COMMUNITY-MANAGED NATURE TOURISM: THE TRANSFORMATIVE EFFECT ON INDIVIDUAL WELL-BEING AND COMMUNITY EMPOWERMENT IN ODISHA

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This is to certify that the thesis entitled, "*Community-Managed Nature Tourism: The Transformative Effect on Individual Well-Being and Community Empowerment in Odisha"*, embodies the record of original investigation carried out by Mr. Jagadish Behera (Regd. No. MZU/Ph.D./1713 of 25.10.2020), under my supervision and guidance, in partial fulfillment of the requirements for the award of the degree of Doctor of Philosophy of the Mizoram University, Aizawl.

He has fulfilled all the required norms laid down under Minimum Standards and Procedure for Award of M.Phil/Ph.D. of UGC Regulations 2018. He has been duly registered and the thesis is worthy of being considered for the Ph.D. Degree. Neither the thesis as a whole nor any part of it was ever submitted to any University for any research degree.

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APRIL, 2025

I **JAGADISH BEHERA**, hereby declare that the subject matter of this thesis is the record of work done by me, that the contents of this thesis did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the thesis has not been submitted by me for any research degree in any other University/ Institute.

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LIST OF ABBREVIATIONS AND ACRONYMS

AGR	Annual Growth Rate
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
BRI	Belt and Road Initiative
CAGR	Compound Annual Growth Rate
CAS	Community Attachment and Satisfaction
CBE	Community Based Enterprise
CBET	Community Based Ecotourism
CBT	Community-Based Tourism
CBTI	Community Benefit Tourist Initiative
CE	Community Empowerment
CMNT	Community-Managed Nature Tourism
CMNTG	Community-Managed Nature Tourism Growth
CR	Composite Reliability
DACBT	Donor Assisted Community-Based Tourism
DoT	Department of Tourism
EDC	Eco Development Committee
EFA	Exploratory Factor Analysis
F&B	Food and Beverage
F&ED	Forest and Environment Department
FEE	Foreign Exchange Earnings
FW	Financial Wellbeing
GDP	Gross Domestic Product
GSDP	Gross State Domestic Product
HSR	High Speed Rail
ICH	Intangible Cultural Heritage
KMO	Kaiser-Meyer-Olkin
KRST	Khama Rhino Sanctuary Trust
N	Sample Size
NPS	National Park Service
P	Participant
PLSW	Purpose of Life and Subjective Wellbeing
PPP	Public-Private Partnership
PPT	Pro-Poor Tourism
QOL	Quality of Life
SD	Standard Deviation
SET	Social Exchange Theory
SME	Small and Medium-sized Enterprise
SPSS	Statistical Package for Social Sciences
TCES	Total Community Empowerment Score
TLG	Tourism Led Growth
TLGH	Tourism Led Growth Hypothesis

UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organisation
USD	United States Dollar
WTSFR	Weber's Theory of Substantive and Formal Rationality

CHAPTER-1

INTRODUCTION

1.1 Nature Tourism Concept

In recent years, the concept of nature tourism has received significant importance as tourists are visiting increasing numbers to natural environment sites by following sustainable practices which has minimum effect on the ecosystem (Cheung & Fok, 2013). Nature tourism is also referred as ecotourism or nature based tourism, interchangeably (Higgins, 1996; Perkins & Grace, 2009). This kind of tourism is becoming popular which emphasises to travel, enjoy and appreciate the relatively undisturbed natural settings. It is not just about visiting any beautiful places; it involves a deeper engagement with the nature, encouraging tourists to immerse themselves in the study, admiration, and enjoyment of scenery and wildlife habitats as well (Mehmetoglu, 2007). Furthermore, it includes exploring the culture of host communities which enriches visitors' experience by promoting cultural exchange between the locals and tourists. This holistic approach fosters a greater appreciation for the natural environment and promotes sustainable practices to preserve the ecosystem for future generations. In this way, nature tourism serves as a link between nature conservation and the economic enhancement of host communities, amplifying the conservation of nature and culture.

An important characteristic of the nature based tourism is its low negative impact on the environment (Jupendri et al., 2020) which plays a part in the protection of nature, emphasizing sustainability and attracting tourists as a result. This tourism promotes responsible travel which minimizes harm to the ecology and wildlife by eco-friendly practices. So, this encourages tourists who want to explore nature's beauty to be conscious of any adverse effect on environment. Moreover, the nature tourism has ability to contribute significantly to the socio-economic wellbeing of the host community and the nation (Karst & Nepal, 2021; Liu et al., 2023). The tourist inflow stimulates the local economy and provides a livelihood option for tourism dependent communities. In this way, countries can create job opportunities, like hospitality staff, tour guides, artisans and local vendors through nature based tourism (Ndanusa et al.,

2014). This supports local businesses and fosters a sense of pride among communities about their natural and cultural heritage. Also, the revenue generated from tourism activities is reinvested in the protection and conservation of nature. These tourism activities when done in a responsible way, bring mutual benefits among tourism, local communities and the environment.

The nature tourism impacts significantly by contributing a portion of revenue, towards conservation activities (Adhikari & Fischer, 2011). This allocated fund is pivotal to increase efforts for protecting endangered species and maintaining the ecosystem that often comes under the threat of human activities (Doinjashvili et al., 2020). In this way, the reinvesting of profits from nature tourism into conservation efforts helps in creating a sustainable model that safeguards natural attractions and encourages tourists to ensure their preservation for enjoyment of the future visitors. This cyclical relationship between tourism and conservation efforts shows the dual benefits of the tourism industry (Budowski, 1976). Again, it is the symbiotic relationship between tourism and conservation efforts by the local communities with the commitment to work for sustainability (Henry & Jackson, 1996; Pangemanan et al., 2021). On the one hand, it provides economic gains to the locals by creating job opportunities and supporting local businesses related to travel and tourism (Wunder, 2000; Xu et al., 2009) and, on the other hand, it plays an important role in the long-term sustainability of the ecology (David, 2011). These impacts create a deeper appreciation for nature among visitors and enhance their visiting experience.

1.2 Relationship between Nature Tourism and Community

The relationship between nature tourism and local communities brings empowerment in many ways; like economic development, capacity building, decision-making power, and social attachment among community members along with their culture and environment preservation (Das & Chatterjee, 2015; Ekayani et al., 2019; Gumede & Nzama, 2021). Nature based tourism creates opportunities for jobs for the local community, supports their business and increases revenue earning which helps in further investment in local infrastructure, health and education. The involvement of communities in tourism activities develops a sense of ownership among themselves

about their natural resources. This helps communities to preserve their local customs and cultural heritage and brings pride among them. Moreover, the awareness about environment issues motivates them to engage in conservation activities and to protect the ecology (Turner. 2004; Mbaiwa, 2013). When the capacity building is concerned, training and educational programmes help community members to enhance their skills in hospitality, sustainability and leadership (Aref & Redzuan, 2009; Tang, 2019). It is the collaborative nature between community and tourism, that strengthen the relationship among community members, develops stronger bonds and brings solidarity. When the locals engage in tourism activities, they get a chance to put their voices and have representation in decision making process about their natural resources and conservation (Mak et al., 2017). Overall, this benefits local communities and attracts tourist to visit their places.

The relationship between nature-based tourism and community creates diverse impacts. One of the impacts is that it increases the income of the local community by attracting tourists who spend money for receiving services like food and beverages, accommodations and purchasing local handicrafts. These create job opportunities for the locals in the form of hospitality staff, tour guides, artisans, vendors and suppliers (Jaafar et al., 2013; Gupta et al., 2023). Thus, the tourist inflow generates multiple streams of revenue for the community members by supporting their business which enhances the overall economic well-being of that community (Nunkoo & Ramkissoon, 2010). Often those tourists visit natural sites, they mostly prefer local services, and in this way, the local small businesses are fostered. Also, the high demand for nature tourism leads to the improvement of infrastructure in their locality (Mamirkulova et al., 2020; Liu et al., 2023), which benefits both the local residents and tourists as well. Additionally, this kind of nature oriented tourism encourages community members to practice sustainability, which ensures their local resources remain in good condition, to attract more tourists and get more economic benefits in future.

Another aspect of the relationship between nature-based tourism and community is that a sense of ownership develops among local people for their cultural heritage and natural resources which brings confidence and pride in their environment (Ali et al., 2020; Rachmawati, 2020). This form of tourism inspires communities to

showcase their customs and traditions to tourists which leads to a positive identity of them. Also, this boosts self-esteem and empowers the locals to take in different tourism activities with the development of new skills, like tour guiding and sustainable practices. Moreover, the engagement of community members in nature tourism deepens their appreciation for nature, improves their mental health, and reduces stress, which brings a sense of fulfilment and overall psychological empowerment (O'Brien et al., 2010; Bratman et al., 2019).

Political empowerment is an outcome of the relationship between nature tourism and community through which a community is involved in decision-making, and this allows them to take active participation in planning and management of tourism activities (Mak et al., 2017). Their involvement brings political awareness among themselves regarding their rights in land use and management (Muganda et al., 2013; Weng & Peng, 2014). This results in the formation of local councils and cooperatives in the form of a local governance structure, which enhances their representation (Meo & Panda, 2020). The benefits derived from nature tourism like-economic, providing local residents a leverage in negotiations for better and effective policy support. Also, due to participation in nature-based tourism, the community members get awareness (Ramukumba, 2013) of environmental issues. This encourages them to be involved in the decision making process related to conservation and sustainability.

Another major outcome of the relationship between nature-based tourism and community is the purpose of life and the subjective wellbeing of local communities (Ali et al., 2020). This relationship enhances the local's sense of purpose as they are involved in preserving the nature through tourism activities which contribute to their overall wellbeing (Andereck & Nyaupane, 2010). Additionally, this encourages local communities to showcase their culture and heritage which enhances their individual self-esteem and brings a sense of fulfilment. This is directed to the community attachment and satisfaction by strengthening social bonds and a sense of belongingness among community members (Huang & Stewart, 1996) due to tourism activities in their locality. This combination of enhanced social connections and cultural pride promotes a deeper community attachment and increased satisfaction in their lives.

1.3 Rise and Growth of Nature Tourism in Global Perspective

In recent years, nature-based tourism or nature tourism has appeared as a prominent concept in tourism industry worldwide. This type of tourism involves tourists travelling for eco-tours, bird watching, wildlife safaris and hiking in the appreciation of natural environments (Eagles, 2002; Mehmetoglu, 2007). The growth of tourism related to the nature links with environmental awareness, and the desire of tourists to get authentic experiences, by following sustainable practices. So, to understand its growth in the globe, it is important to know its historical trend and the contributing factors.

1.3.1 Historical Context

The nature tourism concept is not new and its roots can be explored in the earlier days, which came to attention in the late 20th century, during the 1980s to 1990s in particular due to increased environmental awareness (Diamantis, 1999; Olafsdottir, 2013). At the ground level, it started with the rise of conservation moment and, the creation of protected areas and national parks. In 1987, the Brundtland Report (Kruger, 2005), an influential publication, introduced the sustainable development concept, which promoted the notion of responsible travel, and respecting the natural ecosystem.

The origin of nature tourism is traced back to exploration and travels by nature lovers, adventurers and visitors who were attracted to wonders of the nature. Personalities like Alexander von Humboldt, John Muir and Theodore Roosevelt (Cox, 1985), during the 18th and 19th centuries, advocated the appreciation and preservation of natural landscapes through their writings. Their works helped to create interest among the public towards experiencing and connecting with nature which set the development for nature tourism. However, the late 20th century brought a decisive change in the evolution of nature tourism because, at this time, environmental awareness spiked due to the publications of influential works like the Brudtland Report in 1987, introducing the concept of sustainable development. This led to a higher appreciation for the need to responsibly protect and interact with the natural ecosystem. This shift in the attitude toward establishing protected areas, national parks,

and wildlife sanctuaries worldwide made the pathway for the expansion of nature based tourism (Balmford et al., 2009).

Governments and organisations related to conservation, and the tourism industry itself recognised the potential of nature based tourism towards benefiting economically while promoting environment conservation and its sustainability. This stimulated development of initiatives in ecotourism with the provision of authentic experiences to visitors in a natural setting and ensuring the preservation of resources used. The principle of ecotourism emphasizes low-impact tourism activities with an effort of conservation and support to local community, which are considered as integral components of nature based tourism industry (Chiu et al., 2013).

1.3.2 Market Trends

According to the United Nations World Tourism Organisation (UNWTO), recently the nature tourism has seen its growth exponentially. Since the 1980s, nature based tourism has marked a dynamic development with recent mainstream industries (Arnegger et al., 2010). The growth rate for global nature tourism was estimated around ten to thirty percentage annually (Graja-Zwolinska & Spychala, 2014). A temporary decline in travel was marked in 2020 due to COVID-19 pandemic and it showed the nature's importance which increased interest among tourists about outdoor and nature based tourism activities. This led to a speedy recovery in nature tourism post-pandemic, where many tourists travelling with a purpose to reconnect with the nature and to escape from city life (Jeong & Lee, 2022).

This has been estimated that the sustainable tourism market size will grow to USD 426.6 billion at a CAGR of 10.87 percentage (Sustainable Tourism Market Analysis, 2023). Factors like increased consciousness about environmental issue among travellers, growing numbers of middle class and disposable incomes are contributing to this growth. Also, this significant market growth is due to the rise in popularity of novel forms of tourism, such as ecotourism and cultural tourism. All these factors have created a changing impression on the tourism industry, focusing on authenticity, sustainability and diversification in travel experiences, for which, green tourism, ecotourism and community tourism have emerged as preferred tour options

(Lim & McAleer, 2004; Singh et al., 2007; Raftopoulos, 2018). The global ecotourism market is growing with the increase in environment conscious travellers. As these tourists are becoming aware of tourism's negative impacts on the environment, they are choosing those travelling options which protect the environment and natural resources.

1.3.3 Growth Driving Factors

The significant growth of tourism related to nature is being contributed by several factors. These key drivers include:

Environment Awareness: In recent times, the degree of environmental awareness among the general public has increased significantly (Durmusoglu, 2017) which influences the preferences and choices made by individuals during their travel planning. Due to this increased awareness, tourists are becoming more concerned about the impacts of their travel related decisions and activities. This has led to an increase in demand for sustainable and eco-friendly nature tourism (Weber, 2019). Along with this, the conservation efforts by creating and maintaining national parks and wildlife sanctuaries provide the opportunity to engage in nature tourism (Wunder, 200). This helps tourists to support and participate actively in various conservation initiatives.

Authentic Experiences: In the growing trend, the modern tourists are showing their interest in genuine and authentic experiences (Kasriel-Alexander, 2017, Jyotsna & Maurya, 2019) for getting opportunities to have meaningful connections with local cultures and natural environment surroundings as well. Nature tourism imparts unique opportunities for tourists to immerse themselves in the beauty of the destination's ecosystems, observe wildlife in their natural habitats, enjoy local's indigenous traditions and culture which thrived for centuries (Kim et al., 2015, Elkasrawy, 2020). These kinds of desires of tourists for authenticity and genuine tour experiences, have popularised activities like, visiting for adventurous wildlife safaris, thrilling trekking expeditions and appreciating lush green forests.

Health and Wellbeing: Recently, the COVID-19 pandemic has increased the awareness and understanding about the importance of maintaining both physical and

mental health among the general public (Tausch et al., 2021). During the lockdowns and imposed restrictions to minimise the spread of the virus (Atalan, 2020), many individuals found peace in nature due to its therapeutic benefits and revitalising qualities when engaging in outdoor activities or spending time in nature (Litleskare & Calogiuri, 2023). This helped to surge in nature tourism's popularity among travellers who prefer to rejuvenate their bodies and minds with the healing experiences of natural environments.

Technological Advancements: The advancements of technology in the form of innovations and availability of digital tools are experiencing rapid growth in the present time and this has simplified the process for tourists to get detailed information about the available options and opportunities in nature tourism at different locations worldwide (Suryandari, 2020). The collective contribution by online booking systems, massive usage of social media platforms and contents shared by travel bloggers have enhanced the ability of a tourist to get valuable recommendations and share unique experiences at the same time (Oz, 2015) which have popularised a diverse range of nature-based tourism activities. Additionally, with the introduction of virtual and augmented reality technologies into the tourism industry, nature tourism destinations are becoming more popular providing immersive experiences to explore virtually and having breath-taking experiences before visiting these places physically (Godovykh et al., 2022).

Government Initiatives: In many countries, the governments are realising the benefits of nature tourism like economic profits, which promoting them to implement specific policies to encourage sustainable practices that are socially responsible and environment friendly as well (Welford et al., 1999; Twining-Ward et al., 2018). These policies provide incentives to support eco-friendly businesses, allocate funds for conservation projects to protect and preserve natural habitats (Evans et al., 2012; McFarland, 2017), and develop essential infrastructure at strategic natural destinations as well, which altogether facilitate the growth and expansion of the nature tourism sector.

These points clearly show that nature tourism around the world has been influenced by various factors, which include an increase in awareness about the environment, a growing demand for having authentic experiences, in the purpose of body and mind's wellbeing, and advancement in technologies as well as the support of government through policies (Nepal, 1997; Buckley, 2000; Marzuki, 2016; Winter et al, 2019).

1.3.4 Growth of Nature Tourism Across Global Regions

The tourism industry linked with the nature has seen its growth in both developed and developing nations, in all regions of the globe. Africa is one of the primary choices for nature tourism, wildlife safaris in particular. In Africa, countries such as Kenya, Tanzania and South Africa have developed their tourism industry based on rich biodiversity and wildlife (Parker & Khare, 2005; Okello, 2014). In this region, the rise of community-based tourism initiatives has encouraged local communities to be involved in conservation efforts, obtaining economic benefits from it. In North America, both the United States and Canada have an extensive network of national parks and protected areas, which attracts tourists in million numbers annually (Eagles & Mclean, 2023). In the United States, the National Park Service (NPS) plays a salient role in the promotion of nature tourism through different programmes. Many activities like hiking, camping and wildlife visits have grown at popular destinations by nature enthusiasts from around the globe. Again, this kind of popularity for nature tourism is visible in South America. The Amazon rainforest is one of the most seeking destinations among tourists (Jesus, 2010). The biodiversity and ecosystems of this region attract tourists, who prefer destinations related to ecology, wildlife and adventure activities. South American countries like Brazil and Peru are promoting nature conservation by providing financial benefits to the local communities with sustainable tourism initiatives (Yanez & Sevilla, 2010). Many responsible tourists have risen around these initiatives. Europe is sought-after for its history and culture, where nature tourism is becoming popular as tourists travelling to enjoy outdoor experiences in its breathtaking scenery (Simpson, 1993). The Alps, the Scandinavian fjords, and national parks of countries like Estonia offer diverse activities, that cover hiking, skiing, and visiting wildlife areas (Simpson, 1993; Probstl-Haider & Haider,

2014). Also, the European Union promotes sustainable tourism through different programmes, which encourage its member states to protect natural heritage and promote nature friendly options. The topography of Asia attracts tourists by providing profuse opportunities for nature tourism (Moli, 2011). In Asia, countries like Indonesia and Malaysia are often associated with rich marine biodiversity and rainforest ecosystems (Appanah, 2001; Ramadani et al., 2020) whereas Nepal is popular for adventurous trekking and mountaineering (Upadhayaya, 2018). Moreover, in this region, eco-tourism has gained tourists in increasing numbers through initiatives to protect endangered species, conservation efforts and encouragement to responsible travel.

The growth of tourism linked to nature reflects the increasing demands of travellers towards sustainability and environmental consciousness. Along with this, as tourists prefer to get authentic experiences and connect with nature, the tourism industry is changing accordingly. This includes the promotion of conservation efforts, sustainable development and the implementation of responsible tourism practices.

1.4 Growth of Nature Tourism in India

Nature tourism has an important role in conservation of natural resources and environmental sustainability in India. The rich biodiversity of India comprising forest, national parks and wildlife sanctuaries creates opportunity for nature based tourism.

The government of India has recognised the importance of nature tourism as a tool for sustainable development. For this, the Indian government has implemented different policies to promote nature-based tourism, increase environmental-conservation awareness and community benefits as well. The Ministry of Environment and Forest (MOEF) drafted the National Wildlife Action Plan (NWAP) emphasises on wildlife conservation with sustainable development, promoting responsible use of natural resources (Dasgupta & Ghosh, 2015). The Swadesh Darshan scheme launched by the Ministry of Tourism focuses on developing thematic tourism circuits to promote natural and caltural heritages among the citizens of India (Aukland, 2017). Infrastructure and services at ecotourism destinations are being enhanced by this scheme. In India different state governments have also introduced ecotourism policies

and CBT initiatives to attract nature loving tourists and empower local communities. These states are leveraging their natural resources and heritages to attract both domestic and international tourists.

Uttarakhand is popular for its beautiful Himalayan landscapes, and this state is actively promoting activities like wildlife safaris and trekking at ecotourism sites. Also, local communities are involved in CBT projects, helping in conservation efforts to the state government (Chugh & Upadhyay, 2024). Another northern state, Himachal Pradesh in India, is among the favoured destinations among nature enthusiasts. Many community-driven tourism initiatives are running which focus on conservation and local livelihoods as well (Kumar et al., 2024). Assam is home to Manas National Park (a UNESCO World Heritage Site), where biodiversity restoration is in focus through community-based ecotourism. This state promotes sustainable tourism and supports the socio-economic development of the local communities (Borah, 2024). Another north-eastern state in India, Meghalaya, is full of lush green forests, which has emerged as a potential nature tourism destination. This state has adopted the sustainable tourism approach, emphasising environmental conservation and community involvement in tourism sites (Kumar, 2024). With the progress of various states in nature tourism, Odisha is not left behind. Odisha is one of the prominent states in promoting ecotourism. In this state, local communities are involved in the conservation of natural resources with the reception of economic benefits (Das & Chatterjee, 2023).

Nature tourism contributes significantly to employment generation, income generation and infrastructure development in India. The local communities involved in different ways to provide tourism services. They run tourism enterprises like homestay business and selling their local products. From these kind of tourism activities, they generate income to improve their living standards. This helps the community to get socio-economic empowerment (Bhushan et al., 2024). Infrastructure developments like- construction of roads, accommodation facilities and recreational facilities not only support the tourism industry but also improve access to essential services for the local communities (Mohapatra & Biswas, 2024). All these are possible due to both the central and state governments' supportive policies, increased awareness about the importance of sustainable practices and active involvement of local people

in tourism programmes. These lead to the growth of nature based tourism in different Indian states.

1.5 Odisha Tourism

Odisha is one of the promising states for tourism, located in the eastern part of in India. This state is full of natural landscapes, cultural heritage and unique traditions, and celebrates festivals throughout the year. Odisha is primarily famous for its temples and religious tourism. Major temples are like Lingaraj temple in Bhubaneswar, a historic temple, Konark Sun temple, a UNESCO World Heritage Site renowned for its architectural brilliance, and the Jagannath temple in Puri. Puri is a major pilgrimage site that attracts a large number of tourists worldwide during Rath Yatra. In 2023, there was an expected 25 lakh footfall during the Ratha Yatra ("Ratha Yatra 2023", 2023). This religious tourism boosts nearby local businesses during peak seasons. Odisha's vibrant cultural festivals and events attract both domestic and foreign to enjoy the Rataha Yatra, Konark dance festival (showcasing classical dance forms against the backdrop of the Sun temple), International Sand Art Festival, and beach festivals at different sea beaches of Odisha.

Odisha caters beyond religious tourism, including heritage tourism, rural tourism and adventure tourism. The ecotourism and nature-based attractions- Chilika, Bhitarkanika, Satkosia, Hirakud, Deomali, and so on are assets for Odisha. The Chilika Lake is a Ramsar site which attracts migratory birds, and Bhitarkanika National Park is famous for its mangroves and crocodiles. Local communities are engaged at various ecotourism sites with a promise of sustainable development. Also, tribal communities offer unique cultural experiences to tourists at their destinations. From the year 2016, the Forest and Environment Department, Government of Odisha, has been running an exclusive scheme- 'Community-Managed Nature Tourism' (CMNT) camps at those ecotourism sites where the local forest-dependent communities are engaged (Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha). The idea of CMNT is based on the similar concept of Community-Based Tourism (CBT), where the local communities manage tourism services at camps and reap the major benefits.

Tourism industry is one of the contributors to Odisha's economy (13 percent of the GDP of Odisha) by creating jobs and generating revenue. These revenue streams come from sectors like – accommodation, transportation and food and beverage services primarily. The Odisha Tourism Policy 2022 has emphasized on employment opportunity and sustainable development through public-private partnerships (PPP) modes (Tourism Department, 2022). In the recent budgets, the state government has allocated Rs.800 crore to the tourism sector which is more than Rs.140 core than the financial year 2023-24 (Sahu, 2024). To capitalize on its tourism potential, the state government is investing in the accommodation sector, better road networks, and digital infrastructure for easy accessibility and online booking by tourists.

Thus, Odisha's tourism industry shows its potential across various dimensions, whether- it be religious tourism, heritage tourism, rural tourism or ecotourism, and community engagement at those sites. While the state is making progress, still it needs to evaluate to find the gaps and address those. By implementing strategies to mitigate challenges and broaden opportunities, it is bound to unlock its full potential as an important tourist destination in India. However, the present research focuses on nature-based tourism in Odisha, specifically at CMNT camps. It examines community engagement at these sites, the resulting empowerment of local communities, the individual well-being of service providers engaged in this sector, and the impact on Odisha's overall tourism industry.

1.6 Theoretical Framework

Social Exchange Theory (SET) continues to be one of the most widely used frameworks by scholars aiming to assess residents' attitudes towards tourism growth (Byrd, 2007). From the tourism angle, SET implies that residents' overwhelming support for tourism usually stems from their appraisal of the gains and costs flowing from the tourism industry (Andereck & Nyaupane, 2010). According to the theory, the social exchange encompasses economic and social benefits (Cropanzano & Mitchell, 2005). Wani et al (2023) further explain that SET is a pivotal tool for measuring the attitude and support of local residents toward tourism development as well as the tourists (Nunkoo & Gursoy, 2012). Residents are willing to show optimism towards

tourism growth when positive impacts offset the negative consequences (Gursoy et al., 2002), and are expected to involve in a relationship of exchange in quest for value (Wani et al., 2023). Sutton (1967) asserts that the meeting between the host community and the visitors "may provide either an opportunity for rewarding and satisfying exchanges, or it may stimulate and reinforce impulses to exploitation on the part of the host" (p. 221). Endorsing his argument, several studies underscore the economic, social, and environmental outcomes from the host-tourism exchange process that impact residents' support for tourism development in the region (Yoon et al., 2001). Moreover, the results extracted from the extant studies show that in a host-tourism context, the factors in an exchange process encompass not only economic forces but also social-cultural and environmental forces. The meaningfulness of the theory is established by several studies (Nunkoo & Ramkissoon, 2012).

Ironically, the transformative effect of CBT on stakeholders' prosperity, particularly tourism service providers, has not received desired attention in Indian context. To address this shortcoming in the extant literature, the present study adopts SET to model the effects of CMNT on tourism service providers' well-being.

1.7 Significance and Scope of the Study

In this study, the focus was on linking the CMNT to individual well-being and community empowerment along with the role it was anticipated to play in altering the tourism industry, by drawing inferences from Odisha. The significance of this study is that by examining these pressing issues, the impact of CMNT can be gauged adequately in the geographical setting of Odisha. The intention behind this was to highlight the potential of this sector and the future impacts of it. Furthermore, the researcher worked on devising strategies and suggestions that could be applied to remedy the weaknesses if any and improve the situation. The study involved making strategic recommendations that would strengthen the parties involved in CMNT activities, particularly in fostering individual well-being and community empowerment as a whole. The researcher examined to achieve these by going through proper analysis in the research works. This research is expected to bring a good

resolution to academic literature, not only in the context of Odisha but also in larger study areas.

Like any other research, this study is also not free from time and budget constraints. So, the study is confined to the community-managed nature tourism (CMNT) camps in Odisha. A qualitative analysis will be carried out to understand CMNT and also the extent to which the nature camps foster a change in Odisha's tourism industry. Moreover, a quantitative analysis will be undertaken to extract a relationship between these CMNT camps and individual well-being (of service providers and employees associated with these nature camps) and community empowerment. The researcher also will focus on the impact of these nature camps in initiating a positive change in Odisha's tourism industry, without attempting to conduct an analysis of the negative effects of the camps. In short, the scope of this study will be limited to examining the meaning of CMNT, its impact on individual well-being and community empowerment, and lastly the role played by it in stimulating a positive change in the tourism industry of Odisha.

1.8 Chapter Outline

This thesis is composed of eight chapters namely- Introduction, Review of Literature, Objectives and Research Methodology, Community-Managed Nature Tourism from Stakeholders' Perspectives, Impact of Community-Managed Nature Tourism on Odisha's Tourism, Community-Managed Nature Tourism and Service Providers' Individual Well-being, Community-Managed Nature Tourism and Local Communities' Empowerment, and Findings and Conclusion. The synthesis of chapters are presented below:

Chapter 1 Introduction

This introduces the concept of nature tourism and its relationship with the community. Further, the rise of this concept with a historical background, market trend, growth driving factors and growth in different regions of the globe are discussed. Also, the significance and scope of the study, and chapter plan for the thesis are included. This chapter helps to know the basic background of the study and understand the rest of the work.

Chapter 2 Review of Literature

Earlier studies related to our work, by academicians, researchers and scholars are reviewed in depth. This review attempts to situate the study from the global scenario to India and Odisha, specific to the current study which supports aims of the study. Also, concepts of individual wellbeing and community empowerment are discussed in this chapter. Based on the reviewed literature, research gaps are found and presented at the end.

Chapter 3 Objectives and Research Methodology

In this chapter, the research methodology of each objective of the study is discussed. Primarily it deals with hypotheses, sampling, research tools, data collection procedures and analysis techniques for respective objectives.

Chapter 4 Community-Managed Nature Tourism from Stakeholders' Perspectives

This chapter presents the perspectives of stakeholders on CMNT from their interview presentation. From their interviews, seven themes emerged, namely community governance, community participation, socio-economic development, capacity building, sustainable practices, institutional support and stakeholder collaboration, and tourist engagement and service quality. These themes are explained with the support of interviewees' quotations.

Chapter 5 Impact of Community-Managed Nature Tourism on Odisha's Tourism

In this chapter, the impact of CMNT on Odisha's tourism industry is analysed with the help of timeline plot, trend analysis and a comparative analysis between them. In the end, the percentage share of CMNT to Odisha's tourism is calculated.

Chapter 6 Community-Managed Nature Tourism and Service Providers' Individual Well-Being

This chapter tries to find out how the CMNT influences the individual wellbeing of service providers, those involved with it. At first, the demographic profile of all respondents was verified then the analysis was carried out with factorial loadings,

Cronbach's Alpha, composite reliability, and average variance extracted, along with correlation and regression.

Chapter 7 Community-Managed Nature Tourism and Local Communities' Empowerment

This explains the answer to the fourth research question and fourth objective with its respective hypothesis. This analyses the community empowerment through CMNT by weighted average score, independent sample t-test, one way ANOVA and Tukey's Post Hoc Test. In the end, the mean community empowerment score according to respondents' demographics is calculated.

Chapter 8 Findings and Conclusion

At the end, it put forwards findings for each objective. Later, this chapter concludes the study with suggestions to different stakeholders of CMNT, and recommendations for future study scope, by acknowledging the limitations of the study.

CHAPTER-2

REVIEW OF LITERATURE

2.1 Community-Managed Nature Tourism: The Conceptualization

Tourism related to nature has gained recognition worldwide as a dominant ecosystem, by supporting conservation of local natural resources and local economic development. It is the combination of eco tour, adventure tour and leisure tour. Primarily, nature attracts the tourists to visit a particular destination and this kind of tourism can be termed as nature-based. The increasing demand for tourism at nature-based locations creates a form of special interest tourism (Ingram & Durst, 1987, 1989; Laarman & Durst, 1987; Kutay, 1989; Goudberg et al., 1991). At the location of natural settings, those communities have access to natural resources can avail profitable options. There is a beneficial relationship between tourism, the environment and the local community. The involvement of community in tourism pursuits forms Community Tourism/ CBT. Primarily, this tourism focuses on engaging the local population in a tourism development programme and in return, provides benefits to them. The local residents build and manage various touristic services; like accommodation, food and beverages, transportation, souvenir shops and other amenities. Thus, tourism brings employment opportunities for the locals. The local community have the control over tourism revenue generation. This income enhances their living conditions. Tourism development in the local area often brings respect to their culture and tradition and gives special attention to the conservation of nature (Juganaru et al., 2008).

The instances of changes in lifestyle, environmental degradation and global restructuring force many communities to live on alternate livelihoods. The government of a certain nation runs towards globalization and privatization. This leads to less support for local communities and tourism development is primarily motivated by economic and developmental aspirations (Costa, 2001; Higgins-Desbiolles, 2006; Mair, 2006). The government allows tourism development at different levels for building local infrastructure, increasing local income and, conserving local cultures

and environment (Hall & Jenkins, 1998). Both the developed and developing countries have seen CBT as an opportunity to lift up their underprivileged population because CBT provides direct benefits of tourism to local community (Goodwin & Santilli, 2009).

Community development through CBT leads to increased employment prospects, increased income, community cohesion, gender equity, and a sustainably managed environment (Burgos & Mertens, 2017). Nowadays, Community-Based Tourism projects can be seen all over the world because they can assist the inflow of money into the local economy by multiplier effect. The local residents generate income through both direct and indirect jobs like- cab drivers, nature trekking guides, cultural performers, vegetable sellers and handicraft sellers, etc. These kinds of jobs require the least specialised tourism skills and training. For instance, the community at the Khama Rhino Sanctuary Trust (KRST) in Botswana engages in community-based tourist businesses and earns from additional activities such as escorted game drives, rhino and giraffe trails, birdwatching, nature trails, vehicle service, and lodging (Stone, & Stone, 2011). The majority of the locals of the Jiuzhaigou Biosphere Reserve, in the Sichuan province of China (a UNESCO World Heritage site), receive benefits economically from tourism by giving up their traditional livelihoods of farming and hunting (Li. et. al, 2006). In Thanh Ha pottery village, Hoi An city, Vietnam, CBT has received local government backing and locals are also made aware of community development, which encourages positive expectations for the neighbourhood (Hong, et. Al, 2021). Construction of good roads, parks, and recreational-cultural attractions, as well as the preservation of local culture, are certain facilities that the development of CBT brings to the area (Brunt & Courtney, 1999). Several studies have shown that community involvement aids in the reduction of poverty. These CBT initiatives in developing nations prioritise eradicating poverty and promote community participation (Spenceley, 2008; Baktygulov & Raeva, 2010).

In primary understanding, CBT is known as that kind of tourism which is managed and owned by a community, for the community (Asker et al., 2010). This understanding goes with the current study of the paper. The present paper studies on conceptualizing the CMNT in the state of Odisha. The state government has started

the project “Community-Managed Nature Tourism” since 2016. For the academic purpose, the author has conceptualised CMNT with respect to CBT.

2.1.1 Community-Based Tourism in Academia

The origin of CBT in academic study is traced back to 1960-70 (Sebele, 2010). The foundation of the concept of CBT is seen in the literature work of Murphy (1985). Also, he has given more views on tourism development and community development in his following research works. In the beginning, the CBT projects were started in developed nations like- Canada and the UK; with the involvement of local communities in tourism (Keogh, 1990; Prentice, 1993; Simmons, 1994). Subsequently, the idea of CBT becomes very well-liked, and it is adopted by developing nations. It has become the subject of an extensive investigation by numerous authors and academics. The tourist industry's trend has evolved over time. Many alternative tourism ideas have developed due to tourist demand and need, as opposed to mass tourism. One of the burgeoning alternative kinds of tourism is CBT. Now, tourism is not just for tourists’ needs. Sustainability and resource conservation are important from the viewpoint of the host or the destination too (Goodwin, 1996; Gossling, 1999). Tourism activities around communities bring a difference in many ways- socially, economically and politically. In addition, CBT provides decision-making power and proportional control over it (World Wildlife Fund, 2001). Community-based tourism involves community residents participating in various tourism ventures to reap potential benefits. A major benefit of CBT is poverty alleviation by bringing development to communities (Mearns & Lukhele, 2015). CBT can help to reduce poverty in local communities, both rural and urban areas.

2.1.2 Community and Tourism in Literature

With the progress of time, many authors and researchers have worked on CBT and have contributed their findings to the literature. Initially, in the concept of CBT, the scholars have included the society and the people living in it. Eventually, CBT’s concepts have broadened and many new theories and models have been proposed. In tourism research, many researchers have referred to CBT with various terms relating to their respective needs of studies like- Community Base Enterprises (CBEs),

Community Benefit Tourist Initiatives (CBTIs), Community Led Tourism and Ecotourism. Lo & Janta, (2020) have mentioned about the existence of tourism model related to CBT and the models are like- Community Benefit Tourism Initiatives (CBTIs), Donor-Assisted Community-Based Tourism (DACBT) and Pro-Poor Tourism (PPT). The community plays a vital role in the tourism development in their locality. The perception and experience of a community should the tested during any development. So, many scholars have supported to theories like Social Exchange Theory (SET) and Weber's Theory of Substantive and Formal Rationality (WTSFR) (Choguill, 1996). The result of tourism development has been checked by testing SET to know the experience and perception of community members. Table 1 shows a few definitions of Community-Based Tourism.

Table 1: Definition/ Theory of Community-Based Tourism

Author	**Year**	**Context**	**Definition/ Theory**
Dernoi	1988	Community Empowerment	CBT delivers services to tourists through a single individual or a group of communities with personal interaction. It creates a better understanding between host and guest
Kiss	2004	Conservation and economic benefits (ecotourism)	CBT acts as a means of supporting biodiversity conservation, providing economic gains to the local community
Page & Connell	2006	Economic Benefit	CBT is a kind of tourism which provides a mechanism for ensuring as much economic benefit as

			possible remains in the host community
Flacke- Neudorfer	2008	Community Perspectives	CBT takes place in a community which is economically sensible as well as socially, culturally and ecologically suitable for the host communities
Spenceley	2008	CBT impacts on community	CBT is located within a community and it is owned or managed by one or more community members
Goodwin & Santilli	2009	Community Involvement	CBT is owned and/or managed by communities and intended to deliver maximum benefits to the community
Asker et al.	2010	Community Development	CBT is managed and owned by the community, for the community
Mtapuri & Giampiccoli	2013	Community Participation	CBT is a kind of tourism that emerged to mitigate the adverse influence of traditional or mass tourism
Mearns & Lukhele	2015	Community Development	CBT is greatly viewed as a way of alleviating poverty and fuelling the development of the local inhabitants
Giampiccoli & Saayman	2018	Community Empowerment	CBT is a holistic development of community

			by providing ownership of tourism business; to be empowered with outcome benefits of business; having social justice.
Rocca & Zielinski	2022	Socio-economic Development	Community-based tourism (CBT) aims to reduce rural poverty and social inequalities through community and multilevel governance.
De Abreu et al.	2024	Community Governance	Community-based tourism (CBT) functions on a model of community self-governance, where traditional communities take on the roles of initiators and leaders in the field of tourism within their localities.

Source: Author's compilation from available literature

2.1.3 Principles of Community-Based Tourism

The concept of CBT follows the principles listed below, and these are the ways the host communities can use tourism as a tool for their community development.

CBT should:

1. Recognize, support and promote community ownership of tourism;

2. Involve community members from the start in every aspect;

3. Promote community pride;

4. Improve the quality of life;

5. Ensure environmental sustainability;

6. Preserve the unique character and culture of the local area;

7. Foster cross-cultural learning;

8. Respect cultural differences and human dignity;

9. Distribute benefits fairly among community members;

10. Contribute a fixed percentage of income to community projects

Source: Suansri, P. (2003), Community Based Tourism Handbook

2.2 Community-Based Tourism in the World

The concept of CBT focuses on society and the people living in it. Many tourism scholars have adopted and supported theories like the Social Exchange Theory (SET) and Weber's Theory of Substantive and Formal Rationality (WTSFR) (Choguill, 1996). SET has been tested to get the experience and perception of the local community with regards to tourism development. The local residents like to participate in tourism programmes as they get benefits from tourism activities. Community participation in tourism development generates opportunities for local people to gain more benefits from tourism activities taking place in their local areas (Tosun, 2000). In reality, communities are not interested in participating, without benefits for their effort involved in tourism development (Murphree, 1999).

Community development by CBT links with job opportunities, income enhancement, social inclusion, gender equity, and sustainable environment (Burgos et al., 2017). Also, it is true fact that CBT can help for inflow of more money into local economies by means of the multiplier effect. Many indirect jobs are created at the site of CBT; like- cultural performers, cab drivers, vegetable sellers, local handicraft shop vendors, etc. These kinds of jobs do not require special tourism skills and training. For instance, at Khama Rhino Sanctuary Trust (KRST), Botswana; the community participates in CBT enterprises and makes money from supplementary activities such as guided game drives, rhino and giraffe trails, bird watching, nature walks, parking service and provision of accommodation (Stone, & Stone, 2011). However, there was

so intense problem when the KRST project reached the break-even point after 16 years, with the year 2008 being the first year in which the project was able to make a profit. This matter creates questions about the viability of CBT projects. At Jiuzhaigou Biosphere Reserve, in the Sichuan province of China (a UNESCO World Heritage site), most of the residents of the nearby community received economic benefits from the tourism business by replacing their traditional means of living- farming and hunting (Li et al., 2006). In Thanh Ha pottery village, Hoi An city, Vietnam, CBT got support from local authorities and local people were also aware of community development which created positive hopes for the local community (Hong et al., 2021). The development of CBT brings numerous facilities to enhance the local community's quality of life by constructing good roads, parks, and recreational-cultural attractions and preserving their culture as well (Brunt & Courtney, 1999). Many studies show that community participation helps in poverty alleviation. In developing countries, those CBT projects encourage community participation are focused on poverty alleviation (Spenceley, 2008; Baktygulov & Raeva, 2010).

Many studies reveal that despite opportunities in CBT projects for the local people, there are lots of challenges associated with them. The expectations of benefits from CBT for the community cannot always be fulfilled. Meniga and Ousman (2017) inform that the main problems in CBT in Ethiopia are the dearth of tourism investment, lack of knowledge and awareness among local community with weak promotional activities, etc. This scene is somewhat similar to the case of CBT in Mihintale, Sri Lanka. The main challenges in promoting CBT projects are insufficient skill-based training, less financial support, lack of motivation and poor leadership in the community (Dissanayake & Samarathunga, 2016). These challenges have multiplied the criticism by many authors about the CBT projects. Tasci et al. (2013) criticize the CBT initiatives because of the lack of local financial resources, lack of community involvement along with local ownership of the initiatives. A study by Aref (2011) on the district of Shiraz in Iran, shows that centralization of governance can be a major issue as the community members can not participate in decision-making on local tourism project. Similar to this issue, Makwindi and Ndlovu (2021) have suggested that the authorities of Sehlabathebe National Park in Lesotho should involve the local

communities in community-related tourism products development. This collaborative approach among the stakeholders helps to increase employment opportunities for locals and to make their perceptions positive towards participation in CBT projects.

2.2.1 Community-Based Tourism in India

In India, the CBT concept has been popularised among researchers, and the Indian Government has invested in different schemes to develop CBT projects for the benefit of local people. Many researchers have worked on CBT related themes in Indian context. Those themes are- community participation, local community perception, community empowerment and CBT development, etc. (Table 2).

Table 2: Literature on CBT projects in India

Source	Research Area/ State	Research Theme
Wani et al. (2023)	Sikkim	CBT's impact on the quality of life of the residents and their support for tourism development
Yaja & Kumar (2021)	Arunachal Pradesh	Community tourism firms' marketing as Small and Medium-sized Enterprises (SME)
Das & Chatterjee (2020)	Odisha	Community participation in wildlife conservation resulting in empowerment
Medhi (2020)	North East India	Problems and Prospects of Ecotourism in North East India
Pujar & Mishra (2020)	India	Reviewing the tourism industry on the basis of current practices and prospects
Choudhury et al. (2018)	North East India	Prospects and Challenges of tourism initiatives in rural North-East India

Kala & Bagri (2018)	Uttarakhand	Barriers to local community participation in tourism development in the mountainous state Uttarakhand
Gautam & Walia (2016)	Himachal Pradesh	A community-based tourism initiative at Naggar in Himachal Pradesh
Ghosh & Datta (2012)	Kerala	An assessment of community perceptions in Kovalam beach with respect to coastal tourism and beach sustainability
Chakravarty & Irazábal (2011)	Uttar Pradesh	Community Based Tourism development near to world heritage sites in Agra
Gupta & Bhatt (2009)	Uttarakhand	A Case-study of Community Based Tourism Development at an Eco Village in the region of Kedarnath Sanctuary

Source: Author's compilation based on literature review

2.2.2 Prospects of Community-Based Tourism in India

India is blessed with natural resources, cultural resources and world-famous UNESCO heritage sites. As per the data from Ministry of Tourism, Government of India, during 2019 India received an increased number of international tourist arrivals which contributed 1.23% share to the world with the rank 23rd and 6th in the Asia Pacific region. Tourism continues to help in the growth of the Indian economy. During 2019, the Foreign Exchange Earnings (FEE) from tourism reached 30.06 USD which is 5.6% higher in growth in comparison to 2018.

Ministry of Tourism, the Government of India has announced several policies and schemes several times to spread tourism in all parts of the country. The main focus goes towards rural and unexplored areas of the country which are rich in art, culture, lively life and heritages with beautiful tourist places. The schemes benefit the underprivileged local community by CBT development. These CBT initiatives are considered as small-scale tourism businesses, where traditional agriculture or forest dependency are predominant. In rural areas of India, the local residents show their way of living, culture and tradition to the tourists and also, the tourists have the traditional local food and experience of traditional attire (Nitashree Mili, 2012). In North East

India, the eight states are full of natural beauties and a large proportion of nature loving tourists visit there. Those local communities are involved in the tourism business; they generate a respectable income. Assam and Sikkim get a higher percentage of tourists among all the eight states.

Gupta and Bhatt (2009) find that the local community has a positive response to CBT development as an important tool for livelihood in village Sari at Kedarnath Musk Deer Sanctuary. CBT model in ecotourism also shows results in positive. An excellent example of a successful model of CBET in India can be found at Periyar Tiger Reserve (PTR) in Kerala (Thampi, 2005). Local people living in the forest areas, national parks and wildlife sanctuaries are included in tourism projects and get employment opportunities at there. In Odisha, at Bhitarkanika Wildlife Sanctuary, the local residents are employed as patrolling staff members, eco guides, plantation workers, gatekeepers, boat drivers, workers in souvenir shops and canteen, etc. (Das & Chatterjee, 2015a). Similarly, at Kaziranga National Park in Assam, the tourism income has outperformed the traditional agriculture and other allied activities. So, it is observed that the local people are more involved in tourism activities than others (Das & Hussain, 2016). The benefits of tourism are not restricted to the communities living near to forests or wildlife sanctuaries only. The benefits of CBT initiatives can be availed by the coastal communities. India has a long stretched coastline- the Arabian Sea at the West and the Bay- of- Bengal at the East. In Kerala, the village at Kovlam beach has transferred into a tourism centric village from a fishing village (Biju, 2006).

2.2.3 Tourism Industry in Odisha

Odisha, an eastern state of India, promotes itself as "India's Best Kept Secret" (Routray, 2020). The tourism industry in Odisha is rising fast every year, and it has exceptional potential for developing tourism as one of the most prominent sectors of revenue generation. This state has a unique culture, art, heritage, greener forests, wildlife, and lake which attracts tourists from all over the world. The natural resources and scenic beauties attract both international and domestic tourists from all parts of the world to this state, and most numbers of foreign tourists are from North America, Western Europe and East Asian countries. As for domestic tourists, the highest number

of tourists are from West Bengal after tourists from Odisha itself (Chaudhury et al., 2022).

In Odisha, the tourism industry is one of the major contributors to its economy, which is around 13% of the Gross State Domestic Product (GSDP) of its economy (Panda, 2023). This industry has been assigned under the focus sector by the Government of Odisha (Invest Odisha, 2024). For this, the Department of Tourism (DoT) with the state and Central Government has brought up several projects at different locations in the last few years. Some of the major projects are the establishment of the special Odia cuisine restaurant (NIMANTRAN) in prime tourist areas, the development of coastal tour circuits under the Swadesh Darshan Scheme, glamping night stays at Eco-retreat, and the construction of eco-cottages at Ecotourism sites (DoT, Government of Odisha, 2022). Among these tourism projects by the state Government, the current research is in line with ecotourism, which is more precisely initiated as the CMNT Project.

2.2.3.1 Community-Managed Nature Tourism Project in Odisha

Odisha introduced the State Ecotourism Policy in 2013. Subsequently, in support of this policy, in the year 2016, the Government of Odisha started a project named "Community Managed Nature Tourism (CMNT)" with a budget allocation of Rs. 56 crore (Forest and Environment Department [F&ED], Government of Odisha, 2019). This project is led by the Forest and Environment Department of the Government of Odisha. With a sense of feeling for the conservation of forests and wildlife, the department has encouraged the support of forest-dependent people through the CMNT Project (Wildlife Organisation, F&ED, Govt. of Odisha, 2020). The forest-dependent communities are the primary stakeholders of this project, and a major share of the benefits goes to communities only.

This project shows relevance concerning tourist inflow to Odisha, from which around 15% of tourists visited natural areas in Odisha in 2019 (DoT, Govt. of Odisha, 2022). This data raises curiosity about the role of the CMNT project in tourism growth in Odisha. And the current research study tries to explore this pragmatically.

Many researchers have referred to CBT with various terms relating to their respective needs of studies like Community Base Enterprises (CBEs), Community Benefit Tourist Initiatives (CBTIs), and Pro-Poor Tourism (PPT) (Manyara, & Jones, 2007; Saayman, & Giampiccoli, 2016; Simpson, 2008). In its primary understanding, CBT functions on the principle of tourism, which is managed and owned by a community for the community (Asker et al., 2010). Interestingly, the CMNT project follows the same principles of CBT. So, the present study reviews the literature for CMNT through the same perspectives as CBT.

Although many scholars have studied CBT from the perspective of the local development model, they are still to delve into its long-term operations relating to its impacts on the local community's way of life (Kunjuraman et al., 2022). The CBT impacts in terms of social transformation on the local community are deemed significant to be investigated to enrich the existing body of knowledge. However, these kinds of studies are found to be limited in the context of the tourism industry in developing countries, where the focus is on social transformation issues but their exploration is limited to only tourists' perspectives (Kunjuraman et al., 2022). In fact, research on residents' perceptions regarding the impacts of CBT on their social transformation and livelihood is vastly constrained in developing economies (Kunjuraman & Hussin, 2017). Therefore, to fill this knowledge gap, the current study aimed to explore the impacts of CMNT on the individual wellbeing of service providers engaged with it. This study drew mainly from social exchange theory and was carried out in the developing state of Odisha.

Generally, CBT or CMNT is administered and controlled by the local community in rural destinations, where management decisions are taken by, and the income is directly delivered to, the community itself (Kunjuraman et al., 2022). Since both CBT and CMNT have definitional similarities, therefore, for the purpose of this study, CBT and CMNT were used interchangeably in the appropriate places.

2.2.3.2 Pioneer Policies and Projects: Accelerating Tourism Growth

Tourism brings growth for any nation, and international tourist earnings along with the number of international tourist arrivals are primary variables to measure

tourism growth (Ahmad et al. 2020). A concept of Tourism Led Growth (TLG) has been proposed, in which international tourist footfall increases, which causes economic growth by increasing foreign exchange earnings (Balaguer & Cantavella-Jordá, 2002., Castro-Nuño et al., 2013). Lin, et al. (2018) suggest that TLG occurs only in less developed regions with larger geography and larger economic sizes. But this economic growth concept gets criticism for country-specific results (Pablo-Romero & Molina, 2013). A recent study by Baidoo et al. (2021) has supported the Tourism Led Growth Hypothesis (TLGH) but observed, to some extent, the same as earlier studies, that the economic growth due to tourism is disproportionate to geographical classification.

In Thailand, CBT has shown an encouraging trend compared to conventional tourism (Kontogeorgopoulos et al., 2013). The coalition between the state and private institutions, along with policy for developmental projects, brings growth (O'Brien, 2010). So, effective policy framing and implementation are necessary for the development or growth of a nation. In Singapore, the policy for urban revitalisation through infrastructure development has witnessed the growth of tourism (Lim et al., 2019). In China, Green Tourism projects run in cities in a province, and they bring growth in profit to local businesses (Zhou & Ikeda, 2010). Also, in China, Tan et al. (2023) by using city-level data, have found that the Intangible Cultural Heritage (ICH) project has a positive effect on international tourism. Furthermore, many scholars well acknowledge that infrastructural development projects bring tourism growth in the form of tourist inflow and revenue generation. Projects like the Belt and Road Initiative (BRI) and High Speed Rail (HSR) network have gained an appreciation for the increase in tourists and revenue for some countries, alongside criticism as well (Albalate & Fageda, 2016; Campa et al., 2016; Li et al., 2020). It has been seen that many countries have launched supporting programmes for small tourism firms (Wanhill, 2000., Rogerson, 2007) because programmes and assistance schemes for small tourism enterprises facilitate the growth of the tourism economy of a country.

From the above-reviewed papers, it is evident that tourism brings economic development to a country through effective initiatives. However, the current study is only specific to a state in a country, in particular to Odisha, necessitating further

investigation. In this way, the present study is expected to add academic value and contribute to the existing body of knowledge.

2.3 Concept of Individual Wellbeing

According to Giampiccoli et al. (2022), wellbeing represents a simple question of how satisfied an individual is with their life in total. Satisfaction is studied on different dimensions (financial wellbeing, purpose of life and subjective wellbeing, autonomy, competence and relatedness) (Baniya et al., 2018). Wellbeing has also been described as a philosophical and sociological area of interest since time immemorial, and research on this theme has been broadened over time to many fields including psychology, health sciences, tourism and economics (Smith & Diekmann, 2017). Over the recent decades, tourism research has shown a greater inclination towards well-being from both conceptual and methodological perspectives (Smith & Diekmann, 2017). Past studies unveil that tourism experiences and activities vastly determine tourists' life satisfaction and stakeholders' wellbeing (Jurowski et al., 1997; Khan et al., 2021). Moreover, researches have revealed that tourism activities can contribute towards several life aspects like leisure, self-esteem, self-identity, family life, health and culture (Uysal et al., 2016; Khan et al., 2021). Besides, tourism developments can also shape the quality of life (QOL) or holistic well-being of the local community (Liburd et al., 2012) and therefore surfaced as a key priority area for community heads and authorities (Aman et al., 2013; Lipovčan et al., 2014). According to Smith and Diekmann (2017), tourism research has tried to study the wellbeing with the help of related dimensions like life satisfaction, quality of life, wellness and happiness (Smith & Puczko, 2008). However, the extant literature is much constrained in terms of relationship studies between tourism development and wellbeing of the residents residing in the vicinity of tourist spots in developing countries (Khan et al., 2021).

2.3.1 Relationships between Community-Based Tourism and Individual Wellbeing

Based on the above discussion, this section attempts to show the relationship between CBT and wellbeing of the beneficiaries engaged in CBT. In the words of Giampiccoli et al. (2022), "the relevance and connection with locality and the

emphasis on redistribution can contribute to local community well-being". Thus, a key feature of CBT is related to its contribution towards enhancing the quality of life for the local population, and safeguarding the community and environment (Baniya et al., 2018). As residents' support is highly important for the success of a tourism organization (Jurowski & Gursoy, 2004), it is equally desired to comprehend substantially how locals are going to receive benefits economically, socially, and politically from tourism development. Because of its ability to foster sustainable community development, CBT is slowly emerging as a critical instrument in facilitating individual wellbeing. Baniya et al. (2018), while exploring the transformative effect of CBT on local tourism in Nepal, conclude that the individuals engaged in CBT tend to have better individual wellbeing. For their study purpose, they divided individual wellbeing into three categories: financial wellbeing, purpose of life and subjective well-being, and community attachment and satisfaction. They found that locals are content with their lives and show higher community bonding. Moreover, in terms of financial wellbeing and psychological needs, CBT is regarded as a tool to meet these needs. Similar to these findings, Brohman (1996) shows that CBT helps to cater to the livelihood of the places as well as is an appropriate solution for community upliftment and also is expected to have a transformative effect on individual and community wellbeing.

So, linking to the above discussion, certain resemblances between CBT and positive wellbeing can be extrapolated. Figure 1 specifically marks how the CBT (CMNT in the context of the current study) growth acts as a basis for enhanced individual wellbeing. The extant literature show that scholars have subscribed to subjective indicators to gauge the influence of tourism over wellbeing (Andereck & Nyaupane, 2010; Khizindar, 2012; Nichols et al., 2002; Kim et al., 2013). However, in this study, the author has employed objective indicators to fulfil the study objectives. Besides, to fulfil this study objective, three dimensions of individual wellbeing namely financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were derived from the work of Baniya et al. (2018). Moreover, to ascertain the reliability and validity of all constructs, questionnaires similar to Baniya et al. (2018) were used.

2.4 Relationship between Community-Based Tourism and Local Residents

The success or failure of tourism development in local community areas hinges on the perspectives of local residents- specifically, their perceptions and attitudes towards tourism (Ap, 1992). Residents who perceive direct benefits from tourism tend to view it positively, while those who perceive themselves as incurring costs may view it negatively (Perdue et al., 1990; McGehee & Andereck, 2004; Wang & Pfister, 2008). Notably, McGehee & Andereck (2004) found that residents who rely on tourism development are likely to perceive a higher level of positive tourism impacts and express considerable support for tourism activities. Additionally, community attachment and involvement play a role, in influencing perceived benefits and costs (Nugroho & Numata, 2020).

Regardless of residents' direct engagement in tourism activities, they still reside within the destination and experience their daily lives influenced by tourism (Strzelecka et al., 2016). Their perspectives are shaped by the economic rewards offered by tourism, and its sociocultural and environmental impacts. Interestingly, psychological empowerment (pride and self-esteem), and perceptions of increased community cohesion (social empowerment) have a stronger influence than economic promises (Strzelecka et al., 2016). However, Dyer et al. (2007) argue that the perceived positive economic-impact significantly influences residents' support to tourism development.

Local residents' perspectives evolve across different developmental stages (Butler, 1980), including pre-and post-development of CBT (Lee & Jan, 2019). Demographic factors- such as age, gender, education, and years of residence play a role in shaping their viewpoints (Huh & Vogt, 2008; Vargas-Sánchez, Plaza-Mejia, & Porras-Bueno, 2009). Jaafar et al. (2017) explored the moderating effect of gender, age and education level, and found significant positive associations. Specifically, residents' gender and age had a moderating effect on these relationships.

Active participation by residents serves as an internal driving force for destination sustainability (Kim et al., 2021). Ensuring that the benefits of community tourism development are shared inclusively and equitably with local residents, which

makes them realise that their active participation in tourism is directly linked to the fulfilment of their personal goals, thereby strengthening their self-identity and sense of ownership (Guan et al., 2024). This indicates that self-identity, self-efficacy, community responsibility, and community belongingness have positive effects on community participation.

Resident support for tourism development contributes to the overall tourism industry, bringing successful community development. Thus, fostering a positive outlook and creating positive experiences with tourism development within the local community benefits not only the residents but also the tourism industry and tourists (Yu et al., 2018). These necessitate looking at the significance of local residents' perspectives in community tourism, which is relevant to our current study.

2.4.1 Relationship between Community-Based Tourism and Community Empowerment- Previous Studies

The importance of CBT mainly stems from its ability to support the local economy, and has been launched in different nations (Lo & Janta, 2020). Despite having few shortcomings (Goodwin & Santilli, 2009), CBT has started to gain attention from policymakers, and academicians in the Indian sub-continent and embraced by various communities and state governments for facilitating socio-economic upliftment, community empowerment, and ecological and cultural protection (Lwoga, 2019). Mayaka et al. (2019) further claim that the progressive path of CBT has given rise to two alternative notions, one that attempts to count on a community in conventional tourism planning (Murphy, 2012), and the other one whose goal is to foster community development through tourism (Giampiccoli & Saayman, 2014). However, it is the context which will decide the fitting model (Mayaka et al., 2020). This paper is oriented toward the second notion. In this conceptualization, the community tends to exercise power and control (Mayaka et al., 2017), which often results in empowering communities (Jamal et al., 2019).

2.5 Research Gap

The studied literature has given a comprehensive idea about the works done, related to CMNT in academics. With the progress of time, many authors and

researchers have worked on CBT and have contributed their findings to the literature. In recent years, the CBT concept has received more awareness considering the tourism academia. In tourism research, many researchers have referred to CBT with various terms relating to their respective needs of studies like- CBE, CBTI, DACBT, etc. In these studies, it is found that authors have worked on community involvement in tourism activities, but, no use of the terminology 'CMNT' is found. The current study sees it as a void and tries to understand it from the perspectives of stakeholders of CMNT.

A further observation from the existing literature is the scarcity of exclusive, Odisha-specific studies examining the intersection of community and tourism within the region. Currently, in Odisha, there has more than forty CMNT sites. Only a handful of researchers have mentioned these as ecotourism destinations and have worked on community participation and involvement in their studies. Nevertheless, to date, no study has explicitly focused on the CMNT initiative, which has been operational at the state's ecotourism sites since 2015-16. This clear gap offered a significant opportunity to undertake a detailed investigation into CMNT initiatives.

This also opened up the possibility of exploring in greater depth the initiative's potential and influence on Odisha's tourism industry, as well as on local communities in terms of individual wellbeing and community empowerment as a whole, which were overlooked by previous research. Thus, the present study was conducted to fill those specific gaps identified in the reviewed literature.

2.6 Summary

The concept of CMNT and works on CBT in academia are understood by an extensive review of literature. The literature on community tourism for the current study has been understood with the principle of CBT and its practices in the world and India as well. The prospects of this kind of tourism in India have been visited. Any policies and projects bringing tourism growth have been discussed. This helps to relate the CMNT initiative and tourism industry with reference to Odisha. Further, the concept of individual wellbeing is tried to understand and its relationship with CBT has been discussed. Similarly, the relationship between CBT and local residents and

their empowerment has been reviewed undergoing previous studies. All of this extant literature helped to find the gap and motivated the researcher to work to fill these gaps. It is found there has been little work on CMNT, specific to the region of Odisha with respect to understanding the concept of CMNT from its stakeholders, the impact of CMNT on Odisha's tourism industry, individual wellbeing and local community empowerment through CMNT.

CHAPTER-3

OBJECTIVES AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter starts with research problem and objectives followed in the present study for research purpose. Four objectives have been formulated to address the identified research problem. Also, the developed research model and hypotheses are discussed in this section. Subsequently, the research methodology corresponding to each objective is explained in detail. The methodology section covers research questions, hypotheses development, questionnaire design, data collection and analysis techniques according to the need of each objective.

3.2 Research Problem

Over the recent years, several local destinations in Odisha provide tourism in the form of community-managed tourism and eco-tourism. The idea behind promoting community-managed tourism in Odisha is to foster opportunities for sustainable growth and at the same time to tackle the financial crisis specific to communities through community involvement. However, academic literature on the phenomenon has been found to be limited especially in the geographical context of Odisha, hence profound research in this emerging area of tourism is warranted. In light of this, the present research works with the following research questions:

1. How do the significant stakeholders associated with the Odisha tourism industry understand community-managed nature tourism?

2. Does community-managed nature tourism have the ability to foster a positive change in Odisha's tourism industry?

3. Does community-managed nature tourism have a transforming effect on the individual wellbeing of the service providers and employees (financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction) engaged with it in the context of Odisha?

4. What is the extent to which community-managed nature tourism stimulates local community empowerment in Odisha?

By going through the existing literature, it is known that community tourism plays different roles for communities and a nation as well. Such as, it has an important role in economic enhancement, employment generation, and the overall development of a community. It brings sustainability to the destination by attracting tourists interested in alternative tourism instead of mass tourism. In the end, community tourism brings economic development to that country. However, the present research's one of the interest is to assess the role of a community tourism project in a state or province for its tourism growth. For this, the author has assessed the contribution of the CMNT project to the tourism industry of Odisha in the second research question. To investigate it in detail, the second research question is divided into two sections as follows:

i) How has the CMNT project impacted the overall number of tourist visits in Odisha from 2016 to 2022? This question focuses on understanding the direct influence of the CMNT project on the overall tourist influx.

ii) What is the trend in revenue generated by the tourism industry in Odisha, and how much of this can be attributed to the CMNT project? This question aims to explore the financial contribution of the CMNT project to the broader tourism economy in Odisha.

3.3 Objectives of the Study

In order to address the research questions raised in the above section the study under the title "Community-Managed Nature Tourism: The Transformative Effect on Individual Well-Being and Local Community Empowerment in Odisha" is proposed to be undertaken with the following broader objectives.

1. To examine community-managed nature tourism from the stakeholders' perspective

2. To analyse the impact of community-managed nature tourism in fostering a positive change in Odisha's tourism industry

3. To explore the role of community-managed nature tourism in transforming the individual well-being of service providers and employees engaged with it in Odisha

4. To investigate the role of community-managed nature tourism in promoting local community empowerment in Odisha

3.4 Methodology

This section discusses the methodology adopted for answering the research questions framed for the current study purpose.

3.4.1 Research Model and Hypotheses

In the current study, a research model is developed for the objective 3, and hypotheses are outlined as this objective is based on hypothesis-testing approach. These hypotheses are formulated from the existing literature, which confirm that CBT activities are closely linked to individual wellbeing. Figure-1 depicts the research model based on the literature review. The research model predicts that community-managed nature tourism activities can result in high individual well-being, such as financial, purpose of life and subjective, and community attachment and satisfaction.

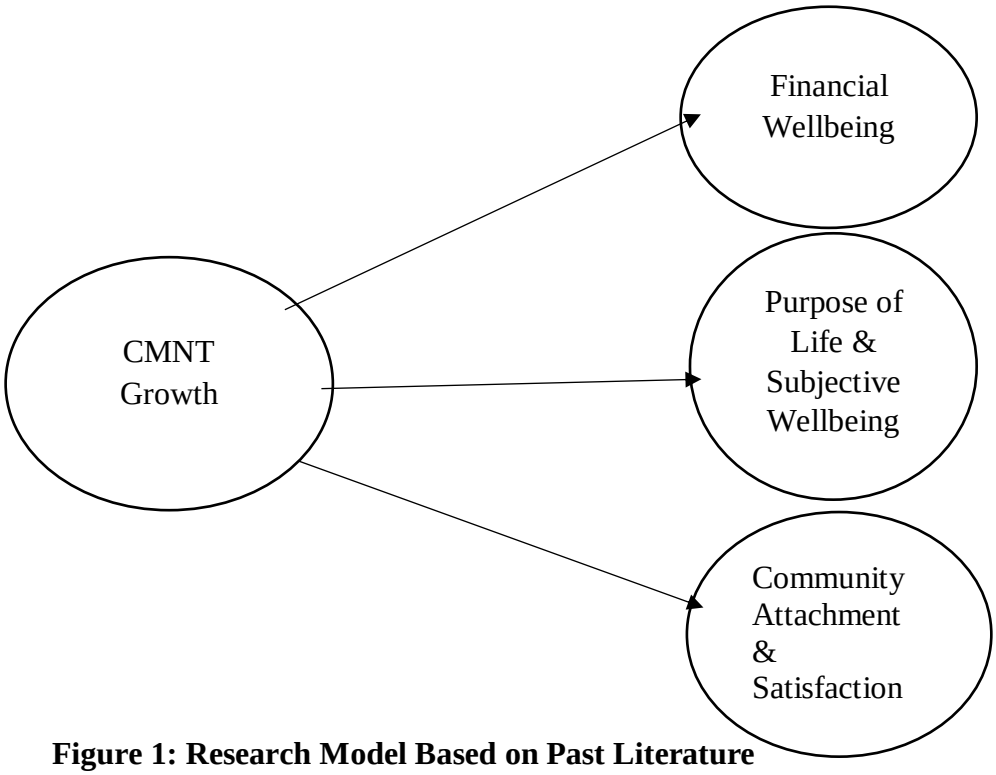

Figure 1: Research Model Based on Past Literature

Based on the above, the following hypotheses were proposed:

H1: CMNT growth significantly affects financial wellbeing.

H2: CMNT growth significantly affects purpose of life and subjective wellbeing.

H3: CMNT growth significantly affects community attachment and satisfaction.

Most of the dominant views on CBT studies in India mainly focused on its effect on sustainable tourism development. Often, there is a call for examining the role of CBT in community empowerment. This empowerment can be utilized as a framework to assess CBT growth and its influence on initiating social change (Lardier, 2018; Zimmerman et al., 2018). So, the need is to understand the ability of CBT in playing an integral part to bring not only sustainable development but also holistic development of the community. While reviewing the extant literature, no studies trying to embark upon the relationship between residents' demographics and community empowerment were found, which holds great significance in such studies (Sinclair-Maragh et al., 2017).

Based on the above discussion, the following null hypotheses were formulated for objective 4:

H_{01}: There is no significant difference in the community empowerment scores between male and female residents.

H_{02}: There is no significant difference in the community empowerment scores between age groups of residents.

H_{03}: There is no significant difference in the community empowerment scores between education levels of residents.

H_{04}: There is no significant difference in the community empowerment scores between occupation types of residents.

H_{05}: There is no significant difference in the community empowerment scores between income levels of residents.

3.4.2 Data Collection

For the objective 1, a purposive sampling method was used to select participants for interviews. The purposive sampling is a non-probability sampling where samples are selected based on the judgement of the researcher by identifying which are the suitable representative of the total population (Bryman, 2016; Silverman, 2013), which is consistent with other qualitative research approaches (Moscardo et al., 2017; Xue & Kerstetter, 2018). This method is implemented to select samples on the basis of knowledge about the population and purpose of the study.

Interviews were conducted with various stakeholders of CMNT, including site managers of CMNT camps, forest officers in charge of CMNT camps, head of the Eco Development Committee, ex-tourist officer of Odisha and academicians. Eleven participants were interviewed, from which nine represented eight CMNT camps, one was an ex-tourist officer of the Government of Odisha and one was an academician. These samples were taken because the selected participants were well aware of the tourism activities of CMNT camps and had sound knowledge of tourism. The total sample comprised participants holding official positions, selected based on their ability to define CMNT from an academic perspective. Also, they had authority over tourism activities in those sites and required knowledge regarding tourism development in those locations. The local communities, although key stakeholders in CMNT, were not included in this sample because, during conversations with the locals, it was observed that the community members were lacking the capacity to articulate their responses with the conceptual understanding required for academic purposes.

Table 3: The list of participants interviewed

Participant (P)	Representation	Occupation	Experience in Tourism Industry (Years)	Gender
1	Badmul Nature Camp	Site Manager	15	Male

2	Department of Tourism, Government of Odisha	Ex Tourist Officer	34	Male
3	Dangamal Nature Camp, Bhitarkanika	Forest Officer	10	Male
4	Debrigarh Nature Camp	Forest Officer	1	Female
5	Kumari Nature Camp, Similipal	Site Manager	15	Male
6	Olasuni Nature Camp	Eco Development Committee (EDC) Head	12	Male
7	Olasuni Nature Camp	Forest Officer	6	Male
8	Purunakote Nature Camp	Site Manager	15	Male
9	Saluapali Nature Camp	Forest Officer	3	Male
10	Saptasajya Nature Camp	Forest Officer	3	Male
11	Educational Institute	Academician	28	Male

Source: Author's Compilation

All interviews were conducted in person presence, except for two, which were conducted over the phone due to the participants' physical unavailability. The conversations were documented, and the interviews were voice recorded using a mobile voice recorder with the participants' prior consent. The duration of interviews was ranging from 30 minutes to 1 hour 30 minutes. The researcher developed an interviewer guide which included background information about participants, job duties and responsibilities, duration of work experiences in their field and opinions about CMNT.

Prior to interviews, permissions were taken from them, and both the time and location for interviews were decided at their convenience. All the in-person interviews with site managers and forest officers were conducted at the premises of their respective CMNT campsites, except for the academician, the interview was conducted at his residence. Research information sheets were provided to participants to inform them about the topic and purpose of the study, and ensure their consent regarding their participation in the interview. The researcher explained to them what kind of information was requested from them, how the information provided by them would be used for and the duration of the interview. Also, the researcher explained to them that the study was undertaken as a part of the Doctor of Philosophy (PhD) work.

The researcher began interviews with an introduction and a brief explanation of the study. Participants were informed that they could refuse any questions if they did not want to answer them. They were also informed that detailed notes of the interviews would be taken and, to avoid any misinterpretation of their views, the conversation would be audio recorded with their permission.

For the objective 2, secondary data resources were used. The researcher visited official websites of the ecotourism department, tourism department, forest department, annual statistical reports and other documents of the Government of Odisha to collect the secondary data. In this objective, the researcher investigated the impact of CMNT on Odisha's overall tourism industry in terms of the number of tourist visits and revenue generation.

The objective 3 aimed to examine the effect of CMNT growth on individual wellbeing. Therefore, a questionnaire survey method was used to gather data from the target population in the destinations. Among the 42 CMNT camps in Odisha during 2019-20 (Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha), eight nature camps were selected in this study (with the condition that none of these selected camps are at the same destination or same forest division). The nature camp destinations have been presented in Figure-2. Based on revenue during the period from 2016-17 to 2019-20, four highest and four lowest revenue-generating camps were chosen for study purposes. The selected camps are as follows (Table 4):

Table 4: List of selected nature camps

Nature camps	Total revenue generated during 2016-17 to 2019-20 (in Lakh)
Badmul/ Satkosia	288.84
Dangmal	189.35
Debrigarh	162.28
Kumari	111.05
Purunakote	5.57
Saptasajya	3.49
Saluapali	3.02
Olasuni	0.9

Source: Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha

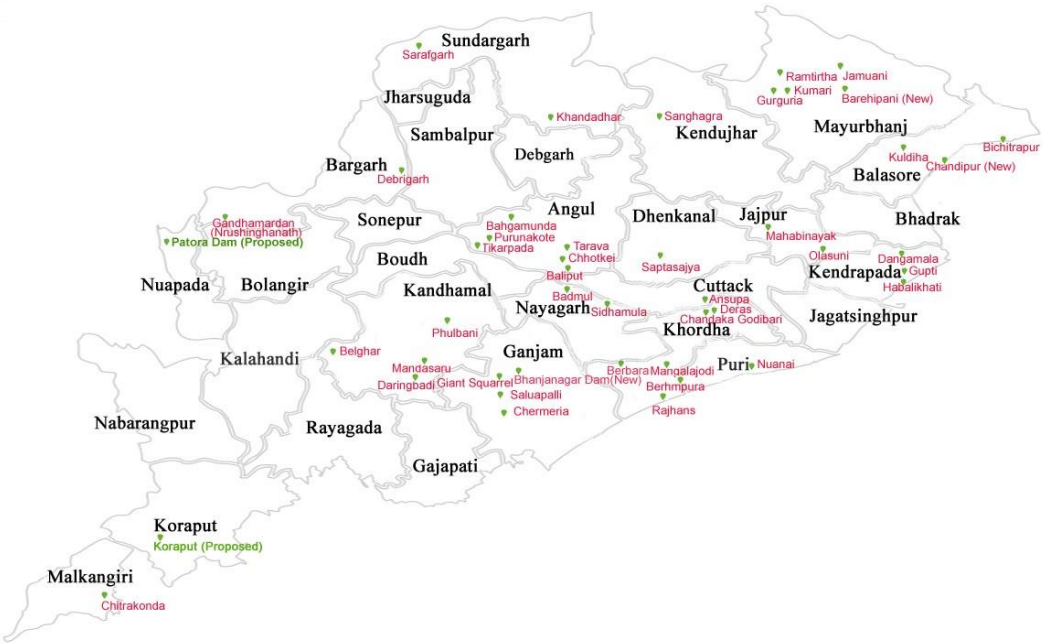

Figure 2: Nature Camps at Ecotourism Destination in Odisha

Source: Ecotourism Odisha

The current study was based on tourism service providers' opinions, those engaged with CMNT in Odisha. Service providers are those persons involved in providing services to tourists. According to the Forest and Environment Department, Government of Odisha, CMNT in Odisha has proven to be an alternative source of income for locals as they previously used to depend on forests for their survival by poaching, smuggling, fishing, collecting honey, firewood, etc. Indirectly, five to six villages per ecotourism project earn their livelihood by providing daily requirements to the ecotourism projects (i.e. by selling vegetables, handicrafts, different food items, milk, non-veg products, travel facilities, etc.). All the community members have been trained in hospitality & ecotourism services for proper management of the destinations, and they play different roles in the management of Nature Camps i.e. housekeeping, accounting, store, reception, service, cooking, cleaning etc. For this study purpose, these local people were regarded as service providers and therefore constituted the research objects of the study.

Altogether, 160 service providers from the above-cited nature camps were reached through the survey, and 149 responses were collected. However, eight responses were rejected due to missing data. Finally, 141 responses were used for statistical analysis.

To fulfil the objective 4, a quantitative technique was considered to be appropriate. Moreover, there is a large volume of literature that advocates a quantitative technique while dealing with community empowerment and such issues (Kundu, 2012; Kara, 2012; Boley et al., 2015). For this study, the residents who had been living permanently near the protected nature camps in Odisha were taken into consideration. Among the 42 CMNT camps in Odisha during 2019-20 (Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha), eight nature camps were selected for this study (with the condition that none of these selected camps are at the same destination or same forest division). Based on revenue during the period from 2016-17 to 2019-20, four highest and four lowest revenue generator camps were chosen for the study purpose. The reason for selecting the Saluapali nature camp instead of the Chermaria nature camp for the category of lowest revenue generation was because the Chermaria camp remained non-functional for some time (information

drawn from discussion with the government official). The selected camps are the same as mentioned in Table 4.

Considering the study purpose and the ground situations of the study area, the researcher decided to use the purposive sampling technique for data collection activity carried out between December 2022 and May 2023. The purpose of using this sampling method was to identify participants who were most likely to deliver suitable and meaningful information to achieve the aim of the topic under study (Kelly, 2010), as well as to utilize limited research resources optimally for detecting and choosing cases (Palinkas et al., 2015).

To empirically test the objectives of the study, the researcher gathered data from the local residents. The inclusion criteria set for the selection of respondents were; 1) local residents who attained the age of minimum 18 years, 2) local residents who had been living near the site for at least three years, and 3) local residents whose earning source was mostly from tourist related activities. In total, 400 individuals participated in the survey; however, the total number of responses received was 217. Amongst them, 33 questionnaires were excluded due to incomplete responses or not fulfilling the inclusion criteria. Finally, 184 (46% response rate) questionnaires were at hand for statistical analysis.

The distribution of samples in relation to the selected nature camps in Odisha is shown in Table 5.

Table 5: Distribution of samples

Sl. no.	Nature camp	No. of Questionnaire Distributed	No of Complete Questionnaire Returned	Response Rate (%)
1	Badmul/Satkosia	70	32	45.71
2	Dangmal	70	42	60.00
3	Debrigarh	70	29	41.43
4	Kumari	70	41	58.57
5	Purunakote	30	11	36.67
6	Saptasajya	30	10	33.33
7	Saluapali	30	9	30.00
8	Olasuni	30	10	33.33
	Overall	400	184	46.00

While conducting the pre-survey to understand the socio-demographic position of the people in the study area, it was observed that communities perceived the development of nature camps as a source of income generation, new employment opportunities, strong partnerships with tourism stakeholders, and community empowerment.

With the purpose of improving the response rate, the majority of the respondents were intentionally selected from Kumari, Badmul, Debrigarh, and Dangmal nature camps, because these camps not only occupied the top four positions in terms of revenue generation, but also received an increased number of visitors with each passing year (information drawn from the discussion with the tourism officials and local people). However, the same kind of excitement was not observed among the residents living around the bottom four nature camps (in terms of revenue generation) including Purunakote, Saptasajya, Saluapali, and Olasuni, though they had not ruled out the positive impact of nature camps in community development. That is why, it was thought to be appropriate to have more representation (70 percent) from the top ranked nature camps and relatively less representation (30 percent) from the bottom ranked nature camps. Moreover, all these nature camps have been operating in Odisha since the year of its inception (2016-17).

3.4.3 Techniques

The objective 1 adopted a thematic analysis to analyse how the stakeholders of CMNT in Odisha were defining CMNT. A thematic analysis is a qualitative method of analysis to identify, analyse and report the patterns or themes within the data (Braun & Clarke, 2006). It provides rich and a detailed account of data, and generates unanticipated insights by examining the perspectives of different participants in a research (Nowell et al., 2017). A six stages of thematic analysis has been suggested, namely, familiarize with data, generate initial codes, search for themes, review themes, define and name themes, and produce the report (Braun & Clarke, 2006; Nowell et al., 2017). All the interviews were taken in both English and the local language (Odia). Mostly Odia language was used to understand the participants better and as it was the

native language for all of the participants, they could express their views comfortably. During the analysis process, the interviews were translated into English from Odia and transcribed all the audio recordings with the notes taken for each interview.

For the qualitative analysis, Atlas.ti software packages was used. All the interview transcripts were added to Atlas.ti program and certain chunks of quotations of participants were selected to assign their codes. Through this open coding, some core themes started to take forms and meanings. After sorting and collating all the potential codes, themes were identified by bringing relevant components together. Themes brought meanings and identity to each code's abstract entity (Nowell et al., 2017). These themes were reviewed and refined until all the codes were included, forming a coherent pattern for individual themes. When it was felt that if any relevant issue in transcripts was not covered by those existing codes, new codes were assigned. Similarly, themes like "Community Participation and Empowerment" was broken down into two separate new themes, namely "Community Participation" and "Capacity Building", based on codes representing individual themes having their respective meanings. Until the consensus was reached, themes were organised and reorganised, and finally, revisited names of all themes to reach at validation. Thematic analysis is an iterative process rather than linear and involves constant analysis throughout the research process (Braun & Clarke, 2006).

For objective 2, keeping the research questions in mind, the year-wise revenue generation and tourist footfall at nature camps from the year of the project's initiation (2016) were studied. This objective was based on secondary data, mainly from government websites like- the Wildlife Organisation, Forest and Environment Department, and Tourism Department of the Government of Odisha. To analyse the data, Trend Analysis was calculated with a 'Moving Average' plot to smooth out fluctuations and highlight the trend. Moving Average is more suitable for finding out the trend analysis (Zakamulin & Giner, 2020) since it helps to smooth a time series to estimate or highlight the underlying trend as well as to forecast methods for time series too (Hyndman, 2011). Then the data comparison with 'Comparative Visualisation' was used to visually compare the growth rates of the number of tourists and revenue generation both for Odisha's tourism and CMNT.

For objective 3, the questionnaire was mainly two-fold. The first part collected demographic information of the respondents, whereas the second part of the questionnaire dealt with the perceptions of respondents about the impacts of CMNT on their well-being. To obtain reliability and validity of constructs, this study adapted the measurement items from well-developed and already validated study in the past. The tool used by Baniya, Shrestha & Karn (2018) was modified in accordance with the nature of the study area and adopted to collect information from the sample respondents.

To measure individual wellbeing, a 31-item questionnaire was used: four questions for financial wellbeing, twelve questions for purpose of life and subjective well-being, and eight questions for community attachment and satisfaction. On the other hand, to measure CMNT growth, seven questions were used. The measurement of the items related to the constructs was carried out on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). To ensure the content validity of the research instruments, four experts in the related domain were consulted as to whether the instrument had a right mix of items for measuring the constructs.

Using quantitative techniques, regression analysis was performed to examine the possible relationships between CMNT growth and various aspects of individual wellbeing. Along with this, Pearson correlation coefficient was evaluated to comprehend the direction, intensity, and significance of the link between the dependent and independent variables prior to performing regression analysis (Wani et al., 2023). For this objective, SPSS 22.0 and MS Excel were used for empirical analysis.

For the objective 4, the data gathering was done employing a questionnaire which was divided into two sections. The first section involved personal information such as age, gender, education, occupation, and income as the demographic characteristics, and the second section involved information related to community empowerment. The questionnaire for the study was developed based on the work of Rachmawati (2018), and then modified in accordance with the nature of the study area. The questionnaire comprised 23 items for measuring community empowerment in the

context of this study. The response of the participants was collected by employing the Likert-type scale (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree). In this objective, SPSS 22.0 was employed for conducting empirical analysis. Also, for the purpose of data analysis, statistical analyses including correlations, t-test, ANOVA, and Post Hoc test were done.

3.5 Summary

This chapter begins with the research questions and objectives of the current study, and the research methodology for each objective is discussed later. The first objective is exploratory in nature and for this, an interview method is used to collect responses from tourist officials. The collected data are analysed using thematic analysis. The second objective is based on secondary data resources and for this, research questions, tools and techniques are discussed. For the third objective, Social Exchange Theory (SET) is used in its theoretical framework, and based on this, a research model is proposed and hypotheses are developed. Later, the sampling method, data collection process and the measurement scale used for its analysis are discussed. The fourth objective is quantitative in nature. The research tools and techniques used in the research are discussed in the last section of this chapter. Software like SPSS and MS Excel are used for the empirical analysis of the last two objectives- third and fourth.

CHAPTER-4

COMMUNITY-MANAGED NATURE TOURISM FROM STAKEHOLDERS' PERSPECTIVES

4.1 Introduction

The purpose of this chapter is to know the understandings of CMNT from the stakeholders associated with this initiative. The selected stakeholders for interview are site managers of CMNT camps, forest officers in charge of CMNT camps as site managers, a head of EDC, a former tourist officer and an academician. During the interview, they had their interpretation about CMNT and stressed upon some key areas. All of these data were proceeded for analysis.

Data analysis revealed that when the stakeholders were trying to explain CMNT from their own experience, knowledge and perspectives, certain themes emerged, such as the following: community governance, community participation, socio-economic benefits, capacity building, environmental sustainable practices, institutional support and stakeholder collaboration, and tourist engagement and service quality (see in Figure-3).

This section covers all themes and represents quotes from all the respondents during interviews for each theme.

4.2 Community Governance

Community governance prioritises the community's role in setting vision, taking decisions and involving in management processes (George, 2022). Communities have the right to express about their lives and the belief that they can do so (Shemer, & Agmon-Snir, 2025). In general, the local communities are major stakeholders of the "Community Managed Nature Tourism" project, because the CMNT projects were started only at some specific natural sites by targeting the forest dependent people.

"Local community are the primary owner of this initiative". (P1, Site Manager)

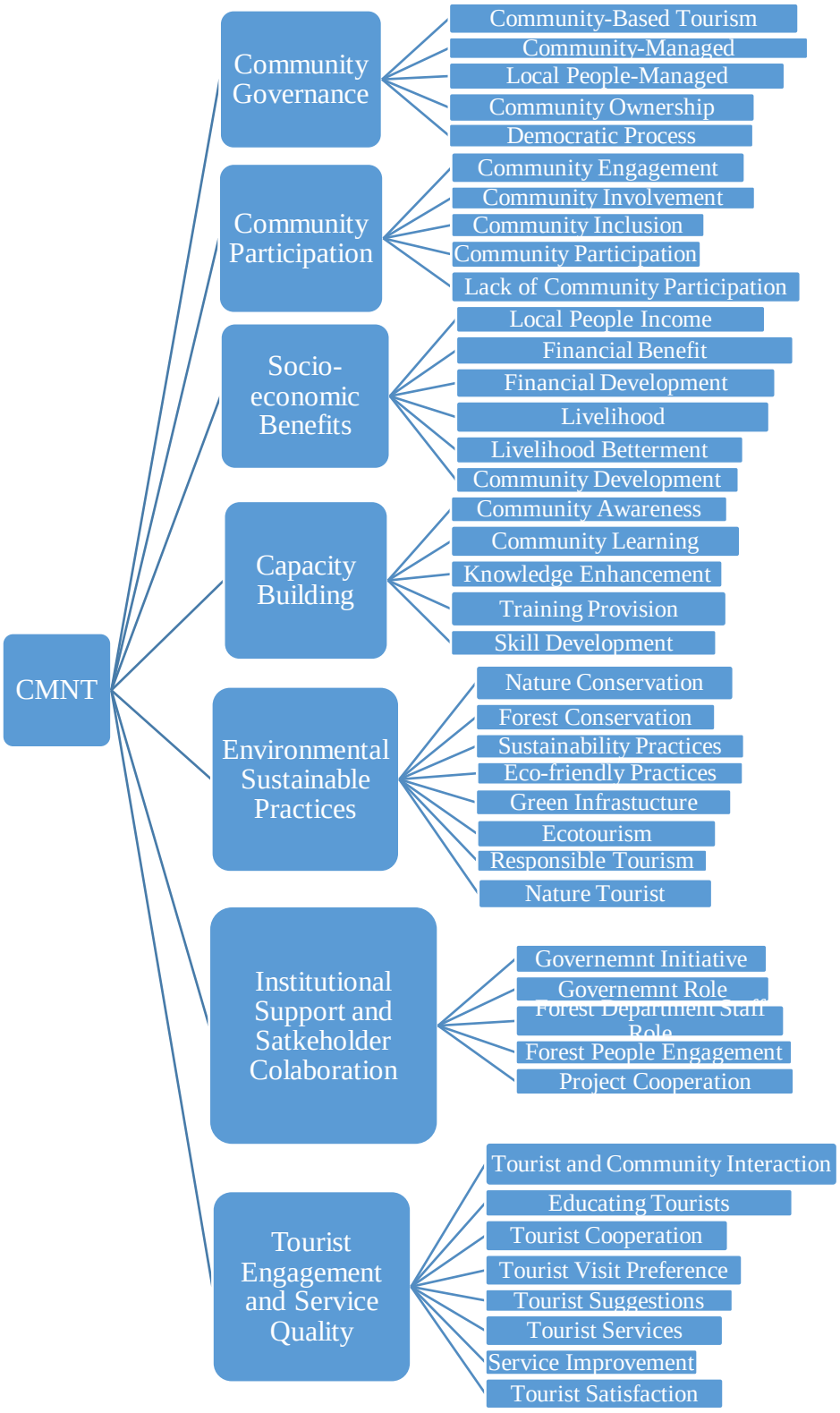

Figure 3: Themes Emerged from Thematic Analysis

Source: Author's Work

The participants shared that local people or communities managed those nature camps by providing all the necessary services to tourists.

"All the services at nature camps to tourists are managed by the community". (P1, Site Manager)

"…and the community manages it too". (P2, Ex Tourists officer)

"It is necessary to include the local community and manage by the community too". (P11, Academician)

The participants shared that when there was a discussion on CMNT, it was necessary to highlight the term "Community Managed" because communities were the individuals who managed all the nature camps.

"In CMNT the term "Community Managed" should be highlighted" (P2, Ex Tourists officer)

"And when nature camps are managed by community is termed as CMNT". (P8, Site Manager)

Both the participants, academician and ex tourist officer, they informed that CMNT was related to CBT, following ecotourism principles.

"In CBT, it is community based; who is managing? So, CMNT is both community based and community managed". (P2, Ex Tourists officer)

"The CMNT is similar to Ecotourism. That means the principles of Ecotourism is applied to CMNT too same as to Community Based Tourism (CBT)". (P11, Academician)

Looking at the concept of CMNT, one of the participants shared that it followed the idea of democracy of India.

"This can be compared with our democracy statement, that is, of the people/community, by the people/community and for the people/community. It can be defined similar to it". (P2, Ex Tourists officer)

When the participants (P1, P2, P5, P8 and P11) shared that in CMNT, local community is the key player to manage all the services, they referred to 'Community-Based Tourism', 'Community-Managed' and 'Local People-Managed' as codes. Furthermore, a site manager (P1) conveyed that local community as the primary owner of CMNT initiative. So, it gave rise to the code 'Community Ownership'. One of the participants (P7) shared to create awareness about forest among the local community. This generated the code- 'Community Awareness'. An interviewee (P2) said that CMNT could be defined in similar terms of democracy statement of India's constitution- "by the community and for the community". This statement captured in the 'Democratic Process' code in the thematic analysis. All of these codes were identified under the theme-'Community Governance'.

4.3 Community Participation

Community participation is the process of involving "the community" which takes into consideration of "who, why, when, ways, and what level" of participation (García et al., 2022). Community participation is often considered as a central element of CBT, where local communities are actively involved in tourism activities, often through representation (Mayaka et al., 2017). During the interview, interviewees had their opinion that whenever there was an initiative of community tourism or nature tourism, the inclusion of the community in that initiative was necessary and their participation must be in active form for development.

"As the project is for the community, the community should be involved". (P9, Forest Officer)

"But when Community Tourism is concerned; the tourism is developed by inclusion of community". (P2, Ex Tourists officer)

"So, if at all the Government decide to start a Nature Tourism destination, it is necessary to include the local community and manage by the community too". (P11, Academician)

"Community Managed Nature Tourism Definition can be: "Active participation by the local people for the promotion of the area and its development...". (P11, Academician)

At most of the CMNT sites, local communities were involved, but, at some sites they were expected to involve and participate in future.

"But here, at Saluapali Nature Camp, the local community are not involved". (P9, Forest Officer)

"In future, the local community people may involve in CMNT Camp". (P9, Forest Officer)

One of the participants, a forest officer, stressed upon why was it necessary to engage the community in those initiatives. According to him, as the community was aware of the region, they had deeper engagement, and shared information with tourists, acting as a local tourist guide.

"Local community are engaged and they know about the National Park properly. The park is used as a part of their day today life. They know properly abut river and wild animals- like crocodile, of the park. They know very well about the location of river and wildlife. So tourists having local guides, can learn properly. The engagement of community is well appreciated". (P3, Forest Officer)

Another benefit of local community involvement was that, the locals would bring peace to the region and tried to solve any issue at their fullest capacity, if arose.

"If the local community will involve in the initiative, there will be a peaceful environment. There will never be any conflict or clashes between the community and tourist. If the host community will involve, they will try to solve if any issue rise on their level." (P11, Academician)

During the interview, participants (P2, P9 and P11) emphasized on inclusion of community in tourism development activities and due to involvement of community members a peaceful environment is created for both the tourists and themselves. These answers resulted in formation of codes- 'Community Inclusion' and 'Community Involvement'. A forest officer (P3) recognised the knowledge of community about

their local area and appreciated their engagement in CMNT. From this statement, 'Community Engagement' code was identified. The academician (P11) stressed upon the active participation of local community in tourism, whereas, a forest officer (P9) concerned about no involvement of community members at a particular CMNT camp site. Their responses gave rise to codes- 'Community Participation' and 'Lack of Community Participation'. All of these codes were encompassed under the 'Community Participation' theme.

4.4 Socio-Economic Development

Socioeconomic well-being is strongly related to financial resources and material assets, and significantly contributes to the prediction of happiness among people on social security (Groenland, 1990). Tourism positively impacts on socio-economic development, reducing poverty, alleviating inequalities, and improving the community members' living conditions (Alcalá-Ordóñez & Segarra, 2023). Community Benefit Tourism Initiatives (CBTIs) create opportunities and financial benefits through social exchange and enhancing livelihoods for the underprivileged (Simpson, 2008).

From the respondents, it was known that mostly the local people were dependant on forest for their income. After the locals engaged in CMNT, they got opportunities to earn additional sources of money. Respondents expressed that the primary goal of the locals to participate in CMNT was to obtain financial benefits for better livelihood. It was found that those benefits encouraged them to engage. In the end, those benefits lead to the community development.

"As local people manage camps, they get new income source. They become less dependent on forest for their income". (P5, Site Manager)

"The forest people who depend on forest for their income, some of them can engage in CMNT Camp to earn money for their livelihood". (P10, Site Manager)

"CMNT creates affection for forest among local community as they get financial benefits". (P7, Forest Officer)

"…and helping them to get financial benefits as a primary goal". ((P7, Forest Officer)

"Here, the participation of the community is for their benefits. They will get income from total earnings of the nature camp". (P11, Academician)

"The forest people who depend on forest for their income, some of them can engage in CMNT Camp to earn money for their livelihood". (P10, Forest Officer)

"The livelihood of the community will be developed". (P11, Academician)

"This initiative involves betterment of local community". (P1, Site Manager)

"…and how their development is happening; may be financially or for forest conservation". (P4, Forest Officer)

"A tourism initiative by the government, for the local community and their development". (P1, Site Manager)

Interviewees (P5, P10) said that CMNT camps were source of income for the local forest people. Furthermore, some (P4, P7 and P11) responded that the local community members participate in CMNT camps to obtain financial benefits which was the primary goal. From these statements, codes like- 'Local People Income Source', 'Financial Benefits' and 'Financial Development' emerged. A forest officer (P10), a site manager (P1) and the academician (P11) shared that the engagement of local community in CMNT camps to earn their livelihood for better life. Two codes- 'Livelihood' and 'Livelihood Betterment' were highlighted in their answers. According to participants (P1 and P4), the local residents received development when they were involved in tourism activities. The 'Community Development' code emerged from their statements. The 'Socio-Economic Development' theme emerged from these assigned codes.

4.5 Capacity Building

"According to the United Nations, the capacity-building is defined as the process of developing and strengthening the skills, instincts, abilities, processes and

resources that organisations and communities need to survive, adapt, and thrive in a fast-changing world" (Zhu et al., 2023).

Community could generate benefits for themselves and achieve development only when they enhanced their knowledge and skills by going through training. Participants informed that the state government was providing training to the communities, those involved in CMNT. For this, the community had to remain aware of the professional world and went through constant learning.

"…to aware the locals about forest". (P7, Forest Officer)

"By involving in nature camps, local people are able know the outside happenings. They are learning lots of new things from tourists". (P8, Site Manager)

"The provision of training by Government will enhance the knowledge and skill of community people". (P3, Forest Officer)

"They should also visit other nature camps to learn about their way of service-cooking, tourist guiding and management. It will help mutual share of knowledge". (P3, Forest Officer)

One of the respondents (P7) suggested to create awareness about forest among communities, whereas another respondent (P8) informed that when the locals involve in CMNT camps, they came to know about all the happenings outside their areas. These replies were assigned with 'Community Awareness' and 'Community Learning' codes. A forest officer (P3) shared in details about trainings and skill development workshops provided by the Government to community. Also, this interviewee suggested to visit other nature camps to enhance their knowledge by learning their service patterns. Codes like- 'Training Provision', 'Skill Development' and 'Knowledge Enhancement' were highlighted in these statements. The theme 'Capacity Building' covers all of these codes.

4.6 Environmental Sustainable Practices

Sustainability in CBT refers to the CBT initiatives' ability to balance environmental, socio-cultural, and economic considerations which ensures long-term benefits for the local community, by generating income and employment, creating

inclusive economic opportunities, preserving both cultural and natural resources, and fostering responsible tourism (Krittayaruangroj et al., 2023). Specifically, environmental sustainability corresponds to conserving the planet and includes everything related to the any entity's actions performance that have an impact on the environment. This sustainable development implies to have in mind the environmental resources limitation and the biosphere's ability to absorb and recover from the effects of human activities (Nave & Paço, 2021).

In the answer to define CMNT, participants gave importance to sustainability in the form of conservation of both nature and forest. They informed that most of the nature loving tourists visited CMNT and they had to follow responsible tourism practices. Furthermore, participants had opinions that similar principles followed by CBT, Ecotourism and CMNT. Also, they compared the concepts of both CMNT and Ecotourism.

"CMNT is about- how nature is conserved by community". (P4, Forest Officer)

"…for forest conservation along with the aspect of tourist visit and education/ awareness on both flora and fauna. The growth of flora and fauna is necessary too". (P4, Forest Officer)

"…and how their development is happening; may be financially or for forest conservation". (P4, Forest Officer)

"It helps in forest conservation which fulfils the primary aim of the Forest Department. At least those people involve in tourism project, they will not depend on forest; instead they will provide protection to forest". (P5, Site Manager)

"Along with this, not to destroy forest i.e. forest conservation". (P7, Forest Officer)

"This helps to lessen the pressure (e.g, poaching, forest product collection) on forest". (P10, Forest Officer)

"Ecotourism: Those types of tourism promote ecology are ecotourism. If inside city this concept is developed, it can be named as Ecotourism. For example, if the source of power is from solar, it can be called as eco-friendly. There have both two

concepts Ecotourism and eco-friendly. No use of plastic can be implemented inside a city too". (P2, Ex Tourist Officer)

"When a hotel building is constructed, greenery around of it can be developed". (P2, Ex Tourist Officer)

"Ecotourism is about visit the natural area and residence of wild animals; without disturbing animals, with no pollution, no teasing, whereas only enjoying the vacation". (P8, Site Manager)

"The CMNT is similar to Ecotourism. That means the principles of Ecotourism is applied to CMNT too same as to Community Based Tourism (CBT)". (P11, Academician)

"As Bhitarkanika is a National Park, every suggestions can not be included, but having a discussion with higher officers, the suitable suggestions which not hamper the National Park can be taken into consideration. This means tourists should be responsible from their side and respect the destination site". (P3, Forest Officer)

"Around 30% to 40% are repeat tourists those are nature lovers because the nature changes time to time in different seasons. People observe the nature, sound of rivers, climate, and scenic views". (P5, Site Manager)

The participant (P4) told that CMNT is a way by which the community conserve the nature, from which the code 'Nature Conservation' was pointed out. Moreover, some participants (P4, P5, P7 and P10) emphasized on forest conservation by community members, tourists and forest department. Their statements gave rise to code 'Forest Conservation'. During the interview, interviewees (P2, P8 and P11) compared CMNT with the concept of Ecotourism using eco-friendly practices. Two codes- 'Ecotourism' and 'Eco-friendly Practices' were assigned to their responses. The former tourist officer (P2) told about construction with green development keeping in mind and 'Green Infrastructure' code was assigned to this statement. A forest officer (P10) suggested to follow activities which would have less pressure on the forest. This statement was highlighted with the code- 'Sustainable Practices'. A site manager (P5) informed that around 30% to 40% visitors were nature lovers, and a forest officer (P3)

stressed upon that the tourist behaviour must be responsible manner by respecting the destination area. Their responses were highlighted with codes -'Nature Tourist' and 'Responsible Tourism' respectively. As all of these codes were focusing on the natural environment and sustainability, the 'Environmental Sustainable Practices' theme was found to be suitable to represent those codes.

4.7 Institutional Support and Stakeholder Collaboration

According to interviewees, there was support from the state government towards the CMNT initiative. The initiative was functioning with collaboration and cooperation among the government, forest department and local community members. As at some of the CMNT sites, communities were not engaged till that time, the forest department staff had to manage all tourism services for tourists.

"CMNT is a government initiative". (P1, Site Manager)

"A tourism initiative by the government, for the local community and their development". (P1, Site Manager)

"So, if at all the Government decide to start a Nature Tourism destination…". (P11, Academician)

"And off and on, the Government officials should visit and give them some advice and guidance periodically". (P11, Academician)

"When they visit, the forest department staff serve them, take of them". (P9, Forest Officer)

"A project which brings cooperation between forest department and (Eco Development Committee) EDC of local community". (P7, Forest Officer)

"The forest people who depend on forest for their income, some of them can engage in CMNT Camp". (P10, Forest Officer)

Participants (P1 and P11) shared that the state government decided to start the CMNT camps initiative for the local community, and the officials must visit those camps periodically. Important sections of statements of these participants were assigned with codes 'Government Initiatives' and 'Government Role'. A forest officer

(P10) informed that some of the forest people could engage in CMNT camps to earn their income, and another forest officer (P9) told that the forest department staff served to tourists during the stay of tourists. From replies of these two participants, codes like- 'Forest People Engagement' and 'Forest Department Staff Role' were highlighted. Furthermore, the participant (P7) shared that due to the CMNT project, cooperation between forest department and the locals increased. The code 'Project Cooperation' was assigned to this statement. As all of these codes talk about support of institutions like- the Government, and collaboration among stakeholders of CMNT, the theme 'Institutional Support and Stakeholder Collaboration' is framed out.

4.8 Tourist Engagement and Service Quality

Respondents shared that in CMNT, there should be good tourist and community interaction, commonly known as host and guest interaction. The relationship between host and guest was maintained due to cooperation from both the sides of tourists and local community. Tourists met the locals due to their love towards nature, forests and passions. At the same time, interviewees expressed that tourists should have an awareness of the flora and fauna of the forest they visit.

"Tourists coming from outside of states- West Bengal, Mumbai, etc. have interaction with local people and in this way, they are learning too". (P8, Site Manager)

"The growth of flora and fauna is necessary too. All these possible, because of cooperation from people". (P4, Forest Officer)

"The nature camps has all types of services for tourists- like food. All the need of guests are taken care of". (P6, EDC Head)

"The tourists get please on service of forest department staff too". (P9, Forest Officer)

"After COVID people prefer to visit forest. Forest have natural beauties like- trees, rivers and animals, etc. Some visit for research on medicinal plants, bird photography. Sometimes tourism fulfil these kinds of passions of visitors". (P5, Site Manger)

"…along with the aspect of tourist visit and education/ awareness on both flora and fauna…". (P4, Forest Officer)

Respondents shared their experiences that tourists gave suggestions about the service they received at CMNT sites. The local community tried to meet their expectations which improved the service quality at CMNT camps.

"Tourists come and visit all the sights. And they will provide views/opinions on their experience. Suggestions of any improvement from tourists will help to provide better service. Their opinions are considered and included on the service provision". (P3, Forest Officer)

"By taking suggestions of tourists, local people are trying to innovate in service quality". (P8, Site Manager)

One of the participants (P5) said that the preference of tourists towards travelling to natural destinations had increased gradually. The code- 'Tourist Visit Preference' was assigned to this statement. A forest officer (P4) gave opinion that tourists should have awareness and education on flora and fauna of the visiting forests, by which tourists did cooperation to the growth of flora and fauna. This was highlighted with codes- 'Educating Tourists' and 'Tourist Cooperation'. A site manager (P8) informed that when tourist visited CMNT camps, they interacted with local communities and in this way, exchange of knowledge was happening. This statement was coded with 'Tourist and Community Interaction'. The EDC head (P6) informed that all kinds of required services were provided to tourists in CMNT camp and satisfaction of tourists were given importance. Also, other participant (P9) conveyed the same about tourist satisfaction. 'Tourist Services' and 'Tourists Satisfaction' codes were identified from replies of these respondents. Furthermore, participants (P3 and P8) shared that tourists were encouraged to provide suggestions on their experiences at CMNT camps, so that, service quality could be enhanced based on their feedback. These responses were coded with 'Tourist Suggestions' and 'Service Improvement'. As all of these codes were explaining about the active engagement of tourist with CMNT staff and the quality of services at CMNT, the emerged theme from these codes was 'Tourist Engagement and Service Quality'.

4.9 Summary

This chapter presents the analysis of interviews taken with each participant regarding how they define CMNT. The analysis has involved transcribing the interview data and finding potential codes, and from these codes, seven major themes have emerged. The ‘community governance’ theme represents community-based tourism, community-managed, local people-managed, community ownership and democratic process. The ‘community participation’ theme represents the community’s engagement, involvement, inclusion, participation and lack of community participation. The ‘socio-economic benefits’ theme represents local people's income source, financial benefit, financial development, livelihood, livelihood betterment and community development. The ‘capacity building’ theme represents codes like, community awareness, community learning, knowledge enhancement, training provision and skill development. The ‘environmental sustainable practices’ theme consists of environmental responsibility, nature conservation, forest conservation, sustainable practices, eco-friendly practices, green infrastructure, ecotourism, responsible tourism and nature tourist. The theme ‘institutional support and stakeholder collaboration’ is came out from codes like, government initiative, government role, forest department staff role, project cooperation and forest people engagement. The seventh theme ‘tourist engagement and services quality’ represents tourist and community interaction, tourist cooperation, tourist satisfaction, tourist visit preference, tourist suggestions, service improvement, tourist services and educating tourists. In support of these themes and codes, respondents’ direct quotations are highlighted.

CHAPTER-5

IMPACT OF COMMUNITY-MANAGED NATURE TOURISM ON ODISHA'S TOURISM

5.1 Introduction

The CMNT is one of the types of tourism catered by the Odisha's tourism. As CMNT is one of the latest concepts introduced in the tourism industry of Odisha, it creates an interest to know its impact on the overall tourism industry of Odisha. To know their growth in the same period of time, both timeline plot and trend analysis are performed with respect to their number of tourist visits and revenue generation. Also, a comparative analysis has been executed between CMNT and Odisha Tourism and at the end, the percentage share of CMNT towards Odisha's Tourism has been examined. These results are shown respectively in graphical representation too.

5.2 Timeline Plot

Odisha is a prominent state in the tourism sector and promotes its tourist places around the globe throughout the year. It receives a good number of tourists. This state showed a steady growth in the number of tourists; from 85,35,024 tourists in 2011-12 and rose to 1,56,23,250 tourists in the 2018-19 financial year. After that, it declined slightly in the tourist numbers, and in 2021-22, the number stayed at 39,01,923 (shown in Table 6). Conversely, CMNT received only 11500 tourists in initial years of this project. But, the number hiked to 70216 in the 2021-22 financial year and more in numbers by 2023-24.

Table 6: Number of Tourists Visit to Odisha Tourism and CMNT

Year	*Odisha Tourism Tourists*	*CMNT Tourists*
2011-12	85,35,024	-
2012-13	93,57.256	-
2013-14	1,01,31,472	-
2014-15	1,11,23,566	-
2015-16	1,21,35,059	-
2016-17	1,31,90,224	11,500
2017-18	1,43,64,541	17,148
2018-19	1,56,23,250	29,024

2019-20	1,51,36,160	46,019
2020-21	23,77,175	56,962
2021-22	39,01,923	70,216
2022-23	86,24,354	1,32,053
2023-24	1,00,14,175	1,51,517

Source: 1. DoT, Govt. of Odisha, 2018, 2021 and 2023, 2. PCCF & HoFF, Odisha, 2023 and 2024, 3. P&CD, Govt. of Odisha, 2025

The tourism industry plays a crucial role in contributing revenue to the economy of Odisha. In 2014-15, the tourism revenue was 11,62,892 lakhs, and it reached 15,91,567 lakhs in 2018-19. There was a decline in revenue generation for Odisha's tourism, which collected 3,89,485 lakhs in the 2021-22 financial year. Whereas, the CMNT project collected 157.08 lakhs in the year of its initiation (2016-17) and touched 1,051.43 lakhs in 2021-22 (shown in Table 7) and more in 2023-24.

Table 7: Revenue Generation by Odisha Tourism and CMNT

Year	*Odisha Tourism Revenue (In Lakhs)*	*CMNT Revenue (In Lakhs)*
2014-15	11,62,892.00	-
2015-16	12,64,571.00	-
2016-17	13,76,049.00	157.08
2017-18	15,05,182.00	340.14
2018-19	15,91,567.00	561.00
2019-20	15,38,898.00	685.01
2020-21	2,36,885.00	832.27
2021-22	3,89,485.00	1,051.43
2022-23	8,70,484.00	1,379.12
2023-24	10,12,216.00	1,520.00

Source: 1. DoT, Govt. of Odisha, 2018 and 2023, 2. F&ED, Govt. of Odisha, 2019, 3. PCCF & HoFF, Odisha, 2023 and 2024, 4. P&CD, Govt. of Odisha, 2025

5.3 Trend Analysis

After going through the raw data of tourist footfall and revenue generation for both Odisha's tourism and CMNT, a trend analysis was calculated by 'moving average' with two years and three years timeline. For Odisha Tourism, the moving average of a two-year period showed 1,53,79,705 tourists and 87,56,668 tourists for the years 2019-20 and 2020-21 respectively, which were higher in the number of tourists than actual number of tourists in these years. Similarly, for Odisha Tourism, the moving average of the three-year period shows 1,10,45,528 tourists and 71,38,419

tourists, both for the years 2020-21 and 2021-22 respectively, which are higher in number than the actual number of tourists (shown in Table 8). But, in the case of CMNT, the actual number of tourists remained higher for all the financial years (up to 2023-24) than the two-year and three-year periods of moving averages. These data have been plotted through trend lines in Figure 4.

Table 8: Moving Average for Number of Tourists of Odisha Tourism and CMNT

Year	*Odisha Tourism*			*CMNT*		
	Number of Tourists	*Moving Avg (2 years)*	*Moving Avg (3 Years)*	*Number of Tourists*	*Moving Avg (2 years)*	*Moving Avg (3 Years)*
2011-12	85,35,024	-	-	-	-	-
2012-13	93,57,256	89,46,140	-	-	-	-
2013-14	1,01,31,472	97,44,364	93,41,250.67	-	-	-
2014-15	1,11,23,566	1,06,27,519	1,02,04,098.00	-	-	-
2015-16	1,21,35,059	1,16,29,312.5	1,11,30,032.33	-	-	-
2016-17	1,31,90,224	1,26,62,641.5	1,21,49,616.33	11,500	-	-
2017-18	1,43,64,541	1,37,77,382.5	1,32,29,941.33	17,148	14,324.0	-
2018-19	1,56,23,250	1,49,93,895.5	1,43,92,671.67	29,024	23,086.0	19,224.00
2019-20	1,51,36,160	1,53,79,705.0	1,50,41,317.00	46,019	37,521.5	30,730.33
2020-21	23,77,175	87,56,667.5	1,10,45,528.33	56,962	51,490.5	44,001.67
2021-22	39,01,923	31,39,549.0	71,38,419.33	70,216	63,589.0	57,732.33
2022-23	86,24,354	62,63,138.5	49,67,817.33	1,32,053	1,01,134.5	86,410.33
2023-24	1,00,14,175	93,19,264.5	75,13,484.00	1,51,517	1,41,785.0	1,17,928.67

Source: Author's Calculation

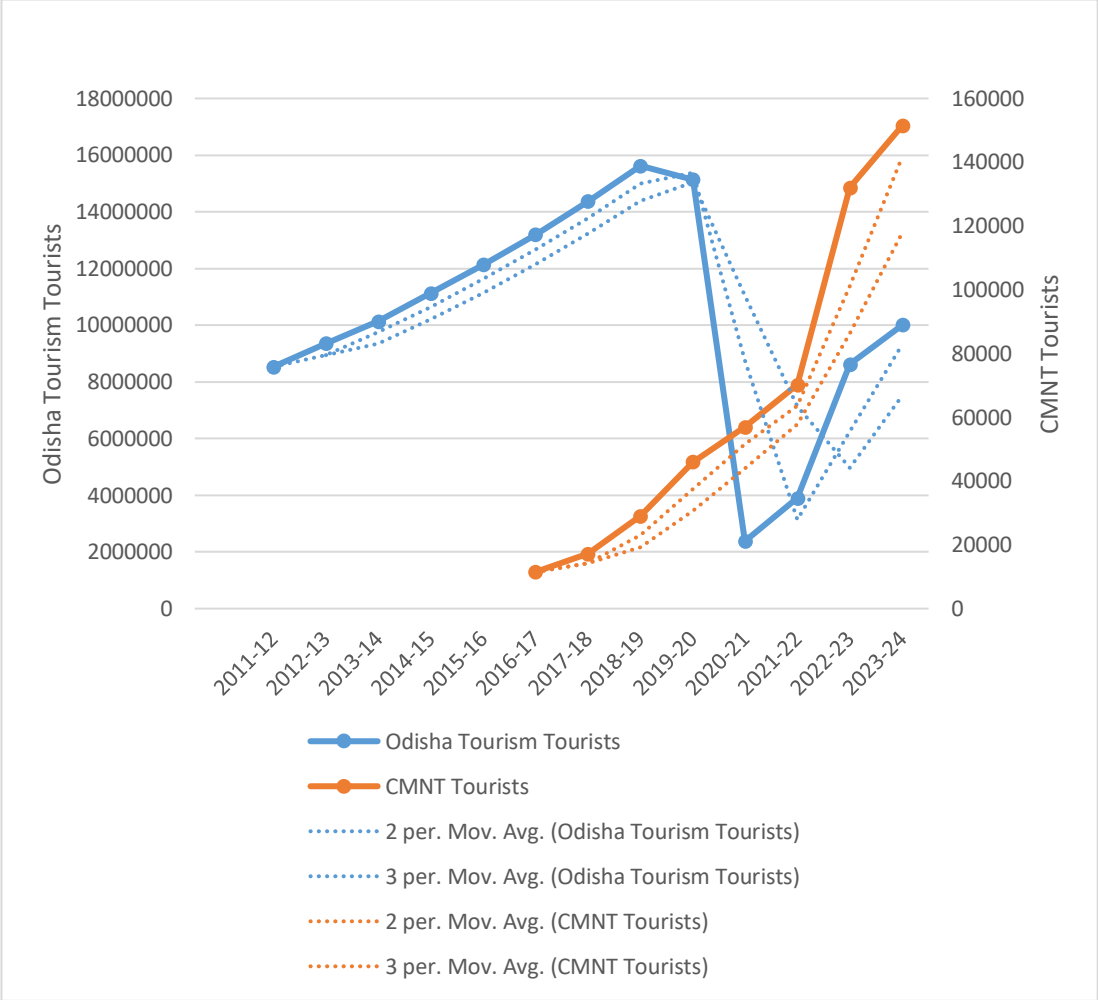

Figure 4: Trend of Tourist Visit for Odisha Tourism and CMNT

Source: Author's Plot

In the years 2019-20 and 2020-21, the two-year period moving average of revenue is higher than the actual revenue generated by Odisha Tourism. Also, from 2019-20 to 2021-22, the three-year moving average shows higher revenue generation than the actual in Odisha Tourism (shown in Table 9). When the same moving average of a two-year period and a three-year period is calculated for the revenue generation by CMNT, it shows in less numbers from its initiation year to till 2023-24 financial year. In Figure 5, trend lines have been plotted for these data.

Table 9: Moving Average of Revenue for Odisha Tourism and CMNT

Year	*Odisha Tourism*			*CMNT*		
	Revenue (In Lakhs)	*Moving Avg (2 years)*	*Moving Avg (3 Years)*	*Revenue (In Lakhs)*	*Moving Avg (2 years)*	*Moving Avg (3 Years)*
2014-15	11,62,892	-	-	-	-	-
2015-16	12,64,571	12,13,731.5	-	-	-	-
2016-17	13,76,049	13,20,310.0	12,67,837.33	157.08	-	-
2017-18	15,05,182	14,40,615.5	13,81,934.00	340.14	248.61	-
2018-19	15,91,567	15,48,374.5	14,90,932.67	561.00	450.57	352.74
2019-20	15,38,898	15,65,232.5	15,45,215.67	685.01	623.01	528.72
2020-21	2,36,885	8,87,891.5	11,22,450.00	832.27	758.64	692.76
2021-22	3,89,485	3,13,185.0	7,21,756.00	1,051.43	941.85	856.24
2022-23	8,70,484	6,29,984.5	4,98,951.33	1,379.12	1,215.28	1,087.61
2023-24	10,12,216	9,41,350.0	7,57,395.00	1,520.00	1,449.56	1,316.85

Source: Author's Calculation

Figure 5: Trend of Revenue for Odisha Tourism and CMNT (In Lakh)

Source: Author's Plot

5.4 Comparative Analysis

After knowing the trend of tourist inflow and revenue generation by both CMNT and the overall Odisha's tourism industry, a comparative analysis has been performed between them by calculating individual growth rates during the period of 2016-17 to 2023-24. For Odisha Tourism, the growth rate of the number of tourist visits remained negative during 2019-20 and 2020-21 and regained positive numbers in the next financial year. In the stated period, the average annual growth rate (AGR) remains lower (18.79) and with a higher standard deviation of 63.01 (shown in Table 10). The reason behind this extreme standard deviation is due to large range values and extreme fluctuations, such as a sharp decline (-3.12%) of tourist growth rate in 2018-19 and a huge increase (+121.03%) in 2022-23. This disruption due to the external factor of COVID-19 pandemic, affecting tourism growth to be

disproportionate. The similar output can be observed for the tourist growth in CMNT. In CMNT camps, from its inaugural year to 2023-24, tourist footfall's growth rate stands at a positive number (46.68) with a lesser standard deviation of 27.27 as compared to the overall tourism industry of Odisha. These comparative growth rates have been visualised in the Figure 6.

Table 10: Growth Rate of Number of Tourists for Odisha Tourism and CMNT

Year	*Odisha Tourism*	*CMNT*
2016-17		
2017-18	8.90	49.11
2018-19	8.76	69.26
2019-20	-3.12	58.55
2020-21	-84.29	23.78
2021-22	64.14	23.27
2022-23	121.03	88.07
2023-24	16.12	14.74
Avg. Annual Growth	18.79	46.68
Standard Deviation	63.01	27.27

Source: Author's Calculation

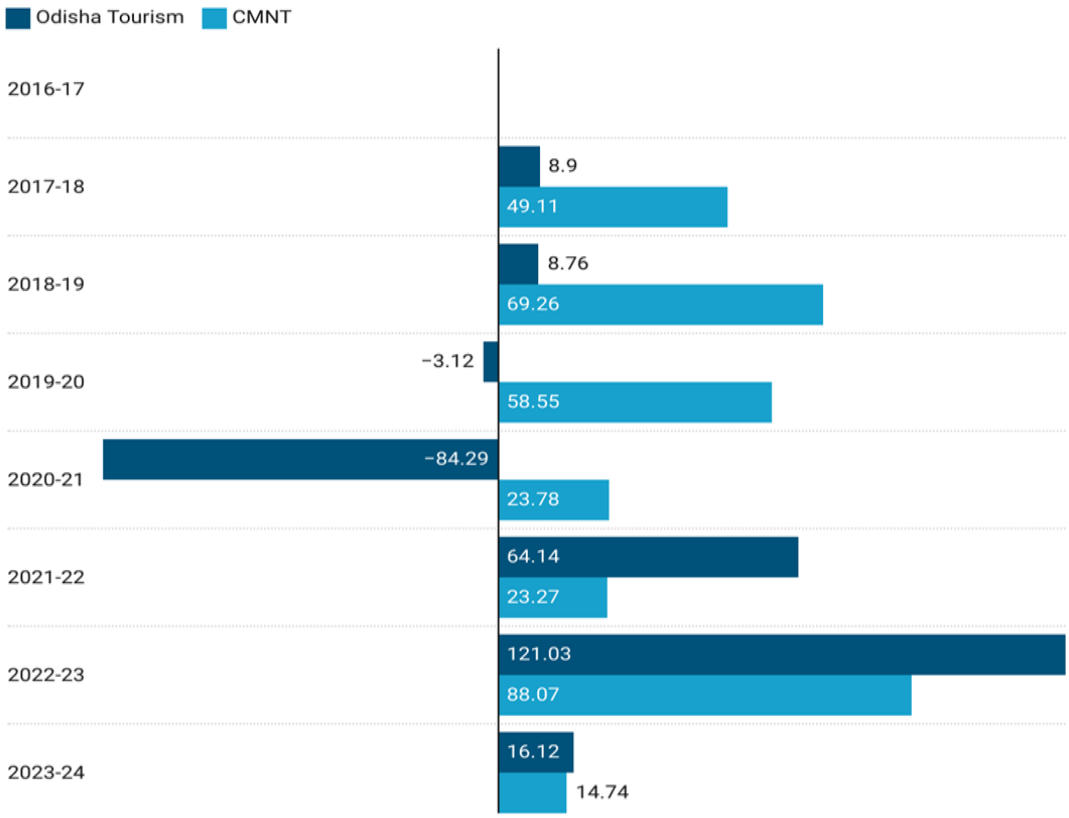

Figure 6: Growth Rate of Number of Tourists for Odisha Tourism and CMNT

Source: Author's Plot

In 2019-20 and 2020-21, the revenue growth rate for Odisha Tourism remains negative, and it shows a lower AGR during the period 2016-17 to 2023-24 with a standard deviation of 63.89 (Table 11). In contrast to this, the revenue growth rate for the CMNT project has been positive throughout the research period. Its AGR stands at 41.83, with a standard deviation of 34.37. The higher standard deviation show significant variability due to large range values with extreme fluctuations (for Odisha Tourism, growth rate of revenue with minimum (-3.31%) in 2019-20 to a maximum (+123.50%) in 2022-23), impact of outliers and COVID-19 pandemic as an external factor. These comparative data on revenue growth are shown in Figure 7.

Table 11: Growth Rate of Revenue for Odisha Tourism and CMNT

Year	*Odisha Tourism*	*CMNT*
2016-17	-	-
2017-18	9.38	116.54
2018-19	5.74	64.93
2019-20	-3.31	22.11
2020-21	-84.61	21.50
2021-22	64.42	26.33
2022-23	123.50	31.17
2023-24	16.28	10.22
Avg. Annual Growth	18.77	41.83
Standard Deviation	63.89	34.37

Source: Author's Calculation

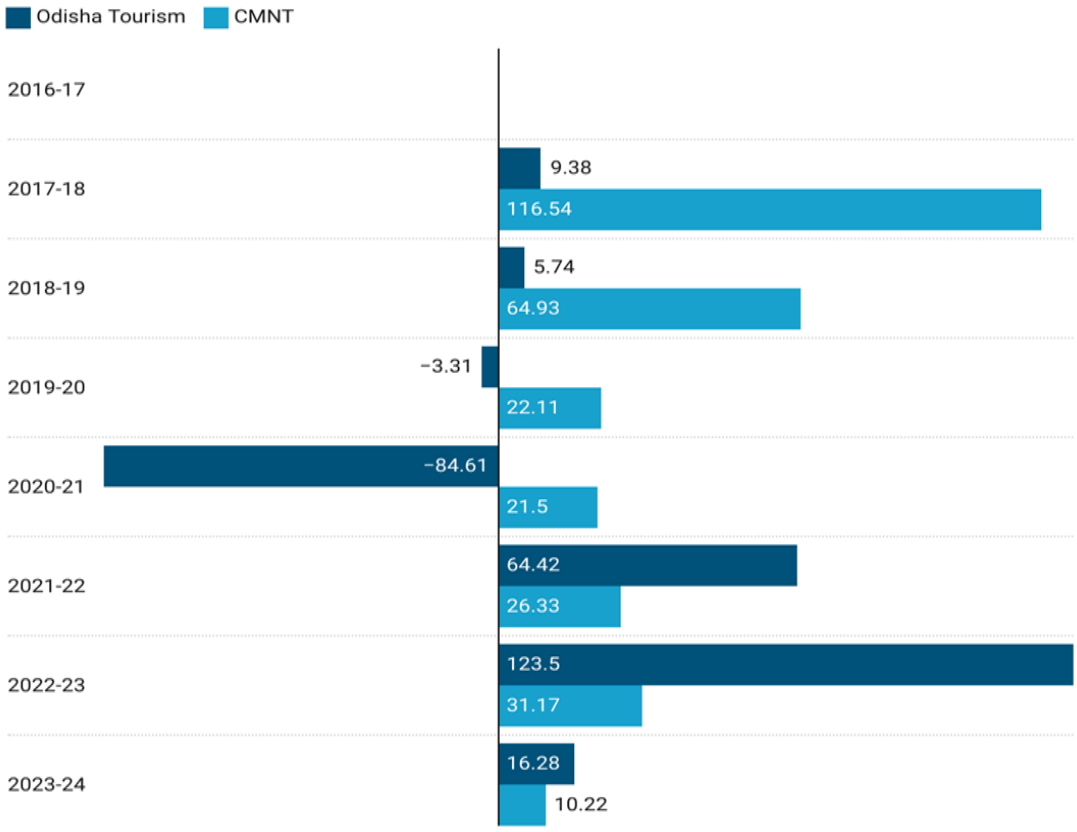

Figure 7: Growth Rate of Revenue for Odisha Tourism and CMNT

Source: Author's Plot

5.5 Percentage Share of CMNT to Odisha Tourism

One of the purposes of the current study is to highlight the contribution that community-managed nature tourism (CMNT) camps or initiatives have made to the development of the tourism sector in Odisha. Then, to analyse this, all of the secondary data that are available are employed. In contrast to the entire Odisha tourism business, the analysis has determined the revenue share and visitor footfall. In contrast to Odisha's tourism industry, the percentage of tourists visiting all nature camps is negligible, yet it is evident that there is a tendency for increasing expansion (Table 12).

Table 12: Tourist Visit Share

Year	*Odisha Tourism Tourists*	*CMNT Tourists*	*Percentage Share*
2011-12	85,35,024		
2012-13	93,57,256		
2013-14	1,01,31,472		
2014-15	1,11,23,566		
2015-16	1,21,35,059		
2016-17	1,31,90,224	11,500	0.09
2017-18	1,43,64,541	17,148	0.12
2018-19	1,56,23,250	29,024	0.19
2019-20	1,51,36,160	46,019	0.30
2020-21	23,77,175	56,962	2.40
2021-22	39,01,923	70,216	1.80
2022-23	86,24,354	1,32,053	1.53
2023-24	1,00,14,175	1,51,517	1.51

Source: Author’s Calculation

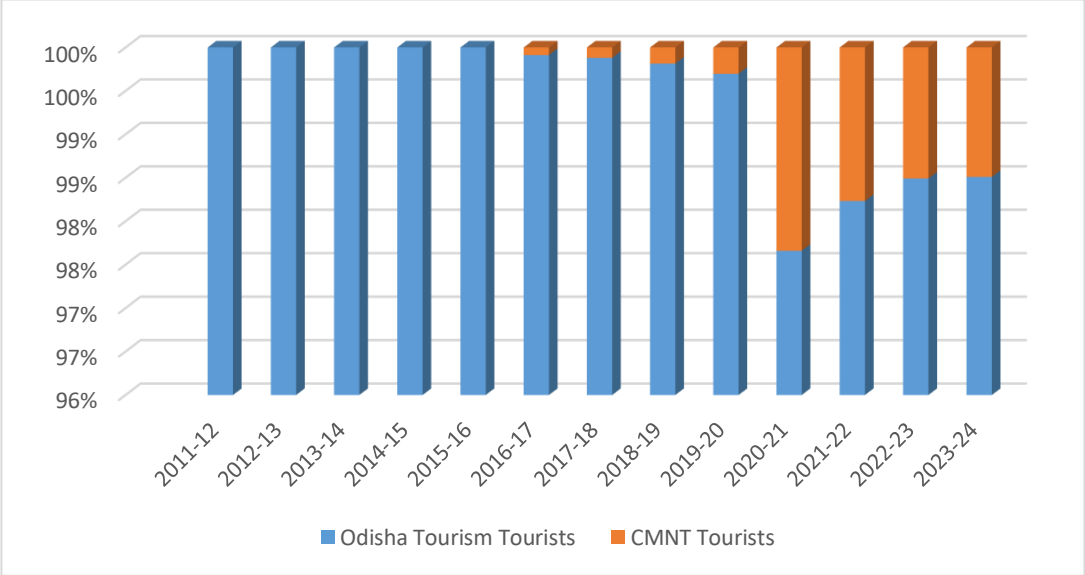

Figure 8: Tourist Visit Share

Source: Author's Plot

By comparing the revenue generated by the nature camps to the entire Odisha tourism business, it is discovered that they generate a small portion, with ups and downs from the beginning of the nature camps. On the plus side, though, revenue-generating has a tendency of increasing trend.

Table 13: Revenue Share

Year	*Odisha Tourism Revenue(In Lakhs)*	*CMNT Revenue (In Lakhs)*	*Percentage Share*
2014-15	11,62,892		
2015-16	12,64,571		
2016-17	13,76,049	157.08	0.01
2017-18	15,05,182	340.14	0.02
2018-19	15,91,567	561.00	0.04
2019-20	15,38,898	685.01	0.04
2020-21	2,36,885	832.27	0.35
2021-22	3,89,485	1,051.43	0.27
2022-23	8,70,484	1,379.12	0.16
2023-24	10,12,216	1,520.00	0.15

Source: Author's Calculation

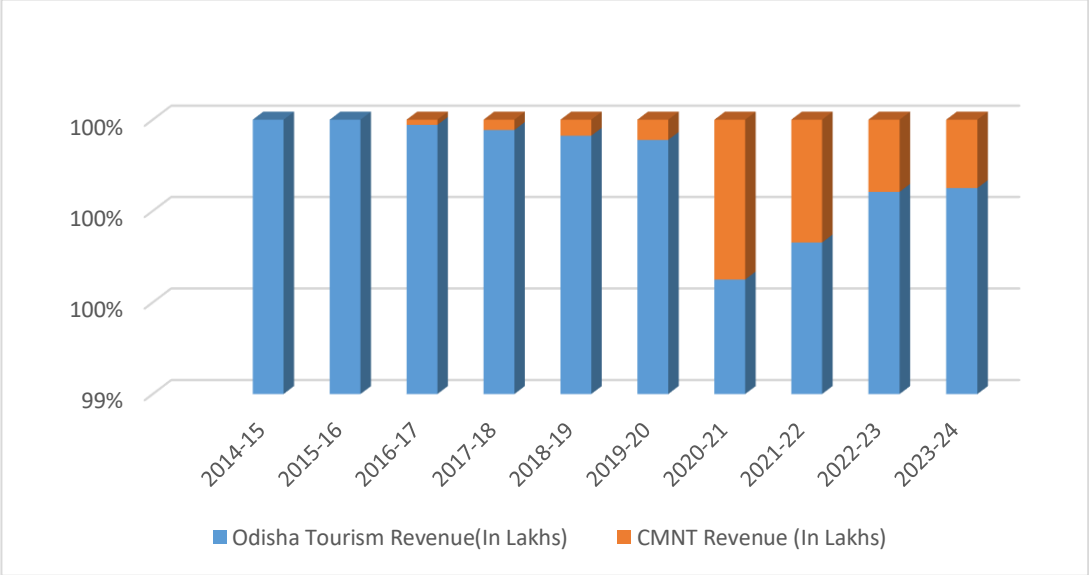

Figure 9: Revenue Share

Source: Author's Plot

5.6 Summary

This chapter has evaluated the impact of CMNT on Odisha's tourism industry in terms of tourist visits and revenue generation. At first, the timeline plot was presented for CMNT and Odisha Tourism. Also, the trend of tourist visits and revenue generation showed positive growth in actuality for both CMNT and Odisha Tourism. In the comparative analysis, the CMNT remained in positive since the initiation of the initiative, but Odisha tourism was in negative during the COVID period. Finally, the percentage share of CMNT to Odisha tourism was calculated, and the contribution of CMNT was less to the tourism industry was found, but showed a steady growth.

CHAPTER-6

COMMUNITY-MANAGED NATURE TOURISM AND SERVICE PROVIDERS' INDIVIDUAL WELL-BEING

6.1 Introduction

This section tried to examine the individual wellbeing of service providers those engaged in CMNT as hotel staff, vendors, tour guides, tour operators and others. For this, exploratory factor analysis was performed, and to check the validity and reliability of each construct and their items, factor loadings, Cronbach's Alpha, composite reliability and average variance extracted (AVE) were calculated. In the end, the possible relationship between CMNT Growth and various aspects of individual wellbeing (financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction) was investigated by regression analysis.

6.2 Respondents' Demographic Profile

The basic characteristics of the respondents are presented below (Table 14):

Table 14: Respondents' demographic characteristics (N= 141)

Variables	Category	Frequency (%)
Gender	Male	91 (64.5)
	Female	50 (35.5)
Age (yrs)	18 - 30	43 (30.5)
	31 - 45	61 (43.3)
	45 - 60	31 (21.9)
	Above 60	6 (4.3)
Occupation	Hotel staff	84 (59.6)
	Vendors	30 (21.3)
	Tour operators	4 (2.8)
	Tour guides	12 (8.5)
	Others	11 (7.8)
Education level	Up to primary	39 (27.7)

	Secondary	91 (64.5)
	Graduation	11 (7.8)
	Above graduation	0 (0)

Source: Field Survey

6.3 Factor Analysis

The constructs' reliability and validity were both gauged by exploratory factor analysis (EFA) and Cronbach's Alpha values. Financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were all subjected to EFA. Table 15 shows the data passed both the "Kaiser–Meyer–Olkin measure of sampling adequacy" (KMO = 0.846) and "Bartlett's test of sphericity" ($p < 0.001$), therefore, the study could move ahead (Wani et al., 2023). It is also quite evident that all 31 variables had factor loadings ranging from 0.61 and 0.82, satisfying the cutoff value proposed by Hair et al. (1998). Moreover, Cronbach's Alpha values exceed the advocated critical value of 0.5 (Hair et al., 2019). The CRs for the constructs were found to be above 0.70 (Henseler et al., 2015), and the AVE ranged from 0.54 to 0.81, exceeding the suggested standard value of 0.5 (Fornell & Larcker, 1981), signifying all constructs' successful convergence (Hung et al., 2021).

Table 15: Validity and reliability estimation

Latent constructs and items	**Factor Loadings**	**CR**	**AVE**	**Cronbach's α**
Community-managed nature tourism growth ("CMNTG")		0.79	0.54	0.76
CMNTG1	0.69			
CMNTG2	0.76			
CMNTG3	0.71			
CMNTG4	0.64			
CMNTG5	0.73			
CMNTG6	0.76			
CMNTG7	0.67			
Financial wellbeing ("FW")		0.73	0.81	0.61
FW1	0.74			

FW2	0.71			
FW3	0.81			
FW4	0.76			
Purpose of life and subjective wellbeing ("PLSW")		0.84	0.63	0.69
PLSW1	0.66			
PLSW2	0.64			
PLSW3	0.71			
PLSW4	0.69			
PLSW5	0.74			
PLSW6	0.73			
PLSW7	0.77			
PLSW8	0.82			
PLSW9	0.69			
PLSW10	0.74			
PLSW11	0.67			
PLSW12	0.73			
Community attachment and satisfaction ("CAS")		0.76	0.62	0.78
CAS1	0.66			
CAS2	0.61			
CAS3	0.69			
CAS4	0.77			
CAS5	0.71			
CAS6	0.64			
CAS7	0.77			
CAS8	0.73			

Notes: - 1) KMO = 0.846;

2) Bartlett's test of Sphericity (Approx.Chi-Square = 823.104, $p < 0.001$).

Source: Author's Calculation

6.4 Regression Analysis

Table 16 below displays that there exists a significant and positive relationship between CMNT growth and financial wellbeing ($r= 0.49^{**}$, $p<0.01$), purpose of life

and subjective well-being (r= 0.38**, p<0.01), and community attachment and satisfaction (r= 0.41*, p<0.05).

Table 16. Correlation analysis (Pearson's correlation coefficient)

Constructs	CMNTG	FW	PLSW	CAS
CMNTG				
FW	0.49**			
PLSW	0.38**	0.37**		
CAS	0.41*	0.41	0.45*	
Mean	4.41	3.23	3.12	2.89
Std. Dev.	0.56	0.70	1.03	0.81

Note: N is 141 for all the variables, p<0.05, ** p<0.01.

Indices: CMNTG = community-managed nature tourism growth; FW = financial wellbeing; PLSW = purpose of life and subjective wellbeing; CAS = community attachment and satisfaction.

Source: Author's Calculation

Furthermore, to test the three hypotheses developed for this study, regression analysis was performed to see if the CMNT growth was positively related to three aspects of the individual wellbeing of the service providers engaged with CMNT in Odisha. Results of regression analysis in Table 17 below indicate that CMNT growth accounts for 8.8% variance in financial wellbeing (β= 0.25, p<0.01), 3.6% variance in the purpose of life and subjective wellbeing (β= 0.21, p<0.01), and 3.1% variance in community attachment and satisfaction (β= 0.17, p<0.01). Therefore, these findings support and confirm all three hypotheses.

Table 17: Regression analysis for H1–H3

	CMNT growth	
	β	ΔR^2
Financial wellbeing	0.25**	0.088
Purpose of life and subjective well-being	0.21**	0.036
Community attachment and satisfaction	0.17**	0.031

** p<0.01.

Source: Author's Calculation

During the field survey, the author came to know from the residents that most of them lacked the basic facilities required for daily living. They further claimed that CMNT nature camps have emerged as a holistic approach for helping the local populace in their fight against poverty and impoverishment. To help the matter, travellers usually search for unique destinations, and CBT is flourishing across many nations of the world due to the various benefits it offers to the host population and other stakeholders engaged with it (Lopez-Guzman et al., 2011).

Many previous studies on CBT mainly focused on CBT's relationship with the attitude and support of the local populace toward it (Wani et al., 2023). In this sense, the current study is unique as it tried to see how CMNT growth affected the individual wellbeing of the service providers. From the theoretical perspective, this study relied fairly on social exchange theory for the purpose of understanding service providers' perceptions on CMNT growth and its effect on their wellbeing. Past research (Baniya et al., 2018), asserts that CBT can have a transformative effect on the individual, community, and society as a whole.

This study's findings revealed that CMNT growth explains 8.8% variance in financial wellbeing ($\beta = 0.25$, $p<0.01$). This suggests that with the advent of CMNT and its growth in Odisha, residents are not only getting job opportunities in the form of service providers but it also enhances their standard of living by uplifting their financial wellbeing. The researches support this finding (Giampiccoli et al., 2022; Baniya et al., 2018). So, the prior studies are in sync with our first hypothesis that "CMNT growth significantly affects financial wellbeing."

The study further revealed that CMNT growth explains 3.6% variance in the purpose of life and subjective wellbeing ($\beta = 0.21$, $p<0.01$), implying that CMNT is promoting not only optimism among the service providers engaged with it but also encouraging people to have a positive outlook towards life, thus fulfilling their psychological needs. This finding is also consistent with previous research results (Baniya et al., 2018; Kim, 2002). It is safe to argue that past research supports the second hypothesis, "CMNT growth significantly affects the purpose of life and subjective wellbeing."

Further, it was drawn that CMNT growth accounts for 3.1% variance in community attachment and satisfaction ($\beta = 0.17$, $p<0.01$) suggesting that service providers were satisfied with areas like family supporting environment, earning opportunities for the local populace, and infrastructural development, arising due to CMNT growth. Moreover, service providers were found not to prefer migration to other cities since there existed growing opportunities in their areas post setting up of CMNT camps. Past studies were found to have reported similar arguments (Baniya et al., 2018; Kim, 2002). Therefore, we can say that our third hypothesis, "CMNT growth significantly affects community attachment and satisfaction" is vastly consistent with past studies. Finally, the current study draws a conclusion that CMNT growth positively impacts the individual wellbeing of service providers engaged with it in Odisha.

6.5 Summary

This chapter analysed service providers' individual wellbeing due to their engagement in CMNT. Reliability and validity of each construct and its items were checked, and exploratory factor analysis was performed. The correlation analysis showed positive link between CMNT growth and all the three constructs of individual wellbeing (namely, financial wellbeing, purpose of life and subjective well-being, and community attachment and satisfaction). Later, regression analysis examined the developed three hypotheses of its objective. Their findings confirmed that CMNT growth brought financial wellbeing, purpose of life and subjective well-being, and community attachment and satisfaction to the service providers engaged in CMNT in Odisha.

CHAPTER-7

COMMUNITY-MANAGED NATURE TOURISM AND LOCAL COMMUNITIES' EMPOWERMENT

7.1 Introduction

This chapter examined the local communities' empowerment due to their involvement in CMNT based on demographic characteristics. At first, weighted average scores were calculated for each item and ranked them, to know the locals' responses towards their engagement in CMNT. Then correlation between community empowerment variables with respondents' demographics (gender, age, education, occupation and income) was analysed. Further, Independent sample t-test, one way ANOVA and Post Hoc Test by Tucky Test were run. Finally, the mean community empowerment score according to the respondents' demographics was calculated.

7.2 Respondents' Demographic Profile

The demographic analysis showed that 151 (82%) respondents were male, and 33 (18%) were female. The age distributions were, 113 (61.4%) respondents were aged between 18 and 33 years, 63 (34.2%) between 33 and 48 years. The education levels of the respondents were as follows: 45.7 percent (84) 10^{th} pass, 29.3 percent (54) 12^{th} pass, 17.9 percent (33) illiterate, and 7.1 percent (13) graduate. The occupations of the respondents were classified as: 66.3 percent (122) were tourism service providers, 11.4 percent (21) were farmers, 15.2 percent (28) belonged to others which included mainly other tourism linked livelihood sources. The monthly income was distributed as: 91.8 percent (169) earned less that Rs.15000 monthly, 7.6 percent (14) earned between Rs.15000 and Rs.30000.

7.3 Weighted Average Score

The weighted average score serves as a valuable mathematical technique to aggregate data while considering the relative importance of different components. In the context of attitude measurements in mathematics, it provides a more accurate estimation of factors by incorporating the significance of each item on a scale (León-Mantero et al., 2020). The below table (Table 18) shows the weighted average score

of all the community empowerment items in descending order. The item with the highest score denoted the most significant transformative effect of CMNT camps as perceived by the respondents. Based on weighted scores, CE8 was identified as having the highest weight score 57.27, closely followed by items such as CE6, CE7, CE9, and CE17 with scores between 55 and 57.10. So, cultural identity, financial benefits for all individuals, preservation of natural resources and traditional culture, sharing of conventional knowledge with visitors, and community engagement were the main strong points of CMNT activities.

Furthermore, CE2, CE21, CE5, CE14, and CE15 were the least significant items resulting from CMNT activities among the respondents with scores between 27 and 37.01. Lack of choices in spending money, overlooking the local residents' opinions, divergence of financial benefits to other agencies, no access to natural resources, and disenchantment with tourism development were extracted as the main items with least scores.

These results showed that, despite the few challenges faced by CMNT, addressing them through local communities' involvement in tourism decision-making, reinvesting financial benefits into community welfare, providing easy access to natural resources, and raising community members' awareness about tourism development while maximizing its positive aspects is crucial for its inclusive development.

Table 18: List of community empowerment items with their corresponding score and ranking

Code	Items	Weighted Average Score	Rank
CE1	Tourism in my area helps me pay my bills	38.67	18
CE2	Income from tourism gives me choices in how I spend my money	27.07	22
CE3	Tourism in my area brings lasting economic benefits to local community	53.53	8
CE4	Tourism in my area supports public facility development here	52.73	10
CE5	Most profits from tourism in my area go to local elites, outside operators, or government agencies	30.73	21

CE6	Almost all individuals or families gain direct financial benefits from tourism in my area	57.07	2
CE7	Tourism in my area makes me feel special because people travel to see my area's natural resources or traditional culture	57.00	3
CE8	Tourism in my area makes me feel proud of my culture	57.27	1
CE9	Tourism in my area makes me want to share my traditional knowledge with the visitors	56.40	4
CE10	Tourism in my area increases my confidence that I will find local employment	52.07	12
CE11	Tourism in my area increases my status in the community	52.13	11
CE12	Tourism in my area makes me want to seek out further education and training opportunities	53.13	9
CE13	Tourism in my area makes me feel that my culture and way of life is inferior	40.47	17
CE14	Tourism in my area restricts my access to natural resources	34.87	20
CE15	Tourism in my area makes me feel disillusioned with tourism development	37.00	19
CE16	Tourism in my area makes me feel more connected to my community	54.07	7
CE17	Tourism in my area provides ways for me to get involved in my community	55.80	5
CE18	Tourism in my area encourages me to work with others to ensure it is a success	55.33	6
CE19	Tourism in my area increases the conflict within my community	44.80	16
CE20	I have an opportunity to voice my opinions about tourism development in my area	47.67	14
CE21	Tourism decision-makers would ignore my opinion about tourism development in this area	30.73	21
CE22	My needs and interests are considered in the tourism development process	47.80	13
CE23	I can ask questions relating to the tourism development process in the area	47.00	15

Source: 1) Questions adapted from Rachmawati (2018);

2) Calculation by author

7.4 Correlation Analysis

Table 19 presents a correlation matrix between community empowerment variables and respondents' demographics. For gender, it was found that only three variables had significant relationships with the gender (p-values less that either 0.01

or 0.05). However, the variables recorded a weak correlation since the correlation coefficients were in the range from 0.182 to 0.289. These indicated that gender had comparatively less influence on the residents' perception towards community empowerment through CMNT projects in Odisha. For age, more than half of the variables depicted moderate and significant relationships with the age (p-values less that either 0.01 or 0.05). The correlation coefficients, which were in the range from 0.150 to 0.505, showed that the relationships were moderate in nature. Moreover, it can be drawn from the table that all the variables indicated negative correlations, which signified that though the residents were relatively young, they had positive perception towards CMNT projects forced community empowerment in Odisha.

Apart from this, for education, most of the empowerment variables had shown significant (p-values less than either 0.01 or 0.05), moderate (correlation coefficients ranging between 0.150 and 0.523), and negative correlations. These negative relationships indicated that though the residents had low education level, they had positive perception towards the influence of CMNT projects on community empowerment in Odisha. Besides, for occupation, most of the variables had p-values more than 0.01 or 0.05 indicating that respondents' occupation was relatively indifferent to the relationship between CMNT projects and community empowerment in Odisha. Finally, for income, more than half of the community empowerment variables recorded significant (p-values less than either 0.01 or 0.05) and somewhat weak relationships (since the correlation coefficients ranged from 0.146 to 0.324). These negative correlations indicate the respondents' perception about the influence of CMNT projects on community empowerment in Odisha was influenced by their nature of occupation.

Table 19: Correlation analysis

Variables		Gender	Age	Education	Occupation	Income
CE1	Pearson Correlation	-.055	-.141	-.150*	.111	-.144
	Sig. (2-tailed)	.456	.057	.043	.133	.051
	N	184	184	184	184	184
CE2	Pearson Correlation	-.007	-.124	-.143	.063	-.146*

	Sig. (2-tailed)	.928	.093	.054	.398	.047
	N	184	184	184	184	184
CE3	Pearson Correlation	.059	-.293**	-.254**	.144	-.194**
	Sig. (2-tailed)	.427	.000	.001	.052	.008
	N	184	184	184	184	184
CE4	Pearson Correlation	.123	-.207**	-.146*	.160*	-.148*
	Sig. (2-tailed)	.097	.005	.047	.030	.045
	N	184	184	184	184	184
CE5	Pearson Correlation	.142	-.014	-.023	.010	.021
	Sig. (2-tailed)	.055	.854	.753	.892	.774
	N	184	184	184	184	184
CE6	Pearson Correlation	.067	.092	.037	.020	.265**
	Sig. (2-tailed)	.363	.213	.620	.785	.000
	N	184	184	184	184	184
CE7	Pearson Correlation	-.007	-.505**	-.523**	.019	-.297**
	Sig. (2-tailed)	.929	.000	.000	.801	.000
	N	184	184	184	184	184
CE8	Pearson Correlation	.041	-.447**	-.414**	.075	-.298**
	Sig. (2-tailed)	.581	.000	.000	.309	.000
	N	184	184	184	184	184
CE9	Pearson Correlation	.045	-.376**	-.343**	.067	-.155*
	Sig. (2-tailed)	.540	.000	.000	.364	.036
	N	184	184	184	184	184
CE10	Pearson Correlation	.070	-.392**	-.352**	.107	-.207**
	Sig. (2-tailed)	.344	.000	.000	.148	.005
	N	184	184	184	184	184
CE11	Pearson Correlation	.111	-.394**	-.302**	.150*	-.324**
	Sig. (2-tailed)	.134	.000	.000	.042	.000
	N	184	184	184	184	184
CE12	Pearson Correlation	.081	-.447**	-.411**	.123	-.290**
	Sig. (2-tailed)	.275	.000	.000	.097	.000

	N	184	184	184	184	184
CE13	Pearson Correlation	.075	-.004	.055	.006	.040
	Sig. (2-tailed)	.309	.959	.455	.932	.585
	N	184	184	184	184	184
CE14	Pearson Correlation	.182*	-.042	-.092	.022	-.122
	Sig. (2-tailed)	.014	.570	.216	.763	.100
	N	184	184	184	184	184
CE15	Pearson Correlation	.051	-.150*	-.175*	.091	-.055
	Sig. (2-tailed)	.493	.042	.017	.217	.457
	N	184	184	184	184	184
CE16	Pearson Correlation	.087	-.378**	-.406**	-.003	-.293**
	Sig. (2-tailed)	.241	.000	.000	.962	.000
	N	184	184	184	184	184
CE17	Pearson Correlation	.094	-.395**	-.372**	.031	-.322**
	Sig. (2-tailed)	.203	.000	.000	.674	.000
	N	184	184	184	184	184
CE18	Pearson Correlation	.103	-.484**	-.493**	.045	-.243**
	Sig. (2-tailed)	.162	.000	.000	.541	.001
	N	184	184	184	184	184
CE19	Pearson Correlation	.139	-.310**	-.344**	.043	-.035
	Sig. (2-tailed)	.060	.000	.000	.561	.639
	N	184	184	184	184	184
CE20	Pearson Correlation	.097	-.073	-.120	.015	-.181*
	Sig. (2-tailed)	.192	.323	.104	.841	.014
	N	184	184	184	184	184
CE21	Pearson Correlation	.289**	-.127	-.184*	.089	-.089
	Sig. (2-tailed)	.000	.087	.012	.228	.228
	N	184	184	184	184	184
CE22	Pearson Correlation	-.017	.072	-.040	-.063	-.072
	Sig. (2-tailed)	.820	.334	.591	.399	.333
	N	184	184	184	184	184

CE23	Pearson Correlation	.152*	.023	-.058	-.010	-.108
	Sig. (2-tailed)	.040	.757	.433	.890	.146
	N	184	184	184	184	184

**P < 0.01 (2-tailed), *P < 0.05 level (2-tailed).

Source: Author's Calculation

7.5 Comparing Differences in the Total Community Empowerment Score (TCES) for Respondents' Demographics

The independent sample t-test revealed that TCES scores significantly differed across gender groups. The test results further revealed that female respondents carried more positive perceptions than male respondents (Table 20). After analysis, it was empirically proven that a statistically significant difference existed between the mean community empowerment scores for both male and female respondents with t value = 2.34, $p<0.05$. Therefore, null hypothesis 1 (H_{01}) was rejected. This finding of a significant difference in perception between males and females was in sync with past findings (Sinclair-Maragh, 2017). The reason for such an outcome might be bestowed upon the fact that employment opportunities are regarded as gendered in tourism industry (Kinnaird et al., 1994), and women seem to secure most of the low-paying and lower-level tourism-related jobs (Alrwajfah et al., 2020).

Similarly, while focusing on age and income, respondents who supported CMNT projects for community empowerment in Odisha were predominantly between the ages of 18-33, and earning income less than Rs.15000 per month (Table 20). Furthermore, the one-way ANOVA's result showed significant differences in TCES among respondents based on their age groups ($F=13.787$; $p<0.01$), and income levels ($F=5.647$; $p<0.01$). Therefore, both the null hypotheses 2 and 5 (H_{02} & H_{05}) were rejected. Our study findings were supported by previous studies (Sinclair-Maragh, 2017, Partanen et al., 2023). The rationale behind these findings might be attributed to, 1) youth and tourism are interdependent in of job opportunities, questions in workforce, and requirements for leisure activities (Robinson et al., 2019; Duncan et al., 2020), 2) for young people, tourism development can lead to future possibilities such as better amenities, conducive social atmosphere, and job creation (Partanen et

al., 2023), and 3) the perception that community controlled tourism might increase the economic benefits for the local people with lower income or might plough profits back into the community by employing local people and encouraging local production (Wen et al., 2021).

Table 20: Comparison of the mean (±SD) of TCES for respondents' demographics

Demographics	Characteristics	N	Mean	SD	t	F
Gender	Male	151	3.49	0.77	2.34*	
	Female	33	3.65	0.79		
Age	18 – 33 years	113	4.02	.45		13.787**
	33 – 48 years	63	3.69	.68		
	49 years and above	8	3.13	.94		
Education	Illiterate	33	4.02	0.61		1.216
	10th pass	84	3.83	0.61		
	12th pass	54	3.80	0.57		
	Graduate	13	3.99	0.63		
Occupation	Student	9	3.88	0.47		0.974
	Farmer	21	3.88	0.56		
	Tourism service provider	122	3.82	0.63		
	Unemployed	4	3.90	0.36		
	Others	28	4.06	0.54		
Income (monthly)	Below Rs15000	115	3.97	0.46		5.647**
	Rs15000 – Rs30000	50	3.76	0.72		
	Above Rs30000	19	3.53	0.85		

*$p < 0.05$, **$p < 0.01$.

Source: Author's Calculation

In Table 20, the ANOVA test results revealed that community empowerment scores differed insignificantly across education levels ($F=1.216$; $p>0.05$) and occupation types ($F=0.974$; $p>0.05$). Therefore, due to insufficient evidence, we did not reject the null hypotheses 3 and 4 (H_{03} & H_{04}) at $\alpha = 0.05$. So, it can be interpreted

that mean community empowerment scores were same for different education levels and occupation types of residents in Odisha.

7.6 Tukey Post Hoc Test

Tables 21 and 22 present the results of the Tukey's post hoc tests. With the purpose of finding the differences among groups, this test was conducted to scrutinize where the differences exist. Tukey's post-hoc test (Table 21) revealed mean community empowerment scores between the respondents belonging to the age categories of 18-33 years to 33-48 years at $\alpha = 0.05$ (p=0.341) had no statistically significant differences. However, the test results showed a significant difference in mean community empowerment score between respondents belonging to the age groups of 18-33 years and above 49 years (p=0.001) and so was for 33-48 years and above 49 years (p=0.010).

Table 21: Tukey HSD Comparison for age wise groups on community empowerment

(I) Age	(J) Age	(I-J) Mean Difference	Sig.
18-33 years	33-48 years	.12890	.341
	49 years and above	.77648*	.001
33-48 years	18-33 years	-.12890	.341
	49 years and above	.64758*	.010
49 years and above	18-33 years	-.77648*	.001
	33-48 years	-.64758*	.010

Source: Author's Calculation

Furthermore, Tukey's post-hoc test (Table 22) also revealed that respondents with income in the range of below Rs.15000 to above Rs.30000 showed highly significant scores (p=0.008) for variance on community empowerment compared to other groups of income at 5% level of significance.

Table 22: Tukey HSD Comparison for income wise groups on community empowerment

(I) Income in Rs (monthly)	(J) Income in Rs (monthly)	(I-J) Mean Difference	Sig.
Below 15000	15000-30000	.20657	.098
	Above 30000	.43914*	.008
15000-30000	Below 15000	-.20657	.098
	Above 30000	.23258	.309
Above 30000	Below 15000	-.43914*	.008
	15000 – 30000	-.23258	.309

Source: Author's Calculation

7.7 Mean Community Empowerment Score according to Respondents' Demographics

Table 23 depicts, based on demographic variables, relatively strong community empowerment values more than the middle of the used scale (2.5), indicating the positive impact of CMNT projects on community empowerment in Odisha. So, in conformity with the derived results, it can be concluded that residents living near the protected nature camps in Odisha were mostly convinced that CMNT projects can usher in an era of holistic community empowerment.

Table 23: The score of community empowerment by demographic variables

Demographics	Characteristics	Community empowerment score (mean ± standard deviation)	P value
Gender	Male	3.49 ± 0.77	< 0.05
	Female	3.65 ± 0.79	
Age	18 – 33 years	4.02 ± 0.45	< 0.01
	33 – 48 years	3.69 ± 0.68	
	49 years and above	3.13 ± 0.94	

Education	Illiterate	4.02 ± 0.61	> 0.05
	10^{th} pass	3.83 ± 0.61	
	12^{th} pass	3.80 ± 0.57	
	Graduate	3.99 ± 0.63	
Occupation	Student	3.88 ± 0.47	> 0.05
	Farmer	3.88 ± 0.56	
	Tourism service provider	3.82 ± 0.63	
	Unemployed	3.90 ± 0.36	
	Others	4.06 ± 0.54	
Income (monthly)	Below 15000	3.97 ± 0.46	< 0.01
	15000 – 30000	3.76 ± 0.72	
	Above 30000	3.53 ± 0.85	
Mean community empowerment score		**3.79 ± 0.63**	

Source: Author's Calculation

7.8 Summary

To sum up this chapter, this covers local communities' empowerment through CMNT in Odisha. For this, demographic analysis of the respondents was checked at first. The weighted average score of all the community empowerment items was found out and ranked on the basis of significant transformative effect of CMNT camps as perceived by those respondents. Then, a correlation matrix between community empowerment variables and respondents' demographics (gender, age, education, occupation and income) was checked. As per the result of t-test and ANOVA, null hypotheses of H_{01}, H_{02} and H_{05} were rejected, whereas null hypotheses of H_{03} and H_{04} were failed to reject. Further, Tukey's Post Test was performed for different age groups and income groups among respondents. In the end, the mean community empowerment score for the respondents' demographics was found to be 3.79 which was more than the average of a five-point rating scale, indicating the positive impact of the CMNT project on community empowerment in Odisha.

CHAPTER-8

FINDINGS AND CONCLUSION

8.1 Introduction

The current chapter is composed of three sections, namely, findings of objectives, conclusion, suggestions to the government, tourism policy makers, tourism planners and non-governmental organisations, and limitations and future research. In the first section, it described all the findings of each and every objective by analysing the collected data respectively. In the next sections, the researcher made conclusion for each objective by presenting their practical implications for academics and policy formation. Furthermore, the researcher gave suggestions to different stakeholders of CMNT and acknowledged the limitations of the current study, and based on those limitations, encouraged to conduct future research.

8.2 Findings of Objectives

The first objective was explored in chapter 4. It is necessary to check the literature (Table 1), principles of CBT (section 2.1.3) and stakeholders' perspectives (Chapter-4) to get a comprehensive discernment of conceptualization of CMNT. The seven emerged themes extracted are as follows-

Community Governance: It was crucial to involve local community members for the success of a tourism project. Further, it was more important to share ownership with the local community. Otherwise, there remained always the chance for conflicts of interest and antagonists. Both the literature and the interviewee's response supported community management for tourism projects in their locality.

Community Participation: The term 'Community' was present in both concepts- CBT and CMNT. The local community was the primary constituent of tourism project development. The involvement of the community made sure about the success of tourism development in their locality. According to an interviewee, the academician, the participation of a community in tourism activities should not be passive, rather it should be active participation.

Socio-Economic Benefits: The definition from the literature and the stakeholder's opinion; agree on the point that the financial benefit of this type of tourism, goes to community members for their development. A site manager of a CMNT area mentioned that 35% of revenue was shared with those community members (Ecotourism Group- ETG) who were engaged in providing tourism services, like- room service, F&B production, services, nature guide and safari driver, etc.

Capacity Building: The local communities get economic uplift and stability only when they undergo the capacity building process. The respondents shared that the community members should keep a learning attitude which would create awareness about the tourism industry among themselves. This attitude would enhance their professional knowledge and encourage them to undergo training programmes, enhancing their skills in hospitality.

Environmental Sustainable Practices: In tourism, when nature is concerned, it must be conserved and preserved for future generations. Rural-local communities helped in the conservation of forests and wildlife. The local people had an awareness of the benefits of the conservation of natural resources. So, they were playing a major role in protecting the nature.

Institutional Support and Stakeholder Collaboration: Institutions of Government and others play important roles in tourism development programmes at any community region. In CMNT, there was a collaboration among the Government of Odisha, the state's Forest Department and the local community. Also, they cooperated with each other for their mutual benefits, where the forest was conserved by the community and the community received developments in their area, in return.

Tourist Engagement and Service Quality: The principle of CBT says for cross cultural learning. This cultural learning is only possible for host and guest interaction. In this study, the 'Host' referred to the community and the 'Guest' referred to the tourists. Tourists were sharing their experiences and suggesting about the services, and accordingly, the local service providers incorporated those suggestions. Also, they shared their indigenous local knowledge with tourists. Both the literature and stakeholders of CMNT had mentioned the same.

One of the major findings was “Tourist Engagement and Service Quality” in the form of ‘Host and guest interaction’, which was not conceived as a prime condition in earlier accepted definitions, but the current study recognised it as an inevitable part of the CMNT concept. Throughout the current study, it was found that ‘community’ was the main and constant variable in different literature, where the different authors had linked the term ‘community’ according to their research and findings. For instance, Community Based Tourism (CBT), Community Based Tourism Initiative (CBTI), Community Base Enterprises (CBEs), Donor-Assisted Community-Based Tourism (DACBT), Community Based Eco-Tourism (CBET) (Sonjai, et. al, 2018) and Community Led Tourism, etc. The present study considered the term ‘community’ in the same criteria too.

The term “Community Managed Nature Tourism” bears two important sections- one is ‘Community’ and another is ‘Nature Tourism’. The middle term ‘Managed’ acts as a differentiator from those community related tourism. In basic understanding, Community Managed Nature Tourism (CMNT) is defined as a kind of tourism where the nature is managed by a community.

The definition of CMNT can not be justified only by its literal meaning. The description including the seven emerged themes makes it more meaningful and supportive of the previous studies. By including these themes, a subjective definition of CMNT can be “A type of tourism in which community participates actively by taking ownership of tourism development programme where they provide tourism related services to guest with the aim of financial benefits along with conserving the natural resources at their locality”.

The second objective was explored in chapter 5. This section deals with the interpretation of the findings of the current study. The first research question of the second objective investigates how the CMNT project has impacted the overall number of tourist footfall in Odisha from 2016 to 2024. The state received tourists in an increasing order till 2018-19, but after that, from 20219-2020 to 2021-2022, the number of tourists went down, which caused a negative growth rate for two consecutive years. The primary and prominent reason for this downfall of tourists and

the negative growth rate is that during that period, the world was hit by the severe COVID-19 pandemic (Harapan et al., 2020). Due to this pandemic, all commerce and industries were badly affected by restrictions of the central government (Bhaduri et al., 2020), and the tourism industry was devastated due to its human sensitivity in nature. Also, before the pandemic, Odisha had faced a severe cyclone- 'Fani' in 2019 (Nandi et al., 2020). In the same period, the CMNT project went in contrast to the state's overall tourism industry, where the number of tourist visits moved in increasing order and the growth rate remained in positive numbers. This indicates that during the COVID-19 pandemic, the overall tourism industry in Odisha, which encompasses religious tourism, rural tourism, heritage tourism, and other forms of tourism, was badly impacted, but the CMNT project showed its resilience. This signifies that the project has contributed to Odisha's tourism industry with positive numbers of tourists where other forms of tourism fail.

The second research question of the second objective is to explore the trend in revenue generation by the tourism industry in Odisha and the attribution of the CMNT project to it. The trend of revenue generation by the tourism industry of Odisha was increasing until 2018-19, but after that, the next three financial years, it faced a declining trend in revenue generation. The reason behind it may be attributed to the ill cause of the super cyclone- Fani and the COVID-19 outbreak in the same year. This resulted in a lower AGR for the state during the study period. Whereas, in CMNT, the revenue rose each passing year in same timeframe, and its AGR showed a positive number in that period. This means that CMNT never fails to contribute revenue positively towards Odisha's tourism industry, whereas other forms of tourism in the state might have failed to generate revenue positively during the same period.

The calculated moving averages illustrate trend lines for revenue generation in both Odisha's tourism and CMNT (see Figure 5). For the state's tourism, the actual revenue line chart shows a higher-valued trend line compared to both the two-year moving average and the three-year moving average. Also, in the case of CMNT revenue generation, the actual revenue trend line chart surpasses both the two-year and three-year moving average trend lines. This depicts that the actual trend of CMNT's growth and contribution to Odisha's overall tourism defies the mathematical

prediction. Furthermore, the trend in tourist visits for Odisha's tourism and CMNT shows similar results, mirroring the trend pattern of their revenue generation, as depicted by the plotted trend lines in Figure 4.

The third objective in chapter 6 was built on the premise that CMNT activities and growth play a solid role in transforming the individual wellbeing of the service providers engaged with it in Odisha. Undoubtedly, the positive attitude of residents towards CMNT is a critical success factor for its growth and development in Odisha. The study drew largely from social exchange theory and encompassed two constructs (CMNT growth, and individual wellbeing). For the study purpose, three dimensions of individual wellbeing namely financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were derived from the work of Baniya et al. (2018). This study mainly aimed to assess how service providers' individual wellbeing is affected by various CMNT growth factors. The study findings revealed that there exists a strong relationship between CMNT growth and service providers' enhanced individual wellbeing. During the study, it was also observed that the service providers were not highly optimistic regarding the expected benefits of CMNT activities in the beginning. However, once the CMNT activities started to grow and service providers became aware of its benefits in the latter stages, they began to support CMNT growth in their areas.

In chapter 7, the fourth objective's results highlighted the role of CMNT projects in bringing about empowerment of the residents living in the vicinity of these protected tourism resources in Odisha. Notwithstanding, non-homogeneity among the local population and their understanding of socio-cultural empowerment often influence their perceptions about the role of these projects in fostering community empowerment. The study findings revealed that 1) communities were in support of CMNT projects for community empowerment in Odisha, 2) total community empowerment scores (TCES) significantly differed across gender groups, age groups, and income levels of the residents, and 3) no significant differences were found across education levels and occupation types of the residents. Also, from the study findings, it was quite evident that CMNT projects led to economic, psychological, social, and

political empowerment, which agrees with the four CBT principles identified by Scheyvens (Scheyvens, 1999).

8.3 Conclusion

i) Looking at the progress of tourism linked to community, many diverged domains of research have been practised. The present study demonstrated the interlinked names and terminology around 'community' and 'tourism'. Many researchers have studied with different goals, principles and criteria. From mass tourism to sustainable tourism has been reviewed in line with this. Different sets of development have been evaluated to monitor the progress in this type of tourism (Moscardo, 2008).

The current study used definitions of CBT from the literature and principles of CBT to match with stakeholders' replies on CMNT. A checklist was forwarded, by reviewing those definitions under seven themes of community tourism: community governance, community participation, socio-economic benefits, capacity building, environmental sustainable practices, institutional support and stakeholder collaboration, and tourist engagement and service quality in CMNT. And then, a subjective definition of CMNT was tried to provide. The proposed definition is one of the preliminary constructions which intends to offer a hope for the development of a framework in future research.

ii) The current study has assessed the contribution of the CMNT project regarding tourist inflow and revenue generation, towards the overall tourism growth in Odisha. From this, it is known whether the CMNT project has any role in boosting tourism growth in Odisha. From this study, major finding is that despite the negative annual tourist growth rate of the state's tourism from 2016-17 to 2021-22, the CMNT project has maintained and contributed positively to being resilient to the COVID-19 pandemic outbreak. Since the initiation of the CMNT programme, it has generated revenue in a positive trend and contributed to the tourism industry with higher revenue each successive year.

An argument may arise that the actual number of tourist footfalls and revenue generated by CMNT is less compared to the overall tourism industry in Odisha. However, the focus of our study is whether this contribution is positive. Our study reveals that the CMNT project holds future potential, especially given its current initial phase. Our findings align with Mora and Daniel's (2019) study, which found a payback period of more than five years for tourism projects. Additionally, Ozorio and Janer (2013) discovered that while the financial results of a CBET project may not be satisfactory even after nine years, there exists a positive economic multiplier effect, contributing to image visibility and area enhancement.

iii) Although CMNT camps have been implemented in Odisha only till now, there is still not enough understanding regarding its impact on individual lives in rural areas. This study acknowledges that the CMNT growth in the study sites has improved the individual wellbeing of service providers engaged with it, in terms of financial, purpose of life and subjective wellbeing, and community attachment and satisfaction, which contribute to social transformation, thus enhancing the worth of community managed tourism in rural areas.

iv) In this sense, the present study is expected to contribute theoretical and practical knowledge towards the body of research in community-managed tourism growth and development in developing states and, more particularly, in Odisha.

8.4 Suggestions to the Government, Tourism Policymakers, Tourism Planners and Non-Governmental Organisations

i) The findings of the current study have some practical implications for different stakeholders of the CMNT project. The government of Odisha has started this project as a five-year project, and it has completed the timeline. By keeping this in view, its future potential and key role in contribution to the tourism industry of Odisha, the policymakers of this project can take measurable steps in planning and execution in the next steps. The state government should do more promotional activities for it and do more advertisement campaigns at national and global levels media to attract more tourists and revenue as well. The results may encourage the participants in the project to continue their involvement and work on future development.

ii) The aggressive promotion of CMNT requires a more professional approach, which must be adequately supported by government tourism-centric policies and strategies. In this regard, NGOs can also play a pivotal role by collaborating with each other to strengthen their promotional activities and engage travel agencies to provide their communities with a better and leading public profile (Wani et al., 2023).

iii) In a developing country like India and a state like Odisha, to alleviate the extreme levels of poverty, especially in remote areas, CMNT can evolve as an effective tool in the long run. Moreover, the current study offers meaningful insights to policymakers, administrators, and government that CMNT can evolve as a dominating force that can contribute towards wellbeing of the local people. Therefore, policymakers can involve tourism development as a policy agenda for the enhancement in the overall wellbeing of the population (Wani et al., 2023). Following the steps of the Odisha government, other states can also replicate and implement the CMNT model in their own states to enhance the individual wellbeing and residents' quality of life of the residents, especially in villages, which usually contain relatively higher populations and lower per capita earnings.

iv) Apart from this, considering residents as one of the important stakeholders in tourism development, tourism planners need to be aware of the demographic profile of those who are in support of CMNT projects while strategizing for community-managed tourism development in Odisha. These results are anticipated to not only assist in community development but also in seeking active participation from the local community members. In this context, the present study is expected to contribute both theoretical and practical knowledge to the research of academia, industry professionals, and the developmental planning of states and provinces, particularly in Odisha.

8.5 Limitations and Future Research

i) This current study has limitations as it has not considered other sufficient factors and themes that may influence the concept of CMNT. The future work can consider the community's attachment, psychology, perception, etc. as influencing themes to CMNT. At present, this study allows a better conceptualization of

Community-Managed Nature Tourism and allows interested parties or stakeholders to distinguish it from similar forms of tourism.

ii) The present study has investigated the role of the CMNT project in boosting tourism growth by contributing to tourist inflow and revenue generation in Odisha. However, this study bears some limitations in the form of data and the method of analysis. Firstly, the ecotourism data furnished by the ecotourism cell of the Forest and Environment Department, Government of Odisha has not been up to date till 2024-25, during the data analysis period. The Annual Ecotourism Report has not been published after 2019-20 till the analysis period, which creates an obstacle for researchers and other stakeholders. Secondly, the current study reveals that the data on annual tourist visits and revenue covers a period of eight years only because the CMNT Programme was launched in 2016-17. So, the data based on this limited time frame was insufficient to carry out statistical analysis, resulting in insignificant outcomes. Because of these, the current study was limited to plotting line charts, calculating moving averages, creating trend lines for them, and in the end, comparing the growth rate between Odisha's tourism and CMNT. At present, it can not be assumed that the study's generalizability to other settings of research. However, studies similar to the present context can be performed by researchers in the future, with different objectives and perspectives.

Keeping these points into consideration, future research can be carried out when the CMNT project completes a time period of ten years or more, which will help for proper time series analysis, a comparative study between CMNT and Odisha Tourism, or the impact of CMNT on Odisha's tourism under factors of influence like environment, stakeholder perspective, and local community perception, as analysed previously by different researchers with varied circumstances (Choi & Murray, 2010., Fauzel & Seetanah, 2023., Saarinen, 2010). These findings will validate the merit of the study, and in this way, the study welcomes future research in these contexts for more validation.

iii) Lastly, like other studies, the current study is also plagued by few limitations. First, the sample size is comparatively low since it was gathered from only

eight destinations where CMNT camps were set up. A larger sample size would have considerably increased the study's generalizability, hence future research should take this into account. Second, our study has considered only service providers as a target population, so it is firmly advocated suggested that future studies may undertake a study with different stakeholders. However, the study's outcomes agree with those of other similar investigations in different geographical territories.

iv) This study investigated the role of CMNT projects in facilitating both community empowerment and how different demographic variables such as gender, age, education, occupation, and income of the local residents influence their perception towards community empowerment through these projects. There are, however, noticeably different demographic variables that were not examined in this study and might have affected the study findings. Therefore, further studies may be undertaken to illustrate a more inclusive range of demographic features influencing the perception of the local residents. Moreover, since this study focused mainly on Odisha, the idiosyncrasies specific to the state may act on the generalizable ability of this study findings to other contexts. Hence, this relationship should also be explored in other contexts to endorse the reliability of outcomes in other settings. For instance, although this study's results showed that different educational qualifications of the local residents had no significant influence on the relationship between CMNT projects and community empowerment, many past studies suggested that levels of educational qualification had an impact on the local residents' perception towards empowerment (Rachmawati et al., 2021). Therefore, this outcome might be specific in this study context, thus calling for further research to validate the merit of this finding.

APPENDIX–I
Research Information Sheet

Topic: COMMUNITY-MANAGED NATURE TOURISM: THE TRANSFORMATIVE EFFECT ON INDIVIDUAL WELL-BEING AND COMMUNITY EMPOWERMENT IN ODISHA

This topic is undertaken as a part of the Doctor of Philosophy (PhD) work. The study intends to know about the community empowerment and individual well-being of the local residents through Community Managed Nature Tourism (CMNT) Camps at eco-tourism sites in Odisha. The information provided by you will be strictly used for academic purposes and will not be shared with others or not be used for commercial purposes. Your participation in this project will involve answering a set of questions in the survey form with a time estimation is approximately 20– 30 minutes. Your kind cooperation is highly solicited.

Thanks and Regards.

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RESPONDENT PROFILE Nature Camp:

PART- A

Sl No.	Profile	Response
1	Gender	i) Male ☐ ii) Female ☐
2	Age (years)	i) 18-30 ☐ ii) 31-45 ☐ iii) 45-60 ☐ iv) Above 60 ☐
3	Occupation	i) Hotel staff ☐ ii) Vendors ☐ iii) Tour operators ☐ iv) Tour guides ☐ v) Others ☐
4	Education Level	i) Up to primary ☐ ii) Secondary ☐ iii) Graduation ☐ iv) Above graduation ☐

PART-B

(Indicate from 0 to 1 to what extent you agree or disagree to the statements)

Strongly Disagree = 1

Somewhat Disagree = 2

Can't Say = 3

Somewhat Agree = 4

Strongly Agree = 5

Sl. No.	Statement	1	2	3	4	5
1	I could handle a major unexpected expense					
2	I am securing my financial future					

3	Because of my money situation, I feel like I will never have the things I want in my life					
4	I can enjoy life because of the way I am managing my money					
5	My life has a clear sense of purpose					
6	I have a good sense of what makes my life meaningful					
7	I have discovered a satisfying life purpose					
8	I feel like I am free to decide for myself how to live my life					
9	I generally feel free to express my ideas and opinions					
10	I feel like I am pretty much be myself in my daily situations					
11	People I know tell me I am competent at what I do					
12	Most days I feel a sense of accomplishment from what I do					
13	I often feel very capable					
14	I get along with people I come into contact with					
15	I consider the people I regularly interact with to be my friends					
16	People in my life care about me					
17	It is my ancestors place and I cannot imagine leaving it for any reason					
18	I was born here and I spent most part of my life here itself.					
19	I will be very sad if I have to leave this place					
20	Though I would be able to make more money than here if I leave this place but how can I leave my ancestors for sake of money					
21	My local community is the right place to raise my family					
22	I am satisfied with the programmes and opportunities available here to earn money					
23	I witness improvement in medical and heal services here					
24	I observe improvement in local shopping facilities					
25	Tourism promotes economic growth					
26	Tourism preserves cultural artifacts					
27	Tourism expands commercial prospects					
28	Tourism enhances service to visitors					
29	Tourism involves local community members					
30	Tourism enhances the wellbeing of the locals					
31	Tourism helps locals to reap direct benefits					

Thank you for taking the time to complete the survey!
We appreciate your time and willingness to share your opinions

RESPONDENT PROFILE Nature Camp:

PART- A

Sl No.	Profile	Response
1	Gender	i) Male ☐ ii) Female ☐
2	Age	i) 18-33 years ☐ ii) 33-48 years ☐ iii) 49 years & above ☐
3	Highest Education	i) Illiterate ☐ ii) 10th pass ☐ iii) 12th pass ☐ iv) Graduate ☐
4	Occupation	i) Student ☐ ii) Farmer ☐ iii) Tourism Service Provider ☐ vi) Unemployed ☐ vii) Others ☐
5	Income (Monthly)	i) Below Rs.15,000 ☐ ii) Rs.15,000- Rs.30,000 ☐ iii) Above Rs.30,000 ☐

PART-B

(Indicate from 0 to 1 to what extent you agree or disagree to the statements)

Strongly Disagree = 1

Somewhat Disagree = 2

Can't Say = 3

Somewhat Agree = 4

Strongly Agree = 5

Sl No.	Statement	1	2	3	4	5
1	Tourism in my area helps me pay my bills					
2	Income from tourism gives me choices in how I spend my money					
3	Tourism in my area brings lasting economic benefits to local community					
4	Tourism in my area supports public facility development here					
5	Most profits from tourism in my area go to local elites, outside operators, or government agencies					
6	Almost all individuals or families gain direct financial benefits from tourism in my area					
7	Tourism in my area makes me feel special because people travel to see my area's natural resources or traditional culture					
8	Tourism in my area makes me feel proud of my culture					
9	Tourism in my area makes me want to share my traditional knowledge with the visitors					
10	Tourism in my area increases my confidence that I will find local employment					
11	Tourism in my area increases my status in the community					
12	Tourism in my area makes me want to seek out further education and training opportunities					
13	Tourism in my area makes me feel that my culture and way of life is inferior					
14	Tourism in my area restricts my access to natural resources					
15	Tourism in my area makes me feel disillusioned with tourism development					
16	Tourism in my area makes me feel more connected to my community					
17	Tourism in my area provides ways for me to get involved in my community					
18	Tourism in my area encourages me to work with others to ensure it is a success					
19	Tourism in my area increases the conflict within my community					
20	I have an opportunity to voice my opinions about tourism development in my area					
21	Tourism decision-makers would ignore my opinion about tourism development in this area					
22	My needs and interests are considered in the tourism development process					
23	I can ask questions relating to the tourism development process in the area					

Thank you for taking the time to complete the survey!
We appreciate your time and willingness to share your opinions.

APPENDIX–II
Research Information Sheet

Topic: COMMUNITY-MANAGED NATURE TOURISM: THE TRANSFORMATIVE EFFECT ON INDIVIDUAL WELL-BEING AND COMMUNITY EMPOWERMENT IN ODISHA

This topic is undertaken as a part of the Doctor of Philosophy (PhD) work. The study intends to know about the perspectives of tourism stake holders on Community Managed Nature Tourism (CMNT) Camps at eco-tourism sites of Odisha, impacts of CMNT on Odisha's Tourism industry, individual well-being and community empowerments of local residents involved in tourism activities. The information provided by you will be strictly used for academic purposes and will not be shared with others or not to be used for commercial purposes. The interview will be around 30-45 minutes and to avoid wrong interpretation of your views and opinion, an audio record & full notes will be taken. Your kind cooperation is highly solicited.

Thanks and Regards.

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Designation: **Date:**

Nature of Work: **Work Experience:**

Background

1. What is your official role in tourism industry?

2. How long have you been associated with tourism industry?

3. What is your nature of work?

Like as; working directly/ closely with community,

Or policy making for local, regional and central government,

Or research,

Or anything else related to tourism? Please specify.

Odisha Tourism

4. How do you see the performance of Odisha Tourism industry in the context of India Tourism ?

5. In which types of tourism, Odisha is considered as one of the best performing state in India?

6. Odisha with 450 km long coast line and around 34% areas of forest coverage, what will you say about the potential of eco-tourism in Odisha?

CMNT – Definition & Objectives

7. During the year 2015-16, Govt. of Odisha has started Community Managed Nature Tourism (CMNT) camps with the inclusion of forest living people at eco-tourism sites. What is your primary impression on it?

8. If someone ask you about Community Managed Nature Tourism (CMNT), how do you define it?

9. What is/ are the objective(s) of CMNT to be achieved? Social, environmental, cultural, economy etc.

10. How are these objectives being achieved? Specific plan and policy.

Community Empowerment & Individual Well Being

11. How do the local people get involve in CMNT? Self-interest or Govt. initiative

12. Based on your experience, do you feel the local community members get benefits by involving tourism activities? If Yes, Explain about- economic (financial profit

share), psychological, social (community attachment), political (decision making power)

13. Do you have any other specific suggestions to empower these communities?

CMNT Impacts

14. According to you, what is/are the impact(s) of CMNT on Odisha's Tourism ?

15. Do you think 'CMNT' brings positive change in Odisha Tourism ? If 'Yes', explain in which areas, 'positive changes' are happening? Like- social, environmental, economy, cultural etc.

16. What factor do you think support or hinder the success of 'CMNT' ?

Suggestion/ Opinion

17. According to you, what should government and private sector do to grow 'CMNT' ?

18. How do you see the future of 'CMNT' project ? Considering community & tourism industry

19. What is your final suggestions/ opinion on 'CMNT' project ?

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Educational Details:

- PhD in Tourism and Hospitality Management at Mizoram University (A Central University), Aizawl, India (Pursuing).
- Master Degree in Tourism and Hospitality Management at BJB (Auto) College, Bhubaneswar with first class (2019).
- Bachelor of Science under F.M. University, Balasore, Odisha with first class honours with distinction (2016).
- Intermediate of Science under CHSE, Odisha with first division (2013).
- High School, under BSE, Odisha with first division (2011).

Research Paper:

- Published a research paper titled "Exploring the Transformative Effect of Community Managed Nature Tourism on Community Empowerment in Odisha: Perspective from Local Residents" in Journal of Tourism Insights, 14, 19, 2024, 10.9707/2328-0824.1431
- Published a research paper titled "Community-Managed Nature Tourism and Tourism Growth: A Case Study of Odisha, India" in International Journal of Current Humanities and Social Science Researches, 9(1), 2025. ISSN 2456-7205

Book Chapter:

- A book chapter titled "Insights Into Community Based Tourism Through 'Atmanirbhar Bharat Abhiyan' : Post Covid-19 Era" published which was presented to National Seminar "Local Governance and Management in North East India" organized by Department Of Management, Mizoram University
- A book chapter titled "Lensing Economy of Odisha Through Community Based Tourism" published on the Edited Book "Tourism & Hospitality Sector: Empowering Inclusive Growth" by Department of Tourism And Hospitality Management, Mizoram University

- A book chapter titled “Prospects and Challenges of Community Based Tourism” published on the book “Sustainable Business Practices Post-Covid Era” by Manipal University, Jaipur
- A book chapter titled “Human Development in North-East India: A Multi State Study” published on the Edited Book “Administration and Local Governance in North East India” by Department Of Management, Mizoram University
- A book chapter titled “The Role of Agritourism In Rural Development: A Case Of Mizoram” published on the Edited Book “Sustainable Practices in Tourism and Hospitality” by Department of Tourism And Hospitality Management, Mizoram University
- A book chapter titled “Potential of Mizoram in Becoming Top Tourism Destination in India” published on the Edited Book “Emerging Markets and Opportunities” by Department of Commerce, Nagaland University

International Conference:

- A paper presented on "Community Based Tourism and Economic Self-reliance of locals in Developing Countries" at International Conference on Innovative Business Practices in Digital Era organized by Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal on 28th – 30th December, 2020
- A paper Presented on " Fostering Women Empowerment through Tourism: Evidence From Odisha" at International Conference on Women Empowerment in Science and Technology organized by NIT, Warangal on 8th – 10th March, 2021
- A paper Presented on " Odisha Ecotourism: A Holistic Developmental Approach" at International Conference on Emerging Opportunities in Tourism and Hospitality Industry organized by Mohanlal Sukhadia University, Udaipur on 25th June, 2021
- A paper presented on “Nature-based Tourism and Individual Community Well-Being: Insights from Balasore District, Odisha” at International Conference on “The role of Innovation Entrepreneurship and Management for Sustainable Development” organized by OP JINDAL UNIVERSITY on 27th - 28th November, 2021
- A paper presented on “Puri as a Tourism Destination: A Descriptive Study” at International Conference on “Reflection of New Tourism and New Normal I Post

COVID-19 World" organized by DTTM, Central University of Jammu on 26th-27th May, 2022

- A paper presented as second author on "Urban Tourism and Covid-19 Pandemic: Effects and Revival Actions in Indian Context" at International Conference on " Reflection of New Tourism and New Normal I Post COVID-19 World" organized by DTTM, Central University of Jammu on 26th -27th May, 2022
- A paper presented on "Conceptualizing Community-Managed Nature Tourism: From Tourism Stakeholders' Perspectives" at International Conference on Business Sustainability & Innovation organized by Doon Business School, Dehradun on 1st-2nd May, 2023
- A paper presented on "Role of Community Managed Nature Tourism and Eco-Retreat in Boosting Odisha's Tourism Industry" at International Conference organized by Shillong college & NEICMA on 5th-6th May 2023
- A paper presented on "The Role Of Agritourism In Rural Development: A Case Of Mizoram" at International Conference On Redefining Tourism Through G20's Key Priority Areas (Kpas) organized by DTHM, Mizoram University on 18th-19th May 2023

National Conference:

- A Paper Presented on "Insight into Community Based Tourism Through ' Atmanirbhar Bharat Abhiyan' : Post Covid" at National Seminar on Local Governance and Management in Northeast India organized by Dept of Management, Mizoram University on 14th –15th January, 2021
- A paper presented on "Transforming Odisha Tourism Through Community-Managed Nature Tourism Camps" at National Conference on Human Resource Management and International Business in The Digital Era organized by Department of Management Studies, JMI on 21st September, 2022

Workshop/FDP/Webinar:

- Attended Two days National Online Workshop on "Research For Academic Excellence" organized by SRM Institute of Science and Technology, Ramapuram, Chennai on 22nd - 23rd July, 2021

- Attended One week Skill Development Programme organized by DTHM, Mizoram University on 26th- 30th July, 202
- Attended a National Webinar on "Financial Empowerment Through Wealth Creation" organized by Department of Commerce, Mizoram University & AMFI on 8th October, 2021
- Attended a FDP on "Protection and Management of Indian Heritage Assets: Key Aspects and Challenges" organized by DTHM, Mizoram University & ATAL on 8th-12th November, 2021
- Attended a Workshop on "Advanced Research Methodology" organized by SIMSREE, Mumbai & ATAL on 22nd-26th November, 2021
- Attended a FDP &Workshop on "Statistical Tools On Research Methodology" organized by SFIMAR & ICSSR, Mumbai on 31st January - 5th February, 2022
- Attended a workshop on Personality Development for 21st century professional students organized by DTHM with DST- Technological Enabling Centre, Mizoram University
- Attended a Two weeks workshop on Python organized by Technological Enabling Centre (DST Funded), Mizoram University on 7th- 23rd November, 2022
- Attended a 5 Days Online FDP on Systematic Literature Review organized by GL BAJAJ Institute of Management, Greater Noida on 12th-16th June, 2023
- Attended a Three Days Workshop on Structural Equation Modeling (SEM) using SPSS and AMOS organized by the Department of Research and Publications, A2Z EduLearningHub LLP on 7th-9th November. 2023
- Attended One-day awareness programme on ORCID and INFLIBNET services for scholarly communities organized by the INFLIBNET Centre, Gandhinagar, Gujarat in collaboration with Mizoram University on 22nd May, 2024

(JAGADISH BEHERA)

PARTICULARS OF CANDIDATE

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ABSTRACT

COMMUNITY-MANAGED NATURE TOURISM: THE TRANSFORMATIVE EFFECT ON INDIVIDUAL WELL-BEING AND COMMUNITY EMPOWERMENT IN ODISHA

AN ABSTRACT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

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DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

SCHOOL OF ECONOMICS, MANAGEMENT AND INFORMATION SCIENCE

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COMMUNITY-MANAGED NATURE TOURISM: THE TRANSFORMATIVE EFFECT ON INDIVIDUAL WELL-BEING AND COMMUNITY EMPOWERMENT IN ODISHA

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CHAPTER 1: INTRODUCTION

1.1 Nature Tourism Concept

In recent years, the concept of nature tourism has received significant importance as an increasing number of tourists are visiting natural environment sites by following sustainable practices which has minimum effect on the ecosystem (Cheung & Fok, 2013). Nature tourism is also referred as ecotourism or nature based tourism, interchangeably (Higgins, 1996). This kind of tourism becoming popular which emphasises to travel, enjoy and appreciate the relatively undisturbed natural settings. It is not just about visiting any beautiful places; it involves a deeper engagement with the nature, encouraging tourists to immerse themselves in the study, admiration, and enjoyment of scenery and wildlife habitats as well. Furthermore, it includes exploring the culture of host communities which enriches visitors' experience by promoting cultural exchange between the locals and tourists. This holistic approach fosters a greater appreciation for the natural environment and promotes sustainable practices to preserve the ecosystem for future generations. In this way, the nature tourism serves as a bridge between the conservation of nature and the economic enhancement of host communities, amplifying the preservation of both nature and culture.

One of the important characteristics of the nature based tourism is its low negative impact on the environment (Jupendri et al., 2020) which plays a role in preservation of the nature, emphasizing sustainability and attracting tourists as a result. This kind of tourism promotes responsible travel which minimizes harm to the ecology and wildlife by eco-friendly practices. So, this encourages tourists who want to explore nature's beauty to be conscious of their impact on the environment. Moreover, the nature tourism has the potential to contribute significantly to the socio-economic wellbeing of the host community and the nation (Karst & Nepal, 2021). The tourist inflow stimulates the local economy and provides an option of livelihood for those communities that mostly depend on tourism. In this way, countries can create job opportunities, like hospitality staff, tour guides, artisans and local vendors through nature based tourism (Ndanusa et al., 2014). This supports local businesses and fosters a sense of pride among communities about their natural and cultural heritage. Also,

the revenue generated from tourism activities is reinvested in the protection and conservation of nature. These tourism activities when done in a responsible way, bring mutual benefits among tourism, local communities and the environment.

1.2 Relationship between Nature Tourism and Community

The relationship between nature tourism and local communities brings empowerment in many ways; like economic development, capacity building, decision-making power, and social attachment among community members along with their culture and environment preservation (Das & Chatterjee, 2015). Nature based tourism creates opportunities for jobs for the local community, supports their business and increases revenue earning which helps in further investment in local infrastructure, health and education. The involvement of communities in tourism activities develops a sense of ownership among themselves about their natural resources. This helps communities to preserve their local customs and cultural heritage and brings pride among them. Moreover, the awareness about environment issues motivates them to engage in conservation activities and to protect the ecology (Turner. 2004). When the capacity building is concerned, training and educational programmes help community members to enhance their skills in hospitality, sustainability and leadership (Tang, 2019). It is the collaborative nature between community and tourism, that strengthen the relationship among community members, develops stronger bonds and brings solidarity. When the locals engage in tourism activities, they get a chance to put their voices and have representation in decision making process about their natural resources and conservation (Mak et al., 2017). Overall, this benefits local communities and attracts tourist to visit their places.

The relationship between nature based tourism and community creates diverse impacts. One of the impacts is that it increases the income of the local community by attracting tourists who spend money for receiving services like food and beverages, accommodations and purchasing local handicrafts. These create job opportunities for the locals in the form of hospitality staff, tour guides, artisans, vendors and suppliers (Jaafar et al., 2013). Another aspect of the relationship between nature based tourism and community is that a sense of ownership develops among local people for their

natural resources and cultural heritage which brings confidence and pride in their environment (Rachmawati, 2020). Political empowerment is one of the outcomes of the relationship between nature tourism and the community through which the community is involved in decision-making and this allows them to take active participation in planning and management of tourism activities (Mak et al., 2017).

One of the major outcomes of the relationship between nature based tourism and community is that it can not be avoided in terms of the purpose of life and the subjective wellbeing of the local communities. This relationship enhances the local's sense of purpose as they are involved in preserving the nature through tourism activities which contribute to their overall wellbeing (Andereck & Nyaupane, 2010). Additionally, this encourages local communities to showcase their culture and heritage which enhances their individual self-esteem and brings a sense of fulfilment. This is directed to the community attachment and satisfaction by strengthening social bonds and a sense of belongingness among community members (Huang & Stewart, 1996) through the promotion and management of tourism activities in their locality. This combination of enhanced social connections and cultural pride promotes a deeper community attachment and increased satisfaction in their lives.

1.3 Rise and Growth of Nature Tourism in Global Perspective

The tourism industry linked with the nature has seen its growth in both developed and developing nations, in all regions of the globe. Africa is one of the primary choices for nature tourism, wildlife safaris in particular. In Africa, countries such as Kenya, Tanzania and South Africa have developed their tourism industry based on rich biodiversity and wildlife (Okello, 2014). In this region, the rise of community-based tourism initiatives has encouraged local communities to be involved in conservation efforts, obtaining economic benefits from it. In North America, both the United States and Canada have an extensive network of national parks and protected areas, which attracts tourists in million numbers annually (Eagles & Mclean, 2023). In the United States, the National Park Service (NPS) plays an important role in the promotion of nature tourism through different programmes. Many activities like hiking, camping and wildlife visits have grown at popular destinations by nature enthusiasts from

around the globe. Again, this kind of popularity for nature tourism is visible in South America. The Amazon rainforest is one of the most seeking destinations among tourists (Jesus, 2010). The biodiversity and ecosystems of this region attract tourists, who prefer destinations related to ecology, wildlife and adventure activities. South American countries like Brazil and Peru are promoting the conservation of nature by providing economic benefits to the local communities with the development of sustainable tourism initiatives (Yanez & Sevilla, 2010). The number of responsible tourists has risen around these initiatives. Europe is sought-after for its history and culture, where nature tourism is becoming popular as tourists travelling to enjoy outdoor experiences in its breathtaking scenery (Simpson, 1993). The Alps, the Scandinavian fjords, and the national parks of countries like Estonia offer diverse activities, which include hiking, skiing, and visiting wildlife areas (Simpson, 1993). Also, the European Union promotes sustainable tourism through different programmes, which encourage its member states to protect natural heritage and promote nature friendly options. The topography of Asia attracts tourists by providing profuse opportunities for nature tourism (Moli, 2011). In Asia, countries like Indonesia and Malaysia are often associated with rich marine biodiversity and rainforest ecosystems (Appanah, 2001) whereas Nepal is popular for adventurous trekking and mountaineering (Upadhayaya, 2018). Moreover, in this region, eco-tourism has gained tourists in increasing numbers through initiatives to protect endangered species, conservation efforts and encouragement to responsible travel.

The growth of tourism linked to nature reflects the increasing demands of travellers towards sustainability and environmental consciousness. Along with this, as they prefer to get authentic experiences and connect with nature, the tourism industry is changing accordingly. This includes the promotion of conservation efforts, sustainable development and the implementation of responsible tourism practices.

1.4 Odisha Tourism

Odisha is one of the states in India, located in the eastern part of it. This state is full of natural landscapes, cultural heritage and unique traditions, and celebrates festivals throughout the year. Odisha is primarily famous for its temples and religious tourism.

Major temples are like Lingaraj temple in Bhubaneswar, a historic temple, Konark Sun temple, a UNESCO World Heritage Site renowned for its architectural brilliance, and the Jagannath temple in Puri. Puri is a major pilgrimage site that attracts a large number of tourists worldwide during Rath Yatra. In 2023, there was an expected 25 lakh footfall during the Ratha Yatra ("Ratha Yatra 2023", 2023). This religious tourism boosts nearby local businesses during peak seasons. Odisha's vibrant cultural festivals and events attract both domestic and foreign to enjoy the Rataha Yatra, Konark dance festival (showcasing classical dance forms against the backdrop of the Sun temple), International Sand Art Festival, and beach festivals at different sea beaches of Odisha.

Tourism industry is one of the contributors to Odisha's economy (13 percent of the GDP of Odisha) by creating jobs and generating revenue. These revenue streams come from sectors like – accommodation, transportation and food and beverage services primarily. The Odisha Tourism Policy 2022 has emphasized on employment opportunity and sustainable development through public-private partnerships (PPP) modes (Tourism Department, 2022). In the recent budgets, the state government has allocated Rs.800 crore to the tourism sector which is more than Rs.140 core than the financial year 2023-24 (Sahu, 2024). To capitalize on its tourism potential, the state government is investing in the accommodation sector, better road networks, and digital infrastructure for easy accessibility and online booking by tourists.

Thus, Odisha's tourism industry shows its potential across various dimensions, whether- it be religious tourism, heritage tourism, rural tourism or ecotourism, and community engagement at those sites. While the state is making progress, still it needs to evaluate to find the gaps and address those. By implementing strategies to mitigate challenges and broaden opportunities, it is bound to unlock its full potential as an important tourist destination in India. However, the present research takes part in the section on Odisha's nature-based tourism, community engagement at those locations, their empowerment, the individual well-being of service providers engaged in this sector, and the impact of this on the overall tourism sector of Odisha.

1.5 Theoretical Framework

Social Exchange Theory (SET) continues to be one of the most widely used frameworks by scholars aiming to assess residents' attitudes towards tourism growth (Byrd, 2007). From the tourism angle, SET implies that residents' overwhelming support for tourism usually stems from their appraisal of the gains and costs flowing from the tourism industry (Andereck & Nyaupane, 2010). According to the theory, the social exchange encompasses economic and social benefits (Cropanzano & Mitchell, 2005). Wani et al (2023) further explain that SET is a pivotal tool for measuring the attitude and support of local residents toward tourism development as well as the tourists (Nunkoo & Gursoy, 2012). Residents are willing to show optimism towards tourism growth when positive impacts offset the negative consequences (Gursoy et al., 2002), and are expected to involve in a relationship of exchange in quest for value (Wani et al., 2023). Sutton (1967) asserts that the meeting between the host community and the visitors "may provide either an opportunity for rewarding and satisfying exchanges, or it may stimulate and reinforce impulses to exploitation on the part of the host" (p. 221). Endorsing his argument, several studies underscore the economic, social, and environmental outcomes from the host-tourism exchange process that impact residents' support for tourism development in the region (Yoon et al., 2001). Moreover, the results extracted from the extant studies show that in a host-tourism context, the factors in an exchange process encompass not only economic forces but also social-cultural and environmental forces. The meaningfulness of the theory is established by several studies (Nunkoo & Ramkissoon, 2012).

Ironically, the transformative effect of CBT on stakeholders' prosperity, particularly tourism service providers, has not received desired attention in Indian context. To address this shortcoming in the extant literature, the present study adopts SET to model the effects of CMNT on tourism service providers' well-being.

1.6 Significance and Scope of the Study

In this study, the focus is on linking the community-managed nature tourism (CMNT) to individual well-being and community empowerment along with the role it is anticipated to play in altering the tourism industry, by drawing inferences from Odisha.

The significance of this study is that by examining these pressing issues, the impact of CMNT can be gauged adequately in the geographical setting of Odisha. The intention behind this is to highlight the potential of this sector and the future impacts of it. Furthermore, the researcher works on devising strategies and suggestions that can be applied to remedy the weaknesses if any and improve the situation. The study involves making strategic recommendations that will strengthen the parties involved in CMNT activities, particularly in fostering individual well-being and community empowerment as a whole. The researcher hopes to achieve these by going through proper analysis in the research works. This research is expected to bring a good resolution to academic literature, not only in the context of Odisha but also in larger study areas.

Like any other research, this study is also not free from time and budget constraints. So, the study is confined to the community-managed nature tourism (CMNT) camps in Odisha. A qualitative analysis will be carried out to understand CMNT and also the extent to which the nature camps foster a change in Odisha's tourism industry. Moreover, a quantitative analysis will be undertaken to extract a relationship between these CMNT camps and individual well-being (of service providers and employees associated with these nature camps) and community empowerment. The researcher also will focus on the impact of these nature camps in initiating a positive change in Odisha's tourism industry, without attempting to conduct an analysis of the negative effects of the camps. In short, the scope of this study will be limited to examining the meaning of CMNT, its impact on individual well-being and community empowerment, and lastly the role played by it in stimulating a positive change in the tourism industry of Odisha.

1.6 Chapter Outline

The whole work is composed of eight chapters, such as:

Chapter 1 Introduction

This introduces the concept of nature tourism and its relationship with the community. Further, the rise of this concept with a historical background, market trend, growth driving factors and growth in different regions of the globe are discussed. Also, the

significance and scope of the study, and chapter plan for the thesis are included. This chapter helps to know the basic background of the study and understand the rest of the work.

Chapter 2 Review of Literature

Earlier studies related to our work, by academicians, researchers and scholars are reviewed in depth. This review attempts to situate the study from the global scenario to India and Odisha, specific to the current study which supports aims of the study. Also, concepts of individual wellbeing and community empowerment are discussed in this chapter. Based on the reviewed literature, research gaps are found presented at the end.

Chapter 3 Objectives and Research Methodology

In this chapter, the research methodology of each objective of the study is discussed. Primarily it deals with hypotheses, sampling, research tools, data collection procedures and analysis techniques for respective objectives.

Chapter 4 Community-Managed Nature Tourism from Stakeholders' Perspectives

This chapter presents the perspectives of stakeholders on CMNT from their interview presentation. From their interviews, seven themes emerged, namely community governance, community participation, socio-economic development, capacity building, sustainable practices, institutional support and stakeholder collaboration, and tourist engagement and service quality. These themes are explained with the support of interviewees' quotations.

Chapter 5 Impact of Community-Managed Nature Tourism on Odisha's Tourism

In this chapter, the impact of CMNT on Odisha's tourism industry is analysed with the help of timeline plot, trend analysis and a comparative analysis between them. In the end, the percentage share of CMNT to Odisha's tourism is calculated.

Chapter 6 Community-Managed Nature Tourism and Service Providers' Individual Well-Being

This chapter tries to find out how the CMNT influences the individual wellbeing of service providers, those involved with it. At first, the demographic profile of all respondents was verified then the analysis was carried out with factorial loadings, cronbach's alpha, composite reliability, and average variance extracted, along with correlation and regression.

Chapter 7 Community-Managed Nature Tourism and Local Communities' Empowerment

This explains the answer to the fourth research question and fourth objective with its respective hypothesis. This analyses the community empowerment through CMNT by weighted average score, independent sample t-test, one way ANOVA and Tukey's Post Hoc Test. In the end, the mean community empowerment score according to respondents' demographics is calculated.

Chapter 8 Findings and Conclusion

At the end, it put forwards findings for each objective. Later, this chapter concludes the study with its practical implications, suggestions, and recommendations for future study scope, by acknowledging the limitations of the study.

CHAPTER 2: REVIEW OF LITERATURE

2.1 Community-Managed Nature Tourism: The Conceptualization

Tourism in relation to nature has gained recognition worldwide as an important ecosystem, by supporting conservation of local natural resources and local economic development. It is the combination of eco tour, adventure tour and leisure tour. Primarily, nature attracts the tourists to visit a particular destination and this kind of tourism can be termed as nature-based. The increasing demand for tourism at nature-based locations creates a form of special interest tourism (Ingram & Durst, 1989; Goudberg et al., 1991). At the location of natural settings, those communities have access to natural resources can avail profitable options. There is a beneficial relationship between tourism, environment and the local community. The involvement of community in tourism activities forms Community Tourism/ Community Based Tourism (CBT). Primarily, this tourism focuses on engaging the local population in a

tourism development programme and in return, provides benefits to them. The local residents build and manage various touristic services; like accommodation, food and beverages, transportation, souvenir shops and other amenities. Thus, tourism brings employment opportunities for the locals. The local community have the control over tourism revenue generation. This income enhances their living conditions. Tourism development in the local area often brings respect to their culture and tradition and gives special attention to the conservation of nature (Juganaru et al., 2008).

The instances of changes in lifestyle, environmental degradation and global restructuring force many communities to live on alternate livelihoods. The government of a certain nation runs towards globalization and privatization. This leads to less support for local communities and kind of tourism development is primarily motivated by economic and developmental aspirations (Mair, 2006). The government allows tourism development at different levels for building local infrastructure, increasing local income and, conserving local cultures and environment (Hall & Jenkins, 1998). Both the developed and developing countries have seen Community Based Tourism as an opportunity to lift up their underprivileged population because CBT provides direct benefits of tourism to local community.

In primary understanding, Community Based Tourism (CBT) is known as that kind of tourism which is managed and owned by a community, for the community (Asker et al., 2010). This understanding goes with the current study of the paper. The present paper studies on conceptualizing the Community Managed Nature Tourism (CMNT) in the state of Odisha. The state government has started the project "Community Managed Nature Tourism" since 2016. For the academic purpose, the author has conceptualised CMNT with respect to CBT.

2.1.2 Community and Tourism in Literature

With the progress of time, many authors and researchers have worked on CBT and have contributed their findings to the literature. At the beginning of the concept of Community-Based Tourism, the scholars have included the society and the people living in it. Eventually, CBT's concepts have broaden and many new theories and models have been proposed. In tourism research, many researchers have referred to

CBT with various terms relating to their respective needs of studies like- Community Base Enterprises (CBEs), Community Benefit Tourist Initiatives (CBTIs), Community Led Tourism and Ecotourism. Lo & Janta, (2020) have mentioned about the existence of tourism model related to CBT and the models are like- Community Benefit Tourism Initiatives (CBTIs), Donor-Assisted Community-Based Tourism (DACBT) and Pro-Poor Tourism (PPT). The community plays a vital role in the tourism development in their locality. The perception and experience of a community should the tested during any development. So, many scholars have supported to theories like Social Exchange Theory (SET) and Weber's Theory of Substantive and Formal Rationality (WTSFR) (Choguill, 1996). The result of tourism development has been checked by testing SET to know the experience and perception of community members.

2.1.3 Principles of Community-Based Tourism

The principles listed below present the concept of CBT, and the way the host community can use tourism as a tool for community development. CBT should:

1. Recognize, support and promote community ownership of tourism;
2. Involve community members from the start in every aspect;
3. Promote community pride;
4. Improve the quality of life;
5. Ensure environmental sustainability;
6. Preserve the unique character and culture of the local area;
7. Foster cross-cultural learning;
8. Respect cultural differences and human dignity;
9. Distribute benefits fairly among community members;
10. Contribute a fixed percentage of income to community projects

Source: Suansri, P. (2003), Community Based Tourism Handbook

2.2 Community-Based Tourism in the World

The concept of Community Based Tourism (CBT) focuses on society and the people living in it. Many tourism scholars have adopted and supported theories like the Social Exchange Theory (SET) and Weber's Theory of Substantive and Formal Rationality

(WTSFR) (Choguill, 1996). SET has been tested to get the experience and perception of the local community with regards to tourism development. And, the local residents like to participate in tourism programmes if they get benefits from them. Community participation in tourism development generates opportunities for local people to gain more benefits from tourism activities taking place in their local areas. In reality, communities are not interested in participating, without benefits for their effort involved in tourism development (Murphree, 1999).

Many studies reveal that despite opportunities in CBT projects for the local people, there are lots of challenges associated with them. The expectations of benefits from CBT for the community can not be fulfilled always. Meniga, M., & Ousman, J. (2017) inform that the main problems in CBT in Ethiopia are lack of tourism investment, lack of knowledge and awareness among local community with weak promotional activities, etc. This scene is somewhat similar to the case of CBT in Mihintale, Sri Lanka. The main challenges in promoting CBT projects are insufficient skill-based training, less financial support, lack of motivation and poor leadership in the community (Dissanayake & Samarathunga, 2016). These challenges have multiplied the criticism by many authors about the CBT projects. Tasci et al. (2013) criticize the CBT initiatives because of the lack of local financial resources, lack of community involvement along with local ownership of the initiatives. A study by Aref (2011) on the district of Shiraz in Iran, shows that centralization of governance can be a major issue as the community members can not participate in decision-making on local tourism project. Similar to this issue, Makwindi, N. & Ndlovu, J. (2021) have suggested that the authorities of Sehlabathebe National Park in Lesotho should involve the local communities in the development of community-related tourism products. This collaborative approach among the stakeholders helps not only to increase employment opportunities for locals but also to make their perceptions positive towards participation in CBT projects.

2.2.1 Community-Based Tourism in India

In India, the concept of Community-Based Tourism (CBT) has been popularised among researchers, and the Government of India has invested in different schemes to

develop CBT projects for the benefit of local people. Many researchers have worked on CBT related themes in the Indian context. Those themes are- community participation, local community perception, community empowerment and CBT development, etc. (Table- 1)

Table 1: Literature on CBT projects in India

Source	Research Area/ State	Research Theme
Wani et al. (2023)	Sikkim	Community-based tourism's impact on the quality of life of the residents and their support for tourism development
Yaja & Kumar (2021)	Arunachal Pradesh	Community tourism firms' marketing as Small and Medium-sized Enterprises (SME)
Das & Chatterjee (2020)	Odisha	Community participation in wildlife conservation resulting in empowerment
Medhi (2020)	North East India	Problems and Prospects of Ecotourism in North East India
Pujar & Mishra (2020)	India	Reviewing the tourism industry on the basis of current practices and prospects
Kala & Bagri (2018)	Uttarakhand	Barriers to local community participation in tourism development in the mountainous state Uttarakhand
Gautam & Walia (2016)	Himachal Pradesh	A community-based tourism initiative at Naggar in Himachal Pradesh
Ghosh & Datta (2012)	Kerala	An assessment of community perceptions in Kovalam beach with respect to coastal tourism and beach sustainability
Gupta & Bhatt (2009)	Uttarakhand	A Case-study of Community Based Tourism Development at an Eco Village in the region of Kedarnath Sanctuary

Source: Author's compilation based on literature review

2.2.3 Tourism Industry in Odisha

Odisha, an eastern state of India, promotes itself as "India's Best Kept Secret" (Routray, 2020). The tourism industry in Odisha is rising fast every year, and it has exceptional potential for developing tourism as one of the most prominent sectors of revenue generation. This state has a unique culture, art, heritage, greener forests, wildlife, and lake which attracts tourists from all over the world. The natural resources and scenic beauties attract both international and domestic tourists from all parts of the

world to this state, and most numbers of foreign tourists are from North America, Western Europe and East Asian countries. As for domestic tourists, the highest number of tourists are from West Bengal after tourists from Odisha itself (Chaudhury et al., 2022).

In Odisha, the tourism industry is one of the major contributors to its economy, which is around 13% of the Gross State Domestic Product (GSDP) of its economy (Panda, 2023). This industry has been assigned under the focus sector' by the Government of Odisha (Invest Odisha, 2024). For this, the Department of Tourism (DoT) with the state and Central Government has brought up several projects at different locations in the last few years. Some of the major projects are the establishment of the special Odia cuisine restaurant (NIMANTRAN) in prime tourist areas, the development of coastal tour circuits under the Swadesh Darshan Scheme, glamping night stays at Eco-retreat, and the construction of eco-cottages at Ecotourism sites (DoT, Government of Odisha, 2022). Among these tourism projects by the state Government, the current research is in line with ecotourism, which is more precisely initiated as the CMNT Project.

2.2.3.1 CMNT Project in Odisha

Odisha introduced the State Ecotourism Policy in 2013. Subsequently, in support of this policy, in the year 2016, the Government of Odisha started a project named "Community Managed Nature Tourism (CMNT)" with a budget allocation of Rs. 56 crore (Forest and Environment Department [F&ED], Government of Odisha, 2019). This project is led by the Forest and Environment Department of the Government of Odisha. With a sense of feeling for the conservation of forests and wildlife, the department has encouraged the support of forest-dependent people through the CMNT Project (Wildlife Organisation, F&ED, Govt. of Odisha, 2020). The forest-dependent communities are the primary stakeholders of this project, and a major share of the benefits goes to communities only. This project shows relevance concerning tourist inflow to Odisha, from which around 15% of tourists visited natural areas in Odisha in 2019 (DoT, Govt. of Odisha, 2022). This data raises curiosity about the role of the CMNT project in tourism growth in Odisha. And the current research study tries to explore this pragmatically.

Generally, CBT or CMNT is administered and controlled by the local community in rural destinations, where management decisions are taken by, and the income is directly delivered to, the community itself (Kunjuraman et al., 2022). Since both CBT and CMNT have definitional similarities, therefore, for the purpose of this study, CBT and CMNT were used interchangeably in the appropriate places.

2.3.1 Relationships between CBT and Individual Wellbeing

Based on the above discussion, this section attempts to show the relationship between CBT and wellbeing of the beneficiaries engaged in CBT. As residents' support is highly important for the success of a tourism organization (Jurowski & Gursoy, 2004), it is equally desired to comprehend substantially how locals are going to receive benefits economically, socially, and politically from tourism development. Because of its ability to foster sustainable community development, CBT is slowly emerging as a critical instrument in facilitating individual wellbeing. Baniya et al. (2018), while exploring the transformative effect of CBT on local tourism in Nepal, conclude that the individuals engaged in CBT tend to have better individual wellbeing. For their study purpose, they divided individual wellbeing into three categories: financial wellbeing, purpose of life and subjective well-being, and community attachment and satisfaction. They found that locals are content with their lives and show higher community bonding. Moreover, in terms of financial wellbeing and psychological needs, CBT is regarded as a tool to meet these needs. Similar to these findings, Brohman (1996) shows that CBT helps to cater to the livelihood of the places as well as is an appropriate solution for community upliftment and also is expected to have a transformative effect on individual and community wellbeing.

So, linking to the above discussion, certain resemblances between CBT and positive wellbeing can be extrapolated. Figure 1 specifically marks how the CBT (CMNT in the context of the current study) growth acts as a basis for enhanced individual wellbeing. The extant literature show that scholars have subscribed to subjective indicators to gauge the influence of tourism over wellbeing (Andereck & Nyaupane, 2010; Nichols et al., 2002). However, in this study, the author has employed objective indicators to fulfil the study objectives. Besides, to fulfil this study objective, three

dimensions of individual wellbeing namely financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were derived from the work of Baniya et al. (2018). Moreover, to ascertain the reliability and validity of all constructs, questionnaires similar to Baniya et al. (2018) were used.

2.4 Relationship between CBT and Local Residents

The success or failure of tourism development in local community areas hinges on the perspectives of local residents- specifically, their perceptions and attitudes towards tourism (Ap, 1992). Residents who perceive direct benefits from tourism tend to view it positively, while those who perceive themselves as incurring costs may view it negatively (Perdue et al., 1990; McGehee & Andereck, 2004). Notably, McGehee & Andereck (2004) found that residents who rely on tourism development are likely to perceive a higher level of positive tourism impacts and express considerable support for tourism activities. Additionally, community attachment and involvement play a role, in influencing perceived benefits and costs.

Regardless of residents' direct engagement in tourism activities, they still reside within the destination and experience their daily lives influenced by tourism. Their perspectives are shaped by the economic rewards offered by tourism, and its sociocultural and environmental impacts. Interestingly, psychological empowerment (pride and self-esteem), and perceptions of increased community cohesion (social empowerment) have a stronger influence than economic promises (Strzelecka et al., 2016). However, Dyer et al. (2007) argue that the perceived positive economic impact factor significantly influences residents' support for further tourism development.

Resident support for tourism development contributes to the overall health of the tourism industry and successful community development. Thus, fostering a positive outlook and creating positive experiences with tourism development within the local community benefits not only the residents but also the tourism industry and tourists. These necessitate looking at the importance of local residents' perspectives in community tourism, which is relevant to our current study.

2.4.1 Relationship between CBT and Community Empowerment- Previous Studies

The importance of CBT mainly stems from its ability to support the local economy, and has been launched in different nations (Lo & Janta, 2020). Despite having few shortcomings, CBT has started to gain attention from policymakers, and academicians in the Indian sub-continent and embraced by various communities and state governments for facilitating socio-economic upliftment, community empowerment, and ecological and cultural protection (Lwoga, 2019). Further, it was claimed that the progressive path of CBT has given rise to two alternative notions, one that attempts to count on a community in conventional tourism planning (Murphy, 2012), and the other one whose goal is to foster community development through tourism (Giampiccoli & Saayman, 2014). However, it is the context which will decide the fitting model. This paper is oriented toward the second notion. In this conceptualization, the community tends to exercise power and control, which often results in empowering communities (Jamal et al., 2019).

2.5 Research Gap

The studied literature has given a comprehensive idea about the works done, related to CMNT in academics. With the progress of time, many authors and researchers have worked on CBT and have contributed their findings to the literature. In recent years, the concept of CBT has received more awareness in light of the tourism academia. In tourism research, many researchers have referred to CBT with various terms relating to their respective needs of studies like- CBE, SBTI, CBTD, DACBT, etc. In these studies, it is found that authors have worked on community involvement in tourism activities, but, no use of the terminology ‘CMNT” is found. The current study sees it as a void and tries to understand it from the perspectives of stakeholders of CMNT.

Another observation from the literature is that there are not many exclusive papers on Odisha related to community and tourism. In Odisha, there are more than forty CMNT sites. A few studies by researchers have mentioned it as ecotourism sites, and those papers are on community participation and involvement. But, there has been no specific study on the CMNT initiative which has been functioning at ecotourism sites

in Odisha since 2016. This leads to an opportunity to study precisely on CMNT initiative.

This gives an option to explore more about the initiative's potential and impact on Odisha's tourism industry and local community (in the form of individual community's wellbeing and community empowerment as a whole) where earlier studies. Thus, the present study has been conducted to fill these gaps of the reviewed literature.

CHAPTER 3: OBJECTIVES AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter starts with research problem and objectives followed in the present study for research purpose. Four objectives have been formulated to address the identified research problem. Also, the developed research model and hypotheses are discussed in this section. Subsequently, the research methodology corresponding to each objective is explained in detail. The methodology section covers research questions, hypotheses development, questionnaire design, data collection and analysis techniques according to the need of each objective.

3.2 Research Problem

Over the recent years, several local destinations in Odisha provide tourism in the form of community-managed tourism and eco-tourism. The idea behind promoting community-managed tourism in Odisha is to foster opportunities for sustainable growth and at the same time to tackle the financial crisis specific to communities through community involvement. However, academic literature on the phenomenon has been found to be limited especially in the geographical context of Odisha, hence profound research in this emerging area of tourism is warranted. In light of this, the present research works with the following research questions:

1. How do the significant stakeholders associated with the Odisha tourism industry understand community-managed nature tourism?

2. Does community-managed nature tourism have the ability to foster a positive change in Odisha's tourism industry?

3. Does community-managed nature tourism have a transforming effect on the individual wellbeing of the service providers and employees (financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction) engaged with it in the context of Odisha?

4. What is the extent to which community-managed nature tourism stimulates local community empowerment in Odisha?

By going through the existing literature, it is known that community tourism plays different roles for communities and a nation as well. Such as, it has an important role in economic enhancement, employment generation, and the overall development of a community. The present research's one of the interest is to assess the role of a community tourism project in a state or province for its tourism growth. For this, the author has assessed the contribution of the CMNT project to the tourism industry of Odisha in the second research question. To investigate it in detail, the second research question is divided into two sections as followed:

i) How has the CMNT project impacted the overall number of tourist visits in Odisha from 2016 to 2022? This question focuses on understanding the direct influence of the CMNT project on the overall tourist influx.

ii) What is the trend in revenue generated by the tourism industry in Odisha, and how much of this can be attributed to the CMNT project? This question aims to explore the financial contribution of the CMNT project to the broader tourism economy in Odisha.

3.3 Objectives of the Study

In order to address the research questions raised in the above section the study under the title "Community-Managed Nature Tourism: The Transformative Effect on Individual Well-Being and Local Community Empowerment in Odisha" is proposed to be undertaken with the following broader objectives.

1. To examine community-managed nature tourism from the stakeholders' perspective

2. To analyse the impact of community-managed nature tourism in fostering a positive change in Odisha's tourism industry

3. To explore the role of community-managed nature tourism in transforming the individual well-being of service providers and employees engaged with it in Odisha

4. To investigate the role of community-managed nature tourism in promoting local community empowerment in Odisha

3.4 Methodology

This section discusses the methodology adopted for answering the research questions framed for the current study purpose.

3.4.1 Research Model and Hypotheses

In the current study, a research model is developed for the objective 3, and hypotheses are outlined as this objective is based on hypothesis-testing approach. These hypotheses are formulated from the existing literature, which confirm that CBT activities are closely linked to individual wellbeing. Figure-1 depicts the research model based on the literature review. The research model predicts that community-managed nature tourism activities can result in high individual well-being, such as financial, purpose of life and subjective, and community attachment and satisfaction.

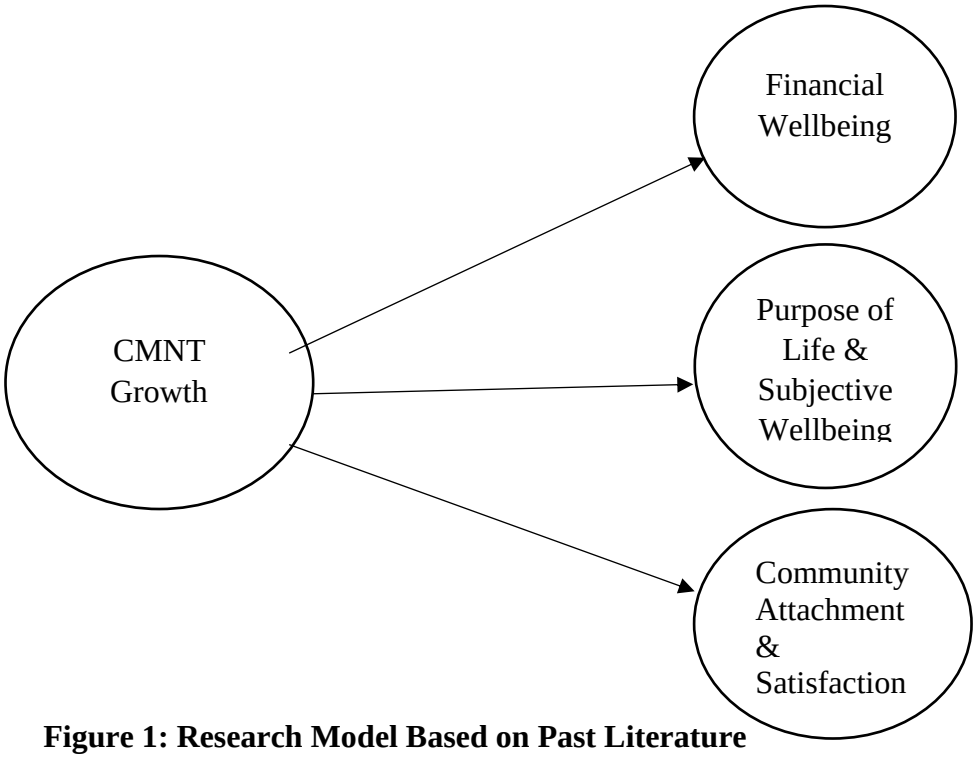

Figure 1: Research Model Based on Past Literature

Based on the above, the following hypotheses were proposed:

H1: CMNT growth significantly affects financial wellbeing.

H2: CMNT growth significantly affects purpose of life and subjective wellbeing.

H3: CMNT growth significantly affects community attachment and satisfaction.

Most of the dominant views on CBT studies in India mainly focussed on its effect on sustainable tourism development. Often, there is a call for examining the role of CBT in community empowerment. This empowerment can be utilized as a framework to assess CBT growth and its influence on initiating social change (Lardier, 2018). While reviewing the extant literature, no studies trying to embark upon the relationship between residents' demographics and community empowerment were found, which holds great significance in such studies (Sinclair-Maragh et al., 2017).

Based on the above discussion, the following null hypotheses were formulated for objective 4:

H_{01}: There is no significant difference in the community empowerment scores between male and female residents.

H_{02}: There is no significant difference in the community empowerment scores between age groups of residents.

H_{03}: There is no significant difference in the community empowerment scores between education levels of residents.

H_{04}: There is no significant difference in the community empowerment scores between occupation types of residents.

H_{05}: There is no significant difference in the community empowerment scores between income levels of residents.

3.4.2 Data Collection

For the objective 1, a purposive sampling method was used to select participants for interviews. The purposive sampling is a non-probability sampling where samples are selected based on the judgement of the researcher by identifying which are the suitable

representative of the total population (Bryman, 2016). Interviews were conducted with various stakeholders of CMNT, including site managers of CMNT camps, forest officers in charge of CMNT camps, head of the Eco Development Committee, ex-tourist officer of Odisha and academicians. Eleven participants were interviewed, from which nine represented eight CMNT camps, one was an ex-tourist officer of the Government of Odisha and one was an academician. All interviews were conducted in person presence, except for two, which were conducted over the phone due to the participants' physical unavailability. The conversations were documented, and the interviews were voice recorded using a mobile voice recorder with the participants' prior consent.

For the objective 2, secondary data resources were used. The researcher visited official websites of the ecotourism department, tourism department, forest department, annual statistical reports and other documents of the Government of Odisha to collect the secondary data. In this objective, the researcher investigated the impact of CMNT on Odisha's overall tourism industry in terms of the number of tourist visits and revenue generation.

The objective 3 aimed to examine the effect of CMNT growth on individual wellbeing. Therefore, a questionnaire survey method was used to gather data from the target population in the destinations. Among the 42 CMNT camps in Odisha during 2019-20 (Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha), eight nature camps were selected in this study based on revenue during the period from 2016-17 to 2019-20, four highest and four lowest revenue-generating camps were chosen for study purposes. Altogether, 160 service providers from the above-cited nature camps were reached through the survey, and 149 responses were collected. However, eight responses were rejected due to missing data. Finally, 141 responses were used for statistical analysis.

To fulfil the objective 4, a quantitative technique was considered to be appropriate. Moreover, there is a large volume of literature that advocates a quantitative technique while dealing with community empowerment and such issues (Kundu, 2012; Boley et al., 2015). For this study, the researcher decided to use the purposive sampling

technique for data collection activity carried out between December 2022 and May 2023. The purpose of using this sampling method was to identify participants who were most likely to deliver suitable and meaningful information to achieve the aim of the topic under study. In total, 400 individuals participated in the survey; however, the total number of responses received was 217. Amongst them, 33 questionnaires were excluded due to incomplete responses or not fulfilling the inclusion criteria. Finally, 184 (46% response rate) questionnaires were at hand for statistical analysis.

3.4.3 Techniques

The objective 1 adopted a thematic analysis to analyse how the stakeholders of CMNT in Odisha were defining CMNT. A thematic analysis is a qualitative method of analysis to identify, analyse and report the patterns or themes within the data (Braun & Clarke, 2006). A six stages of thematic analysis has been suggested, namely, familiarize with data, generate initial codes, search for themes, review themes, define and name themes, and produce the report (Braun & Clarke, 2006; Nowell et al., 2017). All the interviews were taken in both English and the local language (Odia). For the qualitative analysis, Atlas.ti software packages was used.

For objective 2, keeping the research questions in mind, the year-wise revenue generation and tourist footfall at nature camps from the year of the project's initiation (2016) were studied. This objective was based on secondary data, mainly from government websites like- the Wildlife Organisation, Forest and Environment Department, and Tourism Department of the Government of Odisha. To analyse the data, Trend Analysis was calculated with a 'Moving Average' plot to smooth out fluctuations and highlight the trend. Then the data comparison with 'Comparative Visualisation' was used to visually compare the growth rates of the number of tourists and revenue generation both for Odisha's tourism and CMNT.

For objective 3, the questionnaire was mainly two-fold. The first part collected demographic information of the respondents, whereas the second part of the questionnaire dealt with the perceptions of respondents about the impacts of CMNT on their well-being. The tool used by Baniya, Shrestha & Karn (2018) was modified in accordance with the nature of the study area and adopted to collect information from

the sample respondents. To measure individual wellbeing, a 31-item questionnaire was used. The measurement of the items related to the constructs was carried out on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Using quantitative techniques, regression analysis was performed to examine the possible relationships between CMNT growth and various aspects of individual wellbeing. Along with this, Pearson correlation coefficient was evaluated to comprehend the direction, intensity, and significance of the link between the dependent and independent variables prior to performing regression analysis (Wani et al., 2023). For this objective, SPSS 22.0 and MS Excel were used for empirical analysis.

For the objective 4, the data gathering was done employing a questionnaire which was divided into two sections. The first section involved personal information such as age, gender, education, occupation, and income as the demographic characteristics, and the second section involved information related to community empowerment. The questionnaire for the study was developed based on the work of Rachmawati (2018), and then modified in accordance with the nature of the study area. The questionnaire comprised 23 items for measuring community empowerment in the context of this study. The response of the participants was collected by employing the Likert-type scale (1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree). In this objective, SPSS 22.0 was employed for conducting empirical analysis. Also, for the purpose of data analysis, statistical analyses including correlations, T tests, ANOVA, and Post Hoc test were done.

CHAPTER 4: COMMUNITY-MANAGED NATURE TOURISM FROM STAKEHOLDERS' PERSPECTIVES

4.1 Introduction

Data analysis revealed that when the stakeholders were trying to define CMNT from their own experience, knowledge and perspectives, certain themes emerged, such as the following: community governance, community participation, socio-economic benefits, capacity building, environmental sustainable practices, institutional support and stakeholder collaboration, and tourist engagement and service quality.

4.2 Community Governance

In general, the local community members are one of the major stakeholders of the "Community Managed Nature Tourism" project, because the CMNT projects were started only at some specific natural sites by targeting the forest dependent people. Looking at the concept of CMNT, one of the participants shared that it followed the idea of democracy of India.

4.3 Community Participation

During the interview, interviewees had their opinion that whenever there was an initiative of community tourism or nature tourism, the inclusion of the community in that initiative was necessary and their participation must be in active form for development. Another benefit of local community involvement was that, the locals would bring peace to the region and tried to solve any issue at their fullest capacity, if arose.

4.4 Socio-Economic Development

From the respondents, it was known that mostly the local people were dependant on forest for their income. After the local people engaged in CMNT, they got opportunities to earn additional sources of money. Respondents expressed that the primary goal of the locals to participate in CMNT was to obtain financial benefits for better livelihood. It was found that those benefits encouraged them to engage. In the end, those benefits lead to the development of the community.

4.5 Capacity Building

Community could generate benefits for themselves and achieve development only when they enhanced their knowledge and skills by going through training. Participants informed that the state government was providing training to the communities, those involved in CMNT. For this, the community had to remain aware of the professional world and went through constant learning.

4.6 Environmental Sustainable Practices

In the answer to define CMNT, participants gave importance to sustainability in the form of conservation of both nature and forest. They informed that most of the nature loving tourists visited CMNT and they had to follow responsible tourism practices. Furthermore, participants had opinions that similar principles followed by CBT, Ecotourism and CMNT. Also, they compared the concepts of both CMNT and Ecotourism.

4.7 Institutional Support and Stakeholder Collaboration

According to interviewees, there was support from the state government towards the CMNT initiative. The initiative was functioning with collaboration and cooperation among the government, forest department and local community members. As at some of the CMNT sites, communities were not engaged till that time, the forest.

4.8 Tourist Engagement and Service Quality

Respondents shared that in CMNT, there should be good tourist and community interaction, commonly known as host and guest interaction. The relationship between host and guest was maintained due to cooperation from both the sides of tourists and local community. Tourists met the locals due to their love towards nature, forests and passions. At the same time, interviewees expressed that tourists should have an awareness of the flora and fauna of the forest they visit.

CHAPTER 5: IMPACT OF COMMUNITY-MANAGED NATURE TOURISM ON ODISHA'S TOURISM

5.1 Introduction

The CMNT is one of the types of tourism catered by the Odisha's tourism. As CMNT is one of the latest concepts introduced in the tourism industry of Odisha, it creates an interest to know its impact on the overall tourism industry of Odisha. To know their growth in the same period of time, both timeline plot and trend analysis have been performed with respect to their number of tourist visits and revenue generation. Also, a comparative analysis has been executed between CMNT and Odisha Tourism and at the end, the percentage share of CMNT towards Odisha's Tourism has been examined.

5.2 Timeline Plot

Odisha is a prominent state in the tourism sector and promotes its tourist places around the globe throughout the year. It receives a good number of tourists. This state has shown steady growth in the number of tourists; from 8535024 tourists in 2011-12 and it has increased to 15623250 tourists in the 2018-19 financial year. After that, there was a slight decline in the number of tourists, and in 2021-22, the number stayed at 3901923. On the other hand, CMNT received only 11500 tourists in the initial year of this project. But this number has grown to 70216 in the 2021-22 financial year and more in numbers by 2023-24.

The tourism industry plays a crucial role in contributing revenue to the economy of Odisha. In the year 2014-15, the revenue from tourism was 1162892 lakhs, and it reached 1591567 lakhs in 2018-19. There was a decline in revenue generation for Odisha's tourism, which collected 389485 lakhs in the 2021-22 financial year. Whereas, the CMNT project collected 157.08 lakhs in the year of its initiation (2016-17) and touched 1051.43 lakhs in 2021-22 and more in 2023-24.

5.3 Trend Analysis

After going through the raw data of tourist footfall and revenue generation for both Odisha's tourism and CMNT, a trend analysis has been calculated by 'moving average' with a period of two years and three years. For Odisha Tourism, the moving average of a two-year period shows 15379705 tourists and 8756668 tourists for the years 2019-20 and 2020-21 respectively, which are higher in the number of tourists than the actual number of tourists in these two years. Similarly, for Odisha Tourism, the moving average of the three-year period shows 11045528 tourists and 7138419 tourists, both for the years 2020-21 and 2021-22 respectively, which are higher in number than the actual number of tourists. But, in the case of CMNT, the actual number of tourists remained higher for all the financial years (up to 2023-24) than the two-year and three-year periods of moving averages.

In the years 2019-20 and 2020-21, the two-year period moving average of revenue is higher than the actual revenue generated by Odisha Tourism. Also, from 2019-20 to 2021-22, the three-year moving average shows higher revenue generation than the

actual in Odisha Tourism. When the same moving average of a two-year period and a three-year period is calculated for the revenue generation by CMNT, it shows in less numbers from its initiation year to till 2023-24 financial year.

5.4 Comparative Analysis

After knowing the trend of tourist inflow and revenue generation by both CMNT and the overall Odisha's tourism industry, a comparative analysis has been performed between them by calculating individual growth rates during the period of 2016-17 to 2023-24. For Odisha Tourism, the growth rate of the number of tourist visits remained negative during 2019-20 and 2020-21 and regained positive numbers in the next financial year. In the stated period, the average annual growth rate remains lower (18.79) and with a higher standard deviation of 63.01. In the case of CMNT camps, from its inaugural year to 2023-24, the growth rate of tourist footfall stands at a positive number (46.68) with a lesser standard deviation of 27.27 as compared to the overall tourism industry of Odisha.

In 2019-20 and 2020-21, the revenue growth rate for Odisha Tourism remains negative, and it shows a lower annual growth rate during the period 2016-17 to 2023-24 with a standard deviation of 63.89. In contrast to this, the revenue growth rate for the CMNT project has been positive throughout the research period. Its annual growth rate stands at 41.83, with a standard deviation of 34.37.

5.5 Percentage Share of CMNT to Odisha Tourism

One of the purposes of the current study is to highlight the contribution that community-managed nature tourism (CMNT) camps or initiatives have made to the development of the tourism sector in Odisha. Then to analyse this, all of the secondary data that are available are employed. In contrast to the entire Odisha tourism business, the analysis has determined the revenue share and visitor footfall. In contrast to Odisha's tourism industry, the percentage of tourists visiting all nature camps is negligible, yet it is evident that there is a tendency for increasing expansion.

By comparing the revenue generated by the nature camps to the entire Odisha tourism business, it is discovered that they generate a small portion, with ups and downs from

the beginning of the nature camps. On the plus side, though, revenue-generating has a tendency of increasing trend.

CHAPTER 6: COMMUNITY-MANAGED NATURE TOURISM AND SERVICE PROVIDERS' INDIVIDUAL WELL-BEING

6.1 Introduction

This section tried to examine the individual wellbeing of service providers those engaged in CMNT as hotel staff, vendors, tour guides, tour operators and others. The respondents' demographic profile (N= 141) consisted of variables- gender, age and occupation for this section research.

6.2 Factor Analysis

The constructs' reliability and validity were both gauged with the help of exploratory factor analysis and Cronbach's Alpha values. Financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were all subjected to exploratory factor analysis. The data passed both the "Kaiser–Meyer–Olkin measure of sampling adequacy" (KMO = 0.846) and "Bartlett's test of sphericity" ($p < 0.001$), therefore the study could move ahead (Wani et al., 2023). It is also quite evident that all 31 variables had factor loadings ranging from 0.61 and 0.82, satisfying the cut off value proposed by Hair et al. (1998). Moreover, Cronbach's Alpha values exceed the advocated critical value of 0.5 (Hair et al., 2019). The CRs for the constructs were found to be above 0.70 (Henseler et al., 2015), and the AVE ranged from 0.54 to 0.81, exceeding the suggested standard value of 0.5 (Fornell & Larcker, 1981), signifying all constructs' successful convergence (Hung et al., 2021).

6.3 Regression Analysis

Pearson correlation displays that there exists a significant and positive relationship between CMNT growth and financial wellbeing ($r= 0.49^{**}$, $p<0.01$), purpose of life and subjective well-being ($r= 0.38^{**}$, $p<0.01$), and community attachment and satisfaction ($r= 0.41^{*}$, $p<0.05$).

Furthermore, to test the three hypotheses developed for this study, regression analysis was performed to see if the CMNT growth was positively related to three aspects of the individual wellbeing of the service providers engaged with CMNT in Odisha.

Results of regression analysis indicate that CMNT growth accounts for 8.8% variance in financial wellbeing ($\beta = 0.25$, $p<0.01$), 3.6% variance in the purpose of life and subjective wellbeing ($\beta = 0.21$, $p<0.01$), and 3.1% variance in community attachment and satisfaction ($\beta = 0.17$, $p<0.01$). Therefore, these findings support and confirm all three hypotheses.

The findings of this study revealed that CMNT growth explains 8.8% variance in financial wellbeing ($\beta = 0.25$, $p<0.01$). This study finding is supported by past research (Giampiccoli et al., 2022; Baniya et al., 2018). So, the prior studies are in sync with our first hypothesis that "CMNT growth significantly affects financial wellbeing."

The findings of the study further revealed that CMNT growth explains 3.6% variance in the purpose of life and subjective wellbeing ($\beta = 0.21$, $p<0.01$), implying that CMNT is promoting not only optimism among the service providers engaged with it but also encouraging people to have a positive outlook towards life, thus fulfilling their psychological needs. This finding is also consistent with previous research results (Baniya et al., 2018; Kim, 2002). Thus, it is safe to argue that past research also supports our second hypothesis, "CMNT growth significantly affects the purpose of life and subjective wellbeing."

Further, it was drawn that CMNT growth accounts for 3.1% variance in community attachment and satisfaction ($\beta = 0.17$, $p<0.01$) suggesting that service providers were satisfied with areas like family supporting environment, earning opportunities for the local populace, and infrastructural development, arising due to CMNT growth. Past studies were found to have reported similar arguments (Baniya et al., 2018; Kim, 2002). Therefore, we can say that our third hypothesis, "CMNT growth significantly affects community attachment and satisfaction" is vastly consistent with past studies. Finally, the current study draws a conclusion that CMNT growth has a positive impact on the individual wellbeing of the service providers engaged with it in Odisha.

CHAPTER 7: COMMUNITY-MANAGED NATURE TOURISM AND LOCAL COMMUNITIES' EMPOWERMENT

7.1 Introduction

This chapter examined the local communities' empowerment due to their involvement in CMNT on the basis of their demographic characteristics. At first, weighted average scores were calculated for each item and ranked them, to find out the locals' responses towards their engagement in CMNT. Then correlation between community empowerment variables with respondents' demographics (gender, age, education, occupation and income) was analysed. Further, Independent sample t-test, one way ANOVA and Post Hoc Test by Tucky Test were run. Finally, the mean community empowerment score according to the respondents' demographics was calculated.

7.2 Demographic Profile of the Respondents

After demographic analysis, it was found that 151 (82%) of the respondents were male, and 33 (18%) were female. The age distributions were, 113 (61.4%) respondents were aged between 18 and 33 years, 63 (34.2%) between 33 and 48 years. The education levels of the respondents were as follows: 45.7 percent (84) 10^{th} pass, 29.3 percent (54) 12^{th} pass, 17.9 percent (33) illiterate, and 7.1 percent (13) graduate. The occupations of the respondents were classified as: 66.3 percent (122) were tourism service providers, 11.4 percent (21) were farmers, 15.2 percent (28) belonged to others which included mainly other tourism linked livelihood sources. The monthly income was distributed as: 91.8 percent (169) earned less that Rs.15000 monthly, 7.6 percent (14) earned between Rs.15000 and Rs.30000.

7.3 Weighted Average Score

The weighted average score serves as a valuable mathematical technique to aggregate data while considering the relative importance of different components. In the context of attitude measurements in mathematics, it provides a more accurate estimation of factors by incorporating the significance of each item on a scale (León-Mantero et al., 2020). The item with the highest score denoted the most significant transformative effect of CMNT camps as perceived by the respondents. Based on weighted scores,

CE8 was identified as having the highest weight score 57.27, closely followed by items such as CE6, CE7, CE9, and CE17 with scores between 55 and 57.10. So, cultural identity, financial benefits for all individuals, preservation of natural resources and traditional culture, sharing of conventional knowledge with visitors, and community engagement were found to be the main strong points of CMNT activities.

Furthermore, CE2, CE21, CE5, CE14, and CE15 were found to be the least significant items resulting from CMNT activities among the respondents with scores between 27 and 37.01. Lack of choices in spending money, overlooking the local residents' opinions, divergence of financial benefits to other agencies, no access to natural resources, and disenchantment with tourism development were extracted as the main items with least scores.

7.4 Correlation Analysis

A correlation matrix between community empowerment variables and respondents' demographics was performed. For gender, it was found that only three variables had significant positive relationships with the gender (p-values less that either 0.01 or 0.05). However, the variables recorded a weak correlation since the correlation coefficients were in the range from 0.182 to 0.289. These indicated that gender had comparatively less influence on the residents' perception towards community empowerment through CMNT projects in Odisha. For age, more than half of the variables depicted moderate and significant relationships with the age (p-values less that either 0.01 or 0.05). The correlation coefficients, which were in the range from 0.150 to 0.505, showed that the relationships were moderate in nature. Moreover, it can be drawn all the variables indicated negative correlations, which signified that though the residents were relatively young, they had positive perception towards CMNT projects forced community empowerment in Odisha.

Apart from this, for education, most of the empowerment variables had shown significant (p-values less than either 0.01 or 0.05), moderate (correlation coefficients ranging between 0.150 and 0.523), and negative correlations. Besides, for occupation, most of the variables had p-values more than 0.01 or 0.05 indicating that respondents' occupation was relatively indifferent to the relationship between CMNT projects and

community empowerment in Odisha. Finally, for income, more than half of the community empowerment variables recorded significant (p-values less than either 0.01 or 0.05) and somewhat weak relationships (since the correlation coefficients ranged from 0.146 to 0.324). These negative correlations meant that the perception of the respondents about the influence of CMNT projects on community empowerment in Odisha was influenced by their nature of occupation.

7.5 Comparing the Differences in the Total Community Empowerment Score (TCES) for Respondents' Demographics

The results of the independent sample t-test indicated that TCES scores significantly differed across gender groups. The test results further revealed that female respondents carried more positive perceptions than male respondents. After analysis, it was empirically proven that a statistically significant difference existed between the mean community empowerment scores for both male and female respondents with t value = 2.34, $p<0.05$. Therefore, null hypothesis 1 (H_{01}) was rejected. This finding of a significant difference in perception among male and female was in sync with past findings (Sinclair-Maragh, 2017).

Similarly, while focusing on age and income, respondents who supported CMNT projects for community empowerment in Odisha were predominantly between the ages of 18-33, and earning income less than Rs.15000 per month. Furthermore, the results of one-way ANOVA showed significant differences in the TCES among respondents based on their age groups ($F=13.787$; $p<0.01$), and income levels ($F=5.647$; $p<0.01$). Therefore, both the null hypotheses 2 and 5 (H_{02} & H_{05}) were rejected. Our study findings were supported by previous studies (Sinclair-Maragh, 2017, Partanen et al., 2023).

The ANOVA test results revealed that community empowerment scores differed insignificantly across education levels ($F=1.216$; $p>0.05$) and occupation types ($F=0.974$; $p>0.05$). Therefore, due to insufficient evidence, we did not reject the null hypotheses 3 and 4 (H_{03} & H_{04}) at 5% level of significance. So, it can be interpreted that the mean community empowerment scores were same for both different education levels and occupation types of residents in Odisha.

7.6 Tukey Post Hoc Test

With the purpose of finding the differences among groups, Tukey's post hoc test was conducted to scrutinize where the differences exist. Tukey's post-hoc test revealed that there were no statistically significant differences in mean community empowerment scores between the respondents belonging to the age groups of 18-33 years to 33-48 years at 5% level of significance (p=0.341). However, the test results showed a significant difference in mean community empowerment score between respondents belonging to the age groups of 18-33 years and above 49 years (p=0.001) and so was for 33-48 years and above 49 years (p=0.010).

Furthermore, Tukey's post-hoc test also revealed that respondents with income in the range of below Rs.15000 to above Rs.30000 showed highly significant scores (p=0.008) for variance on community empowerment compared to other groups of income at 5% level of significance.

7.7 Mean Community Empowerment Score according to Respondents' Demographics

It is found that based on demographic variables, relatively strong community empowerment values (3.7) more than the middle of the used scale (2.5), indicating the positive impact of CMNT projects on community empowerment in Odisha. So, in conformity with the derived results, it can be concluded that residents living near the protected nature camps in Odisha were mostly convinced that CMNT projects can usher in an era of holistic community empowerment.

CHAPTER 8: FINDINGS AND CONCLUSION

8.2 Findings of Objectives

The first objective was explored in chapter 4. It is necessary to check the literature, principles of CBT and stakeholders' perspectives to get a better understanding of the conceptualization of CMNT. One of the major findings was "Tourist Engagement and Service Quality" in the form of 'Host and guest interaction', which was not seen as a prime condition in earlier accepted definitions, but the current study recognised it as an inevitable part of the CMNT concept.

In basic understanding, Community Managed Nature Tourism (CMNT) is defined as a kind of tourism where the nature is managed by a community. But, the definition of CMNT can not be justified only by its literal meaning. The description including the seven emerged themes makes it more meaningful and supportive of the previous studies. By including these themes, a subjective definition of CMNT can be "A type of tourism in which community participates actively by taking ownership of tourism development programme where they provide tourism related services to guest with the aim of financial benefits along with conserving the natural resources at their locality".

The second objective was explored in chapter 5. The first research question of the second objective investigated how the CMNT project has impacted the overall number of tourist footfall in Odisha from 2016 to 2024. The state received tourists in an increasing order till 2018-19, but after that, from 20219-2020 to 2021-2022, the number of tourists went down, which caused a negative growth rate for two consecutive years. The primary and prominent reason for this downfall of tourists and the negative growth rate was that during that period, the world was hit by the severe COVID-19 pandemic (Harapan et al., 2020). Due to this pandemic, all commerce and industries were badly affected by restrictions of the central government (Bhaduri et al., 2020), and the tourism industry was devastated due to its human sensitivity in nature. Also, before the pandemic, Odisha had faced a severe cyclone- 'Fani' in 2019 (Nandi et al., 2020). In the same period, the CMNT project went in contrast to the state's overall tourism industry, where the number of tourist visits moved in increasing order and the growth rate remained in positive numbers. This indicated that during the COVID-19 pandemic, the overall tourism industry in Odisha, which encompasses religious tourism, rural tourism, heritage tourism, and other forms of tourism, was badly impacted, but the CMNT project showed its resilience. This signifies that the project has contributed to Odisha's tourism industry with positive numbers of tourists where other forms of tourism fail.

The second research question of the second objective is to explore the trend in revenue generation by the tourism industry in Odisha and the attribution of the CMNT project to it. The trend of revenue generation for both of them followed as their trend for number of tourist fall. This means that CMNT never fails to contribute revenue

positively towards Odisha's tourism industry, whereas other forms of tourism in the state might have failed to generate revenue positively during the same period. The calculated moving averages illustrated trend lines for revenue generation in both Odisha's tourism and CMNT. For the state's tourism, the actual revenue line chart showed a higher-valued trend line compared to both the two-year moving average and the three-year moving average. Also, in the case of CMNT revenue generation, the actual revenue trend line chart surpassed both the two-year and three-year moving average trend lines. This depicts that the actual trend of CMNT's growth and contribution to Odisha's overall tourism defies the mathematical prediction. Furthermore, the trend in tourist visits for Odisha's tourism and CMNT shows similar results, mirroring the trend pattern of their revenue generation.

The third objective in chapter 6 was built on the premise that CMNT activities and growth play a solid role in transforming the individual wellbeing of the service providers engaged with it in the context of Odisha. Undoubtedly, the positive attitude of residents towards CMNT is a critical success factor for its growth and development in Odisha. The study drew largely from social exchange theory and encompassed two constructs (CMNT growth, and individual wellbeing). For the study purpose, three dimensions of individual wellbeing namely financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were derived from the work of Baniya et al. (2018). This study mainly aimed to assess how service providers' individual wellbeing is affected by various CMNT growth factors. The study findings revealed that there exists a strong relationship between CMNT growth and service providers' enhanced individual wellbeing. During the study, it was also observed that the service providers were not highly optimistic regarding the expected benefits of CMNT activities in the beginning. However, once the CMNT activities started to grow and service providers became aware of its benefits in the latter stages, they began to support CMNT growth in their areas.

In chapter 7, the fourth objective's results highlighted the role of CMNT projects in bringing about empowerment of the residents living in the vicinity of these protected tourism resources in Odisha. Notwithstanding, non-homogeneity among the local population and their understanding of socio-cultural empowerment often influence

their perceptions about the role of these projects in fostering community empowerment. The study findings revealed that 1) communities were in support of CMNT projects for community empowerment in Odisha, 2) total community empowerment scores (TCES) significantly differed across gender groups, age groups, and income levels of the residents, and 3) no significant differences were found across education levels and occupation types of the residents. Also, from the study findings, it was quite evident that CMNT projects led to economic, psychological, social, and political empowerment, which agrees with the four CBT principles identified by Scheyvens (Scheyvens, 1999).

8.3 Conclusion

i) Looking at the progress of tourism linked to community, many diverged domains of research have been practised. The present study demonstrated the interlinked names and terminology around 'community' and 'tourism'. Many researchers have studied with different goals, principles and criteria. From mass tourism to sustainable tourism has been reviewed in line with this. Different sets of development have been evaluated to monitor the progress in this type of tourism (Moscardo, 2008).

The current study used definitions of CBT from the literature and principles of CBT to match with stakeholders' replies on CMNT. A checklist was forwarded, by reviewing those definitions under seven themes of community tourism: community governance, community participation, socio-economic benefits, capacity building, environmental sustainable practices, institutional support and stakeholder collaboration, and tourist engagement and service quality in CMNT. And then, a subjective definition of CMNT was tried to provide. The proposed definition is one of the preliminary construction which intends to offer a hope for the development of a framework in future research.

ii) The current study has assessed the contribution of the CMNT project regarding tourist inflow and revenue generation, towards the overall tourism growth in Odisha. From this, it is known whether the CMNT project has any role in boosting tourism growth in Odisha. From this study, major finding is that despite the negative annual tourist growth rate of the state's tourism from 2016-17 to 2021-22, the CMNT project

has maintained and contributed positively to being resilient to the COVID-19 pandemic outbreak. Since the initiation of the CMNT programme, it has generated revenue in a positive trend and contributed to the tourism industry with higher revenue each successive year.

An argument may arise that the actual number of tourist footfalls and revenue generated by CMNT is less compared to the overall tourism industry in Odisha. However, the focus of our study is whether this contribution is positive. Our study reveals that the CMNT project holds future potential, especially given its current initial phase. Our findings align with Mora and Daniel's (2019) study, which found a payback period of more than five years for tourism projects. Additionally, Ozorio and Janer (2013) discovered that while the financial results of a CBET project may not be satisfactory even after nine years, there exists a positive economic multiplier effect, contributing to image visibility and area enhancement.

iii) Although CMNT camps have been implemented in Odisha only till now, there is still not enough understanding regarding its impact on individual lives in rural areas. This study acknowledges that the CMNT growth in the study sites has improved the individual wellbeing of service providers engaged with it, in terms of financial, purpose of life and subjective wellbeing, and community attachment and satisfaction, which contribute to social transformation, thus enhancing the worth of community managed tourism in rural areas.

iv) In this sense, the present study is expected to contribute theoretical and practical knowledge towards the body of research in community-managed tourism growth and development in developing states and, more particularly, in Odisha.

8.4 Suggestions to the Government, Tourism Policymakers, Tourism Planners and Non-Governmental Organisations

i) The findings of the current study have some practical implications for different stakeholders of the CMNT project. The government of Odisha has started this project as a five-year project, and it has completed the timeline. By keeping this in view, its future potential and key role in contribution to the tourism industry of Odisha, the policymakers of this project can take measurable steps in planning and execution in

the next steps. The state government should do more promotional activities for it and do more advertisement campaigns at national and global levels media to attract more tourists and revenue as well. The results may encourage the participants in the project to continue their involvement and work on future development.

ii) The aggressive promotion of CMNT requires a more professional approach, which must be adequately supported by government tourism-centric policies and strategies. In this regard, NGOs also can play a pivotal role by collaborating with each other to strengthen their promotional activities and engage travel agencies to provide their communities with a better and leading public profile (Wani et al., 2023).

iii) In a developing country like India and a state like Odisha, to alleviate the extreme levels of poverty, especially in remote areas, CMNT can evolve as an effective tool in the long run. Moreover, the current study offers meaningful insights to policymakers, administrators, and government that CMNT can evolve as a dominating force that can contribute towards wellbeing of the local people. Therefore, policymakers can involve tourism development as a policy agenda for the enhancement in the overall wellbeing of the population (Wani et al., 2023). Following the steps of the Odisha government, other states can also replicate and implement the CMNT model in their own states to enhance the individual wellbeing and residents' quality of life of the residents especially in villages, which usually contain relatively higher populations and lower per capita earnings.

iv) Apart from this, considering residents as one of the important stakeholders in tourism development, tourism planners need to be aware of the demographic profile of those who are in support of CMNT projects while strategizing for community-managed tourism development in Odisha. These results are anticipated to not only assist in community development but also in seeking active participation from the local community members. In this context, the present study is expected to contribute both theoretical and practical knowledge to the research of academia, industry professionals, and the developmental planning of states and provinces, particularly in Odisha.

8.5 Limitations and Future Research

i) This current study has limitations as it has not considered other sufficient factors and themes that may influence the concept of CMNT. The future work can consider the community's attachment, psychology, perception, etc. as influencing themes to CMNT. At present, this study allows a better conceptualization of Community-Managed Nature Tourism and allows interested parties or stakeholders to distinguish it from similar forms of tourism.

ii) The present study has investigated the role of the CMNT project in boosting tourism growth by contributing to tourist inflow and revenue generation in Odisha. However, this study bears some limitations in the form of data and the method of analysis. Firstly, the ecotourism data furnished by the ecotourism cell of the Forest and Environment Department, Government of Odisha has not been up to date till 2024-25, during the data analysis period. The Annual Ecotourism Report has not been published after 2019-20 till the analysis period, which creates an obstacle for researchers and other stakeholders. Secondly, the current study reveals that the data on annual tourist visits and revenue covers a period of eight years only because the CMNT Programme was launched in 2016-17. So, the data based on this limited time frame was insufficient to carry out statistical analysis, resulting in insignificant outcomes. Because of these, the current study was limited to plotting line charts, calculating moving averages, creating trend lines for them, and in the end, comparing the growth rate between Odisha's tourism and CMNT. At present, it can not be assumed that the study's generalizability to other settings of research. However, studies similar to the present context can be performed by researchers in the future, with different objectives and perspectives.

Keeping these points into consideration, future research can be carried out when the CMNT project completes a time period of ten years or more, which will help for proper time series analysis, a comparative study between CMNT and Odisha Tourism, or the impact of CMNT on Odisha's tourism under factors of influence like environment, stakeholder perspective, and local community perception, as analysed previously by different researchers with varied circumstances (Choi & Murray, 2010., Saarinen,

2010). These findings will validate the merit of the study, and in this way, the study welcomes future research in these contexts for more validation.

iii) Lastly, like other studies, the current study is also plagued by few limitations. First, the sample size is comparatively low since it was gathered from only eight destinations where CMNT camps were set up. A larger sample size would have considerably increased the study's generalizability, hence future research should take this into account. Second, our study has considered only service providers as a target population, so it is firmly advocated suggested that future studies may undertake a study with different stakeholders. However, the study's outcomes agree with those of other similar investigations in different geographical territories.

iv) This study investigated the role of CMNT projects in facilitating both community empowerment and how different demographic variables such as gender, age, education, occupation, and income of the local residents influence their perception towards community empowerment through these projects. There are, however, noticeably different demographic variables that were not examined in this study and might have affected the study findings. Therefore, further studies may be undertaken to illustrate a more inclusive range of demographic features influencing the perception of the local residents. Moreover, since this study focused mainly on Odisha, the idiosyncrasies specific to the state may act on the generalizable ability of this study findings to other contexts. Hence, this relationship should also be explored in other contexts to endorse the reliability of outcomes in other settings. For instance, although this study's results showed that different educational qualifications of the local residents had no significant influence on the relationship between CMNT projects and community empowerment, many past studies suggested that levels of educational qualification had an impact on the local residents' perception towards empowerment (Rachmawati et al., 2021). Therefore, this outcome might be specific in this study context, thus calling for further research to validate the merit of this finding.

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