Hypotheses set for understanding community participation in responsible tourism

H_1:   Local community has a significant participation in responsible tourism.

H_2: The perception of the local community on the nature of its participation expected or desired by representatives of responsible tourism is high.

H_3: The perception of the local community on the nature of actual participation as performed by them in responsible tourism is high.

H_4: There is a significant difference in the perception of the local community on the nature of its Participation expected or desired by representatives of responsible tourism with respect to destinations.

H_5: There is a significant difference in the perception of the local community on the nature of actual participation as performed by them in responsible tourism with respect to destinations.

H_6: Responsible tourism has a significant economic, social and environmental impact in the destinations.

H_6 a: There is significant economic impact in the destination due to responsible tourism.

H_6 b: There is a significant difference in the economic impact with respect to the destination due to responsible tourism.

H_6 c: There is a significant social impact in the destination due to responsible tourism.

H_6 d: There is a significant difference in the social impact with respect to the destination due to responsible tourism.

H_6 e: There is significant environmental impact in the destination due to responsible tourism.

H_6 f: There is a significant difference in the environmental impact with respect to the destination due to responsible tourism.

H_7: Responsible tourism has a significant impact on the lives of the local community.

H_7 a: Responsible tourism has a significant economic impact on the lives of the local community.

H_7 b: There is a significant difference in the economic impact on the lives of the local community with respect to destinations.

H_7 c: Responsible tourism has a significant social impact on the lives of the local community.

H_7 d: There is a significant difference in the social impact on the lives of the local community with respect to destinations.

H_8: Responsible tourism has a significant role in women empowerment.

H_8 a: There is a significant difference in the women empowerment with respect to destinations.

H_9: There is a meritorious development in the standard of living of the local community after responsible tourism.

1.8.2 Hypotheses set for analysing the business performance of hotels and resorts through various dimensions of CSR in responsible tourism.

H_1: Responsible tourism promotes Eco fair products and services in the destinations.

H_2: The perception of managers of the factors of business performance of CSR is high.

H_3: There is a significant difference in the perception of managers on the factors of business performance of CSR with respect to destinations.

H_4: The perception of managers of the factors of business management of CSR is high.

H_5: There is a significant difference in the perception of managers on the factors of business management of CSR with respect to destinations.

H$_6$: CSR has a significant economic, social and environmental impact in the destination.

H$_6$ a: The perception of managers on the economic dimensions of CSR in responsible tourism is high.

H$_6$ b: There is a significant difference in the perception of mangers on the economic dimensions of CSR in responsible tourism with respect to destinations.

H$_6$ c: The perception of mangers on the social dimensions of CSR in responsible tourism is high.

H$_6$ d: There is a significant difference in the perception of mangers on the social dimensions of CSR in responsible tourism with respect to destinations.

H$_6$ e: The perception of mangers on the environmental dimensions of CSR in responsible tourism is high.

H$_6$ f: There is a significant difference in the perception of mangers on the environmental dimensions of CSR in responsible tourism with respect to destinations.

H$_7$: There is a significant relationship between the dimensions of CSR in responsible tourism and business performance.

1.9 Methodology and Database

The method of the study is both descriptive and analytical nature, based on the primary and secondary data. Primary data are derived from selected samples of the key stakeholders of responsible tourism such as Local community and Hotels and resorts. Secondary data comes from published sources like journals, govt. publications and various electronic sources.

1.9.1 Sources of Secondary Data

- Annual report of Department of Tourism, Government of Kerala 2003-2017.
- Annual report of Department of Tourism, Government of India 2003-2017.

- Review report on Responsible Tourism, Government of Kerala 2016.
- Corporate Social Responsibility (CSR) Guidelines CSR-Reporting in Tourism Published by KATE – Centre for Ecology & Development, Germany; EED German Church Development Service – Tourism Watch, Germany; Forum Anders Reisen e.V, Germany; UNI Europa, Belgium (2008).
- Report of WTO, 2017.
- World Travel & Tourism Council's Economic Impact, 2017 and 2018.
- Kerala Tourism Statistics Annual Report 2003-2017.
- Report of International Responsible Tourism Conference held in June 2013.
- Report of National Responsible Tourism Conference held in March 2017.
- Report of International Responsible Tourism conference held in February 2018.

1.9.2 Primary Data

For collecting primary data sampling method was followed. The structured interview schedule was used for collecting data from managers of hotels and resorts and structured questionnaire was used for collecting data from various local community beneficiaries of responsible tourism.

1.9.3 Sample Design

Purposive as well as convenience sampling was followed by the researcher while designing sample. The researcher used purposive sampling in the case of hotels and resorts while in the case of local community convenience sampling was followed. The basis of the sample design is explained below.

1.9.4 Population and Sample Size

The population of the study consists of various hotels and resorts working under the guidelines of responsible tourism and also of the various local community beneficiaries of responsible tourism in four RT pilot destinations in Kerala viz Kovalam, Kumarakam, Thekkadi, and Wayanad. The Figure 1.1 depicts the sample frame of the study.

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                    │   Responsible Tourism   │
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                                 │
                                 ▼
                    ┌─────────────────────────┐
          ◄─────────│     Key stakeholders    │─────────►
          │         └─────────────────────────┘         │
          ▼                                              ▼
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   │  Tourism players │                        │  General Public  │
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   ┌──────────────────┐                        ┌──────────────────┐
   │ Hospitality Sector│                       │  Local Community │
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          │                                              │
          ▼                                              ▼
   ┌──────────────────┐              ┌────────────────────────────────┐
   │ Hotels and Resorts│             │  Farmers & Cultivators         │
   └──────────────────┘             │                                │
                                     │  Transporters                  │
                                     │                                │
                                     │  Craftsman & artists           │
                                     │                                │
                                     │  Local Businesses              │
                                     │                                │
                                     │  Tourist Guides & Workers      │
                                     │                                │
                                     │  Kudumbasree workers           │
                                     │                                │
                                     │  Fisherman                     │
                                     │                                │
                                     │  Unskilled labour force etc.   │
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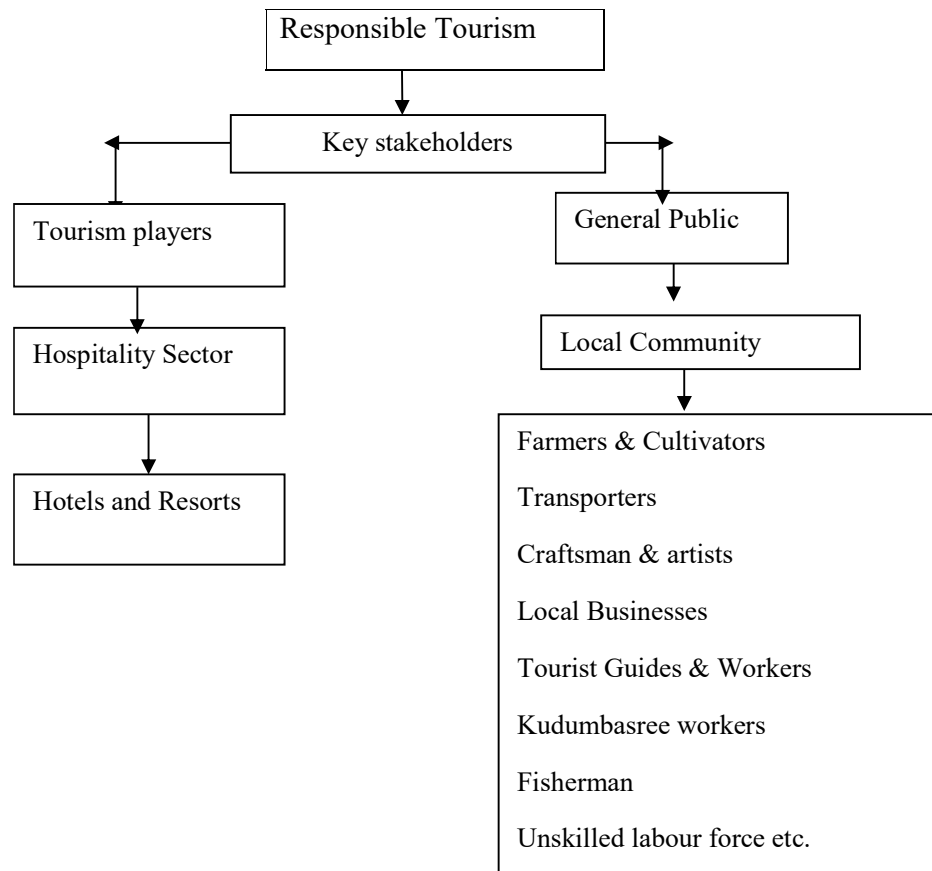
Fig 1.1. Sample Frame

A)   Hotels and Resorts:

The Responsible Tourism Review Report says that in the initial stage of responsible tourism movement in Kerala, a total of 50 hotels and resorts signed MoU in May 2008 to partner responsible tourism implementation. Out of this 50, the researcher selected 45 hotels and resorts which are actively functioning from the initial stage onwards through continuous commitment of economic, social and environmental responsibility within the purview of three dimensions of CSR.

The Table 1.1 gives the number of hotels and resorts taken to the survey from four RT pilot destinations in Kerala.

Table 1.1

Hotels and Resorts in RT Destinations Taken for the Survey

Type of Company	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Hotels	3 (30%)	6 (40%)	2 (20%)	2 (20%)	13 (28.9%)
Resorts	7 (70%)	9 (60%)	8 (80%)	8 (80%)	32 (71.1%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)

Source: survey data

13 hotels and 32 resorts practicing responsible tourism were taken for the survey. The number of hotels selected from Kovalam, Kumarakam, Thekkadi and Wayanad are 3 (30%), 6 (40%), 2 (20%) and 2 (20%) respectively. The number of resorts selected are 7 (70%), 9 (60%), 8 (80%) and 8 (80%) for Kovalam, Kumarakam, Thekkadi and Wayanad respectively.

B)   Local Community:

The review report on responsible tourism (2016) estimates that 1680 families across Kerala are direct beneficiaries and 3858 families are indirect beneficiaries of responsible tourism activities. From these, only 1680 direct beneficiaries were considered for the survey purpose to know the involvement of the local community. Data were collected from a sample of 400 local communities.

1.9.4.1 Sample Determination

The formula developed by Krejcie and Morgan (1976) used for sample determination is

$S = \chi 2 \, NP \, (1- P) \div d \, 2 \, (N -1) + x \, 2P \, (1- P)$

S = Required Sample Size

$\chi 2$ = The table value of chi-square for 1 degree of freedom at the desired

Confidence level (.10 =2.71 .05 = 3.84 .01 = 6.64 .001 = 10.83)

N = The population size

P = The population proportion (assumed to be.50 since this would provide the maximum sample size)

d = The degree of accuracy expressed as a proportion (.05)

(The table value of chi- square at 1 degree of freedom and 0.05 level of significance

is 3.84)

$S = 3.84 \times 1680 \times (0.5) (1-0.5) \div (0.05^2) (1680-1) + 3.84(0.5) (1-0.5)$

$= 1612.8 \div 5.1575$

$= 312.71$

The sample size is rounded to the nearest 100, hence the sample size taken in the survey is 400 in the case of the local community.

The Table 1.2 explains the summary of a sample of local community taken for the survey.

Table 1.2

Summary of Local Community

Category	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Entrepreneurs	18	25.7	48	27.1	40	55.6	19	23.5	125	31.2
Fisherman	12	17.1	20	113	9	12.5	8	9.9	49	12.2
Farmer	15	21.4	29	16.4	11	15.3	15	18.5	70	17.5
Kudumbasree workers	8	11.4	8	4.5	2	2.8	17	2.1	35	8.8
Craftsman	12	17.1	4	2.3	2	2.8	3	3.7	21	2.5
Artists	0	0	1	.6	0	0	7	8.6	8	2.0
Housekeepers	1	1.4	7	4	2	2.8	3	3.7	13	3.2

Category	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Food & Beverages culinary (Catering Servicers)	0	0	12	6.8	0	0	2	2.5	14	3.5
Houseboat operators	0	0	36	20.3	0	0	0	0	36	9.0
Drivers	4	5.7	12	6.8	6	8.3	7	8.6	29	7.2
Total	70	100	177	100	72	100	81	100	400	100

Source: survey data

The sample consists of 125 entrepreneurs, 49 fishermen, 70 farmers, 35 kudumbasree workers, 21 craftsmen, 8 artists, 13 house keepers, 14 catering servicers, 36 house boat operators, 29 drivers from four responsible tourism destinations. With regard to destination 177 respondents are from Kumarakam, 81 from Wayanad, 72 from Thekkadi and 70 from Kovalam.

1.9.5 Sampling Area

In India, the initiatives of responsible tourism were first implemented in four tourist destinations in Kerala, viz Kovalam (Thiruvananthapuram District), Kumarakam (Kottayam District), Thekkadi (Idukki District) and Wayanad (Wayanad District). So, the sampling area is limited to these four Responsible Tourism (RT) destinations only.

1.9.5.1 Destination (RT Destination)

The destination is a place of tourist interest. To be eligible under the Responsible Tourism programme, the destination must be among the most visited sites in the state, or a recognized heritage monument. A group of tourist attractions located in the same grama panchayath, block or district would also qualify. They are selected on the basis of the tourism potential in consultation with the state governments. The destinations to be taken up for responsible tourism initiative are

identified by the Dept. of Tourism as recommended by the SLRTC (State Level Responsible Tourism Committee) at the beginning of each year (http://www. rtkerala.com).

1.9.6 Statistical Methods and Tools

The data were analysed with the help of statistical packages like SPSS version 21, AMOS 21 by using the mathematical and statistical tools like percentage score, mean score, standard deviation, one sample t-test, paired t-test, one-way ANOVA, chi-square, correlation test, trend analysis, Scheffe post- hoc analysis and structural equation modelling. The analysed data were presented with the help of tables, various forms of charts and diagrams.

Statistical Tools used in the study are:

> **Arithmetic Mean, Standard Deviation and Percentage Analysis**

The mean or average is most commonly used and readily understood measure of central tendency of the data. It attempts to describe a set of data by identifying the central position within that set of data. The standard deviation is a measure used to quantify the amount of variation or dispersion of a set of data values. A low standard deviation indicates the data points tend to be close to the mean of the set.

> **Factor Analysis**

Factor analysis attempts to identify the inherent variables, or factors, within a set of observed variables. It is useful for placing variables into meaningful categories. There are basically two types of factor analysis, exploratory and confirmatory factor analysis. Exploratory factor analysis (EFA) attempts to discover the nature of the constructs influencing a set of responses. Confirmatory factor analysis (CFA) tests whether a specified set of constructs is influencing responses in a predicted way.

➢ **One-Sample t-Test**

The One-Sample t test determines whether the sample mean is statistically different from a known or hypothesized population mean. It is commonly used to test the statistical difference between a sample mean and a known or hypothesised value of the mean of the population. It is also used to test the statistical difference between the sample mean and the sample midpoint of the test variable.

➢ **Paired t-test**

A paired t test is used to compare two population means where two samples in which observations in one sample can be paired with observations in another sample.

➢ **Pearson chi -square test**

It is applied to sets of categorical data to evaluate how likely it is that any observed difference between the sets arose by chance.

➢ **One - Way ANOVA**

The one-way analysis of variance (ANOVA) is used to determine whether there is any statistically significant difference between the means of two or more independent (unrelated) groups.

➢ **Scheffe Test for Multiple Comparison**

Scheffe test is often used as a post hoc test whenever a significant difference between three or more sample means has been revealed by an analysis of variance. It is a stepwise multiple comparison procedure used to identify sample means that are significantly different from each other.

➢ **Correlation**

Correlation helps to measure and analyse the degree of relationship between two variables. Correlation coefficients can range from -1.00 to +1.00. The value of 1.00 represents a perfect negative correlation, which means that as the value of one

variable increases, the other decreases. While a value of +1.00 represents a perfect positive relationship, meaning that as one variable increases in value, so does the other. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables.

> **Trend Analysis**

It is a practice of collecting information and attempting to spot a pattern and is used to predict future events.

> **Structural Equation Modelling (SEM)**

Structural Equation Modelling (SEM) is a multivariate statistical analysis technique that is used to analyse structural relationships. It is used to analyse the structural relationship between measured variables and latent constructs. SEM is a confirmatory technique used to determine whether the model developed for the research is valid for the data. It is a combination of confirmatory factor analysis and path analysis. Since the study required the hypothesised model to be tested for the best fit of the data, SEM is considered the appropriate analysis method (Hox& Bechger).

1.10 Period of the Study

The period of the study covers six years, starting from October 2011 to October 2017.

1.11 Variables Used for the Study

The variables used for the study are classified into three categories viz, economic variables under economic dimensions of CSR, social variables under social dimensions of CSR and environmental variables under environmental dimensions of CSR. The main aim of the study is to evaluate and assess the business performance of hotels and resorts under Responsible Tourism within the purview of CSR, and also, to study the extent of local community participation and the impact of responsible tourism on local communities.

For evaluating the local community perception on the nature of local community participation; impact of responsible tourism in the destination; impact of responsible tourism on local community and women empowerment; the variables used were subjected to Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis and the variables were grouped in different categories as shown in table 1.10 (The result of EFA and CFA are presented in Chapter V)

Table 1.3 describes the variable used to assess the impact of responsible tourism in the destinations.

Table 1.3

Economic, Social and Environmental variables

Sl No.	Variables	Description
I.	**Economic Variables**	
1	Poverty	Poverty of local community means the state of being extremely poor or the state of being inferior in quality or insufficient in amount.
2.	Education	Education means the enlightenment of experience through schooling.
3.	Employment	Employment means an occupation which means the state of having paid work.
4.	Income	Income means money received, especially on a regular basis, for work or through investments.
5.	Savings/ investment	Savings means income not spent, or deferred consumption. Investment means the action or process of investing money for profit.
6	Local economic development	Local economic development is an approach towards economic development which allows and encourages local people to work together to achieve sustainable economic growth and development thereby bringing economic benefits and improved quality of life.
7.	Self-business	Self-employed /business is a situation in which an individual works for himself instead of working for an employer that pays a salary or a wage. A self-employed individual earns his income through conducting profitable operations from a trade or business that he operates directly.

8.	Market opportunity	The market opportunity is a situation in which a product, service, etc. that is potentially wanted or needed by consumers is identified by a business as not being supplied by rival companies.
9.	Women opportunity	Employment opportunities available to women.
II.	**Social Variables**	
1.	Cultural activities	Activities or entertainment programme based on regional culture.
2.	Cross-cultural exchange	Greater mutual understanding and respect one another's culture; involving or bridging the difference between cultures.
3.	Public service and amenities	Public amenities are resources, conveniences, facilities or benefits continuously offered to the general public for their use and/or enjoyment, with or without charge.
4.	Community pride development	Development of a marginalized group or individual or community.
5.	Women empowerment	Women empowerment refers to the creation of an environment for women where they can make decisions on their own for their personal benefits as well as for the society.
6.	Skill development	The process of identifying the skills or abilities and developing and honouring skills.
7.	Interaction	The opportunity of an occasion when two or more people or things communicate with or react to each other:
8.	Local Products/ services	Typical Kerala products/services produced/offered by the local community.
III Environmental Variables		
1.	Natural resources	Material or substances occurring in nature, such as plants, fuels, water, animals etc.
2.	Water and paper consumption	Careful consumption or usage of water and paper.
3.	Pollution	Process of polluting water, air, or land
4.	Environmentally friendly products.	Environmentally friendly products or Eco-friendly products are "products that do not harm the environment during their production, use or disposal".

Table 1.4 describes the variables used to assess the impact of responsible tourism on the lives of the local community.

Table 1.4

Economic and Social Variables for Local Community Development

Sl No.	Variables	Description
I.	**Economic Variables**	
1	Household Income	Family income of the people in general.
2.	Education	Educational level of the people in general.
3.	Employment Opportunities	Job opportunities for the people in general.
4.	Income generating projects	Projects which earn income for the people in general.
5.	Entrepreneurial training	General entrepreneurial spirit and development among local people.
II.	**Social Variables**	
1.	General quality of life	The General quality of the standard of health, comfort, and happiness experienced by local people.
2.	Decision making Power	The ability of local people to take decisions or make choices.
3.	Social status	Standing or position holds by local people in relation to other people within the society.
4.	Social awareness/ knowledge	Awareness or knowledge of local people on problems and issues happening in the society.
5.	Quality of goods/services	Quality of goods and services in general.
6.	Accessibility	Transport/ mobility and communication of local people.

The variables used to identify the nature of local community participation is presented in Table 1.5.

Table 1.5

Variables for Local Community Participation

Sl No.	Variables	Description
1.	Participants	Participation in responsible tourism activities.
2.	Consultants	Consulted when tourism policies are being made.
3.	Decision makers	Voice in decision-making process of one's development.
4.	Workers	Leading role as workers at all levels.
5.	Entrepreneurs	Leading role as entrepreneurs.

Table 1.6 gives the description of the variables used to identify women empowerment.

Table 1.6

Variables for Women Empowerment

Sl No.	Variables	Description
1.	Family support	Support from their family for their profession.
2.	Service	The service / occupation of women is beneficial for economy of the local area.
3.	Self-reliance	Ability to become self-reliant.
4.	Decision making power	Ability to make own decisions.
5.	Confidence level	The self confidence level of women.
6.	Employment opportunities	Ability to provide opportunities of growth to their family.
7.	Social status	Good status in society because of their occupation.
8.	Health and hygiene	Awareness of Health and hygiene measures.
9.	Attitude	The attitude of women towards news media is positively changed.
10.	Mobility	Ability to travel alone.

The variables used to assess impact of responsible tourism on the standard of living of the local community is explained in Table 1.7

Table 1.7

Variables of Standard of Living

Sl No.	Variables	Description
Economic Variables		
1.	Income	Family income/ earning of the local community.
2.	Savings	Family savings of local community.
3.	Borrowings	Borrowing power of family.
4.	Purchasing power	Financial ability to buy products / services.
Social Variables.		
5.	Households	Status of house and its occupants.
6.	Education	Education of family members.
7.	Furniture	The movable articles that are used to make a room or building suitable for living or working in, such as tables, chairs, or desks.
8.	Food and beverages	Menu of food and beverage used by local people.
9.	Dress and Garments	Dress and garments usage.
10.	Electronics and Electricals	Usage of electronics and electrical.
11.	Vehicles	Vehicles owned by local people.
12.	Health and Safety	Health and Safety measures taken.
13.	Insurance	Insurance policies taken to support lives.
14.	Mobile and Telephones	Usage of mobiles and telephone.
15.	Computer and Modern gadgets	Usage of computer and modern gadgets.

The variables used for assessing the responsible tourism management by CSR of hotels and resorts are briefly described in Table 1.8.

Table 1.8

Variables for Responsible Tourism Management by CSR

Sl No.	Variables	Description
1.	Company Profile	Description of activities, services and other relevant information about the company: how it was founded and developed, its size, structure, ownership, location, fields of doing business, profile of services offered, regional focus, figures on shareholdings in other companies or subsidiaries, etc.
2.	Employees	Description of employees like number of staff; number of staff abroad (locations); number of local staff; women in management positions and women in lower positions etc.
3.	Training	Description of various training and development programme like sustainability training to CSR managers, vocational training to employees, etc. and number of employees undergone various training programmes.
4.	Tourists arrival	A description of both domestic as well as foreign tourist arrivals for the period of 2003-2015.
5.	Turnover	Description of turnover or revenue in lakhs for the period of 2003-2015.
6.	Electricity consumption	Description of electricity used or consumed in lakhs for the period of 2003-2015.
7.	Water consumption	Description of water used or consumed in lakhs for the period of 2003-2015.
8.	Paper Consumption	Description of increase or decrease in the usage or consumption of paper.
9.	Recycled Material	Description of increase or decrease in the usage or consumption of recycled material.
10.	Catalogues	Description of increase or decrease in the catalogues printed.
11.	Eco fair products	Description of increase or decrease in the usage of Eco fair products.
12.	Awards and Recognition	Description of type and frequency of awards or recognition achieved by hotels and resorts.
13.	Accommodation Statistics	Description of number of rooms available, average percentage of occupancy, average room rent in season and off season, average length of stay etc.

Sl No.	Variables	Description
14.	Customer info	A description of information on how a company informs its customers about holiday packages and destinations and what it does to raise awareness for responsible travel.
15.	Accommodation check	Description of accommodation checked, the degree to which accommodation meets sustainability criteria, whether the accommodation strongly related to the regional culture, whether the accommodation managed by the owner or his/her family, etc.
16.	Guest Info	A description of whether the management actively informs guests about environmentally friendly behaviour (especially in ecologically fragile regions).
17.	Environmental and Social Standards	A description of whether the enterprise sources its requirements in line with environmental and social standards, and suppliers are regularly evaluated on the basis of these standards.
18.	Customer Satisfaction	A description of whether the customer satisfaction is systematically evaluated and improved.
19.	Tourist guide Info	Description whether Tourist guide ratio checked, Degree to which tourist guides fulfil sustainability criteria, Percentage of qualified tourist guides who have received basic training, Number of tourist guides who have received training regarding sustainability aspects, Number of training programmes aimed at sustainability (internal briefings, in-house training programmes, external training programmes), etc.

For the purpose of evaluating the various dimensions of CSR in responsible tourism of hotels and resorts, the study has been done Exploratory Factor Analysis (EFA) and the variables are grouped in different categories and it is shown in table 1.11. (The result of EFA and CFA are presented in Chapter VI).

Table 1.9

Measurement Variables on Economic, Social and Environmental Dimensions of CSR – Result of EFA

Sl No.	Variables	Description
I.	**Economic Variables**	
1	Local Value Added	Description of the payments (in percent of turnover) to local service providers in the destination such as accommodation, tourist guides, and transport services. If local service providers are owned by international enterprises, payments to them are not considered part of the local value added. The preference is given to locally produced goods (in terms of sourcing and in terms of advertising); menu includes local cuisine (dishes); local accommodation is being preferred etc.
2.	Local Empowerment	Description of sustainable agriculture by locals, local accommodation; living wages, job development, job security, tour and entertainment to locals.
II.	**Social Variables**	
1.	Employee Welfare	Description of collective labour agreements being honoured, voluntary social benefits, training and job promotion, encouraging suggestions for improvement and employees' participation, family-friendly working conditions, integration of employees from various backgrounds and cultures as well is minority groups, and gender equality.
2.	Health and Safety	Description of health and safety standards met at work place; promotional and medical benefits; food, hygiene standards and protocol; fire safety system and lightning protection etc.
3.	Community Participation	Description of assistance for public infrastructure development; to schools and healthcare; participation in social events or events organized by schools and NGOs; to natives for medical treatment.
III Environmental Variables		
1.	Environmental Protection and Conservation	Description of setting of air temperature at 24^0 or higher; switch to energy saving measure; minimize use of water etc.
2.	Waste Minimisation and Recycling	Description of linen reuse programme; use of reliable glass, treatment and re-use of waste water, compacting and dispose of cans and bottles, use of incinerators,

Sl No.	Variables	Description
		treatment sewage effluent. Use of environmentally friendly detergents and rain water etc.
3.	Energy Conservation	Description of energy saving bulbs and lights; use of solar energy, auto on -off pathway light system, reminder notices to guest to use energy saving mechanism, etc.
4.	Natural Environmental Protection.	Description of public transport protection, tree plantation programme, banning of fishing on the house reef and lagoon, protection of coconut palms and trees, environment assessment etc.

The Table 1.10 gives the details of Variables after EFA and CFA

Table 1.10

Variables after EFA and CFA

Sl No.	Dimensions	Variables	Cronbach's Alpha
1	Impact of Responsible Tourism (RT) in the destination	Social, economic and environmental	0.957
2	Impact of RT on Local Community	Social and economic	0.934
3	Local community Participation	Local community participation	0.987
4	Women Empowerment	Women empowerment	0.979

Source: output of AMOS 21.0

The economic, social and environmental variables found after EFA and CFA are illustrated in the Table 1.11.

Table 1.11

Variables after EFA and CFA

Sl No.	Dimensions	Variables	Cronbach's Alpha
1	Economic Dimensions of CSR	Local value added, local empowerment.	0.919
2	Social Dimensions of CSR	Health and safety, employee welfare, community participation.	0.956
3	Environmental Dimensions of CSR	Environmental protection and conservation, waste utilisation and recycling, energy conservation and nature protection.	0.915

Source: output of AMOS 21.0

1.12 Data Collection Methods and Instruments

Primary data were collected with the help of structured questionnaires and structured interview schedules. Structured questionnaires were used for collecting the data from the local community and structured interview schedules were used for collecting data from mangers of hotels and resorts. A newly designed questionnaire was used by the researcher. The researcher developed and confined questionnaire after a thorough review of various research and case studies. In a newly designed questionnaire, it is very important to test the developed instrument for the consistency and viability (Sanee, Sluiter, Verbeek, & Frings-Dresen, 2003). The questionnaires were subjected to modification and pre-testing and scale of refinement and validation with the help of Confirmatory Factor Analysis.

The survey method was adopted for the collection of data from managers as well as local community. The questionnaires were presented personally to each respondent.

1.12.1 Pilot Study

A pilot study was conducted among 50 local community and 15 managers of hotels and resorts from Kumarakam responsible tourism destination for the purpose of evaluating and confirming the questionnaire as the responsible tourism is a new

initiative in Indian tourism literature. The questionnaire and interview schedule covering three dimensions of CSR under responsible tourism were prepared and administered to collect primary data. A five-point Likert scale was adopted to measure each dimension.

A) Reliability Analysis

A measuring instrument is reliable only if it provides consistent results. Four quality methods for testing reliability are, test – retest, multiple form, split – half technique and Cronbach's alpha test. Cronbach's alpha is the common used reliability test under survey method. An alpha value of 0.70 or above is considered to be a criterion for demonstrating strong internal consistency and value of 0.60 or above is considered to be significant. The measured variables and their respective alpha values are presented in the table 1.10 and 1.11. All the variables under study shows alpha value of more than 0.90 in the two sets of questionnaires and hence it is proved that the internal consistency of the scale is very high and could be considered as highly reliable.

B) Validity Analysis

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It is the extent to which differences found with a measuring instrument to reflect true differences among those being tested. The important validity is content validity, face validity, construct validity and criterion validity. Under the present study, four approaches of validity, such as content validity, face validity, convergent validity and discriminant Validity were done.

a) Content Validity

Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instruments contain a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive (Shadish, Cook, & Campbell, 2002). For the purpose of ensuring validity, the researcher consulted various experts, statisticians and academic

professionals in the field and ensured all the questions and variables are relevant and suitable for fulfilling the research objectives.

b) Face Validity

Face validity relates to whether the test appears to be a good measure. It is the extent to which a test is subjectively viewed as covering the concept it purports to measure. Researcher consulted various experts to confirm whether instrument contained important items to be measured to ensure face validity.

c) Construct Validity

A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. It is the degree to which scores on the test can be accounted for/ by explanatory construct of a sound theory. In the present study, construct validity is done with the help of Convergent validity and discriminant validity.

d) Convergent Validity

Convergent validity refers to the degree to which a measure correlates with other measures that are theoretically predicted. Convergent validity is usually assessed based on the comparison of loadings calculated through a non-confirmatory analysis with a fixed value (Ketkar, Kock, Parente, & Verville, 2012). Two criteria are recommended as the basis for concluding that a measurement model has acceptable convergent validity: p values associated with the loadings should be lower than 0.001 and loadings for indicators of all respective latent variables must be 0.5 or above for the convergent validity of a measure to be acceptable (Hair et al., 2009). By using CFA, each item in the scale is checked with CMIN/DF, RMR, GFI (Goodness of Fit), AGFI (Adjusted goodness of Fit), PGFI, NFI (Normal Fit Index), RFI, IFI, TLI (Trucker Levis Index), CFI (Comparative Fit Index), RMSEA (Root Mean Squared error of approximation <0.8). The result of the convergent validity is presented at the Chapters V and VI.

e) Discriminant Validity

Discriminant validity tests verify whether responses from the respondents to the questions are either correlated or not with other latent variables. A measurement model has acceptable discriminant validity if the square root of the Average Variance Extracted (AVE) for each latent variable is higher than any of the correlations between the latent variable under consideration and any of the other latent variables in the measurement model (Fornell & Larcker, 1981).

Discriminant validity was confirmed by examining correlations among the constructs. As a rule of thumb, a 0.85 correlation or higher indicates poor discriminant validity in Structural Equation Modelling (David 1998). None of the correlations among variables under study were above 0.85. The results suggested adequate discriminant validity of the measurement. In addition, the inter constructs correlation were calculated and compared with an average variance extracted to confirm discriminant validity. All variance extracted (AVE) estimates were larger than the squared inter construct correlation estimates. Therefore, it was confirmed discriminant validity. The result of the discriminant validity is exhibited in chapters V & VI.

1.12.2 Data Preparation for Analysis

The filled questionnaires were undergone data cleaning to make the data appropriate for statistical analysis. Through data cleaning by using Excel and SPSS, the missing values and outliers were identified and screened the questionnaire accordingly.

Out of 50 mangers of hotels and resorts, 45 responded to all questions and items in the schedule. Another five were felt inactive in the field and excluded from the analysis. In the case of local community out of 426 questionnaires circulated, 400 were selected for the analysis after screening of missing values.

❖ **Data Coding**

After data cleaning, coding was done to quantify the data. Codification means assigning code to each response by using numbers. Five-point scale coding was done assigning 1 for 'strongly disagree', 2 'for disagree', 3 'for neutral', 4 for 'agree', 5 for 'strongly agree'. In the same manner other variables were also subjected to coding.

❖ **Test of Normality**

Many of the statistical methods require the assumption that the variables observed are normally distributed. With multivariate statistics, the assumption is that the combination of variables follows a multivariate normal distribution. In SEM model, the estimation and testing are usually based on the validity of multivariate normality assumption, and lack of normality will adversely affect goodness-of-fit indices and standard errors (Baumgartner and Homburg 1996; Hulland et al 1996; Kassim 2001).

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed.

To assume normality, skewness and kurtosis were used by the researcher. Skewness refers to the symmetry of a distribution, whereas kurtosis relates to the peakedness of a distribution. A distribution is said to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick & Fidell, 2001). However, there are few clear guidelines about how much non-normality is problematic. It is suggested that the absolute values of univariate skews indices greater than 10 seem to describe extremely skewed data set (Chou & Bentler, 1995). Regarding kurtosis, there appears that kurtosis index greater than 3 may suggest a problem. The result of Skewness and Kurtosis under this study reveals that all the variables fall under Kurtosis value of 3 and Skewness value of 10.

❖ **Test of Randomness**

Randomness of data was checked with the help of Run test. The study assumes randomness as the result of the test shows the p value of all the variables are above 0.05.

1.13 Conceptual Frame Work

In the tourism literature, CSR usually has been evaluated in a context of sustainable development (Herderson, 2007). Tourism sustainability is in favour the CSR model and perceives CSR as an instrument which could help tourism business to adopt sustainability guidelines in practice (Henderson, 2007). CSR aims to deliver sustainable value to society as well as stakeholders. It covers the principle of sustainability viz, economic, social and environmental responsibility. CSR initiated in tourism by taking and exercising these responsibilities. Responsible tourism activities mainly focus on these three thematic areas. Hence, the present study is framed to cover the three dimensions of CSR (economic, social and environmental) in responsible tourism and its positive impacts on the local community and also on the business performance of hotels and resorts through responsible tourism management with transparent business practices like CSR in Kerala tourism.

The following diagram depicts the framework of the study.
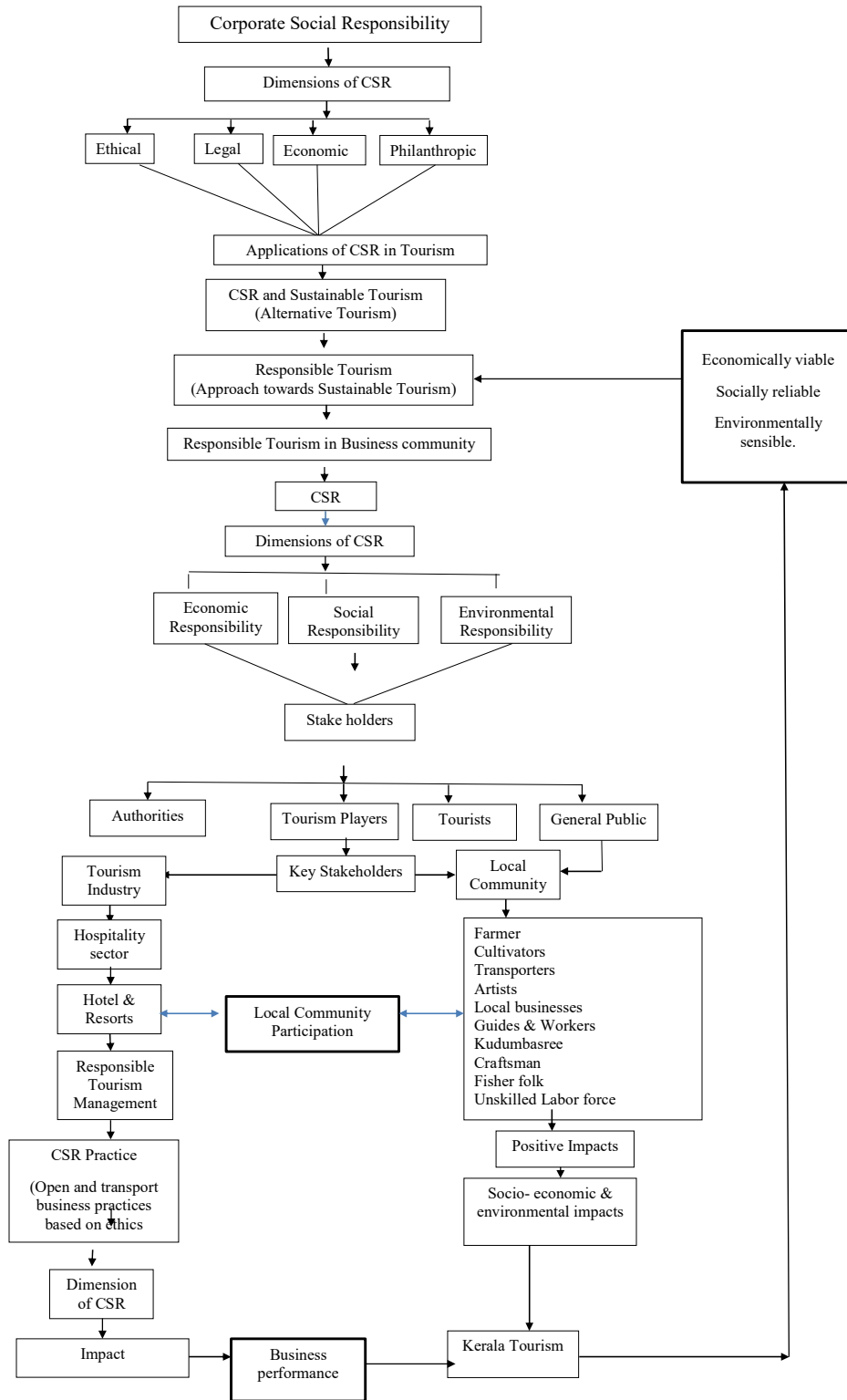
Fig 1.2: Conceptual frame work

1.14 Chapter Scheme

Chapter 1: Introduction

Theoretical background and definitions of the concept under study, the importance of the study, a statement of the problem, research questions and objectives, hypotheses, research methodology and database, variables and its descriptions used for the study, conceptual framework and limitations of the study etc. are presented in this chapter.

Chapter 2: Review of Literature

This chapter explains an overview of the existing literature relevant in the field of responsible tourism and CSR presented in three sections known as CSR in tourism, community participation in tourism and responsible tourism. And also, the research gap.

Chapter 3: Corporate Social Responsibility and Tourism

Definitions and theoretical background of CSR, its dimensions in tourism, description of Indian tourism and Kerala tourism, relationship of CSR to sustainable tourism and responsible tourism are depicted in this chapter.

Chapter 4: Responsible Tourism: A Historical Background

This chapter covers the historical background of RT, its various definitions and focused areas of responsibility, and also responsible tourism in various destinations in Kerala.

Chapter 5: Community Participation in Responsible Tourism

Theoretical background of community participation in responsible tourism in Kerala and its analysis, interpretations, and also the result of hypotheses tests are explained in this chapter.

Chapter 6: CSR in Hospitality Sector

This chapter includes theoretical background of CSR in hospitality sector in Kerala and its analysis and interpretations.

Chapter 7: Summary of Findings, Conclusions and Suggestions

Major findings, conclusions, favourable suggestions and scope for further research are included in this chapter.

1.15 Limitations of the Study

→ The majority of the hotels and resorts are not appointing CSR managers. Hence it is difficult to get the updates of the indicators of CSR and company's sustainability report.

→ The important stakeholders of RT such as tour operators, national and local government and non-govt. organizations were exempted from the study.

→ The impact of RT is measured only on the basis of the perceptions of key stakeholders.

→ The majority of the local community is coming from poor educational background; hence the responses are subject to personal bias.

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Chapter II

REVIEW OF LITERATURE

Review of Literature

This chapter reviews the existing literature relevant in the field of CSR and responsible tourism. The reviews are represented in three sections: Corporate Social Responsibility in Tourism; Community participation in Tourism; and Responsible Tourism. This helps the researcher to get acquainted with the research concept and provide guidelines in selecting proper research methodology and also to identify the research gap in the existing literature. Various articles, theses and books related to the problem area were reviewed by the researcher to identify the research gap.

2.1 Corporate Social Responsibility in Tourism

CSR is a notion that has attracted worldwide attention and acquired a novel timbre in the global economy. It is considered, a topical and strategic practice in business. CSR issues carried out in tourism as a form of sustainability have been investigated in the literature for the past several decades. In recent years, the significance of CSR for tourism related industries has further increased. Today, these industries are facing challenges to satisfy more socially – conscious travellers who are concerned with CSR issues and consequently have adopted various socially responsible activities to meet their customers' demands. CSR is primarily about integrating social and ecological objectives into the company's core business activities. CSR demands the companies to consciously balance the impacts on economic, social and environmental system, by considering the interests of various stakeholders such as customers and employees, owners or shareholders, hoteliers and suppliers in the destinations, local communities and host countries.

(Abaeian, Yeoh, & Khong, 2014) through their study aims to make a contribution by exploring the motives underlying local hotels' corporate social responsibility (CSR) initiatives focusing on social/societal issues. Due to the distinctive nature of CSR, a qualitative approach has been adopted for the purposes of this study. Specifically, semi-structured interviews are conducted with the general

managers of 10 local Malaysian hotel chains. Their findings have implications for the conceptualization of CSR in developing countries, insights into the specific kinds of CSR initiatives undertaken as well as corresponding motives underlying and concludes with the implications of the findings, limitations and directions for future research.

(Martinez, Perez, & del Bosq, 2014) analyses the role of corporate social responsibility in the definition of the organizational identity of these organizations, employing a qualitative research methodology based on an illustrative case study. Particularly, the authors analyse the case of Melia´ Hotels International, a leading hotel company in Spain with a presence in 27 countries. The findings indicate that the company has formally integrated CSR into its strategy to align its actual identity with its desired and conceived identity in view of the criticisms from the local community. Moreover, the interest of the firm toward its stakeholders suggests that the company understands its conceived identity as an important link in understanding its organizational identity. The authors demonstrate that firm's organizational identity is a set of several elements. When analysing Melia´ Hotels International's identity, we can see that the firm defines this concept as most central, enduring, and distinctive about the organization. In this sense, the company follows the vision-driven approach by referring to the organizational mission and vision statements, organizational philosophy, and core values as the basis of organizational identity.

(Singal, 2014) through her study depicts that family firms have been known to perform better both financially and socially (CSR) than their nonfamily counterparts. However, it is not known whether the better social performance is a consequence of better financial performance. Within the hospitality and tourism industry, she finds that family firms are financially stronger, but do not actually invest more in CSR than nonfamily firms once controlled for their financial health, as measured by credit ratings. Interestingly, she also finds that family firms invest more in mitigating concerns than in taking positive initiatives to build strengths in CSR performance. Finally, she finds that judicious investment by family firms in CSR positively affects their future financial performance.

(Coles, Fenclova, & Dinan, 2013) through their study presents a critical review of recent progress in research on corporate social responsibility (CSR) in tourism management, and possible directions for future research. Their findings are that in comparison to a well-established, empirically based body of knowledge dealing with other sectors of economic activity, dedicated research on CSR in travel and tourism is at a relatively early stage. In the past decade, CSR has been the primary subject of a limited number of studies from a small academically practising community. Studies have primarily focused on three macro level topic areas: implementation; the economic rationale for acting more responsibly; and the social relations of CSR. Interest in responsibility as an approach to tourism governance and management is nevertheless growing as several policy prescriptions and corporate vision statements reveal. For research to progress further and to match these ambitions, greater critical engagement with mainstream thinking on CSR is required as well as greater conceptual and methodological sophistication.

(Khunonl & Muangasame, 2013) have made an attempt to investigate the differences and similarities between the management of the CSR in international hotels and local hotels. In their case study, The Banyan Tree, Bangkok and the Chumphon Cabana Resort are the focus. They examine the important reasons underlying the success of local hotels, while also pinpointed that CSR achievement is strongly related to the international level of firms. They have followed Content analysis to evaluate the collected data. A new CSR management conceptual model has been created taking into account the different contexts of the two hotels. The research reveals two new models for achieving CSR: Outside-In and Inside-Out according to Deming Cycle: Plan, Do, Check, and Action. The Outside-In concept is based on reaching the standard of CSR with the aim of getting a certificate, while the Inside-Out concept is based on the economic sufficiency philosophy aimed at sustainability. The author also points out that in achieving a CSR program, it is important to learn and abstract best practice from firms, undertaking trial and error leading to the crystallization of the best strategies currently being applied. Indeed, learning from others is a shortcut to new ways of achieving goals successfully at low cost and high efficiency.

(Dodds & Kuehne, 2012) observed that tourism operators and destinations are starting to realize the negative impacts that tourism can have on their product and are becoming aware that the very resource that attract tourists need to be protected for long term business sustainability. The study tried to examine Canadian outbound mainstream tour operators and assessed their level of awareness and participation in CSR activities as well as their attitude to current issues such as climate change. According to them the main motivations for operators to move forward with CSR are that they believe it is 'the right thing to go forward on CSR practices is that they must do it as driven by owners in Europe'.

(Gray, 2012) points out that CSR practice have been mostly analysed in the large manufacturing business context, with little attention paid to the service sector and even less to small and medium sized accommodation enterprise. Hence their study aims this to fill gap through analyzing how these enterprises in Catalonia, a developed tourist destination in Spain, accept responsibility towards sustainable management, and whether this impacts their financial performance. A survey of nearly 400 enterprises shows that the main reason for acting responsibly is altruistic, although issues of competition are also important. Aspects of the "resource- based view" of the firm are validated through the positive impact of environmental cost savings in financial performance, as also through other practices (not always related to economic reasons) influencing their competitiveness.

(Garcia de Leaniz, Ruiz, & del Bosque, 2012) have made an attempt to study about the tourism industry, providing a framework for the definition of CSR practice in this particular sector. Similarly, it has provided a general classification of socially responsible actions based on both the sustainable development theory and the stakeholder theory. The study has demonstrated the validity of the sustainable development theory and the Triple Bottom Line perspective as approaches to delineate the responsibilities of tourism enterprises towards society. It is suggested that respondents used the management of its stakeholders as a practical articulation of their CSR policy; i.e. through the sustainable development theory companies specify their responsibilities; but through the stakeholder theory companies know to whom they

are responsible and responding to the claims that these groups pose. Similarly, it is revealed that CSR is a vital aspect of the business sector, but with a very uneven application among the analysed hotels. In fact, there are important differences among the chosen hotel establishments. The main implications for the management of CSR in the tourism sector are set out below. First, it is a set framework for the definition of CSR in business hotels, and so managers have clear dimensions on which to focus its CSR policy.

(Jucan & Dolf Baier, 2012) have attempted to study some of the major implications of the use of web for CSR activities in tourism business in emerging markets and of the relationships between e – sustainability and competitiveness. In the context of sustainable and responsible tourism, the concept of CSR has gained increased importance: CSR is a company's understanding of the role it plays in society, the environment in which it operates, the values it upholds and its awareness of the intended and unintended consequences of its actions. According to him, ICT (Information and Communication Technology) – based services can improve the efficiency of processes and systems, help to make CSR information more readily available to stakeholders and create new technical possibilities of linking information on individual company impacts with other sources.

(Lioui, A, 2012) has assessed the impact of Environmentalism on Corporate Financial Performance (CFP) measured by Return on Assets (RAO) and Tobin's Q. The study covers approximately 3100 firms on which information collected on ECSR rating from KLD STATS Inc, which is one of the most prime databases on CSR. It is found that the ECSR strengths and concerns have a negative relationship with CFP measured by ROA or Tobin's Q. It is argued that the negative relationship between ECSR concerns and, more particularly, strength is driven by the fact that investors perceive environmental initiatives as potential costs or penalties and the direct adverse impact of ECSR. It is also found that the correlation between environmental concerns and R&D has a positive relationship with CFP, and that the potential benefits that might accrue to the firm through better efficiency of R&D activities.

(Marchoo, 2012) has made an attempt to study how the ethical responsibility of tour operators influences customer evaluations and behavioural outcomes at different stages of the tour experience. The author has employed a quantitative approach using a factorial experimental design to investigate the impact of ethical responsibility on customer evaluation and outcomes. Two experimental studies were designed for the purpose. Analysis shows the direct and positive impacts of tourism accreditation and code of ethics information on perceived tour program quality, trust, all dimensions of perceived value and tour booking intention. By comparison, code of ethics information appears to have a stronger impact than tourism accreditation. The result demonstrated the directive and positive impact of ethical responsibility towards environmental issues on the perceived overall quality of tour operators, trust, perceived value, and word of mouth referrals. Also, a positive indirect effect of ethical responsibility on behavioural outcomes through the mediating effect of a set of customer evaluation has been found.

(Matev, 2012) have made an attempt to outline the context of application of the principles of CSR in the Bulgarian hospitality sector at national and enterprise level and to present the current status of CSR issues, based on indicators, specially developed for the in-plant CSR assessments of 25 Bulgarian hotels by the Bulgarian CSR experts, UNIDO and Swiss partners from Neosys. According to them, the most important social problems are deficient in management skills, deficiency in organized (external) stakeholder dialogue, lack of qualified staff in certain professions, lack of investments in training, high turnover, low motivation, conflicts related to wage levels, overtime etc. A set of key performance indicators related to social responsibility is suggested and analysed. In addition to this, the benchmarking process is discussed and exemplary benchmarks are pinpointed. It is identified that the establishment of the CSR team to improve the social responsibility has changed the working atmosphere in the hotel.

(Nash, 2012) opined that even though the international tourism sector is experiencing a recession, it has not affected India. There are critical challenges that are adversely affecting the competitiveness of the industry, particularly in areas of

CSR. According to the Researcher prominent among them is the concept of commercial surrogacy, which is fundamentally exploitative and surely a manifestation of neo colonist phenomenon. Through his article he aims to identify the challenges in CSR in relation to the tourism industry and suggest some recommendations.

(X Font. et. al, 2012) indicates that as increased stakeholder pressure requires companies to be transparent about their CSR practices. It is essential to know how reliable corporate disclosure mechanism are, testing the disparity between CSR claims and actual practice. They have attempted to study the CSR policies and practices of ten international hotel groups of particular importance to the European leisure market. Their finding is that corporate systems are not necessarily reflective of actual operation; environmental performance is eco-friendly driven, labour policies are aimed to comply with local legislation, socio- economic policies are inward looking with little care for impacts on the destination, and customer engagement is limited. Generally, larger hotel groups have more comprehensive policies, but have greater gaps in implementation, while the smaller hotel groups' focus is only on management and of environment to deliver what they promised.

(Dao D. H., 2011) focuses on how the tourism operators in Sapa, one of the three poorest regions in Vietnam, engage in CSR and poverty alleviation; and what are the CSR strategies they apply in order to accomplish this purpose. The researcher follows epistemology and ontology of scientific theory. Epistemology elaborates how the tour operators recognize the CSR concept in their perception and ontology is related to the nature of reality. According to him, the majority of the tour operators in Sapa give more attention to social and economic aspects of CSR than the environmental responsibilities. This leads to opportunities and challenges that tourism might offer to the poor. By recognizing both negative and positive impacts of tourism, the majority of tour operators in Sapa realized that in order to continue and grow their business they should be responsible for the community. Hence, they used natural resources and human capital and also tried to minimize the consequences such as adverse impact on the environment, preserving cultural values, etc. The tour operators

follow different CSR strategies for the economic and social empowerment of the local people.

(Eu Kim, 2011) has tried to examine tourism managers' ethical attitudes and sense of CSR. Guided by marketing theory, their study reveals that an organization's environment, such as corporate ethical values, affects the tourism professionals' ethical decision making. The results suggest that tourism practitioners' attitude towards CSR of tourism companies are influenced by the corporate ethical values and perceived importance of ethics and social responsibility. It implies that tourism managers are more sensitive to socially responsible and ethical issues, when the organization sets clear ethical standards and values. Thus, it is suggested that by providing clear set of goals and standards, an organization may improve their ethical and socially responsible perceptions of employees, ultimately leading to better ethical behaviour and socially responsible performance.

(Luu, 2011) has made a study on the role of Corporate Social Responsibility in the development of sustainable Tourism in Ho Chi Minh City. Three large tour companies –Vietravel, Fiditour and Festival Travel were taken as a sample. His findings indicate that if the consumer and the industry are driven by price, then there is a need to re-think the strategy and move forward to develop the concept of an international certification label for the purpose of achieving sustainability. Moving away from voluntary measures towards reporting and to move towards adoption of CSR practices can help to retard the tourism related issues. According to the authors, though CSR helps to mitigate those problems with regard to promoting sustainable tourism practice, an involvement and support from the government lead sustainability of them.

(Nizic, Golja, & Vodeb, 2011) identified the key problem with the tourism workers and entrepreneurs is the lack of incentives and support both state and the local community in implementation of socially responsible principles. It is estimated that only 10-15% of tourism entrepreneurs are quite familiar with the principles of sustainable and environmentally responsible tourism and aware of the importance of implementing ecologically and socially valid practices on a day to day basis. The

author points out that the possibilities offered by socially responsible management, focusing on ecology and energy have to be researched within this paper, while at the same time saturating the economic, ecological, and social effects on tourism. The solutions offered should satisfy both quality and quantity requirements of tourism needs, while preserving the environment. The suggested measures can vary from considerable investments, i.e. macro alternative energy sources, up to the smaller ones, i.e. choosing of energy-efficient consumption bodies or consumption control bodies, with the overall common positive effect on the business subject's efficacy and its better performance, both from the financial and sustainable development aspects.

(Y & S, 2011) have made an attempt to subdivide CSR into five dimensions based on corporate voluntary activities for five primary stakeholder issues: (1) employee relations, (2) product quality, (3) community relations, (4) environmental issues (5) diversity issues and examine how each dimension would affect financial performance among firms within tourism related industries (airline, casino, hotel and restaurant). They collected data collected from two main sources: (1) KLD STATS, and COMPUSTAT. It is suggested that while all CSR dimensions are proposed to have positive financial effects, results reveal that each dimension is having a different effect on both short term and future profitability and that impacts vary across the four industries. It is also indicated that the four tourism related industries investigated can improve their financial performance through each CSR dimension to a different degree.

(Argandona, 2010) has made an attempt to study the growth and development and its causes of Spanish model of Tourism, the possible remedies, from the point of view of the corporate social responsibility of tourism companies. The attitudes of the actors involved in the Spanish model of tourism and the complicities between them were also discussed. He has also identified some of the reasons for the model's longevity such as investments already made, incentives that have been established, the symbiosis of tourism and real estate, and the mistakes and policies implemented. It is suggested that CSR activities can help to overcome the exhaustion of the inherited model of tourism.

(Dodds & Kuehnel, 2010) have made an exploratory case study of mass mainstream tour operators in the Canadian market and evaluate their awareness level of CSR activities. The aim is to address the structure and the ownership of mass Canadian tour operators, how it may influence the adoption of CSR practices, key issues and concerns and awareness level; and participation of CSR practices. Although the out bound Canadian mass leisure market is relatively small compared with that of the UK, the Canadian travellers are a significant source of tourism to Mexico and the Caribbean Islands such as Cuba and the Dominican Republic. Their findings reveal that CSR is gaining momentum worldwide as companies begin to realize that their stakeholders are demanding accountability that goes beyond shareholders' interests. Subsequently, reporting levels are increasingly being regulated and corporate strategic initiatives focusing on improving their social and environmental responsibility are on the rise. In the case of tour operators, however, the nature of their initiatives is preliminary and there is little implication on CSR practices.

(Golja, 2010) ascertains that with the implementation of socially responsible business practice, tourism companies contribute to the achievement of sustainable development. Their study focuses on the importance of CSR in the tourism industry. They aim to discuss the level of social and environmental sensitivity of managers of the highest category hotels in Croatia. The research is enriched with the analysis of the web sites of the selected companies in order to get an idea of whether the CSR practice has been somehow underlined. Results show that the surveyed hotels are still at the beginning stage of the journey in adapting themselves to the global challenges in the tourism market. The researchers make some recommendations and new ideas that may accelerate the change and produce innovation and, foster the overall economic development.

(Majda, 2010) has made an attempt to study Slovenian tourism by establishing the industry representative's attitude towards CSR principles and determining its corporate social responsibility orientation, as well as discovering differences in the perceptions among industry sectors and different size tourism companies. The

researcher also points out the attitudes of the industry representatives towards sustainable development and sustainable tourism practices. The researcher adopted the philosophy of Positivism i.e., observable social reality; and deductive research approach. She found that on average, attitude towards CSR are not as positive in macro size companies as in small, medium and big companies, while there are no significant differences in perceptions between different sectors of the industry. MajdaTaslidza stated that 60% of tourism companies in Slovenia engage in CSR and the managers of companies which engage in CSR have a better attitude towards CSR and sustainable development than those who manage companies without CSR and finds that the managers perceived the dimensions economic responsibility more important than philanthropic responsibility.

(Nemec Rudez, 2010) focuses on the synergy of CSR and loyalty programs in tourism and as such, emphasizes the need of tourism organization for implementation of social responsible loyalty programs in order to get more acceptance. Besides the author reinforces the appropriateness of looking at loyalty programmes through the prism of CSR. According to the researcher customers are vulnerable to environmental and social problems and tourism has some negative impacts on society and the environment. This is why, loyalty programs are integrated in simulating trust in tourism supplier hoping that it will ensure social responsibility. Joint donation, environmentally friendly programs and programs for community care are proposed as socially responsible loyalty programs. They include psychological and emotional bonds between the supplier and its customers on the basis of CSR.

(Povlsen, 2010) examines Danish Tour operator's perception of CSR and how they implement the CSR and poverty reduction in developing countries. She also investigates their knowledge of the impact of CSR and examines the stakeholder and participation relationship between tour operators and the poor. In her opinion all of the interviewed tour operators engage in CSR in one way of another, ranging from philanthropic contributions to maintaining eco – lodges in Vietnam and Kenya. The tour operators prefer to provide instant support, and the majority of CSR activities are run by local people with knowledge of the destinations and their socio- cultural

conditions, though CSR gives birth to some criticism and tour operators raise the issue of cultural difficulties when operating in developing countries. However, these difficulties are not the decisive factor in the decision of where to engage in CSR. She also adds that the majority of the tour operators prefer philanthropic and ethical responsibilities to the poor, indicating that the poor have legitimacy to some extent. To ensure long term development such as poverty alleviation, the poor must be granted a larger role.

(Eun Kim, 2009) has made an attempt to understand the socially responsible corporate behaviour of tourism organizations and tourism professional attitude towards CSR. She also tries to examine the determinants (corporate ethical-value, perceived importance of ethics and social responsibility, respondent's profiles and organizations' profiles) of socially responsible corporate behaviour of tourism organizations and tourism marketing professionals' attitudes towards CSR. She has collected data from professionals in Central Florida participating in the Trade Show 2008 hosted by American Society of Travel agents and finds that the measurement of socially responsible behaviour of organizations can be themed into (1) managing impacts and (2) support of local and fairness. In addition, the corporate ethical values and the experience of organizations were significantly associated with more responsible behaviour by tourism organizations. It is suggested that tourism practitioners' attitudes towards CSR of tourism companies were influenced by corporate ethical values and perceived importance of ethics and social responsibility. The results reveal that only gender and work experience have significant influence on travel agents' attitudes towards CSR.

(Hall, 2008) offers some observations on the tourism industry's response to the increasing awareness of the need for ethical practice and on the nature of responsibility achieved. In his opinion, the sector or at least various elements of it have adopted notions of CSR and ethical codes of behaviour and conduct. The researcher has enumerated the approaches of stakeholders to CSR, and also assessed the progress of the tourism industry through ethical benchmarking criteria for tourism companies. He has found that small individual companies often have a clear

understanding of the welfare problems entailed by tourism, but, they lack the capability to do anything about them, while the more powerful majors are too distant from sites and issues to be aware of the requirement for remedial action. Two points are noted- without some form of legally enforceable regulation of industrial activities, companies' responses to ethical challenges are likely to be effective at the margins only and bereft of major global structural change, tourism will find it difficult to be an important element in development policies for alleviating poverty.

(L Nicolau, 2008) has made an attempt to see whether social initiatives proposed by companies engaged in tourism result in positive outcomes. His study shows that socially oriented activities carried out by tourism firms bring about benefits to society, both directly (inherent to the purpose of such activities) and indirectly (via their commercial performance). The fact that getting actively involved in duties outside of the business arena has a positive influence on a firm's outcome implies that these initiatives help increase the social force of tourism through non- economic as well as economic mechanism. The findings suggest that companies should realize that CSR initiatives can represent a robust public relations strategy that allow tourism managers to obtain competitive advantages and reap more financial benefits, particularly in the current market environment in which stakeholders may have strong social concern.

(Mandimika, Taderera, Nyikahadzoi, & Matamande, 2008) have made an attempt to document the importance of CSR, and also tried to identify the factors which influence tourism entities to adopt CSR. The ultimate aim of the researchers is to guide companies to be strategic in their CSR so that they benefit from the process. The research reveals that the main reason behind the companies to adopt CSR is not only for their existence, but also to satisfy the image of a modern business organisation by taking care of stakeholder requirements. It also reveals that apart from society's needs the desire to fulfil the moral factor is also a big driver for adoption of the CSR policy.

(Ashley, Brine, Lehr, & Wilde, 2007) in their report states that the UNWTO promotes responsible and universally accessible tourism, particularly for developing

countries, in support of the United Nations Millennium Development Goals on poverty alleviation and sustainable development. The organisation also implements the Global Code of Ethics for Tourism to minimise the negative social & environmental impacts of tourism and increase the positive benefits for businesses, destinations and countries. It has set up a framework that allows companies and institutions representing all stakeholders, ranging from industry associations to airlines, travel agencies to consultants, trade unions to universities, and non-governmental organisations to participate as affiliate members. The role of the affiliate members is to be the worldwide platform for those seeking to shape the future of tourism in direct interaction with the UNWTO, its member State Governments and Global Civil Society. It states that the Business Council brings together private sectors including corporations, industry associations and consultants to promote public, private cooperation and dialogue at the local and national levels. The UNWTO also works to capture, codify and record best practices in collaboration with business.

(C, Henderson, 2007) has made an attempt to examine the subject of CSR with particular reference to the hotel sector and the 2004 Indian Ocean Tsunami by evaluating the rising interest in CSR issues, linked to the sustainable development movement, and its particular relevance for the tourism industry. The reactions of hotel companies with a presence in the resort of Phuket in Thailand to the disasters are reviewed to reveal a certain level of commitment to CSR in theory and practice. He notes that the companies represented in Phuket did endeavour to act in a responsible manner after the tsunami. A sense of CSR may therefore be felt more keenly when responsibilities pertain to economies, societies, and environments, where conditions impinge on company operations and revenue. However, there is also evidence of frictions between commercial and more philanthropic activity, which must be addressed and reconciled by managers.

(L, Holcomb, 2007) have attempted to ascertain the level of socially responsible behaviour of the top ten hotel companies. They used the content analysis method to identify and describe social responsibility patterns in websites, annual reports and corporate social responsibility reports of the top ten hotel companies as

listed in Hotel magazine. The findings reveal that 80% of the hotel companies analysed report socially responsible activities relating to some form of charitable donations. A diversity policy has been reported by 60% of the hotel companies, while 40% made some mention of social responsibility in their vision or mission statements. Some companies are seen to be highly focused on providing a balanced approach to social responsibility while other hotel and companies are less focused in their efforts. The areas of social responsibility seem to be working is with regard to reporting on environment, vision and values.

  (Tereza, 2006) has made an attempt to study the effect of implementation of the various aspects of CSR to determine the impact on culture and local context by evaluating and comparing CSR performance across hotel groups in culturally and geographically diverse regions. The researcher has explored data from different hotels of various countries and evaluated it against Hofestede's analysis of cultures in order to explore potential correlations between aspects of culture and CSR performance. His opinion is that the political systems and level of economic development of a region might affect levels of CSR. It is shown that both the development of a country and its history of social democratic dominance positively affect aspects of CSR and also suggested that property rights, local traditions and societal expectations might affect levels of CSR performance.

(Dodds & Joppe, 2005) made an examination of whether the national certification development schemes may help countries to address the expectations of tourists, investors and supply chain actors such as tour operators and travel agencies. They also evaluated whether the scheme has led to sustainable tourism by ensuring the CSR agenda. From the study, the authors realised that only a small percentage of consumers pay preference to national certification standards and it does not enable the SMEs to exploit the market opportunities. According to them CSR initiatives have more initial impacts than trying to move towards national certification schemes.

(Hermann & Kristina, 2004) have made an attempt to outline the concept CSR, globalization, and sustainable development and describes the role of multinational enterprises with regard to these concepts. The author considers CSR as a potential

solution that could lead to the achievement of sustainable development and also examines implications of adopting a CSR regime for a multinational enterprise. The European Union's (EU) initiative in creating CSR guidelines has been used as a detailed case study for scrutinizing the potential of CSR as a viable solution. He opines that CSR will lead MNEs to sustainable profitability and efficiency through the attraction and retention of skilled workers and the stability of environmental resources. Furthermore, it will instill trust in developing countries in the MNEs and the desire to adopt similarly protective regulations of human rights, labour practices and the environment.

2.2 Community Participation in Tourism

Community participation in the tourism development process has emerged and been refined in the context of developed countries. Community participation in a tourism initiative appears to be closely linked to the derivation of livelihood and other benefits from the initiative to that same community. Since 1980s, tourism literature has stressed the inclusion & involvement of the local community, which is seen as a key resource in sustaining the product (Hardy, Beeton, & Pearson, 2002). Community participation is often regarded as one of the most essential tools, if tourism is to make a substantial contribution to the national development of a country (Lea, 1988). According to the Khama Rhino Sanctuary Trust (KRST) management plan, community participation is a planned effort to influence community opinion through good character and responsible performance, based upon mutually satisfactory two-way communication (Grossman, & Associates). (Tosun C. , 2000) asserts that it is a tool whose aim is to readjust the balance of power and to reassert local community views against those of developers or the local authority. For some, community participation in tourism ensures that there is sustainability (Woodley, 1993), better opportunities for local people to gain benefits from tourism taking place in their locality, positive local attitudes and the conservation of local level to facilitate physical development, the inclusion of community wishes in tourism planning and development and to ensure economic returns from the industry.

(Breugel, 2013) has made a study on the relationship between community participation and tourism impact satisfaction by using the cases of two communities Mae La Na and Koh Yao Noi in Thailand. There is high involvement of the local population in tourism planning and development. This is despite the fact that the local population deals with structural and operational constraints for participation in tourism development, such as a lack of knowledge. Several actors, among which several NGOs, have contributed their knowledge, and with their help the locals of Mae La Na now have control over their own CBT project. They point out that the people who participate in tourism planning and development activities do not necessarily evaluate the impact of tourism better. Or to state it differently, the benefits that tourism brings to the communities are experienced by all members. With both high levels of participation, and positive tourism impacts, Mae La Na appears to be the ideal example of CBT according to its goals. Cooperation between stakeholders on the island (e.g. The local government, the CBT group and resort owners) would need to improve in order to create a form of tourism development which is beneficial to the local population.

(Muganda, Sirima, & Ezra, 2013) had made a case study to contribute to the understanding of community participation in tourism development by examining local communities' view of their role in tourism development. The study triangulates both quantitative as well as qualitative data to bring together the perspectives from the grass roots based on household questionnaire survey with some members of the local community and a two-month period of field observations in the study area, coupled with the researchers' experience with the wider community. The findings reveal that local communities want to be involved when tourism policies are being made to enable policy makers to prepare a policy that meets stakeholder's needs and address their concerns. They also want to be part of tourism development decisions to ensure the incorporation of their needs. Furthermore, local communities want to have a voice in development issues (not necessarily tourism development) to enable them to protect community interests and increase transparency and accountability and wipe out embezzlements and abuse of offices, which are rampant amongst decision makers. They are also against the prevailing top down approach in decision making when it

comes to tourism development in their areas. The study emphasizes on small scale methods in analysing and assessing the role of local communities' view on participation from communities themselves rather than what has been normally imposed on them.

(Eshiki & Kaboudi, 2012) have done a case study in Beaches of Ramsar in Iran to explore and analyse the relationship between the effects of tourism on the quality of local community members' life and the extent of their participation quality improvement programs in tourism. The result of analysis reveals that tourism influences the quality of local community members' life. Also, there is a significant relationship between factors affecting quality of community members' life and their level of participation.

(Iorio & Wall, 2012) in their study address the concept of community and locals' participation in tourism development. They point out the key role played by local institutions cosmopolitan locals, who are residents with external exposure, and are able to take initiatives and act as catalysts of development. They also point out that tourism planners should carefully evaluate the institutional arrangements, including the presence of cosmopolitan locals and their involvement in the creation of competitive local attractions, for the success of tourism development. They raise questions concerning the attributes of community and, in doing so, the nature of community-based tourism and whether community-based tourism, without outside help, is even possible for those places that need it most. Also, it is suggested that it may be possible in some circumstances, particularly in a place with a unique resource that provides a comparative advantage, the presence of facilitating institutions that can both stimulate and protect, and the insights, energy and commitment of cosmopolitan locals that are willing and able to embrace a leadership role. The importance of location (in relation to other attractions as well as to markets), the need for a resource base that can be used to provide a competitive edge, the importance of institutional arrangements and access to capital and, ideally, the luck to have the inputs of cosmopolitan locals. Most communities do not possess these things and it is difficult for them to proceed successfully in such a situation.

(Cengiz, Ozkok, & Ayhan, 2011) have studied about the tourism potential of Gokceada, the largest island of Turkey, to determine the problems in relation with the development of tourism and to provide suggestions for the planning of sustainable development of the island. The opinions of the local community on the island's tourism have been called upon by utilizing the Rapid Rural Appraisal (RRA) method. According to the author Planning is essential in order to ensure sustainable development of the regions where tourism starts to develop. Adoption of a participatory planning approach enables the community to benefit from the positive effects of tourism, while alleviating its negative effects.

(Mosha, 2011) has investigated the impact of nature-based tourism activities on the livelihood of indigenous Maasai people in Ngorongoro Conservation Area. Both quantitative and qualitative data were gathered simultaneously during a single phase of data collection. The findings of the study indicate that nature- based tourism activities in Ngorongoro have been contributing enormously to the livelihood of the indigenous Maasai community. The findings show that indigenous Maasai people are involved in a number of nature-based tourism activities compared with previous years where they used to rely only on pastoralism. It has been noted that nature-based tourism activities in Ngorongoro helped to diversify Maasai traditional economic activities which for many years was based on livestock. Walking safaris and the cultural tourism are the prominent tourism activities that directly involve indigenous Maasai people in Ngorongoro. These activities are the major direct income generating activities and the single source of employment opportunities available to many indigenous Maasai people. Also, the study indicates that nature -based tourism activities in Ngorongoro have been contributing directly to the livelihood of the Maasai people through provision of social infrastructure such as school, clean water, health facilities, veterinary services, provision of direct employment opportunities and creates markets for the locally produced handicrafts.

(Nunkoo & Monash, 2011) have developed a model of community support based on the social exchange theory containing fourteen hypothesized relationships and tested the same using the LISREL package from responses collected from

residents of Grand-Baie, Mauritius. Results indicate that support is influenced by perceived benefits, perceived costs, and community satisfaction. Perceived benefits are affected by community satisfaction, institutional trust, power to influence tourism, and neighbourhood conditions. Community satisfaction and neighbourhood conditions do not exert a significant influence on perceived costs. Power to influence tourism is also not found to affect community satisfaction. Policy implications and limitations of the study are discussed.

(Stone & Stone, 2011) have made an attempt to study the community participation in a community-based tourism enterprise in Botswana, the Khama Rhino Sanctuary Trust, founded in 1992. The study indicates that although Community-Based Natural Resource Management is popular in many southern African nations, communities still face challenges and constraints which hinder their participation in community-based enterprises. While some other studies in Botswana indicate the value of community-based tourism, 95% of adult residents in the Khama Rhino Sanctuary Trust area did not know who owned the Trust, and 98% had never been to the Trust's lands. There was community disappointment about loss of cattle grazing grounds and other land-related benefits, lack of communication with the community, lack of benefits, the low numbers employed and the slow progress of the project, which did not record a profit until 2008. However, the Trust now has over 25% of the rhinos in Botswana and has seen visitor numbers rise from 1820 in 1996 to over 21,000 in 2008

(Paul & Sebastian, 2011) have made an attempt to explore the issues in community-based ecotourism development in a small, remote community in western Mongolia. It assesses the communities' desire to develop ecotourism, their understanding of the issues involved and the feasibility of the process in a poor herding community, where 63% are herdsmen, frequently on the move with their herd. Findings reveal that long-term viable community-based ecotourism development in remote areas requires close collaboration and sustained support from trusted community leaders and from knowledgeable and committed outside stakeholders. Approaches need to be carefully tailored to local circumstances, and not "one size fits

all". They have found that the key areas of concern are environmental and cultural, including fears that their tradition of hospitality might be compromised. Despite the fears, over 90% of those interviewed were willing to participate in an ecotourism project in this high-risk, unforgiving economic and climatic setting.

(Sebele, 2010) has made an attempt to investigate the benefits and challenges of community-based tourism in one community of Botswana. It has been found that although some benefits have been identified, there remain many challenges for the Khama Rhino Sanctuary Trust (KRST). It is evident that for community-based tourism to bring more benefits for locals, more interaction is needed between them and the Trust management. Increased local involvement and participation will help to ensure that people are empowered and the conservation of natural resources takes place. According to the author community-based ventures, if properly run and managed, can promote the conservation of natural resources and increase local benefits through participation in tourism activities.

(Kibicho, 2008) by using a case study of the Kimana Wildlife Sanctuary in Kenya, has empirically investigated factors critical to successful community-based tourism development. Factor analysis of 17 survey items produced five key factors: inclusion of stakeholders, recognition of individual and mutual benefits, and appointment of legitimate convener, formulation of aims and objectives, and the perception that decisions arrived at will be implemented. Hierarchical cluster analysis demonstrates a simultaneous presence of three different segments within the local community, revealing that operatives are interested in participation in the project activities, opinion leaders are concerned with the communities' benefits from the project while official leaders value the success of the project.

(Manyara & Jones, 2007) have evaluated Community Based Enterprises (CBE potential and challenges for poverty reduction in Kenya. Reviewing literature on Kenyan tourism development, it has used case studies of six Kenyan CBEs spread across Kenya's tourism-focused community-based initiatives selected using opportunistic and snowball sampling. The case studies used individual in-depth semi-structured interviews with community leaders, CBE managers, tourism academics,

support organizations and government officials, and focus groups with community members. They have developed a detailed understanding of the CBEs, identifying the catalyst for their establishment and the role and degree of external intervention. It explores critical success factors, the extent to which CBEs alleviate poverty, and factors making communities welcome CBEs (or not). The results emphasize the conservation orientation of CBEs, with support agencies preferring partnership approaches involving white investment which inadequately addresses community priorities. Through foreign resource control and heavy reliance on donor funding, CBEs promote neocolonialism and reinforce dependency. An urgent review of the support framework for community tourism development in Kenya integrating the principles of sustainable development is advocated.

(Abby & Geoffrey, 2006) have made an attempt to raise awareness and to promote investment in cultivating tourism human capital. They opine that involvement of local people in directing, participating in and benefiting from the tourism that is taking place or proposed for the destinations in which they live are testimony to deficiencies in tourism planning, including its human resource development components. Local people should comprise a principal source of labour and should receive reasonable compensation for their works, but this can only occur if they are prepared appropriately to take advantage of the opportunities that tourism can afford. According to them, the future tourism plans should give greater prominence to the development of human resources for tourism so that local residents will be in a better position to participate in and benefit from the development of tourism in their area.

(Anstrand, 2006) describes how host communities get affected socio – culturally by tourism in Babati District in Northern Tanzania. A case study of a Swedish student excursion to Babati is used as an example to show how it affects a community (especially socio-cultural aspects) and if it qualified as CBT. It has been found that Swedish student excursion is in line with important principles of CBT, and therefore also in line with sustainable local development in some way. The major

advantage with the excursion is the cross-cultural learning and the major problem is jealousness of benefit sharing according to the interviews done.

(Choi & Sirakaya, 2006) have made an attempt to develop indicators to measure community tourism development (CTD) within a sustainable framework by employing a modified Delphi technique. A panel of 38 academic researchers in tourism provided input into developing the indicators. After three rounds of discussions, the panel members reached at a consensus on the following set of 125 indicators: political (32), social (28), ecological (25), economy (24), technological (3), and cultural dimensions (13) for CTD. This set of sustainable tourism indicators can serve as a starting-point for devising a set of indicators at the local and regional level. Further study shall also develop a set of sustainable indicators relying on communities' distinctive characteristics and employing indicator experts from the social and physical sciences and from all stakeholder groups, including residents of the host community, industry experts, government planners, policy-makers and non-governmental organizations United Nations (2001).

(Tosun, 2006) has developed a conceptual framework to examine the nature of community participation expected from various interest groups with special references to a local destination in Turkey by examining typologies of community participation. It has been found that different interest groups expected different types of community participation to achieve their own aims that may conflict with each other. This study also shows that the expected nature of community participation by interest groups varies from non-participation to one form of the spontaneous participation.

(Wen, 2006) points out that generally western scholars think that active, local participation in decision making is a precondition for benefits reaching the community. In developing countries, however, this paradigm is difficult to put into practice owing to various constraints. Based on a study in the Jinzhaigou Biosphere reserve of china, it is demonstrated that despite weak participation in the decision-making process, the local community can benefit sufficiently from tourism. Thus, to have a say in the management arena is only one of many ways to ensure that local

people benefit from ecotourism. Rather, the modes of participation are related to the institutional arrangements and the different stages of tourism development present in a community.

(Donald, Heather, & Wanda, 2004) have made an attempt to describe the creation of a self-assessment instrument implemented as a part of the community centred tourism process undertaken in several Canadian locations. The author argues that the instrument can be used to focus discussion around fundamental issues facing communities as they grapple with tourism development. According to him, helping and understanding the local community, and appreciating the critical nature of the decisions they make regarding issues of development and daily life, can enhance the sustainability of tourism and community development in the long run.

(Vincent & Thompson, 2002) have developed a psychometrically reliable and valid measurement instrument of community assessment and support for the development of an ecotourism project. Based on an application of this instrument, recommendations have been made regarding the type and importance of activities and promotions needed to sustain an ecotourism project from the perceptions of the local residents who are willing to pay a fee to attend associated events and activities. Specifically, ecotourism sustainability is more likely to occur when (1) the community is actively involved in the design and development of an ecotourism project and consequently becomes more environmentally conscious, (2) the community leaders develop and support programs for families and children to learn more about environmental conservation and preservation, and (3) community tourism decision makers recognize the importance of promoting and publicizing the potential economic benefits resulting from a community's ecotourism development.

(Walpole & Hoodwin, 2001) have examined local attitudes towards protected area tourism and the effects of tourism benefits on local support for Komodo National Park, Indonesia. Komodo National Park is a flagship tourism project in a region where protected areas are becoming increasingly visited and where local support for conservation has not been investigated. The study reveals positive attitudes towards tourism and high support for conservation (93.7%), as well as recognition that tourism

is dependent upon the existence of the park. Positive attitudes towards tourism are positively related to the receipt of economic benefits, and to support for conservation. However, a positive relationship between receipt of tourism benefits and support for conservation is not identified, suggesting that benefits from protected area conservation make no difference to local support for conservation. Local people recognize the distributional inequalities in tourism benefits, and the most common complaints are of local inflation and tourist dress code.

(Godfrey, 1998) made a survey of local Govt. tourism officers in the UK and examined the attitude of public sector tourism managers towards the principles of sustainable tourism. He argues that the attitudes will affect their approach to implementation, and inter alia to the success of this concept in practice. It shows the possibility of the greater integration of tourism in strategic land use planning and community involvement, as the areas of activity which tend to diverge from the more traditional forms of tourism planning in destination as practiced in the past. It is suggested that the broad support for the greater coordination and integration of tourism planning at the local level, however, not all are to embrace the community beyond the rather passive role of public relations and participation in the local development plan system.

(Yamashita) has made an attempt to understand the effectiveness of community associations for CBT development in developing countries. He selected a case of Ghana and used published data on CBT associations in Namibia, Uganda, Kyrgyzstan and Costa Rica. His findings describe a vicious circle of poverty in Ghana's CBT development as well as successes and challenges of supporting cases. It is found that CBT associations have played a significant role in creating networks and making linkages among the various stakeholders involved. Further, these efforts increase the possibility of expanding CBT benefits to the whole country, especially by creating interaction with governmental agencies. However, obtaining a sustainable funding source for their activities is still a great challenge, facing the associations. He concludes that the establishment of CBT associations can solve some of the problems

identified as limiting Ghana's CBT development. In particular, CBT associations could be useful for enhancing collaboration among stakeholders.

2.3 Responsible Tourism

Responsible tourism has emerged as an established area of tourism research and practice and is well known with a broad set of tourist interactions that engage and benefit local communities and minimize negative economic, social and environmental consequences. Responsible tourism makes use of the concept of responsibility to address the social, economic and environmental issues of sustainability that arise in destinations. It provides improved holiday experiences for visitors and numerous business prospects for tourism entities. Responsible tourism also empowers local communities to adore a better value of life through augmented socio – economic benefits and improved natural resource management. The Responsible tourism supports the populaces to gain the welfares of tourism industry by contributing their expertise and skills to guests. It also offers chances for interacting with tourists giving exposure to natives to new ideas and cultures, and also gives them a platform for showcasing their talents.

(Sudheer, 2015) has conducted a case study on economic and cultural impact of responsible tourism initiative in Kumarakam panchayath in Kerala. He gave more emphasis on the views of local people, guests and resort operators. The researcher found out that responsible tourism has created successful development in infrastructure, reemployment opportunities, stimulation of business activity, concern for culture and history, conservation of historical monuments and ecology, women empowerment etc.

(Caruana, Glozer, Crane, & McCabe, 2014) have made an attempt to investigate tourists' own accounts of responsible tourism experiences. The finding shows that tourists' accounts can be delineated according to the extent to which they exhibit inner versus outer-directed goals, and the extent of their participation in responsible tourism as a cultural identity. It also reveals that the concept of responsible tourism from the consumer perspective is not stable and fixed, but fluid and contingent, suggesting a market with considerable heterogeneity. To this question to

define what responsible tourism means to them, consumers emphasize different aspects of their own behaviour, their interactions with host populations within tourist destinations, the types or characteristics of destinations or the impacts of their activities or the outcomes for local people.

(Giang Tan, 2014) has tried to study the factors influencing the potentials and challenges of Responsible Tourism in the Mekong Delta in Vietnam and to suggest some good recommendations or solutions for the problems occurring among local people of the destinations, tourists, travel agents and other participants in the tourism industry. The author followed a qualitative methodology: the sampling of this study was purposeful focusing on travel agents and some local communities who are working and doing businesses in the tourism industry such as home-stays, local restaurants, tourist attractions, etc. in Ben Tre province, Viet Nam. The findings show that the potentials of Responsible Tourism for local people are better income, better life, and enhanced knowledge, exchange of culture, natural environment, attitudinal change and values of local products. The potentials of Responsible Tourism for travelers are awareness of greenness, exchange of culture, experience of greenness and satisfaction. The potentials of Responsible Tourism for travel agents are profits, connection, support and reputation. Nevertheless, the challenges of Responsible Tourism are lack of support from the government, spontaneous tourism, competition, infrastructure, transportation, human resources, paperwork, Vietnamese war's effects, lack of tourist attractions, destroyed culture, limited customers and lack of profits. Finally, the solutions and suggestions for Responsible Tourism are refined tourism strategies, whole hearted supports, new products, training courses, attitudinal change, revamped infrastructure, munificent transportation, hedge-less co-operation, benefitting from natural conditions and preparation.

(M, V.L , Venugopal, & I , 2014) have made a study on the emerging trends in Kerala's responsible tourism. The study reveals that all stakeholders are responsible for tourism activities they are engage in. Whilst different group will see responsible tourism in different ways, the shared understanding is that responsible tourism entails an enhancement in tourism. According to them, responsible tourism approach has

made tourism a better one than ever. Responsible tourism cell in Kerala move against the negative impacts effecting the environment and promotes eco -friendly products.

(Mathenge, 2013) has examined key ethical issues such as personnel conduct, job satisfaction, code of ethics and organizational commitment in the Kenyan context. Kenya Association of Hotel Keepers and Caterers (KAHKC 2012) has a clear code of ethics for its members. The researcher employed empirical analysis using statistical tools such as analysis of variance (ANOVA), Component analysis and Regression analysis. The conduct of employees in Tourism, and all the other actors that participate indirectly in the Industry in Kenya contribute greatly to creating the image of the country in domestic and international markets. In that sense, ethical conduct and respect of the code of ethics is the basis of acquiring a good image and improving the tourist product in Kenya. It has been found that employees who work in an ethical hotel environment are more satisfied with their job and more loyal to their employers than their counterparts in an unethical environment.

(Goodwin, Font, & Aldrigui, 2012) in the 6th International Conference on Responsible Tourism report have discussed the progress made towards a more sustainable tourism. It focused on themes of environment and development, providing opportunity to debate progress since the early 1990, evaluating the function of tourism in development, as well as the environmental, social and economic aspects related to tourism sustainability. The report says that the main issue is to assess and evaluate project results in the past 20 years. It addressed the areas such as advances of govt. international organisations towards sustainable development, how business can contribute to economic developments, what are the reasons leading to success or failure of donor funded projects etc. The report clearly defines the concept of Responsible tourism and also discusses sustainable tourism marketing, and good examples of actions and ideas from both private and public sector.

(Manente, Minghetti, & Mingotto, 2012) in their study states that Responsible tourism and CSR have a significant role in promoting the integration of sustainable practices in the tourism industry. The author presents the results of a study carried out on reporting programs evaluating the "responsibility level" of tourism companies. It

aspires towards a developing a tool to encourage and support enterprises, especially small companies, in behaving in a more responsible way and adopt systems to assess their business responsibility. After an overview of the literature regarding the concept of responsible tourism and CSR and a description of the reporting programs, a quantitative model (the AHP) has been implemented to clarify the main attributes, the strengths and the weaknesses of the assessment systems and to determine their overall effectiveness with respect to different criteria.

(Dao T. V., 2011) book extends to seven chapters. First presents the challenge and the context in which we should change the way we travel and take our holidays as travellers. He states that the quintessence of responsible tourism is the ethics of responsibility; and acknowledging responsibility in making tourism more sustainable. He identifies three aspects of responsibility: accountability, capability or capacity and willingness to be responsive. Chapter 2 chronicles the emergence of responsible tourism in the UK. The success of the responsible tourism movement in the country is largely attributable to the changes in the culture of consumption. Chapter 3 explores the ways these businesses have responded to their consumers' expectations. By examining both tour operators and accommodation providers, the author shows that tourism businesses are actively communicating their sustainability priorities to their customers and the progress they make in achieving them. Chapter 4 looks at responsible tourism from a destination perspective. It defines a destination as a place that attracts nonlocal visitors. According to the author, the purpose of tourism is to bring about economic development and social inclusion of tourist destinations, as tourism also helps to regenerate declining areas, facilities, local culture and maintains diversity etc. Chapter 5 describes the responsibility from a socio-cultural perspective because isolating the cultural and social impacts of tourism from those in other areas are often difficult, social responsibility is arguably the most challenging agenda. In Chapter 6, the central idea is that all forms of tourism can be improved by taking responsibility for the economic impacts of tourism. It involves the responsibility of relevant stakeholders. Chapter 7 covers environmental responsibility. The author provides some reflections on the responsible tourism movement and the ethics of

responsibility. The author also makes some suggestions on the responsible actions which constitutes to make better experience for the tourist and host.

(David, 2011) analyses on the responsible and sustainable tourism development and industry solutions towards key areas such as nature area tourism, eco-tourism and rural development tourism. According to him, ecological thinking is essential to sustainable and responsible tourism development. Consequently, tourism ecology naturally helps to uplift the tourism of rural areas based on local natural, social and cultural resources. Nevertheless, it is also an expectation that actors of the system, i.e., tourists must continue an active and responsibly sustainable practice. Sustainable tourism not only provide long term reservation but also guarantee that entrepreneurs input of capital will have returns and also improve their economic prospects. Sustainable tourism has to be endurable and economically viable on the long term, but at the same time, it has to be socially and ethically fair in relation to the host community.

(Herman , Geldenhuys, & Coetzee, 2011) have made an attempt to analyse the use of tourism indicators in the event sector using Gauteng province as a case study and found that this sector actively supports responsible tourism and that tourism indicators can be used to monitor the event sector. They also found that numerous researchers and government departments have developed tourism guidelines in order to promote responsible development and management in the industry. The indicators developed for responsible tourism in Gauteng as a whole, and in the context of South Africa are applicable to the event sector. To improve the use of these tourism indicators by the event sector they may need to be adapted to a given situation; tourism indicators should be adaptable to all sectors of the industry in addition.

(George & Frey, 2010) have observed that the global threat of climate change, diminishing natural resources and significant socio-economic inequalities is forcing companies and individuals to evaluate the impact these are having on the natural, social and economic environments. This trend has led to an increased availability and demand for socially, environmentally and economically responsible products. They focus on the current attitudes and perceptions of tourism business owners in Cape

Town, South Africa towards Responsible Tourism Management (RTM) practices in order to develop social marketing strategies that can influence positive behavior change in management. RTM can be categorized under the more general theme of CSR and Corporate social investments (CSI). A positive attitude towards RTM does not necessarily lead to management change; Responsible Management Intention (RMI) has to be actively in place in order bring about behavioral change. Despite RT policies and initiatives, transformation is not at satisfactory level. Tourism businesses do not have negative attitude towards responsible tourism; rather they are facing too many constraints in their business environment to feel empowered enough to implement change. Using social marketing strategies to enable change are clearly needed to facilitate the transformation of the tourism industry for a globally competitive, socially equitable and naturally sustainable future.

(Irma, 2010) in his study made a debate on the developmental role of tourism, township tourism and local economic development, responsible tourism, and the related policy implications of the Soweto tourism industry, the largest township in South Africa. The research was conducted in Orlando West. The Responsible Tourism (RT) guidelines suggest that RT product development should enable historically disadvantaged individuals to become part of the mainstream tourism industry through entrepreneurship opportunities, training and ownership. He believes that the locals view tourism positively if they benefit from tourism initiatives. Their positive expectation of the effects of tourism are Employment creation, better livelihood, the fostering of tolerance and racial groups (i.e. White visiting Soweto learning about the local history and heritage), the preservation of local history, culture and heritage, infrastructure development which shall benefit local people also, and attraction of govt. funding to the area etc. He also recommends that township tourism can promote socio economic regeneration and pro-poor development, but only if it is developed responsibly and the benefits are spread more widely. However, such development has to be approached with sensitivity, in line with responsible tourism principles and in cooperation and consultation.

(Raviv, 2010) have made a research on The Responsible Tourism Qualmark (RTQ) scheme, New Zealand Ministry of Tourism's effort to improve the sustainability of tourism industry practices. The study focused on how and why businesses incorporate sustainable practices through RTQ, and how tourists respond to the concept of Responsible Tourism. The researchers have followed qualitative methodological approach by conducting qualitative in depth, semi structured interviews with selected tourism operations with the help of self-administered questionnaires. The analysis of result indicates that both businesses and tourists have confidence in the RTQ's ability to deliver responsible service and products. It is found that a large range of exogenous and endogenous pressures motivated businesses to engage in responsible tourism practices.

(Ruiter, 2010) focuses on the consumption side of the tourism. There is a cultural transformation going on amongst tourists at a world level and this change reflects in cultural changes. The researcher has made an exploratory kind of research with the help of mixed method approach to create a connection between trans-modernity and the cultural creative subculture by linking it to the life styles, motivations and values of tourists using a case study in Northern part of Vietnam. It is emphasized that part of travelers in Northern Vietnam fit in the emerging subculture of the cultural creative and have a trans-modern line of thought. A lot of the respondents think that responsible tourism is important and they are conscious of their influence in visited destinations. Also, for the purpose of creating a better world of tomorrow, cultural creatives can put emphasis on responsible tourism.

(Andereck, 2009) has made an attempt to investigate tourists' perceptions of environmentally responsible practices of tourism businesses by analyzing the attitudes of tourists toward "green" innovations in tourist places. The study is based on a survey of individuals who visited the Arizona Welcome Center in northeastern Arizona and the Chamber of Commerce offices in Holbrook and Springer ville, Arizona. It is suggested that visitors with a stronger nature orientation had more positive views of environmentally responsible practices by tourism businesses than tourists not nature oriented. They felt such innovations are important and valuable. From a market

perspective, tourism destinations and businesses that are attempting to attract nature-based tourists can use their environmentally responsible practices as a marketing tool in addition to the altruistic motive of environmental conservation and preservation for its own sake. Businesses should also consider implementing additional green innovations if they are targeting the environmentally conscious traveler.

(Ramachndran S, 2009) followed an inductive approach to determine responsible tourism indicators. He adapted the 4-phase research process of design principle, data elicitation, data analysis and knowledge interest. The empirical assessment was undertaken at Taman Negara (National Park), Malaysia. He made a survey of 68 stakeholders which include local community, domestic tourists, international tourists and policy makers. Political, ecological, social, economic, technological and cultural are the six dimensions used as a topic guide during the comprehensive interviews. The findings discussed the underlying meaning of responsible tourism indicators from various stakeholders' perspective.

(Bramwell, et al., 2008) have made an attempt to make research perspective on responsible tourism. In her perspective it reflects the resurgence of research interest in the idea that tourism-related actors can develop a sense of ethical and moral responsibility that has resonance beyond self-interest, and that there is at least a possibility that this could change behaviours and contribute to more sustainable development. A first perspective relates to whether the studies focus on consumption or on production. She argues that responsible tourist behaviour is complex, dynamic and multi-faceted, and that tourists exhibit varying degrees of such behaviour. A second research perspective explores types of actor relations. A third perspective arises from whether research focuses on individuals, and individual moral responsibility and responses, or focuses on social groups, and collective moral responsibility and responses. A fourth perspective on responsible tourism relates to the political assumptions.

(Nicole, 2008) through his study tried to investigate the existing attitudes and insights of tourism business owners in Cape Town in South Africa, towards responsible tourism management (RTM) practices and tries identify and analyses the

aspects that lead to the acceptance of RTM. They evaluated 244 tourism businesses by way of survey data to test statically what factors are initiating the low levels of RTM practices. The findings suggest that despite general positive attitude towards RTM, businesses are not ready for investing time and money into shifting management practices. The researcher identified the perceived cost of RTM, the highly competitive environment, lack of govt. support etc. may negatively impact but the perceived costs of applying RTM can be condensed and what are the networks should be implemented to enable change.

(Standford, 2008) states that within the responsible tourism debate, the tourist is often at best overlooked, and at worst represented as abandoning all sense of responsibility while on holiday. This author argues that tourists are an untapped resource, they can make positive contributions while on holiday, yet the literature focuses on the other stakeholders. A starting point, therefore, is to place the visitor at the centre of the responsible tourism debate by exploring what it means to be a responsible tourist. This is undertaken in the context of New Zealand. Using two comparative case study sites and semi-structured interviews with industry representatives, expectations of what it means to be a responsible tourist are explored from the industry's perspective. It is concluded that responsible tourist behaviour is multi-faceted and complex, with multi and varied degrees of dimensions. Enacting generic meanings of responsibility is context-dependent and the onus may fall back to the destinations to guide and direct tourists appropriately.

(Weeden, 2008) has made an attempt to get insight into ethical and responsible tourists, to develop a detailed understanding of their concerns about the impact of their holiday and to further academic knowledge about their motivation in the context of ethical decision making. Ethical and responsible tourists perceive tourism to have the capacity to encourage unfair relationship and understand how the tourism industry operates. It is perceived that ethical and responsible tourists have a strong belief in their personal ability to facilitate change and they take active responsibility for sharing the economic benefits of their holidays and want to make lasting contribution to visited communities. They also follow the values of equity, fairness and social justice

and demonstrate a deeply held values including respect, responsibility and duty of care towards both the planet and other people.

(Kasim, 2006) has attempted to review the literature and analyses to establish the connection between tourism and the physical and social environments. The author points out that tourism has far-reaching negative impacts that must be mitigated, not only for the good of the physical and social environments, but also for the sustainability of the industry itself. However, the review also indicates that past misconceptions about tourism as an environmentally benign industry has led to a slow integration of responsible environmental and social considerations into tourism planning and development. It was not until the late 1980s that the industry began to address the issue and acknowledged the importance of sustainable tourism as the industry's new direction. The lack of consensus on a single comprehensive meaning of sustainable tourism further compounded the complexity of operationalizing the concept. The proposition of alternative tourism as the answer for all tourism ills between the late 1980s and early 1990s, was later found excrescent. This instigates the need for a new way of thinking that takes into consideration the fragmented nature of the industry. In other words, sustainable tourism requires a collective and conscious effort of all tourism businesses, governmental policymakers and planners as well as the key stakeholders (the society, the NGOs, the CBOs and the tourists) to prioritize environmental and social issues in their daily undertakings.

(Budeanu, 2005) outlines that tourism is currently responsible for the largest, annual human migration in history. This great movement of people has significant positive and negative consequences on nature, societies, cultures and economies. Desired worldwide for its economic benefits, tourism is anticipated to double during the next 20 years, and the multiple consequences of such rapid growth, call for a preventive approach to all strategic and professional levels, in order to avoid negative impacts. Considering mass tourism as a reality of contemporary tour life that cannot be neglected by current efforts to endorse sustainable tourism, Adriana Budeanu draws attention to one of its key players-Tour Operators-advancing the proposition that they play significant roles in effecting changes in behaviors and attitudes towards

more responsible form of tourism. Aiming to facilitate a constructive debate on the matter, he presents a few of the most important arguments that underscore the potential of tour operators in promoting sustainable tourism.

(Goodwin H, 2005) in his paper argues that the responsible tourism movement – committed as it is to harnessing the market to achieve economic, social and environmental objectives and to create educated and motivated consumers – is having mounting success. While certification has little or no impact on the attitudes or behaviour of end consumers, it undoubtedly has some utility in the supply chain assisting tour operators and others to identify suppliers who meet minimum standards. As far as the business is concerned certification is essential to audit their supply chains and improve the management. It is process which demands a better-quality experience; provided that the business does not entitle to have a current certificate when it does not, there is no risk of litigation, and it tends to produce a level playing field with no differentiation between certified products and little marketing advantage. While responsible tourism is market driven, both responding to and creating tourists who demand a more real encounter with the environment and the community, based on values of respect for other people and their places.

(Hudson, 2005) objective is to build on the research that exists on the complex relationship between tourism and the environment by applying the responsible marketing model to Canadian Mountain Holidays (CMH), a heli tour operator (a growing sector of an adventure tourism). He made an attempt to identify how near CMH finds a balance between responsible action and the communication of these activities. The researcher suggests that CMH is generally active in environmental issues and is in fact proactive in some.

(Medina, 2005) has discussed "the efforts by certification advocates operating in global arenas to generate standards for measuring compliance with one dimension of widely accepted definitions of ecotourism, the stipulation that it should provide benefits to local communities". The researchers then present an ethnographic case study from Belize one of the countries targeted in the Rainforest Alliance's Latin American project., that reveals disagreements among ecotourism stakeholders in

Belize. and various experts view of meaning of several key terms such as 'local', 'participation' by locals, and 'benefit' to local communities. They argue that "divergent perspectives on these issues must be recognised and accommodated in the process of harmonising or standardising certification criteria for ecotourism; failure to do that could imperil both the principled and pragmatic rationales behind the requirement that ecotourism provide benefits to local communities".

(Goodwin & Francis, 2003) have attempted to review the recent survey evidence about consumer attitude towards responsible and ethical aspects of the tourism they consume, and places this in the context of campaigns by Voluntary Service Overseas and Tearfund. Between 1999- 2001 the percentage of UK holiday makers willing to pay more and aspire an ethical holiday increased by 7 % from 45 % to 52 %. According to the author in the highly competitive UK tourism market few operators can ignore the preferences and ethics of 8 % of their clients. It is also true that they cannot pay any price to satisfy their clients, as operators cannot sustain without making profits. The responsible tourism product has one particular advantage over many other ethical products – consumer will often experience the difference. Responsible tourism holidays which bring particularly high-quality engagements with local communities and their environments can provide a superior product, the life enhancing experience which a growing sector of the market craves for.

(Tearfund, 2002) says Tearfund is calling on tour operators to become more socially responsible so that their holidays bring greater benefits to people living in destination. It suggests 10 points to cover priority areas for action of tour operators. It says consumers are concerned about more than price and will increasingly question corporate practices behind the brand names. They want to know that their purchases are not at someone else's expenses. It also shows that pressure for companies to be socially responsible is also increasing among investors who want a good return for their money but not at the expense of people or their environment. Socially responsible investment is fast becoming part of the investment mainstream. The most recent White paper on International Development suggests that the private sector should play a key role in poverty alleviation and sustainable development in

developing countries, through the adoption of CSR principles. Report also shows the challenge is for tourism operators to be bold enough to adopt such a longer-term view and to become flag bearers and leaders of socially responsible British business in the 21st century.

(Forsyth, 1997) has made a study on the voluntary practices of environmental responsibility as a form of environmental regulation, and then applied to tourism using a survey of 69 companies and institutions in the UK outgoing tourism industry. Results indicate that business has adopted a wide range of practices but considers them to be weak regulatory instruments because ultimate responsibility for change lies with host governments via legislation. However, environmental protection may enhance business performance, if voluntary practices could differentiate mass-market holiday packages and allow companies to compete on more than price alone. The author's view supports research from other industries which states that environmental practices may lead to commercial advantage, if adopted proactively rather than in response to market demand for ethical or 'green' products. However, changes may be accelerated by labelling 'green' or 'sustainable' tourism as 'quality' tourism, and by acknowledging that populist market demand may lead to stereotypical approaches to minorities or eco-tourism not helpful to equitable development.

2.4 Identification of Research Gap

From the foregoing studies related to the area of CSR in tourism, it was found that different studies have been carried out by several researchers in the role of CSR in tourism management and its organizational identity, the importance of CSR in tourism development and in poverty reduction, evaluation and comparison of CSR performance in hotel industry, relationship between community participation and tourism impacts, benefits and challenges of community based tourism and responsible tourism. The review of literatures identifies a research gap in the area of CSR dimension of Responsible Tourism in Kerala. Only one case study has been made on the economic and cultural impact of responsible tourism and its emerging trends in Kerala. No further research studies were reported in Kerala focusing on the local community participation in responsible tourism and its management by the

stakeholders. In this scenario the researcher makes an attempt to fill the vacuum as the study gets its own importance and significance in the context.

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Chapter III

CORPORATE SOCIAL RESPONSIBILITY AND TOURISM

Corporate Social Responsibility and Tourism

3.1 The General Concept of Corporate Social Responsibility (CSR)

The Term Corporate Social Responsibility (CSR) is imprecise and its application differs. CSR can not only refer to the compliance of human right standards, labour and social security arrangements, but also to the fight against climate change, sustainable management of natural resources and consumer protection. The concept of Corporate Social Responsibility was first mentioned by William J. Bowen in 1953 in the publication 'Social Responsibilities of the Businessman'. However, the term CSR became popular only in the 1990s, when the German Betapharm, a generic pharmaceutical company decided to implement CSR. The generic market is characterized by an interchangeability of products. The scope was to "retain consumer confidence against a background of decreasing public trust in business standards and ethical behaviour. Major industry players see the principles and practices of CSR as a tool, and a prerequisite for responsible and sustainable development of industrial and service operations" (Kalish, 2002).

It is presumed that no sustainability can be arrived at if businesses defy the responsibility of their own actions towards the society. Since business has to be aware of economic, social and environmental impacts of their activities, now the term "Triple bottom line" is more commonly used instead of conceding only the financial bottom lines as was done in the past. Besides making larger profits any business has to be responsible and respectful to the staff, the local community, the environment and other stakeholders and act accordingly (Kalish, 2002).

Over the past few decades, the ongoing debate regarding the proper relationship between business and society largely revolved around the concept of corporate social responsibility (Schwartz & Carroll, 2003). CSR is not new or recent (Friedman, 1970); rather, it has a varied and long history. It is possible to trace the evidences of the business community's concern for society date back to a few

centuries (Barnad, 1938) (Bosewell, 1983) (Kreps, 1962). However, most of the formal writing on social responsibility shaped conventional CSR theories, practices, and research has been carried out throughout the 20th century, especially in the past 60 years. In addition, a sizable body of literature has accumulated in developed countries like UK and US, whereas in most parts of Asia, the diffusion of CSR is less evident (Chambers, W, & Sullivan, 2003). In its broadest sense, CSR takes as its premise that companies ought to justify their existence in terms of service to the community rather than making profit (Bohdanowicz & Zientara, 2008). Hence, companies are expected to behave ethically and to act as good corporate citizens. On the one hand, dealing fairly with employees, suppliers and customers are emphasized, and on the other, supporting charitable causes (corporate philanthropy), and promoting environmental sustainability are focused.

3.1.1 A Moral Argument for CSR

Although recognizing that profits are necessary for any business to survive, for profit organizations are able to obtain those profits only because of the society in which they operate. CSR emerges from this interaction and the interdependent relationship between for profits and society. It is shaped by individual and societal standards of morality, ethics, and values that define contemporary views of human rights and social justice.

CSR broadly represents a relationship between a company and the principles expected by the wider society, within which it operates. It assumes businesses recognize as profit entities do not exist in a vacuum and that a large part of their success comes as much from actions that are congruent with societal values as from factors internal to the company.

3.1.2 A Rational Argument for CSR

The loss of legitimacy can lead to the countervailing power of social activism, restrictive legislation, or other constraints on the firm's freedom to pursue its economic and other interests. Violation of ethical and discretionary standards are not just inappropriate; they present a rational argument for CSR. CSR is a rational

argument for businesses seeking to maximize their performance by minimizing restrictions on operations. In today's globalizing world, where individuals and activist organizations feel empowered to enact change, CSR represents a means of anticipating and reflecting societal concerns to minimize operational and financial constraints on business.

3.1.3 An Economic Argument for CSR

Summing up the moral and rational argument for CSR leads to an economic argument. In addition to avoiding moral, legal, and other societal sanctions, incorporating CSR into a firm's operations, offers a potential point of differentiation and competitive market advantage on which future success can be built. CSR is an argument of economic self-interest for business. CSR adds value because it allows companies to reflect the needs and concerns of their various stakeholder groups. By doing so, a company is more likely to retain its societal legitimacy and maximize its financial viability over the medium to long term. In short, CSR is a way of matching corporate operations with societal values and expectations that are constantly evolving. Milton Friedman in his article "The Social Responsibility of Business is to Increase its Profit" published in the New York Time magazine argues that profit, as a result of the actions of the firm, is an end in itself. He believes strongly that a firm need not have any additional justification for existing and that, in fact, social value is maximized when a firm focuses solely on pursuing its self interest in attempting to maximize profit. Charles Handy in his article "What's a Business For?" published in Harvard Business Review presents a much broader view of the role of business in society. According to Handy, it is not sufficient to justify a firm's profit as an end in itself. He opines a business has to have a motivation other than merely making a profit in order to justify its existence –profit is merely a means to achieve a larger end. A firm should remain in existence not just because it is profitable, but because it is meeting a need of the society as a whole.

3.2 Components of CSR

The components of CSR are described in the Figure 3.1
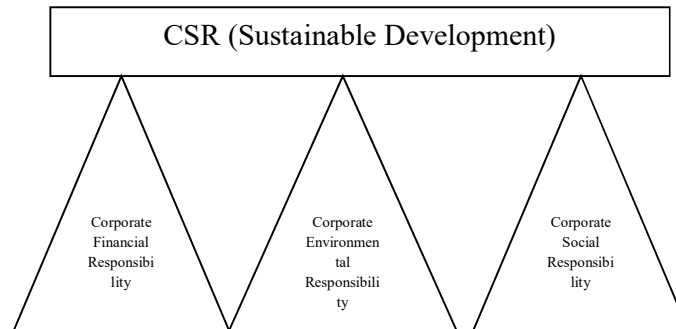
Source:(WBCD. 1999)

Fig: 3.1. Components of CSR

There is one indispensable fact in CSR that the destination development and management depend on the way the prominent stakeholders engage and enriches the destination through their business and its impacts. Corporate social responsibility is basically a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. Corporate social responsibility is represented by the contributions undertaken by companies to society through its business activities and its social investment. This is also to connect the concept of sustainable development to the company's level. Over the last few years an increasing number of companies worldwide started promoting their CSR strategies because the customers, the public and the investors expect them to act sustainable as well as responsible. In most cases CSR is a result of a variety of social, environmental and economic pressures. In recent years CSR has become a fundamental business practice and has gained much attention from the management of large international companies. They understand that a strong CSR program is an essential element in achieving good business practices and effective leadership. Companies have explored that their impact on the economic, social and environmental sector directly affects   their relationships with investors, employees and customers.

There are different aspects and definitions of the CSR concept. It is dependent on different stakeholders who might be included whilst defining corporate social responsibility. Despite the wide spectrum of approaches to CSR, there is a large consensus on its key features;

Economic – to make profit; Social – sensitivity and respect towards varieties of changing social and cultural norms and values; Environmental – to respect the environment and to care for the constant improvement of its condition (Nizic, Golja, & Vodeb, 2011).

According to the World Bank, ''corporate social responsibility (CSR) is a company's demeanour which discloses its obligations and commitments to all of its stakeholders in all its operations and activities. Socially responsible companies keep their eyes open towards the impacts on communities and the environment while making decisions to make a profit along with balancing the needs of stakeholders. In fact, the evolution of the notions of 'sustainable development' and 'sustainable tourism' made the World Bank to consider a wider range of tourism dimensions to be included in new projects to justify the sustainability of investments for environmental and cultural preservation (Hawkins & S, 2007). In this regard, the Commission of the European Communities (2001) defines CSR as "a concept by which companies integrate social and environmental concerns in their operations and in their interaction with stakeholders on a voluntary basis''.

Corporate social responsibility is known by several names such as social responsibility, corporate citizenship, and in the case of tourism, corporate sustainability. The Dow Jones Sustainability Index (2005) web site defines corporate sustainability as follows:

Corporate sustainability is a business approach that creates long-term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments. Corporate sustainability leaders achieve long-term shareholder value by gearing up their strategies and management to harness the market's potential for sustainable products and services while at the same time successfully reducing and avoiding sustainability costs and risks.

One of the more cited definitions of CSR is proposed by Carroll. He states that "businesses that practice social responsibility attend to economic, legal, ethical, and discretionary (philanthropic) expectations that society has of organizations at a given point in time" (Carrol, 1979). In doing so Carroll takes the perspective that businesses are responsible to society and should do what is expected from society. On the other hand, (Clarkson, 1995) and (Donaldson & Preston, 1995) believe that businesses are not responsible to society, but responsible to their stakeholders and view CSR from this perspective. The commonality among these different definitions of social responsibility is that companies should engage in socially responsible behaviour as part of their organizational strategy. The outcome of embracing social responsibility as an organizational strategy is that it offers the host organization a competitive advantage within the immediate marketplace (Porter & Kramer, 2006). For instance, according to a report published by Business for Social Responsibility, 67 percent of executives strongly agree that implementation of CSR initiatives provides a competitive advantage for their organization (BSR, 2006).

In India, the evolution of CSR refers to changes over a time to time. As in the cultural norms of corporations' engagement and the way business is managed to develop positive impacts on communities, cultures, societies, and environments in which those corporations operated. CSR motives changed during the independence movement in India toward social reforms to encourage empowerment of women and rural development.

In the last decade, CSR has rapidly evolved in India with some companies focusing on strategic CSR initiative to contribute towards nation building. Gradually the companies in India started focusing on need-based initiative aligned with the national priorities such as public health, education, livelihood, water conservation and natural resource management. In the last five years, the govt. of India has also enhanced its focus in persuading companies to participate in addressing social and development issues, not only as a part of their social responsibility, but also their business practice (Global CSR Summit, 2013). The important aspects of CSR, use in an enterprise comprises of accountability, business conduct, community involvement,

corporate governance, environment, human rights, marketplace/ consumers and workplace/employees

3.3 Dimensions of CSR

3.3.1 The Ethical dimension of CSR refers to behaviour and activities that are regulated by organization members, community, society, even if they are not codified by law. Every business makes a contribution to the society and thereby becomes socially responsible (Ferrell, Fraedrich, & Ferrell, 2008). Social Responsibility is not the reactions to the problems in the society as and when they arise. It is a concept to address ethical concerns from the very foundation of the business and integrates these concerns in its business strategy and daily decision making. A company's way of using human and financial resources to achieve its objectives is decided by its strategy. The value system of the corporation and stakeholders has a profound effect on corporate strategy implementation. A few notable postulates in this respect are:

− Business strategy must replicate the understanding of organization members and stakeholder value;

− Business strategy must reflect the understanding of the ethical nature of strategic choices;

− Business strategy should take into account important stakeholders.

When these postulates are observed, ethics becomes a central concern in business strategy.

3.3.2 The Economic dimension of CSR refers to the way in which resources for the production of goods and services are distributed within the social system. Simply it deals with the influence of CSR on the finances of an entity.

3.3.3 The Philanthropic dimension of CSR refers to the companies' contribution to the local community or to society. It offers four benefits to society. Firstly, the philanthropic dimension enhances the quality of life. Secondly, it lessens the size of government involvement in charity, providing help to locals with legitimate needs.

Thirdly, it upsurges the staff leadership skill. Fourthly, the philanthropic dimension shapes the staff's moral principles.

3.3.4 The Legal dimension of Corporate Social Responsibility (CSR) relates to the compliance with laws and regulations established by the authorities, which set standards for responsible behaviour. These laws regulate competition, consumer protection, environmental conservation, promotes safety and fairness.

3.4 CSR in Tourism Industry

3.4.1 Tourism: An Introduction

Tourism is one of the largest service industries contributing employment of more than 200 million people and generating over 10% of the global GDP. Travel and tourism provide a gateway to economic progress, particularly in the areas where there are opportunities for sustainable development. The growth of tourism across the world has been spectacular – in the last 10 years, tourism industry recorded a growth of over 10%. UNWTO is predicting over 1500 million international arrivals by 2020, over double the present level. Tourism can contribute to development because it provides employment for a broad range of people and it has the potential for strengthening the linkages between the tourist sector, and the local food and beverage industries production and supply systems.

The tourism industry is considered as one of the most important, most diverse and richest global industries in the twenty-first century and by the end of the next decade, it is predicted to be at the top of the table of the world's high-income industries. Foreign exchange earnings in this industry have a high added value for the national economy of any country, which is why many countries consider this growing industry as the main source of income, an opportunity for employment, private sector growth and economic infrastructure strengthening. More specifically, developing countries and communities in which other forms of economic development, such as extraction of natural resources or production of artefacts are not economically efficient and do not have a very important role in world trade, have turned to the tourism industry more than ever.

According to Ashley et. al (2007) tourism used as a tool to reduce poverty has several advantages. First of all, with tourism the customer comes to the destination and is thereby providing opportunities for selling additional goods and services. Secondly, tourism can prove to be an important opportunity to diversify local economies with a new tourism sector. And lastly, it offers labour-intensive opportunities in which a high proportion of women can be engaged (Ashley, Boyd, & Goodwin, 2000).

Tourism can generate four types of income: wages of female employees, earnings from selling goods, services or casual labour, increased profitability from locally owned enterprises and collective income. This money could be used to invest in health, education and other assets or to improve the infrastructure and strengthen sustainable management of natural resources (Ashley, Boyd, & Goodwin, 2000). In this way, tourism does not only bring the poor more revenues, it also makes sure the environment is not harmed. In 2005, the UNEP and WTO created a guide for policy makers with the title Making Tourism More Sustainable. In this report, it is argued that the three 'pillars' of sustainable development are recognized: economic sustainability, social sustainability and environmental sustainability.

(Pigram & Wahab, 1997) state that, "Tourism must offer products that are operated in harmony with the local environment, community attitudes and cultures, so that these become the permanent beneficiaries and not the 'victims' of tourism development". Tourism's social concerns were also addressed in the Manila declaration on the Social Impact of Tourism (1997), with recommendations for greater local participation in tourism development and stronger governmental priority on social impacts in tourism planning. Although these dialogues offered different propositions, they imply strong endorsement for a sustainable form of tourism development. As a key sector in tourism, hotel business, regardless of sizes and types, therefore, needs to play a role as well because hotels have several key environmental factors.

Although the tourism industry is recognized to have much potential for development and poverty alleviation, countries engaged in tourism have become

increasingly concerned with the environmental and social-cultural problems resulting from the new industry. First of all, a pressure on natural resources emerged with the ones most at risk being fresh water, land and marine resources. Secondly, ecosystems are often damaged by the tourism industry due to the consumption of large amounts of natural resources and the waste and pollution generated by tourists (Neto, 2003).

As a result, in the beginning of the 21st century an increasing awareness emerged on the need to promote a sustainable tourism approach to minimize the environmental impact and to maximize the socio-economic benefits at tourist destinations (Neto, 2003). UNEP and UNWTO have encouraged policy makers to adopt strategies, policies and tools of sustainable development. In summary, these are about strengthening the benefits through tourism while minimizing the costs.

3.4.2 Indian Tourism

Tourism which is growing rapidly is economically important to India. The World Travel & Tourism Council calculated and reported that tourism generated 14.02 lakh crore (US$220 billion) or 9.6% of the nation's GDP in 2016 and supported 40.343 million jobs, 9.3% of its total employment. The sector is expected to grow at an annual rate of 6.8% to 28.49 lakh crore (US$440 billion) by 2027 (10% of GDP) (World Travel and Tourism Council's Economic Impact, 2017).

Growth in foreign tourist arrival in India has been recorded as 10% based on the arrivals of 88.90 lakh (8.89 million) in 2016 and 80.27 lakh (8.027 million) in 2015. Domestic tourists visit to all States and Union Territories numbered 1,036.35 million in 2012, which is an increase of 16.5% from 2011.

The Travel & Tourism Competitiveness Report 2017 ranks India 40th out of 136 countries overall. The report ranks the price competitiveness of India's tourism sector 10th out of 136 countries.

The ministry of tourism plays a crucial role in formulating national policy programmes as well as coordinating and supplementing the efforts the state/union territory government and private sector in improving the quality of the tourism industry. As regards the domestic market, the ministry aims to popularize the culture

and natural beauty of different regions, pilgrim sites and various new tourism products. The Campaign of "Incredible India" is developed by the Ministry of tourism as a nodal agency for the promotion of tourism in India.

3.4.3 Kerala Tourism

Kerala, a state situated on the tropical Malabar coast of southwestern India, is one of the most popular tourist destinations in the country, named as one of the ten paradises of the world by National Geographic Traveler. Kerala is famous especially for its ecotourism initiatives and beautiful backwaters. Its unique culture and traditions, coupled with its varied demography, have made Kerala one of the most popular tourist destinations in the world. Growing at a rate of 13.31%, the tourism industry is a major contributor to the state's economy. The tag line of Kerala, "God's Own Country" promoted Kerala as one of the destinations with the highest brand recall.

Kerala is an established destination for both domestic as well as foreign tourists. It is well known for its beaches, backwaters in Alappuzha and Kollam, mountain ranges and wildlife sanctuaries. Other popular attractions in the state include the beaches at Kovalam, Kappad, Cherai and Varkala; backwater tourism and lake resorts around Ashtamudi Lake, Kollam; hill stations and resorts at Munnar, Wayanad, Nelliampathi, Vagamon and Ponmudi; and national parks and wildlife sanctuaries at Periyar, Parambikulam and Eravikulam National Park. The "backwaters" region—an extensive network of interlocking rivers, lakes, and canals that centre on Ashtamudi Lake, Kollam, also see heavy tourist traffic. Heritage sites, such as the Padmanabhapuram Palace, Hill Palace, and Mattancherry Palace, are also most visited place. The city of Trivandrum ranks first in the total number of international and domestic tourists in Kerala. To further promote tourism in Kerala, the Grand Kerala Shopping Festival was started by the government of Kerala in 2007. Since then it has been held every year during the December–January period.

The state's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness adventures, volunteering and personal growth of the local population. Efforts are taken to minimize the adverse effects of

traditional tourism on the natural environment and enhance the cultural integrity of local people.

Kerala tourism is committed to ensuring that a major portion of the revenue generated by tourism reaches key stakeholders such as local communities. Kerala has recorded remarkable levels of growth in tourism arrivals in recent years. The government has recognized the potential of tourism to provide employment, to raise resources and to become a prominent economic sector in the state's economy. Improvement in infrastructure, better air connectivity and innovative marketing has resulted in a boom in the tourism sector.

Department of tourism has decided to develop policies, strategies and plans for sustainable tourism. Accordingly, it was decided to adopt the guiding principles of responsible tourism, in economic, social and environmental spheres. A multi stakeholder, participatory approach was advocated to take the initiative forward. It was recognized that the first step to adopting the principles of responsible tourism (RT) will have to be an extensive consultative exercise, which would determine the contours of the overall strategy. The State RT initiative was kicked off at the state level consultation.

Kerala tourism witnessed 1.46 crore domestic arrivals in 2017 (1.31 crore in 2016) with an increase of 11.39%; and 10.91 lakhs foreign arrivals in 2017 (10.38 lakhs in 2016) with an increase of 5.15%. The total revenue from the industry during the year 2017 is Rs. 33383 crores. (Malayala Manorama, 4th april 2018)

3.4.4 CSR in Tourism

Tourism is a complex industry that comprises residential activities (hotel, apartments, camp sites, etc.), transportation (by air, sea and overland), services in the place of origin (tour operators, travel agencies, information services), services at the place of destination (accommodation, food services, sport, leisure, culture, banking, insurance, health care, security). Tourism can be seen also as an economical phenomenon (investment, production, distribution and consumption activities in the process of attracting, receiving and satisfying visitor demand) and as a human and

social activity. The tourism industry operates at the intersection of business and environment and can produce detrimental environmental and social-cultural impacts, some of which may be irreversible. Also, there is an increasing threat of climate change. The tourism industry has responded to these challenges by applying the concept of sustainable development to tourism policy and planning. Tourism, besides bringing benefits, poses both negative and positive impacts on the environment. Hotels have a significant physical footprint. Basically, the buildings are, in most cases, sizable and the landscape premises encompass considerable areas. Hotels generate a substantial amount of waste and consume energy and water. Climate change is both a global threat and a development issue. Tourism contributes to human induced climate change. The share of tourism in the emission of CO_2 was 4.95% (UNWTO, 2007). In order to develop sustainable tourism, adaptation and mitigation strategies should be accepted. Tourism is dependent on a healthy local economy, cultural and natural heritage, and this should not be forgotten. Tourism companies contribute positively to the social and economic development of the region they operate in. Furthermore, they are dependent on the goodwill of the community and making additional investments in the area with the support of the local community could help them maintain good relations. The long-term success of tourism companies depends on the ability to address the needs of those affected by the operations of a tourism company. The main attractions of the supply side of tourism are alluring scenic beauty of the landscapes, cultural heritage, foreign cultures and a sound infrastructure. Environmental pollution, increased cost of garbage and sewage disposal, surface consumption, rising energy consumption and loss of biodiversity adversely affect the environment. Loss of values, acculturation through tourism, financial and sexual exploitation of the host population are the major concerns that arose in the past. The result was a major concern for sustainable products and services and CSR can make a significant contribution towards sustainability. If we shift to today's global economic crisis, which can be considered as a crisis of confidence in business and market capitalism, we definitely conclude that tourism companies should change the way they do business and start with doing business as unusual or to be socially responsible. When creating a tourism product, hotel companies should be environmentally sensitive, have a deeper sense

for the community, respect their culture and diversity, be open for dialogue and bring decentralized decisions. At the same time, they should be open and ready for innovations in order to keep the position on the ever so challenging tourism market and to compete. This is the way they could enhance economic growth and increase the competitiveness of the tourism destination. Different hotel companies and tour operators in the world have accepted the challenge of sustainable development to be one of their priorities when doing business (The Rezidor Hotel Group, Starwood Hotels and Resorts, Marriot, etc.)

All business operations and business strategies should incorporate provisions for social, environmental and ethical concerns along with the concern for consumer and human rights. This should be done in cooperation with stakeholders with the aim of maximizing the creation of shared values for their owners/shareholders and for their other stakeholders and society at large; identifying, preventing and mitigating their possible adverse impacts (European Commission, 2011).

However, it should not be forgotten, that tourism can supply a much-needed infrastructure, income and jobs which boost destination economies and raise standards of living. It may also strengthen the case for the protection of threatened resources and help to finance their conservation. It would thus appear that tourism companies have distinct and serious obligations concerning assorted aspects of the conditions at the places they are selling which are likely to predispose them to the adoption of CSR. Such an inclination has been encouraged by evolving consumer tastes, the environmental movement and the official demands for better tourism planning and management. Responses to these influences vary and companies exhibit a range in the understanding of CSR, but there seems to be a marked trend towards acknowledgement of responsibilities and efforts in their discharge.

For decades, social responsibility has been one of the major issues facing global enterprise. As transnational companies have reaped most of the benefits of globalization and are gaining control over much of the world's resources, they are increasingly being expected to serve the society from which they profit, and to bear more of the burdens of social responsibility. Demands on corporations to play a

greater role in furthering the overall welfare of society has driven many organizations to voluntarily subscribe to codes of ethics and engage in social issues that benefit various groups in society. The balancing of responsibilities to the environment, society and the economy is what has come to be called Corporate Social Responsibility, or CSR. CSR is essentially a concept that embodies the impact a company has on the society in which it operates and its interactions with different interest groups in that society. The concept involves issues that affect all business sectors - such as emissions, employment standards and equal employment opportunity – as well as industry-specific issues.

3.5 Dimensions of CSR in Tourism

Company's actions towards sustainable development can be separated into the different spheres depicted in following figure 3.2, 3.3 and 3.4
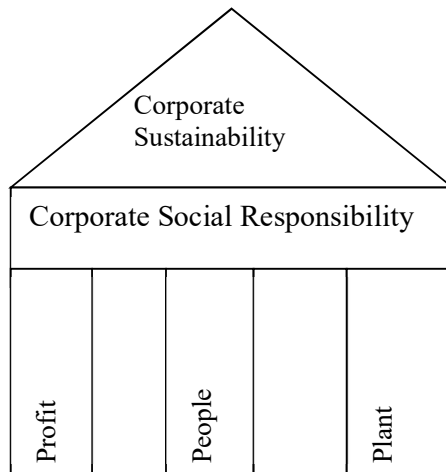
Source: (Panwar, Rinne, Hansen, & Juslin, 2006) Elkington (1998)

Fig. 3.2. Dimensions of CSR

Fig. 3.3. Dimensions of CSR

Fig. 3.4. Dimensions of CSR

The dimensions of CSR can be identified from the conceptual framework provided by the theoretical models proposed by (Linnanen & Panapanaan, 2002) and (Panwar, Rinne, Hansen, & Juslin, 2006). These authors conceptualize CSR based on

sustainable development, establishing that corporate responsibility in tourism companies is a 'multidimensional construct consisting of economic, social, and environmental dimensions. Several authors support this approach, particularly in relation to tourism (Kakabadse, Lee, & Rozuel, 2005); (Henderson, 2007).

On the other hand, the notion of CSR from the perspective of sustainable development emphasizes the importance of all stakeholders, beyond owners, investors and shareholders (Schmidhein, Chase and De Simone, 1997). Therefore, the sustainability-oriented company understands its long-term action considering all stakeholders (Freeman, 2000; Wheeler, Colbert and Freeman, 2003). So that, companies have to set up an efficient system, to manage its stakeholders enabling them to identify and determine the needs and obligations that organizations must assume to each group (Maignam & Ferrell, 2005).

3.6 Corporate Social Responsibility and Sustainable Tourism

Sustainable development in tourism was a concern which gained popularity long before the concept of CSR gained in popularity. The industry is largely dominated by SMEs, whose responsible business operations are often associated with the development of sustainable tourism products.

CSR studies in tourism have mainly been conducted within a paradigm of sustainable tourism (Dodds & Joppe, 2005); (Henderson, 2007). This is because the issue of corporate social responsibility in the tourism literature has not gained much interest until recent years. (Dodds & Joppe, 2005) argue that the concept of CSR has many similar features to sustainable tourism because both focus on methods to identify and involve stakeholders in the contribution to and/or mitigation of impacts. Similarly, (Henderson, 2007) examined CSR within a sustainable tourism context and found the primary tenets of CSR and sustainable development are very similar and the terms are often used interchangeably. More specifically, CSR integrates some of the fundamental principles of sustainable development and an organization pursuing sustainable tourism is socially responsible. His comparison between CSR and sustainable development helped clearly delineate the two terms. Sustainable development seeks to embrace all the participants in the development process and

give equal weight to their voices. CSR maintains a company perspective and questions of profitability remain at the forefront, not to be eclipsed by social and environmental agendas. Sustainable development implies a deeper and broader commitment and is part of a debate which is relevant to most areas of human endeavour and informs private and public-sector actions. In comparison, CSR pertains only to industry members and covers a particular and a voluntary aspect of activity. Therefore, it occupies a position near the weaker pole of the sustainability spectrum and should be assessed within the context of that discourse (Henderson, 2007).

The core aspects of CSR within sustainable tourism are environmental CSR and social and ethical CSR. Environmental CSR mainly focuses on the environmental impact minimization where as social and ethical CSR concentrates on poverty alleviation by way of providing employment and business opportunities.

Nevertheless, it is undeniable that CSR plays an increasingly important and strategic role in the tourism industry. Looking at large overseas tour operators, the majority heavily promotes and markets CSR commitment (Anne Baltruschat, 2011). Corporate Social Responsibility (CSR) calls for companies to embrace responsibility for the impact of their activities on customers, suppliers, employees, shareholders and the community as a whole. These initiatives involve the contribution of the company in the various fronts where their actions might have an effect on the society. It basically revolves around the fundamentals of social accounting, where the company accounts for its actions and inactions and thus ensures its adherence to law, ethical standards and international norms. Through the set of guidelines that constitute the basics of CSR, pressure is applied in industry to improve business ethics through new public initiatives and laws. This could include providing health care services to the employees, constricting energy consumption through energy saving techniques, taking steps to eradicate the evil practices of child labour from the society, etc. It is a voluntary initiative that is now being taken up by most of the leading companies at home and around the globe.

CSR measures of tourism businesses are comprised of a wide range from the responsible use of natural and cultural resources to the activities to improve the quality of life of local people.

Since, tourism industry involves the using people and environments at national and international level, tourism bears a major responsibility for sustainable development and for the respect of human rights in tourist destinations. As such sustainable tourism is more than just environmental conservation of a natural area, it is a systematic and integrated approach to the environment as well as the social and economic effects of corporate trade activities.

According to Harold Goodwin, "Tourism can bring great benefit to communities, encouraging cultural and social understanding as well as economic growth. But countries which embrace tourism must also take responsibility for ensuring that this tourism is responsible and sustainable."

3.7 CSR Guidelines in Tourism

1.   Travelling in an environmentally friendly manner

Environmentally friendly transport to and from the destination is given preference. The length of stay depends on the distance travelled and is being decided on the basis of ecological criteria. Air travel, if necessary, only for long-haul travel with relatively long periods of stay and CO_2 compensation. Customer information about CO_2 emissions of the package offered.

2.   Carefully selecting accommodation

Local accommodation is being selected in a targeted manner. It should be managed by the respective owner and should meet environmental and social standards.

3.   Comparing destinations

Preference is given to destinations with a sustainable development perspective as well as verifiable environmental and human rights standards.

4.   Involving local communities

Respecting society, culture and the needs of the local population in the destination countries, and local people's participation in developing tourism and its economic benefits.

5.   Paying adequate prices

Adequate prices cover all the costs, ensure living wages and contribute to community development.

6.   Respecting labour standards

Fair labours conditions include minimum standards such as respecting legally established labour rights as well as the ILO core conventions, support for disadvantaged groups of the population and women, and protection of children against sexual and economic exploitation.

7.   Economic partnerships

In their own business operations, all stakeholders in tourism deal with each other in a fair manner, build staff capacity and constantly improve their environmental and social standards. Relationships are characterized by mutual respect, reliability, transparency, and accountability.

8.   Creating transparency

Tour operators actively communicate with their customers in a transparent manner regarding social responsibility.

3.8 Corporate Social Responsibility and Responsible Tourism

Within the tourism industry, CSR is only just starting to take preference (Dodds & Joppe, 2005). Tourism operators and destinations are starting to realize the negative impacts that tourism can have on their product and are becoming aware that the very resources that attract tourists need to be protected for long term business sustainability. Sustainable tourism is an ideal situation and CSR integrates some of the principles of Sustainable development. CSR in the business community is termed as responsible tourism. Responsible tourism is not a product but is an integrated

approach which consists of various stakeholders. Responsible tourism is considered as an approach towards attaining sustainable tourism. It is just responsible path to a sustainable future. It emphasizes that all stakeholders, including government, product owners and operators, transport operators, community services, NGO's and CBO's, tourists, local communities, industry associations are responsible for all kinds of tourism activities they develop and engage in. International Standards Organization (ISO, 2007) also states that social responsibility is the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization and practiced in its relationships(Dodds & Kuehnel, 2010). Within this context, responsible tourism management in hospitality adopts CSR practices to attain sustainability.

As local community participation is an essential element in sustainable tourism, the hospitality sector, especially hotels and resorts follow CSR to deliver sustainable value to society at large, as well as to shareholders, for the long-term benefit of both.

As per the views of the WTTC, CSR means adopting open and transparent business practices that are based on ethical values. The approach strives to manage the various aspects of operations and minimize their negative influences of the surrounding environment. The scope of CSR is widely spread over from attempts to increase community involvement in decision- making to the activities for the reduction of waste and increase sustainable management of scarce natural resources. An active employee and management involvement, resources, commitment and time by all stakeholders is needed to reap the benefits of CSR (Pender & Sharpley, 2005). In most cases, the literature indicates that the return on investment of CSR is positive and that business performance is improved in the medium- to long-term (Goodwin & Francis, 2003); (Kotler, Roberto, & Lee, 2002); (Tearfund, 2002).

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Chapter IV

RESPONSIBLE TOURISM (RT): A HISTORICAL BACKGROUND

Responsible Tourism (RT): A Historical Background

4.1 Introduction

Responsible Tourism came up from the movement for sustainable tourism. Sustainability was defined in 1987 by the Brundtland Commission as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987). After five years, the Earth Summit's Agenda 21 offered a blueprint for sustainable development, focusing on environmental issues and equitable distribution of economic benefits derived from development and tourism (UNEP, 2002). According to UNEP on Tourism (Responsible Travel Handbook, 2006), "Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems". Ten years later Earth Summit's Agenda 21, in 2002, the World Summit on Sustainable Development was convened. A preliminary report jointly prepared by four industry bodies (including the International Council of Cruise Lines) gave direction for the summit. The report mirrored the industry's interests and concerns, focusing more on best practices, certification programs, and the economic benefits of tourism than on the intrinsic challenges to achieving sustainability. The primary focus was on waste management practices and procedures (UNEP, 2002). Immediately preceding the World Summit on Sustainable Development was the first International Conference on Responsible Tourism in Destinations. The conference shared the same concerns as sustainable tourism (i.e., a focus on environmental, economic, and socio-cultural impacts), but was grounded in ethics and human rights - companies are expected to do what is morally and ethically 'right' (McLaren, 2006) from the perspective of consumers and communities. It is not a matter of reducing negative impacts, but of mediating and/or ameliorating those that persist.

The importance of responsible tourism is recognized in South Africa. The concept of responsible tourism was first endorsed by the White Paper on the Development and Promotion of Tourism in South Africa (RSA, 1996), which was followed by the publication of the National Responsible Tourism Guidelines for South Africa (DEAT, 2002) and the Cape Town Declaration of Responsible Tourism in Destinations (Cape Town, 2002). Responsible tourism principles have also been incorporated into government policy frameworks and local economic development strategies, as well as programmes and interventions by donor agencies and non-governmental organizations (NGOs) (Spencely, 2008). Such principles are based on the triple bottom line imperatives of social, economic and environmental sustainability. The national responsible tourism guidelines (DEAT, 2002) inspire tourism enterprises to grow their businesses, while providing social and economic benefits to local communities and respecting the environment. The impacts of tourism development should thus be spread across time and space, while the negative effects of development on the host community and the local environment are minimised.

These guidelines suggest further that responsible tourism development should enable historically disadvantaged individuals to become part of the mainstream tourism industry through entrepreneurship opportunities, training and ownership. This is essential to avoid exploiting local cultures and communities. Responsible tourism parallels with the concept of pro-poor tourism, which says net benefits for the poor need to be ensured and tourism growth needs to contribute to poverty alleviation (Spencely, 2008). (Frey & George, 2008) suggest that increasing local people's involvement in tourism and sharing the benefits with them can create goodwill and improve safety and security. Initiatives to provide opportunities for the poor to gain economically and participate in decision- making should thus be encouraged. Since responsible tourism is an approach and not a product, an integrated approach which involves various stakeholders is required (Spencely, 2008). Responsible tourism guidelines should be taken into account when planning for and developing tourism attractions.

According to Harold Goodwin, responsible tourism is about "making better places for people to live in and better places for people to visit. It requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable" (H. Goodwin: www.haroldgoodwin.info).

4.2 Definitions of Responsible Tourism

The Cape Town Declaration (Cape Town, 2002) recognizes that responsible tourism takes a variety of forms. It is characterized by travel and tourism which-

- "Minimises negative environmental, social and cultural impacts;
- Generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;
- Involves local people in decisions that affect their lives and life chances;
- Makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity;
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues;
- Provides access for physically challenged people; and
- Is culturally sensitive and engenders respect between tourists and hosts."

Behaviour can be more or less responsible and what is responsible in a particular place depends upon environment and culture.

The Kerala declaration 2008 reviews the progress evaluation of responsible tourism since its implementation around the world and gives some recommendations for monitoring and actions in different fields like training and education, awareness and campaigning, media, governance, partnerships and markets. (Kerala Declaration, 2008). It is insisted that tourism activities should be made transparent and auditable in order to ensure the integrity and credibility and for establishing benchmarks and targets which assist individuals and businesses to make their choices. It is also recommended that credible and robust measurement of local impacts should assist in

ensuring the contribution of tourism to sustainable communities and also make use of expertise and resources of local and national government (Kerala Declaration, 2008).

The definitions of responsible tourism vary from country to country as is evident in the Table 4.1

Table 4.1

Definitions of Responsible Tourism

Country	Definition of Responsible Tourism	Source
Italy	"Tourism developed according to the principles of economic and social justice and respecting the environment and local culture. Responsible tourism acknowledges the centrality of the host community and its right to be the main driver of the sustainable and socially responsible development of their territory. This form of tourism acts supporting the positive interaction between the tourism industry, the local community and travellers"	www.aitr.org
Spain	The tourism product or the system of tourism production in which the tourists and the local stakeholders take responsibility over the destination from the environmental, social, cultural and economic point of view, recognizing the central role of the local community"	www. turismoresponsablehoy.org
Germany	"Socially and environmentally compatible tourism" known as fair tourism	www.kate-stuttgart.org
France	Associated with a number of concepts which share fundamental aspects of sustainable tourism, ecotourism, fair tourism, solidarity.	www.tourismesolidaire

By adopting responsible tourism practices that will ensure a sustainability of resources, the industry is eager to preserve its future while preserving the natural and cultural attractions (Gunn & Var, 2002); (Carasuk & Fisher, 2008); (Ministry of

Tourism, 2008). Responsible tourism not only aims to alleviate damages due to mass tourism, but it aims to benefit host communities socially (on both socio-economic and socio-cultural levels), while also conserving the physical environment (WTO, 2009). Therefore, according to (Standford, 2008) responsible tourism:

➢ Embraces a quadruple bottom line (i.e., considering the cultural, social, environmental and economic aspects)

➢ Covers all forms of tourism (i.e., Eco and mass tourism alike)

➢ Benefits all those involved (i.e., tourists, tourism providers and the local community)

A definition stated by (Nielson, 2010) gives an explanation of how responsible travel is perceived in Vietnam. "Responsible travel can be defined as tourism that is respectful of the natural and cultural environment and which contributes in an ethical manner to local economic development" .According to (Sirakaya , Sasidharan, & Sonmez, 1999), who performed a content analysis on 25 of the most widely accepted responsible tourism definitions, responsible tourism is operationally characterized as a form of tourism activities and development that produces (1) a minimal negative impact on the host environment, (2) an evolving commitment to environmental protection and conservation of resources, (3) a generation of financial resources to support and sustain ecological and socio-cultural resources, (4) an active involvement and cooperation of local residents as well as tourists in enhancing the environment, and (5) economic and social benefits to the host community. By incorporating these concepts and activities into the frame work of any definition of responsible tourism, a clearer understanding of what responsible tourism is and produces emerges.

Responsible tourism observes basic eco-ethical tenets. Fundamental rights like the right to exist or to live in peace, right to pure air and pure water are basic rights even for wildlife, indigenous people as well as for nature as a whole. We must tread on nature softly with reverential silence. Every stone turned over, every log rolled off and leaf-litter swept away, treading on vegetation and trampling in water disturbs habitats and species. Ecotourists should remind themselves of what an American Indian chief wrote in 1854, "We are part of the earth and it is part of us, this shining

water that moves in the streams and rivers is not just water, but the blood of our ancestors, the water's murmur is the voice of my father's father,". In fact, ecotourism is literally a pilgrimage to nature to adore God's creation and gifts to mankind.

The concept of responsible tourism by embracing a quadruple bottom line and aiming to benefit all those involved, is trying to overcome the social problems associated with poverty, intergenerational equity concerns, and loss of cultural diversity. Aside from decreasing operating costs, managing tourism enterprises responsibly make good business sense for at least three reasons: Firstly, Responsible tourism is aligned with the international trend towards responsible business practices. Secondly, Responsible tourism meets the growing market demand for responsible tourism products; and Thirdly, Responsible tourism makes customers, staff and investors feel good.

The debate on responsible tourism is going on for several decades already. In 1987 Krippendorf placed his argument for responsible tourism in the context of Maslow's pyramid of needs arguing that we would increasingly see 'emancipated tourists', and that once their needs for physical recreation (sleeping, eating and drinking) were satisfied tourists would seek 'emotional recreation', pursuing activities and experiences which were not available to them in everyday life. Cross cultural exchange and self-realization through creative activities, knowledge and exploration are the factors of attraction to the tourists. He envisaged a movement towards a new holidaymaker, 'an independent and emancipated tourist, a critical consumer not only at home, but also when travelling' (Goodwin & Francis, 2003). Responsible tourism is used as an implicit contrast with regular, mass tourism. The executive director of the International Ecotourism Society, said that responsible (Eco) tourism is 'a profound, indeed revolutionary, concept, challenging the mass tourism industry and travel as we've known it' (Honey, 2003).

Yet in the contrast to these positive accounts there is a lot of critique on the term of responsible tourism. (Mowforth & Munt, 2009) argue that more and more tourist facilities apply the label of responsible tourism to themselves, because of the positive and commercially valuable perception of the concept. This means that

responsible tourism becomes a brand used to promote tourist destinations as a label for their tourism development policies, even if these products are not really 'responsible'. Responsible tourism mitigates many of the negative impacts associated with tourism development.

South Africa's Tourism White Paper (1996) refers specifically to the concept of "Responsible Tourism", the key elements of which can be defined in terms of:

- Developing, managing and marketing tourism in ways that create competitive advantage;
- Assessing and monitoring the environmental, social and economic impacts of tourism developments, and openly disclosing information;
- Ensuring the active involvement of communities that benefit from tourism, including their participation in planning and decision-making and the establishment of meaningful economic linkages;
- Maintaining and encouraging natural, economic, social and cultural diversity;
- Avoiding waste and over-consumption and promoting the sustainable use of local resources (Anna, et al., 2002).

However, the following criticisms have emerged:

➢ First, responsible tourism does not challenge the idea of continued growth despite tourism's heavy reliance on finite resources, notably fossil fuels (Becken, 2002).

➢ Responsible tourism has a worldwide view emphasizing the sustainability of resources, while ignoring the role of tourist demand (Liu, 2003).

➢ Sustainability within the responsible tourism context is often restricted by the preservation world view, thus failing to manage resources as a complex and dynamic concept (Liu, 2003).

➢ Advocacy for intergenerational equity comes, in some cases, at the expense of intergenerational equity (Liu, 2003).

➢ The socio - economic benefit will always impact on socio-cultural integrity via the demonstration effect. Thus, responsible tourism cannot coexist with cultural sustainability (Liu, 2003); (Fisher, 2004).

> In the responsible tourism context, the term sustainability has not yet been clearly defined, nor are there appropriate measuring indicators (Liu, 2003).

> Finally, responsible tourism is linked to simplistic or native views, as it has not yet been proven as a solution for a sustainable and growing worldwide tourism industry (Liu, 2003).

4.3 Areas of Responsibility in Responsible Tourism

Responsible Tourism, mainly focuses on three areas of Responsibilities:

4.3.1 Economic Responsibility:

At a minimum, a viable tourism enterprise needs to generate sufficient turnover to cover its operational costs and to recover investments that have been made. However, responsible tourism enterprises should do more than the minimum. Specifically, economic responsibility is about:

- Increasing the benefit of the tourism sector.
- Creating and promoting employment and entrepreneurial opportunities for historically disadvantaged individuals.
- Putting to work locally available labour and skills.
- Forging mutually beneficial economic linkages between the formal and informal sector within the immediate small business community.
- Reducing leakages and increasing the multiplier effect e.g. retaining as much revenue as possible in the local economy.
- Endorsing the ethos of Fair Trade in employment and purchasing behaviour.

4.3.2 Social Responsibility:

Tourism is one of many processes or factors that contributes to social and cultural change in host communities. Respect for local culture and tradition is an integral to responsible tourism practice. Responsible tourism requires the establishment of trust and effective communication between everyone involved in tourism encounter. Trust and communication provide the basis for information exchange, cultural understanding and tolerance of difference. Responsible tourism is

about embracing and respecting cultural variation, not only to avoid conflict and other negative aspects of culture contact but also to explore the potential for "responsible" commercial tourism products that are based on culture and heritage.

Any enterprise that employs people, work with people, purchases, services and products from people, and /or provides activities for visitors will engender a range of social impacts. There are various reasons why enterprises should attempt to manage these impacts, in their own interest as well as in the interests as well as in the interests of others. Some of them are:

- Sustainable use of shared resources (communal or public).
- Destination success.
- Improved problem solving.
- Appropriate community benefits.
- Improved supply and other business linkages.
- Mutual respect.

4.3.3 Environmental Responsibility:

Tourism has an impact on nature and creates environmental hazards in the destination. Responsible tourism enterprise took up many environmentally friendly programs to ensure the protection of the environment.

- Work with the environmental impact assessment (EIA) consultant to develop the operation in an environmentally friendly way.
- Consider development plans in relation to the lowest possible ecological impact.
- Provides information regarding the availability of water.
- Take-in account of current and future local community resource needs.
- Maximum use of sustainably harvested, local materials.
- Use of best practice guidelines.
- Minimise operational water use, energy use and material use.
- Consider the impact of the location, size, construction and features of the building on local people.

- Incorporate local architectural styles to improve aesthetic impact.
- Contribute to the biodiversity of the area.

4.4 Responsible Tourism in Kerala

"The abundant natural resources, skilled manpower, supportive entrepreneurial community, strong local-self-governments, civil society organizations, multitude of micro enterprises, streams of professionals and academicians, responsible media and responsive tourism industry, make the state a perfect location to implement and practice Responsible Tourism" (http://www.keralatourism.org.com). As the best way to maximize the positive impacts of tourism and minimize the negative ones, Responsible Tourism (RT) is gaining widespread acceptance across the world today. Pioneering the concept of responsible tourism in India is Kerala in 2007, it launched the initiative in four destinations – Kovalam, Kumarakam, Thekkadi and Wayanad on a pilot basis. Kumarakam, in Kerala, has the pride of being the first place in the country to have successfully implemented Responsible Tourism. Kerala Tourism in 2013, was conferred the top United Nations Award - United Nations World Tourism Organization (UNWTO) Awards for Excellence and Innovation in Tourism- for its global leadership in creating innovative initiatives for sustainable tourism at Kumarakam. Kumarakam was also awarded by Ministry of Tourism; Govt of India for the best Responsible Tourism initiative in Kerala and it also bagged the national award for rural tourism. At the national conference held in March 2017 UNWTO has said Kerala's award-winning responsible tourism initiative is made for another tourist destination to replicate. The Kerala Responsible Tourism Mission has been awarded the "Outstanding Achievement Award" at the Indian Responsible Tourism Awards category in the Indian Responsible Tourism International conference held in New Delhi on February 9 and 10, 2018. (http://www.rtkerala.com)

Following the success of Kumarakam, responsible tourism being implemented today in other tourist destinations across the state. In 2012, the initiative was extended to three more destinations – Kumbalanghi, Bekal and Ambalavayal. This holistic form of tourism is helping travellers, the local population and the trade derive the greatest

possible benefits from tourism, without causing any ecological or social damage.

With the Kerala Institute of Tourism and Travel Studies (KITTS) as its nodal agency, responsible tourism is providing better living conditions for the local community while providing better opportunities for tourists to visit.

The Kerala Institute of Tourism and Travel Studies (KITTS), established in 1988 was placed as nodal agency for implementing responsible tourism initiatives in Kerala, India in 2011. Within a short span of time, the institute has succeeded in creating visible and measurable results in the identified destinations in the state. The overwhelming success of the project at Kumarakam in Kerala has enabled the department of tourism to bag the prestigious Ulysses Award for Innovation in Public Policy and Governance in 2013. Concurrently, the experience of Kerala has been placed and discussed in various national and international forums. With a view to strengthen sustainable development of tourism, the institute felt the need for strengthening the theoretical and practical aspects related to tourism development. A separate division – centre for responsible tourism – was established at KITTS in 2012. The declared objectives of the Center include research, consultancy, MDP programmes, internship for students pursuing higher studies in tourism, organizing conferences and seminars, handholding community initiatives, bringing out publications and awareness building to stakeholders giving specific focus on responsible tourism. On 5th November 2014, KITTS was affiliated as the Kerala Chapter of ICRT at the World Travel Mart, London(http://www.rtkerala.com).

Economic, social, and environmental responsibilities are the central focus of responsible tourism initiative in Kerala. Of the three responsibilities, the utmost importance is to economic responsibility. Hoteliers and travel agents supported and they make use of maximum local resources so that the local economy and the local people get the benefit of tourism developer. Tourism has the ability to generate high income and employment benefit for the local economy through the multiplier effect. Some of the aspects responsible tourism can explore on reducing economic leakage could be: -

- Strengthening links with the local agricultural and allied economic systems for sourcing primary products like vegetables, eggs, meat, fish, fruits and so on.

- Using locally available material like bamboo, cane, coconut fibre, red tiles, coir that can be used for providing support infrastructure like furniture and roofing, especially for eco-friendly dwelling systems.

- Using local artefacts and handicrafts for decoration, as souvenirs, and encouraging tourists to spend more on these. It is noticed that often tourists connect more with the local economy when efforts are made to take them through such an experience that builds an emotional bond between them and local people.

- Promoting those forms of tourism where the product itself focuses on a local experience – like spice tourism, monsoon tourism, plantation tourism and rural tourism.

- Direct employment of local in the industry, ensuring that they are trained and not employed only for unskilled jobs.

Article 5 of the WTO Global Code of Ethics states that the local population should be associated with tourism activities and share equitably in the process of economic, social and cultural benefits they generate, and has also benefited from the direct and indirect jobs created by tourism. Therefore, as a basic principle tourism policy should be oriented towards improving the standard of living of the people.

Tourism is an excellent opportunity to learn about other societies, their culture, traditions and lifestyles. The impacts of culture can often be a positive one through fostering exchange of cultures and cultural practices. The nature of tourism as such gives the tourist the opportunity to be transported into a different social-cultural ambience and a chance to appreciate the unique cultural, traditional lifestyles and tangible and intangible cultural heritage of the region. Tourism enterprises need to utilize resources like land, water and energy. However, there is, a need to avoid wastage and over-utilization of resources.

Like all other development activities, tourism has a challenge to control pollution and adopt effective waste-management practices. The advantage is not just

that the environmental and ecological balance is maintained, but the beauty and pristine nature of the destination remain as an attraction forever. Some of the activities that could be discovered within responsible tourism on the above issues are encouraging the industry to adopt recycling, composting as a means of treating solid and non-solid wastes, discouraging the use of non-biodegradable things like plastic as far as possible, giving tourists/residents tips on garbage segregation which makes recycling a faster and more effective task.

4.5 Benefits of Responsible Tourism in Kerala

The benefits of responsible tourism in Kerala are described in figure 4.1
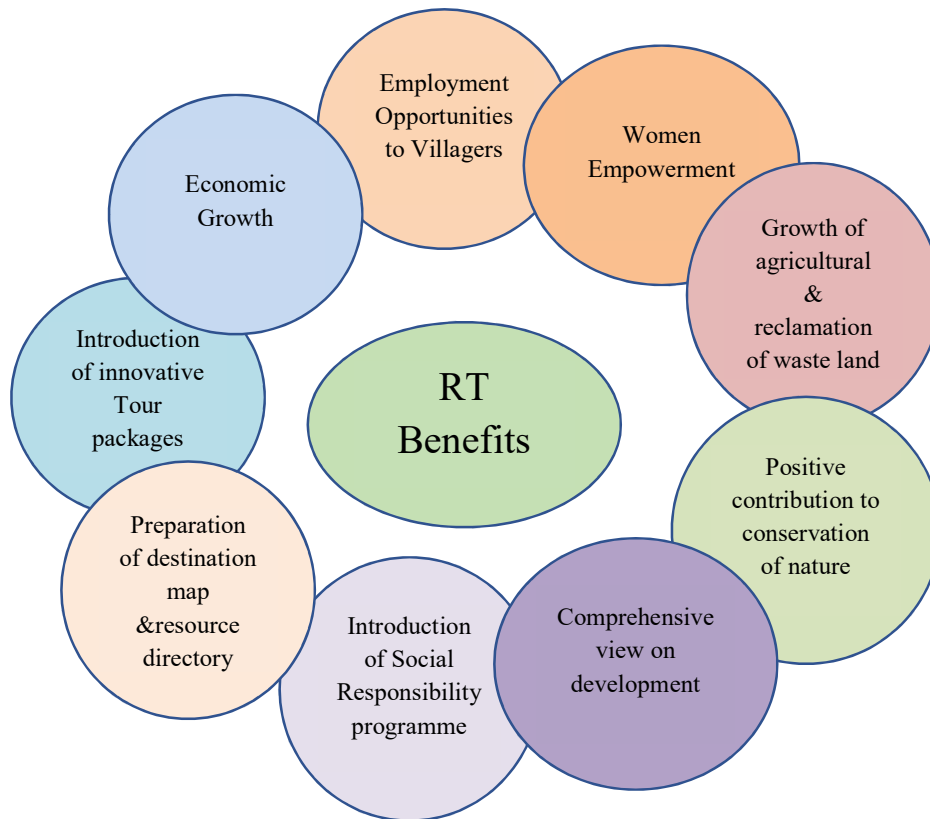
Fig. 4.1. Benefits of Responsible Tourism

Tourism has the potential to promote social development through employment creation, income redistribution and poverty alleviation. Another potential positive impacts of tourism are exhibited in figure 4.2.
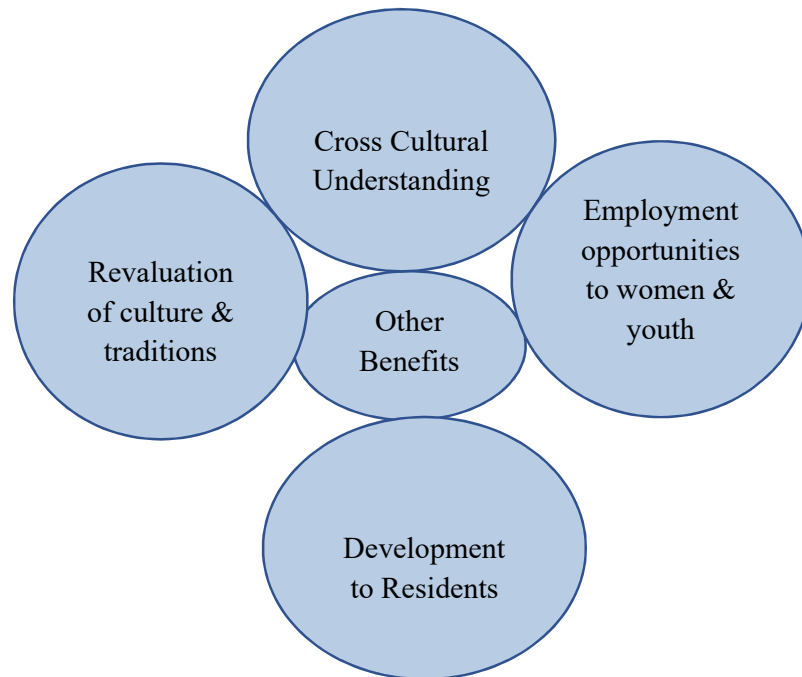
Fig. 4.2. Other benefits of Responsible Tourism

4.6 Participatory Planning Process

Kerala tourism undertakes the triple bottom line of CSR in tourism into practice to create a general acceptance of adoption of RT practices. Accordingly, the Department of Tourism, Government of Kerala in association with ICRT and EQUATIONS organized a state-level consultation at "Kanakakunnu palace", Thiruvananthapuram with the active participation of a wide range of stakeholders, including representatives from government, local self-governments, tourism industry, civil society organizations, academicians, media and also members of the legislative assembly. A State Level Working Committee (SLRTC) and Destination Level Responsible Tourism Committee (DLRTC) were constituted to implement and monitor the discussions that emerged during the workshop and move towards a responsible tourism destination. These committees consist of representatives of government, local self-governments, tourism industry, civil society organizations, academicians, media, members of the legislative assembly, organizations involved in

tourism and individuals who can contribute to high levels of professional expertise in the area (http://www.rtkerala.com).

4.6.1 State Level Responsible Tourism Committee (SLRTC)

This is a Committee having all the powers to plan and execute the RT programme in the state with the assistance of the dept. of tourism. The aims and objectives of the committee are:

4.6.1.1 Aims and Objectives

"The objectives of the State Level RT Committee were:

(1) To guide the development of a strategy and provide a framework for responsible tourism programme in the state.

(2) To provide detailed policy and administrative guidance and direction for the RT programme in the state.

(3) To assist and direct state RT cell for the implementation of the programme.

(4) To plan, manage and periodically monitor the RT programme in the state as a whole and at destinations as well as extend and promote RT to broad platforms.

(5) To act as a platform for partners and stakeholders to consult together on matters of common concern in the field of RT.

(6) Review and evaluation of implementation of various acts and rules concerning the implementation of responsible tourism.

(7) To ensure transparency and accountability in the state RT initiatives.

(8) To provide instructions, authorizations and updated information to the partners and stakeholders from time to time.

(9) To address any issue related to RT as may be necessary to give effect to this programme.

(10) To act as an Apex body of the State RT Programme to brief, direct and recommend Government for decisions, functions and procedures". (http://www.rtkerala.com).

4.6.2 Destination Level Responsible Tourism Committee (DLRTC)

This committee was formed with all the powers to plan and execute the RT programme in the destination in principle with the SLRTC guidelines from time to time. It possesses responsibility for the implementation of the RT programme at the destinations. The various aims and objectives of the committee are:

4.6.2.1 Aims and Objectives:

(1) "To monitor and manage the RT programme and projects at the destination.

(2) To ensure implementation of RT at the destination.

(3) To lead the participatory planning process at the destination for the decisions and actions for implementation.

(4) Coordinate the working groups in economic, social and environmental areas for meticulous and realistic action plans.

(5) To ensure participation of stakeholders from various walks of life in RT.

(6) Support the function of the destination cell to professionalize RT at the destination.

(7) Ensure accountability and transparency in the programme" (http://www. rtkerala.com).

4.7 Responsible Tourism at RT Destinations in Kerala

The Responsible tourism initiative started at Kovalam on 8th May 2007, Kumarakam on 16th May 2007, Thekkadi on 23rd June 2007 and Wayanad on 6th May 2007 in a workshop having the participation of all stakeholders of responsible tourism. RT initiative in Wayanad mainly concentrated on Vythiri, Kalpetta, Pozhuthana and Meppadi Panchayath. Among the RT destinations Kumarakam stands out as a model destination in the implementation of Responsible Tourism.

The dept. of Tourism appointed Kudumbasree units as a consultant on responsible tourism with the support of local panchayath. Along with this, a Samrudhi group was formed to ensure the procurement of local produces made by Kudumbasree units, local farmers, artisans, etc. and to supply these produces to the hotel industry as a part of Economic responsibility. Samrudhi group and Kudumbasree units began by

securing available local produces and good rapport between industrial partners. The partners and stakeholders at the destination level include DLRTC, Responsible Tourism Technical Support Cell, Working Group- Economic, Social and Environmental Responsibility, CDS, Kudumbasree, Department of Tourism, DTPC, the industry (Hotels and Resorts), Samrudhi, Kudumbasree Units, Farmer Groups, Artisans, Cultural groups and other SHGs etc. The various Responsible activities conducted at destinations are depicted in the Table 4.2

Table 4.2

Various Responsible Activities at RT Destination in Kerala at a Glance

Kovalam	Thekkadi	Kumarakam	Wayanad
A Zero tolerance campaign demanding stringent measures against child abuse was conducted under the banner of RT with the support of NGOs and concerned institutions. Be guard of angel was the theme of this campaign.	5 women from tribal community jointly got placed near Mahindra resort to start Kerala Tea Shop to serve typical Kerala snacks to guests under the initiative of RT. Introduced a Village Life Experience	With the joint participation of Kudumbasree & Grama panchayath the fallow (uncultivated) land was taken up for vegetable farming. Local community cleaned the fallow ponds in the villages and promoted fish cultivation and lotus cultivation. In order to secure extra income to farmers and cultivators	Ethnic food corners were started to promote ethnic foods & indigenous snacks. Prepared a festival calendar in connection with pilgrim centres, fairs and festivals, found out major social issues, ethnic food and local cuisine, infrastructure gap assessment, Wayanad souvenirs,

Kartika festival was steered with the governance of local Self Govt., active participation of Kudumbasree and Local community.	package operated by tribal communities in order to explore a better experience of villages in the destination.	established linkages with hotel industry and enhanced demand for local products.	preparation of a code of conduct, development of the destination directory, resource mapping, identification of community-based tourism products, social survey, core destination survey and labour directory.
A labour directory developed encompassing the list of labours to confirm the obtainability of expertise and professionals in various fields as per needs.	A massive awareness and cleaning program known as Clean Kumily Green Kumily, planned by the Kumily Grama panchayath.	Shaped an opportunity for the local craftsman to produce mementos and souvenir items, etc. and offered market, having contracted exclusive marketing rights through outlets of Hotel industry.	
Village Life Experience Packages known	A comprehensive resource mapping of Thekkadi along with destination Resource Directory were prepared.	Two village experience packages viz, Village Life Experience at Kumarakam and a Day with farmers were introduced. A professional Sinkari Melam of a group of children	Destination Resource Directory consisting of all major computers and resources of Wayanad and a festival calendar of major pilgrim centers in Wayanad was prepared to

as Beyond the beach – full day tour and; Lake and Life – a half day tour was crafted and executed by Kerala tourism dept. Environmental survey at hotels, core survey, replacing plastic carry bags from paper bags social survey, etc. was conducted.		and women were formed to make use of an opportunity to perform in hotels and resorts to promote local craft and culture. Several fairs and festivals were conducted to promote cultural tourism and ethnic cuisine. The local community was made aware of the adverse impacts of tourism, including child labour, exploitation, etc., as a part of social awareness and tourist management A survey of energy and water users along with the generation and disposal of waste	access information regarding historical and cultural understanding. Formed 3 Souvenirs like spice kits, etching of Edakkal Caves and Coffee stump products. Village life experience viz. Road to Fragrant Hill and Journey to Soul of Nature were introduced. Conducted detailed surveys like Social survey and Core destination survey, which envisaged identifying the attitude of the local community and

		by the hotels were carried down to assess the degree of green practices of the industry.	industry towards tourism and also status of local communities in the destination. Conducted programmes like clean Soochipara programme, Environment survey, Control plastic pollution in Pookot lake, street Light survey and study on sacred grove.

(Source: http://www.rtkerala.com)

Responsible tourism in Kerala has been a well-planned stride towards achieving sustainability in its management, operations and even in the simplest of actions that are taken to support tourism in a destination. A 360-degree approach to sustainable tourism- includes all aspects of effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, reducing negative impacts to the environment- is followed to achieve sustainability.

A Responsible tourism classification system was introduced to provide a visible and an adaptable platform for tourism enterprises to practice sustainable/ responsible tourism. This system is applicable to the units providing accommodation to the visitors, and include resorts, hotels, houseboats, homestays etc. This criteria for the classification are developed in line with the Global Sustainable Tourism Criteria

(GSTC) to finally form a part of the global initiative and customizing to Kerala context by incorporating necessary changes from the experience of responsible tourism initiatives. Responsible tourism classification criteria have been grouped into four key areas viz, Sustainable management, Socio-cultural responsibility, Economic responsibility and Environmental responsibility. A total score of 1000 has been divided into four responsibility categories as:

- Sustainable management - 200 score with a minimum score of 100.
- Socio- cultural responsibility - 300 score with a minimum score of 125.
- Economic responsibility - 250 score with a minimum score of 125.
- Environmental responsibility - 300 score with a minimum score of 150.

The properties that have scores between 750-1000; 600-749 and 500- 599 will be classified into Platinum; Gold and Silver respectively.

4.8 Guiding Principles of Responsible Tourism

The guiding principles of responsible tourism were framed after the Cape Town Declaration on Responsible tourism in 2002.

4.8.1 Guiding Principles for Economic Responsibility:

- "Evaluate economic impacts before evolving tourism and do preference for the development that benefit the locals and reduce negative impacts on local livings.
- Maximise local economic benefits by increasing linkages and reducing leakages, by ensuring community involvement, and benefit from tourism. Adopt a pro-poor form of tourism, if possible, to alleviate poverty.
- Improve quality products that reflect, complement, and enhance the destination.
- Market those forms of tourism that reflect the natural, cultural and social integrity of the destination.
- Adopt equitable business practises, pay fair prices, and build partnerships by way of minimising and sharing risk, and recruit and employ staff meeting international labour standards.

- Offer proper and adequate support to small, medium and micro units to confirm tourism-related enterprises flourish and are sustainable" (http://reponsibletourismpartnership.org).

4.8.2 Guiding Principles for Social Responsibility:

- "Vigorously participate the locals in planning and decision-making and deliver capacity building to make this a reality.
- Evaluate social impacts to minimise negative impacts and maximise positive ones throughout the stage of operation.
- Endeavour to make tourism an inclusive social experience and to ensure that everyone, particularly, vulnerable and disadvantaged communities should get accessed.
- Combat the sexual exploitation and child abuse.
- Be sensitive to the host culture, maintaining and encouraging social and cultural diversity.
- Endeavour to ensure that tourism contributes to improvements in health and education" (http://reponsibletourismpartnership.org).

4.8.3 Guiding Principles of Environmental Responsibility:

- "Evaluate environmental impacts throughout the life cycle of tourist establishments and operations to minimise negative impacts and maximise the positive ones.
- Use resources sustainably and reduce waste and over-consumption.
- Manage natural diversity sustainably, support and respect the integrity of vulnerable ecosystems and protected areas.
- Promote education and awareness for sustainable development – for all stakeholders.
- Raise the capacity of all stakeholders and ensure that best practice is followed, by consultation with environmental and conservation experts" (http://reponsibletourismpartnership.org).

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Chapter V

COMMUNITY PARTICIPATION IN RESPONSIBLE TOURISM

Community Participation in Tourism

5.1 Introduction

Tourism has a major impact on local communities in tourist destinations as it is a significant source of income and employment for local people. At the same time, it can also masquerade a threat to the social fabric of an area and its natural and cultural heritage, on which it depends; but fine-tuned planning and management can create a vast space for conservation of the natural and cultural heritage. These stakes have led to the assimilation of the requirements of the tourism sectors to incorporate the principles of sustainable development contained in Agenda 21, which was adopted at the Earth Summit in 1992. This has given rise to a new form of tourism with a sustainable approach. It is considered that sustainable tourism is an agent for socio-cultural and economic development, and also believed that participatory development approach would accelerate implementation of the principles of sustainable tourism development by creating alluring opportunities for local people to gain fascinating benefits from tourism development taking place in their localities, (Tosun C,2002) consequently creating applauding attitudes towards tourism development and conservation of local resources (Inskeep, 1994), and prominently increasing the limits of local tolerance for tourism. These may ensure both visitors' satisfaction and ongoing benefits for the residents of destination areas.

Local communities, the basic element of modern tourism development, are focused on for the supply of accommodation, catering, information, transport, facilities and services for tourism development (Godfrey & Clarke, 2000). They play a fundamental role in the lives of its members by promoting their physical, social, psychological and spiritual wellbeing (Mancini, Martin, & Bowen, 2003).

The term 'community' can have a specific geographical meaning with a clearly defined spatial boundary and area and also refers to groups of people with a common interest (Chapman & Kirk, 2001). In assessing the level of tourism

development, a community can be of any existing or potential network of individuals, groups and organizations that share or have the potential to share common concerns, interest and goals (Bush, Dower, & Match, 2002). "Community" (Chaskin, Brown, Venketesh, & Vidal, 2001) is a geographical area that assumes similitude of circumstances and identity among its people and contains functional units for the delivery of goods and services. In contrast, community refers to groups of people who are associated in some way. However, the most common definition of community is based on geographical location (Mahoney, Potter, & Marsh, 2007).

According to (Telfer & Sharpley, 2008) there is a wide range of perspectives that can be taken in local communities in the context of tourism development. Local communities may be considered the main attractions to community skill and knowledge. While for others, the community is simply the selling where tourism occurs. And for others still, the community may, in fact, stand in the way of other potential tourism development. Matessich and Monsey (2004) defined community as people who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live in. On other hands Fellin (2001) described local communities as social systems, including; families, groups and organizations. Simple definitions include "a group of people, often living in the same geographical area, who identify themselves as belonging to the same group" (Sproule, 1986) and "a group of people in a physical setting with geographic, political, social and economic boundaries, and with discernible communication linkages. People or groups interact in the defined area to attain shared goals" (Shaffer, 1989).

For the purpose of this study "local community" refers to local residents who are rural, poor and economically marginalized, living or working within the same geographical area with some shared culture or common interests, and includes farmers, cultivators, artists, craftsman, tourist guides, workers, transporters, fisher folk, women empowerment mission like Kudumbasree, local businesses, and unskilled labourers.

The declaration at the inaugural Responsible Tourism in the destinations conference in Cape Town (Cape Town, 2002) emphasized the importance and responsibility of local authorities in providing benefits for both communities and tourists. Local authorities have a central role to play in achieving responsible tourism through commitment to supportive policy frameworks and adequate funding. Responsible tourism calls upon local authorities and tourism administrations to develop- through multi-stakeholder processes-destination management strategies and responsible tourism guidelines to create better places for host communities and the tourists who visit (Simpson, 2008).

According to the Khama Rhino Sanctuary Trust (KRST) management plan, community participation is 'a planned effort to influence community opinion through good character and responsible performance, based upon mutually satisfactory two-way communication' (Grossman, & Associates). (Tosun. C, 2000) asserts that it is a 'tool whose aim is to readjust the balance of power and to reassert local community views against those of the developers or the local authority. For some, community participation in tourism ensures that there is sustainability (Woodley, 1993), and better opportunities for local people to gain benefits from tourism taking place in their locality, positive local attitudes and the conservation of local resources (Tosun C. , 2006). Participation is emphasized at the local level to expedite physical development, the inclusion of community wishes in tourism planning and development and to ensure economic returns from the industry (Murphy, 1985). Perhaps, community involvement can be seen as important due to the local knowledge inherent in the communities, which can be of major importance in tourism development. This partaking of locals involves the inclusion of low-income people from both rural and urban areas, who are not normally involved in government processes (Lea, 1988). Ideally, community participation should lead to community economic development which 'calls for citizens to shape their local economies by influencing the type of business, industry, and employment opportunities in their own backyards' (Roseland, 2005). It, therefore, involves designing, development in a way that encourages intending beneficiaries to be at the forefront and participate in their own development, by mobilizing their own resources, making their own decisions and defining their own

needs and how to meet those (Stone, 1989). Furthermore, community participation is seen as a useful tool for educating locals about their rights, laws and political good sense, and therefore, it is very important for public education (Tosun, 2000). Overall, the participation of the local community is important in ensuring that visitors get an indelible and congenial tourist experience, while at the same time enabling the community to derive benefits from their visits. Residents have the ability to provide helpful input in decision-making processes and, therefore, it is essential that they are actively involved in tourism planning and developments (Murphy, 1985). The call for community participation is based on the assumption that participation lessens opposition to development, minimizes negative impacts and revitalize economies (Hardy, Beeton, & Pearson, 2002).

Some researchers claim that local communities have little protection, influence or power over uncontrolled tourism development unless they can self-mobilize and gain full control over all aspects of the development process by learning the politics of tourism development (Reid, 2003; Tosun, 2005). Accordingly, it has been argued that a management system needs to be introduced for community benefit before the influence of tourism becomes widespread (Ryan, 2002; Shikita et al., 2008). There is a wide range of perspectives chronicling the local communities in the context of tourism development. Local communities may be regarded as the main attractions to community skill and knowledge or simply as the setting where tourism occurs. Local communities are being drawn increasingly into tourism activities as tourists actively seek out new destinations and communities for a brand-new experience. Correspondingly communities are becoming aware of the potential of the products they can offer to tourists. (Mosha, 2011).

Several authors have discussed the different ways in which local communities can be made to involve in tourism activities. (Timothy, 1999), for instance, has made a distinction between participation in the decision-making process and the involvement in the benefits of tourism. (Pretty, 1995) has created a more refined typology of participation in development projects, mainly focusing on the agricultural sector. Pretty typology has later been adopted by France (1998) to fit the context of

tourism development. Based on both Pretty's and Frances's typologies, Tosun (2006) developed another typology for community participation in tourism, including three levels. He distinguishes between coercive, induced and spontaneous participation. Spontaneous participation is regarded as a bottom–up type of participation here, which means that the ideas and decisions are made at the local level. Both coercive and induced participation is top-down and can be distinguished mainly by having no control at all (coercive) or having limited choices (induced). Tosun's research focuses on the expected nature of local participation by asking people about the ways in which they would like to participate. He found that different groups have different expectations, which often conflict with each other.

An Overview of typology of participation developed by various authors is represented in table 5.1.

Table 5.1

Typology of Community Participation in Tourism

7	Self mobilisation	7	Self mobilisation	⇐	8	Citizen control		⇒	Spontaneous participation
					7	Delegated Power	Degree and citizen power		Before up, active participation direct, participation in decision making, authentic participation: Self planning
6	Interactive participation	6	Interactive participation		6	Partnership			
5	Functional participation	5	Functional participation		5	Placation		⇒	Induced Participation
4	participation for material incentives	4	material incentives	⇐	4	Consultation	Degree of Citizen Tokenism		Top down; passive; formal mostly indirect, degree of tokenism; manipulation, pseudo - participation; participation in implementation
3	Participation by consultation	3	Consultation		3	Informing			

								and sharing benefits; choice between proposed alternatives and feedback
2	Passive participate	2	Manipulative and passive participation	⇦	2	Therapy	⇨	Coercive Participation
1	Manipulative participation	1	Plantation		1	Manipulation		Top down; passive; mostly indirect, formal; participation in implementation, but not necessarily sharing benefits; choice between proposed limited alternatives no choice; paternalism non-participation, high degree of tokenism and manipulation.
					non-participation			
Pretty's (1995) typology of Community Participation		France's (1998) typology of Community Participation			Arnstein's (1971) typology of Community Participation			Tosun's (1999) typology of Community Participation

Source: Secondary data

Responsible tourism in Kerala intends to enroot conservation measures through community participation, which is profitable and can sustain itself. Conservation programme educates both tourists and the community, the importance of the fragile eco-system of the places. The key is to work hand in hand with the local community to ensure that development happens at the right pace and does not exploit those who live there. The responsible tourism project makes the natives an integral part of the growing tourism industry in the village and promotes pride in their land and culture. Responsible tourism is a term that upholds the responsibility of the traveller to be respectful to the host country's history and its cultural and natural

resources. As such, it demands extreme precaution to avoid any activities that may adversely affect local economies, cultural or natural resources.

Responsible tourism can't exist without the involvement of the community. The communities which are benefited by the responsible tourism in Kerala are: - farmers, transporters, cultivators, artists, local businesses, guides and workers, craftsman, fisherfolk, unskilled labour force and women empowerment mission like Kudumbasree. The present study focuses on the economic, social and environmental responsibility of responsible tourism. It also explains the nature and the extend of local community participation in responsible tourism in Kerala and the socio-economic development of the local community. For the purpose of understanding the nature and extent of community participation in responsible tourism in Kerala, 400 local community were subjected to survey to know their perception of responsible tourism.

The table 5.2 illustrates the demographic profile of the 400-respondent from four RT destinations in Kerala taken for the survey.

Table 5.2

Profile of the Respondent

Characteristics	Categories	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Age	Up to 35	1	1.4	5	2.8	5	6.9	6	7.4	17	4.2
	35-45	26	37.1	97	54.8	31	43.1	39	48.1	193	48.2
	45-55	29	41.4	66	37.3	26	36.1	31	38.3	152	38.0
	55-65	14	20	8	4.5	8	11.1	2	2.5	32	8
	Above 65	0	0	1	6	2	2.8	3	3.7	6	1.5
	Total	70	100	177	100	72	100	81	100	400	100
Gender	Male	39	55.7	112	63.3	32	44.4	50	61.7	233	58.2
	Female	31	44.3	65	36.7	40	55.6	31	38.3	167	41.8
	Total	70	100	177	100	72	100	81	100	400	100
Marital Status	Single	0	0	6	3.4	2	2.8	0	0	8	2
	Married	70	100	171	96.6	68	94.4	81	100	390	97.5
	Separated	0	0	0	0	2	2.8	0	0	2	5
	Total	70	100	177	100	72	100	81	100	400	100
Education	Degree	0	0	0	0	2	2.8	2	2.5	4	1
	Plus two	13	18.6	33	18.6	11	15.3	9	11.1	66	16.5
	SSLC	40	57.1	120	67.8	51	70.8	60	74.1	271	67.8
	High School	6	8.6	13	7.3	3	4.2	8	9.9	30	7.5
	Primary	11	15.7	11	6.2	5	6.9	2	2.5	29	7.2
	Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

Table 5.2 illustrates the demographic profile of the respondent. The highest number of respondents (41.4%) with regard to Kovalam belongs to the age group of 45-55; and with regard to Kumarakam, Thekkadi and Wayanad (54.8%, 43.1% & 48.1% respectively) they are in the age group of 35-45. This shows that the majority of the local community are middle age group. The table also shows that 58.2% are

male and 41.8% are female respondents. With regard to marital status the highest number (97.5%) of respondents are married and only few are separated. Education status depicts that all the respondents are literate and majority (67.8%) have educational qualification of at least SSLC.

The table 5.3 shows the details regarding family size of the respondents

Table 5.3

Family Size of the Respondent

Chara-cteristics	No. of members	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
		Fre-quency	Per-centage	Fre-quency	Per-centage	Fre-quency	Per-centage	Fre-quency	Per-centage	Fre-quency	Per-centage
Family Members	1	4	5.7	1	.6	0	0	1	1.2	6	1.5
	2	15	21.4	32	18.1	11	15.3	17	21.0	75	18.8
	3	19	27.1	64	36.2	16	22.2	11	13.6	110	27.5
	4	20	28.6	61	34.5	25	34.7	32	39.5	138	34.5
	5	9	12.9	10	5.6	12	16.7	13	16.0	44	11
	6	2	2.9	8	4.5	7	9.7	7	8.6	24	6.0
	7	1	1.4	1	0.6	1	1.4	0	0	3	0.8
	Total	70	100	177	100	72	100	81	100	400	100
Earning Members	1	25	35.7	76	42.9	26	36.1	35	43.2	162	40.5
	2	39	55.7	86	48.6	39	54.2	37	45.7	201	50.2
	3	6	8.6	14	7.9	5	6.9	9	11.1	34	8.5
	4	0	0	1	0.6	1	0.6	0	0	2	0.5
	5	0	0	0	0	1	1.4	0	0	1	0.2
	Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

It is evident from table 5.3 that 6 (1.5%) families are composed of only one member, 75 families (18.8%) are of two members, 110 (27.5%) families are of three members, 138 (34.5%) families are about four members, 44 (11%) families are about five members, 24 (6%) families are of six members and 3 (0.8%) families are about seven members.

There are 162 (40.5%) families in which only one is an earning member. 201 (50.2%) families consist of two earning members, 34 (8.5%) families of three earning

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members, 2 (0.5%) families of four earning members. There are no such families which consist of four earning members in Kovalam and Wayanad. 1 (0.2%) family consists of five earning members which come from Thekkadi only. There are no such families which consist of five earning members in Kovalam, Kumarakam and Wayanad.

5.2 Local Participation in Tourism

Responsible tourism in Kerala emphasised to adopt a pro-poor tourism approach intended to increase the net benefits of the poor from tourism and ensure that tourism growth contributes to poverty abatement. Responsible tourism focuses on the active participation of local communities to make tourism a responsible and sustainable one. The idea central to responsible tourism is that local communities are being urged to make decisions and set priorities on how to make their towns and villages better places to live in and to visit with. The table 5.4 reveals the details of family members engaged in tourism.

Table 5.4

Engagement of Local Community in Tourism

No. of members	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	Fre-quency	Per-centage	Fre-quency	Per-centage	Fre-quency	Per-centage	Fre-quency	Per-centage	Fre-quency	Per-centage
1	27	38.6	90	50.8	39	54.2	50	61.7	**206**	51.5
2	40	57.1	75	42.4	29	40.3	23	28.4	**167**	41.8
3	3	4.3	12	6.8	1	1.4	8	9.9	**24**	6.0
4	0	0	0	0	2	2.8	0	0	**2**	0.5
5	0	0	0	0	1	1.4	0	0	**1**	0.2
Total	**70**	**100**	**177**	**100**	**72**	**100**	**81**	**100**	**400**	**100**

Source: Survey data

It is understood that there are 206 (51.5%) families with one member, 167 (41.8%) families with two members, 24 (6%) families with three members, 2 (0.5%) families with four members engaged in tourism and 1 (0.2%) family which consists

of five earning members who are all engaged in tourism.   There is no such family, which consists four and five earning members engaged in tourism in Kovalam, Kumarakam and Wayanad.

The table 5.5 pinpoints the details of living and working status of the respondent.

Table 5.5

Living and Working Status of the Respondent

Characteristics	No. of years	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Living Status	Less than 10 years	3	4.3	0	0	0	0	1	1.2	4	1.0
	More than 10 years	15	21.4	34	19.2	11	15.3	19	23.5	79	19.8
	Since birth	52	74.3	143	80.8	61	84.7	61	75.3	317	79.2
	Total	70	100	177	100	72	100	81	100	400	100
Experience of working in tourism	5 -7	16	22.9	28	15.8	16	22.2	24	29.6	84	21.0
	7-10	35	50.0	133	75.1	51	70.8	54	66.7	273	68.2
	Above 10	19	27.1	16	9.0	5	6.9	3	3.7	43	10.8
	Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

The table depicts that 317 (79.2%) respondents living in their locality since their birth, whereas 79 (19.8%) respondents living in their locality for more than five years. Very few [4 (1%)] respondents are living in their locality for less than 10 years. The table also shows that the highest number 273 (68.2%) of respondents working in the tourism industry is within 7 to 10 years.

5.3 Procurement and Supply of Local Produces and Extension of Local Services

Responsible tourism in Kerala focuses on the development of local communities and generates greater economic benefits and thereby refines and reforms the wellbeing of the host community by providing an opportunity for procurement and supply of local produces, perishable and nonperishable to various hotels and resorts, shops and restaurants etc. Responsible tourism, as an approach, redefines tourism from various planes of the facade. It lays more emphasis on respecting, protecting and benefiting local communities, cultures and the environment, while engaged in tourism activities. From the phase of merely meeting the expectations of travelers, the tourism industry has now blossomed into an all-inclusive realm of comprehensive sustenance for all stakeholders involved, especially the local community.

Local community takes part in the responsible tourism venture either directly or with the help of an agency such as RT group (Responsible tourism special interest group), State Poverty Eradication Programme known as Kudumbasree (Group formed by the members of Ayalkkoottam or Area development societies that fall under CDS), Samrudhi group (Group operated by Kudumbasree members) and Cooperative Society.

Table 5.6 explains the way in which they are providing their products and services to get involved in responsible tourism activities.

Table 5.6

Procurement and Supply of Products and Extending Services with the Help of Agency

Way of Marketing	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Through Agency	19	27.1	35	19.8	22	30.6	34	42	110	27.5
Direct	51	72.9	142	80.2	50	69.4	47	58.0	290	72.5
Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

Table 5.6 shows that out 400 respondents, 290 (72.5%) respondents procure and supply their products and extend services directly, whereas 110 (27.5%) respondents do it with the help of an agency. Role of agency in the process of procurement and supply of product or extending services is more active in Wayanad (42%) compared to other destinations. The table conveys that majority of the respondents are directly involved in the procurement and supply of products and extending services.

5.3.1 Market of Local Produces and Services

Local communities produce and market their products within or outside their locality. They supply vegetable and cultivated products or unfold services to various shops and restaurants, hotels and resorts within the locality or outside. Table 5.7 below gives the details of the market of locally produced goods.

Table 5.7

Market of Local Produces

Market	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Within the locality	1	2.3	9	11.1	0	0	0	0	10	4.5
Hotels and Resorts	1	2.3	0	0	0	0	0	0	1	5
Shops	9	20.5	7	8.6	7	14.9	5	10	28	12.6
Inside and outside locality shops and resorts	33	75	65	80.2	40	85.1	45	90	183	82.4
Total	44	100	81	100	47	100	50	100	222	100

Source: Survey data

This table illustrates that 183 respondents (82.4%) market their products in various shops and resorts inside and outside their locality whereas, 10 respondents (4.5%) market their product within their locality itself. Some of the respondents choose hotels, resorts and various shops as their marketplace. This shows that local

community is getting an opportunity to sell their product with no geographical limitations.

Local community engages in services like cleaning and laundry, catering, transporting, etc.

Table 5.8 below gives the details of the market and their services.

Table 5.8

Market of Local Services

Category	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Within the locality	3	11.5	39	40.8	1	4.0	4	10.0	57	27.0
Hotels and resorts	9	34.6	19	15.8	8	32.0	9	22.5	45	21.3
Inside and outside locality	14	53.8	49	40.8	16	64.0	27	67.5	106	50.2
House Boats	0	0	3	2.5	0	0	0	0	3	1.4
Total	26	100	120	100	25	100	40	100	211	100

Source: Survey data

Table 5.8 given demonstrates that 106 respondents (50.2%) extend their services inside and outside the locality whereas 57 respondents (27%) extend only within the locality itself. Some of the respondents unfold their services in various hotels, resorts and houseboats. This communicates that the local community is getting enough space to market their services with no geographical boundary.

5.4 Business Opportunity

Responsible tourism provides various business opportunities to local people such as procurement and supply of local produces, promotion of local enterprise, promotion of arts and culture, etc. Table 5.9 given below depicts the opinion of the local community on getting an opportunity to run their own business with the help of responsible tourism.

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Table 5.9

Opportunity to Run Business

Participating	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Yes	66	94.3	171	96.6	71	98.6	77	95.1	385	96.2
No	4	5.7	6	3.4	1	1.4	4	4.9	15	3.8
Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

385 respondents, the majority (96.2%), are of the opinion that they get abundant opportunities to run their own business with the help of Responsible Tourism. When we compare the destination, it also shows that each destination provides ample opportunities to run their own businesses. Thekkadi shows a high percentage of chance to get an opportunity to do the same.

Table 5.10 illustrates the perception of respondent on the role of local communities in responsible tourism.

Table 5.10

Role of Local Community in Responsible Tourism

Category	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Yes	69	98.6	172	97.2	70	97.2	78	96.3	389	97.2
No	1	1.4	5	2.8	2	2.8	3	3.7	11	2.8
Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

It shows that 97.2% of respondents are of the opinion that they do have an active role in responsible tourism activities. The rest is indirectly participating in responsible tourism.

5.5 Decision-Making Process

One of the important guidelines of responsible tourism is to involve local community in decisions that affect their lives and life chances. Table 5.11 explains whether the local community has a say in the decision-making process.

Table 5.11

Participation in Decision Making Process under Responsible Tourism

Participating	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Yes	66	94.3	169	95.5	71	98.6	77	95.1	383	95.8
No	4	5.7	8	4.5	1	1.4	4	4.9	17	4.2
Total	70	100	177	100	72	100	81	100	400	100

Source: Survey data

From table 5.11 it is clear that 95.8 % of the respondents are involved in the decision-making process under responsible tourism; 4.2 % are of the opinion that they are not involved in the process of decision making. This means that (383 out of 400) the majority of the respondents are actively participating in the process of decision making as per the guidelines.

5.6 Ways of Participation of Local Community in Responsible Tourism

The local people play a vital role by contributing their proficiency and expertise in the field of responsible tourism. The most important outcome of the responsible tourism initiative in Kerala is that it has created a flourishing and admiring relationship between the tourism industry and the local community. Now there is a growing awareness in the local community that tourism can be a tool for socioeconomic development. Also, the industry partners have begun to appreciate and appraise the involvement of local communities in the tourism plan for the sustenance of the destination and their business. Table 5.12 depicts the ways of active participation of local communities in responsible tourism and the forms of their involvement.

Table 5.12

Ways of Participation of Local Community in Responsible Tourism

Activities	Kovalam		Kumarakam		Thekkadi		Wayanad		Total	
	N	%	N	%	N	%	N	%	N	%
Transportation	14	20.0	68	38.4	16	22.2	17	21.0	115	28.5
Marketing and sales of local products or services.	47	67.1	79	44.6	47	65.3	50	61.7	223	55.8
Tour operating	0	0	15	8.5	0	0	2	2.5	17	4.2
Providing accommodation	0	0	3	1.7	0	0	0	0	3	0.8
Catering food and beverages	0	0	17	9.6	1	1.4	16	19.8	34	8.5
Laundry services	1	1.4	14	7.9	2	2.8	14	17.3	31	7.8
Local Food production	1	1.4	32	18.1	3	4.2	18	22.2	54	13.5
Ground transport	19	27.1	37	20.9	18	25.0	19	23.5	93	23.2
Excursions and attractions	10	14.3	55	31.1	10	13.9	10	12.3	85	21.2
Cultural, social and sports events	0	0	3	1.7	0	0	7	8.6	10	2.5
Furniture and crafts	15	21.4	7	4	2	2.8	1	1.2	25	6.2
Infrastructure, service and resource of destination	0	0	1	0.6	0	0	0	0	1	0.2
Energy and waste supplies	0	0	3	1.7	1	1.4	1	1.2	5	1.2
Water recycling and disposal	0	0	3	1.7	1	1.4	1	1.2	5	1.2
Photo shoot	0	0	4	2.3	0	0	2	2.5	6	1.5
Gardening and landscaping	1	1.4	33	18.6	2	2.8	3	3.7	39	9.8
Conserving traditional arts and culture	0	0	0	0	0	0	9	11.1	9	2.2
Boating/houseboat service	0	0	39	22.0	0	0	0	0	39	9.8
Others	16	22.8	8	4.5	6	8.3	12	14.8	60	10.5

Source: Survey data

It is evident that majority 223 (55.8%) is actively involved in marketing and selling their local products or services. Some respondents 115 (28.5%) are engaged in transport assistance in destinations. The other major responsible activities played by local communities are excursions and attractions (21.2%), ground transport (23.2%), catering food and beverages (8.5%), laundry services (7.8%), local food production (13.5%), gardening and landscaping (9.8%), boating/houseboat service (9.8%), furniture and crafts (6.2%), tour operating (4.2%), cultural, social and sports events (2.5%). Also, some of the respondents 60 (10.5%) are engaged in other activities like tour guide, diving, tailoring etc.

5.7 Nature of Local Community Participation in Responsible Tourism Development

Every form of community participation does not contribute to the realization of expected benefits of tourism from the community participation can take many forms ranging from exploitive participation to advantageous participation of the citizen (Pretty, 1995., Tosun, 1999). The present study tries to explain the forms of local community participation Expected or desired and Performed by interested groups such as representatives of responsible tourism and local community. For the purpose of the present study Expected or desired local participation means the role of representatives of responsible tourism to providing opportunities to work in the tourism sector, to participate in the decision-making process, to attend seminars and workshops, to share tourism benefits and to respond to tourism surveys. In contrast, performed local participation refers to their various roles as entrepreneurs, workers, decision makers and consultants on tourism policy making in responsible tourism.

5.7.1 Local Community Participation Expected or Desired by Representatives of Responsible Tourism

Responsible tourism creates opportunity for the encouragement of local people to work in the tourism sector; to take part in decision making; to share tourism benefits; to respond to the survey; to attend seminar and workshop associated with tourism. Table 5.13 explains the perception of respondent on local community participation expected or desired by representatives of responsible tourism.

Table 5.13

Perception of the Respondent on the Local Community Participation Expected or Desired by Representatives of Responsible Tourism

Local Community participation	N	Mean	Std. Deviation	t value	p value
Encouraging local people to invest in the tourism sector.	400	4.20	.95	25.40	.000
Encouraging local people to work for the tourism sector.	400	4.22	.95	25.63	.000
Taking part actively in tourism decision making process.	400	4.20	.94	25.49	.000
Sharing tourism benefits.	400	4.23	.95	25.80	.000
Responding to a tourism survey.	400	4.24	.95	26.18	.000
Attending tourism related seminar, conferences and workshops.	400	4.22	.97	25.02	.000
Total	400	25.30	5.63	25.967	.000

Source: Survey data

This table (5.13) shows that the mean perception score of all local community participation expected is higher than the test value (3) and the calculated t value is more than the table value 1.96 at 5% significance level. This delineates that there is a significant difference in the perception of the respondent on the various local community participation expected or desired by representatives of responsible tourism.

From table 5.13 it is understood that the local community is encouraged to invest and work for the tourism sector, take part in the process of decision making related to tourism, share tourism benefits, respond to tourism surveys and to attend tourism related programmes.

Table 5.14 below explains the destination wise comparison on the nature of local community participation expected or desired by representatives of responsible tourism.

Table 5.14

Destination wise Comparison on the Local Community Participation Expected or Desired by Representatives of Responsible Tourism

	N	Mean	Std. Deviation	f value	p value
Kovalam	70	24.11	5.93		
Kumarakam	177	25.81	5.12		
Thekkadi	72	25.61	5.55	1.706	.165
Wayanad	81	24.96	6.37		
Total	400	25.31	5.63		

Source: Survey data

Figures in table 5.14 shows the mean score of Kumarakam is higher (25.81 with SD 5.12) than other destinations. Thekkadi also shows a higher mean score 25.61 with SD 5.55. The least score exhibited by Kovalam 24.11 with SD 5.93. The f value is 1.706 and p value is 0.165. There is no significant relationship between the perception of the respondent with respect to destination.

5.7.2 Actual Participation Performed by Local Community in Responsible Tourism

Local community participation in Kerala extends to various roles such as entrepreneurs, workers, decision makers, consultants as well as financial supporters in the field of responsible tourism. In order to identify the factors contributing to participation of the local community, all 5 items were subjected to a factor analysis. First EFA (Exploratory Factor Analysis**)** was conducted and arrived at a conclusion that no need of classifying the items and grouping into one unit. KMO test was done to find out sample adequacy. After that CFA was done to confirm identified factor

and to develop a measurement model for assessing goodness of fit. Finally, the reliability, validation of the scale and normality were tested to find out the proper tool for the analysis.

5.7.2.1 Exploratory Factor Analysis-Local Community Participation

Exploratory Factor Analysis (EFA) is a data driven approach which helps to identify the factors or latent variables from a set of variables. The identified variables are to be measured and grouped under each heading.

Table 5.15

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.927
Bartlett's Test of Sphericity	Approx. Chi-Square	4008.323
	df	10
	Sig.	.000

Source: Output of AMOS 21.0

The result of the test showed the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was 0.927 and the Bartlett Test of Sphericity was significant ($p<0.001$) with a Chi Square value of 4008.323 with 10 degrees of freedom which was considered to be good for further analysis and provided support for the factorization (Table 5.15).

Table 5.16 below provides the details of each factor along with items contributing it with component loadings for each item.

Table 5.16

Component Matrix

Component Matrixª	
	Component
	1
Consultant	.984
Participants	.983
Entrepreneurs	.978
Workers	.975
Decision makers	.959
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: Output of AMOS 21.0

5.7.2.2 Factor name, Variance and Reliability

Explained variance and reliability of rotated factors as obtained from the output of Factor analysis (Table 5.17) shows adequate reliability and variability.

Table 5.17

Total Variance Explained and Reliability of Rotated Factors

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	95.241	0.987	Local Community Participation

Source: Output of AMOS 21.0

It is found that there exists one underlying factor: Local community participation, which represents the 'participation of the local community' construct in the responsible tourism in Kerala.

A confirmatory factor analysis was done to confirm the 'Local community participation' factor identified. And the measurement model was developed accordingly. The following figure depicts the measurement model of local community participation.

5.7.2.3 Confirmatory Factor Analysis: Local Community Participation

From the CFA it is found that the data are free from missing values and outliers.
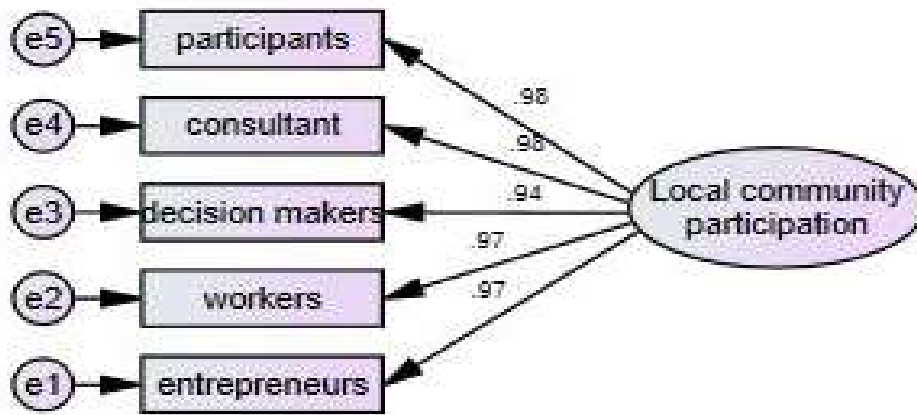
Fig 5.1. Measurement Model for Local Community Participation

The measurement model was found to be neatly fitting the recommended indices as illustrated in figure 5.1. All the paths shown in the model are significant as critical ratios are above 1.96.

Table 5.18

Model Fit Indices

Model fit	Values	
	Obtained	Recommended
CMIN/DF	**2.978**	**<5**
RMR	0.002	<0.05
GFI	0.985	>0.9
AGFI	0.956	>0.9
PGFI	0.328	>0.9
NFI	0.997	>0.9
RFI	0.993	>0.9
IFI	0.998	>0.9
TLI	0.995	>0.9
CFI	0.998	>0.9
RMSEA	0.070	<0.08

Source: Output of AMOS 21.0

The table explains CMIN/DF was 2.98; The overall CFI and TLI are found to be above 0.9 which indicates that the factor used in this study exhibits strong one-dimensional CFI greater than 0.9 and convergent validity (TLI greater than 0.9).

5.7.2.4 Validation of the Scale- Local Community Participation

Since the construct 'Local community participation' has only one factor, discriminant validity is not appropriate in this context.

5.7.2.5 Convergent Validity

Convergent validity tests establish whether responses to the questions are sufficiently correlated with the respective latent variables. Convergent validity is usually assessed based on the comparison of loadings calculated through a non-confirmatory analysis with a fixed value (Ketkar, Kock, Parente & Verville, 2012). Two criteria are recommended as the basis for concluding that a measurement model has acceptable convergent validity: p values associated with the loadings should be

lower than 0.05 and loadings for indicators of all respective latent variables must be 0.5 or above for the convergent validity of a measure to be acceptable (Hair et. al., 2009).

In the study, the factor loadings associated with the latent variables ranged between 0.94 and 0.98 (See Table 5.19). Hence, it is reasonable to assume that the measurement model for the construct 'local community participation' has acceptable convergent validity.

Table 5.19

Factor Loadings and p values for Local Community Participation

	Estimates	**P**
Participants <--- Local Community Participation	0.98	<0.001
Consultant <--- Local Community Participation	0.98	<0.001
Decision Makers <--- Local Community Participation	0.94	<0.001
Workers <--- Local Community Participation	0.97	<0.001
Entrepreneurs <--- Local Community Participation	0.97	<0.001

Source: Output of AMOS 21.0

5.7.2.6 Normality

The statistical procedures are based on the assumption that the data are normally distributed. When the significance value is greater than 0.05, the data is said to be normal.

Analysis for univariate normality done by using Kolomogorov- Smirnov test with Lillefors significance correction and it reveals that none of the variables are normally distributed.

Table 5.20

One-Sample Kolmogrov- Smirnov Test

Statements/ Variables	N	Mean	Std. Deviation	Sig
Entrepreneurs	400	4.2750	.97301	0.000
Workers	400	4.2600	.99240	0.000
Decision makers	400	4.1750	.92819	0.000
Consultant	400	4.2725	.97756	0.000
Participants	400	4.2825	.97471	0.000
Investors	400	2.4425	1.00460	0.000

Source: Output of AMOS 21.0

As One-Sample Kolmogorov- Smirnov Test reveals that none of the variables are normally distributed, again a Skewness and Kurtosis tests was done to prove normality.

Table 5.21

Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Entrepreneurs	400	4.2750	-1.870	.122	3.491	.243
Workers	400	4.2600	-1.808	.122	3.095	.243
Decision makers	400	4.1750	-1.772	.122	3.567	.243
Consultant	400	4.2725	-1.814	.122	3.196	.243
Participants	400	4.2825	-1.848	.122	3.332	.243
Investors	400	2.4425	1.023	.122	-.006	.243
Valid N (list wise)	400					

Source: Output of AMOS 21.0

The Skewness and Kurtosis test shows that, all the variables fall below the kurtosis value of 3 and skewness value of 10, inferring kurtosis and skewness are not

problematic in this research. Hence, it is revealed that parametric test can be used for further analysis.

Table 5.22 reveals the perception of respondent on the actual participation performed by local community in responsible tourism development.

Table 5.22

Perception of the Respondent on the Actual Participation Performed by Local Community in Responsible Tourism

Role Performed	Mean	Std. Deviation	Test Value	t value	p value
Entrepreneurs	4.28	.97	3	26.207	.000
Workers at all levels	4.26	.99	3	25.393	.000
Decision – makers on development.	4.18	.94	3	25.318	.000
Consultant on tourism policies.	4.28	.98	3	26.034	.000
Financial supporters of tourism development	2.44	1.00	3	-11.099	.000
Total	23.71	4.46	15	25.607	.000

Source: Survey data

Table 5.22 above shows the various forms of participation played by local community in responsible tourism development. From the table, it is clear that the local community acts as entrepreneurs, workers and decision makers of tourism policies, etc. The first four participations show the high mean score and the test value is more than 1.96 in 0.05, which indicates that the difference is statistically significant. However, the mean score of the financial supporters of tourism development is very low and is less than the test value (3) the calculated t value is less than the table value (1.96) at 0.05, which shows that the difference is not statistically significant. This means that they are not financially supported to make an investment in tourism development.

Table 5.23 below shows the destination wise comparison of actual participation of the local community in responsible tourism development.

Table 5.23

Destination wise Comparison on the Actual Participation Performed by Local Community in Responsible tourism

	N	Mean	Std. Deviation	Minimum	Maximum	f value	p value
Kovalam	70	22.64	4.76	9.00	30.00	2.859	.037
Kumarakam	177	24.36	4.07	9.00	30.00		
Thekkadi	72	23.56	4.21	9.00	30.00		
Wayanad	81	23.33	5.03	9.00	27.00		
Total	400	23.71	4.46	9.00	30.00		

Source: Survey data

The mean score of each destination shows that the local community is actively participating in responsible tourism activities. It reveals that the highest number of respondents is from Kumarakam. Kumarakam also shows the high mean score 24.36 with SD 4.07 when compared to other destination. This means actual participation performed by local community is more in Kumarakam. The mean score of Kovalam is 22.64 with SD 4.76. In Thekkadi the mean score is 23.56 with SD 4.21 whereas in Wayanad it is 23.33 with SD 5.03. The total mean score is 23.71 with SD 4.46. This indicates that there exists a significant difference in the actual participation performed by local community in responsible tourism with regard to destination as the p value (.037) is less than the significant level 0.05.

5.8 Impact of Responsible Tourism in the Destinations

Responsible tourism in Kerala focuses on three thematic areas of responsibilities.
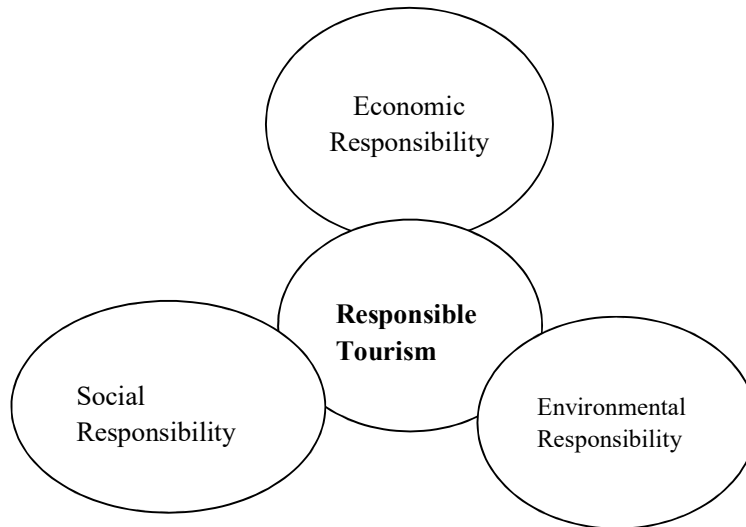
Fig 5.2: Areas of Responsible Tourism

Hence the impact of responsible tourism is to be assessed from the point of three dimensions of responsibility: Economic, Social and Environmental responsibilities.

An Exploratory factor analysis was conducted to identify the factors or variables that contribute to the impact of responsible tourism, all 22 items were subjected to a factor analysis. KMO and Bartlett's test were conducted to know sample adequacy and sphericity. The result of the Test is given in table 5.24 below.

5.8.1   Exploratory Factor Analysis-   Impact of Responsible Tourism in the Destination

In order to identify the naturally occurring 'Impact of responsible tourism (RT) in the destination', all 22 items were subjected to a factor analysis which helped to categorise the identified variable in each heading.

Table 5.24

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.959
Bartlett's Test of Sphericity	Approx. Chi-Square	11065.047
	df	231
	Sig.	.000

Source: Output of AMOS 21.0

From the result the Kaiser-Meyer-Olkin Measure of Sampling Adequacy was found to be 0.959 and the Bartlett Test of Sphericity was found to be significant ($p < 0.001$) with a Chi Square value of 11065.047 with 231 degrees of freedom which was considered to be good for further analysis and provided support for the factorization (Table 5.24).

Table 5.25 below provides the details of each factor along with items contributing it with component loadings for each item.

Table 5.25

Rotated Component Matrix

Rotated Component Matrix[a]			
	Factor Names		
	1	2	3
Cultural activities	.931	.123	.092
Cross cultural exchange	.923	.115	.085
Interaction	.913	.094	.158
Community pride development	.906	.118	.102
Local products	.899	.105	.223
Woman empowerment	.891	.114	.073
Quality of public amenities	.891	.136	.181
Skill development	.883	.111	.236
Public service and amenities	.877	.117	.215
Savings and investment	.142	.893	.118

Rotated Component Matrix[a]			
	Factor Names		
	1	**2**	**3**
Woman opportunities	.147	.879	.160
Market opportunities	.133	.878	.124
Self-business	.107	.875	.173
Oncome	.028	.873	.222
Education	.128	.868	.166
Employment	.127	.865	.175
Local economic development	.092	.858	.201
Poverty reduction	.071	.800	.266
Water and paper consumption	.279	.471	.758
Natural resources	.346	.460	.696
Pollution	.433	.524	.665
Environmentally friendly products	.367	.434	.629
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Source: Output of AMOS 21.0

5.8.2 Factor name, Variance and Reliability

Explained variance and reliability of rotated factors as obtained from the output of factor analysis (Table 5.26) shows adequate reliability for extracted factors

Table 5.26

Total Variance Explained and Reliability of Rotated Factors

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	36.175	0.967	Social
2	35.278	0.978	Economic
3	11.098	0.927	Environmental

Source: Output of AMOS 21.0

Three factors, economic, social and environmental extracted from factor analysis represent the 'Impact of responsible tourism' construct. Hence, it is identified that there is economic, social and environmental impact of responsible tourism in the destination. A confirmatory factor analysis was done to confirm construct identified for the 'Impact of responsible tourism' in the destination.

5.8.3 Confirmatory Factor Analysis- Impact of Responsible Tourism in the Destination

The data were found free of missing values and outliers. The model fit indices are shown in the table 5.27.

Table 5.27

Model Fit Indices

Model fit	Values	
	Obtained	Recommended
CMIN/DF	**3.138**	**<5**
RMR	0.041	<0.05
GFI	0.910	>0.9
AGFI	0.900	>0.9
PGFI	0.709	>0.9
NFI	0.943	>0.9
RFI	0.936	>0.9
IFI	0.960	>0.9
TLI	0.955	>0.9
CFI	0.960	>0.9
RMSEA	0.073	<0.08

Source: Output of AMOS 21.0

Overall TLI and CFI are found to be greater than 0.9 which shows that all the factors exhibited strong one-dimensionality and convergent validity.

Figure 5.3 given below exhibits the measurement model for factors of economic, social and environmental impact of responsible tourism.
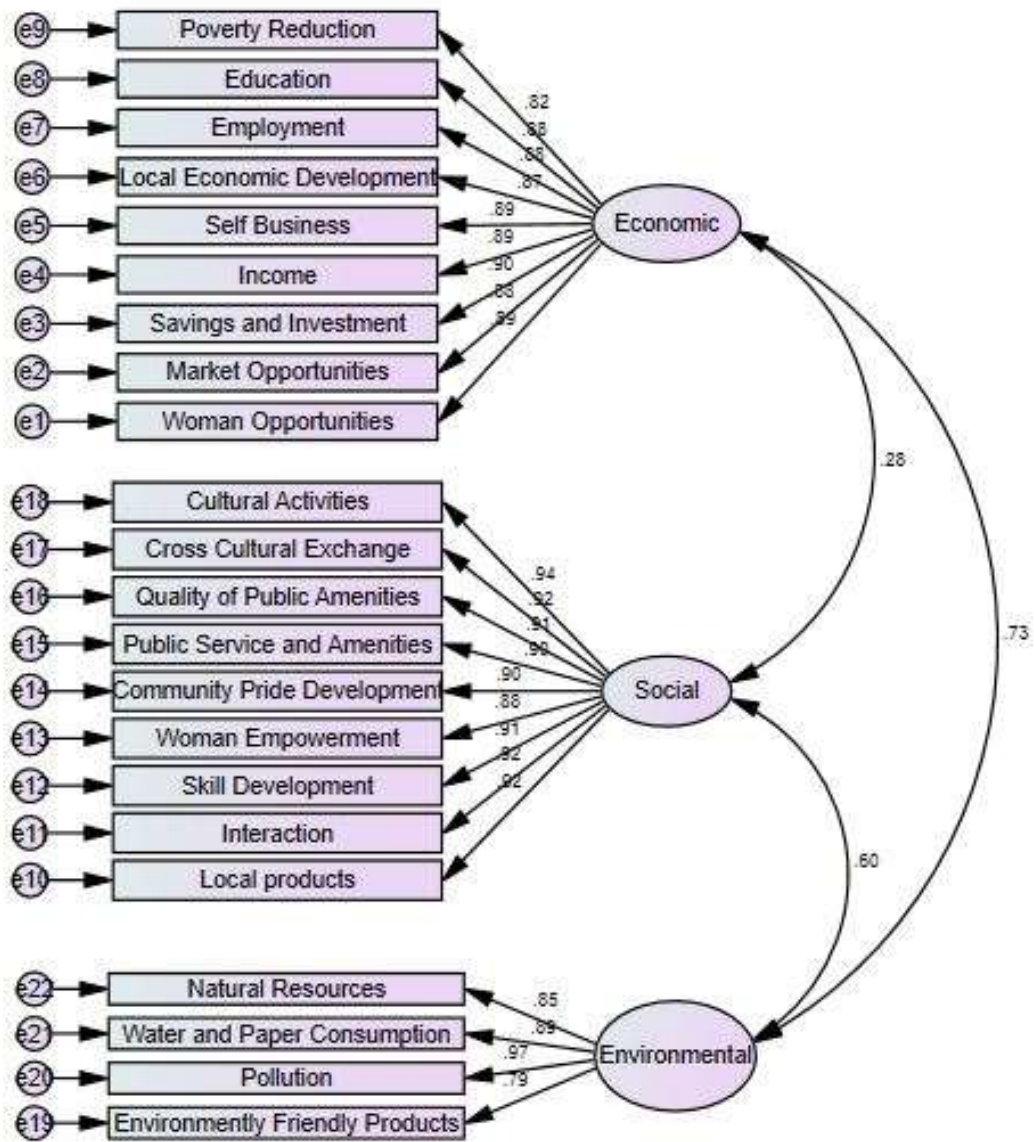
Fig. 5.3. Measurement Model for Impact of Responsible Tourism in the Destination

The measurement model was found to be a good fitting model with recommended indices as given in Table 5.27. All the paths shown in the model are significant as critical ratios are above 1.96.

Thus, it is spotted from the model that responsible tourism has economic, social and environmental impact.

5.8.4 Validation of the Scale - Impact of Responsible Tourism in the Destination

To ensure that the instrument developed to measure 'Impact of responsible tourism in the destination' does measure the construct, the goodness of measures was assessed by testing the validity of the instrument. Validation tests such as convergent and discriminant validity were conducted. The detailed analysis of the same is given below.

5.8.5 Convergent Validity

Convergent validity establishes whether the opinions of the respondents are sufficiently correlated with respective latent variables. Acceptable convergent validity demands p values associated with the loadings should be lower than 0.05 and loadings for indicators of all respective latent variables must be 0.5 or above for the convergent validity of a measure to be acceptable (Hair et al., 2009).

The following table 5.28 gives the factor loading associated and a p value of latent variables.

Table 5.28

Factor Loadings and p values for Impact of Responsible Tourism in the Destination

	Estimate	P
Poverty Reduction ←- Economic	0.82	<0.001
Education←- Economic	0.68	<0.001
Employment ←- Economic	0.88	<0.001
Local Economic Development ←- Economic	0.87	<0.001
Self-Business←- Economic	0.89	<0.001
Income ←- Economic	0.89	<0.001
Savings and Investment ←- Economic	0.90	<0.001
Market Opportunities ←- Economic	0.88	<0.001
Woman Opportunities ←- Economic	0.89	<0.001
Cultural Activities ←- Social	0.94	<0.001
Cross cultural exchange ←- Social	0.92	<0.001

	Estimate	P
Quality of public amenities ←- Social	0.91	<0.001
Public service and amenities ←- Social	0.99	<0.001
Community pride development ←- Social	0.90	<0.001
Woman empowerment ←- Social	0.88	<0.001
Skill development ←- Social	0.91	<0.001
Interaction ←- Social	0.92	<0.001
Local products ←- Social	0.92	<0.001
Natural Resources ←- Environmental	0.85	<0.001
Water and Paper Consumption←- Environmental	0.89	<0.001
Pollution ←- Environmental	0.97	<0.001
Environmentally Friendly Products ←- Environmental	0.79	<0.001

Source: Output of AMOS 21.0

It is found in the study that the factor loadings associated with the latent variables range between 0.68 and 0.91 as shown in Table 5.28 and hence, it is reasonable to assume that the measurement model for the construct 'Impact of responsible tourism in the destination' has acceptable convergent validity.

5.8.6 Discriminant Validity

Discriminant validity tests verify whether responses from the respondents to the questions are either correlated or not with other latent variables. A measurement model has acceptable discriminant validity if the square root of the Average Variance Extracted (AVE) for each latent variable is higher than any of the correlations between the latent variable under consideration and any of the other latent variables in the measurement model (Fornell &Larcker, 1981).

Table 5.29

Average Variance Extracted and Inter Construct Correlation

Factors	AVE	Correlation	
Economic	0.86	Economic ↔ Social	0.28
Social	0.92	Economic ↔ Environmental	0.73
Environmental	0.88	Social ↔ Environmental	0.60

Source: Output of AMOS 21.0

Discriminant validity is confirmed by examining correlations among the constructs. As a rule of thumb, a 0.85 correlation or higher indicates poor discriminant validity in Structural Equation Modelling (David 1998). None of the correlations among variables under study are above 0.85 (Table 5.29). The results suggest the adequate discriminant validity of the measurement.

In addition, to confirm discriminant validity, the inter constructs correlation are calculated and compared with an average variance extracted. All variances extracted (AVE) estimates are larger than the squared inter construct correlation estimates (Table 5.29). This confirms discriminant validity.

5.8.7 Normality

Many of the statistical methods require the assumption that the variables observed are normally distributed. With multivariate statistics, the assumption is that the combination of variables follows a multivariate normal distribution. Since there is no direct test for multivariate normality, we generally test each variable individually and assume that they are multivariate normal, if they are individually normal, though this may not necessarily the case. In SEM model, estimation and testing are usually based on the validity of multivariate normality assumption, and lack of normality will adversely affect goodness-of-fit indices and standard errors (Baumgartner and Homburg 1996; Hulland et al 1996; Kassim 2001).

Table 5.30

One-Sample Kolmogrov- Smirnov Test

	N	Mean	Std. Deviation	Sig
Poverty reduction	400	4.1725	1.18374	0.000
Education	400	4.2375	1.08353	0.000
Employment	400	4.2475	1.11551	0.000
Local economic development	400	4.1400	1.05982	0.000
Self-business	400	4.1375	1.06132	0.000
Income	400	4.0875	1.02100	0.000
Savings and investment	400	4.2050	1.07976	0.000
Market opportunities	400	4.2850	1.08014	0.000
Woman opportunities	400	4.2600	1.07717	0.000
Cultural activities	400	3.9425	1.40146	0.000
Cross cultural exchange	400	3.9475	1.40702	0.000
Quality of public amenities	400	3.9575	1.28835	0.000
Public service and amenities	400	3.9325	1.28338	0.000
Community pride development	400	3.9375	1.40661	0.000
Woman empowerment	400	3.9775	1.33659	0.000
Skill development	400	4.0550	1.27320	0.000
Interaction	400	4.0325	1.37702	0.000
Local products	400	4.0600	1.28278	0.000
Natural resources	400	4.1700	.97132	0.000
Water and paper consumption	400	4.1000	.90943	0.000
Pollution	400	4.1900	.94665	0.000
Environmentally friendly products	400	4.2075	1.04267	0.000

Source: Output of AMOS 21.0

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction reveals that none of the variables are normally distributed. Hence, to assume normality, Skewness and Kurtosis was used. Skewness refers to the symmetry of a distribution, whereas kurtosis relates to the peakedness of a distribution. A distribution is said to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick and Fidell; 2001). However, there are few clear guidelines about how much non-normality is problematic. It is suggested that the absolute values of univariate skews indices greater than 10 seem to describe extremely

skewed data sets (Chou and Bentler 1995). Regarding kurtosis, there appears that kurtosis index greater than 3 may suggest a problem.

Table 5.31

Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Poverty reduction	400	4.1725	-1.595	.122	1.605	.243
Education	400	4.2375	-1.683	.122	2.203	.243
Employment	400	4.2475	-1.698	.122	2.090	.243
Local economic Development	400	4.1400	-1.476	.122	1.675	.243
Self-business	400	4.1375	-1.554	.122	1.997	.243
Income	400	4.0875	-1.511	.122	2.033	.243
Savings and investment	400	4.2050	-1.628	.122	2.074	.243
Market opportunities	400	4.2850	-1.773	.122	2.488	.243
Woman opportunities	400	4.2600	-1.657	.122	2.041	.243
Cultural activities	400	3.9425	-1.253	.122	.134	.243
Cross cultural exchange	400	3.9475	-1.247	.122	.107	.243
Quality of public amenities	400	3.9575	-1.143	.122	.035	.243
Public service and amenities	400	3.9325	-1.118	.122	-.003	.243
Community pride development	400	3.9375	-1.192	.122	-.036	.243
Woman empowerment	400	3.9775	-1.301	.122	.383	.243
Skill development	400	4.0550	-1.275	.122	.349	.243
Interaction	400	4.0325	-1.344	.122	.372	.243
Local products	400	4.0600	-1.287	.122	.374	.243
Natural resources	400	4.1700	-1.319	.122	1.541	.243
Water and paper Consumption	400	4.1000	-1.224	.122	1.680	.243
Pollution	400	4.1900	-1.296	.122	1.507	.243
Environmentally friendly products	400	4.2075	-1.383	.122	1.298	.243

Source: Output of AMOS 21.0

In this study, all the variables fall below the kurtosis value of 3 and skewness value of 10, inferring kurtosis and skewness were not problematic in this research. Hence, parametric test can be used.

5.9 Impact of Economic Dimension of Responsible Tourism in the Destinations

To enhance the standard of living of local people, it is imperative that a major part of revenue generated from tourism should reach them. Responsible tourism enhances and rejuvenates the local production of the region in terms of agriculture produces, fish, chicken, egg, and other non-perishable items like flours, processed food, local snacks, etc. Cultural wing and handicrafts units started under the Responsible tourism initiative to contribute a major portion to the economic line. Table 5.32 discloses the perception of the local community on the various factors of the economic dimensions of responsible tourism.

Table 5.32

Perception of the Local Community on the Economic Dimension of Responsible Tourism

Economic dimensions of Responsibility	Mean	Std. Deviation	t value	p value
Reduced poverty among people	4.17	1.18	19.81	.000
Improved education of the local people.	4.24	1.08	22.84	.000
Provided many worthwhile employment opportunities.	4.25	1.12	22.37	.000
Contributed local economic development.	4.14	1.06	21.51	.000
Promoted self-business of the people.	4.14	1.06	21.44	.000
Generates income of the local people.	4.09	1.02	21.30	.000
Generated savings & investment of the local people.	4.20	1.08	22.32	.000
Generated market opportunities for local products.	4.29	1.08	23.79	.000
Created employment opportunities for women and young people.	4.26	1.08	23.39	.000
Total	40.36	10.03	20.67	.000

Source: Survey data

It is clear that all the economic dimensions of responsibilities are met with the responsible tourism, as it depicts higher than the test value (3) for the mean score of all indicators. The calculated t value is more than the table value 1.96 at 5% the significant level, which shows that there exists a significant difference in the perception of the respondent on each factor. Responsible tourism creates market opportunities for the local people as it shows high mean score 4.29 with SD 1.08. Responsible tourism is found to have created opportunities for women and young people (mean score 4.26 with SD 1.08). The mean score of poverty reduction (4.17) and education level (4.24) also show positive results.

Table 5.33 given below puts the association of economic dimensions of responsible tourism with respect to four destinations.

Table 5.33

Destination wise Comparison of Economic Dimension of Responsible Tourism

	N	Mean	Std. Deviation	f value	p value
Kovalam	70	34.50	8.80	6.62	.000
Kumarakam	177	37.57	9.80		
Thekkadi	72	40.77	5.49		
Wayanad	81	38.38	7.29		
Total	400	37.77	8.69		

Source: Survey data

It is shown that the total mean score is 37.77 with SD 8.69. Among the destination Thekkadi shows the highest mean score (40.77with SD 5.49). The lowest mean score is for Kovalam (34.50 with SD 8.80) The f value is 6.62 with p value 0.000 which is less than the significance level 0.05 which shows that there is a significant difference in the perception of the local community on the economic dimensions of responsible tourism with regard to four destinations.

5.10 Impact of Social Dimension of Responsible Tourism in the Destinations

The social aspect of responsible tourism focuses on sustaining traditional livelihood by integrating practices like coir making, toddy tapping, pottery and net fishing into the tourism package and ensuring the proportionate distribution of revenue among the community members. RT focuses on promoting traditional arts and cultural forms with the natural environment in spite of providing a capsule format at the hotels and resorts. The other benchmark areas are management of social issues of tourism, safety management, visitor management, local resource management, souvenir making, conservation and preservation of local arts and culture, promotion of ethnic food, health management, development of local infrastructure, capacity building, information dissemination of character of destination etc. (http://www. rtkerala. com). The special tour packages that explore the village life is highly effective to boost up social responsibility and it generates revenue to the local communities. Other areas of work in relation to the social life include Community feedback survey, Core destination community (Quality of Life) survey, Zero tolerance zone - strategic planning for destinations, Visitor management plan, etc. Table 5.34 illustrates the perception of the local community on the various factors of the social dimension of responsible tourism.

Table 5.34

Perception of Local Community on Social Dimension of Responsible Tourism

Social Dimensions of Responsibility	Mean	Std. Deviation	t value	p value
Encouraged cultural activities	3.94	1.40	13.45	.000
Promoted cross- cultural exchange (greater mutual understanding & respect)	3.95	1.40	13.47	.000
Improved quality of police, Fire protection.	3.96	1.29	14.86	.000
Expanded public services and amenities.	3.93	1.28	14.53	.000

Social Dimensions of Responsibility	Mean	Std. Deviation	t value	p value
Created community pride development	3.94	1.40	13.33	.000
Empowered women.	3.98	1.34	14.63	.000
Provided opportunities for skill development local people.	4.05	1.27	16.57	.000
Generated opportunity to people interact with tourist	4.03	1.38	14.99	.000
Provided an opportunity to produce, serve local cuisine (Dishes)	4.06	1.28	16.53	.000
Total	33.25	6.91	26.774	.000

Source: Survey data

The mean score of all the factors is higher than the test value (3) and the calculated t value is also higher than the table value 1.96 at 5 %, the significant level which shows there exists a significant difference in the perception of the local community. Among the factors, the highest mean score is for opportunity for skill development, an opportunity to interact, the opportunity to produce local cuisine (4.05, 4.03, and 4.06 respectively.), which indicates the responsible tourism more focused on these factors of the social dimension of responsibility.

Table 5.35 explains the destination wise comparison of the social dimension of responsibility of responsible tourism.

Table 5.35

Destination wise Comparison of Social Dimension of Responsible Tourism

	N	Mean	Std. Deviation	f value	p value
Kovalam	70	32.53	10.94	7.52	.000
Kumarakam	177	38.67	8.07		
Thekkadi	72	33.84	13.52		
Wayanad	81	33.30	13.19		
Total	400	35.84	11.11		

Source: Survey data

Table 5.35 reveals that the destination wise comparison in the perception of the local community on the social dimensions of responsible tourism. Among the destinations, Kumarakam shows the highest mean score 38.67 with SD 8.07. The f value is 7.52 with p value .000 which is less than significant level 0.05. This indicates that the difference is significant on the social dimensions of responsible tourism with respect to each destination.

5.11 Impact of Environmental Dimension of Responsible Tourism in the Destination

Responsible tourism provides vision and direction for conservation of beautiful environments in and around destinations. It emphasises on revolutionary researches and surveys in the basic details of energy, water and waste and systematically reveals a detailed energy audit analysis among the partnering hotels at four destinations. Responsible tourism cell in destinations tries to run against the adverse impacts affecting the environment and promotes eco-friendly products in the destination. There is a wide scope for the RT initiative in contributing and benefiting the local community while moving towards the next levels with possible expansions. Table 5.36 explains the perception of the local community on the various factors of the environmental dimension of responsible tourism.

Table 5.36

**Perception of the Local Community on the Environmental Dimension of
Responsible Tourism**

Environmental dimensions of responsibility	Mean	Std. Deviation	t value	p value
Helped in protecting the natural resources of the locality	4.17	.97	24.09	.000
Helped to minimize water, electricity, paper consumption.	4.10	.91	24.19	.000
Helped to reduce environmental pollution	4.19	.95	25.14	.000
Focused on environmentally friendly products.	4.21	1.04	23.16	.000
Total	16.67	3.51	26.51	.000

Source: Survey data

All the facts show the high mean score as compared to test value 3 and the calculated t value is also higher than the table value (1.96) by 5 %, the significant level. This reveals that the differences in the perception are significant with respect to the factors. From this, it is assayed that the responsible tourism has met all the environmental responsibilities, especially in the case of focus on environmentally friendly products as it shows the highest mean score (4.21) with SD 1.04 as compared to other factors.

Table 5.37

**Destination wise Comparison of Environmental Dimension of
Responsible Tourism**

	N	Mean	Std. Deviation	f value	p value
Kovalam	70	15.44	3.76		
Kumarakam	177	16.75	3.56	3.976	.008
Thekkadi	72	17.32	2.63		
Wayanad	81	16.96	3.68		
Total	400	16.67	3.51		

Source: Survey data

Table 5.37 explains the destination wise comparison of the perception of the local community the various factors of the environmental dimensions of responsible tourism. The total mean score is 16.67 with SD 3.51. The mean score of Kovalam is 15.44 with SD 3.76; Kumarakam is 16.75 with SD3.56; Thekkadi is 17.32 with SD 2.63 and Wayanad is 16.96 with SD 3.68. The f value is 3.976 with a p value (. 008) is less than the significance level 0.05 which indicates that there exists a significant difference in the perception of the local community on the various factors of the environmental dimension of responsible tourism with regard to the four destinations.

Table 5.38 illustrates the destination wise comparison of the economic, social and environmental dimensions of responsible tourism.

Table 5.38

Destination wise Comparison of Perception of Local community on Economic, Social and Environmental Dimensions of Responsible Tourism

	N	Mean	Std. Deviation	Minimum	Maximum	f value	p value
Kovalam	70	82.47	18.95	22.00	110.00		
Kumarakam	177	92.98	18.56	22.00	110.00	5.685	.001
Thekkadi	72	91.94	16.24	30.00	110.00		
Wayanad	81	89.65	19.49	23.00	110.00		
Total	400	90.28	18.75	22.00	110.00		

Source: Survey data

The total mean score is 90.28 with SD 18.75 within the range 22 -110.It is found that Kumarakam shows a higher mean score of 92.98 with SD 18.56, which indicates that Kumarakam is more responsible in meeting the responsibilities of responsible tourism. The f value is 5.685 with p value which is less than the significance level 0.05 which discloses that there exists a significant difference in responsibilities of responsible tourism with regard to destinations.

5.12 Post Hoc Analysis: Scheffe Test for Multiple Comparison

The result of the ANOVA on economic, social and environmental impact of responsible tourism in the destinations shows a significant difference with regard to destinations. A post hoc analysis was done to check the actual difference among the destinations. The result of the analysis is depicted in table 5.39.

Table 5.39

Post Hoc Analysis: Economic, Social and Environmental Impact of RT in the Destinations

Dimensions	(I) Area	(J) Area	Mean Difference (I-J)	Std. Error	p value
Economic impact	Kovalam	Kumarakam	-5.77458*	1.38824	.001
		Thekkadi	-3.32778	1.65036	.256
		Wayanad	-2.50988	1.60453	.486
	Kumarakam	Kovalam	5.77458*	1.38824	.001
		Thekkadi	2.44680	1.37435	.367
		Wayanad	3.26470	1.31896	.107
	Thekkadi	Kovalam	3.32778	1.65036	.256
		Kumarakam	-2.44680	1.37435	.367
		Wayanad	.81790	1.59253	.967
	Wayanad	Kovalam	2.50988	1.60453	.486
		Kumarakam	-3.26470	1.31896	.107
		Thekkadi	-.81790	1.59253	.967
Social impact	Kovalam	Kumarakam	-3.42849*	.95934	.006
		Thekkadi	-4.26865*	1.14048	.003
		Wayanad	-3.15291*	1.10881	.046
	Kumarakam	Kovalam	3.42849*	.95934	.006
		Thekkadi	-.84016	.94974	.854
		Wayanad	.27558	.91146	.993
	Thekkadi	Kovalam	4.26865*	1.14048	.003
		Kumarakam	.84016	.94974	.854
		Wayanad	1.11574	1.10051	.795
	Wayanad	Kovalam	3.15291*	1.10881	.046
		Kumarakam	-.27558	.91146	.993
		Thekkadi	-1.11574	1.10051	.795

Dimensions	(I) Area	(J) Area	Mean Difference (I-J)	Std. Error	p value
Environment impact	Kovalam	Kumarakam	-1.30856	.49039	.070
		Thekkadi	-1.87659*	.58298	.017
		Wayanad	-1.52011	.56679	.068
	Kumarakam	Kovalam	1.30856	.49039	.070
		Thekkadi	-.56803	.48548	.713
		Wayanad	-.21155	.46591	.977
	Thekkadi	Kovalam	1.87659*	.58298	.017
		Kumarakam	.56803	.48548	.713
		Wayanad	.35648	.56255	.940
	Wayanad	Kovalam	1.52011	.56679	.068
		Kumarakam	.21155	.46591	.977
		Thekkadi	-.35648	.56255	.940
Total	Kovalam	Kumarakam	-10.51162*	2.60214	.001
		Thekkadi	-9.47302*	3.09347	.026
		Wayanad	-7.18289	3.00756	.129
	Kumarakam	Kovalam	10.51162*	2.60214	.001
		Thekkadi	1.03861	2.57611	.983
		Wayanad	3.32873	2.47228	.613
	Thekkadi	Kovalam	9.47302*	3.09347	.026
		Kumarakam	-1.03861	2.57611	.983
		Wayanad	2.29012	2.98507	.899
	Wayanad	Kovalam	7.18289	3.00756	.129
		Kumarakam	-3.32873	2.47228	.613
		Thekkadi	-2.29012	2.98507	.899

*The mean difference is significant at the 0.05 level.

Source: Survey data

The table 5.39 depicts that in the case of the economic impact of responsible tourism it shows that there is a significant difference between Kovalam and Kumarakam as the p value is .001 which is less than the significant level .05. When the social impact of responsible tourism is considered, there exists a significant difference among Kovalam and Kumarakam (p value is .006 which is less than the significant level .05); Kovalam and Thekkadi (p value is .003 which is less than the significant level .05) and Kovalam and Wayanad (p value is .046 which is less than

the significant level .05). In the environmental impact there are significant differences among Kovalam and Thekkadi as the p value is .017 which is less than the significant level .05. When the overall impact is taken, it seems that significant differences are found among Kovalam and Kumarakam (p value is .001 which is less than the significant level .05) and Kovalam and Thekkadi (p value is .006 which is less than the significant level .05).

5.13 Impact of Responsible Tourism on the Lives of Local Community

Responsible tourism shows successful developments in the economic, social and environmental spheres of tourism in Kerala. It enriches the quality of local life by influencing economic and social condition of a destination. The participatory planning process of responsible tourism empowers local communities by influencing their perception of local condition and their understanding of the development process. Responsible tourism provides many worthwhile employment opportunities to local people and thereby enhances their wellbeing. The report of the national conference held in March 2017 says the RT initiative in Kerala has so far been able to generate more than 12 crores in the local economy in seven destinations. For the purpose of identifying factors contributing to impact of responsible tourism in destination all the 11 items were subjected to exploratory factor analysis. A KMO test was done to find out sample adequacy and confirmatory analysis done to confirm identified factor. Accordingly, a measurement model was developed to find goodness of fit and finalised the factors for further analysis.

5.13.1 Exploratory Factor Analysis (EFA) - Impact of Responsible Tourism (RT) on the Lives of Local Community

In order to identify the naturally occurring 'Impact of responsible tourism on the lives of local community', all 11 items were subjected to a factor analysis. The role of factor analysis is to identify the components or factors that are derived from a set of variables, i.e. identify the subset of correlated variables that form a subset which is reasonably uncorrelated with other subsets (Hair et al 1998; Tabachnick and Fidell; 2001).

Table 5.40

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.928
Bartlett's Test of Sphericity	Approx. Chi-Square	3575.913
	df	55
	Sig.	.000

Source: Output of AMOS 21.0

The result of the test showed the Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy was 0.928 and the Bartlett Test of Sphericity was significant ($p<0.001$) with a Chi Square value of 3575.91 with 55 degrees of freedom which was considered to be very good for further analysis and provided support for the factorization (Table 5.40).

Table 5.41 below provides the details of each factor along with items contributing it with component loadings for each item.

Table 5.41

Rotated Component Matrix-Impact of Responsible Tourism on the Lives of Local Community

Rotated Component Matrix[a]	Factor Names	
	1	2
Social awareness of the people	.874	.232
General quality of life of local people	.850	.222
Decision making power of the people	.849	.288
Accessibility	.846	.234
Social status of the people	.795	.362
Quality of goods and services in general	.766	.326

Rotated Component Matrix[a]		
	Factor Names	
	1	**2**
Income generating projects for the people in general	.271	.846
Educational level of the people	.258	.840
Employment opportunities for the people	.277	.838
House hold income of the people in general	.243	.809
Entrepreneurial training	.274	.771
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: Output of AMOS 21.0

5.13.2 Factor name, Variance and Reliability

Explained variance and reliability of rotated factors as obtained from the output of factor analysis (Table 5.42) shows adequate reliability for extracted factors.

Table 5.42

Total Variance Explained and Reliability of Rotated Factors

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	35.001	0.927	Economic
2	40.862	0.897	Social

Source: Output of AMOS 21.0

It is identified from the extracted variables that there are two variables, economic and social variables which contribute construct 'Impact of responsible tourism on local communities'. A confirmatory factor analysis was done for the confirmation of constructing identified 'Impact of responsible tourism on the lives of local community'.

5.13.3 Confirmatory Factor Analysis (CFA)

The primary objective of conducting CFA is to determine the ability of a predefined factor model to fit an observed set of data (Table 5.43). It provides estimates for each parameter of the measurement model. The data are found free from missing values and outliers. The following figure (5.4) depicts the measurement model developed as per the CFA.

5.13.4 Measurement Model- Impact of Responsible Tourism on the Lives of Local Community
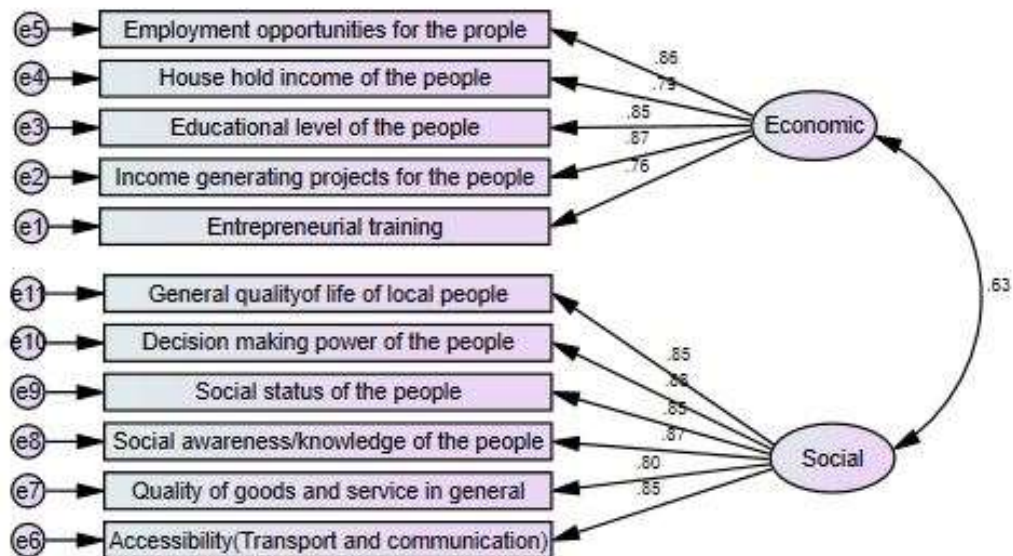
Fig. 5.4. Measurement Model- Impact of Responsible Tourism on the Lives of Local Community

The measurement model is found to be a good fitting model with recommended indices as illustrated in table 5.43. All the paths shown in the model are significant as critical ratios are above 1.96. The table 5.43 gives the details of model fit indices obtained from the analysis.

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Table 5.43

Model Fit Indices

Model fit	CFA 1	
	Obtained	**Recommended**
CMIN/DF	**3.852**	**<5**
RMR	0.033	<0.05
GFI	0.932	>0.9
AGFI	0.900	>0.9
PGFI	0.607	>0.9
NFI	0.954	>0.9
RFI	0.941	>0.9
IFI	0.966	>0.9
TLI	0.956	>0.9
CFI	0.966	>0.9
RMSEA	0.080	<0.08

Source: Output of AMOS 21.0

It is shown that all the indices are within the limit. The TLI is .956 and CFI is 0.966 which are greater than 0.9.

5.13.5 Validation of the Scale - Impact on Responsible Tourism on the Lives of Local Community

The instrument was subjected to validation for the purpose of measuring the goodness of fit and finalise the statistical tools for further analysis. For this purpose, convergent and discriminant validity were done.

5.13.6 Convergent Validity

In the study, the factor loadings associated with the latent variables ranged between 0.76 and 0.88 shown in Table 5.44 and hence it is reasonable to assume that the measurement model for the construct 'Impact of responsible tourism on the lives of local community' has acceptable convergent validity.

Table 5.44

Factor Loadings and p values for Impact of Responsible Tourism on the Lives of Local Community

	Estimates	P
Employment opportunities for the people <--- Economic	0.84	<0.001
House hold income of the people<--- Economic	0.94	<0.001
Educational level of the people<--- Economic	0.89	<0.001
Income generating projects for the people<--- Economic	0.93	<0.001
Entrepreneurial training<--- Economic	0.94	<0.001
General quality of life of local people <--- Social	0.88	<0.001
Decision making power of the people<--- Social	0.91	<0.001
Social status of the people<--- Social	0.77	<0.001
Social awareness/ Knowledge of the people<--- Social	0.97	<0.001
Quality of goods and service in general <--- Social	0.91	<0.001
Accessibility (Transport and communication) <--- Social	0.81	<0.001

Source: Output of AMOS 21.0

5.13.7 Discriminant Validity

None of the correlations among variables were above 0.85 (Table 5.45). The results suggested adequate discriminant validity of the measurement. All variance extracted (AVE) estimates were larger than the inter construct correlation estimates (Table 5.45). Therefore, it is confirmed that the indicators have more in common with the construct they are associated with than they do with other constructs.

Table 5.45

AVE's and Inter Construct Correlations

Factors	AVE	Correlation	
Economic	0.91	Economic↔ Social	0.63
Social	0.88		

Source: Output of AMOS 21.0

5.13.8 Normality

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed.

Table 5.46

One-Sample Kolmogrov- Smirnov Test

Statements/ Variables	N	Mean	Std. Deviation	Sig
Employment opportunities for the people	400	4.0575	1.01329	0.000
House hold income of the people in general	400	4.2325	1.00547	0.000
Educational level of the people	400	4.1700	1.00430	0.000
Income generating projects for the people in general	400	4.1875	1.00243	0.000
Entrepreneurial training	400	4.1450	1.02303	0.000
General quality of life of local people	400	4.1175	1.01798	0.000
Decision making power of the people	400	4.1275	1.01183	0.000
Social status of the people	400	4.1875	.98477	0.000
Social awareness of the people	400	4.1000	.88144	0.000
Quality of goods and services in general	400	4.0650	.95291	0.000
Accessibility	400	3.9700	.97800	0.000

Source: Output of AMOS 21.0

As the result of Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed, to confirm normality Skewness and Kurtosis test are done. Table 5.47 gives the result of Skewness and Kurtosis test.

Table 5.47

Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Employment opportunities for the people	400	4.0575	-1.176	.122	.855	.243
House hold income of the people in general	400	4.2325	-1.475	.122	1.624	.243
Educational level of the people	400	4.1700	-1.376	.122	1.389	.243
Income generating projects for the people in general	400	4.1875	-1.373	.122	1.326	.243
Entrepreneurial training	400	4.1450	-1.423	.122	1.558	.243
General quality of life of local people	400	4.1175	-1.269	.122	.982	.243
Decision making power of the people	400	4.1275	-1.367	.122	1.380	.243
Social status of the people	400	4.1875	-1.428	.122	1.600	.243
Social awareness of the people	400	4.1000	-1.454	.122	2.581	.243
Quality of goods and services in general	400	4.0650	-1.335	.122	1.662	.243
Accessibility	400	3.9700	-1.168	.122	1.026	.243
Valid N (list wise)	400					

Source: Output of AMOS 21.0

It is found that all the variables fall below the kurtosis value of 3 and skewness value of 10, inferring kurtosis and skewness are not problematic in this research. Hence it is inferred that parametric test can be used for further analysis.

Table 5.48 shows the perception of the local community on the economic impact of responsible tourism on the lives of the local community.

Table 5.48

Perception on the Economic Impact of Responsible Tourism on the Lives of Local Community

Economic factors	Mean	Std. Deviation	t value	p value
Employment opportunities for the people.	4.06	1.01	20.87	.000
Household income of the people in general.	4.23	1.00	24.52	.000
Educational level of the people.	4.17	1.00	23.30	.000
Income generating projects for the people in general.	4.19	1.00	23.69	.000
Entrepreneurial training (general entrepreneurial spirit and development among local people)	4.15	1.02	22.38	.000
Total	24.67	4.81	27.75	.000

Source: Survey data

From table 5.48, it is clear that all the factors of economic impact show high mean score as compared to test value (3). The calculated t value is much higher than the table value 1.96 at 5% significant level which indicates the perception that the local community has a significant difference with respect to the various factors of the economic impact of responsible tourism on the lives of local communities. From the table, it is also clear that the factor household income is much higher as it shows a highest mean score 4.23 with SD 1.00 which means responsible tourism has helped to increase the household income of people in general.

Table 5.49 explains the destination wise comparison on the economic impact of responsible tourism on the lives of local community.

Table 5.49

Destination wise Comparison of Economic Impact of Responsible Tourism on the Lives of Local Community

Destination	N	Mean	Std. Deviation	Minimum	Maximum	f value	p value
Kovalam	70	19.04	5.53	5.00	25.00		
Kumarakam	177	21.24	3.51	9.00	25.00	4.80	.003
Thekkadi	72	21.22	4.17	7	25.00		
Wayanad	81	20.92	4.71	5.00	25.00		
Total	400	20.79	4.36	5.00	25.00		

Source: Survey data

Table 5.49 shows the destination wise comparison of the economic impact of responsible tourism on the lives of the local community. The f value is 4.80 with p value .003 which is less than the significant level at 5%. It reveals that differences in the perception of the respondent on the economic impact of responsible tourism with regard to four destinations are statistically significant. It means that responsible tourism has made a significant economic impact on the lives of local community in four destinations as it shows more or less similar mean score on each destination.

Table 5.50 depicts the perception of the local community on various factors of the social impact of responsible tourism on the lives of the local community.

Table 5.50

Perception on the Social Impact of Responsible Tourism on the Lives of Local Community

Social Factors	Mean	Std. Deviation	t value	p value
General quality of life of local people.	4.12	1.01	21.95	.000
Decision making power of the local people.	4.13	1.01	22.29	.000
Social status of the local people.	4.19	.98	24.12	.000
Social awareness or knowledge of the local people.	4.10	.88	24.96	.000
Quality of goods & services in general.	4.06	.95	22.35	.000
Accessibility (transport and Communication)	3.97	.98	19.84	.000
Total	24.67	4.81	27.75	.000

Source: Survey data

It is found that the mean score of all the factors except in the case of accessibility are above 4 and much higher than the test value (3). The mean score of accessibility is 3.97 with SD.98 is very low, but which is higher than the test value. All other factors show high mean score. The calculated t value of all factors is higher than the table value 1.96 at the 5 % level of significance. It is understood that there is a significant difference in the opinion of the respondent on the various factors of the social impact of responsible tourism, which means the responsible tourism has made a significant impact on the social aspect of the local community. It is also understood that responsible tourism has helped to develop the social status of the local people as it shows highest mean score 4.19 with SD 0.98. It also shows that the local community is getting enough opportunity to develop their own decision making power and social awareness through responsible tourism. Table 5.51 discloses the destination wise comparison of the social impact of responsible tourism on the lives of the local community.

Table 5.51

Destination wise Comparison of Social impact of Responsible Tourism on the Lives of Local community

Destination	N	Mean	Std. Deviation	Minimum	Maximum	f value	p value
Kovalam	70	23.74	6.36	6.00	30.00		
Kumarakam	177	24.50	4.68	6.00	30.00	2.225	.085
Thekkadi	72	25.58	3.56	12.00	30.00		
Wayanad	81	24.50	5.83	6.00	30.00		
Total	400	24.56	5.10	6.00	30.00		

Source: Survey data

From the comparison, it may be derived that each destination shows more or less same mean score with SD. The f value is 2.225 with p value .085 which is greater than the.05 significant levels, which means that there are no significant differences in the perception with regard to destination. Thekkadi shows highest social impact compared to other destination as it reveals high mean score 25.58 with SD 3.56.

The table 5.52 explains the destination wise comparison of overall impact of responsible tourism on the lives of the local community.

Table 5.52

Destination wise Comparison of Overall Impact of Responsible Tourism on the Lives of Local Community

Destination	N	Mean	Std. Deviation	Minimum	Maximum	f value	p value
Kovalam	70	42.79	9.69	11.00	55.00		
Kumarakam	177	45.76	7.19	15.00	55.00	3.051	.028
Thekkadi	72	46.81	7.17	22.00	55.00		
Wayanad	81	45.43	10.35	11.00	55.00		
Total	400	45.36	8.44	11.00	55.00		

Source: Survey data

Table 5.52 explore the destination wise comparison of Responsible Tourism on the lives of the local community. The f value is 3.051 with p value is.028 which is less than the significance level 5%. It reveals there exists a significant difference on local impact of responsible tourism with regard to destination. Among the destinations the highest mean score stands for Thekkadi which shows high impact on the lives of local communities in the destination.

5.14 Post Hoc Analysis: Scheffe Test for Multiple Comparison

A post hoc analysis was done to find out the actual differences among destinations with regard to socio -economic impact as the result of ANOVA shows a significant difference among the impacts of responsible tourism on the lives of the local community with regard to destinations. The result of the post hoc test is presented in the table 5.53.

<div align="center">

Table 5.53

Post Hoc Test: Economic and Social Impact of Responsible Tourism on the Lives of Local Community

</div>

Dimensions	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
Economic impact	Kovalam	Kumarakam	-1.82825*	.53691	.010
		Thekkadi	-2.27222*	.63829	.006
		Wayanad	-1.31852	.62056	.213
	Kumarakam	Kovalam	1.82825*	.53691	.010
		Thekkadi	-.44397	.53154	.874
		Wayanad	.50973	.51011	.802
	Thekkadi	Kovalam	2.27222*	.63829	.006
		Kumarakam	.44397	.53154	.874
		Wayanad	.95370	.61592	.495
	Wayanad	Kovalam	1.31852	.62056	.213
		Kumarakam	-.50973	.51011	.802
		Thekkadi	-.95370	.61592	.495

Dimensions	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
Social impact	Kovalam	Kumarakam	-1.14310	.67737	.417
		Thekkadi	-1.74762	.80528	.196
		Wayanad	-1.32787	.78291	.412
	Kumarakam	Kovalam	1.14310	.67737	.417
		Thekkadi	-.60452	.67060	.846
		Wayanad	-.18477	.64357	.994
	Thekkadi	Kovalam	1.74762	.80528	.196
		Kumarakam	.60452	.67060	.846
		Wayanad	.41975	.77706	.962
	Wayanad	Kovalam	1.32787	.78291	.412
		Kumarakam	.18477	.64357	.994
		Thekkadi	-.41975	.77706	.962
Total impact	Kovalam	Kumarakam	-2.97135	1.18304	.099
		Thekkadi	-4.01984*	1.40642	.044
		Wayanad	-2.64638	1.36736	.292
	Kumarakam	Kovalam	2.97135	1.18304	.099
		Thekkadi	-1.04849	1.17121	.849
		Wayanad	.32496	1.12400	.994
	Thekkadi	Kovalam	4.01984*	1.40642	.044
		Kumarakam	1.04849	1.17121	.849
		Wayanad	1.37346	1.35714	.795
	Wayanad	Kovalam	2.64638	1.36736	.292
		Kumarakam	-.32496	1.12400	.994
		Thekkadi	-1.37346	1.35714	.795
	Thekkadi	Kovalam	-4.24206	1.74905	.119
		Kumarakam	-2.53060	1.45654	.390
		Wayanad	-1.28704	1.68776	.901
	Wayanad	Kovalam	-2.95503	1.70048	.390
		Kumarakam	-1.24357	1.39783	.851
		Thekkadi	1.28704	1.68776	.901

*The mean difference is significant at 0.05 level.

Source: Survey data

The result of the test conveys that there are no significant differences among destinations with respect to the social impact of responsible tourism on the lives of the local community. But there exists a significant difference among Kovalam and Kumarakam (as the p value is .010 which is less than the significant level .05), and Kovalam and Thekkadi (as the p value is .006 which is less than the significant level .05) as compared to the economic impact of responsible tourism on the lives of the local community. Kovalam and Thekkadi show a significant difference of p value .044 which is less than the significance level with regard to the overall impact of responsible tourism in the destinations.

Table 5.54 reveals that the local community has achieved a significant development in various aspects of their livelihood. The table 5.54 illustrates the standard of living of the local community before and after entering into responsible tourism.

Table 5.54

Standard of Living of Local Community Before and After Responsible Tourism

Variables	N	Mean	Std. Deviation	t value
Economic Variable				
Income before RT	400	1.45	.55	-56.06
Income after RT	400	4.08	1.05	20.61
Savings before RT	400	1.45	.56	-55.06
Savings after RT	400	3.97	1.08	17.93
Borrowings before RT	400	3.47	1.36	6.98
Borrowings after RT	400	2.54	.80	-11.62
Purchasing power before RT	400	1.76	.75	-33.20
Purchasing power after RT	400	4.01	1.05	19.10
Social Variables				
Household before RT	400	1.66	.55	-48.90
Household after RT	400	3.99	1.04	19.05

Variables	N	Mean	Std. Deviation	t value
Education of family members before RT	400	1.97	.66	-31.40
Education of family members after RT	400	3.39	.85	9.13
Furniture before RT	400	1.65	.54	-49.83
Furniture after RT	400	3.90	1.37	13.16
Food & Beverage before RT	400	1.65	.53	-50.71
Food& Beverage after RT	400	3.88	.95	18.38
Dress Garments before RT	400	1.65	.53	-50.74
Dress Garments after RT	400	3.80	.96	16.68
Electronics and electrical before RT	400	1.65	.53	-51.22
Electronics and electrical after RT	400	3.36	.97	7.44
Vehicles before RT	400	1.62	.51	-54.52
Vehicles after RT	400	3.15	.81	3.75
Health safety before RT	400	1.64	.51	-53.26
Health safety after RT	400	3.15	.81	3.71
Insurance before RT	400	1.63	.51	-53.81
Insurance after RT	400	3.13	.81	3.27
Mo/telephone before RT	400	1.63	.51	-53.32
Mob/telephone after RT	400	3.68	.95	14.20
Computer &modern gadget before RT	400	1.62	.51	-54.46
Computers& modern gadget after RT	400	2.62	.88	-8.75

Source: Survey data

The various indicators of the standard of living of the local community show a positive influence of responsible tourism on local communities. The table reveals that all the indicators except for borrowing show an increase in the mean score after entering responsible tourism as compared to the standard of living before entering.

Also, the calculated t value is greater than the table value 1.96 at 5% significant level showing an association between the perception of the respondent on the various indicators of the standard of living of the local community. It is therefore evident that the local community are benefited in all aspects on the indicators of the standard of living of the local empowerment as the mean scores are higher than the test value. The mean score of the indicator borrowing is reduced from 3.47 to 2.54 which also shows that the local community is able to reduce the borrowing power due to the involvement in responsible tourism. It is also shown by the table that the mean score of the indicator computer and modern gadget has increased from 1.62 and 2.62 but is less than the test value 3 and the calculated t value is less than the table value 1.96 at 5% significant level. This depicts that the responsible tourism could not influence much on the aspect computer and gadget.

Table 5.55 gives a view on standard of living of the local community before and after the implementation of responsible tourism (RT).

Table 5.55

Standard of Living of Local Community at a Glance

	Before RT	**After RT**
Economic Variable		
Income	Poor	Good
Savings	Poor	Good
Borrowings	Good	Poor
Purchasing power	Poor	Good
Social Variables		
Households	Poor	Good
Education of Family members	Poor	Fair
Furniture	Poor	Good
Food and Beverages	Poor	Good
Dress& Garments	Poor	Good
Electronics and Electricals	Poor	Fair

	Before RT	**After RT**
Vehicles	Poor	Fair
Health and Safety	Poor	Fair
Insurance	Poor	Fair
Mobiles/ Telephones	Poor	Good
Computers and Modern Gadgets	Poor	Fair

Source: Survey data

From table 5.55 it is clear that all the variables are at poor standard before the implementation of responsible tourism. However, implementation of RT helped a lot to increase their living standard by giving an opportunity to work for responsible tourism. Most of the variable changed to 'good' from 'poor' status. From this it is realised that the basic needs of the local community are met with responsible tourism activities.

Table 5.56 highlights the destination wise comparison of standard of living before responsible tourism.

Table 5.56

Destination wise Comparison of Standard of Living Before Responsible Tourism

	N	**Mean**	**Std. Deviation**	**Range**	**f value**	**p value**
Kovalam	70	27.36	6.83	15-34		
Kumarakam	177	25.59	7.49	15-48		
Thekkadi	72	27.38	6.59	15-34	1.870	.134
Wayanad	81	27.01	6.38	15-38		
Total	400	26.51	7.03	15-48		

Source: Survey data

Table 5.56 explores the destination wise comparison of the standard of living before responsible tourism. The mean score of each destination is more or less similar. The f value is 1.870 with a p value (.134) which is greater than the significance level

at 5 %. This reveals that there is no association between the perception of the local community on the standard of living before responsible tourism with regard to destination. The mean score of Kovalam is 27.36 with SD 6.83, Kumarakam shows 25.59 with SD 7.49, Thekkadi shows 27.38 with SD 6.59 and Wayanad shows 26.51 with SD 7.03, which means that the standard of living of the local community was very low in Kumarakam (25.59) and high in Thekkadi (27.38) before the participation in responsible tourism.

Table 5.57 explains the destination wise analysis of standard of living of local community after entering into responsible tourism activities.

Table 5.57

Destination wise Comparison of Standard of Living of Local Community After Responsible Tourism

	N	Mean	Std. Deviation	Range	f value	p value
Kovalam	70	51.10	13.09	15-72		
Kumarakam	177	54.42	11.55	15-73		
Thekkadi	72	51.58	11.26	15-67	2.376	.070
Wayanad	81	51.00	12.52	15-67		
Total	400	52.64	12.05	15-73		

Source: Survey data

Table 5.57 gives the destination wise comparison of the standard of living after responsible tourism. The mean score of each destination is more or less similar. The f value is (2.376) with a p value (.070) which is greater than the table value 1.96 at the significance level 5 %. This reveals that there is no association between the opinion of the respondent on standard of living of the local community after responsible tourism with regard to destination. The mean score of Kovalam, Kumarakam, Thekkadi and Wayanad are 51.10, 54.42, 51.58 and 51.00 respectively. On comparing the destinations, high mean score is for Kumarakam which means the destination shows a high impact on the standard of living of the local community after the

participation in responsible tourism.

A paired t test was conducted to know the socio – economic development of local community after getting involved in responsible tourism. The result of the test is presented in table 5.58.

Table 5.58

Economic and Social Development of Local Community after Responsible Tourism

Location	Before RT		After RT		t value	p value
	Mean	Std. Deviation	Mean	Std. Deviation		
Kovalam	27.36	6.83	51.10	13.09	12.39	.000
Kumarakam	25.59	7.49	54.41	11.55	28.82	.000
Thekkadi	27.37	6.59	51.58	11.26	16.51	.000
Wayanad	27.01	6.38	51.00	12.52	16.91	.000
Total	26.51	7.03	52.03	12.04	38.05	.000

Source: Survey data

The result of the test conveys that a high positive development has occurred in the local community after responsible tourism in all the destinations as it shows a positive increase in mean score as compared to mean score before responsible tourism. Kumarakam shows a higher mean score 54.41 as compared to other destinations. The t value of Kovalam, Kumarakam, Thekkadi and Wayanad are 12.39, 28.82, 16.51, 16.91 respectively. All the t value is greater than the test value and p value are .000 which is less than the significant level .05. It means that there exists a significant difference among the destinations with respect to the economic and social impact of responsible tourism on local communities. The figure 5.5 given below shows the diagrammatical presentations of destination wise comparison of socio- economic impact of responsible tourism on local communities.

Destination wise economic and social impact of RT on local community
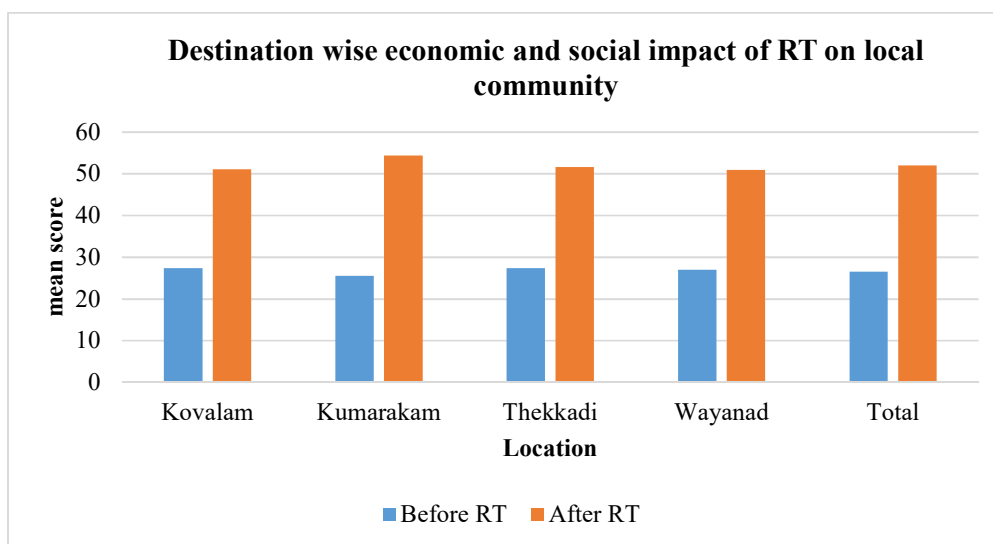
Fig 5.5: Destination wise Comparison of Economic and Social impact of Responsible Tourism on Local Community

5.15 Women Empowerment Through Responsible Tourism

Responsible tourism elevates an appreciative and significant participation of the local community in the tourism industry, through which it has brought about local empowerment, especially to women. In most regions of the world, women make up the majority of the tourism workforce and also perform a large amount of unpaid or paid work in family tourism business. It is to be appreciated that women understood the opportunity for money making through responsible tourism. Women empowerment refers to "an active multi-dimensional process which enables women to fully recognise their identity and authority in the sphere of tourism economically and socially. It represents the ability of women to manage responsibilities to envision a better future and to work hard to overcome the hurdles that confront them". Table 5.60 shows the details of the factors which describe whether the women are getting benefited through responsible tourism. In order to identify the factors contributing to construct woman empowerment, all 12 items were subjected to a factor analysis and confirmatory factor analysis. KMO test was done to find out the sample adequacy.

5.15.1 Exploratory Factor Analysis- Women Empowerment

In order to identify women empowerment, all 12 items were subjected to a factor analysis.

Table 5.59

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.957
Bartlett's Test of Sphericity	Approx. Chi-Square	6932.736
	df	66
	Sig.	.000

Source: Output of AMOS 21.0

The test showed The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.957 and the Bartlett Test of Sphericity was significant ($p < 0.001$) with a Chi Square value of 6932 with 66 degrees of freedom which was considered to be good for further analysis and provided support for the factorization (Table 5.59).

Table 5.60 below provides the details of each factor along with items contributing it with component loadings for each item.

Table 5.60

Component Matrix

Component Matrix[a]	
	Factor Name
	Women Empowerment
The opportunities of women are growing through RT	.957
The women are aware of health and hygiene measures	.941
Women are able to travel alone	.930
The attitude of women towards news media is positively changed	.929

Component Matrix[a]	
	Factor Name
	Women Empowerment
Women are getting opportunities to attend meeting, seminar, and workshops etc	.923
Women have a good status in society because of their occupation	.921
Women are able to make own decisions	.917
Woman are becoming self-reliant	.898
Women are able to provide opportunities of growth to their family	.892
The confidence level of women is increasing	.892
The service/occupation of woman are beneficial to economy of local area	.854
Women are getting full support from their family for their profession	.810
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: Output of AMOS 21.0

5.15.2 Factor Name, Variance and Reliability

Explained variance and reliability of rotated factors as obtained from the output of factor analysis (Table 5.61) shows adequate reliability for extracted factors.

Table 5.61

Total Variance Explained and Reliability of Rotated Factors

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	82.089	0.979	Women Empowerment

It is identified that there is no need to categorise the variables as they show the same nature and extracted only one variable 'women empowerment'.

A confirmatory factor analysis was done to confirm for construct identified 'women empowerment'

5.15.3 Confirmatory Factor Analysis: Women Empowerment

CFA showed that the data were found free from missing values and outliers and capable to develop the measurement model. The fig 5.6 depicts the measurement model developed to assess the goodness of fit.
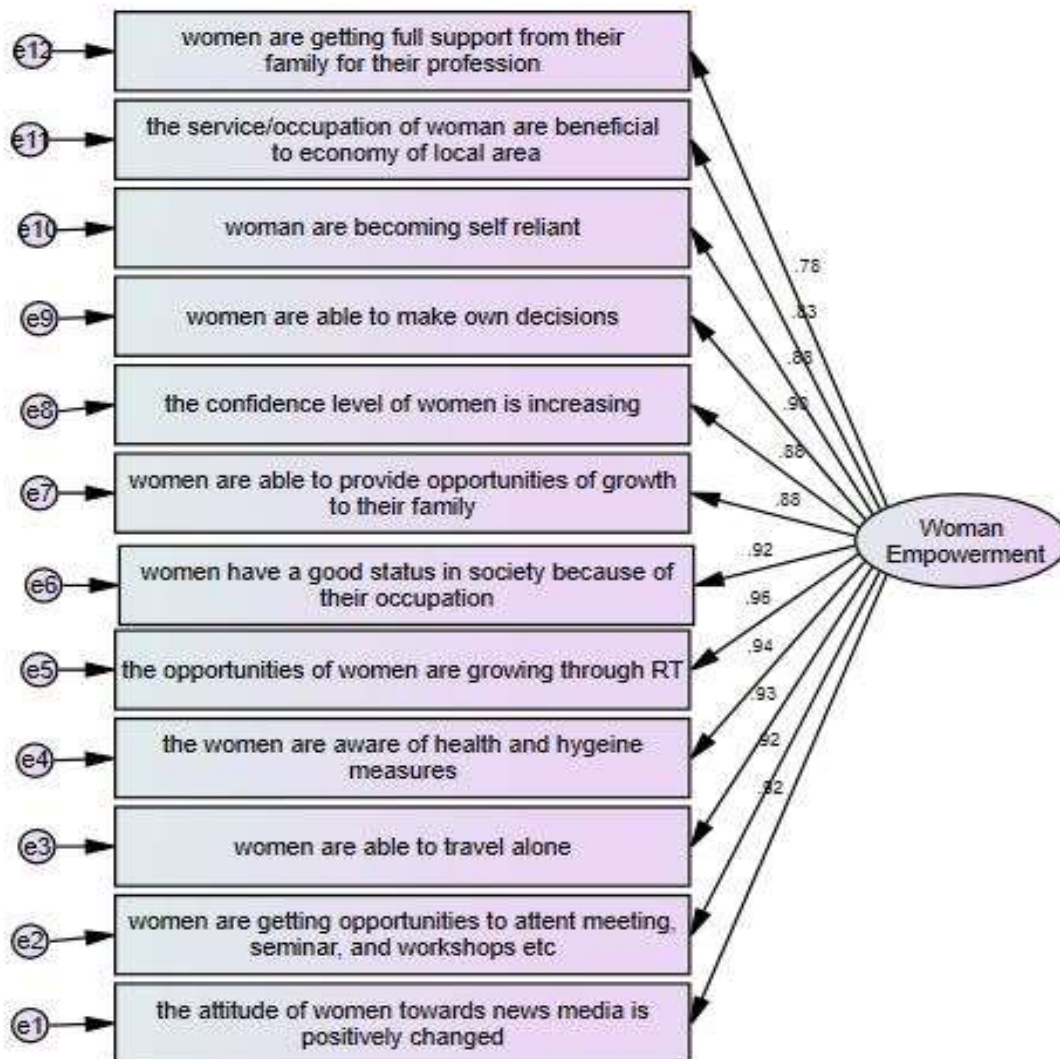
Fig. 5.6. Measurement Model of Women Empowerment.

The measurement model was found to be a good fitting model with recommended indices as illustrated in Table 5.62. All the paths shown in the model are significant as critical ratios were above 1.96.

Table 5.62

Model Fit Indices

Model fit	Values	
	Obtained	**Recommended**
CMIN / DF	**3.54**	**<5**
RMR	0.055	<0.05
GFI	0.902	>0.9
AGFI	0.910	>0.9
PGFI	0.562	>0.9
NFI	0.921	>0.9
RFI	0.906	>0.9
IFI	0.902	>0.9
TLI	0.924	>0.9
CFI	0.916	>0.9
RMSEA	0.067	<0.08

Source: Output of AMOS 21.0

The overall indices TLI and CFI are above 0.9 which reveals that the factors used for women empowerment exhibit strong uni-dimensional and convergent validity. The validation was done to confirm the tools for analysis.

5.15.4 Validation of the Scale - Women Empowerment

Since the construct 'women empowerment' has only one factor, discriminant validity is not appropriate.

5.15.5 Convergent Validity

In the study, the factor loadings associated with the latent variables ranged between 0.94 and 0.98 as shown in Table and hence, it is reasonable to assume that the measurement model for the construct 'women empowerment' has acceptable convergent validity.

Table 5.63

Factor Loadings and p values for Women Empowerment

	Estimates	P
Women are getting full support from their family for their profession <--- Women empowerment	0.78	<0.001
The service/occupation of woman are beneficial to economy of local area <--- Women empowerment	0.83	<0.001
Woman are becoming self-reliant <--- Women empowerment	0.88	<0.001
Women are able to make own decisions <--- Women empowerment	0.99	<0.001
The confidence level of women is increasing <--- Women empowerment	0.88	<0.001
Women are able to provide opportunities of growth to their family <--- Women empowerment	0.88	<0.001
Women have a good status in society because of their occupation <--- Women empowerment	0.92	<0.001
The opportunities of women are growing through RT <--- Women empowerment	0.95	<0.001
The women are aware of health and hygiene measures <--- Women empowerment	0.94	<0.001
Women are able to travel alone <--- Women empowerment	0.93	<0.001
Women are getting opportunities to attend meeting, seminar, and workshops etc <--- Women empowerment	0.92	<0.001
The attitude of women towards news media is positively changed <--- Women empowerment	0.92	<0.001

Source: Output of AMOS 21.0

5.15.6 Normality

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed.

Table 5.64

One-Sample Kolmogrov- Smirnov Test

Statements/ Variables	N	Mean	Std. Deviation	Sig
Women are getting full support from their family for their profession	400	4.10	1.07	0.000
The service/occupation of woman are beneficial to economy of local area	400	4.02	1.02	0.000
Woman are becoming self-reliant	400	4.14	1.00	0.000
Women are able to make own decisions	400	4.16	1.03	0.000
The confidence level of women is increasing	400	4.19	1.00	0.000
Women are able to provide opportunities of growth to their family	400	4.16	1.00	0.000
Women have a good status in society because of their occupation	400	4.20	.89	0.000
The opportunities of women are growing through Responsible Tourism	400	4.23	.85	0.000
The women are aware of health and hygiene measures	400	4.18	.88	0.000
Women are able to travel alone	400	4.18	.93	0.000
Women are getting opportunities to attend meeting, seminar, and workshops etc	400	4.17	.93	0.000
The attitude of women towards news media is positively changed	400	4.15	.95	0.000

Source: Output of AMOS 21.0

The result of the Kolomogorov - Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed. Therefore, to confirm normality Skewness and Kurtosis was done. The following table (5.65) gives the result of Skewness and Kurtosis.

Table 5.65

Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Women are getting full support from their family for their profession	400	4.10	-1.296	.122	1.015	.243
The service/occupation of woman are beneficial to economy of local area	400	4.02	-1.234	.122	1.134	.243
Woman are becoming self-reliant	400	4.14	-1.332	.122	1.338	.243
Women are able to make own decisions	400	4.16	-1.422	.122	1.480	.243
The confidence level of women is increasing	400	4.19	-1.455	.122	1.656	.243
Women are able to provide opportunities of growth to their family	400	4.16	-1.408	.122	1.569	.243
Women have a good status in society because of their occupation	400	4.20	-1.323	.122	1.648	.243
The opportunities of women are growing through RT	400	4.23	-1.261	.122	1.522	.243
The women are aware of health and hygiene measures	400	4.18	-1.229	.122	1.384	.243
Women are able to travel alone	400	4.18	-1.229	.122	1.092	.243
Women are getting opportunities to attend meeting, seminar, and workshops etc	400	4.17	-1.154	.122	.731	.243
The attitude of women towards news media is positively changed	400	4.15	-1.175	.122	.855	.243

Source: Output of AMOS 21.0

The result of the Skewness and Kurtosis showed under this study, all the variables fall under the kurtosis value of 3 and skewness value of 10, inferring kurtosis and skewness were not problematic in this research. Hence, parametric test can be supplemented for analysis.

Table 5.66

Perception of Local Community on the Factors of Women Empowerment Through Responsible Tourism

Factors of Women empowerment	Mean	Std. Deviation	t value	p value
Women are getting full support from their family for their profession	4.10	1.07	20.56	.000
The service / occupation of women is beneficial to economy of local area	4.02	1.02	20.01	.000
Women are becoming self-reliant	4.14	1.00	22.74	.000
Women are able to make own decisions	4.16	1.03	22.35	.000
The confidence level of women is increasing	4.19	1.00	23.63	.000
Women are able to provide opportunities of growth to their family	4.16	1.00	23.30	.000
Women have a good status in society because of their occupation.	4.20	.89	26.95	.000
The opportunities of women are growing through RT	4.23	.85	28.81	.000
The women are aware of Health and hygiene measures	4.18	.88	26.87	.000
Women are able to travel alone	4.18	.93	25.37	.000
Women are getting opportunities to attend meeting, seminar, and workshops. etc.	4.17	.93	25.17	.000
The attitude of women towards news media is positively changed.	4.15	.95	24.11	.000
Total	49.91	10.47	26.567	.000

Source: Survey data

While considering whether or not a woman is economically empowered by responsible tourism venture, it is necessary to consider opportunities which have arisen in terms of employment and business opportunities. Social empowerment refers to a situation in which women's sense of cohesion and integrity has been confirmed and strengthened by an activity such as responsible tourism. The result shows that women are getting empowered through responsible tourism as it shows high mean score for each factor which is higher than the test value (3). It is understood that the women are getting sufficient opportunities to grow through responsible tourism as it shows highest mean score 4.23 with SD .85. The calculated t value of each indicator is greater than the table value 1.96 at 5% significant level which shows that there exists a significant difference on the perception of the local community.

Table 5.67 gives the destination wise comparison on women empowerment through responsible tourism.

Table 5.67

Destination wise Comparison of Women Empowerment Through Responsible Tourism

Destination	N	Mean	Std. Deviation	Minimum	Maximum	f value	p value
Kovalam	70	47.79	7.97	12.00	48.00	2.225	.085
Kumarakam	177	49.50	10.87	12.00	60.00		
Thekkadi	72	52.03	9.62	12.00	48.00		
Wayanad	81	50.74	11.85	12.00	48.00		
Total	400	22.10	10.47	12.00	60.00		

Source: Survey data

Among the destinations Kovalam shows a low mean score of 47.79 with SD 7.97; Kumarakam shows a mean score of 49.50 with SD 40.87; Thekkadi shows a mean score of 52.03 with SD 9.62 which is the highest score. Wayanad shows a mean score of 50.74 with 11.85. The f value is 2.225 with p value .085 which is greater than significant level .05. This means there is no significant differences on women

empowerment through responsible tourism with regard to destination. It is also realised that Thekkadi is more responsible in meeting women empowerment.

The table 5.68 shows that overall impact of responsible tourism on local community on various aspects of responsible tourism.

Table 5.68

Overall Impact of Responsible Tourism at a Glance

	Kovalam	Kumarakam	Thekkadi	Wayanad
Local participation	22.64	24.36	23.56	23.33
Impact of RT in the destinations	82.47	92.98	91.94	89.65
Impact on Local Community	42.79	45.76	46.81	45.43
Standard of living after RT	51.10	54.42	51.58	51.00
Women Empowerment	47.79	49.50	52.03	50.74
Total	246.79	267.02	265.92	260.15

Source: Survey data

From table 5.68 it can be presumed that in the case of local participation, impact of RT in the destinations, standard of living after responsible tourism Kumarakam shows high mean score 24.36, 92.980 and 54.42 respectively as compared to other destinations. However, in the case of an impact of local community and women empowerment Thekkadi shows the highest mean score of 46.81 and 52.03 respectively as compared to other destinations. When the total impact of responsible tourism is considered Kumarakam shows high impact as the mean score (267.02) is high as compared to other destinations.

5.16 Result of Hypotheses Testing

Table 5.69

Result of Hypotheses Testing – Local Community Participation in Responsible Tourism and its Impact

Sl. No		Hypotheses	Statistical test	f / t value	Significance Level	Result
H_1.		The local community has a significant participation in responsible tourism	t test	25.607	.000	Accepted
H_2.		The perception of the local community on the nature of its participation expected or desired by representatives of responsible tourism is high	t test	25.967	.000	Accepted
H_3.		The perception of the local community on the nature of actual participation as performed by them in responsible tourism is high	t test	25.607	.000	Accepted
H_4.		There is a significant difference in the perception of the local community on the nature of its participation expected or desired by representatives of responsible tourism with respect to destinations.	ANOVA	1.706	.165	Rejected
H_5.		There is a significant difference in the perception of the local community on the nature of actual	ANOVA	2.859	.037	Accepted

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Sl. No		Hypotheses	Statistical test	f / t value	Significance Level	Result
		participation as performed by them in responsible tourism with respect to destinations.				
H₆.		Responsible tourism has a significant economic, social and environmental impact in the destinations.	t test	20.67 26.77 26.51	.000	Accepted
	H₆ a	There is significant economic impact in the destination due to responsible tourism.	t test	20.67	.000	Accepted
	H₆b	There is a significant difference in the economic impact with respect to the destination due to responsible tourism.	ANOVA	6.62	.000	Accepted
	H₆ c	There is a significant social impact in the destination due to responsible tourism.	t test	26.77	.000	Accepted
	H₆ d	There is a significant difference in the social impact with respect to the destination due to responsible tourism.	ANOVA	7.52	.000	Accepted
	H₆ e	There is significant environmental impact in the destination due to responsible tourism.	t test	26.51	.000	Accepted
	H₆ f	There is a significant difference in the environmental impact with respect to the destination due to responsible	ANOVA	3.976	.008	Accepted

Sl. No		Hypotheses	Statistical test	f / t value	Significance Level	Result
		tourism				
H7		Responsible tourism has a significant impact on the lives of the local community.	t test	27.75 27.75	.000	Accepted
	H7a.	Responsible tourism has a significant economic impact on the lives of the local community.	t test	27.75	.000	Accepted
	H7b.	There is a significant difference in the economic impact on the lives of the local community with respect to destinations.	ANOVA	4.80	.003	Accepted
	H7c.	Responsible tourism has a significant social impact on the lives of the local community.	t test	27.75	.000	Accepted
	H7d.	There is a significant difference in the social impact on the lives of the local community with respect to destinations.	ANOVA	2.225	.085	Rejected
H8.		Responsible tourism has a significant role in women empowerment	t test	25.567	.000	Accepted
	H8a.	There is a significant difference in the women empowerment with respect to destinations.	ANOVA	2.225	.085	Rejected
H9.		There is a meritorious	t test	38.05	.000	Accepted

Sl. No	Hypotheses	Statistical test	f / t value	Significance Level	Result
	development in the standard of living of the local community after responsible tourism				

5.17 Conclusion

Responsible tourism provides many worthwhile opportunities for local communities in the destination. The study shows that the local community plays a significant role in the responsible tourism industry as per the guidelines provided. From the analysis, it is understood that at least one member from each family is involved and benefited from responsible tourism activities in general as they are getting enough marketing opportunities to local produces and services and to run their own businesses without having geographical limitations. Hence, it helps to generate greater economic benefits and thereby enriches the wellbeing of the local community. It is found that local community is actively involved in the decision-making process and getting involved in responsible tourism activities either directly or through agencies like RT group, Kudumbasree, Cooperative Society as well as Samrudhi group. The most important outcome of responsible tourism initiative in Kerala is that it has created a healthy and appreciative relationship between the tourism industry and local community in general. There are several ways of involvement of the local community in responsible tourism. They are marketing and selling local produces or services, transport assistance and ground transport, excursions and attractions, catering and houseboat services, laundry services, and gardening and landscaping.

The study highlights that there are two forms and nature of local community participation in responsible tourism in Kerala: Local community participation expected or desired by representatives of responsible tourism and Actual participation performed by local community in responsible tourism. It is understood from the study that local community is encouraged to invest in the tourism sector, work in the tourism sector, take part in the decision-making process and sharing tourism benefits. It

functionally also clears from the study that the local community acts as entrepreneurs, workers and decision makers in tourism policies, but they are not financially supported by the govt. authorities to invest in tourism development.

It is found that responsible tourism has made a significant economic, social and environmental impact in the destinations. From the economic point of view, responsible tourism has made an effort in reducing poverty in the destination as well as developing and providing educational and employment opportunities to local people in general; From the social point of view, responsible tourism has made an attempt to promote cultural activities, cross cultural exchange, community pride development and women empowerment; From the environmental point of view responsible tourism has made a significant effort in minimising environmental issues such as air and water pollution, water and electricity consumption, and also promoting the environmental friendly products and thereby protecting the natural resources of the destinations. It analyses from the data that when comparing the destinations on the overall economic, social and environmental impacts, Kumarakam has met high positive impact in the destination.

The study reveals responsible tourism has made a significant economic and social development in the lives of the local community by providing employment, educational, entrepreneurial training opportunities as well as income generating projects that help to increase the household income of the local people; and also, by ensuring gender equality, developing decision making power, social status, social awareness, accessibility and quality of goods or services in general. It is found from the analysis that the destination Thekkadi shows highest socio- economic impact on the lives of the local community.

When comparing the standard of living of the local community before and after responsible tourism, it is found that a significant positive impact has created in the livelihood aspects of the local community. All the destinations show a successful effort in the development of the standard of living of the local community. As compared to other destinations the development of the standard of living is high in Kumarakam.

The most important outcome of responsible tourism is women empowerment. The study shows that responsible tourism has made a significant contribution in empowering women's community by way of providing employment opportunities, increasing their decision-making power, self-confidence, life status, mobility, social awareness and also by providing opportunities to attend meetings, seminars and workshops guiding towards expertise and proficiency. Even though all the destinations made an effort in empowering women, Thekkadi, among these, displayed more contribution towards meeting women empowerment.

From the study it is observed that all the destinations have met with positive impact due to responsible tourism on comparing the overall economic, social and environmental impacts of responsible tourism in the destinations in Kerala, as compared to other destinations Kumarakam showed more positive development in the destination, in general, by making a great impact in meeting the overall responsibilities in the field of responsible tourism.

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Chapter VI

CSR IN HOSPITALITY SECTOR

CSR in Hospitality Sector

6.1 Introduction

Tourism and Hospitality sector, including travel and hospitality services such as hotels and resorts has been universally recognized as an agent of development and an engine for socio- economic growth. The hospitality sector is one of the world's fastest growing sectors and plays an important role in tourism. It is often appreciated as a provider of social and economic benefits through its support of relaxation and business travel, job creation, and the sharing of knowledge and experiences. However, the hospitality sector also imposes drastic impacts on the natural, social and economic environments, including contribution to climate change; air pollution; noise pollution; biodiversity loss; waste generation; and other social and economic issues. Many hotels are located in major cities, often located near cultural or natural heritage sites, and fascinated innumerable number of travellers, thereby inflicting an increasing ecological footprint (Kirk, 1995). Ranging from small to large operations, hotels and resorts consume energy, water, food, paper, linen, laundry, consumables, stationery, cleaning materials and other resources, produce air, water, soil and noise pollution, and the impact on local communities through their occupation of space, use of infrastructure, and relationships with local business and government (Chung & Parker, 2010). Additional impacts include heating and air-conditioning emissions; hot water, grey water, food packaging, food and other waste (Grey & Bebbington, 2001). Initially, hotel sector received less attention than mining, chemical or manufacturing industries as the heavy polluters, the public and consumers are manifesting their anxiety about hotel industry's repercussions and are increasingly interested in learning the efforts that companies undertake to mitigate them (Henderson, 2007). Similarly, to other business sectors, the hotel sector is experiencing a growth in CSR implementation and volume of its reporting. The research indicates that increasing number of hotel companies engage in sustainability-related activities and communicate their efforts to customers and the general public (Danuta de Grosbois, 2012). The hotel business sector is one of the key elements of the tourism industry;

consequently, it is the one which should be the most involved. This is due to the fact that hotels have several social and environmental consequences, among which the most relevant ones are: water consumption, waste water management, energy consumption, waste production, purchasing and procurement, chemical use and atmospheric contamination, and local community initiatives (International Hotels Environment Initiative (IHEI), International Hotel Association (IHA), and United Nations Environment Programme (UNEP), 1995). Therefore, addressing any of these key areas denotes a corporate interest in environmental and social responsibility.

Undoubtedly, business accountability towards sustainability of natural and social environments is directly applicable to companies operating in the tourism and hospitality industry. It is important to note that many hospitality organisations, especially international hotel chains, were the pioneers in carrying out CSR initiatives and policies (Kasim, 2004; Kasim, 2007a, 2007b). While major hotel chains predominantly focused on developing their own sustainability programs in the beginning stages, they began to take on the wider issues of social responsibility in the 1990s (Kay, 1997).

Successful organizations in tourism are able to reconcile economic responsibility, ethical responsibility, environmental responsibility, legal responsibility and social responsibility (Barsh & Lisewski, 2008). Economic responsibility means responsibility for fulfilling the goals of the organization, in profitable organisations it means profit. Legal responsibility means respecting the laws and regulations, but also internal documentation of the organisation (Whiteney, 1990). Ethical responsibility means a set and application of personal norms in business and achieving goals of the organisation (Gichure). Ecological responsibility involves examining the relations of the organisation and the environment in which it operates and the development of such business that will not have a conflicting effect on the nature and wildlife. Liability which involves the likelihood that someone would answer for one of his/her action or may be the subject to sanction of a norm, is a complex concept, because the complexity involves not only the relation of man to society, but also his relationship with himself (Buff & Yonkers, 2005). Social responsibility is largely associated with ethical business management and includes the obligation of management to create appropriate choices and take those actions which

will contribute to the welfare and interests of society and organizations (Waddock & Smith, 2000). The Tourism Industry needs to operate in a socially responsible way. The stakeholders can endow the society with innumerable employment opportunities that offers fascinating remuneration. Also, it will be a great benediction to the community if the stakeholders do something fruitful for the reformation of the facilities for education, refinement of the available health services and preservation of the various forms of art. Conducive environments designed by the Govt. administration can endorse the involvement of managers in public positions to run Tourism and Hospitality industry in a decent manner on a more ethically charged platform (Vukicevic, 2007). This framework can conserve nature, its loveliness, allure, appeal, etc. and is the best answer to many problems detrimental to the society, nature, and environment.

Tourist, resorts and hoteliers are generally better versed with the concept of CSR. Virtually all resorts have elements of CSR embedded in their business practices. The primary CSR target for the resort sector is environmental conservation, followed by staff training and recreation. There are persuasive reasons for having better CSR practices in the resort sector, which include consumer demand, regulatory requirement, recognition and incentives, profitability and scale, and international players.

As per the Cape Town Declaration on Responsible Tourism, responsible hospitality is culturally sensitive. Instead of then calling for the unachievable, responsible hospitality simply makes the case far more responsible forms of hospitality, that benefits locals first, and visitors second. Certainly, all forms of hospitality can be refined and managed so that backlashes are minimized whilst striving for a maximum of admiring rewards.

6.2 Responsible Tourism Management

The following diagram represents the responsible tourism business practice or responsible tourism management in the tourism industry.

Responsible Tourism Business Practice/Responsible Tourism Management

```
                    ┌──────────────────────────┐
                    │    Alternative Tourism   │
                    └──────────────────────────┘
                                  │
                    ┌──────────────────────────┐
                    │    Sustainable Tourism   │
                    └──────────────────────────┘
```

Economic Efficiency	Social Justice	Environmental Integrity

Responsible Tourism (Approach Towards Sustainable Tourism)

Economic Responsibility	Social Responsibility	Environmental Responsibility

Economically viable
Socially Reliable
Ecologically sensitive

Stake holders

Authorities	Tourism players	Tourists	General Public

Tourism Industry	Key Stakeholders	Local Community

Hospitality sector

Hotels and Resorts

CSR Practice (Sustainable Development	Dimensions of CSR	Economic Responsibility
		Social Responsibility
		Environmental Responsibility

Farmers
Cultivators
Transporters
Artists
Local business
Tourist guides and workers
Kudumbasree
Craftsman
Fisher folk
Unskilled labour force

Fig 6.1: Responsible Tourism Business Practice/Responsible Tourism Management

6.3 Common CSR Practices in Hospitality Sector

Hotels and resorts are distinct from other businesses in terms of the number and variety of CSR activities they implement. CSR activities which are commonly practiced across the hotels and resort sector includes waste management, energy conservation, environment protection measures, health and safety measures, employee welfare, community participation, etc. Table 6.1 pin points the activities under major target area of CSR by the hotels and resorts.

Table 6.1

CSR Target Area of Hotels and Resorts

Target area	Activity
Waste minimization and Recycling	• Linen reuse programs to save energy and water and to minimize the use of detergent • Use of refillable glass bottles of water instead of disposable plastic bottles • Treatment and reuse of waste water for gardening and flush tanks • Compacting tin cans and bottles • Use of glass crusher to dispose glass bottles • Use of incinerator for general waste disposal • Treatment of sewerage affluent (regulatory requirement)
Energy conservation	• Generate hot water from solar water heaters or from heat recovery from air conditioners • Outdoor and pathway lights connected to auto on off timers • Reminder notices to guests to switch off lights and appliances when leaving room
Protecting natural environment	• Beach cleaning • Banning of fishing on the house reef and lagoon • Tree plantation programs • Minimize felling of coconut palms and trees • Environmental assessment (regulatory requirement

Health and safety	• Food hygiene standards and protocols • Fire safety system (regulatory required) • Lightning protection
Employee welfare	• Local employees to the foreign employee's ratio targets (regulatory required) • Regular in-house staff training programs • Staff recreation and sports • Service charge and medical benefits • Transportation arrangements to staff from nearby places to visit home on off days
Community participation	• Assistance for infrastructure development • Assistance to schools and health centres • Volunteering of staff to mark special days on the places. • Tours arranged for the tourist to local areas to increase the sale of local products to the tourists.

Source: Secondary data

While CSR is a complex multi-dimensional concept, CSR is often understood in Kerala context in its socio- economic and environmental dimensions of responsibility under responsible tourism. However, most businesses understand that CSR is a concept where businesses help the communities, especially the disregarded and neglected groups by means of philanthropy and donations. CSR is also appraised as a one -way street where businesses give and the society receives. Business does not expect or believe they receive anything in return for their social contribution. Now, as a part of responsible tourism, the realm has changed. Now the businesses realized the importance of sustainable future started to be a part of the responsible tourism venture. Responsible tourism is considered as a responsible path to a sustainable future. Focusing on sustainability, the hotels and resorts in Kerala engage in more CSR activities under the thematic areas of responsible tourism. Hence, in this context the study focusses on the various CSR practices of hotels and resorts in responsible tourism destinations and thereby evaluate their business performance.

For the purpose of analysing the business performance of hotels and resorts, which practices CSR within the purview of responsible tourism, the researcher selected 13 hotels and 32 resorts in four responsible tourism destinations for the

survey. The number of hotels selected from Kovalam, Kumarakam, Thekkadi and Wayanad are 3 (30%), 6 (40%), 2 (20%) and 2 (20%) respectively. The number of resorts selected from Kovalam, Kumarakam, Thekkadi and Wayanad are 7 (70%), 9 (60%), 8 (80%) and 8 (80%) respectively.

6.4 Star Status

The star status is the benchmark for hotel's and resort's overall quality and value which depends on the level of service, facilities, rooms, location, price, etc. Table 6.2 shows the star status of the hotels and resorts in each of these destinations.

Table 6.2

Star Status

Star status	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
1	1 (10%)	0 (0%)	1 (10%)	1 (10%)	3 (6.7%)
2	0 (0%)	0 (0%)	0 (0%)	1 (10%)	1 (2.2%)
3	4 (40%)	8 (53.3%)	5 (50%)	3 (30%)	20 (44.4%)
4	0 (0%)	3 (20%)	3 (30%)	3 (30%)	9 (20%)
5	4 (40%)	2 (13.3%)	0 (0%)	1 (10%)	7 (15.6%)
Heritage	1 (10%)	2 (13.3%)	1 (10%)	1 (10%)	5 (11.1%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)

Source: Survey data

It is clear that the highest number 20 (44.4%) lies in the 3-star category, whereas 9 (20%) lies in the category of 4 star and 5 (11.1%) belongs to heritage category. A very few belongs to 1 star and 2-star category.

6.5 Ownership

Ownership of hotels and resorts means the act, state, or right of possessing. Table 6.3 gives the details of ownership and management of hotels and resorts under this study.

Table 6.3

Type of Ownership

Type of Ownership	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Sole proprietorship	6 (60%)	12 (80%)	6 (60%)	6 (60%)	30 (66.7%)
Partnership	0 (0%)	1 (6.7%)	0 (0%)	2 (20%)	3 (6.6%)
Company	4 (40%)	2 (13.3%)	4 (40%)	2 (20%)	12 (26.7%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)

Source: Survey data

It shows that 30 (66.7%) belongs to a sole proprietorship form of ownership, 12 (26.7%) are in the company form and 3 (6.6%) are in the form of partnership.

6.6 Location

Location means place or position of hotels and resorts. Table 6.4 shows the location wise classification of hotels and resorts.

Table 6.4

Location of Hotels and Resorts

Type of Location	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Rural	0 (0%)	15 (100%)	3 (30%)	4 (40%)	2 (48.9%)
Urban	5 (50%)	0 (0%)	5 (50%)	2 (20%)	12 (26.7%)
Semi Urban	5 (50%)	0 (0%)	2 (20%)	4 (40%)	11 (24.4%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)

Source: Survey data

From the table (6.4) it is clear that the hotels and resorts of Kumarakam are located in rural areas (100%). The hotels and resorts of Kovalam are located in both urban (50%) and semi urban (50%) areas. In Thekkadi, this distribution is 50% in urban areas, 30% in rural areas and 20% in semi urban areas. In Wayanad it is 40% each in rural and semi urban areas and 20% in urban areas.

6.7 Services Offered by Hotels and Resorts

Hotels and resorts are self-contained commercial establishments that try to accomplish most of the vacation requirements, such as food, drink, lodging, sports, entertainment, and shopping, on the premises. They provide an array of amenities, typically including entertainment and recreational activities, etc. Tables 6.5 and 6.6 deals with the various services offered and outsourced by hotels and resorts under study.

Table 6.5

Services Offered

Services offered	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Accommodation	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)
Restaurant	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)
Spa and therapy	8 (80%)	14 (93.3%)	8 (80%)	9 (90%)	39 (86.7%)
Houseboats	1 (10%)	14 (93.3%)	0 (0%)	0 (0%)	15 (33.33%)
Water sports	2 (20%)	4 (26.7%)	0 (0%)	2 (20%)	8 (17.78%)
Village experience	7 (70%)	14 (93.3%)	3 (30%)	5 (50%)	29 (64.4%)
Cultural programmes	4 (40%)	13 (86.7%)	3 (30%)	5 (50%)	25 (55.56%)
Swimming pool	10 (100%)	14 (93.3%)	8 (80%)	9 (90%)	41 (91.1%)
Tourist guide	1 (10%)	10 (66.7%)	1 (10%)	2 (20%)	14 (31.1%)
Home stay	3 (30%)	0 (0%)	0 (0%)	0 (0%)	3 (6.67%)
Car hiring	1 (10%)	13 (86.67%)	0 (0%)	1 (10%)	15 (33.33%)

Source: Survey data

The above table shows the destination wise classification of various services offered by hotels and resorts. All the hotels and resorts considered for the survey provide accommodation and restaurant. 41 (97.6%) provide swimming pool facilities, 39 (86.7%) provide spa and therapy, 29 (69%) provide village experience, 25 (58.1%) conduct cultural programmes. The other major services are houseboat, water sports

and tour guide. Thekkadi and Wayanad destinations do not provide houseboat services. Home stay is provided by only three hotels and resorts of Kovalam.

Table 6.6

Services Outsourced

Services	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Spa and therapy	2 (20%)	5 (33.3%)	2 (20%)	1 (10%)	10 (22.2%)
Houseboats/	1 (50%)	6 (40%)	1 (100%)	0 (0%)	8 (44.4%)
Water sports	1 (33.3%)	3 (30%)	1 (100%)	0 (0%)	5 (31.2%)
Village experience	3 (30%)	10 (66.7%)	6 (66.7%)	3 (37.5%)	22 (52.4%)
Cultural programmes	4 (40%)	13 (92.9%)	3 (33.3%)	5 (50%)	25 (58.1%)
Tourist guide	1 (50%)	8 (80%)	2 (66.7%)	2 (50%)	13 (68.4%)
Home stay	0 (0%)	4 (50%)	0 (0%)	0 (0%)	4 (50%)
Car hiring	0 (0%)	10 (90.9%)	0 (0%)	0 (0%)	10 (76.9%)

Source: Survey data

Table 6.6 reveals the details of outsourcing services of hotels and resorts such as spa and therapy 10 (22.2%), houseboat services 8 (44.4%), water sports 5 (31.2%), village experiences 22 (52.4%), cultural programmes 25 (58. 1%), tourist Guide 13 (68.4%), home- stay 4 (50%) and car hiring 10 (76.9%) etc. It shows that the highest number 25 (58.1%) of hotels and resorts are outsourcing cultural programmes. Village experience another item outsourced by many. The least service outsourced is homestay 4 (50%).

6.8 Employees or Workers

Corporate social responsibility caresses the employees too at various levels. It includes collective labour agreements being honoured, voluntary social benefits, training and job promotion, encouraging suggestions for improvement and employees' participation, family-friendly working conditions, integration of employees from various backgrounds and cultures as well as minority groups, and gender equality. Responsible tourism demands recruitment of local workers to share the tourism benefits and thereby enrich their wellbeing. Local workers are those persons who reside nearby the destination or within the geographical area. National workers are those who are non-Keralites and international workers are foreign or non-Indians. The Table 6.7 exhibits the destination wise comparison of Local workers.

Table 6.7

Destination wise Comparison of Local Workers

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	10	15	150	55.10	51.91
Kumarakam	15	15	90	35.20	20.04
Thekkadi	10	12	25	19.10	5.34
Wayanad	10	10	150	38.20	41.77
Total	45	10	150	36.71	34.50

Source: Survey data

The average number of local workers in Kovalam is 55.10 with SD 51.91. In Kumarakam it is 35.20 with SD 20.04. In Thekkadi the average number is 19.10 with SD 5.34. In Wayanad the average number is 38.20 with SD 41.77. Kovalam shows the highest number (55.10 with SD 51.91) with the range 15-150 as compared to other destinations, which means that local workers are higher in the destination. Table 6.8 shows the details of national workers with regard to four destinations.

Table 6.8

National Workers

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	9	1	55	18.56	21.69
Kumarakam	11	1	52	10.18	15.33
Thekkadi	7	1	12	3.86	4.38
Wayanad	8	1	80	14.75	27.03
Total	35	1	80	12.11	19.01

Source: Survey data

Out of 45 hotels and resorts, an average of 35 workers are national workers. With regard to Kovalam the average number of national workers is 18.56 with standard deviation 21.69, Kumarakam shows an average of 10.18 with standard deviation 15.33. Thekkadi shows an average of 3.86 with SD 4.38 and Wayanad reveals an average of 14.75 with SD 27.03. From this it is understood as the employment of national workers are high in Kovalam and least in Thekkadi.

The details of international workers with regard to four destinations are furnished with table 6.9.

Table 6.9

International Workers

Destinations	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	7	1	1	1.00	.00
Kumarakam	8	1	5	1.88	1.36
Thekkadi	3	1	2	1.33	.58
Wayanad	4	1	10	3.75	4.19
Total	22	1	10	1.86	2.03

Source: survey data

Out of 45 hotels and resorts an average of 22 workers are international workers. In comparison, it is seen that Kovalam has an average of 1 international worker with standard deviation 0.0, Kumarakam has an average of 1.88 with standard deviation 1.36, Thekkadi has an average of 1.33 with SD 0.58 and Wayanad having an average of 3.75 with SD 4.19. It reveals that the employment of international workers is high in Wayanad, it is least in Kovalam. Facts and figures in table 6.10 display the comparison of national, international and local workers in the destinations.

Table 6.10

Comparison of National, International and Local Employed

	National (%)	International (%)	Local (%)	Total (%)
Kovalam	18.59	2.28	79.13	100
Kumarakam	12.91	2.12	84.97	100
Thekkadi	10.10	1.51	88.38	100
Wayanad	13.6	2.76	83.65	100

Source: Survey data

It is clear from the table (6.10) that in Kovalam 18.59 % are national workers, 2.28 % are international workers and 79.13% are local workers. In Kovalam 12.91 % are national workers, 2.12% are international workers and 84.97% are local workers. In Thekkadi 10.10 % are national, 1.51% are international and 88.38% are local workers. In Wayanad 13.6 % are national, 2.76 % are international and 83.65% are local workers. It is obvious that the employment of local workers is higher than national and international workers. In comparison, of the destinations, it is seen that the participation of the local workers is much higher than the national and international workers. The diagrammatical presentation in figure 6.2 elucidates the above fact relating to national, international and local workers.
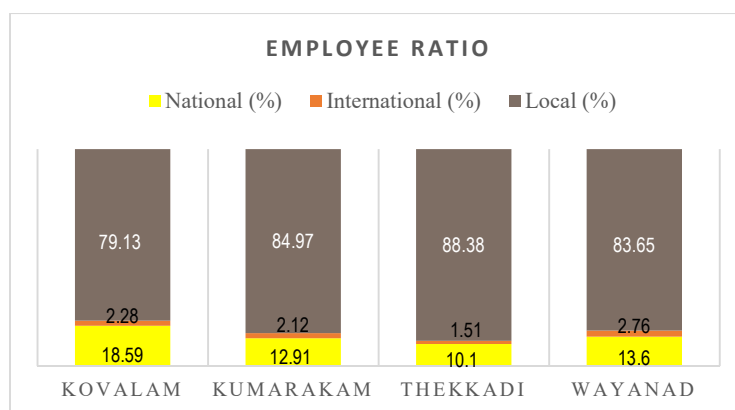
Fig 6.2. National, International and Local Workers

6.8.1 Women Employees

Responsible tourism elevates the welfare of women by giving employment opportunity and gender equality. Table 6.11 projects the average number of women workers in four destinations.

Table 6.11

Women in Management Level

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	9	1	4	1.89	1.05
Kumarakam	14	1	3	1.43	.65
Thekkadi	6	1	21	4.67	8.04
Wayanad	8	1	3	1.63	.74
Total	37	1	21	2.11	3.29

Source: Survey data

In Kovalam the average number is 1.89 with SD 1.05. It is understood that when we compare the status of management level women employees in four destinations Thekkadi shows the highest number (4.67 with SD8.04.), which indicates a higher degree of women employees in the management level. Table 6.12 expresses destination wise comparison of women employees in lower level.

Table 6.12
Women in Lower level

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	10	6	38	23.30	10.33
Kumarakam	14	5	35	15.50	8.18
Thekkadi	10	4	20	12.30	6.25
Wayanad	10	1	40	18.00	10.45
Total	44	1	40	17.11	9.43

Source: Survey data

The average number of women workers in Kovalam is 23.30 with SD 10.33. In Kumarakam the average number is 15.50 with SD 8.18. The average number in Thekkadi is 12.30 with SD 6.25. The average number in Wayanad is 18.00 with SD 10.45. The average of all destinations is 17.11 with SD 9.43. It is inferred that Kovalam employs more women in lower level as it shows higher mean score when compared to other destination. The destination wise comparison of local women employees in hotels and resorts are detailed in table 6.13 shows.

Table 6.13

Destination wise Comparison of Local Women

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	10	7	40	22.40	6.92
Kumarakam	15	8	37	19.87	9.13
Thekkadi	10	4	20	11.20	5.24
Wayanad	10	4	30	19.10	8.41
Total	10	4	40	18.33	8.28

Source: Survey data

Kovalam shows the highest number 22.40 with SD 6.92 as compared to other destination. The average of all destinations is 18.33 with SD 8.28. From this it can be presumed that a great number of local women are employed in Kovalam when

compared to other destinations. Table 6.14 displays the percentage of women's employment with regard to total employment.

Table 6.14

Gender wise Comparison of Average Number of Workers

Destinations	Male workers	Female Workers	Total Workers	% of Female workers as compared to Male workers
Kovalam	72.50	47.40	119.90	47.11
Kumarakam	43.67	35.67	79.33	47.79
Thekkadi	22.20	26.30	48.50	51.49
Wayanad	51.50	38.40	89.90	51.94

Source: Survey data

With respect to destinations, Kovalam shows 47.11 % of women employees, Kumarakam shows 47.79% of women employees, Thekkadi shows 51.49 % of women employees and Wayanad also shows 51.94 % of women employees. From this it is taken for granted that the hotels and resorts kept gender equality at the time of recruitment of employees.

6.8.2 Personnel in Charge of CSR

Appointing a person in charge of CSR assures responsibility and commitment within the organisation. In most companies Human Resource Managers or Training Managers perform the role of CSR managers. In some entities the duties are performed by Safety and Security mangers. The CSR Manager's assignment is to coordinate and supervise measures taken for improvement, to support the management in decisions that may have an impact on sustainability, and to provide annual updates of the indicators and of the company's sustainability report if necessary. Furthermore, he/she is the contact person for external inquiries and for assessing the supply chain. Appointment of CSR or duties assigned as CSR managers in destinations is depicted in the table 6.15.

Table 6.15

Appointment of / Duties assigned as CSR Manager

	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Yes	6 (60%)	6 (66.7%)	4 (44.4%)	8 (80%)	24 (63.2%)
No	4 (40%)	3 (33.3%)	5 (55.6%)	2 (20%)	14 (36.8%)
Total	10 (100%)	9 (100%)	9 (100%)	10 (100%)	38 (100%)

Source: Survey data

38 out of 45 hotels and resorts follow CSR activities as a part of responsible tourism activities. 24 out of 38 hotels and resorts allocate managers for performing the role of CSR administrators in which 6 are from Kumarakam and Kovalam each, 4 from Thekkadi and 8 from Wayanad. The highest number of CSR managers appointed in the destination is Wayanad (80%). The rest 14 hotels and resorts have not appointed managers to administer CSR activities.

6.9 Training

Tourism is a viable economic development strategy for many communities. Interaction with employees is key to the quality of the tourism experience. A tourism company's policy serves to communicate its basic values and objectives, both internally and to the public. For a company to accomplish the prescribed objectives, it needs to strategize accordingly. A sustainable enterprise must, therefore, consider its main social and environmental challenges in its policy and strategy. It must show how it is taking responsibility in all these respects. Training needs of workers were strongest in customer service and local tourism opportunities, followed by training needs in hospitality, public relations, and first aid. Staff training equips the employees with new and advanced knowledge that make them proficient in their job performance. More over staff training contributes to profitable productivity of the organization, refined service quality and excellent professional knowledge. The number of training to the employees in various destinations is presented in table 6.16

Table 6.16

No. of Training Provided

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	10	1	6	3.0	2.00
Kumarakam	15	1	12	4.87	3.60
Thekkadi	9	10	36	19.56	8.70
Wayanad	10	4	48	24.50	13.73
Total	44	1	48	11.91	11.98

Source: Survey data

The table 6.16 shows the result of an average number of training programmes given to employees in four destinations. From the table, it is clear that more training is given in Wayanad with an average of 24.50 with SD 13.73 as compared to other destinations. The average of all destinations is 11.91 with SD 11.98.

The table 6.17 shows the average number of employees who got training in four destinations.

Table 6.17

No. of Employees Trained

	Frequency	Minimum	Maximum	Mean	Std. Deviation
Kovalam	10	10	120	41.20	40.99
Kumarakam	15	2	100	15.53	24.40
Thekkadi	8	20	40	25.00	7.07
Wayanad	10	4	45	16.00	13.33
Total	43	2	120	23.37	26.76

Source: Survey data

The average of all destinations is 23.37 with SD 26.76 with minimum number 2 and maximum number 120. As compared to other destination, Kovalam shows the highest figure (41.20 with SD 40.99) within the range 10–120 which means that compared to other destinations more trained employees are working in this destination.

Table 6.18 reveals the details of various training programmes conducted by hotels and resorts for employees.

Table 6.18

Average Training Per Month

Average Training per month	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Up to 3 hrs	6 (60%)	12 (80%)	7 (70%)	7 (70%)	32 (71.1%)
4 – 6 hrs	2 (20%)	2 (13.3%)	1 (10%)	1 (10%)	6 (13.3%)
7 – 20 hrs	2 (20%)	1 (6.7%)	2 (20%)	2 (20%)	7 (15.6%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)

Source: Survey data

Out of 45 hotels and resorts, 32 (71.1%) conduct below 3 hours training programme, 6 (13.3%) conduct 4-6 hours training programme and 7 (15.6%) conduct 7-20 hours training programme. From this it is understood that majority of hotels and resorts conduct below 3 hours training programme.

Most of the hotels and resorts provide sustainability training to mangers and vocational training to employees.

6.9.1 Sustainability Training

Sustainability training programmes are the programmes which offer a unique opportunity to gain an in-depth understanding of sustainable tourism and its practice, global baseline standards of sustainability in travel and tourism, and the role of accreditation and certification in advancing the sustainability agenda in the tourism industry. Table 6.19 displays the details regarding the sustainability training given to managers.

Table 6.19

Managers Undergone Sustainability Training

	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
Yes	6 (85.7%)	6 (66.7%)	2 (100%)	6 (100%)	20 (83.3%)
No	1 (14.3%)	3 (33.3%)	0 (0%)	0 (0%)	4 (16.7%)
Total	7 (100%)	9 (100%)	9 (100%)	10 (100%)	38 (100%)

Source: Survey data

Based on the sustainability training received, managers are called trained and untrained. There are 20 (83.3%) trained managers and 4 untrained managers. Out of the 20 (83.3%) trained managers 6 are from Kovalam and Kumarakam, 2 are from Thekkadi and 6 are from Wayanad.

6.9.2 Vocational Training

Vocational training is the professional or career and technical training on sustainability in tourism. Table 6.20 discloses the number of vocational training undergone by the employees.

Table 6.20
No. of Vocational Training Per Year

No. of training	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
1	4 (57.1%)	5 (65.5%)	2 (100%)	6 (100%)	17 (73.9%)
2	1 (14.3%)	3 (37.5%)	0 (0%)	0 (0%)	4 (17.4%)
3	1 (14.3%)	0 (0%)	0 (0%)	0 (0%)	1 (4.3%)
5	1 (14.3%)	0 (0%)	0 (0%)	0 (0%)	1 (4.3%)
Total	7 (100%)	8 (100%)	2 (100%)	6 (100%)	23 (100%)

Source: Survey data

It shows that 23 employees have undergone vocational training. 17 employees have got only one training, four employees have got two trainings. Only one has undergone three and five training programmes. In Kovalam seven employees has undergone multiple number of training. Eight employees in Kumarakam, two employees in Thekkadi and six employees in Wayanad have received vocational training.

6.10 Tourist Guide Info

Tourist guide info means description as to whether tourist guides ratio checked, degree to which tourist guides fulfil sustainability criteria, percentage of qualified tourist guides who have received basic training, number of tourist guides who have received training regarding sustainability aspects and number of training programmes aimed at sustainability (internal briefings, in-house training programmes, external training programmes).

Table 6.21 explains the details regarding whether the hotels and resorts check tourist guide info.

Table 6.21

Tourist Guide Info check

	Yes	No	Total
Kovalam	10 (100%)	0 (0%)	10 (100%)
Kumarakam	12 (80%)	3 (20%)	15 (100%)
Thekkadi	9 (90%)	1 (10%)	10 (100%)
Wayanad	10 (100%)	0 (0%)	10 (100%)
Total	41 (91.1%)	4 (8.9%)	45 (100%)

Source: Survey data

From the table 6.21 it is evident that out of 45, 41 (91.1%) checks tourist guide info and 4 (8.9%) doesn't check the tourist guide info. Cent percentage of hotels and resorts in Kovalam and Wayanad check tourist guide info.

Table 6.22 shows the details of trained guide in various destinations.

Table 6.22

No. of Trained Guide

	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
0	0 (0%)	8 (61.5%)	2 (15.4%)	3 (23.1%)	13 (100%)
1	2 (14.3%)	6 (42.9%)	4 (28.6%)	2 (14.3%)	14 (100.0%)
2	3 (27.3%)	3 (27.3%)	1 (9.1%)	4 (36.4%)	11 (100.0%)
3	1 (50.0%)	0 (.0%)	0 (.0%)	1 (50.0%)	2 (100.0%)
4	1 (50.0%)	1 (50.0%)	0 (.0%)	0 (.0%)	2(100.0%)
5	0 (.0%)	0 (.0%)	2 (100.0%)	0 (.0%)	2 (100.0%)
6	0 (.0%)	0 (.0%)	1 (100.0%)	0 (.0%)	1 (100.0%)
Total	15 (33.3%)	10 (22.2%)	10 (22.2%)	10 (22.2%)	45 (100.0%)

Source: Survey data

Out of 45 hotels and resorts, 14 admitted that they are having only one trained guide, 11 having two trained guides, 2 having three trained guides, 2 hotels and resorts having five trained guides. Only one has 6 trained guides.

6.11 Awards and Recognitions

An award in the hospitality industry breeds an independent and public appreciation of a hospitality company's effort to produce consistent and elegant

service across the board from the processes of checking in and out, to the services offered to guests. Awards, which are prestigious ones, encourage hospitality companies to nurture repeat business and maintain a solid reputation in the industry. The various awards and recognitions achieved by hotels and resorts under study are Star Awards, Trip advisor Award, Kerala State Pollution Control Award, Eco Tourism Organisation Award, Earth Check Certificate, Kerala Energy Conservation Award, RT classification Award, Official Partner of RT Award, Spash Award, Best Boutique Award etc. The Table 6.23 displays the achievement of awards of hotels and resorts.

Table 6.23

Achievement of Awards

	Kovalam	**Kumarakam**	**Thekkadi**	**Wayanad**	**Total**
Yes	10 (100%)	12 (80.0%)	5 (55.0%)	10 (100%)	37 (82.2%)
No	0 (0%)	3 (20 %)	5 (50 %)	0 (0 %)	8 (17.8%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)
Pearson Chi Square 11.478 df = 3 p = .009					

Source: Survey data

37 (82.2%) are awarded in the field of tourism in which 10 represent Kovalam 12 represent Kumarakam, 5 represent Thekkadi and 10 represent Wayanad. 8 (11.8%) hotels and resorts didn't get any awards in Tourism.

Table 6.24 shows the frequency of awards achieved by hotels and resorts.

Table 6.24

Frequency of Awards

No. of Times	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
0	0 (0%)	3 (20%)	5 (50%)	0 (0%)	8 (17.8%)
1	5 (50 %)	6 (40 %)	5 (50%)	3 (30%)	19 (42.2%)
2	0 (0%)	3 (20%)	0 (0%)	6 (60%)	9 (20%)
3	3 (30%)	0 (0%)	0 (0%)	1 (10%)	4 (8.9%)
4	1 (10%)	2 (13.3%)	0 (0%)	0 (0%)	3 (6.7%)
5	0 (0%)	1 (6.7%)	0 (0%)	0 (0%)	1 (2.2%)
7	1 (10%)	0 (0%)	0 (0%)	0 (0%)	1 (2.2%)
Total	10 (100%)	15 (100%)	10 (100%)	10 (100%)	45 (100%)
Pearson Chi-Square= 37.345, df= 18, p=.005					

Source: Survey data

Out of 45 hotels and resorts, 8 (17.8%) were not awarded in the field, 19 (42.2%) were awarded only once, 9 (20%) were awarded twice, 4 (8.9%) were awarded 3 times, 3 (6.7%) were awarded 4 times, one (2.2%) was awarded 5times and 7 times. There exists a significant difference in achievement of a number of awards, among various destinations, since the p value (. 005) is less than 0.05.

6.12 Accommodation Statistics

Accommodation statistics give the details of the number of rooms available, average occupancy, average room rent in season and off season and average length of stay. Table 6.25 provides number of rooms available.

Table 6.25

Number of Rooms

	Frequency	Mean	Std. Deviation	Range	f value	p value
Kovalam	10	76.40	68.30	7-205		
Kumarakam	15	30.67	20.28	7-72	3.82	.017
Thekkadi	10	33.70	10.88	6-44		
Wayanad	10	32.20	26.42	7-100		
Total	45	41.84	40.03	6-205		

Source: Survey data

Table 6.25 shows that the minimum number of rooms is more or less similar in four destinations, whereas the maximum number varies from 44 (Thekkadi) to 205 (Kovalam). The average number of rooms in Kovalam is 76.4 with SD 68.30., in Kumarakam it is 30.67 with SD 20.28. But in Thekkadi it shows 33.70 with SD 10.88. In Wayanad it is 32.20 with SD 26.42. Since the p value (. 017) is less than 0.05, it is inferred that there exist significant differences in the locations with respect to the number of rooms. The Table below (6.26) shows the average percentage of occupancy with respect to four destinations.

Table 6.26

Average Percentage of Occupancy

	Frequency	Mean	Std. Deviation	Range	f value	p value
Kovalam	10	63.10	9.54	45-78		
Kumarakam	15	62.28	8.30	52-81	2.077	.118
Thekkadi	10	60.60	8.82	40-70		
Wayanad	10	53.10	14.22	20-65		
Total	45	60.05	10.61	20-81		

Source: Survey data

From the table 6.16 it is clear that the minimum occupancy is 20 in Thekkadi and Wayanad, whereas it varies 40 in Thekkadi, 45 in Kovalam, and to 52 in

Kumarakam. The maximum occupancy varies from 65 in Wayanad, 70 in Thekkadi, 78 in Kovalam and to 81 in Kumarakam. The average occupancy is 63.10 with SD 9.54 in Kovalam, 62.28 with SD 8.30 in Kumarakam., 60.60 with SD 8.82 in Thekkadi and 53.10 with SD 14.22 in Wayanad. The highest number of occupants is in Kovalam and least is in Wayanad. The p value is 0.118 which is higher than the significant level 0.05, indicates there is no significant level of differences between the locations with respect to the average number of occupancies. The Tables 6.27 and 6.28 exhibits the details of room tariff in season and off season.

Table 6.27

Tariff in Off Season

	Frequency	Mean	Std. Deviation	Range	f value	p value
Kovalam	10	4615.00	3133.23	1000-9900		
Kumarakam	15	5118.33	4342.39	750-16500		
Thekkadi	10	6214.50	4547.62	1090-16875	.242	.866
Wayanad	10	5559.50	5351.34	1300-14880		
Total	45	5348.11	4291.43	750-16875		

Source: Survey data

The table 6.27 displays the minimum room rent in off season varies from 750 to 1300 in four destinations and maximum room rent also varies from 9900 to 16875. The mean score of Kovalam is 4615 with SD 3133.33, in Kumarakam the mean score is 5118.33 with SD 4342.39., in Thekkadi the mean score is 6214.50 with SD 4547.62 and in Wayanad the mean score is 5559.50 with SD 5351.34. From the table it is clear that the p value is 0.866 which is higher than the significant level (0.05) which indicates that there are no significant differences between the destinations with respect to the room rent in the off season.

Table 6.28

Tariff in Season

	Frequency	Mean	Std. Deviation	Range	f value	p value
Kovalam	10	6280.00	4022.73	1500-12750	.408	.748
Kumarakam	15	6270.00	4321.53	1000-15000		
Thekkadi	10	8306.00	6049.91	1560-22500		
Wayanad	10	7916.50	7780.09	1750-19850		
Total	45	7090.56	5476.28	1000-22500		

Source: Survey data

The table 6.28 conveys the minimum room rent in season varies from 1000 to 1750 in four destinations and maximum room rent also from 1500 to 22500. The mean score in Kovalam is 6280 with SD 4022.73, in Kumarakam the mean score is 6270 with SD 4321.53, in Thekkadi the mean score is 8306 with SD 6049.91. and in Wayanad the mean score is 7916.5 with SD 7780.09. From the table it is clear that the p value is 0.748 which is higher than the significant level (0.05) which indicates that there are no significant differences between the destinations with respect to the room rent in season.

The Table 6.29 gives the average length of stay of an individual with respect to destinations.

Table 6.29

Average Length of Stay in Days

	Frequency	Mean	Std. Deviation	Range	f value	p value
Kovalam	10	2.00	.00	2-2	.750	.529
Kumarakam	15	2.01	.03	2-2.1		
Thekkadi	10	2.02	.05	2-2.15		
Wayanad	10	2.04	.13	2-2.4		
Total	45	2.0	.06	2-2.4		

Source: Survey data

It is clear from table 6.29 the mean score of Kovalam is 2 with SD 0.0, for Kumarakam 2.01 with SD 0.03, for Thekkadi 2.02 with SD 0.05 and for Wayanad 2.04 with SD 0.013 which shows that the mean scores are more or less similar in each destination. The p value is.529 which is higher than the significant level 0.05, indicates there is no significant differences between destinations with respect to an average length of stay.

6.13 Tourists Arrivals

Tourist arrivals refer to all the data pertaining to number of arrivals of foreign as well as domestic tourists to the destination. For the present study, the arrival during the period 2003 to 2015. (5 years before implementing responsible tourism and 7 years after implementing responsible tourism) is taken into consideration. The data provided helps to understand whether any significant impact has occurred in tourist arrivals due to the implementation of responsible tourism activities. Table 6.30 shows the destination wise trend of no. of tourists for the period 2003 to 2015.

Table 6.30

Destination wise Total No. of Tourists

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total	% of increase
2003	60,533	59,243	49,110	25,536	1,94,422	-
2004	77,588	60,528	48,814	25,470	2,12,400	9.25
2005	1,14,985	79,597	49,458	26,761	2,70,801	27.50
2006	1,20,786	85,299	58,816	28,843	2,93,744	8.47
2007	1,23,579	92,301	59,958	29,458	3,05,296	3.93
2008	1,41,038	95,145	61,742	30,086	3,28,011	7.44
2009	1,43,263	98,456	63,347	51,124	3,56,190	8.59
2010	1,60,798	1,10,775	70,816	51,882	3,94,271	10.69
2011	1,59,863	1,09,728	74,500	55,336	3,99,427	1.31
2012	1,67,267	1,12,152	76,672	57,625	4,13,716	3.58
2013	1,72,777	1,12,041	79,147	59,506	4,23,471	2.36
2014	1,78,613	1,16,286	79,946	60,035	4,34,880	2.69
2015	1,83,609	1,18,046	83,289	63,012	4,47,956	3.01
CAGR	**8.91**	**5.45**	**4.15**	**7.20**	**6.63**	-

Source: Survey data

From the table 6.30 it is clear that the total number of tourists shows an increasing trend with a compound annual growth rate (CAGR) 6.63. With regard to four destinations also it shows an increasing trend with CAGR of 8.91, 5.44, 4.15 and 7.2 for Kovalam, Kumarakam, Thekkadi and Wayanad respectively. It also shows that CAGR is high in Kovalam and low in Thekkadi. A hike is shown from the year 2008 to 2010 due to the intensive marketing of Kerala as a destination where responsible tourism was a key factor of marketing strategy. After that a steady growth in arrivals has been exhibited, but a slide has begun since 2010 which is a matter of concern.

The fig 6.3 displays the graphical presentation of the trend of total number of tourist's arrivals for the period from 2003 to 2015.
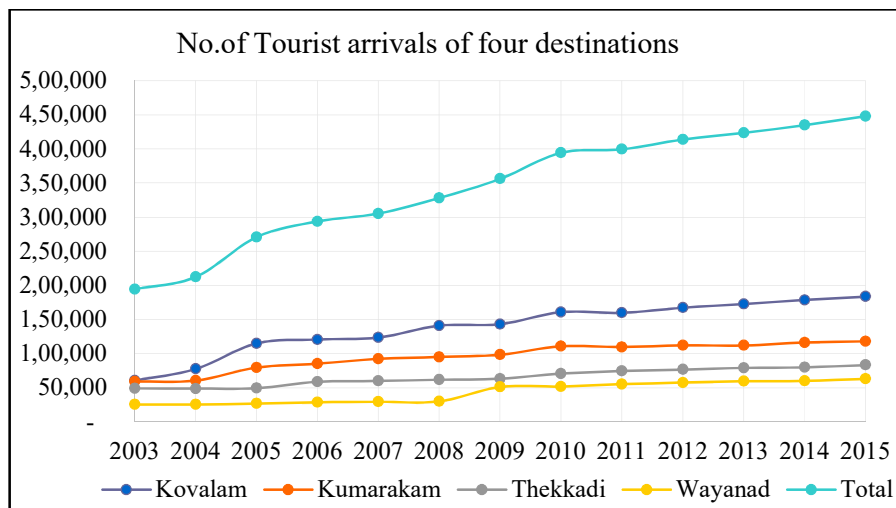
Fig 6.3. Destination wise Total no. of Tourists for the Period of 2003 -2015

Table 6.31

Total No. of Domestic Tourists

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total	% of increase
2003	49,452	55,332	45,672	25,042	1,75,498	-
2004	64,282	56,426	45,396	24,976	1,91,080	8.88
2005	94,435	74,384	45,997	26,093	2,40,909	26.08
2006	1,00,882	79,565	54,700	28,123	2,63,270	9.28
2007	1,03,220	85,580	55,761	28,721	2,73,282	3.80
2008	1,17,002	88,383	57,421	29,336	2,92,142	6.90
2009	1,18,786	91,629	58,915	49,954	3,19,284	9.29
2010	1,33,569	1,03,063	65,861	50,587	3,53,080	10.58
2011	1,33,109	1,02,021	69,284	53,953	3,58,367	1.50
2012	1,38,480	1,04,367	71,305	56,183	3,70,335	3.34
2013	1,43,535	1,04,219	73,608	58,018	3,79,380	2.44
2014	1,48,739	1,08,478	74,351	58,533	3,90,101	2.83
2015	1,52,577	1,10,363	77,458	61,436	4,01,834	3.01
CAGR	**9.05**	**5.45**	**4.15**	**7.15**	**6.58**	-

Source: Survey data

The table 6.31 shows the trend of no. of domestic tourist from the period of 2003-2015. From the table, it is clear that the total number of tourists shows an increasing trend with a compound annual growth rate (CAGR) 6.59. With regard to four destinations it shows an increasing trend with CAGR of 9.05, 5.45, 4.15 and 7.15 for Kovalam, Kumarakam, Thekkadi and Wayanad respectively. It also shows that CAGR is high in Kovalam and low in Thekkadi. This explains that the average number of arrivals of domestic tourists is higher in Kovalam than other destinations. When comparing the percentage in growth it is shown that a hike has appeared in the years 2008, 2009 and 2010 but it showed a declining trend after 2010.

The diagrammatic representation of the destination wise trend of domestic tourist's arrival of the period from 2003-2015 is represented in fig 6.4.
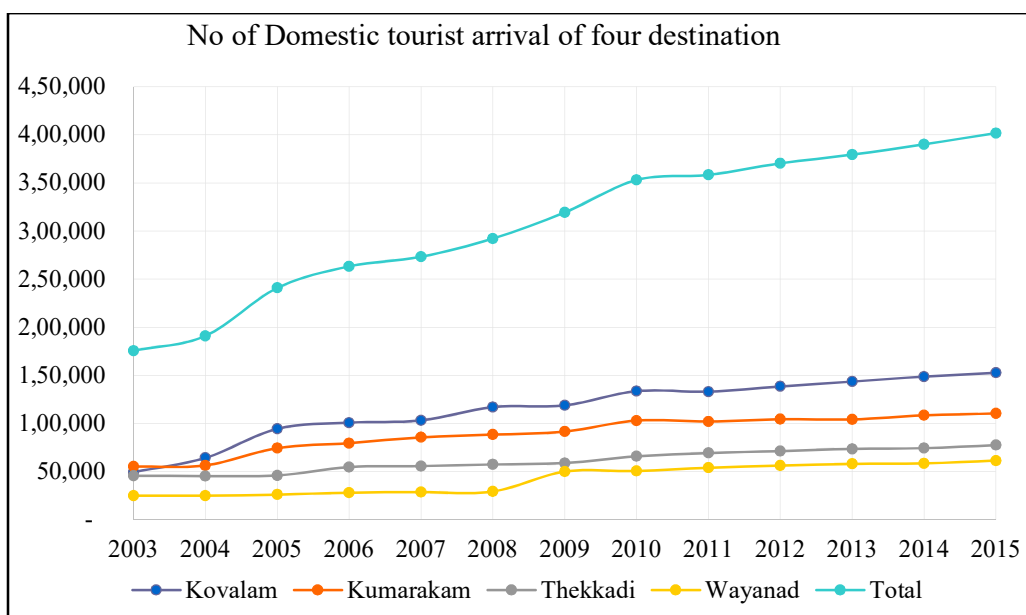
Fig 6.4. Destination wise Domestic Tourist's Arrivals

Table 6.32

Total No. of Foreign Tourists

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total	% of increase
2003	11,084	3,915	3,438	494	18,931	-
2004	13,306	4,103	3,417	491	21,317	12.60
2005	18,932	5,217	3,462	669	28,280	32.66
2006	19,902	5,736	4,117	720	30,475	7.76
2007	20,359	6,724	4,196	737	32,016	5.06
2008	24,037	6,762	4,323	752	35,874	12.05
2009	24,477	6,829	4,435	1,169	36,910	2.89
2010	27,229	7,713	4,956	1,323	41,221	11.68
2011	26,835	7,710	5,214	1,384	41,143	-0.19
2012	28,787	7,789	5,367	1,442	43,385	5.45
2013	29,241	7,824	5,540	1,487	44,092	1.63
2014	29,874	7,811	5,596	1,501	44,782	1.56
2015	31,033	7,684	5,830	1,576	46,123	2.99
CAGR	**8.24**	**5.32**	**4.15**	**9.33**	**7.09**	-

Source: Survey data

The table 6.32 displays the trend of number of foreign tourists from the period 2003 to 2015. From the table it is clear that the total number of tourists shows an increasing trend with a compound annual growth rate (CAGR) 7.09. With regard to four destinations it shows an increasing trend with CAGR of 8.24, 5.32, 4.15 and 9.3 for Kovalam, Kumarakam, Thekkadi and Wayanad respectively. It further shows that CAGR is high in Wayanad and low in Thekkadi. This explains that the average number of arrivals of foreign tourists are higher in Wayanad than other destination. This means that Wayanad is a destination which explores steadily foreign arrivals. When considering foreign arrivals, it also showed a declining trend in growth after 2010. Fig 6.5 represents the graphical trend of foreign arrivals in the destinations.
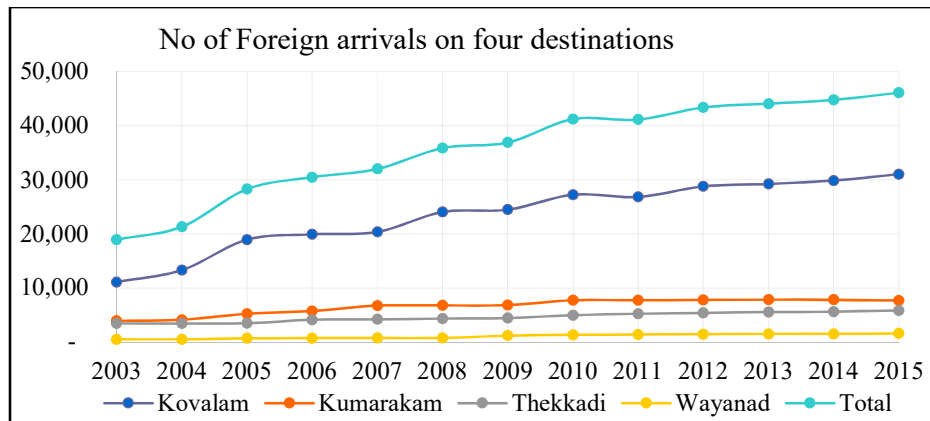
Fig 6.5. Destination wise Comparison of Foreign arrivals

For the purpose of comparing the trend of arrivals with respective districts of RT destinations, the arrivals of Trivandrum (Kovalam), Kottayam (Kumarakam), Idukki (Thekkadi) and Wayanad (Wayanad) were taken into considerations. The Table 6.33 explains total arrivals at four districts.

Table 6.33

Total Arrivals at Four District of Respective Sampling Area

Year	Trivandrum	Kottayam	Idukki	Wayanad	Total	% of increase
2003	9,59,883	8,65,048	21,897	1,84,676	20,31,505	-
2004	9,59,345	8,55,787	23,517	1,86,601	20,25,251	-0.31
2005	9,57,151	8,37,211	20,017	1,84,926	19,99,306	-1.28
2006	10,18,290	8,66,712	26,543	2,22,827	21,34,373	6.76
2007	11,42,503	9,48,579	27,358	2,16,769	23,35,210	9.41
2008	13,36,912	11,02,115	27,230	2,58,061	27,24,319	16.66
2009	12,51,133	10,74,562	24,623	2,99,451	26,49,770	-2.74
2010	13,64,689	11,60,640	32,561	3,34,160	28,92,051	9.14
2011	15,12,942	12,88,555	37,573	3,72,320	32,11,391	11.04
2012	16,51,427	14,08,688	40,926	3,95,196	34,96,238	8.87
2013	18,24,879	15,56,435	40,932	4,23,129	38,45,376	9.99
2014	19,96,811	17,07,199	44,366	4,57,548	42,05,925	9.38
2015	21,71,693	18,61,470	49,976	5,08,077	45,91,217	9.16
CAGR	**6.48**	**6.07**	**6.55**	**8.10**	**6.47**	-

Source: Kerala Tourism statistics report 2003-2015

The total arrivals show an increasing trend with CAGR 6.47. When compared to arrivals at respective RT destinations (Table 6.3) the CAGR is 6.6. When considering the percentage of growth, in 2009 a huge decrease has occurred in arrivals, mainly due to the global recession in the tourism and H1N1 influenza pandemic. The study results show that arrivals in RT destination have not decreased in the year 2009.

Fig 6.6 depicts the graphical presentation of tourist arrivals in the districts.
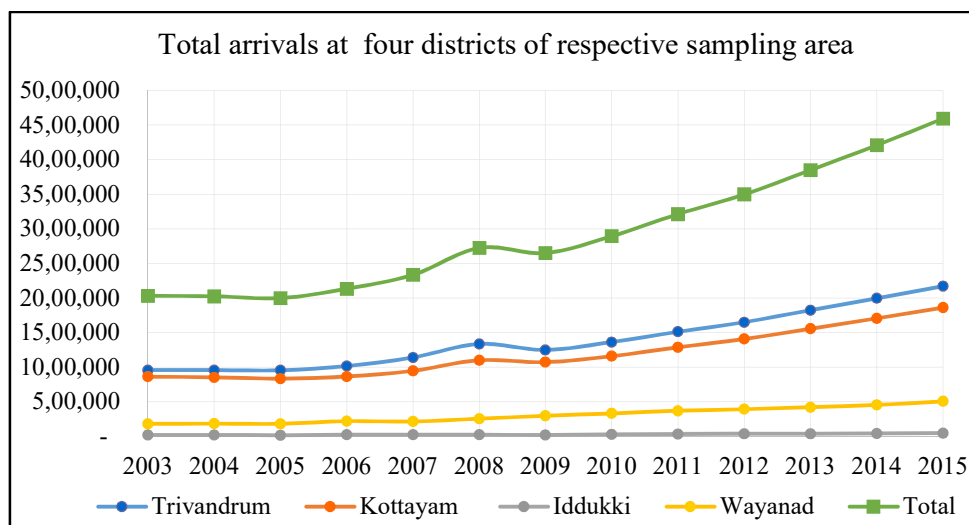
Fig 6.6. District wise Total No. of Tourists arrivals

The Table 6.34 describes the number of foreign arrivals in the four districts of the respective RT destinations.

Table 6.34

Foreign Arrivals at Four Districts of Respective RT destinations

Year	Trivandrum	Kottayam	Idukki	Wayanad	Total	% of increase
2003	94,835	21,897	31,831	621	1,49,184	-
2004	1,03,558	23,517	46,031	749	1,73,855	16.54
2005	1,19,940	20,017	39,378	942	1,80,277	3.69
2006	1,51,578	26,543	44,583	2,611	2,25,315	24.98
2007	1,93,924	27,358	46,463	4,093	2,71,838	20.65
2008	2,34,797	27,230	51,025	5,638	3,18,690	17.24
2009	1,76,571	24,623	38,185	5,362	2,44,741	-23.20
2010	2,04,049	32561	48295	6575	2,91,480	19.10
2011	2,24,387	37,573	55,778	7,567	3,25,305	11.60
2012	2,42,739	40,926	62,387	9,541	3,55,593	9.31
2013	2,68,444	40,932	68,880	10,844	3,89,100	9.42
2014	2,89,612	44,366	77,905	11,795	4,23,678	8.89
2015	3,10,223	49,976	83,894	12,377	4,56,470	7.74
CAGR	**9.55**	**6.55**	**7.74**	**25.88**	**8.98**	**-**

Source: Kerala Tourism statistics report 2003-2015

From the table, it is clearly evident that the foreign arrivals in the districts representing four RT destinations are steadily increasing, however, during 2009, there was a big drop in foreign arrivals (-23% vs year 2008). Year 2009, the whole world experienced lowered travel due to global recession. Another major reason for low arrivals was travel-ban by many countries due to H1N1 influenza pandemic.

The graphical presentation of foreign arrivals at four districts is shown in figure 6.7.
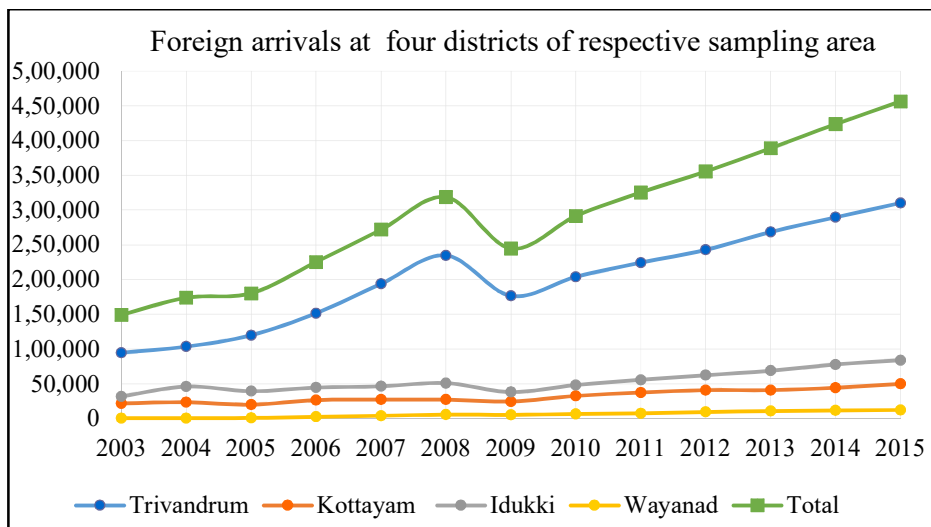
Fig 6.7. District wise Foreign Arrivals

The table 6.35 exhibits number of domestic arrivals at four districts of these RT destinations.

Table 6.35

Domestic Arrivals at Four District of Respective Sampling Area

Year	Trivandrum	Kottayam	Idukki	Wayanad	Total	% of increase
2003	8,65,048	1,62,779	4,20,960	202909	16,51,696	-
2004	8,55,787	1,63,084	4,82,283	187701	16,88,855	2.25
2005	8,37,211	1,64,909	4,73,772	191184	16,67,076	-1.29
2006	8,66,712	1,96,284	5,15,182	2,25,923	18,04,101	8.22
2007	9,48,579	1,89,411	5,05,229	2,56,190	18,99,409	5.28
2008	11,02,115	2,30,831	5,31,970	2,95,465	21,60,381	13.74
2009	10,74,562	2,74,828	4,29,402	3,68,459	21,47,251	-0.61
2010	11,60,640	3,01,599	4,64,123	4,08,151	23,34,513	8.72
2011	12,88,555	3,34,747	5,06,990	4,51,184	25,81,476	10.58
2012	14,08,688	3,54,270	5,55,122	4,80,125	27,98,205	8.40
2013	15,56,435	3,82,197	5,86,546	5,19,306	30,44,484	8.80
2014	17,07,199	4,13,182	6,35,621	5,64,274	33,20,276	9.06
2015	1861470	4,58,101	6,68,537	6,07,335	35,95,443	8.29
CAGR	**6.07**	**8.28**	**3.62**	**8.80**	**6.17**	-

Source: Kerala Tourism statistics report 2003-2015

Among the four districts, highest CAGR for domestic arrivals are at Wayanad (8.80) followed by Kottayam (8.28) and the least is at Idukki (3.62). Domestic arrivals show an increasing trend except for the year 2009. The domestic arrivals at four districts are graphically depicted in fig 6.8.
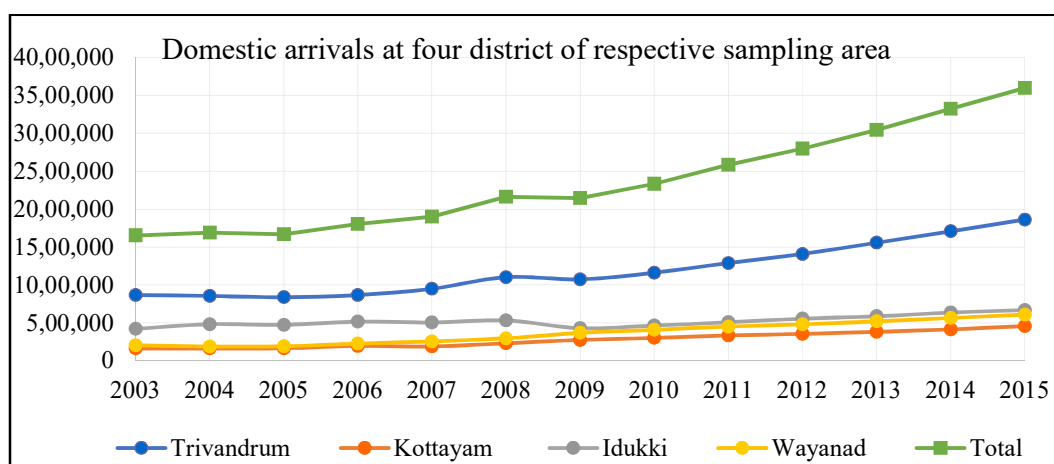
Fig 6.8. District wise Domestic Arrivals

For the purpose of comparison of tourist arrival trend, it is necessary to consider state arrivals also. The Table 6.36 presents the total number of tourist arrivals in Kerala.

Table 6.36

Total Tourists Arrivals in Kerala

Year	Foreign	% of increase	Domestic	% of increase	Total	% of increase
2003	2,94,621	-	58,71,228	-	61,65,849	-
2004	3,45,546	17.28	59,72,182	1.72	63,17,728	2.46
2005	3,46,499	0.28	59,46,423	-0.43	62,92,922	-0.39
2006	4,28,534	23.68	62,71,724	5.47	67,00,258	6.47
2007	5,15,808	20.37	66,42,941	5.92	71,58,749	6.84
2008	5,98,929	16.11	75,91,250	14.28	81,90,179	14.41
2009	5,57,258	-6.96	79,13,537	4.25	84,70,795	3.43
2010	6,59,265	18.31	85,95,075	8.61	92,54,340	9.25
2011	7,32,985	11.18	93,81,455	9.15	1,01,14,440	9.29
2012	7,93,696	8.28	1,00,76,855	7.41	1,08,70,551	7.48
2013	8,58,143	8.12	1,08,57,811	7.75	1,17,15,954	7.78
2014	9,23,366	7.60	1,16,95,411	7.71	1,26,18,777	7.71
2015	9,77,479	5.86	1,24,65,571	6.59	1,34,43,050	6.53
CAGR	**9.66**	-	**5.96**	-	**6.18**	-

Source: Kerala Tourism statistics report 2003-2015

From the above table, when we refer to Kerala as a whole destination, the foreign tourist arrivals have been growing at close to 15 to 20% a year till 2010 with a dip in 2009. The growth of foreign arrivals has considerably retarded, since then. However, domestic arrivals have a steady increase since 2006 which contributed fair growth (5 to 10%) of total tourist arrivals to Kerala. However, the global arrivals to Kerala has a lingering and loitering trend due to global slowdown on travelling, The emergence of Sri Lanka as a tourist destination after the war, competitive pricing,

excise policy, foreign tour package for domestic travelers with competitive rate etc. The graphical presentation of total arrivals in Kerala is presented in the fig 6.9.
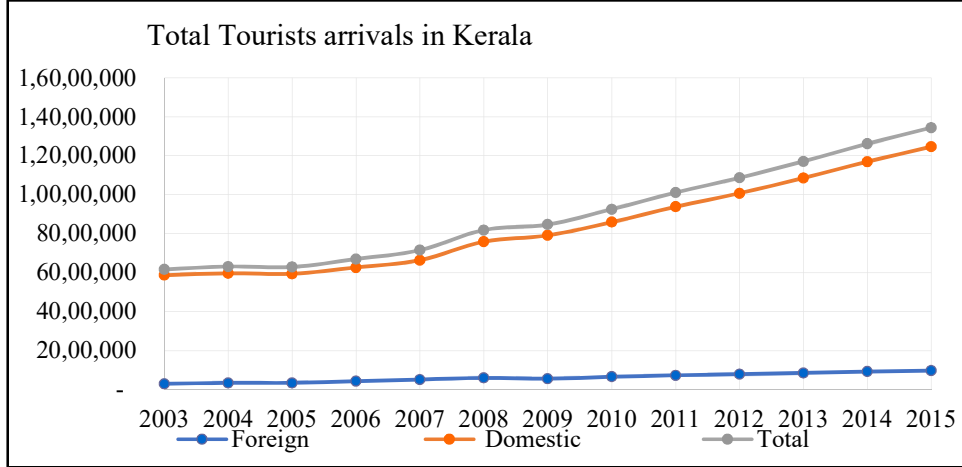
Fig 6.9. Total Tourist Arrivals in Kerala

6.14 Turnover

Turnover means the revenue or income generated from tourism activities. For the purpose of analysis turnover in lakhs for the period 2003 to 2015 were taken into account to know whether the companies could generate profit and sufficient earnings through responsible tourism activities. The table displays the turnover in lakhs from the period 2003 to 2015.

Table 6.37

Turnover in Lakhs

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total	% of increase
2003	4,400	2,751	2,627	1,195	10,973	-
2004	6,653	2,851	3,678	1,459	14,641	33.4
2005	13,552	5,092	3,730	1,542	23,916	63.3
2006	14,155	5,366	5,768	1,646	26,935	12.6
2007	14,510	5,589	5,876	1,680	27,655	2.7
2008	16,531	5,875	6,029	1,715	30,150	9.0
2009	16,738	6,260	6,198	2,035	31,231	3.6
2010	17,602	7,022	6,680	2,195	33,498	7.3
2011	18,036	7,308	7,024	3,155	35,523	6.0
2012	19,056	7,767	7,365	3,348	37,536	5.7
2013	19,898	8,268	7,790	3,719	39,675	5.7
2014	20,741	8,726	7,999	3,840	41,305	4.1
2015	21,509	9,234	8,003	4,102	42,848	3.7
CAGR	**12.98**	**9.76**	**8.95**	**9.95**	**11.05**	-

Source: Survey data

From the table 6.37 it is clear that the turnover shows an increasing trend with a compound annual growth rate (CAGR) 11.05. With regard to four destinations it shows an increasing trend with CAGR of 12.98, 9.76, 8.95 and 9.95 for Kumarakam, Kovalam, Thekkadi and Wayanad respectively. It also shows that CAGR is high in Kovalam and low in Thekkadi. This reveals that the turnover is high in Kovalam as compared to other destination. The total turnover at four destinations are graphically represented in fig 6.10
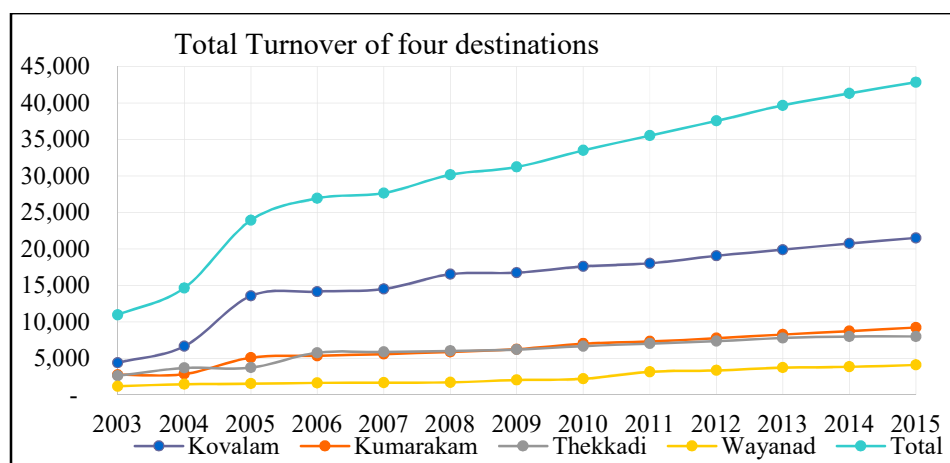
Fig 6.10. Destination wise Turnover

6.14.1 Foreign Exchange Earnings and Total earnings

Foreign exchange earnings are the key criteria used to judge the growth of the tourism sector. So, it is necessary to consider the foreign earnings for the purpose of evaluating the growth in the Kerala tourism sector. Table 6.38 displays the foreign exchange earnings of Kerala tourism.

Table 6.38

Foreign Exchange Earnings and Total Earnings from Tourism
(Amount in Crores)

Year	Foreign Exchange	% of increase	Total earnings	% of increase
2003	983.4	-	5,938.0	-
2004	1,266.8	28.82	6,829.0	15.01
2005	1,552.3	22.54	7,738.0	13.31
2006	1,988.4	28.09	9,126.0	17.94
2007	2,640.9	32.82	11,433.0	25.28
2008	3,066.5	16.11	13,130.0	14.84
2009	2,853.2	-6.96	13,231.0	0.77
2010	3,797.4	33.09	17,348.0	31.12
2011	4,222.0	11.18	19,037.0	9.74
2012	4,571.7	8.28	20,430.0	7.32
2013	5,560.8	21.63	22,926.6	12.22
2014	6,398.9	15.07	24,885.4	8.54
2015	6,949.9	8.61	26,689.6	7.25
CAGR	**16.23**	**-**	**12.26**	**-**

Source: Kerala Tourism statistics report 2003-2015

From the table 6.38 it is revealed that there is an increasing trend in earnings in every year except in 2009 which is due to the downfall in tourist's arrivals. Fig 6.11 exhibits graphic explanation of earnings from Kerala.
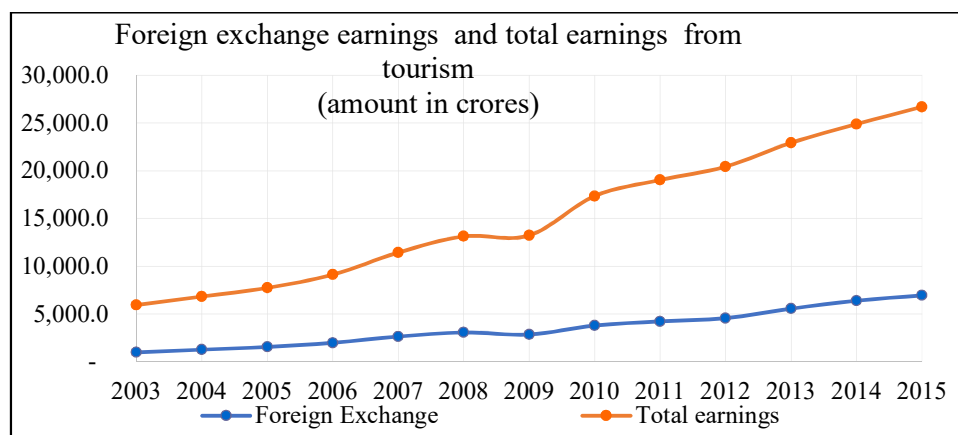
Fig 6.11. Foreign Exchange Earnings and Total Earnings of Kerala Tourism

6.15 Electricity Consumption

Electricity consumption means productive usage of electricity (in lakhs). Usage of electricity for the period 2003 to 2015 was scrutinized to find whether there are any significant differences in consumption rate as a result of responsible activities. The Table 6.39 displays the electricity consumption (in lakhs) for the period 2003 to 2015. The table 6.39 exhibits destination wise comparisons of electricity consumption in lakhs.

Table 6.39

Electricity Consumption in Lakhs for the Period of 2003-2015

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total	% of increase
2003	196	210	65	62	533	-
2004	294	217	190	63	764	43.4
2005	710	384	192	69	1,354	77.3
2006	740	406	272	72	1,490	10.0
2007	759	422	278	72	1,531	2.8

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total	% of increase
2008	872	445	288	74	1,679	9.6
2009	872	472	295	85	1,723	2.6
2010	979	530	320	60	1,888	9.6
2011	1,051	548	333	90	2,022	7.1
2012	1,091	585	360	99	2,135	5.6
2013	1,197	629	381	107	2,314	8.4
2014	1,269	667	393	111	2,440	5.4
2015	1,292	703	396	106	2,498	2.4
CAGR	15.62	9.76	14.91	4.19	12.62	-

Source: Survey data

From the data in table 6.39, it is apparent that the electricity consumption shows an increasing trend with a compound annual growth rate (CAGR) 12.62. It shows an increasing trend with CAGR of 15.62, 9.76, 14.91 and 4.19 for the destinations Kovalam, Kumarakam, Thekkadi and Wayanad respectively. It also shows that CAGR is high in Kovalam and low in Thekkadi. This points out that electricity consumption is high in Kovalam as compared to other destinations. The electricity consumption at four destinations is graphically depicted in fig 6.12
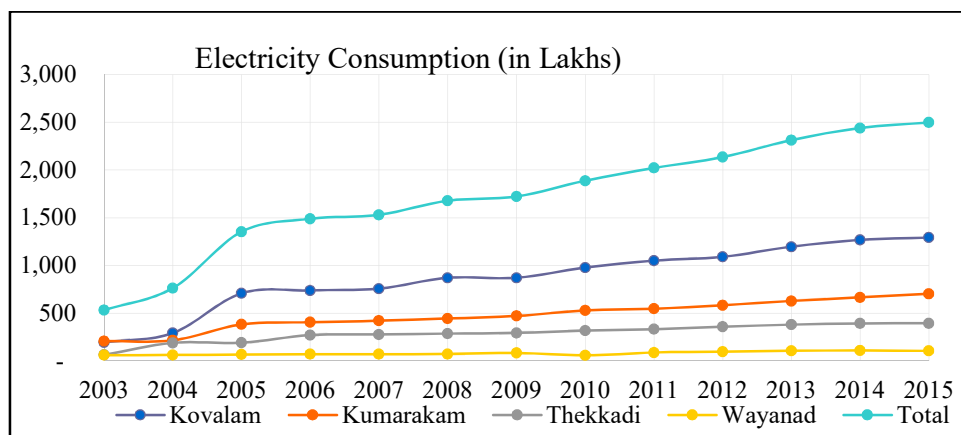
Fig 6.12. Destination wise Electricity Consumption

It is easier to illuminate the cost of electricity consumption in terms of turnover. The graph (fig 6.13) construes that the destinations energy cost is in line with turnover except Kovalam. This figure presents a graphical explanation of electricity consumption in percentage over turnover.
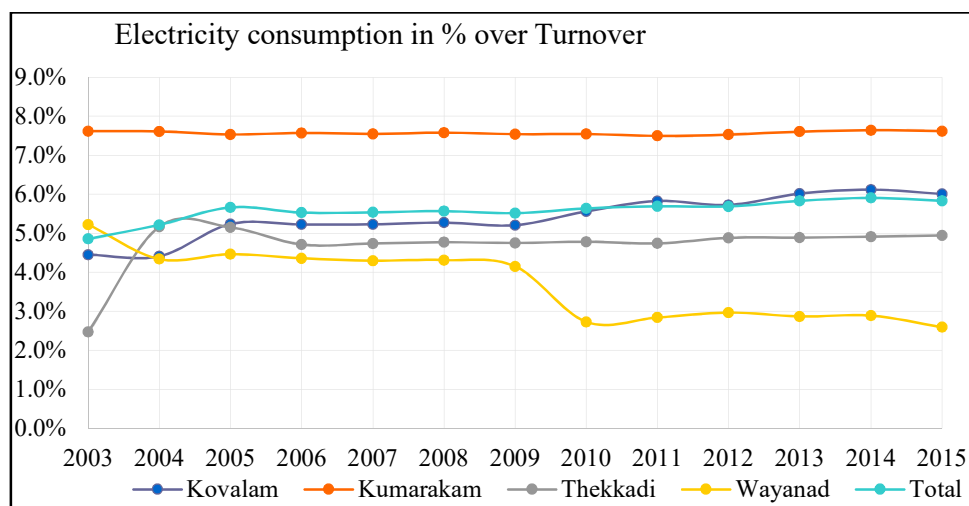
Fig 6.13. Destination wise Electricity Consumption in % over Turnover

6.16 Water Consumption

Water consumption is an important sustainable criterion in the tourism sector. Water consumption means annual usage of water out sourced for the period 2003 to 2015. Data relating to water outsourced for this period was scrutinized to know whether there are any significant differences in consumption rate as a result of responsible activities. The destinations Wayanad and Thekkadi do not out source water. They depend on their own water sources. The table 6.40 shows destination wise comparison of water consumption in lakhs.

Table 6.40

Water Consumption in Lakhs for the Period of 2003-2015

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
2003	48.84	29.17	0	0	78.01
2004	67.06	30.2	0	0	97.26
2005	135.87	52.78	0	0	188.65

Year	Kovalam	Kumarakam	Thekkadi	Wayanad	Total
2006	141.93	55.52	0	0	197.45
2007	145.49	58.08	0	0	203.57
2008	180.96	60.9	0	0	241.86
2009	189.6	64.63	0	0	254.23
2010	202.45	72.48	0	0	274.93
2011	209.26	75.27	0	0	284.53
2012	212.41	79.15	0	0	291.56
2013	232.09	84.02	0	0	316.11
2014	234.56	88.6	0	0	323.16
2015	232.68	93.29	0	0	325.97
CAGR	**12.76**	**9.35**	**0**	**0**	**11.63**

Source: Survey data

The table (6.40) displays the water consumption in lakhs for the period 2003 to 2015. From the table it is clear that the water consumption shows an increasing trend in compound average growth rate (CAGR) 11.63. With regard to two destinations also it shows an increasing trend with CAGR of 12.76 and 9.35 for Kovalam and Kumarakam. Destinations like Thekkadi and Wayanad are not outsourcing water but depends on their own source of water. It also shows that CAGR is high in Kovalam and low in Thekkadi. This reveals that the water consumption is high in Kovalam and Kumarakam due to its geographical trait.
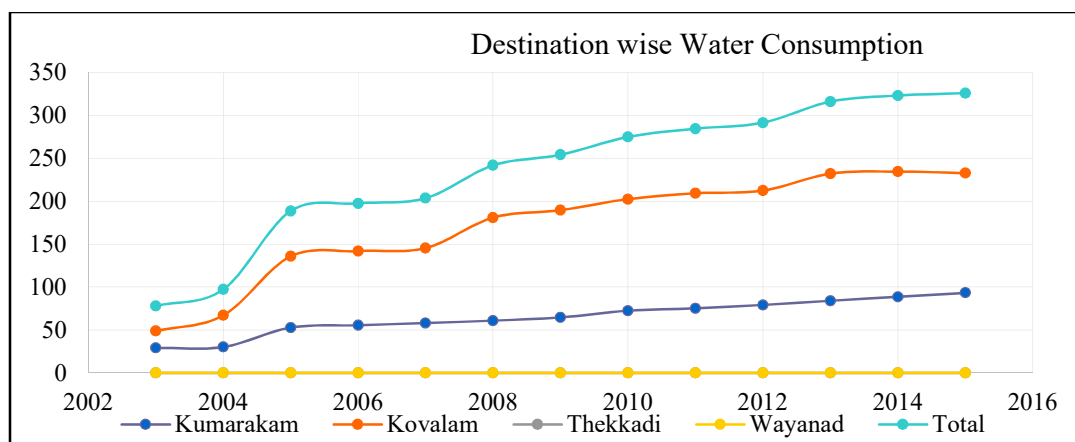
Fig 6.14. Destination wise Water Consumption

6.17 Sources of Eco fair Products of Hotels and Resorts

The Responsible tourism promotes Eco fair products in the destinations. Percentage of eco-friendly products used in sourcing supplies by the hotels and resorts under study are illustrated below.

6.17.1 Location of Hotels and Resorts

It is important to be extremely careful in selecting locations for hotels and resorts to make them free of environmental pollution and disasters. It is equally important that these institutions do not pollute the surroundings and nature. The table 6.41 shows destination wise percentage of eco-friendly location of hotels and resorts.

Table 6.41

Destination wise Percentage of Eco-friendly Location of Hotels and Resorts

	N	Mean	Std. Deviation	F value	p value
Kovalam	10	95.50	4.97		
Kumarakam	15	93.33	8.99	1.302	.287
Thekkadi	10	98.50	2.42		
Wayanad	10	94.00	6.99		
Total	45	95.11	6.78		

Source: Survey data

Details in table 6.41 disclose the association of the source of eco-friendly products to destinations. It is understood from the table that Thekkadi shows higher mean score 98.50 with SD 2.42 than other destinations. The f value is 1.302 with p value .287 which is greater than significant level 0.05. This means that no significant difference exists between sources of Eco fair products with regard to destination.

6.17.2 Material Used for Construction

The quantity of eco-friendly materials used by hotels and resorts for the construction is an indicator of responsible tourism activities. The table 6.42 explores the destination wise analysis of the quantity of eco-friendly materials used by the hotels and resorts during construction. Table 6.42 represents in percentage the destination wise eco-friendly materials used for construction.

Table 6.42

Percentage of Eco-friendly Materials Used for Construction.

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	70.50	22.79	2.097	.115
Kumarakam	15	79.67	10.09		
Thekkadi	10	87.00	14.57		
Wayanad	10	85.00	17.16		
Total	45	80.44	16.71		

Source: Survey data

It is understood from the table 6.42 that Thekkadi shows higher mean score 87.00 with SD 14.57 than other destinations. In all destinations more than 70 percentage of the materials used for construction are eco-friendly. The f value is 2.097 with p value 0.115 which is greater than significant level 0.05. This means that no significant difference exists in the materials with regard to destinations.

6.17.3 Energy Conservative Measures

Responsible tourism focuses on energy conservative measures such as generate hot water from solar water heaters or from heat recovering from air conditioners, outdoor and pathway lights connected to auto on – off timers, and reminder notices to guests to switch off lights and appliances when leaving room. The table 6.43 reveals a destination wise comparison of percentage of energy conservative

measures followed by hotels and resorts under responsible tourism. Table 6.43 reveals a destination wise energy conservative measures, expressed in percentage.

Table 6.43

Destination wise Percentage of Energy Conservative measures

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	45.50	23.51		
Kumarakam	15	51.67	22.65	.745	.531
Thekkadi	10	51.00	22.46		
Wayanad	10	60.00	18.26		
Total	45	52.00	21.73		

Source: Survey data

From the table (6.43) it is clear that the percentage of energy conservative measure varies from 45 to 60. It is inferred from the table that Wayanad shows higher mean score 60.00 with SD 18.26 than other destinations. The f value is .745 with and p value .531 which is greater than the significant level .05. This means that there is no significant difference in the energy conservative measures with regard to destination.

6.17.4 Furnishing

Hotels and resorts under responsible tourism make use of eco-friendly products for furnishing of interiors, gardening and landscape. Table 6.44 illustrates the destination wise comparison (in percentage) of furnishing of hotels and resorts under responsible tourism.

Table 6.44

Destination wise Percentage of Furnishing

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	97.00	3.50		
Kumarakam	15	87.00	9.96	6.434	.001
Thekkadi	10	95.50	4.38		
Wayanad	10	96.50	4.74		
Total	45	93.22	7.92		

Source: Survey data

All the destinations utilise more than 85 percentages of eco-friendly products for furnishing. It also shows that among the destinations, Kovalam shows the highest mean score 97.00 with SD 3.50 and Kumarakam shows the least mean percentage score. The f value is 6.434with and p value .001 which is less than the significant level .05. There is a significant difference in the furnishing with regard to destination.

6.17.5 Gardening and Landscape

The table 6.45 below gives a destination wise comparison of percentage of eco-friendly products used for gardening and landscape of hotels and resorts under responsible tourism.

Table 6.45

Destination wise Percentage of Gardening and Landscape

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	96.50	3.37		
Kumarakam	15	90.00	11.80	3.590	.022
Thekkadi	10	97.50	2.64		
Wayanad	10	98.50	3.37		
Total	45	95.00	7.98		

Source: Survey data

All the destinations make use of more than 90% eco-friendly products for gardening and landscape. It is seen that among the destinations, Wayanad shows the highest mean score 98.50 with SD 3.37. The f value is 3.590 with and p value .022 which is less than the significant level .05. There is a significant difference in the gardening and landscape with regard to destination.

6.17.6 Guest Supplies

The table 6.46 explores the details regarding the destination wise comparison of percentage of supplies to guests, such as glass bottles, linen clothes, bathroom amenities, etc. of the hotels and resorts under responsible tourism.

Table 6.46

Destination wise Percentage of Guest Supplies

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	90.80	9.47	2.373	.084
Kumarakam	15	81.33	11.57		
Thekkadi	10	91.00	13.08		
Wayanad	10	92.00	12.95		

Source: Survey data

It is understood from the table 6.46 that all the destinations make use of more than 80 percentage of eco-friendly supplies to guests. And also, among the destinations Wayanad shows the highest mean score 92.00 with SD 12.95. The f value is 2.373 with and p value .084 which is greater than the significant level .05. This means that there is no significant difference in the supplies to guests with regard to destination.

6.17.7 Waste Disposal

One of the important objectives of responsible tourism is to achieve zero waste surroundings. This means a proper disposition and discarded or discharged material

in accordance with local environmental guidelines and laws. It also includes recycling of waste materials, treatment and reuse of waste water for gardening and flush tanks, compacting tin cans and bottles, use of glass crushers to dispose of glass bottles, use of incinerator for general waste disposal, treatment of sewage effluent etc. The table below explains the details regarding destination wise comparison responsible waste disposal activates of hotels and resorts under responsible tourism. The table 6.47 shows destination wise percentage of waste disposal

Table 6.47

Destination wise Percentage of Waste Disposal

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	93.5	4.11	6.488	.001
Kumarakam	15	75.33	16.95		
Thekkadi	10	96.00	3.94		
Wayanad	10	81.00	18.38		
Total	45	85.22	15.70		

Source: Survey data

It shows that the percentage of responsible waste disposal activities among destinations vary from 75 to 96 percentages. It is clear from the table that among the destinations, Thekkadi shows the highest mean score 96 with SD 3.94 and Kumarakam shows the least score. The f value is 6.4885 with and p value .001 which is less than the significant level .05. This reveals that there is significant difference in the waste disposal with regard to destination.

6.17.8 Recycled Material

The table 6.48 depicts the destination wise comparison of percentage of recycled material used by hotels and resorts under responsible tourism.

Table 6.48

Destination wise Recycled Material

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	74.00	16.80		
Kumarakam	15	44.67	20.66	4.762	.006
Thekkadi	10	69.00	20.66		
Wayanad	10	53.00	27.51		
Total	45	58.44	24.23		

Source: Survey data

From the table 6.48 it is understood that among the destinations Kovalam shows the highest mean score 74.00 with SD 16.80. The f value is 4.762 with and p value 0.006 which is less than the significant level 5%. This means that there is a significant difference between recycled material and destination.

6.17.9 Organic Food and Beverage

Responsible tourism focuses promotion of organic food and beverages. The table (6.49) gives the details regarding the destination wise comparison of percentage of organic food and beverages made available at hotels and resorts under responsible tourism. Much care should be taken to prepare and serve organic food and beverages while preparing the menu or cuisine.

Table 6.49

Destination wise Organic Food and Beverages

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	65.00	24.27		
Kumarakam	15	57.33	14.74		
Thekkadi	10	67.00	16.02	.953	.424
Wayanad	10	69.00	20.79		
Total	45	63.78	18.80		

Source: Survey data

The percentage of organic food and beverage varies from 57 to 69 percentages. It is understood that among the destinations Wayanad shows the highest mean score 69.00 with SD 2079. The f value is .953 with p value .424 which is greater than the significant level .05. This depicts there is no significant difference in the organic food and beverage and destination.

6.17.10 Conveyance

Table 6.50 shows the details regarding the destination wise comparison of percentage of mode of energy saving conveyance and non-polluted vehicles such as buggies, animal cartage etc. for the transportation purpose of hotels and resorts under responsible tourism.

Table 6.50

Destination wise Conveyance

	N	Mean	Std. Deviation	f value	p value
Kovalam	10	48.50	34.88		
Kumarakam	15	43.67	23.03		
Thekkadi	10	40.50	20.61	.191	.902
Wayanad	10	47.00	24.97		
Total	45	44.78	25.32		

Source: Survey data

It is clear from the above table that among the destinations Kovalam shows the highest mean score 48.50 with SD 34.88. The f value is .191 with and p value 0.902 which is greater than the significant level .05. This means that there is no significant difference in the conveyance and destination. Table 6.51 highlights the comparison of the various sources of supplies.

Table 6.51

Sources of Supplies

Use of Eco fair products	Mean	Std. Deviation	t value	p value
Location	95.11	6.78	35.713	.287
Material used for construction.	80.44	16.71	8.607	.115
Energy conservative measures	52.00	21.73	-2.161	.531
Furnishing	93.22	7.92	28.998	.001
Garden & Landscape	95.00	7.98	30.273	.022
Guest Supplies	87.96	12.36	15.710	.084
Waste Disposal	85.22	15.70	11.203	.222
Recycled Material	58.44	24.23	1.704	.424
Organic food & beverages	63.78	18.80	-3.769	.902
Conveyance	44.78	25.32	-.154	.006
Total	75.59	8.99	12.373	.000

Source: Survey data

The table 6.51 exhibits that all the hotels and resorts put extra efforts to use eco-friendly products while sourcing supplies. However, a major concern arises in the case of energy conservative measures, recycled material and conveyance. It is understood that the reason for this concern is the unavoidable requirement of huge capital investment and government support (new policies) in order to achieve the desired target. The percentage of usage between 50-59% is considered as average, 60- 74% is considered as good and 75-100% is considered as excellent and below 50% is poor. The table (6.51) reveals only conveyance has gone below 50% and is considered as poor usage. Energy conservative measure and recycled materials are considered to be average category of usage. Organic food and beverage are in the good category. All others are in between 75-100% and considered as excellent usage. The

fig 6.15 portrays the graphical representation of usage of Eco fair products in various sources of supplies.
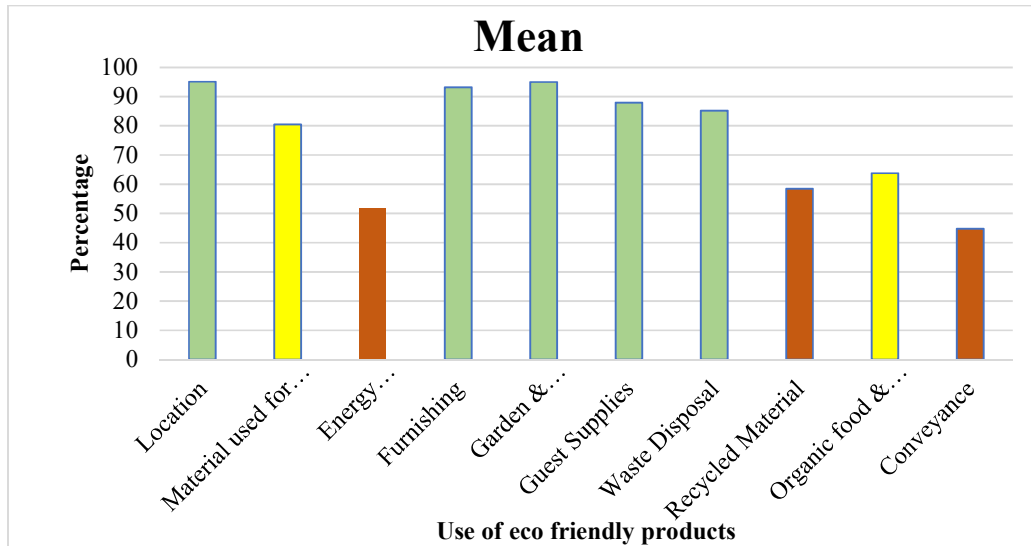
Fig 6.15. Usage of Eco fair Products in Sources of Supplies

6.18 Business Performance with respect to CSR of Hotels and Resorts

Business performance is the outcome of all kinds of responsible activities embraced and adopted by hotels and resorts. Business performance in CSR concentrates on the increase in turnover, local value added, usages of recycled material and of eco-friendly products, and decrease in electricity consumption, water consumption, paper consumption printed catalogues and such other things.

The table (6.52) shows the perception of managers of hotels and resorts on the various indicators of the business performance with respect to CSR.

Table 6.52

Perception of Managers on Business Performance on CSR

Business Performance indicators on CSR	N	Mean	Std. Deviation	t value	p value
Increase in Turnover	45	3.89	.98	6.07	.000
Increase in Local value added	45	4.18	.86	9.18	.000
Decrease in Electricity consumption	45	3.98	.99	6.64	.000
Decrease in water consumption	45	4.04	.30	8.80	.000
Decrease in paper consumption	45	4.13	.81	9.33	.000
Increase in Recycled material	45	3.82	.96	5.74	.000
Decrease in catalogues printed	45	4.00	.80	8.41	.000
Increase in Eco fair products usage	45	4.16	.80	9.73	.000
Total	45	32.20(test value 24)	5.73	9.61	.000

Source: Survey data

The table 6.52 shows the perception of the managers reveals that there is an increase in the indicators such as turnover, local value added, usage of recycled material and eco fair products. A decrease in the indicators such as electricity consumption, water consumption and paper consumption. The calculated t value of each indicator is higher than the table value (1.96) at 0.05 significant levels, which indicates that there is a significant difference in the perception of managers on each indicator of business performance with regard to test value (3).

The average score of all the indicators of business performance on CSR is 32.20 with SD 5.73, which is higher than the test value (24). The calculated t value (9.61) is higher than the table value (2.58) at 0.01 significant levels, which indicates that there is a significant difference in the perception of managers on the indicators of Business performance on CSR with regard to test value (24). The destination wise comparison of business performance on CSR is illustrated in table 6.53.

Table 6.53

Destination wise Comparison- Indicators of Business Performance on CSR

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	31.90	.57		
Kumarakam	15	29.27	7.88	3.839	.016
Thekkadi	10	32.60	3.41		
Wayanad	10	36.50	4.09		
Total	45	32.20	5.73		

Source: Survey data

The Table (6.53) shows the business performance on CSR with respect to destinations. The mean score of Kovalam is 31.90 with SD .57. The mean score of Kumarakam is 29.27 with SD 7.88. The mean score of Thekkadi is 32.60 with SD 3.41 and the mean score of Wayanad is 36.50 with SD 4.09. It shows that the highest mean score is in Wayanad whereas the least score is in Kumarakam. The calculated p value is 0.016 is less than the significant level 0.05, which indicates that there are significant differences in business performance with respect to destination.

6.19 Business Management Indicators on CSR

Business management is the methodology which concerns with the management of an organisation to achieve a coveted goal. For the purpose of analysing business management of CSR, the indicators such as customer info, accommodation, guest info, source standard, customer satisfaction, etc. are taken into account. The table 6.54 narrates the various indicators of business management with respect to CSR.

Table 6.54

Perception on the Indicators of Business Management

Indicators of CSR	N	Mean	Std. Deviation	t value	p value
Customer info checked	45	2.98	.15	44.00	.000
Accommodation on regional culture	45	2.89	.32	18.762	.000
Owner's Accommodation	45	2.56	.66	5.655	.000
Guest info	45	2.91	.29	21.237	.000
Source standard	45	2.91	.29	21.237	.000
Customer satisfaction	45	2.98	.15	44.000	.000
Total	45	17.22	1.30	27.054	.000

Source: Survey data

It shows that the mean score of each indicator is higher than the test value (2). The average of business management (17.22) with SD 1.3 is higher than the test value (12). The calculated t value of each indicator is higher than the table value 1.96 with 0.05 significant levels, which shows that there is a significant difference in the opinion of the respondent on various indicators of business management.

6.19.1 Customer Info

Customer info means the manner in which a company enlightens its customers about the holiday packages and destinations and its efforts to breed and nourish awareness for responsible travel. The table 6.55 shows the destination wise, frequency of customer info.

Table 6.55

Destination wise Frequency of Customer Info

	Always	**Sometimes**	**Never**	**Total**
Kovalam	10(100)	0 (0)	0 (0)	10 (100)
Kumarakam	14(93.3)	1(6.7)	0(0)	15(100)
Thekkadi	10(100)	0(0)	0(0)	10(100)
Wayanad	10(100)	0(0)	0(0)	10(100)
Total	44(97.8)	1(2.2)	0(0)	45(100)
Pearson Chi-Square= 2.045, df= 3, p=.563				

Source: Survey data

The table 6.55 sketches the frequency of checking of customer info by the hotels and resorts. Out of 45, 44 (97.8%) are checking customer info regularly. Only one from Kumarakam checks the same occasionally.

6.19.2 Accommodation

Accommodation deals with description of accommodation checked, extend to which accommodation meets sustainability criteria, whether the accommodation is strongly related to the regional culture, whether the accommodation is managed by the owner or his/her family etc. The table 6.56 tells whether the company follows the regional culture on providing accommodation.

Table 6.56

Destination wise Accommodation Prioritise on Regional Culture

	Always	**Sometimes**	**Never**	**Total**
Kovalam	10(100)	0(0)	0(0)	10(100)
Kumarakam	10(66.7)	5(33.3)	0(0)	15(100)
Thekkadi	10(100)	0(0)	0(0)	10(100)
Wayanad	10(100)	0(0)	0(0)	10(100)
Total	40(88.9)	5(11.1)	0(0)	45(100)
Pearson Chi-Square= 11.250 df= 3, p=.010				

Source: Survey data

The result shows that 40 (88.9%) company are always providing accommodation strongly related to regional culture. Only 5 (11.1%) are providing the same occasionally. There exists a significant difference between destination with regard to accommodation on regional culture since p value (010.) is less than the significant level.

The table 6.57 reveals the destination wise ownership accommodation.

Table 6.57

Destination wise Management of Accommodation

	Always	**Sometimes**	**Never**	**Total**
Kovalam	6(60.0)	2(20.0)	2(20.0)	10(100)
Kumarakam	5(33.3)	8(53.3)	2(13.3)	15(100)
Thekkadi	8(80)	2(20.0)	0(0)	10(100)
Wayanad	10(100)	0(0)	0(0)	10(100)
Total	29(64.4)	12(26.7))	4(8.9))	45(100)
Pearson Chi-Square= 15.121 df= 6, p=.019				

Source: Survey data

The table 6.57 shows the details of whether the accommodation is managed by the owner or his family. Out of 45 accommodations 29 (64.4%) are always managed by the owner or his family. 12 (26.7%) are occasionally managed by the owner or his family. 4 (8.9%) accommodations are never managed by the owner or his family. There exist significant differences in the management of accommodations by owner with regard to destination.

6.19.3 Guest Info

Guest info means the depiction as to whether the management actively inform the guests of the environmentally friendly behaviour (especially in ecologically fragile regions). The table 6.58 discloses the details as to whether the managements actively inform guests of the environmentally friendly behaviour.

Table 6.58

Destination wise Guest Info on Environmentally Friendly Behaviour

	Always	**Sometimes**	**Never**	**Total**
Kovalam	10(100)	0(0)	0(0)	10(100)
Kumarakam	11(73.3)	4(26.7)	0(0)	15(100)
Thekkadi	10(100)	0(0)	0(0)	10(100)
Wayanad	10(100)	0(0)	0(0)	10(100)
Total	41(91.1)	4(8.9)	0(0)	45(100)
Pearson Chi-Square= 8.780 df= 3, p=.032				

Source: Survey data

It is understood from the table 6.58 that 41 (91.1%) always informs the guest of the environmentally friendly behaviour. 4 (8.9%) occasionally inform the guests on environmentally friendly behaviour. In Kumarakam out 15, only 11 hotels and resorts emphasize on regular guest info on environmentally friendly behaviour.

6.19.4 Environmental and Social Standards

Environmental and social standards mean the depiction as to whether the enterprise sources its requirements in line with environmental and social standards, and suppliers are regularly evaluated on the basis of these standards.

Table 6.59

Destination wise Evaluation of Environmental and Social Standards

	Always	**Sometimes**	**Never**	**Total**
Kovalam	10(100)	0(0)	0(0)	10(100)
Kumarakam	11(73.3)	4(26.7)	0(0)	15(100)
Thekkadi	10(100)	0(0)	0(0)	10(100)
Wayanad	10(100)	0(0)	0(0)	10(100)
Total	41(91.1)	4(8.9)	0(0)	45(100)
Pearson Chi-Square= 8.780 df= 3, p=.032				

Source: Survey data

The table 6.59 displays the details as to whether the company sources its requirements in line with environmental and social standards, and suppliers are regularly evaluated on the basis of these standards. It is found that 41 (91.1%) companies regularly and 4 (8.9%) companies occasionally source its requirements in line with environmental and social standards, and suppliers are regularly evaluated on the basis of these standards.

6.19.5 Customer Satisfaction

Regular checking and systematic evaluation of customer satisfaction on hospitality increases customer loyalty, influences on repeat business and leads to positive word of mouth publicity.

The table 6.60 shows the details as to whether the customer satisfaction is systematically evaluated and improved.

Table 6.60

Customer Satisfaction

	Always	**Sometimes**	**Never**	**Total**
Kovalam	10(100)	0(0)	0(0)	10(100)
Kumarakam	14(93.3)	1(6.7)	0(0)	15(100)
Thekkadi	10(100)	0(0)	0(0)	10(100)
Wayanad	10(100)	0(0)	0(0)	10(100)
Total	44(97.8	1(2.2)	0(0)	45(100)
Pearson Chi-Square= 2.045 df= 3, p=.563				

Source: Survey data

It is revealed that 44 (97.8%) regularly evaluate and improve customer satisfaction systematically. Only 1 (2.2%) from Kumarakam carries out the same occasionally.

Table 6.61

Destination wise Perception of Managers on Business Management Indicators on CSR

	Frequency	**Mean**	**Std. Deviation**	**f value**	**p value**
Kovalam	10	17.40	.84		
Kumarakam	15	16.20	1.70	7.166	.001
Thekkadi	10	17.80	.42		
Wayanad	10	18.00	.00		
Total	45	17.22	1.29		

Source: Survey data

The table 6.61 sums up the destination wise comparison of Business management. Wayanad shows the highest mean score 18 with SD 0. Kumarakam shows the lowest mean 16.20 with SD 1.70. The f value is 7.166 with p value. 001. The value is less than the significant level.05, which means that there are significant differences on the business performance with regard to destination.

6.20. Dimensions of Corporate Social Responsibility (CSR)

The three dimensions of CSR viz; Economic, Social and Environmental dimensions have been presented in the following sections:

6.20.1 Economic Dimension of CSR

The Economic dimension refers to the outcome that corporate social responsibility has on the finances of the hotels and resorts. In an ideal world, where corporate social responsibility had no costs, there would be no reason to limit it. But in the real world, it is important to recognize the financial impact that these actions have and to balance being a good corporate citizen by making a profit by way of contributing to local welfare. For the purpose of identifying the factors underlying economic dimensions of CSR all 10 items were subjected to an exploratory factor analysis and a confirmatory factor analysis. Measurement model was developed to find out goodness of fit.

6.20.1.1 Exploratory Factor Analysis- Economic Dimension

In order to identify the naturally occurring 'Economic dimension' of tourism all 10 items were subjected to a factor analysis. The role of factor analysis is to identify the components or factors that are derived from a set of variables, i.e. identify the subset of correlated variables that form a subset which is reasonably uncorrelated with other subsets (Hair et al 1998; Tabachnick and Fidell; 2001).

Table 6.62

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	678.615
	df	45
	Sig.	.000

Source: Output of AMOS 21.0

The result of the test showed The Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy was 0.863 and the Bartlett Test of Sphericity was significant (p<0.001) with a Chi Square value of 678.615 with 45 degrees of freedom which was considered to be very good for further analysis and provided support for the factorisation (Table 6.62).

Table 6.63 below provides the details of each factor along with items contributing to it with component loadings for each item.

Table 6.63

Rotated Component Matrix

Rotated Component Matrix[a]		
	Factor Names	
	I	**II**
Tour Programme	.958	
Living wages	.947	
Local accommodation	.946	
Job development	.931	
Job security	.926	
Sustainable agriculture	.891	
Local products in sourcing		.973
Local products in advertising		.965
Contribution to local value added		.963
Local cuisine		.946
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: Output of AMOS 21.0

6.20.1.2 Factor Name, Variance and Reliability

Explained variance and reliability of rotated factors as obtained from the output of factor analysis (Table 6.64) shows adequate reliability for extracting factors

Table 6.64

Variance, Reliability and Factor Name

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	53.145	0.980	Local Value Added
2	38.129	0.975	Local Empowerment

Source: Output of AMOS 21.0

It is identified that there existed two underlying factors (Local Value Added and Local Empowerment) which represent the 'Economic dimension' construct in the tourism in Kerala.

A confirmatory factor analysis was conducted to confirm the construct identified for the economic dimension.

6.20.1.3 Confirmatory Factor Analysis- Economic Dimension

The primary objective of conducting CFA was to determine the ability of a predefined factor model to fit an observed set of data (See Table 6.65). It provides estimates for each parameter of the measurement model. From the CFA the data were found free from missing values and outliers. Following figure 6.16 depicts the measurement model of economic dimension.

6.20.1.4 Measurement Model- Economic Dimension of CSR
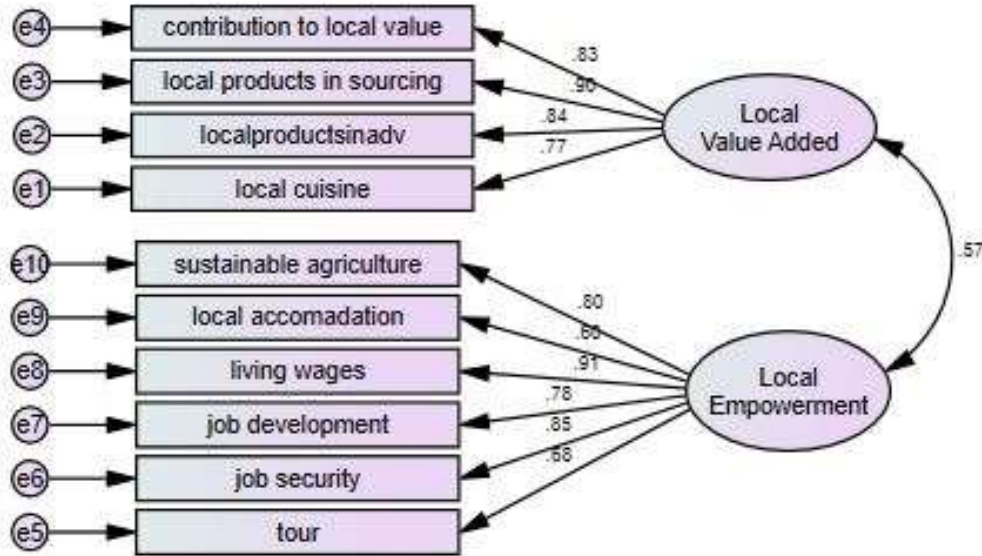
Fig 6.16. Measurement Model on Economic Dimension of CSR

The measurement model was found to be a good fitting model with recommended indices as illustrated in Figure 6.16. All the paths shown in the model are significant as critical ratios were above 1.96.

Table 6.65

Model Fit Indices

Model fit	CFA 1	
	Obtained	Recommended
CMIN/DF	**3.97**	**<5**
RMR	0.080	<0.05
GFI	0.900	>0.9
AGFI	0.920	>0.9
PGFI	0.610	>0.9
NFI	0.900	>0.9
RFI	0.898	>0.9
IFI	0.896	>0.9
TLI	0.921	>0.9
CFI	0.924	>0.9
RMSEA	0.072	<0.08

Source: Output of AMOS 21.0

The table 6.65 exhibits the overall CFI as well as TLI values. They are above 0.9, which indicates that all the fourteen factors used in this study have exhibited strong uni-dimensionality (CFI greater than 0.9) and convergent validity (TLI greater than 0.9).

6.20.1.5 Validation of the scale -Economic Dimension

To ensure that the instrument developed to measure 'Economic dimension' was indeed measuring the construct, the goodness of measures was assessed by testing the validity of the instrument. Validation tests such as convergent and discriminant validity were conducted before the final analysis was done. The detailed analysis is given below.

6.20.1.6 Convergent Validity

Convergent validity tests establish whether responses to the questions are sufficiently correlated with the respective latent variables. Convergent validity is usually assessed based on the comparison of loadings calculated through a non-confirmatory analysis with a fixed value (Ketkar, Kock, Parente & Verville, 2012). Two criteria are recommended as the basis for concluding that a measurement model has acceptable convergent validity: p values associated with the loadings should be lower than 0.05 and loadings for indicators of all respective latent variables must be 0.5 or above for the convergent validity of a measure to be acceptable (Hair et al., 2009). The table 6.66 presents the factor loadings and p values.

Table 6.66

Factor Loadings and p values for Economic Dimension

	Estimate	P
Contribution to local value <--- Local Value Added	0.83	<0.001
Local products in sourcing <--- Local Value Added	0.90	<0.001
Local products in advertising <--- Local Value Added	0.84	<0.001
Local cuisine <--- Local Value Added	0.77	<0.001
Sustainable agriculture <--- Local Empowerment	0.80	<0.001
Local accommodation <--- Local Empowerment	0.60	<0.001
Living wages <--- Local Empowerment	0.91	<0.001
Job development <--- Local Empowerment	0.78	<0.001
Job security <--- Local Empowerment	0.85	<0.001
Tour Programme <--- Local Empowerment	0.68	<0.001

Source: Output of AMOS 21.0

It was found in the study that the factor loadings associated with the latent variables ranged between 0.60 and 0.91 as shown in table 6.66 and hence it is reasonable to assume that the measurement model for the construct 'Economic dimension' has acceptable convergent validity.

6.20.1.7 Discriminant Validity

Discriminant validity tests verify whether responses from the respondents to the questions are either correlated or not with other latent variables. A measurement model has acceptable discriminant validity if the square root of the average variance extracted (AVE) for each latent variable is higher than any of the correlations between the latent variable under consideration and any of the other latent variables in the measurement model (Fornell & Larcker, 1981). The table 6.67 gives AVE and Inter construct correlation.

Table 6.67

Average Variance Extracted and Inter Construct Correlation

Factors	AVE	Correlation
Local Value Added	0.84	0.57
Local Empowerment	0.77	

Source: Output of AMOS 21.0

Discriminant validity was confirmed by examining correlations among the constructs. As a rule of thumb, a 0.85 correlation or higher indicates poor discriminant validity in structural equation modelling (David 1998). None of the correlations among variables were above 0.85 (Table 6.67). The results suggested adequate discriminant validity of the measurement. In addition, to confirm discriminant validity, the inter constructs correlation were calculated and compared with an average variance extracted. All variance extracted (AVE) estimates were larger than the squared inter construct correlation estimates (Table 6.67). Therefore, discriminant validity is confirmed.

6.20.1.8 Normality

Many statistical procedures, including correlation, regression, t-test and ANOVA (parametric test) are based on the assumption that the data is normally distributed. The data are assumed to be normal if it greater than the significance level 0.05. In SEM model, estimation and testing are usually based on the validity of multivariate normality assumption, and lack of normality will adversely affect

goodness-of-fit indices and standard errors (Baumgartner and Homburg 1996; Hulland et al 1996; Kassim 2001).

Table 6.68

One-Sample Kolmogrov- Smirnov Test

Statements/ Variables	N	Mean	Std. Deviation	Sig
Contribution to local value added	45	3.5778	1.13796	0.000
Local products in sourcing	45	3.6000	1.17551	0.000
Local products in advertising	45	3.6444	1.19003	0.000
Local cuisine	45	3.6222	1.17336	0.000
Sustainable agriculture	45	3.8667	.94388	0.000
Local accommodation	45	3.9111	.97286	0.000
Living wages	45	3.9333	.98627	0.000
Job development	45	4.0222	.89160	0.000
Job security	45	3.9556	.90342	0.000
Tour Programme	45	4.0000	.90453	0.000

Source: Output of AMOS 21.0

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed. To assume normality, commonly used skewness and kurtosis test were used. Skewness refers to the symmetry of a distribution, whereas kurtosis relates to the peakedness of a distribution. A distribution is said to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick and Fidell; 2001). However, there are few clear guidelines about how much non-normality is problematic. It is suggested that the absolute values of univariate skews indices greater than 10 seem to describe extremely skewed data sets (Chou and Bentler 1995). Regarding kurtosis, there appears that kurtosis index greater than three which may suggest a problem.

Table 6.69

Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Contribution to local value added	45	3.5778	-.346	.354	-.569	.695
Local products in sourcing	45	3.6000	-.383	.354	-.724	.695
Local products in advertising	45	3.6444	-.445	.354	-.732	.695
Local cuisine	45	3.6222	-.441	.354	-.674	.695
Sustainable agriculture	45	3.8667	-.232	.354	-1.003	.695
Local accommodation	45	3.9111	-.281	.354	-1.118	.695
Living wages	45	3.9333	-.308	.354	-1.164	.695
Job development	45	4.0222	-.246	.354	-1.256	.695
Job security	45	3.9556	-.297	.354	-.950	.695
Tour programme	45	4.0000	-.386	.354	-.881	.695
Valid N (list wise)	45					

Source: Output of AMOS 21.0

In this study, all the variables fall below the kurtosis value of 3 and skewness value of 10, inferring kurtosis and skewness were not problematic in this research. Hence, parametric test can be used.

The indicators local value added and local empowerment was taken into consideration for the purpose of analysing economic dimension of CSR of hotels and resorts. The table 6.70 shows the perceptions of managers on the factors of economic dimensions with respect to CSR.

Table 6.70

Perception of Managers on the Factors of Economic Dimensions of CSR

	N	Mean	Std. Deviation	Test value	t value	p value
Local value Added	45	14.44	4.55	12	3.61	.001
Local Empowerment	45	23.69	5.28	18	7.23	.000
Economic Dimensions	45	38.13	7.88	30	6.93	.000

Source: Survey data

The mean score of the indicator local value added is 14.44 with SD 4.55 which is higher than the test value (12). The mean score of the indicator Local empowerment is 23.69 with SD is 5.28 which is higher than the test value (18). The mean score of overall economic dimension is 38.13 with SD 7.88 which is higher than the test value (30). The calculated t value is higher than the table value 1.96 at significant level 0.05, which indicates that there are significant differences in the mean score obtained from the factors of economic dimensions on CSR. It is understood that the perception of mangers of the factors of the economic dimensions of CSR are significantly higher.

6.20.1.9 Local Value Added

Local value added means the description of the payments (in percent of turnover) to local service providers in the destination such as accommodation, tourist guides, and transport services. If local service providers are owned by international enterprises, payments to them are not considered part of the local value added. It includes whether the preference is given to locally produced goods (in terms of sourcing and in terms of advertising), menu includes local cuisine (dishes) and local accommodation preferred.

Table 6.71

Destination wise Comparison of Local Value Added

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	15.20	3.68	5.101	.004
Kumarakam	15	14.80	3.26		
Thekkadi	10	10.40	5.06		
Wayanad	10	17.20	4.24		
Total	45	14.44	4.55		

Source: Survey data

The table 6.71 shows the destination wise comparison of the economic dimension factor local value added. It is understood that Wayanad shows highest mean score 17.20 with SD 4.24. Thekkadi shows the lowest mean 17.20 with SD 4.24. The f value is 5.101 with p value .004 which is less than the significant level 5%. This reveals that there are significant differences in the local value added in association with destination.

6.20.1.10 Local Empowerment

Local empowerment means the description of sustainable agriculture by locals, local accommodation, living wages, job development, job security and village tour or entertainment provided by locals. The table 6.72 reveals the comparison of local empowerment with regard to destination.

Table 6.72

Destination wise Comparison of Local Empowerment

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	23.40	5.21	3.721	.019
Kumarakam	15	23.47	4.31		
Thekkadi	10	20.40	5.80		
Wayanad	10	27.60	4.20		
Total	45	23.69	5.28		

Source: Survey data

The table 6.72 reveals that the mean score obtained for local empowerment is higher in Wayanad (27.60 with SD 4.20) and lower in Thekkadi (20.40 with SD 5.80). The total mean score is 23.69 with SD 5.28. The f value 3.721 with p value .019 which is less than the significant level 0.05. This means that there is a significant difference on local empowerment with regard to destination.

Table 6.73

Destination wise Comparison of Economic Dimension of CSR.

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	38.60	6.15		
Kumarakam	15	38.27	4.81	7.705	.000
Thekkadi	10	30.80	7.90		
Wayanad	10	44.80	7.61		
Total	45	38.13	7.88		

Source: Survey data

The table 6.73 shows a destination wise comparison of the economic dimension of CSR in responsible tourism. Among the destinations, Wayanad shows the highest mean score 44.80 with SD 7.61. Thekkadi shows the lowest mean score 7.61. The f value is 7.705 with p value 0.000 which is less than the significant value 0.05. This means that there is a significant difference in the economic dimension of responsible tourism in association with destination.

6.20.2 Social Dimensions of CSR

The social dimension of corporate responsibility involves the relationship between the business and society as a whole. When addressing the social dimension, it should aim to use the business to benefit the society as a whole. This could involve sourcing fair trade products, agreeing to pay employees a livable wage, etc. It could also involve taking on endeavors that benefit society, for instance, using the resources to organize charitable fundraisers. In order to identify the naturally occurring social dimensions of responsible tourism all 27 items were subjected to a factor analysis to find out factors contributing to the social dimension of CSR.

6.20.2.1 Exploratory Factor Analysis- Social Dimension

Table 6.74

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.588
Bartlett's Test of Sphericity	Approx. Chi-Square	2395.393
	df	351
	Sig.	.000

Source: Output of AMOS 21.0

The result showed The Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy was 0.588 and the Bartlett Test of Sphericity was significant ($p<0.001$) with a Chi Square value of 2395.393 with 351 degrees of freedom which were considered to be good for further analysis and provided support for the factorisation (Table 6.74).

Table 6.75 below provides the details of each factor along with items contributing it with component loadings for each item.

Table 6.75

Rotated Component Matrix

Rotated Component Matrix[a]			
	Factor Names		
	1	**2**	**3**
Employee satisfaction	.982		
Staff conveyance	.977		
Employee skill	.964		
Gender equality	.961		
Adequate remuneration	.955		
Customer satisfaction	.953		
Staff loans	.952		
In house staff training	.916		

Rotated Component Matrix[a]			
	Factor Names		
	1	**2**	**3**
Opinion of employees	.915		
Co-operation	.913		
Regular training	.912		
Exploitative child labour	.896		
Ideas objectives	.893		
Family friendly	.876		
Staff recreation & sports	.819		
Locals recruitment	.793		
Promotional medical	.791		
Social insurance		.933	
Food hygiene		.919	
Fire and lighting		.902	
Instructions to natives		.899	
Instructions to workers		.882	
Health and safety		.818	
Social event			.916
School assistance			.911
Medical treatment			.902
Public infrastructure			.868
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

Source: Output of AMOS 21.0

Explained variance and reliability of rotated factors as obtained from the output of factor analysis (Table 6.76) shows adequate reliability on extracted factors

Table 6.76

Variance, Reliability and Factor Name

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	52.475	0.987	Employee Welfare
2	17.766	0.963	Health and Safety
3	13.411	0.965	Community Participation

Source: Output of AMOS 21.0

There existed three underlying factors which represent the 'social dimension' construct in the responsible tourism in Kerala.

A confirmatory factor analysis was done to confirm the identified construct for the social dimension.

6.20.2.2 Confirmatory Factor Analysis: Social Dimension

The result of CFA shows the data were found free from missing values and outliers. The table 6.77 shows the model fit indices.

Table 6.77

Model Fit Indices

Model fit	Values	
	Obtained	**Recommended**
CMIN/DF	**2.99**	**<5**
RMR	0.046	<0.05
GFI	0.920	>0.9
AGFI	0.932	>0.9
PGFI	0.509	>0.9
NFI	0.932	>0.9
RFI	0.899	>0.9
IFI	0.953	>0.9
TLI	0.930	>0.9
CFI	0.953	>0.9
RMSEA	0.068	<0.08

The CFI and TLI are above 0.9 which indicates that all the three factors used in this study have exhibited strong unidimensional (CFI greater than 0.9) and convergent validity (TLI greater than 0.9).

The figure below (6.17) gives the measurement model of the social dimension of CSR
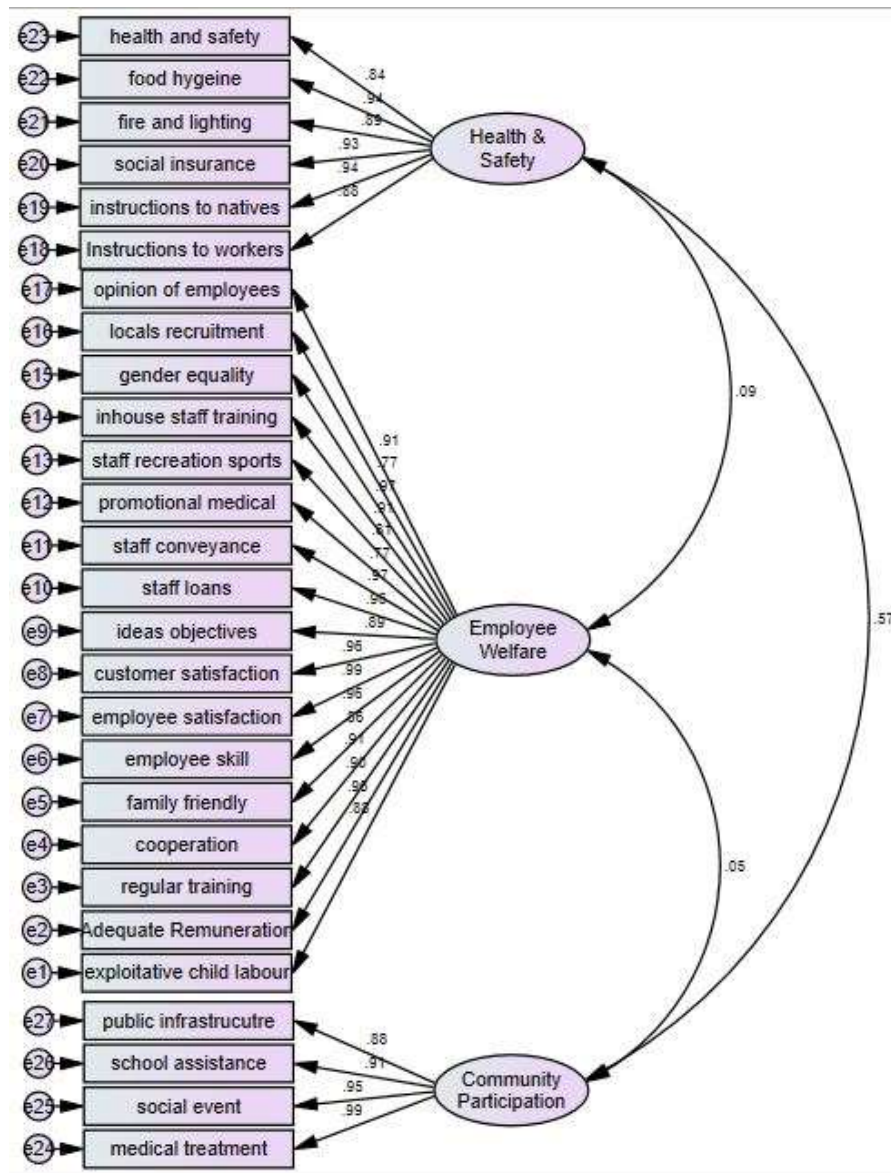
Fig 6.17. Measurement Model- Social Dimension of CSR

The measurement model was found to be good fitting model with recommended indices as illustrated in figure 6.17. All the paths shown in the model are significant as critical ratios were above 1.96.

6.20.2.3 Validation of the Scale- Social Dimension

In the study, the factor loadings associated with the latent variables ranged between 0.69 and 0.99 as shown in Table 6.78 and hence, it was reasonable to assume that the measurement model for the construct 'social dimension' has acceptable convergent validity.

Table 6.78

Factor Loadings and p values for Social Dimension

	Estimates	P
Health and safety <--- Health and Safety	0.84	<0.001
Food hygiene <--- Health and Safety	0.94	<0.001
Fire and lighting <--- Health and Safety	0.89	<0.001
Social insurance <--- Health and Safety	0.93	<0.001
Instruction to natives <--- Health and Safety	0.94	<0.001
Instruction to workers <--- Health and Safety	0.88	<0.001
Opinion of employees <--- Employee Welfare	0.91	<0.001
Locals recruitment <--- Employee Welfare	0.77	<0.001
Gender equality <--- Employee Welfare	0.97	<0.001
In-house staff training <--- Employee Welfare	0.91	<0.001
Staff re-creation & sports <--- Employee Welfare	0.81	<0.001
Promotional & medical benefits <--- Employee Welfare	0.77	<0.001
Staff conveyance <--- Employee Welfare	0.97	<0.001
Staff loans <--- Employee Welfare	0.96	<0.001
Ideas & objectives <--- Employee Welfare	0.69	<0.001
Customer satisfaction <--- Employee Welfare	0.96	<0.001
Employee satisfaction <--- Employee Welfare	0.99	<0.001

	Estimates	P
Employee skill <--- Employee Welfare	0.96	<0.001
Family friendly atmosphere <--- Employee Welfare	0.86	<0.001
Cooperation <--- Employee Welfare	0.91	<0.001
Regular training <--- Employee Welfare	0.90	<0.001
Adequate remuneration <--- Employee Welfare	0.98	<0.001
Exploitative child labour <--- Employee Welfare	0.88	<0.001
Public infrastructure <--- Community Participation	0.88	<0.001
School assistance <--- Community Participation	0.91	<0.001
Social event <--- Community Participation	0.95	<0.001
Medical treatment <--- Community Participation	0.99	<0.001

Source: Output of AMOS 21.0

6.20.2.4 Discriminant Validity

None of the correlations among variables were above 0.85 (Table 6.79). The results suggested adequate discriminant validity of the measurement. All variance extracted (AVE) estimates were larger than the inter construct correlation estimates (Table 6.79). Therefore, it was confirmed that the indicators have more in common with the construct they were associated with than they do with other constructs.

Table 6.79

AVE's And Inter Construct Correlations

Factors	AVE	Correlation	
Health and Safety	0.90	Health and Safety↔ Employee Welfare	0.09
Employee Welfare	089	Health and Safety↔ Community Participation	0.57
Community Participation	0.93	Employee Welfare ↔ Community Participation	0.05

Source: Output of AMOS 21.0

6.20.2.5 Normality

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed.

Table 6.80

One-Sample Kolmogrov- Smirnov Test

Statements/ Variables	N	Mean	Std. Deviation	Sig
Opinion of employees	45	3.9556	1.12726	0.000
Local recruitment	45	3.9778	1.03328	0.000
Gender equality	45	3.8667	1.21730	0.000
Inhouse staff training	45	3.7778	1.31233	0.000
Staff recreation &sports	45	3.7556	1.26411	0.000
Promotional & medical benefits	45	3.8444	1.24235	0.000
Staff conveyance	45	3.8000	1.21730	0.000
Staff loans	45	3.7778	1.16558	0.000
Ideas & objectives	45	3.7111	1.17980	0.000
Customer satisfaction	45	3.8667	1.14018	0.000
Employee satisfaction	45	3.8667	1.17937	0.000
Employee skill	45	3.8222	1.23009	0.000
Family friendly atmosphere	45	3.7333	1.23215	0.000
Cooperation	45	3.7333	1.23215	0.000
Regular training	45	3.7111	1.19891	0.000
Adequate remuneration	45	3.7556	1.19003	0.000
Exploitative child labour	45	3.7111	1.23624	0.000
Health & safety	45	3.6000	.91453	0.000
Food, hygiene standards	45	3.5333	.99087	0.000
Fire and lighting	45	3.5778	1.01105	0.000
Social insurance	45	3.4667	.99087	0.000

Statements/ Variables	N	Mean	Std. Deviation	Sig
Instructions to natives	45	3.5111	1.01404	0.000
Instructions to workers	45	3.6000	.93905	0.000
Public infrastructure	45	3.9778	.96505	0.000
School assistance	45	3.9778	1.01105	0.000
Social event	45	3.9778	1.01105	0.000
Medical treatment	45	3.9111	.99595	0.000

Source: Output of AMOS 21.0

The result of One-Sample Kolmogrov- Smirnov test showed none of the variables are normally distributed. A Skewness and Kurtosis test was done to confirm normality. In this study, all the variables fall below the kurtosis value of 3 and Skewness value of 10, inferring kurtosis and skewness were not problematic in this research. Hence, parametric test can be used.

Table 6.81

Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Opinion of employees	45	3.9556	-1.404	.354	1.500	.695
Local recruitment	45	3.9778	-1.377	.354	1.838	.695
Gender equality	45	3.8667	-1.237	.354	.735	.695
Inhouse staff training	45	3.7778	-1.084	.354	.050	.695
Staff recreation & sports	45	3.7556	-1.140	.354	.344	.695
Promotional & medical benefits	45	3.8444	-1.180	.354	.457	.695
Staff conveyance	45	3.8000	-1.180	.354	.529	.695
Staff loans	45	3.7778	-1.256	.354	.931	.695
Ideas & objectives	45	3.7111	-1.142	.354	.534	.695
Customer satisfaction	45	3.8667	-1.460	.354	1.645	.695
Employee satisfaction	45	3.8667	-1.383	.354	1.208	.695

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Employee skill	45	3.8222	-1.179	.354	.490	.695
Family friendly atmosphere	45	3.7333	-1.064	.354	.174	.695
Cooperation	45	3.7333	-1.064	.354	.174	.695
Regular training	45	3.7111	-1.064	.354	.339	.695
Adequate remuneration	45	3.7556	-1.110	.354	.546	.695
Exploitative child labour	45	3.7111	-1.003	.354	.052	.695
Health & safety	45	3.6000	-1.149	.354	1.565	.695
Food, hygiene standards	45	3.5333	-1.123	.354	1.125	.695
Fire and lighting	45	3.5778	-1.119	.354	1.105	.695
Social insurance	45	3.4667	-1.077	.354	.801	.695
Instructions to natives	45	3.5111	-1.058	.354	.771	.695
Instructions to workers	45	3.6000	-.993	.354	1.216	.695
Public infrastructure	45	3.9778	-1.066	.354	1.148	.695
School assistance	45	3.9778	-1.059	.354	.792	.695
Social event	45	3.9778	-1.059	.354	.792	.695
Medical treatment	45	3.9111	-.971	.354	.692	.695

Source: Output of AMOS 21.0

The factors employee welfare, health and safety, community participation were taken into consideration for the purpose analysing social dimension of CSR. The table below (6.82) shows the perception of mangers on factors of social dimensions with respect to CSR.

Table 6.82

Perception of Mangers on Factors of Social Dimension of CSR

	N	Mean	Std. Deviation	test value	t value	p value
Employees Welfare	45	64.67	18.58	51	4.93	.000
Health & Safety	45	21.29	5.39	18	4.09	.000
Community Participation	45	15.84	3.79	12	6.81	.000
Social dimension	45	101.80	20.79	81	6.71	.000

Source: Survey data

The mean score of the factor employee welfare is 64.67 with SD 18.58 which is higher than the test value (51). The mean score of the indicator health and safety is 21.29 with SD is 5.39 which is higher than the test value (18). The mean score of the factor community participation is 15.84 with SD 3.79 which is higher than the test value (12). Among the indicators employee welfare shows the highest score (64.67). The mean score of the overall social dimension is 101.80 with SD 20.79 which is higher than the test value 81. The calculated t value is higher than the table value 1.96 at significant level 0.05, indicates that there are significant differences exists in the mean score obtained of the factors of social dimension. The perception of managers of the factors of social dimension of CSR are significantly higher.

6.20.2.6 Employee Welfare

Employee welfare is the description of collective labour agreements being honoured, voluntary social benefits, training and job promotion, encouraging suggestions for improvement and employees' participation, family-friendly working conditions, integration of employees from various backgrounds and cultures as well as minority groups, and gender equality.

Table 6.83

Destination wise Comparison of Employee Welfare

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	67.00	14.12	2.414	.080
Kumarakam	15	59.80	22.98		
Thekkadi	10	76.50	8.96		
Wayanad	10	57.80	18.27		
Total	45	64.67	18.59		

Source: Survey data

The table above 6.83 illustrates the association of employee welfare with regard to destination. When we compare the mean score of destination, it is seen that Thekkadi shows the highest mean score 76.50 with SD 8.96. The f value is 2.414 and p value is .080 which is more than the significant level .05. It is therefore understood that there is no significant difference in the perception of the managers on employee welfare with regard to destination.

6.20.2.7 Health and safety

Health and safety mean the description of health and safety standards met at work place, promotional and medical benefits, food, hygiene standards and protocol, fire safety system and lightning protection etc.

Table 6.84

Destination wise Comparison of Health and Safety

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	22.20	5.98	1.492	.231
Kumarakam	15	21.07	6.67		
Thekkadi	10	18.60	4.43		
Wayanad	10	23.40	1.90		
Total	45	21.29	5.39		

Source: Survey data

The table above (6.84) reveals the destination wise comparison of health and safety. It can be seen that the mean score of Wayanad is more (23.40 with SD 1.90) as compared to other destination. Thekkadi shows the lowest mean score among the destination. The f value is 1.492 with SD 0.231, which is more than the significance level. It means that no significant differences exist in health and safety with regard to destination.

6.20.2.8 Community Participation

Community participation refers to the description of assistance to public infrastructure development for schools and health care, participation in social events or events organised by schools and NGOs for medical treatment of the natives. The table 6.85 explores the comparison of community participation with regard to destination.

Table 6.85

Destination wise Comparison of Community Participation

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	15.70	4.95	1.871	.150
Kumarakam	15	16.53	2.26		
Thekkadi	10	13.60	4.70		
Wayanad	10	17.20	2.70		
Total	45	15.84	3.79		

Source: Survey data

The result shows that the mean score of Wayanad (17.20 with SD 2.70) is higher than that of the other destinations. The f value is 1.871 with p value 0.150 which is more than the significance level 0.05. There are no significant differences in the community participation with regard to destination.

Table 6.86

Destination wise Comparison of Social Dimension of CSR

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	104.90	19.73		
Kumarakam	15	97.40	27.19	.741	.534
Thekkadi	10	108.70	10.39		
Wayanad	10	98.40	18.92		
Total	45	101.80	20.79		

Source: Survey data

The table 6.86 depicts a destination wise comparison of the social dimension of CSR in responsible tourism. Among the destinations Thekkadi shows the highest mean score 108.70 with SD 10.39, Kumarakam shows the lowest mean score 97.40 with SD 27.19. The f value is .741 with p value .534 which is greater than the significant value 0.05. It is understood that there are no significant differences on social dimensions of responsible tourism with regard to destination. There is no significant difference in all the factors of social dimension of CSR and overall social dimensions with regard to destinations.

6.20.3 Environmental Dimension

The environmental dimension of corporate social responsibility refers to the business's impact on the environment. The goal, as a socially responsible company, is to engage in business practices that benefit the environment. For example, it might choose to use recycled materials in packaging or ad renewable energy sources like solar power to the factory. In order to identify factors contributing to the environmental dimensions of responsible tourism all 24 items were subjected to a factor analysis and a confirmatory analysis.

6.20.3.1 Exploratory Factor Analysis- Environmental Dimension

Table 6.87

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.647
Bartlett's Test of Sphericity	Approx. Chi-Square	1745.763
	df	276
	Sig.	.000

Source: Output of AMOS 21.0

The test showed The Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy was 0.647 and the Bartlett Test of Sphericity was significant ($p < 0.001$) with a Chi Square value of 1745.763 with 276 degrees of freedom which was considered to be good for further analysis and provided support for the factorization (Table 6.87).

Table 6.88 below provides the details of each factor along with items contributing it with component loadings for each item.

Table 6.88

Rotated Component Matrix[a]

Rotated Component Matrix[a]				
	Factor Names			
	1	2	3	4
Detergents	.980			
Sewage effluent	.968			
Tin cans	.968			
Small package	.961			
Waste	.949			
Reliable glass	.938			
Linen re use programme	.925			
Crusher	.923			
Treatment plant	.918			
Incinerator	.893			
Source supplies	.886			

Rotated Component Matrix[a]				
	Factor Names			
	1	**2**	**3**	**4**
Waste water	.878			
Rain water	.864			
Pathway light		.954		
Renewable energy		.949		
Solar energy		.944		
Reminder notice		.923		
Energy savings measures		.837		
Energy saving bulbs		.831		
Local environment protection project			.932	
Environmental data			.923	
Public transport			.911	
Energy saving inverter				.861
Air temperature				.859
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

Source: Output of AMOS 21.0

Explained variance and reliability of rotated factors as obtained from the output of factor analysis (Table 6.89) shows adequate reliability for extracted factors

Table 6.89

Variance, Reliability and Factor Name

Factor	Variance	Reliability (Cronbach's Alpha)	Factor Name
1	5.044	0.962	Environmental Protection and Conservation
2	47.486	0.988	Waste Minimisation and Savings
3	21.015	0.958	Energy Conservation
4	11.929	0.935	Nature Protection

Source: Output of AMOS 21.0

There existed four underlying factors, environmental protection and conservation, waste minimisation and savings, energy conservation and nature protection which represents the environmental dimension construct in the responsible tourism in Kerala.

A confirmatory factor analysis done to confirm economic dimensions identified. Measurement model developed accordingly.

6.20.3.2 Confirmatory Factor Analysis: Environmental Dimension of CSR

CFA showed the data were free from missing values and outliers. The measurement model developed are shown in fig 6.18:
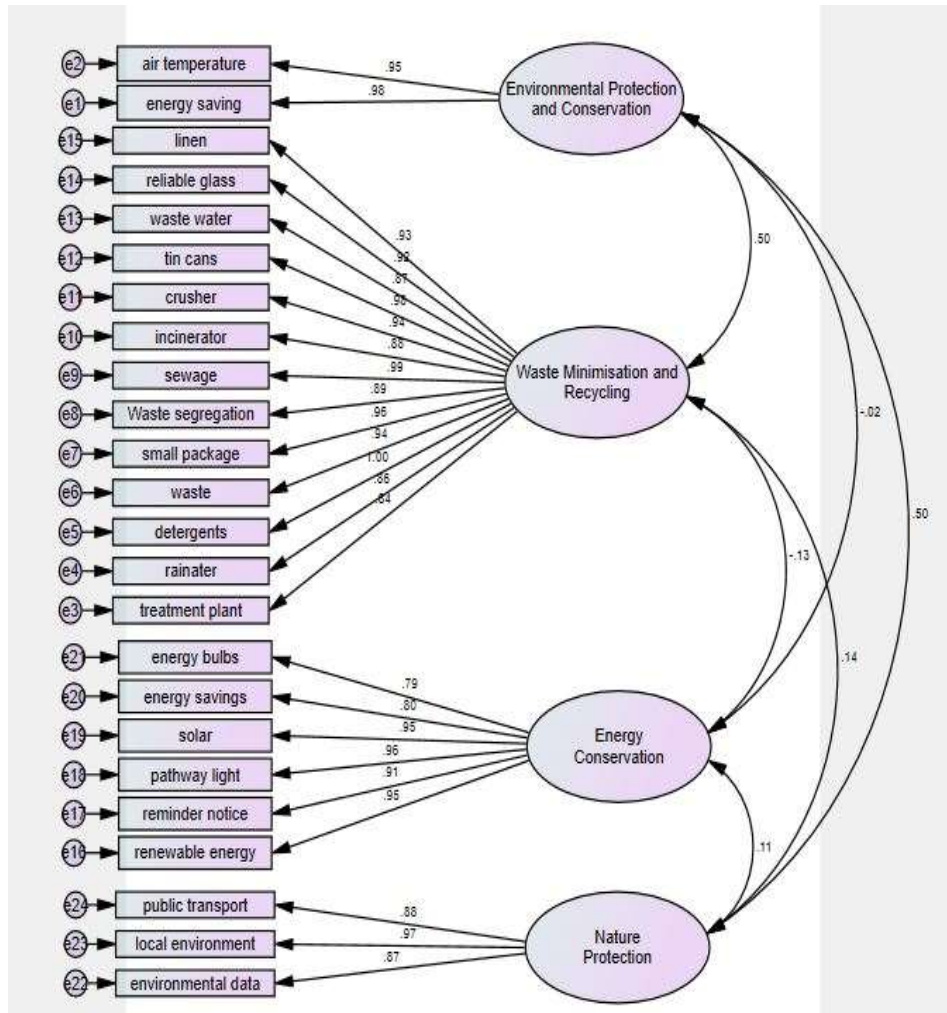
Fig 6.18. Measurement Model- Environmental Dimension of CSR

The measurement model was found to be a good fitting model with recommended indices as illustrated in figure 6.18. All the paths shown in the model are significant as critical ratios were above 1.96.

Table 6.90

Model Fit Indices

Model fit	Values	
	Obtained	**Recommended**
CMIN/DF	**3.55**	**<5**
RMR	0.065	<0.05
GFI	0.910	>0.9
AGFI	0.920	>0.9
PGFI	0.590	>0.9
NFI	0.921	>0.9
RFI	0.901	>0.9
IFI	0.898	>0.9
TLI	0.924	>0.9
CFI	0.918	>0.9
RMSEA	0.066	<0.08

Source: Output of AMOS 21.0

The CFI and TLI are above 0.9 which indicates that all the three factors used in this study have exhibited strong unidimensional (CFI greater than 0.9) and convergent validity (TLI greater than 0.9).

6.20.3.3 Validation of the Scale- Environmental Dimension

In the study, the factor loadings associated with the latent variables ranged between 0.79 and 0.99 as shown in table 6.91 and hence, it was reasonable to assume that the measurement model for the construct 'environmental dimension' has acceptable convergent validity.

Table 6.91

Factor Loadings and p values for Environmental Dimension and AVE's

	Estimates	P
Air temperature <--- Environmental Protection and Conservation	0.95	<0.001
Energy saving inverter <--- Environmental Protection and Conservation	0.98	<0.001
Linen reuse programme<--- Waste Minimization and Recycling	0.93	<0.001
Reliable glass <--- Waste Minimization and Recycling	0.92	<0.001
Waste water <--- Waste Minimization and Recycling	0.87	<0.001
Tin cans <--- Waste Minimization and Recycling	0.98	<0.001
Crusher <--- Waste Minimization and Recycling	0.94	<0.001
incinerator <--- Waste Minimization and Recycling	0.88	<0.001
Sewage <--- Waste Minimization and Recycling	0.99	<0.001
Waste segregation <--- Waste Minimization and Recycling	0.89	<0.001
Small package <--- Waste Minimization and Recycling	0.96	<0.001
Waste <--- Waste Minimization and Recycling	0.94	<0.001
Detergents <--- Waste Minimization and Recycling	0.99	<0.001
Rain water <--- Waste Minimization and Recycling	0.86	<0.001
Treatment plant <--- Waste Minimization and Recycling	0.84	<0.001
Energy bulbs <--- Energy Conservation	0.79	<0.001
Energy savings measures <--- Energy Conservation	0.80	<0.001
Solar <--- Energy Conservation	0.95	<0.001
Pathway light <--- Energy Conservation	0.96	<0.001
Reminder notice <--- Energy Conservation	0.91	<0.001
Renewable energy <--- Energy Conservation	0.95	<0.001
Public transport <--- Nature Protection	0.88	<0.001
Local environment <--- Nature Protection	0.97	<0.001
Environmental data <--- Nature Protection	0.87	<0.001

Source: Output of AMOS 21.0

6.20.3.4 Discriminant Validity

None of the correlations among variables were above 0.85 (Table 6.92). The results suggested adequate discriminant validity of the measurement. All variance extracted (AVE) estimates were larger than the inter construct correlation estimates (Table 6.92). Therefore, it was confirmed that the indicators have more in common with the construct they were associated with than they do with other constructs.

Table 6.92

AVE's and Inter Construct Correlations

Factors	AVE	Correlation	
Environmental Protection and Conservation	0.97	Environmental Protection and Conservation ↔ Waste Minimization and Recycling	0.50
Waste Minimization and Recycling	0.92	Environmental Protection and Conservation ↔ Energy Conservation	-0.02
Energy Conservation	0.89	Environmental Protection and Conservation ↔ Nature Protection	0.50
Nature Protection	0.91	Waste Minimization and Recycling ↔ Energy Conservation	-0.13
		Waste Minimization and Recycling ↔ Nature Protection	0.14
		Energy Conservation ↔ Nature Protection	0.11

Source: Output of AMOS 21.0

6.20.3.5 Normality

Analysis for univariate normality done using Kolomogorov- Smirnov test with Lillefors significance correction revealed that none of the variables are normally distributed.

Table 6.93

One-Sample Kolmogrov- Smirnov Test

Statements/ Variables	N	Mean	Std. Deviation	Sig
Air temperature	45	3.8444	1.26051	0.000
Energy saving inverter	45	3.8889	1.22886	0.000
Linen re use programme	45	4.1111	.93474	0.000
Reliable glass	45	4.2444	.93312	0.000
Waste water	45	4.0444	1.02149	0.000
Tin cans	45	4.2444	.93312	0.000
Crusher	45	4.2667	.86340	0.000
Incinerator	45	4.1111	.98216	0.000
Sewage	45	4.1778	.98371	0.000
Source supplies	45	4.2667	.91453	0.000
Small package	45	4.2222	.95081	0.000
Waste	45	4.1778	.93636	0.000
Detergents	45	4.2000	.94388	0.000
Rain water	45	4.1111	.98216	0.000
Treatment plant	45	4.1111	.98216	0.000
Energy bulbs	45	3.5333	1.09959	0.000
Energy savings measures	45	3.2889	1.14062	0.000
Solar energy	45	3.3778	1.07215	0.000
Pathway light	45	3.4222	1.11781	0.000
Reminder notice	45	3.4667	1.07872	0.000
Renewable energy	45	3.4222	1.05505	0.000
Public transport	45	3.8444	1.26051	0.000
Local environment	45	3.7333	1.28629	0.000
Environmental data	45	3.7556	1.24600	0.000

Source: Output of AMOS 21.0

None of the variables are normally distributed under Kolomogorov- Smirnov test. Skewness and Kurtosis tests were done to confirm normality.

In this study, all the variables fall below the kurtosis value of 3 and skewness value of 10, inferring kurtosis and skewness were not problematic in this research. Hence, parametric test can be used for further analysis.

Table 6.94

Skewness and kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Air temperature	45	3.8444	-.620	.354	-1.066	.695
Energy saving inverter	45	3.8889	-.702	.354	-.866	.695
Linen reuse programme	45	4.1111	-.928	.354	.958	.695
Reliable glass	45	4.2444	-1.222	.354	1.592	.695
Wastewater	45	4.0444	-.762	.354	.027	.695
Tin cans	45	4.2444	-1.222	.354	1.592	.695
Crusher	45	4.2667	-.779	.354	-.578	.695
Incinerator	45	4.1111	-.984	.354	.739	.695
Sewage	45	4.1778	-1.123	.354	1.008	.695
Source supplies	45	4.2667	-1.315	.354	2.042	.695
Small package	45	4.2222	-1.135	.354	1.200	.695
Waste	45	4.1778	-1.067	.354	1.217	.695
Detergents	45	4.2000	-1.100	.354	1.202	.695
Rain water	45	4.1111	-.984	.354	.739	.695
Treatment plant	45	4.1111	-.984	.354	.739	.695
Energy bulbs	45	3.5333	.073	.354	-1.311	.695
Energy savings measures	45	3.2889	.165	.354	-1.060	.695
Solar energy	45	3.3778	.217	.354	-1.170	.695
Pathway light	45	3.4222	.204	.354	-1.305	.695
Reminder notice	45	3.4667	.090	.354	-1.232	.695
Renewable energy	45	3.4222	.153	.354	-1.147	.695
Public transport	45	3.8444	-.691	.354	-.733	.695
Local environment	45	3.7333	-.547	.354	-1.003	.695
Environmental data	45	3.7556	-.470	.354	-1.174	.695

Source: Output of AMOS 21.0

The factors, environmental protection and conservation, waste minimisation and savings, energy conservation and nature protection were taken for the analysis of the environmental dimensions of CSR.

6.20.3.6 Variables after EFA and CFA

<p style="text-align:center">**Table 6.95**</p>

<p style="text-align:center">**Variables After EFA and CFA**</p>

Sl.no	Dimensions	Variables	Cronbach's Alpha
1	Economic Dimensions of CSR	Local Value Added, Local Empowerment	0.919
2	Social Dimensions of CSR	Health and safety, Employee Welfare, Community Participation.	0.956
3	Environmental Dimensions of CSR	Environmental Protection and Conservation, Waste Utilisation and Recycling, Energy Conservation and Nature Protection	0.915

Source: Output of AMOS 21.0

The Cronbach's Alpha value of three dimensions were greater than 0.9.

The table 6.96 shows the perception of managers on the factors of environmental dimension with respect to CSR

<p style="text-align:center">**Table 6.96**</p>

<p style="text-align:center">**Perception of Managers on the Factors of Environmental Dimension Of CSR**</p>

	N	Mean	Std. Deviation	test value	t value	p value
Environment Protection	45	7.73	2.44	6	4.76	.000
Waste Minimisation	45	54.29	11.56	39	8.87	.000
Energy Conservation	45	20.51	5.97	18	2.82	.007
Nature Protection	45	11.33	3.57	9	4.39	.000
Environmental Dimension	45	93.87	14.76	72	9.94	.000

The mean score of the factor environment protection is 7.73 with SD 2.44 which is higher than the test value (6). The mean score of the indicator waste minimisation is 54.29 with SD is 11.56 which is higher than the test value (39). The mean score of the factor energy conservation is 20.51 with SD 5.97 which is higher than the test value (18). The mean score of nature protection is 11.33 with SD 3.57 which is higher than the test value (9). Among the factors waste minimisation shows the highest mean score (54.29). The mean score of the overall environmental dimension is 93.87 with SD 14.76 which is higher than the test value 72. The calculated t value of each indicator is higher than the table value 1.96 at significant level 0.05, which indicates that there exists a significant difference between the mean score obtained of the factors of environmental dimension and test value.

6.20.3.7 Environment Protection

Environment protection means the description of setting air temperature at 240 or higher; switch to energy saving measure; minimum use of water, etc. The table 6.97 below makes the destination wise comparison of environment protection.

Table 6.97

Destination wise Comparison of Environment Protection

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	6.20	1.75	24.980	.000
Kumarakam	15	5.87	2.10		
Thekkadi	10	9.80	.63		
Wayanad	10	10.00	.00		
Total	45	7.73	2.44		

Among the destinations Wayanad shows the highest mean score 10.00 with SD .00. The f value is 24.980 and p value is 0.000 which is less than the significant

level at 5 %. It is inferred that there are no significant differences in the environment protection with regard to destination.

6.20.3.8 Waste Minimisation

Waste minimization means the description of linen reuse programme, use of reliable glass, treatment and reuse of wastewater, combating and dispose of cans and bottles, use of incinerators, treatment sewage effluent and use of environmentally friendly detergents and rain water. The table 6.98 explores a destination wise comparison of waste minimisation.

Table 6.98

Destination wise Comparison of Waste Minimisation

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	53.70	8.55		
Kumarakam	15	48.40	13.47	3.084	.038
Thekkadi	10	61.40	8.03		
Wayanad	10	56.60	10.65		
Total	45	54.29	11.56		

Source: Survey data

It is clear that the highest mean score is for Thekkadi (61.40 with SD 8.03) and the lowest is Kumarakam (48.40 with SD 13.47). The f value 3.084 with p value .038. The p value is less than the significance level.05 which indicates that there exists a significant difference in the waste minimisation with regard to destination.

6.20.3.9 Nature Protection

Nature protection means the description of public transport protection, tree plantation programme, banning of fishing on the house reef and lagoon, protection of coconut palms or trees and environment assessment. The table 6.99 below illustrates the destination wise comparison of nature protection

Table 6.99

Destination wise Comparison of Nature Protection

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	9.00	2.45		
Kumarakam	15	9.60	3.09	11.022	.000
Thekkadi	10	12.60	3.69		
Wayanad	10	15.00	.00		
Total	45	11.33	3.57		

Source: Survey data

The highest mean score is 15 with SD .000 for Wayanad and the lowest is for Kovalam. The f value is 11.022 with p value 0.000 which is less than the significance level at 5 %. This means that there is a significant difference on nature protection with regard to destination.

6.20.3.10 Energy Conservation

Energy conservation means the description of energy saving bulbs and lights, use of solar energy, auto on-off pathway light system and reminder notice to guest to use energy saving mechanism. The table below (6.100) pinpoints the comparison of energy conservation with destination.

Table 6.100

Destination wise Energy Conservation.

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	18.90	4.50		
Kumarakam	15	20.40	5.42	.495	.688
Thekkadi	10	20.60	6.99		
Wayanad	10	22.20	6.96		
Total	45	20.51	5.97		

Source: Survey data

Among the destinations Kovalam shows the lowest mean score (19.90 with SD 4.50) and Kumarakam shows the highest mean score 22.20 with SD 6.96. The f value is .495 with p value .688 which is greater than the significance level 0.05. It is inferred that there is no significant difference on energy conservation with regard to destination.

Table 6.101

Destination wise Comparison of Environmental Dimension of CSR

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	87.80	10.08		
Kumarakam	15	84.27	13.64	9.155	.000
Thekkadi	10	104.40	12.02		
Wayanad	10	103.80	10.14		
Total	45	93.87	14.76		

Source: Survey data

The table above (6.101) depicts a destination wise comparison of the environmental dimension of responsible tourism. Among the destinations Thekkadi shows the highest mean score 104.40 with SD 12.02. Kumarakam shows the lowest mean score 84.27 with SD 13.64. The f value is 9.155 with p value .000 which is less than the significant value 0.05. It is understood that there is a significant difference on the environmental dimensions of responsible tourism with regard to destination. The factors environment protection, energy conservation has no significant differences with respect to destinations whereas the factors waste minimisation and nature protection have significant difference with respect to destinations.

6.20.3.11 Destination wise Comparison of Overall Dimensions of CSR

The table 6.102 gives the destination wise comparison of economic, social and environmental dimensions of CSR.

Table 6.102

Destination wise Comparison of Economic, Social and Environmental Dimensions of CSR

	Frequency	Mean	Std. Deviation	f value	p value
Kovalam	10	231.30	30.47	2.479	.075
Kumarakam	15	219.93	31.52		
Thekkadi	10	243.90	18.24		
Wayanad	10	247.00	26.27		
Total	45	233.80	29.07		

Source: Survey data

From the table 6.100 it is understood that Thekkadi shows the highest mean score (247.00) and Kumarakam shows the lowest mean score (219.93). The f value is 2.479 and p value is 0.075 which is more than the significance level at 5% (. 05) and shows there is no significant differences in dimensions of CSR with respect destinations. The table 6.103 gives the correlation between the indicators of business performance of CSR and dimensions of CSR.

Table 6.103

Correlation Between Indicators of Business Performance of CSR and Dimensions of CSR

Dimensions	r value	R^2 value	p value
Economic	0.214	0.046	0.079
Social	0.310	0.096	0.019
Environmental	0.162	0.262	0.143
Total	0.362	0.131	0.007

Source: Survey data

The table above (6.103) explains the relationship between the dimensions of CSR and business performance. The test result shows that there is a positive correlation between the dimensions of CSR and business performance. The correlation between economic dimension and business performance is 0.214. The correlation between social dimension and business performance is 0.310. The

correlation between environmental dimension and business performance is 0. 162.The highest correlation exists between environmental dimensions and business performance. The correlation between overall dimensions and business performance is 0.362 and it shows 13.1% relationship. The overall p value is.007 which is less than the significance level, which means that there exists a significant positive correlation between the dimensions of CSR and business performance. From this it is understood that the dimensions of CSR have an impact on business performance and more impact (26.2%) is shown in the environmental dimensions as compared to other dimensions of CSR.

From the above table (6.103) it is clear that there exists a significant positive correlation between CSR dimensions and business performance of CSR since the p value (0.007) is less than the significance level 0.05.

6.21 Impact of Economic Dimension of CSR on Business Performance
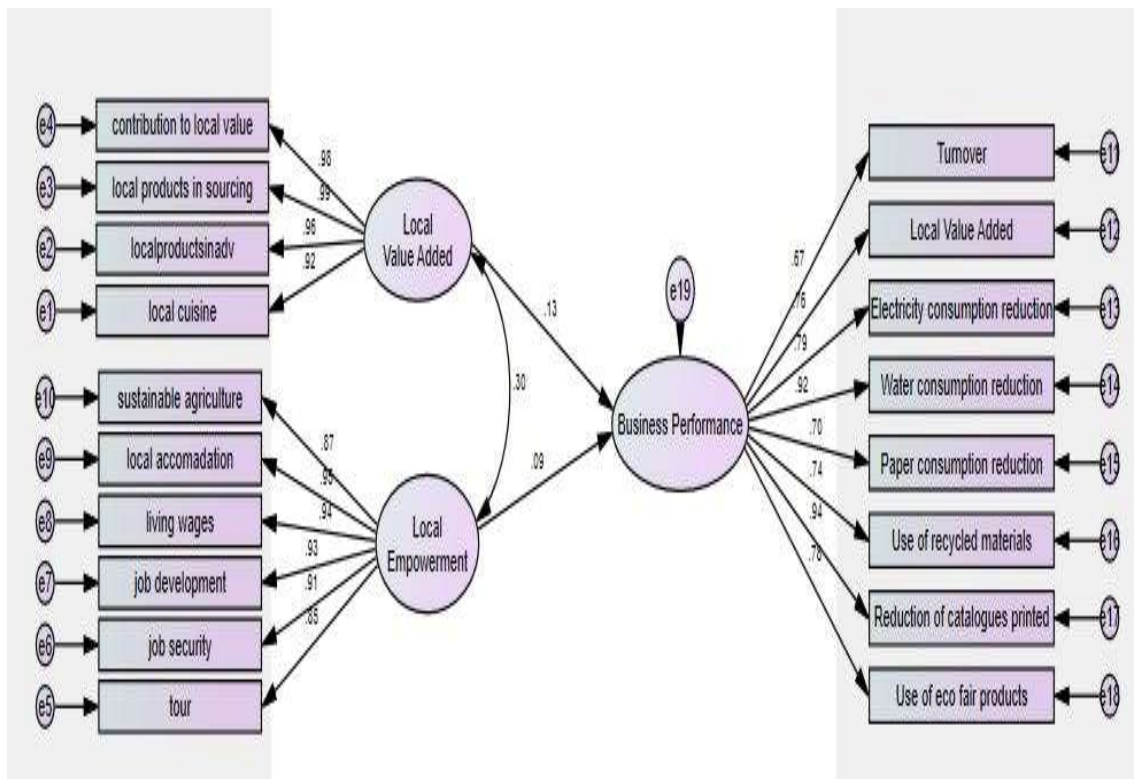
Figure 6.19. Structural Model- Impact of Economic Dimension of CSR on Business Performance

To find out the impact of the economic dimension on business performance, a model was developed as illustrated in figure 6.19 and was estimated using SPSS AMOS 21.0. The model developed was a valid model with regard to fit indices. It was observed that all the factors in this model have a significant positive impact on business performance.

6.22 Impact of Social Dimension of CSR on Business Performance
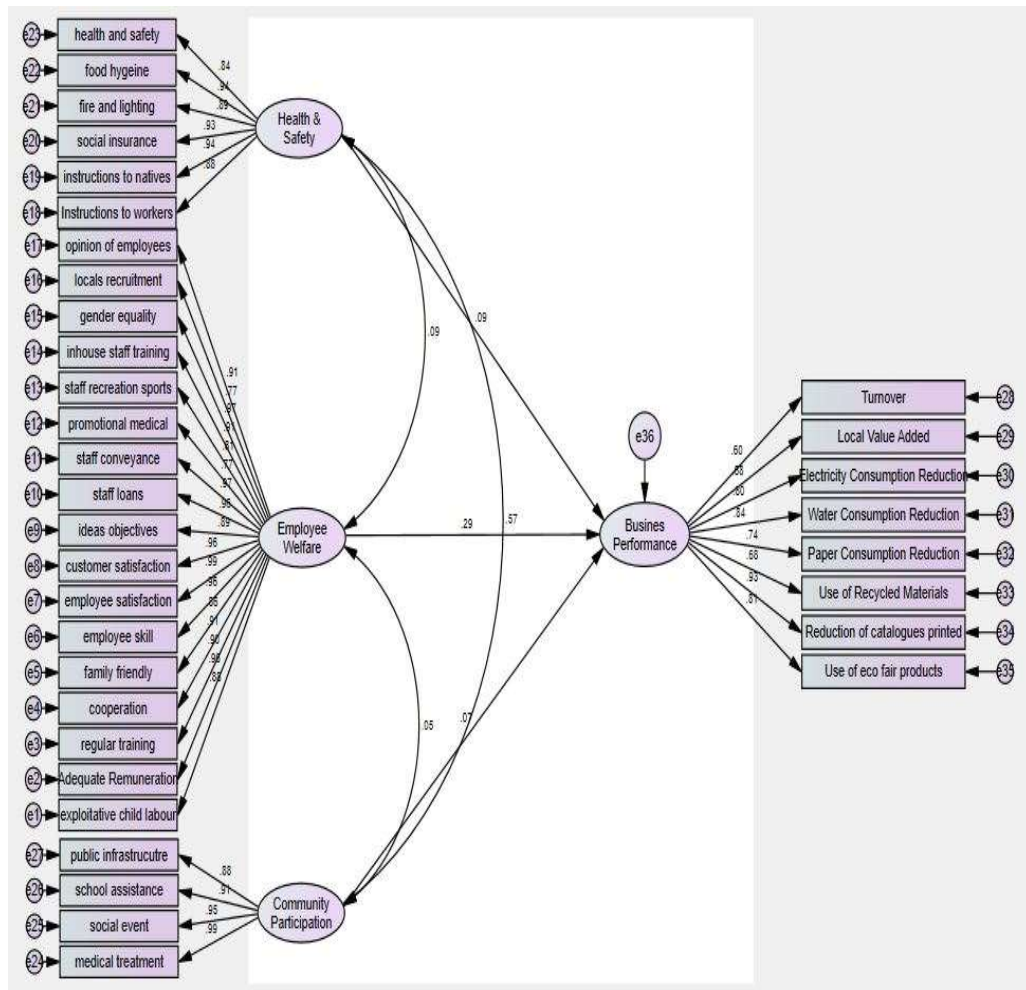
Fig. 6.20. Structural Model- Impact of Social Dimension of CSR on Business Performance

To find out the impact of the social dimension on business performance, a model was developed as illustrated in figure 6.20 and was estimated using SPSS

AMOS 21.0. The model developed was a valid model with regard to fit indices. It was observed that all the factors in this model have a significant positive impact on business performance.

6.23 Impact of Environmental Dimension of CSR on Business Performance
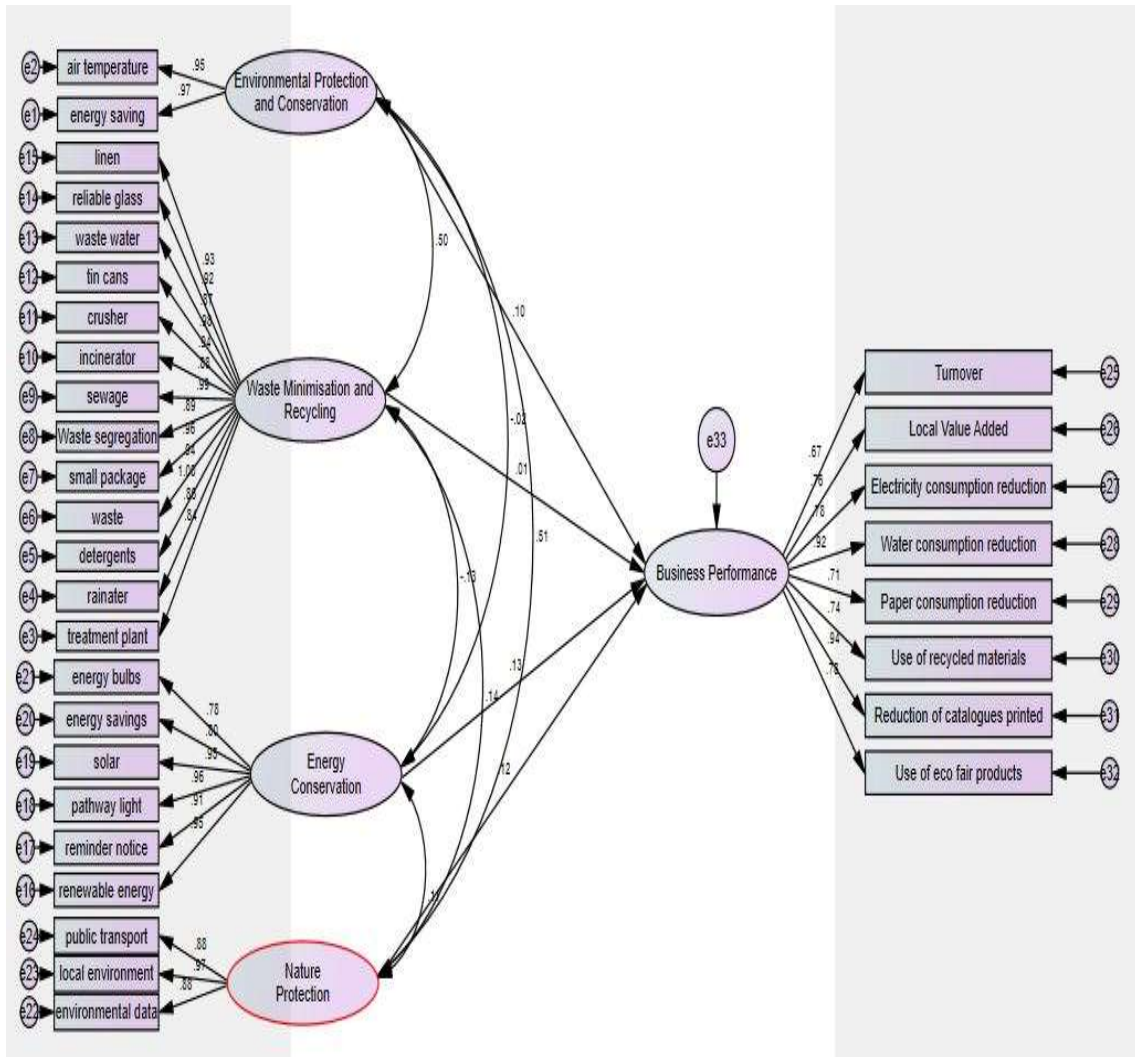
Fig. 6.21. Structural Model- Impact of Environmental dimension of CSR on Business Performance

To find out the impact of the environmental dimension on business performance, a model was developed as illustrated in figure 6.21 and was estimated using SPSS AMOS 21.0. The model developed was a valid model with regard to fit

indices. It was observed that all the factors in this model have a significant positive impact on business performance.

6.24 Overall Impact of Dimensions of CSR on Business Performance
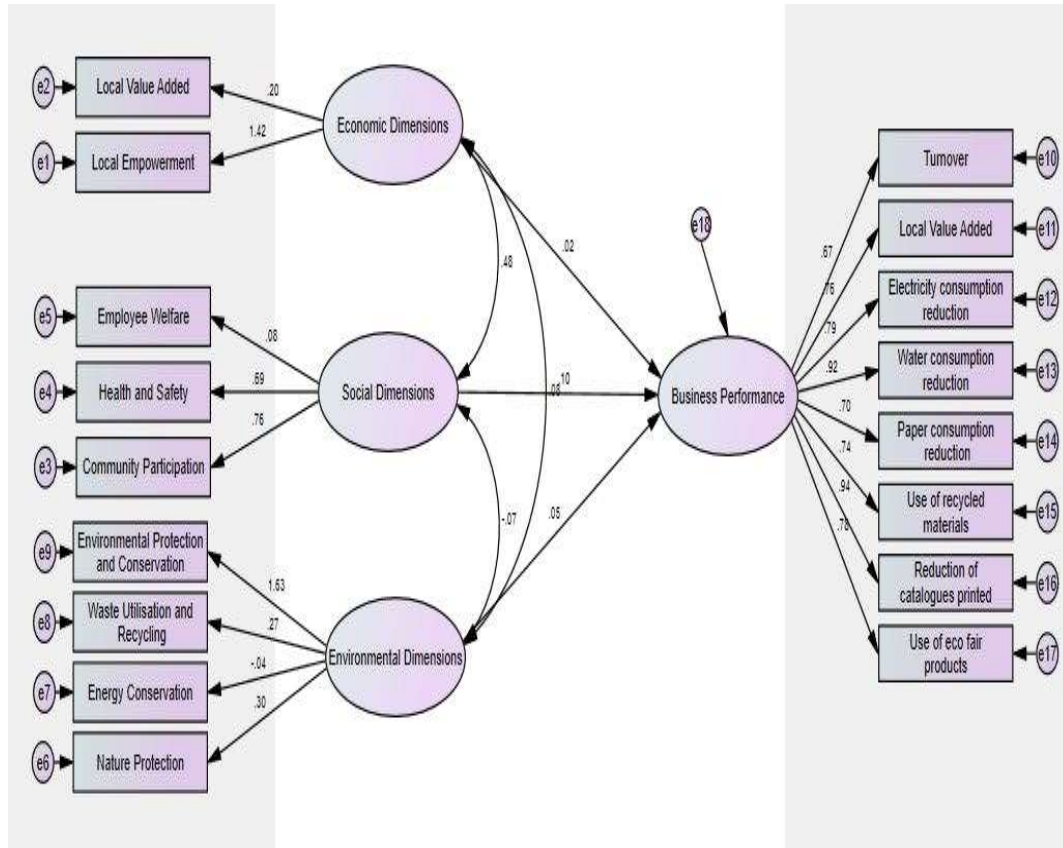
Fig. 6.22. Overall Impact of Dimensions of CSR on Business Performance

To find out the overall impact on business performance, a model was developed as illustrated in figure 6.22 and was estimated using SPSS AMOS 21.0. The model developed was a valid model with regard to fit indices. It was observed that all the factors in this model have a significant positive impact on business performance.

Table 6.104 exhibits the overall evaluation of CSR in the destinations

Table 6.104

Overall Evaluation of CSR in the Destinations

Indicators	Kovalam	Kumarakam	Thekkadi	Wayanad
Sources of supplies	93.5	75.33	96	81
Business performance	31.9	29.27	32.6	36.5
Business Management	17.4	16.20	17.80	18.00
Economic dimensions	38.6	38.27	30.80	44.80
Social Dimensions	104.9	97.4	108.70	98.4
Environmental Dimensions	87.80	84.27	104.40	103.80
Total	374.1	340.74	390.3	382.5

Source: Survey data

When comparing the major indicators of CSR aspects of the study it is found that among the destinations, Thekkadi shows the high mean score (390.3) and Kumarakam shows the low mean score (340.74). In the case of sources of supplies Thekkadi shows the high mean score as compared to other destinations. In the case of business performance and business management Wayanad shows the high mean score (36.5 and 18 respectively). In the case of the economic dimensions of CSR, Wayanad shows the highest mean score of 44.80. In the case of social dimensions and environmental dimensions, Thekkadi shows the high mean score (108.70and 104.40 respectively). From this it is understood that the hotels and resorts in the Thekkadi give more emphasis on social and environmental aspects of CSR.

6.25 Post Hoc Analysis: Scheffe Test for Multiple Comparison

The result of the ANOVA shows that there are significant differences among the economic and environmental dimensions of CSR with respect to destinations. It also shows that there are significant differences in the perception of managers on factors of economic, social and environmental dimensions of CSR. In order to check the exact differences, the Scheffe post hoc test is applied and the result is presented in the following figures.

6.25.1 Economic Dimension

The result of the test shows that there are significant differences among the economic dimension of CSR with respect to destinations. The results of the post hoc analysis was presented in the following table (6.105) to verify the accurate differences.

Table 6.105

Post Hoc Test: Economic Dimension of CSR

Factors	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
Local Value Added	Kovalam	Kumarakam	.40000	1.64044	.996
		Thekkadi	4.80000	1.79702	.084
		Wayanad	-2.00000	1.79702	.745
	Kumarakam	Kovalam	-.40000	1.64044	.996
		Thekkadi	4.40000	1.64044	.082
		Wayanad	-2.40000	1.64044	.550
	Thekkadi	Kovalam	-4.80000	1.79702	.084
		Kumarakam	-4.40000	1.64044	.082
		Wayanad	-6.80000*	1.79702	.006
	Wayanad	Kovalam	2.00000	1.79702	.745
		Kumarakam	2.40000	1.64044	.550
		Thekkadi	6.80000*	1.79702	.006
Local Empowerment	Kovalam	Kumarakam	-.06667	1.98053	1.000
		Thekkadi	3.00000	2.16956	.595
		Wayanad	-4.20000	2.16956	.304
	Kumarakam	Kovalam	.06667	1.98053	1.000
		Thekkadi	3.06667	1.98053	.501
		Wayanad	-4.13333	1.98053	.242
	Thekkadi	Kovalam	-3.00000	2.16956	.595
		Kumarakam	-3.06667	1.98053	.501
		Wayanad	-7.20000*	2.16956	.020
	Wayanad	Kovalam	4.20000	2.16956	.304
		Kumarakam	4.13333	1.98053	.242
		Thekkadi	7.20000*	2.16956	.020
		Thekkadi	2.40000	1.22971	.297

Factors	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
Economic Dimensions of CSR	Kovalam	Kumarakam	.33333	2.66453	.999
		Thekkadi	7.80000	2.91885	.084
		Wayanad	-6.20000	2.91885	.228
	Kumarakam	Kovalam	-.33333	2.66453	.999
		Thekkadi	7.46667	2.66453	.064
		Wayanad	-6.53333	2.66453	.128
	Thekkadi	Kovalam	-7.80000	2.91885	.084
		Kumarakam	-7.46667	2.66453	.064
		Wayanad	-14.00000*	2.91885	.000
	Wayanad	Kovalam	6.20000	2.91885	.228
		Kumarakam	6.53333	2.66453	.128
		Thekkadi	14.00000*	2.91885	.000

*the mean difference is significant at 0.05 level

Source: Survey data

It is clear from the table that there is a significant difference between Thekkadi and Wayanad in the case of local value added and local empowerment as the p value are 0.006 and 0.020 which are less than the significant level 0.05. It is also clear that there exists a significant difference between Thekkadi and Wayanad in the case of the economic dimensions of CSR as the p value is 0.00 which is less than the significant level 0.05.

6.25.2 Social Dimension of CSR

The result of the test shows there are significant differences among the perceptions of managers with regard to factors of the social dimension of CSR. For the purpose of verifying the actual difference Scheffe Post Hoc analysis was done. The result of the analysis is presented in the following table 6.106

Table 6.106

Post Hoc Test: Social Dimension of CSR

Factors	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
Employees Welfare.	Kovalam	Kumarakam	7.20000	7.24555	.804
		Thekkadi	-9.50000	7.93710	.700
		Wayanad	9.20000	7.93710	.720
	Kumarakam	Kovalam	-7.20000	7.24555	.804
		Thekkadi	-16.70000	7.24555	.168
		Wayanad	2.00000	7.24555	.994
	Thekkadi	Kovalam	9.50000	7.93710	.700
		Kumarakam	16.70000	7.24555	.168
		Wayanad	18.70000	7.93710	.153
	Wayanad	Kovalam	-9.20000	7.93710	.720
		Kumarakam	-2.00000	7.24555	.994
		Thekkadi	-18.70000	7.93710	.153
Health and Safety	Kovalam	Kumarakam	1.13333	2.16526	.964
		Thekkadi	3.60000	2.37192	.519
		Wayanad	-1.20000	2.37192	.968
	Kumarakam	Kovalam	-1.13333	2.16526	.964
		Thekkadi	2.46667	2.16526	.731
		Wayanad	-2.33333	2.16526	.763
	Thekkadi	Kovalam	-3.60000	2.37192	.519
		Kumarakam	-2.46667	2.16526	.731
		Wayanad	-4.80000	2.37192	.267
	Wayanad	Kovalam	1.20000	2.37192	.968
		Kumarakam	2.33333	2.16526	.763
		Thekkadi	4.80000	2.37192	.267
Community Participation	Kovalam	Kumarakam	-.83333	1.50316	.958
		Thekkadi	2.10000	1.64663	.656
		Wayanad	-1.50000	1.64663	.842
	Kumarakam	Kovalam	.83333	1.50316	.958
		Thekkadi	2.93333	1.50316	.298
		Wayanad	-.66667	1.50316	.978
	Thekkadi	Kovalam	-2.10000	1.64663	.656
		Kumarakam	-2.93333	1.50316	.298

Factors	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
		Wayanad	-3.60000	1.64663	.206
	Wayanad	Kovalam	1.50000	1.64663	.842
		Kumarakam	.66667	1.50316	.978
		Thekkadi	3.60000	1.64663	.206
		Thekkadi	14.00000*	2.91885	.000
	Kovalam	Kumarakam	7.50000	8.56515	.857
		Thekkadi	-3.80000	9.38265	.983
		Wayanad	6.50000	9.38265	.923
	Kumarakam	Kovalam	-7.50000	8.56515	.857
Social dimensions of CSR		Thekkadi	-11.30000	8.56515	.631
		Wayanad	-1.00000	8.56515	1.000
	Thekkadi	Kovalam	3.80000	9.38265	.983
		Kumarakam	11.30000	8.56515	.631
		Wayanad	10.30000	9.38265	.753
	Wayanad	Kovalam	-6.50000	9.38265	.923
		Kumarakam	1.00000	8.56515	1.000
		Thekkadi	-10.30000	9.38265	.753

*the mean difference is significant at 0.05 level

Source: Survey data

It is understood from the table 6.106 that there is a significant difference between Wayanad and Thekkadi in the case of the community participation as the p value is .00 which is less than the significant level .05. It is also clear that there are no significant differences among the destinations with respect to social dimensions of CSR.

6.25.3 Environmental Dimension of CSR

The result of the ANOVA shows that there is a significant difference among the destinations with regard to the environmental dimension of CSR. The Post Hoc Analysis reveals the accurate differences as shown in the following table 6.107

Table 6.107

Post Hoc Test: Environmental Dimension of CSR

Factors	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
Environmental Protection	Kovalam	Kumarakam	.3333	.61464	.961
		Thekkadi	-3.60000*	.67330	.000
		Wayanad	-3.80000*	.67330	.000
	Kumarakam	Kovalam	-.3333	.61464	.961
		Thekkadi	-3.93333*	.61464	.000
		Wayanad	-4.1.3333*	.61464	.000
	Thekkadi	Kovalam	3.60000*	.67330	.000
		Kumarakam	3.93333*	.61464	.000
		Wayanad	-.20000	.67330	.993
	Wayanad	Kovalam	3.80000*	.67330	.000
		Kumarakam	4.1.3333*	.61464	.000
		Thekkadi	. 20000	.67330	.993
Waste Minimisation	Kovalam	Kumarakam	5.30000	4.41657	.698
		Thekkadi	-7.70000	4.83811	.478
		Wayanad	-2.90000	4.83811	.948
	Kumarakam	Kovalam	-5.30000	4.41657	.698
		Thekkadi	-13.00000*	4.41657	.047
		Wayanad	-8.20000	4.41657	.341
	Thekkadi	Kovalam	7.70000	4.83811	.478
		Kumarakam	13.00000*	4.41657	.047
		Wayanad	4.80000	4.83811	.805
	Wayanad	Kovalam	2.90000	4.83811	.948
		Kumarakam	8.20000	4.41657	.341
		Thekkadi	-4.80000	4.83811	.805
Energy Conservation	Kovalam	Kumarakam	-1.50000	2.47959	.947
		Thekkadi	-1.70000	2.71626	.941
		Wayanad	-3.30000	2.71626	.690
	Kumarakam	Kovalam	1.50000	2.47959	.947
		Thekkadi	-.20000	2.47959	1.000
		Wayanad	-1.80000	2.47959	.912
	Thekkadi	Kovalam	1.70000	2.71626	.941

Factors	Destinations (I)	Destinations (J)	Mean Difference (I-J)	Std. Error	p value
		Kumarakam	.20000	2.47959	1.000
		Wayanad	-1.60000	2.71626	.950
	Wayanad	Kovalam	3.30000	2.71626	.690
		Kumarakam	1.80000	2.47959	.912
		Thekkadi	1.60000	2.71626	.950
Nature Protection	Kovalam	Kumarakam	-.60000	1.12257	.962
		Thekkadi	-3.60000*	1.22971	.049
		Wayanad	-6.00000*	1.22971	.000
	Kumarakam	Kovalam	.60000	1.12257	.962
		Thekkadi	-3.00000	1.12257	.083
		Wayanad	-5.40000*	1.12257	.000
	Thekkadi	Kovalam	3.60000*	1.22971	.049
		Kumarakam	3.00000	1.12257	.083
		Wayanad	-2.40000	1.22971	.297
	Wayanad	Kovalam	6.00000*	1.22971	.000
		Kumarakam	5.40000*	1.12257	.000
		Thekkadi	2.40000	1.22971	.297
Environmental dimension	Kovalam	Kumarakam	3.53333	4.83152	.911
		Thekkadi	-16.60000*	5.29267	.030
		Wayanad	-16.00000*	5.29267	.039
	Kumarakam	Kovalam	-3.53333	4.83152	.911
		Thekkadi	-20.13333*	4.83152	.002
		Wayanad	-19.53333*	4.83152	.003
	Thekkadi	Kovalam	16.60000*	5.29267	.030
		Kumarakam	20.13333*	4.83152	.002
		Wayanad	.60000	5.29267	1.000
	Wayanad	Kovalam	16.00000*	5.29267	.039
		Kumarakam	19.53333*	4.83152	.003
		Thekkadi	-.60000	5.29267	1.000

*the mean difference is significant at 0.05 level

Source: Survey data

The result of the test reveals that there is a significant difference between Kovalam and Thekkadi. Kovalam and Wayanad, Kumarakam and Thekkadi, Kumarakam and Wayanad in case of environmental protection as the p value is less

than 0.05. There is a significant difference between Kumarakam and Thekkadi in the case of waste minimisation as the p value is .047 which is less than the significant level at .05. In the case of nature protection there exists a significant difference between Kovalam and Thekkadi (p value .049 which is less than significant level .05); Kovalam and Wayanad (p value .000 which is less than significant level .05); Kumarakam and Wayanad (p value .000 which is less than significant level .05). It is also understood from the table that there are significant differences among the destinations with respect to the environmental dimensions of CSR. Kovalam and Thekkadi show a significant difference as the p value is .030 which is less than significant level .05; Kovalam and Wayanad shows a significant difference as the p value is .039 which is less than .05 significant level; Kumarakam and Thekkadi show a significant difference as the p value is 0.002 which is less than the significance level 0.05; Kumarakam and Wayanad shows a significant difference as the p value is .003 which is less than .05.

6.26 Extent of Local Community Participation in Responsible Tourism

Responsible tourism focuses on active participation of local communities in the destination for the sustainable development. The hospitality industry plays a key role in local empowerment by way of providing different opportunities for local communities. The study reveals that the hotels and resorts give emphasis on local community participation and the local community getting benefited with the opportunities they are enjoyed by way of responsible tourism. A comparative analysis was done on the perceptions of managers and the local community for the purpose of understanding the extent of local community participation provided by hotels and resorts and benefited from local communities in responsible tourism. The comparative analysis was done on the major economic, social and environmental dimensions of CSR. The indicators such as local value added, local empowerment and market opportunities to local produces or services in the economic dimensions, the indicators such as employee welfare and entrepreneurial opportunities and public services and amenities in the case of social dimensions, the indicators such as environmental protection projects, energy saving measures and environmental friendly products in

the case of environmental dimensions were taken into consideration for analysis. The result of the comparative analysis is presented in the table 6.108

Table 6.108

Comparative Analysis on Economic Dimensions of CSR in Responsible Tourism

Destination	Hotels and Resorts		Local Community		t value
	Mean	Std. Deviation	Mean	Std. Deviation	
Kovalam	19.40	3.09	19.01	4.96	.337
Kumarakam	18.87	2.69	20.79	5.45	-2.39
Thekkadi	14.60	4.35	22.51	3.05	-5.56
Wayanad	22.10	4.20	21.30	3.96	.565
Total	18.76	4.28	20.89	4.83	-3.139

Source: Survey data

The perceived mean score of hotels and resorts is 18.76 with SD 4.28 and that of the local community is 20.89 with SD 4.83. The t value is 3.139 which is greater than 1.96 (at the 5 % level of significance) which shows that there exists a significant difference on the extend of participation provided by hotels and resorts and benefited by local communities on economic dimensions of CSR in responsible tourism. From this it is understood that the actual participation of the local community is higher than the level of expectation of hotels and resorts under economic dimensions of CSR in responsible tourism.

Table 6.109

Comparative Analysis on Social Dimensions of CSR in Responsible Tourism

Location	Hotels and Resorts		Local Community		t value
	Mean	Std. Deviation	Mean	Std. Deviation	
Kovalam	16.00	3.65	14.96	4.15	.830
Kumarakam	14.40	4.99	16.97	3.34	-1.952
Thekkadi	16.90	1.79	15.43	5.01	1.794
Wayanad	14.50	3.27	15.84	4.88	-1.146
Total	15.33	3.83	16.11	4.22	-1.277

Source: Survey data

From the table 6.109, it can be seen that the perceived mean score of hotels and resorts is 15.33 with SD 3.83 and that of the local community is 16.11 with SD 4.22. The t value is 1.277 which is less than 1.96 (at the 5 % level of significance) which shows that there is no significant difference on the extend of participation provided by hotels and resorts and benefited by local communities on economic dimensions of CSR in responsible tourism. From this it is understood that the actual participation of the local community is higher than the level of expectation of hotels and resorts under social dimensions of CSR in responsible tourism but the difference is not significant.

Table 6.110

Comparative Analysis on the Environmental Dimensions of CSR in Responsible Tourism.

Location	Hotels and Resorts		Local Community		t value
	Mean	Std. Deviation	Mean	Std. Deviation	
Kovalam	14.50	1.84	15.44	3.76	-1.282
Kumarakam	13.60	2.323	16.75	3.56	-4.797
Thekkadi	17.00	2.26	17.31	2.62	-.410
Wayanad	17.40	1.58	16.96	3.68	.678
Total	15.40	2.59	16.67	3.51	-2.981

Source: Survey data

The result of the analysis shows that the perceived mean score of hotels and resorts is 15.40 with SD 2.59 and that of the local community is 16.67 with SD 3.51. The t value is 2.981 which is greater than 1.96 (at the 5 % level of significance) which shows that there exists a significant difference on the extent of participation provided by hotels and resorts and benefited by local communities on environmental dimensions of CSR in responsible tourism. Hence it is understood that the actual participation of the local community is higher than the level of expectation of hotels and resorts under environmental dimensions of CSR in responsible tourism.

6.27 Result of Hypotheses Testing

Table 6.111

Result of Hypotheses Testing - Dimensions of CSR

Sl. No		Hypotheses	Statistical test	Test value	Result	Significance level
H_1.		Responsible tourism promotes Eco fair products and services in the destinations.	t test	12.373	Accepted	.000
H_2.		The perception of managers of the factors of business performance of CSR is high.	t test	9.61	Accepted	.000
H_3.		There is a significant difference in the perception of managers on the factors of business performance of CSR with respect to destinations.	ANOVA	3.839	Accepted	.016
H_4.		The perception of managers of the factors of business management of CSR is high	t test	27.054	Accepted	.000
H_5.		There is a significant difference in the perception of managers on the factors of business management of CSR with respect to destinations.	ANOVA	7.166	Accepted	.001
H_6.		CSR has a significant economic, social and environmental impact in the destination	t test	6.93 6.71 9.94	Accepted	.000 .000 .000
	H_6 a.	The perception of mangers on the economic dimensions of CSR in responsible tourism is high	t test	6.93	Accepted	.000
	H_6 b.	There is a significant difference in the perception of mangers on the economic dimensions of CSR in responsible tourism with respect to destinations.	ANOVA	7.705	Accepted	.000

Sl. No		Hypotheses	Statistical test	Test value	Result	Significance level
	H_6 c.	The perception of mangers on the social dimensions of CSR in responsible tourism is high.	t test	6.71	Accepted	.000
	H_6 d.	There is a significant difference in the perception of mangers on the social dimensions of CSR in responsible tourism with respect to destinations.	ANOVA	.741	Rejected	.534
	H_6 e.	The perception of mangers on the environmental dimensions of CSR in responsible tourism is high.	t test	9.94	Accepted	.000
	H_6 f.	There is a significant difference in the perception of mangers on the environmental dimensions of CSR in responsible tourism with respect to destinations.	ANOVA	24.980	Accepted	.000
H_7.		There is a significant relationship between the dimensions of CSR in responsible tourism and business performance.	Correlation	.362	Accepted	.007

Significant level at 5%.

6.28 Conclusion

During the recent past, hospitality industry has emerged as a catalyst that materialises economic and social growth. This transformation is the result of adaptation of the CSR practices to ensure sustainability of resources, conservation of natural, cultural and traditional diversity; to bring about prosperity and benefit for all those involved and for the society in general. The hospitality industry hopes to nurture its future growth by adopting CSR practices that ensures sustainability of resources, conservation of the natural and cultural attractions. From the study it has been found that hotels and resorts in RT destinations have adopted various CSR practices:

economic, social and environmental activities to answer their customer demands and thereby ensuring sustainability.

The result of the study shows that in addition to the common and basic services, as a part of responsible tourism, hotels and resorts in the destinations provide facilities to visit, witness and experience undisturbed natural areas, wild life, indigenous communities, rituals and celebrations etc of the communities to share tourism benefits to local community. Apart from this they also outsource various services from local units. It is also found that all the hotels and resorts under study are taking prime importance in recruiting local staffs in their concern and ensuring gender equality too. As a part of CSR, most of the hotels and resorts appoint a person in charge of CSR in management level and provide sustainability as well as vocational training.

The trend analysis shows that in the case of tourist's arrivals both in domestic and foreign, a hike is seen in the year 2008 to 2010 due to intensive marketing of Kerala as a destination where responsible tourism was a key marketing strategy. But it showed a declining trend after that. While considering the arrivals growth rate of respective districts of RT destinations and Kerala as a whole it showed a huge decrease in arrivals in the year 2009 primarily due to global slowdown on travelling, competitive pricing, excise policy, foreign tour package for domestic travels with competitive rate, Sri Lanka's emergence as tourist destination after war, and after all travel ban by many countries due to H1N1 influenza pandemic. The study has found out that these reasons have not so much affected in RT destinations as arrivals are not decreased in the year 2009.

When comparing the analysis result of factors of business performance, it was found that the turnover showed an increasing trend in all years and the foreign exchange of Kerala also showed an increasing trend except in the year 2009 which was due to the decline in tourist's arrivals. In the case of electricity and water also, it showed an increasing trend. When taken in to account the cost of electricity consumption in terms of turnover it showed that destinations energy cost is in line with turnover except in Kovalam.

From the study, it is understood that all hotels and resorts were taking an extra effort to use and promote eco-friendly products while sourcing supplies. However, a major concern was exhibited in the case of energy conservative measures, recycled materials and conveyance.

The CSR practice has made an effort in increasing turnover, local value added, use of recycled material and eco fair products and also decreasing electricity, water and paper consumption. It has been found that there is a significant impact on economic, social and environmental dimensions of CSR on the business performance. From the point of view of economic dimensions of CSR, it has been found that all hotels and resorts have given prime importance to local value added and local empowerment. As far as social dimension is concerned, CSR has a significant role in meeting social responsibilities such as employee welfare, health and safety and community participation. Among these, employee welfare is given prime importance. From the point of view of environmental dimensions of CSR has made significant influence on the area of waste minimisation as compared to other core areas such as energy conservation, environment and nature protection.

The study shows a significant positive correlation between CSR dimensions (economic, social and environmental) and business performance under CSR. When comparing the overall impact in the destination, Thekkadi showed a high impact in terms of CSR.

The hotels and resorts play a significant role in empowering local community by way of providing various kinds of local opportunities. The comparative analysis shows that the actual participation of the local community is higher than the level of expectation of hotels and resorts under socio- economic and environmental dimensions of CSR in responsible tourism.

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Chapter VII

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

Page No.

Summary of Findings, Conclusions and Suggestions

7.1 Introduction

Tourism is one of the fastest growing industry in the world; its ever-increasing demand and provisions for recreation, leisure and relaxation in serene environments makes it one of the most important industries. Tourism as such, has the capacity to metamorphose the entire society and has the competence to earn immense foreign money easily. Through the consumption of local products and services by tourists, tourism can act as a catalyst for the development of small businesses in the production and service sectors, increase the demand for handicrafts, and generate linkages to agriculture, fisheries, food processing, manufacturing such as garment industry. However, if it is not managed in a responsible way it may lead to repercussions. Tourism in India should be developed in such a way that is not intrusive or destructive to the environment, but it should help to sustain the fragile nature and indigenous cultural communities with great reverence in the locations it is operating in. That is why the travel companies in India follow CSR for sustainable development. CSR anticipates all companies to bestow certain discipline for sustainable development by integrating social-cultural and ecological responsibility – beyond legal provisions – into its core business operations. Business accountability towards sustainability of natural and social environments is directly applicable to companies operating in the tourism and hospitality industry.

As one of the major subsections of the tourism industry, the hotel industry's operations are inextricably tied to, reliant upon/or largely deriving from the varied environments and societies where it operates. In fact, the industry, as a whole, often disturbs the very social and cultural fabrics of societies, the pristine natural environment and local resources. It is therefore not surprising that, of late, many hospitality businesses worldwide have been subjected to growing calls from the responsible business movement to adopt a more environmentally friendly and also

responsible approach to their respective operations. Hotel companies have a very important role in creating tourism product whilst operating in a responsible way. With the implementation of socially responsible business practices, tourism companies contribute to the realisation of sustainable tourism, and consequently to the accomplishment of sustainable development.

In the context of sustainable responsible tourism, the concept of CSR has attained great importance. CSR is a company's understanding of the role it plays in society, the environment in which it operates, the values it upholds and its awareness of the intended and unintended consequences of its actions. Responsible tourism is typically understood as a broad set of tourist interactions that enthral and benefit local communities and minimize negative social and environmental casualties. As far as the local community is concerned, responsible tourism is a force for prosperous growth and economic success. It has the capacity to create employment, vitalise new small and medium sized enterprises, bring earnings and foreign exchange, provide infrastructure facilities, help preserve the local environment and enrich the community by leading to prosperity. On the other hand, it has the responsibility to mitigate adverse effects such as environmental contamination, dislocation and alienation of local people, inflation, crime and the transgression against culture, etc. responsible tourism in Kerala makes the local community an integral part of a growing tourism industry in the destination and instils the pride in their land and culture. The key is to work in hand with them and to ensure their development at the right pace.

7.2 Research Problem at a Glance

The CSR is a general concept which presents a landscape of theories and approaches which is controversial and unclear too. Since the emerging span of time, this phenomenon has been viewed by different authors with various definitions. However, there is not a universal definition of this concept. The traditional paradigm of any company has changed from an antiquated focus on economic performance in the presenters 'be responsible' by a triple goal- Triple Bottom Line – including social and environmental issues. Hence the companies now started to follow the recent definition of CSR referring to business activities and corporate commitments to

society or individuals with an active participation in the activities of the organisation. The responsible way of tourism challenges focusses on local community participation and to substantiate its admirable responses on their livelihood, socio- economic development and at the same time conservation and preservation of natural and cultural resources of the destinations. Responsible tourism is an innovative and far reaching concept in Kerala tourism literature and is an integrated approach which consists of various stakeholders and made beneficial to key stakeholders namely hotels and resorts as well as local community. Responsible tourism guidelines suggest local community participation in tourism and sharing the benefits with them can create goodwill and strengthen safety and security. It also states that effort should be made to safeguard the locals and environment in every respect. For the last few years a significant growth has been noticed in the local community development by creating a sustainable tourism development in Kerala. Hence, in this perspective, it is necessary to have a glance at the local community development with a focus on whether responsible tourism has been making a successful effort in meeting and fulfilling the guidelines provided. It is also essential to evaluate the business performance of hotels and resorts by the successful implementation of responsible tourism guidelines under the general theme of CSR. So, the present study has made an effort to assess the socioeconomic and environmental dimensions of CSR by hotels and resorts by understanding the nature of local community participation in responsible tourism.

7.3 Significance of the Study

The reverberations and ramifications of tourism in the world economy are extremely significant and has become one of the sectors with the greatest growth. However, the scope and magnitude of the sector's growth pause several questions about its repercussions, not only from an economic viewpoint, but from environmental and social-cultural perspectives also. The offerings of the tourism industry are largely depending on the environmental and cultural – natural resources. Owing to the constant interaction with a natural resource system while offering the activities, the tourism sector has a great capacity to institute significant changes in the physical setting. Over the years, awareness of the impact of business and its interplay with societal and environmental concern has emerged, along with parallel growth of social

– regulatory pressures. This evolution of business and societal concern has led businesses to gradually re-embrace its formerly messed up social orientation and assume elevated responsibility and consideration for both social and environmental wellbeing. It was found that different interest groups expect a different type of community participation to achieve their own aims that may conflict with each other. It is believed that the participatory development approach would facilitate implementation of the principles of sustainable tourism development by creating better opportunities for local people to gain larger and more advantageous benefits from tourism development taking place in their localities, resulting in more appreciating attitudes towards tourism development and conservation of local resources and by increasing the boundaries of tolerance to tourism. The management of tourism in destinations cannot be restricted to the environmental agenda, as it is important to consider the economic and social issues that arise in the destinations because of the reason that the tourist and local communities interact with local natural and social-cultural environment in the destinations. The stakeholders such as hotels and resorts need to operate in a socially responsible way by offering plentiful employment opportunities with alluring remunerations which will be a great benevolence to the struggling families with no or less earning members in the society. In addition to solving many problems this will create an impression on the prevention and resolution of the surrounding environmental problems. The same stakeholders can consecrate many things, namely the improvement of education, arts and health of the local people. The govt. administration is also expected to create conducive environments which involve managers in public positions to unfold tourism and hospitality industry in a more ethical manner. Kerala tourism takes forward the concept of responsibility in tourism into practice to create a broad consensus on the adoption of responsible tourism practices by all stakeholders. This attempt made a well-planned stride towards achieving sustainability in its management, operations and even in the simplest of actions that are taken to support tourism in a destination. The hoteliers and travel agents supported the initiative and they make use of maximum local resources so that local economy and the local people get the benefit of tourism developer. They follow the CSR practices to implement the responsible tourism

activities. Various researchers have made an attempt to study the sustainable management of tourism and also the concept of CSR and responsible tourism and the various impacts it has made. But not many studies were found in the dimensions of CSR in responsible tourism in Kerala as it is a new concept in its tourism literature. Owing to all these, this study gets its own importance and significance in the context. It has made an effort to identify the responsibilities taken by the stakeholders of Kerala tourism to make tourism more sustainable and responsible.

7.4 Objectives of the Study

→   To study the extent of community participation in responsible tourism and its impacts on local communities.

→   To understand the perception of the local community on economic, social and environmental impact of responsible tourism in the four destinations and on the lives of the local community.

→   To evaluate the corporate social responsibility by the hotels and resorts.

→   To assess the impacts of responsible tourism in the overall business performance.

7.5 Methodology Adopted for the Study

The study is in nature, at both descriptive and analytical one, based on primary and secondary data. The secondary data were collected from various published sources such as Annual Report of Department of Tourism, Government of Kerala; Annual Report of Department of Tourism, Government of India; Review Report of Responsible Tourism, Government of Kerala; Corporate Social Responsibility (CSR) Guidelines CSR-Reporting in Tourism Published by KATE – Centre for Ecology & Development, Germany; EED German Church Development Service – Tourism Watch, Germany; Forum Anders Reisen e.V, Germany; UNI Europa, Belgium (2008); Report of WTO; World Travel & Tourism Council's Economic Impact,2017; Kerala Tourism Statistics Report 2003-2017; Report of International Responsible Tourism conference held in June 2013; Report of National Conference held in March 2017; International Conference held February 2018 and from various electronic

sources also. The primary data were collected from two types of respondents; 45 hotels and resorts practicing responsible tourism as well as 400 local community involved and benefited from responsible tourism from four RT destinations viz, Kovalam, Kumarakam, Thekkadi and Wayanad. The data required for the study were collected with the help of a structured questionnaire and interview schedule. A pilot study was conducted to finalise the questionnaire and statistical techniques and tools on 50 local community and 15 hotels and resorts from Kumarakam. Pilot study helped a lot to make appropriate changes and confirm the tools and methods for the study.

Accordingly, the data were analysed with the help of statistical packages like SPSS version 21, Amos 21 by using the mathematical and statistical tools like percentage score, mean score, standard deviation, one sample t test, paired t test, one-way ANOVA, post hoc analysis, chi-Square, correlation test, trend analysis, factor analysis and structural equation modelling. The analysed data were presented with the help of tables, various forms of charts and diagrams.

7.6 Presentation of the Study

The description of the study has been presented in seven chapters. **The first chapter** is the Introduction. It discusses the theoretical background and definitions of the concept under study, the scope of the study, the problem statement, research questions and objectives, hypotheses, research methodology and database, variables and its descriptions used for the study, conceptual framework and limitations of the study. **Second Chapter** is the Review of Literature which gives the reviews of existing literature relevant in the field of CSR and responsible tourism and also the research gap. An overview of the literature presented in three sections known as CSR in Tourism, Community participation in tourism and Responsible tourism.   A theoretical background of definitions of CSR, its dimensions in tourism, description of Indian tourism and Kerala tourism, relationship of CSR to sustainable tourism and responsible tourism are presented in the **Third chapter** known as Corporate Social Responsibility and Tourism. The **fourth chapter** named as Responsible Tourism: A historical background consists of the historical background of RT, its various definitions and focused areas of responsibility, and also responsible tourism in various

destinations in Kerala. **The fifth chapter** is Community Participation in Responsible Tourism which includes theoretical background of community participation in responsible tourism in Kerala and its analysis and interpretations and also the result of hypotheses tests. **The sixth chapter** headed as a CSR in Hospitality Sector which consists of the theoretical background of CSR in hospitality sector in Kerala and its analysis and interpretations. The last and **seventh chapter** consists of major findings, conclusions and favourable suggestions for further research.

7.7 Summary of Findings:

The present study focused on the CSR areas of responsible tourism in four responsible tourism destinations in Kerala. The main objective is to understand the extent of local community participation in responsible tourism and responsible tourism management by way of CSR practice by the hotels and resorts under the destinations. The major findings of the study are described in two sections, namely, local community participation in responsible tourism and corporate social responsibility of hotels and resorts.

7.7.1   Local Community Participation in Responsible Tourism

For the purpose of analysing the local community participation in responsible tourism, the perception of 400 local community consisting of 31.2% entrepreneurs, 12.2 % fisherman, 17.5% farmers, 8.8% Kudumbasree workers, 2.5% craftsman, 2% artists, 3.2% housekeepers, 3.5% catering servicers, 9% houseboat operators, 7.2% drivers etc. were taken into consideration. The result of the survey is briefly described in the following sections.

7.7.1.1 General Profile of the Respondent

Responsible tourism encourages local community participation in many ways. The local community which is benefited by responsible tourism are entrepreneurs, fisherman, farmers, kudumbasree workers, craftsmen, artists, house keepers, catering services, house boat operators and drivers. With regard to general profile the majority (48.2%) of the respondents is in the middle-age group (35-45). Among the respondents, 58.2% are male and 41.8% are females. All the respondents were literate and majority (97.5%) were married and 67.8% were having an educational qualification of SSLC. With regard to family strength the majority of the family members consist of two to four members and the earning members range between one to three. At least one member from each family is getting benefited by engaging in responsible tourism activities. There are 51.5% family in which only one member is absorbed in tourism, 41.8% family consists of two earning members in tourism. When considering the living status, 79.2% respondents are living in their locality since their birth, whereas 19.8% of the respondents living in their locality for more than 10 years and 68.2 % of the respondents were working in the field of tourism for the last 5 to 10 years.

7.7.1.2 Local Participation

➢ Responsible tourism helps to refine and fine tune the wellbeing of the local community by way of providing an opportunity to procurement and supply of local produces and by extending local services to various hotels and resorts, shops, restaurants within and outside the locality. It shows that the majority (72.5%) of the respondent takes part in responsible tourism venture directly and some are depending on the various agencies like RT group, Kudumbasree, Samrudhi group and Cooperative Society.

➢ It is revealed from the study that local community is getting enough market opportunity to market and sell their local produces and services with no geographical limitations. 96.2% are in the opinion that they are getting an opportunity to run their own business under responsible tourism.

➢   The result of the analysis shows that 96% of local community are getting involved in the decision-making process under responsible tourism that affect their lives. 97.2% are of the opinion that they are having an active role in responsible tourism.

➢   Local community plays a vital role in the responsible tourism by contributing their expertise and proficiency in various aspects. The majority (55.8%) is involved in marketing and selling their local produces and services where as some are engaged in major areas of services like transport assistance (28.5%) and ground support (23.2%), excursions and attractions (21.2%), catering services, laundry services, local food production, gardening and landscaping, house boat services, tour operations, cultural, social and sports events and guide services.

➢   The study identified two types of local community participation, one is Local community participation expected or desired by representatives of responsible tourism and the other is Actual participation performed by local community. It is revealed that there exists a significant difference in the perception of the local community on the various factors of community participation expected by the representatives of responsible tourism, which means the local community are encouraged to invest in the tourism sector, work for the tourism sector, takes part in tourism decision making, sharing tourism benefits, responding to tourism survey and attending tourism related programmes.

➢   The perception of the local community on the actual participation performed as entrepreneurs, workers, decision makers, the consultant has a significant difference. It is recognised that local community is not financially supported to invest in tourism development as the p value is less than the significance level. But there exists a significant difference in the perception of the local community on the performed participation with regard to destinations

7.7.1.3 Economic, Social and Environmental Impact of Responsible Tourism in the Destinations

Responsible tourism focuses on the three areas such as Economic, Social and Environmental areas of responsibility in responsible tourism in the destinations. Hence, it is necessary to find out whether responsible tourism has made a significant impact in these three areas of responsibility. The economic, social and environmental impact of responsible tourism in the destinations was assessed on the basis of the perception of the local community on the various factors affecting the economic, social and environmental dimensions of responsibility in responsible tourism. The result of the perception of the local community was compared with respect to Four RT destinations.

➢ Responsible tourism has made a significant economic impact in the destinations. There is a significant difference in the perception of the local community on the economic factors of responsible tourism. Among the factors, poverty reduction, educational development and employment opportunities show high mean score (4.24, 4.14 and 4.26 respectively) which reveals responsible tourism has more concentration of these factors of the economic dimensions of responsibility. Among the destinations, Kumarakam shows the highest mean score (42. 47%). This shows that there exists a significant difference in the perception of the local community on the economic dimensions of responsible tourism with regard to four destinations.

➢ The perception of the local community on the social factors of responsible tourism shows a significant difference. The result shows that responsible tourism has made a significant social impact in the destinations, as all factors show a higher mean score. Among the factors the highest mean score is for women empowerment, cross cultural exchange, community pride development and cultural development (4.29, 4.25, 4.21 and 4.17 respectively) which indicates that responsible tourism has focused more on these social factors. Among all the destinations, Thekkadi shows the highest mean score

34.60. The difference is significant on the social dimensions of responsible tourism with respect to each destination.

➤ There is a significant difference in the perception of the local community on the environmental factors of responsible tourism. Analysis reveals that among the environmental factors responsible tourism has made a successful attempt in promoting environmentally friendly products in the destinations as it shows the highest mean score of 4.21. The results indicate that there exists a significant difference in the perception of the local community on the various factors of the environmental dimensions of responsible tourism with regard to four destinations.

➤ While comparing the overall impact on economic, social and environmental impact of responsible tourism in the destinations, Kumarakam encounters high impact in the destination as it shows the highest mean score of 92.98. Kovalam shows the least mean score (82.47) compared to other destinations. The SEM reveals that responsible tourism has made a significant economic, social and environmental impact in the destinations. The result of the ANOVA (f value 5.685 and p value .001 which is less than significant level 0.05) shows that there exists a significant difference in the economic, social and environmental factors of responsible tourism with respect to destinations.

7.7.1.4 Economic and Social Impact of Responsible Tourism on Local Community.

Responsible tourism aspires to focus on the socio-economic development of local community in the destinations. For the purpose of assessing the impact of Responsible tourism on local communities, their perception of the various economic and social factors of responsibility in responsible tourism were taken into account.

➤ Responsible tourism in Kerala shows successful developments in social, economic and environmental areas of responsibility. It is understood from the study that the perception of the local community has a significant difference with respect to various factors of the economic impact of responsible tourism

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on local communities. Among the factors the employment opportunities showed a higher mean score 4.23 which indicates that RT provides many worthwhile employment opportunities for local communities. Responsible tourism has made a significant economic impact on local communities in four destinations. Among the destinations, Wayanad shows high economic development with mean score 20.50.

➢ The perception of the local community has a significant difference with respect to various factors of the social impact of responsible tourism (t value 27.75 with p value .000). Among the factors, decision making power (4.13) and social status shows the high mean score (4.19) and accessibility is the least one (3.97). It has to be noted that no significant difference exists in social factors of the impact of responsible tourism with regard to destinations (p value 0.085 which is greater than significant level 0.05). Among the destinations, Thekkadi shows (25.33) high social impact of RT on local community in the destination.

➢ While comparing the overall impact with regard to the destinations it shows a significant difference in the perception of the local community. Among the destinations, the highest mean score stands for Thekkadi which shows high impact of responsible tourism on the local community in the destination.

7.7.1.5 Standard of Living of Local Community Before and After Responsible Tourism

For the purpose of analysing whether there is any significant prosperity in the standard of living of the local community by the participation in responsible tourism the various economic and social factors of livelihood were taken into account. The result of the survey is discussed below:

➢ The study shows that responsible tourism in the destination has made a significant impact on the lives of the local community as the various indicators of the standard of living of local community shows the high mean score. It is understood among the economic factors that the local community is able to

increase income as the mean score increased from 1.45 to 4.08 and savings score from 1.45 to 3.97, purchasing power from 1.76 to 4.01 and also, they were able to decrease the borrowing power as it shows reduced mean score from 3.47 to 2.54 by way of participation in responsible tourism activities. All the social factors have increased from the mean score below 2 to above 3 except in the case of computer and modern gadgets (2.62). The result shows that responsible tourism has made a significant development in the socio-economic factors of standard of living of the local community. While comparing the destinations, Kumarakam shows high mean score 54.42 which means a high upgrade in the standard of living of the local community in the destination after participating in responsible tourism. Wayanad shows the least impact with mean score 51.00 as compared to other destinations.

7.7.1.6 Women Empowerment through Responsible Tourism.

Responsible tourism elevated the involvement of women in the tourism industry in a positive and meaningful status through which they have attained both economic and social empowerment.

➢   The analysis shows that women are transforming into economically and socially empowered dignitaries as the economic and social factors of women empowerment show high mean score. It is understood that women are getting sufficient opportunities to grow through responsible tourism as it shows the highest mean score 4.23. And, there also exists a significant difference in the perception of the local community on the factors of women empowerment (p value .000). But there is no significant difference on women empowerment with regard to destinations (p value .085). When compared to the destinations Thekkadi show high mean score 52.03 which means that more effort is made in the destination in meeting women empowerment than other destinations.

7.7.1.7 Overall Impact of Responsible Tourism

While comparing the overall impact of responsible tourism on various dimensions of responsibility in the four destinations, the highest mean score was achieved by Kumarakam 267.02 whereas the lowest mean score was for Kovalam 246.79, which means that Kumarakam showed high impact and Kovalam showed low impact of responsible tourism as compared to other destinations. Thekkadi showed a mean score of 265.92 and Wayanad showed a mean score of 260.15.

7.7.1.8 Extent of Local Community Participation

The comparative analysis on the economic, social and environmental dimensions of CSR in responsible tourism revealed that the actual participation of the local community is higher than the level of expectation of hotels and resorts under economic, social and environmental dimensions of CSR in responsible tourism.

7.7.2 Corporate Social Responsibility of Hotels and Resorts

CSR is conceptualized as a sustainable process which supports the three pillars of sustainable development – economic growth, development of society and environment protection. It is the application of sustainable development of the activities and accompanying responsibilities of businesses. With the help of CSR companies are able to give a concrete interpretation of their sustainable development. In Kerala most of the hotels and resorts follow responsible tourism as one of the parts of sustainable tourism by keeping in mind the dimensions of CSR. Hence, in this perspective, it is important to analyse the CSR by the hotels and resorts in order to understand the economic, social and environmental responsibility and thereby analyse their business performance of responsible tourism. For the purpose of evaluating CSR and assessing the business performance of responsible tourism 13 hotels and 32 resorts practicing responsible tourism from four RT destinations were taken for the survey. The number of hotels selected from Kovalam, Kumarakam, Thekkadi and Wayanad are 3 (30%), 6 (40%), 2 (20%) and 2 (20%) respectively. The number of resorts selected are 7 (70%), 9 (60%), 8 (80%) and 8 (80%) respectively for Kovalam,

Kumarakam, Thekkadi and Wayanad respectively. The Result of the analysis was presented in the following subsections.

7.7.2.1 Demographic Profile of Hotels and Resorts

Under the study, 66.7% hotels and resorts belonged to a sole proprietorship form of ownership, whereas 26.7% were in the company form of ownership. Only 6.6% lies in the category of partnership. All the hotels and resorts from Kumarakam were located in rural areas. The hotels and resorts in other destinations belong to both urban and semi urban areas.

7.7.2.2 Services Offered.

All the hotels and resorts taken for the survey are providing accommodation and restaurant. 97.6% are providing swimming pool facilities, 86.7% providing spa and therapy, 69% provides village experience and 58.1% are engaged in conducting cultural programmes. The other major services are houseboat, water sports and tour guide. Thekkadi and Wayanad destination doesn't provide houseboat services. homestay is provided by only 3 hotels and resorts from Kovalam. The major outsourcing services of hotels and resorts are spa and therapy (22.2%); houseboat services (44.4%); water sports (31.2%); village experiences (52.4%); cultural programmes (58. 1%); tourist guide (68.4%); home- stay (50%); and car hiring (76.9%). It shows that most of the hotels and resorts [25 (58.1%)] are out sourcing cultural programmes.

7.7.2.3 Staff Details

The study reveals that hotels and resorts employs local, national and international workers. With regard to local workers Kovalam shows higher number (55.10) as compared to other destination, which means that local workers are higher in the destination. The employment of national workers is higher in Kovalam and least in Thekkadi. The employment of international workers is higher in Wayanad, it is least in in Kovalam. While comparing the destination, it seems participation of local workers are much higher than the national and international workers. Responsible tourism enhances the wellbeing of women by giving employment opportunity and

gender equality. It shows that a greater number of local women are employed in Kovalam as compared to other destination. 80% of the hotels and resorts appoint a person in charge of CSR to manage CSR activities.

7.7.2.4 Training

Number of trained employees are more in Kovalam as the destination gives more training programme as compared to other destinations. Wayanad is the district where more training programmes are made available with an average of 24.50 with SD 13.73 as compared to other destinations. The average of all destinations is 11.91 with SD 11.98. Most of the hotels and resorts provide sustainability training to mangers and vocational training to employees and training to guides also.

7.7.2.5 Awards and Achievement

Among the 45 hotels and resorts, 37(82.2%) have won awards and achievements in the field of tourism (Pearson chi square is 11.478 df=3 p value .009) The various awards and recognition achieved by hotels and resorts under the study are Star Awards, Trip advisor Award, Kerala State Pollution Control Award, Eco Tourism Organisation Award, Earth Check Certificate, Kerala Energy Conservation Award, RT classification Award, Official Partner for RT Award, Spash Award and Best Boutique Award.

7.7.2.6 Accommodation

The average number of rooms in Kovalam is 76.4 with SD 68.30., in Kumarakam it is 30.67 with SD 20.28. In Thekkadi it shows mean scores of 33.70 with SD 10.88 whereas in Wayanad it shows mean scores of 32.20 with SD 26.42. There exist significant differences in the locations with respect to number of rooms since the p value (.017) is less than 0.05 and there is no significant level of differences between the locations with respect to the average number of occupancy (the p value is 0.118 which is higher than the significant level 0.05). There are no significant differences between the destinations with respect to the room rent in (p value is .748 which is higher than the significant level 0.05) and off season (p value is .866 which

is higher than the significant level 0.05) and also in the length of stay (p value is .529 which is higher than the significant level 0.05).

7.7.2.7 Arrivals

With regard to the total number of tourist arrivals in the destinations, a hike is seen from the year 2008 to 2010 due to the intensive marketing of Kerala as a destination where responsible tourism was a key factor of marketing strategy. The steady growth of tourist arrivals in 2010 began to slide after 2010 which is a matter of concern. In the case of both domestic and foreign tourist arrivals the percentage in growth showed a hike in the years 2008, 2009 and 2010 but it showed a declining trend after 2010. The average number of arrivals of foreign tourists is higher in Wayanad and domestic tourists are higher in Kovalam than other destinations. While comparing the total number of tourist arrivals with districts of respective RT destinations a huge decrease in arrivals in 2009 is noticed mainly due to the global recession in the tourism and H1N1 influenza pandemic. In the case of foreign arrivals in districts during 2009, there was the biggest drop in foreign arrivals (-23% vs year 2008). Domestic arrivals show an increasing trend except for the year 2009. Year 2009, the whole world experienced lowered travel due to global recession. It is understood from the secondary data that major reason for low arrivals was travel-ban by many countries due to H1N1 influenza pandemic. Considering Kerala as a whole destination, the foreign tourist arrivals have been growing close to 15 to 20% a year till 2010 with a dip in 2009. The growth of foreign arrivals has considerably decreased, since then. However, domestic arrivals have a steady increase since 2006 which contributed fair growth (5 to 10%) of total tourist arrivals to Kerala. However, the Kerala tourism statistics report shows that the global arrivals to Kerala has a retardation trend due to global slowdown on travelling, Sri Lanka's emergence as a tourist destination after the war, competitive pricing, excise policy and foreign tour package for domestic travellers with competitive rate. The study results show that arrivals in RT destination have not decreased in the year 2009. It is mainly due to the responsible tourism activities.

7.7.2.8 Turnover

With regard to turnover in four destinations, CAGR shows an increasing trend in four RT destinations (CAGR of 12.98, 9.76, 8.95 and 9.95 for Kumarakam, Kovalam, Thekkadi and Wayanad respectively.) It also shows that CAGR is high in Kovalam and low in Thekkadi. While considering the foreign earnings for the purpose of evaluating the growth in the Kerala tourism sector, there is an increasing trend in earnings in every year except in 2009 which is due to decline tourist's arrivals.

7.7.2.9 Electricity and Water

The electricity consumption shows an increasing trend with a compound annual growth rate (CAGR) 12.62. The study reveals that the electricity consumption is high in Kovalam as compared to other destinations. When taken into account the cost of electricity consumption in terms of turnover it explains that the destinations energy cost is in line with turnover in the destinations except in Kovalam. With regard to water consumption, it shows that CAGR is high in Kovalam and low in Thekkadi. This reveals that the water consumption is high in Kovalam and Kumarakam due to its geographical traits. The hotels and resorts in Kovalam and Kumarakam are located nearby sea and backwater lakes. Hence, they have to depend on an outsource service for fresh water. Destinations like Thekkadi and Wayanad are not outsourcing water but depends on own source of water.

7.7.2.10 Sources of Supplies

After considering the factors of source supplies such as use of eco fair products, location, material used for construction, energy conservative measures, furnishing, gardening and landscape, guest supplies, waste disposal, recycled material, organic food and beverages, and conveyance, it is found that all the hotels and resorts are taking extra efforts to use eco-friendly products while sourcing supplies. However, a major concern exhibits in the case of energy conservative measures, recycled material and conveyance. The reason behind this is that it needs huge capital investment and government support (new policies) in order to achieve the desired target. Conveyance below 50% is considered as poor usage. Energy

conservative measures and recycled materials are considered to be average category of usage (50-59%). Organic food and beverage are in the good category (60-74%). All other factors are in between 75-100% and considered as excellent usage

7.7.2.11 Business Performance with respect to CSR

For evaluating the business performance of hotels and resorts with respect to CSR the perception of managers on the indicators of business performance was taken into consideration.

➢ The perception of the managers reveals that there is an increase in the indicators of business performance with respect to CSR such as turnover, local value added, usage of recycled material and eco fair products. Also, a decrease in the indicators of electricity consumption, water consumption and paper consumption. The calculated t value of each indicator is higher than the table value (1.96) at 0.05, the significant level, which indicates that there is a significant difference in the perception of managers on each indicator of business performance with regard to test value (3). When considering destinations there are significant differences in business performance with respect to destinations. It shows that the highest mean score is in Wayanad whereas the least score is in Kumarakam.

7.7.2.12 Business Management Indicators on CSR

For analysing the business management of hotels and resorts with respect to CSR the perception of managers on the indicators of business management was taken into consideration.

➢ It is able to realise that there is a significant difference (as the t value 9.61 with p value .000) in the perception of the respondent on various indicators of business management such as customer info checked, accommodation on regional culture, owner's accommodation, guest info, source standard and customer satisfaction. Destination wise perception of managers on business management indicators on CSR shows a significant difference in the business

performance with regard to destination. Wayanad shows the highest mean score (18) and Kumarakam shows the lowest mean (16.20).

7.7.2.13 Dimension of CSR in Responsible Tourism (RT)

The economic dimensions, social dimensions and environmental dimensions were analysed for the purpose of evaluation of CSR in responsible tourism

7.7.2.14 Economic Dimension of CSR

In order to identify the factors affecting economic dimensions of tourism 10 items were subjected to a factor analysis. The result identified two factors such as local value added and local empowerment. The mean score of the indicator local value added is 14.44 and the mean score of the indicator local empowerment is 23.69 which are found to be higher than the test value (12). The test results indicate that there exist significant differences in the mean score obtained of the indicators of economic dimensions on CSR and also indicators of the economic dimensions of CSR are significantly higher. This means that there are significant differences in the local value added and local empowerment in association with destination. With regard to both factors, the destination Wayanad shows the highest mean score and Thekkadi shows the lowest mean score. While considering the overall economic dimension there is a significant difference on economic dimensions of responsible tourism in association with destination.

7.7.2.15 Social Dimension of CSR

Factor analysis was carried to find out the factors contributing to social dimensions of CSR from 27 items. The result showed that there existed three underlying factors which represent the social dimension of responsible tourism in Kerala. They were, employee welfare, health and safety and community participation. The analysis result showed that among the indicators employee welfare shows the highest score (64.67). The mean score of the overall social dimension is 101.80 with SD 20.79 which is higher than the test value 81. The calculated t value is higher than the table value 1.96 at significant level 0.05, which indicated a significant difference in the mean score obtained of the indicators of social dimensions. On comparing the

destination with each indicator, it showed there is no significant difference in the opinion of the respondent on employee welfare, health and safety and community participation with regard to destination. With regard to destinations, Thekkadi shows the highest mean score 108.70 and Kumarakam shows the lowest mean score 97.40. It is understood that there are no significant differences on social dimensions of responsible tourism with regard to destination (The f value is.741 with p value 0.534 which is greater than the significant value 0.05).

7.7.2.16 Environmental Dimensions of CSR

In order to identify the factors contributing to environmental dimensions of CSR in responsible tourism 24 items were subjected to a factor analysis. The result identified that there existed four underlying factors (environmental protection and conservation, waste minimisation and savings, energy conservation and nature protection) which represent the environmental dimensions of CSR in the responsible tourism in Kerala. The analysis revealed that among the factors, waste minimisation shows the highest mean score (54.29). The mean score of the overall environmental dimension is 93.87 which is higher than the test value 72. The calculated t value of each indicator is higher than the table value 1.96 at significant level 0.05, which indicates that there exist significant differences between the mean score obtained of the indicators of environmental dimensions and test value. With regard to environmental protection and conservation among the destinations Wayanad shows the highest mean score 10.00. It is inferred that there are no significant differences in the environment protection with regard to destination. With regard to waste minimisation, the highest mean score is for Thekkadi and there exists a significant difference in the waste minimisation with regard to destination. With regard to nature protection, the highest mean score is (15) for Wayanad and there is a significant difference in nature protection with regard to destination. With regard to energy conservation among the destinations Kovalam shows the lowest mean score (19.90) and Kumarakam shows the highest mean score (22.20). It is inferred from the analysis that there is no significant difference in energy conservation with regard to destination. While comparing the destinations, it is understood that there is a significant difference on the environmental dimensions of responsible tourism with

regard to destination (the f value is 9.155 with p value.000 which is less than the significant value 0.05). The factors environment protection, energy conservation has no significant differences with respect to destinations whereas the factors waste minimisation and nature protection have significant difference with respect to destinations. The study shows that a significant positive correlation exists between CSR dimensions and business performance of CSR for the p value (0.007) is less than the significance level 0.05.

7.7.2.17 Overall Impact of CSR

To find out the impact of economic, social and environmental dimensions on business performance, SEM was developed and was estimated using AMOS 21.0. The model developed is a valid model with regard to fit indices. It was observed that all the factors in this model have a significant positive impact on business performance. The SEM analysis result showed that all the three models developed indicating that there is significant impact on economic, social and environmental dimensions of CSR on the indicators of business performance of CSR. While comparing the overall impact in the destination, Thekkadi showed a high impact in terms of CSR.

7.8 Conclusion

Responsible tourism is about enabling local communities to enjoy a better quality of life, through increased socio- economic benefits and an improved environment. It is also about providing best holiday experiences for guests and good business opportunities for tourism enterprises. The travel trade in Kerala began to rope in local communities and the environment to cater to a growing number of visits with sensitive as part of its responsible tourism initiative. The responsible tourism initiative was started at four destinations viz. Kovalam, Kumarakam, Thekkadi and Wayanad in Kerala with the support of local self-government, the tourism industry, the grass roots kudumbasree women empowerment movement, NGOs and local communities. The remarkable feature of responsible tourism is that, it provides better living conditions for the local community, extra income generation, the emergence of new entrepreneurs and micro enterprises. Responsible tourism has established new economic linkages and increased seasonable trade. With the implementation of a

socially responsible business practice, tourism companies contribute to the achievement of sustainable tourism, consequently, to the achievement of sustainable development. Practising CSR means following open and transparent business practices that are based on ethical values. It means responsibly managing all aspects of operations for their impact not just on shareholders, but also for employees, communities and the environment. Ultimately, CSR is about delivering sustainable value to society at large, as well as to stakeholders, for the long-term benefits to both.

The centre purpose of this study was to analyse CSR practice of hotels and resorts and the local community participation in responsible tourism in Kerala. The study shows that the local communities are getting enough opportunities by way of responsible tourism to enhance their livelihood in terms of socio-economic development. It also created economic, social and environmental impacts in the destinations. The most important outcome of responsible tourism is women empowerment.

The hotels and resorts in responsible tourism destinations have adopted various CSR practices such as economic, social and environmental activities to respond to their customer demands and thereby ensuring sustainability. The CSR practice has made an effort in increasing turnover, local value added, use of recycled material and eco fair products and also made an effort in decreasing electricity, water and paper consumption. It has found that there is a significant impact on economic, social and environmental dimensions of CSR on business performance.

The study reveals that all the responsible tourism destinations under study met with positive economic, social and environmental impacts by way of responsible tourism activities. Among the four destinations, Kumarakam shows high positive impacts in local community development where as Thekkadi shows a high positive impact in CSR areas of responsible tourism. It is also identified that the actual participation of the local community is higher than the local participation expected or desired by representatives of responsible tourism.

7.9 Suggestions

The study gives the following suggestions to enhance local community participation in responsible tourism as well as to improve the CSR activities of hotels and resorts to achieve a sustainable future.

7.9.1 To the Representatives and Authorities regarding Local Community Participation in Responsible Tourism

❖ It is realised from the study that even though the local community is encouraged to work for and with responsible tourism, they are not financially supported to invest in the tourism industry by the govt. authorities for its development. Most of the people are reluctant to work for the tourism because of lack of finance. So, in this context, it is better to take initiative by the govt authority to provide financial assistance to the needy ones in the form of favourable schemes, loans and advances, small business projects to support local participation in tourism.

❖ It is found from the survey that in the initial stages of responsible tourism, the Govt. took initiative to procure and supply of local produces and services to various hotels and resorts. But later the Govt. stopped that assistance and locals themselves started to take orders. It created a little problem in the regular supply of local produces due to lack of commitments arisen from seasonal variations in the agricultural sector. Even though direct participation is encouraged, it is better to have a continuous and proper monitoring system from the side of authority, to ensure regular and steady supply that will help them to maintain a good relationship with hotels and resorts. Apart from that, the govt should take an initiative to devise suitable programmes to promote local production, particularly focusing on agricultural and traditional industries like exhibitions, trade fair, cultural and sports events and also it is important to have a capacity building programme at state as well as local level

to take a pro-active role in production and marketing local products to the tourism industry.

❖ The study result showed that the economic, social and environmental impact is low in Kovalam as compared to other destinations. So, it is necessary to have a proper attention of the responsible authority in the form of awareness campaign, seminars, workshops as well as conservative programme to educate both tourist and host on the positive as well as negative impacts of tourism in the destinations.

❖ Among the various factors contributing to dimensions of responsibility to the responsible actions are low in the case of transport and communication, public service and amenities and entrepreneurial training. It is necessary to take immediate steps to develop and maintain transport and communication, and public service and amenities. An awareness programme to host and tourist is in need to make them be responsible for the use and maintenance of transport and communication, and public service and amenities. The Government should take initiative to identify the project that helps to develop transport and communication system. And also, from the part of the Government, a proper entrepreneurial training mechanism is needed to develop the skills and abilities of the locals in general and in particular.

❖ Among the variables contributing to the standard of living of the local community it is found that the status of electronics and electricals, vehicles, computer and modern gadgets, insurance, and health and safety are low. Hence, in this context, it is necessary to have an opportunity to attain social insurance, health and safety measures as well as various schemes on electronics and electricals, vehicles, computer and modern gadgets to strengthen the status of life.

❖ Various women empowerment and youth empowerment programmes should be conducted with the help of various stakeholders to eradicate poverty as well as illiteracy. And also, management programmes and missions should be in

need to involve various stakeholders such as travel agencies, media, NGOs, airlines etc. in this initiative to ensure proper coordination and commitments.

7.9.2 To the Representatives and Authorities Regarding Corporate Social Responsibility of Hotels and Resorts

❖ The study found that one of the inhibitors of a wider CSR practice is the lack of awareness about CSR across all stakeholders. An awareness programme should target all stakeholders, including businesses, employees, customers, general public and non-business sector.

❖ Even though so many services are outsourced from local units, homestays are not so much promoted by the concern. It is better to offer an attractive homestay package along with village life experience to strengthen the healthy relationship between tourists and hosts which will help to create local economic benefit.

❖ It is ideal to appoint a CSR manager apart from HR and Safety and security manager and to keep CSR amount or fund to manage CSR activities. The CSR manager should have to take initiative to distribute the CSR fund to the following areas of responsibility: -

• As a part of economic responsibility, it is necessary to contribute funds for the schemes for eradicating hunger and poverty; promotion of medical aid and education, including special education and employment, enhancing vocational skills especially among children, women, elderly and differently abled and livelihood projects.

• As a part of social responsibility, the fund should be contributed for the promotion of gender equality, empowering women, setting up old age homes and hostels for women and orphans, day care centres and such other facilities for senior citizens and thereby take measures for reducing inequalities faced by socially and economically backward groups.

• As a part of environmental responsibility, it is utilised to ensure environmental sustainability, ecological balance, protection of flora and fauna, animal

welfare, agro forestry, conservation of natural resources and maintaining of quality soil, air and water; and also, to make sure that environmental protection measures are essential for long term sustainability of the business and industry.

❖ It is found that sustainability trainings are given at the management level only. As sustainability is the key factor without which the industry cannot exist, it is necessary to impart sustainability training from bottom to top levels. Hence, there arise the needs of a capacity building programme which enable the company to integrate CSR at strategic level and equip staff and management with capacity to integrate CSR practices into business operations. Develop a CSR forum to formulate and endorse the national CSR policy framework and develop a strategic action plan for CSR promotion.

❖ From the part of the employees, it is necessary to facilitate livelihood opportunities, raising awareness of employee's skill building programme among less privileged communities, promoting cleanliness in the local neighbourhood and organising medical camps in the village to ensure the ethos of giving back to the community. Apart from that, a public service system should be developed to reach to less privileged people. Income generation and livelihood enhancement programme, disaster relief and rehabilitation program should be promoted to support locals.

❖ The safety protocol should be constantly upgraded and monitor workplace safety and food quality checks.

❖ Even though there is an increase in tourist arrival from 2003-2015, a slide has begun since 2010. Hotels and resorts should make protective measures to overcome the recession as well as adopt an effective marketing strategy in the form of competitive packages to attract more arrival.

❖ In the case of energy consumption, the energy cost is in line with turnover. Adequate measures should be taken to reduce water and electricity consumption especially in Kovalam. It is better to adopt solar energy, water recycling mechanism and wind mill to reduce the consumption. The study highlights the need for financial assistance from the part of the Government to

solve the problems exhibited in the case of energy conservative measures, recycled material and in energy saving mode of conveyance.

❖ Government can play a major role in promoting CSR through the creation of awareness and technical assistance for capacity building. General awareness of CSR also needs to be created within the institutions and public circles. The government should pay special attention to the following matters.

- Government needs to create a positive, transparent and stable business environment. Due to lack of awareness on govt. policies and plans, businesses are apprehensive of the govt. and doubtful about the future.

- The government can offer incentives and recognitions for companies implementing CSR initiative such as duty exemption and subsidies (import duty reduction for environmentally friendly products) and introduction of special CSR awards.

- Government procurement policies should be made more sensitive to CSR concerns.

7.10 Scope for Further Research

The researcher concentrated on the perceptions of key stakeholders only. So further research can be conducted from the point of view of other stakeholders such as airlines, local self govt., media, tour operators and tourists. The role of government in responsible tourism can also count for further future research. A tourist host perspective on responsible tourism product can also be considered for further research. In the present study, the researcher focused only on the positive influences of tourism, it is important to consider its negative aspects also.

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Appendix A

QUESTIONNAIRE ON

COMMUNITY INVOLVEMENT IN RESPONSIBLE TOURISM

Name:

Age:

Gender:

Domicile:

Marital Status:

     Single ☐   Married ☐   Separated☐

Education:

Occupation:

Entrepreneurship:☐   **Homestay** ☐ **Boating** ☐   **Others**☐

    Fisherman:

        Fishing ☐   Marketing ☐   Others ☐

    Farmers:

        Cultivation ☐   Marketing ☐   Others ☐

Kudumbasreee Workers:

    Cleaning ☐   production☐   marketing☐   catering services   ☐

    tour guide   ☐   Home stays   ☐   RT shop keeper ☐

Craftsman: Production ☐   Marketing ☐   Others ☐

Artists: Production☐Marketing ☐   Others☐

Are you marketing your product or services with the help of any group or agency?

    Yes. ☐   No☐ If yes Name of Group

1.   Where do you sell your products?
   Within your locality☐ Hotels& Resorts☐ Shops☐ Outside your locality☐
   Others,   specify☐

2.   Where you are providing your services
   Within your locality☐ Hotels& Resorts☐ Shops☐ Outside your locality☐

Others, specify

Total No. of Family Members	
Total no. of earning members	
Total no. of members who engage in tourism activities	

3. How long have you been living in this locality?

    Less than 10 years □   More than 10 years □   Since I was born □

4. How long have you been working in tourism activities.

    Years:

5. What is your average monthly income?

6. What is your average savings per month?

7. Indicate your contributions or role in the Responsible Tourism movement (Tick appropriate column)

Transport to and from destination	
Marketing and sales local products	
Tour operating	
Providing accommodation	
Catering food and beverages	
Laundry services	
Food production	
Ground transport	
Excursions and attractions	
Cultural, social & sports events	
Furniture & crafts	
Infrastructure, Service and resource of destination	
Energy & waste supplies	
Water recycling & disposal	
Photo shoot	
Garden & Landscaping	
Boating/Houseboat service	
Others, specify	

8. What should be an appropriate role of the local people in tourism development in your opinion? (Tick appropriate column)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Local people take the leading role as entrepreneurs					
2.	Local people take the leading role as workers at all levels					
3.	Local people have a voice in the decision – making process of your development.					
4.	Local people should be consulted when tourism policies are being made.					
5.	Local people should be consulted, but the final decisions on the tourism development should be made by formal bodies.					
6.	Local people should not participate by any means.					
7.	Local people should be financially supported to invest in tourism development.					

9. Do you participate in decisions regarding tourism development? Yes□ or No□

10. You are getting an opportunity to run your own business? Yes□ or No□

11. To what extend do you agree or disagree with the following statement about Responsible Tourism. (Tick appropriate column)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	RT encourages a variety of your cultural activities					
2.	RT helps to reduce poverty among people					
3.	Meeting tourists promotes cross- cultural exchange (greater mutual understanding & respect one another's culture)					
5.	RT helps to improve the quality of police, Fire protection.					
6.	RT helps to improve education of the local people.					
7.	RT helps in the expansion of public services & amenities.					
8.	RT helps to create a community pride development through cultural traditions and creative art.					
9.	RT helps in empowering women.					
10	RT provides many worthwhile employment opportunities.					
11.	RT helps to contribute local economic development.					
12	RT promotes self-business of the people.					
13	RT generates income of the people.					

14.	RT generates savings & investment of the people.					
15.	RT generates market opportunities for local products.					
16.	RT provides opportunities for skill development local people.					
17	RT creates new opportunities for women and young people.					
18.	RT generates the opportunity to people interact with tourist					
19.	RT provides an opportunity to produce, serve local cuisine (Dishes) with interpretation to guest.					
20	RT helps to protect the natural resources of the locality					
21.	RT helps to minimize water, electricity, paper consumption.					
22.	RT helps to reduce environmental pollution					
23.	RT focus on environmental friendly products.					

12. From your own experience what impact had responsible tourism initiative created in your locality in the past five years had on. (Tick appropriate column)

		Significantly worse	Worse	Neutral	Improved	Significantly improved
1.	General quality of life of local people.					
2.	Employment opportunities for the people.					
3.	Household income of the people in general.					

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Comments
4.	Decision making power of the people.						
5.	Social status of the people.						
6.	Educational level of the people.						
7.	Social awareness or knowledge of the people.						
8.	Quality of goods & services in general.						
9.	Income generating projects for the people in general.						
10.	Entrepreneurial Training (general entrepreneurial spirit& development among local people)						
11.	Accessibility (transport& Communication)						

13.   What are suitable means of involving local people in tourism development? (Tick appropriate column)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Comments
1.	Encouraging people to invest in the tourism sector.						
2.	Encouraging people to work in the tourism sector.						
3.	Taking part actively in tourism decision making process.						
4.	Sharing tourism benefits.						
5.	Responding to a tourism survey.						
6.	Attending tourism related seminar, conferences and workshops.						

14. Do you believe women have a significant role in RT (Tick appropriate column)?

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Women are getting full support from their family for their profession					
2.	The service / occupation of women is beneficial for economy of the local area					
3.	Women are becoming self-reliant					
4.	Women are able to make own decisions					
5.	The confidence level of women is increasing					
6.	Women are able to provide opportunities of growth to their family					
7.	Women have a good status in society because of their occupation.					
9.	The opportunities of women are growing through RT					
10.	The women are aware of Health and hygiene measures					
11.	Women are able to travel alone					
12.	Women are getting opportunities to attend meeting, seminar, and workshops. etc.					
13.	The attitude of women towards news media is positively changed.					

15. Indicate your standard of living before & after coming to this field

	Before RT					After RT				
	Very poor	Poor	Fair	Good	Very good	Very poor	Poor	Fair	Good	Very good
Income										
Savings										
Borrowings										
Education of Family members										
Household										
Purchasing power										
Furniture										
Food & Beverages										
Dress& Garments										
Electronics & Electricals										
Vehicles										
Health & Safety										
Insurance										
Mobile/Telephones										
Computers& Modern Gadgets										

Appendix B

QUESTIONNAIRE ON CSR MANAGEMENT

1. Name of the Company :
....

2. Hotels ☐ Resort ☐ Tour operator :

3. Star Status or recognition of the company :

4. Year of establishment :

5. Are you practicing Responsible Tourism (RT)? :
   Yes ☐ No ☐, If Yes., In which year onwards you are practicing RT? …….

6. Ownership:
   Sole proprietorship ☐ Partnership ☐ Company ☐

7. Location : Rural ☐ Urban ☐ Semi Urban ☐

8. Profile of services offered :

Services	Services offered	Outsourcing services	Rank Most income generating source
Accommodation			
Restaurant			
Spa & Therapy			
Houseboats/			
Water sports			
Village experience			
Cultural programmes			
Swimming pool			
Tourist Guide			
Home stay			
Others			

9. No. of the holiday package offered per year

10. Shareholdings in other company/ subsidiaries: Yes☐ No ☐ if yes., Type of Business:

11. No. of employees:

National	
International	
Local	
Women in Management Level	
Women in Lower level	
Local Women	

12.   Training Programmes:

No. of Training Programmes	Average hours of training per year	No. of employees trained per year

13. No. of tourist:

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Domestic													
Foreign													

14.   Is company practicing CSR?

Yes ☐   No ☐   If Yes;

a. CSR manager appointed: Yes ☐   No☐

b. Sustainability training for CSR managers are provides: Yes ☐
      No ☐

c. No. of vocational training positions and train ship provided to managers:

15.   Is the enterprise has won awards or has been certified: Yes☐
No☐

     If yes; Prizes & Awards:

     No. of Times:

16. No.of Rooms available:

17. Average percentage of occupancy per month:

18. Average room rent in the off season:

19. Average room rent in season:

20. Average number of tourists per year

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Individual													
Group													

21.   Average length of stay for :
       Individual

        Group
22.   Overall turnover (in Lakhs):

2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015

23. Electricity Consumption (in Rupees)

2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015

24. Water consumption (in Rupees)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Own source													
Out source													

25. Source of Eco fair products in %

Location	
Material used for construction	
Energy use	
Furnishing	
Garden& Landscaping	
Guest supplies	
Waste disposal	
Organic food & beverages	
Mode of conveyance	
Material recycling	

26. Tourist Guide Info checked? Yes/ No

27. Tourist Guide Ratio:

28. No. of guide who received basic training

29. No of guide who received training regarding sustainability:

30. How would you evaluate/rate the following since 2008 (after responsible tourism implementation)?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Increase in Turnover					
Increase in Local value added					
Decrease in Electricity consumption					
Decrease in Water consumption					
Decrease in Paper consumption					
Increase in Recycled materials					
Decrease in Overall number of Catalogues printed					
Increase in Sourcing Eco fair products					

31. Indicate your views:

	Always	Sometimes	Never
1. Customer info checked (how company informs its customers about holiday package)			
2. Is the accommodation strongly related to the regional culture?			
3. Is the accommodation managed by the owner or his family?			

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4. The management actively informs guests about environmentally friendly behaviour (especially in ecologically fragile regions)					
5. The company sources its requirements in line with environmental and social standards, and suppliers are regularly evaluated on the basis of these standards					
6. Customer satisfaction is systematically evaluated and improved					

32. Economic Dimensions (Please tick appropriate column)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The company contributes to the local value added, income is mainly reinvested locally					
b. Preference is given to locally produced goods (in terms of sourcing)					
c. Preference is given to locally produced goods (in terms of advertising)					
d. The menu includes local cuisine (Dishes)					
e. Promotion of environmentally sustainable agriculture.					
f. Local accommodation is being preferred.					
g. Tourism businesses pay their staff living wages that can support a family					
h. The tourism business provides possibilities for job development and promotion					
i. The company ensures job security for the long term					
j. The company arranges tours for the tourist to local areas to promote local products					

33. Social Dimension (Please tick appropriate column)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The organization values the opinions of employees					
b. The company makes preference to locals in staff recruitment					
c. The company ensures Gender equality					
d. The company provides regular in-house staff training programme					
e. The company provides staff recreation & sports					
f. The company provides promotional & medical benefits to the staff					
g. The company gives conveyance to staff					
h. The company provides staff loans					
i. The company provides an opportunity for the staff to contribute their own ideas and objectives					
j. The company asses customer satisfaction.					
k. The company asses employee satisfaction					
l. The company makes use of employees' skills in their field of work					
m. The company offers family friendly working conditions & working hours					
n. The company keeps atmosphere characterized by constructive cooperation and mutual support					
o. The company ensures health and safety standards met at the workplace					
p. The company ensures food, hygiene standards & protocol					
q. The company ensures fire safety system & lightning protection					
r. The staff has social insurance					
s. The company provides clear & understandable decisions and instructions to the natives.					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
t. The company provides clear & understandable decisions and instructions to the workers at all levels					
u. Employees are trained on a regular basis.					
v. Adequate remuneration of employees taken seriously					
w. Exploitative child labour is actively prevented					
x. The company provides assistance for public infrastructure development					
y. The company provides assistance to schools &healthcares					
z. The company participate in social events or events organized by schools& NGOs					
aa. The company provides assistance to natives for medical treatment.					

34. Environmental Dimension (Please tick appropriate column)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. Setting air conditioner temperature at 24 degrees or higher					
b. Switch to energy saving inverter type air conditioners and energy saving lights					
c. Linen re use programmes to save energy & water and to minimize the use of detergents					
d. Use of reliable glass bottles of water instead of disposable plastic bottles					
e. Treatment and reuse of waste water for gardening and flush tanks					
f. Combating tin cans and bottles					
g. Use of glass crusher to dispose of glass bottles					
h. Use of incinerator for general waste disposal					
i. Treatment of sewage effluent (septic tank effluent, drainage / solid- free sewer systems) for regulatory requirements					

j. When sourcing supplies, waste is avoided. Waste is segregated.					
k. The restaurant avoids small packages (portion packs), papers & plastics					
l. Waste is recycled (eg. Using recycled container)					
m. Environmental friendly use of detergents					
n. Water is saved, rainwater is used if possible					
o. Wastewater is treated in a local or company – owned water treatment plant					
p. Energy saving bulbs are used (if possible, each room has got a central switch)					
q. Energy saving measures are actively promoted (e.g. Air conditioning)					
r. Generate hot water from solar water heaters or from heat recovery from air conditioners					
s. Outdoor and pathway lights connected to auto on –off timers					
t. Reminder notices to guests to switch off lights and appliances when leaving rooms.					
u. Renewable sources of energy are used.					
v. There are good public transport connections					
w. Support for local environmental protection projects.					
x. Collection of environmental data.					