

A Peer Reviewed / Referred / UGC Listed International Journal Since 2000

Sajosps

South Asian Journal of Socio-Political Studies



VOL. XXIII NO. 2 JANUARY-JUNE 2023

No. 34425
Dated: 11.01.2017

Social Sciences | Management | Tourism



ISSN 0972-4613

ISSN 0000-0094



Editorial Office: 'Jayam', 399-A, Vaidyasala Nagar, Asramom (Post), Kollam, Kerala, India. Pin- 691 002
Mob: +91 8281032062 / 9847432062 (Hon. Editor). Helpline: +91 8606685369 (Dy. Editor)
E-mail: mrbijueditor@yahoo.com, Web: www.sajospsglobal.com



THIS JOURNAL IS BEING
CATALOGUED, INDEXED
AND ABSTRACTED BY



LIBRARY OF
CONGRESS



UNIVERSITY OF
MICHIGAN



The University of
the West Indies



University of
Pardubice



WIKIPEDIA
The Free Encyclopedia



MANCHESTER
UNIVERSITY



UNIVERSITY OF
BRISTOL

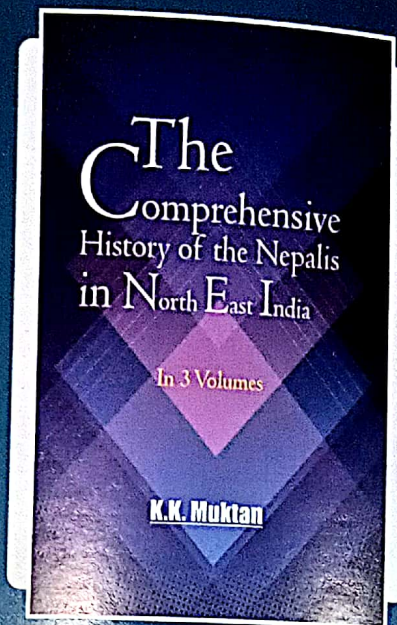


IPSA AISP
International Political
Science Abstracts



The Comprehensive History of the Nepalis in North East India

K.K. Muktan



3 Volume Set

Volume Details

Volume One:
Migration and Settlement
(Period 1826-1920)

Volume Two:
Nationalism and Polity
(Period 1921-1947)

Volume Three:
Integration and Development
(Period 1948-2020)

About the Book

These three volumes seek to trace the history of Nepalis in the North East India in its entirety starting from the earliest migration and settlement including their socio-cultural, economic and political development, phase by phase down to the year 2020. First volume deals with the two primary aspects of civil and military life of the Nepalis, unfolding the spectacular history of valour and sacrifice of the Gorkha soldiers which has no parallel anywhere in the world. It gives a riveting account of the brave Gorkhas and their supreme sacrifice of life in defending Indian borders along Kashmir and the MacMahon line above Arunachal Pradesh.

This Second Volume of the book entitled *The Comprehensive History of the Nepalis in North East India*, traces the history of Nepalis in the North East India in its entirety starting from the earliest migration and settlement including their socio-cultural, economic and political development, phase by phase.

This Third Volume of *The Comprehensive History of the Nepalis in North East India*, traces the history of Nepalis in its entirety, starting from the earliest migration and settlement in the Northeast, down to the socio-economic and political activities, and their issues and perspectives, chronologically till the year 2020.

About the Author

K.K. Muktan, a retired bureaucrat-turned author, was born at Behar district Biswanath, Assam in 1931. While still a school student he participated in the Quit India movement of 1942 became a political prisoner. He graduated from St. Anthony's College, Shillong in 1953 and completed M.A. in Economics from the Allahabad University in 1954. He joined Assam Civil Service (ACS) in 1960. On bifurcation of Meghalaya from Assam, he was transferred in the Meghalaya Civil Service (MCS) in 1975.

E-mail: publishing@conceptpub.com Website: www.conceptpub.com Ph: +91-11-41101460
CONCEPT PUBLISHING COMPANY (P) LTD.
A/15-16, Commercial Block, Mohan Garden, NEW DELHI-110059 (India)
Show Room: 4788-90, 23 Ansari Road, Darya Ganj, New Delhi-110002 Ph: 23272187

Note: Prices are in ₹ and are subject to change

HB | 2023 | 978-93-5594-006-7 | 1232 pp. | ₹ 5000 Per Set

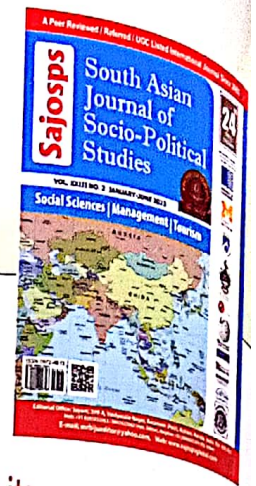
www.conceptpub.com



Contents

JANUARY-JUNE 2023

VOL. XXIII NO.2



- 05** **Role of Quadrilateral Security Dialogue in Indo-Pacific and its significance for India**
Dr. Ramesh Kumar, Associate Professor & Head, Department of Political Science, Central University of Haryana, Mahendergarh
- 09** **Nagorno-Karabakh Conflict: An Intriguing Tale of deceit and neglect**
Dr. Prerana Bhaduli, Assistant Professor, Department of Political Science, Mahatma Gandhi Central University, Bihar.
- 17** **Sri Lankan Crisis: A Case of Debt-Trap or Fiscal Mismanagement**
Rini Rachel Abraham, Guest Lecturer, Dept. of Political Science, Mar Thoma College (M.G University), Thiruvalla, Kerala
- 23** **Exploring India's Maritime Connectivity Through Bay of Bengal**
Dr. Dipankar Dey, Faculty, Department of Political Science, Central University of Andhra Pradesh, Anantapur.
- 28** **India Vs China: Himalayan Hydropower Diplomacy**
Dr. Santhosh Mathew, Associate Professor, Centre For South Asian Studies, Pondicherry Central University.
- 31** **The Resurgence of Taliban in Afghanistan: Foreign Policy Options of Major Powers**
Dr. V. D. Radhakrishnan, Associate Professor, Department of Political Science, Sree Narayana College (University of Kerala), Chertala
- 36** **Understanding the Student Movement: The Role of the ACKSHA (1983-1994) in Barak Valley in Assam**
Dr. Joyati Bhattacharya, Professor & Dean, School of Social Sciences, Assam University, Assam.
- 42** **Transformational Leadership**
Dr. G. Palanithurai, Professor (Retd.), Rajiv Gandhi Chair for Panchayati Raj Studies, The Ganeshnigram Rural Institute, Deemed to be University, Gandhinagar
- 48** **E-Leadership: Concept and Challenges**
Dr. Shabana Farheen, Department of Political Science, Maulana Azad National Urdu University, Gachibowli, Hyderabad
- 51** **Linguistic Diversity And National Integration In India**
Prof. Midatala Rani, Professor of Political Science (Retd.) and former Director, UGC, PGC, University of Mysore, Karnataka.
- 54** **Revisiting the Issue of Gender**
Shahbaz Ahmad IFS (Retd.), Former Principal Chief Conservator, Forests and Chief Wild Life Warden, Madhya Pradesh
- 57** **Social Exclusion and Livelihood issues of Transgenders in Kerala**
Ruksana P., Ph.D Scholar, Department of Economics, John Mathai Centre, University of Calicut and
Dr. Haseena V.A., Principal, MES Kallaldi College, Mnnarkkad
- 61** **Emerging Trends of Public Administration in Post NPM Era: Strategies and Prospects**
Dr. Bibhuti Bhusan Nayak, Former ICSSR Doctoral Fellow, P.G Department of Public Administration, Utkal University, Bhubaneswar, Odisha and Prof. Padmalaya Mahapatra, Professor and Head, P.G Department of Public Administration, Utkal University, Bhubaneswar, Odisha.
- 66** **Contemporary India: Is It a Secular State or an Ethnic Nation?**
Nazir Hussain, Doctoral Fellow, Department of Political Science, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow and Dr. Sartik Bagh, Professor, Department of Political Science, Babasaheb Bhimrao Ambedkar University, Lucknow.
- 71** **Does Participation Improve Access to Services by Women in the Panchayats in Tribal Belt of Odisha ?**
Dr. Bishnu Prasad Mohapatra, Assistant Professor, School of Liberal Arts, Dr. Viswanath Karad MIT-World Peace University, Pune and Dr. Santosh Kumar, Professor and Dean, School of Liberal Arts, Dr. Viswanath Karad MIT-World Peace University, Pune.



- 78** **The Role of Newspapers In Local Elections: A Descriptive Analysis of Delhi Assembly Elections 2020**
Pragya Yadav, Ph.D Candidate, National Law School of India University, Bengaluru, Karnataka.
- 87** **Mapping the Vulnerabilities and Deprivations of the Child Bride: Pathways and Policy Imperatives**
Dr. Moushumi Pattnaik, Head, Department of Political Science, Shailabala Women's College (Utkal University), Cuttack, Odisha
- 93** **Political, Cultural and Architectural Ascendancy of Kushana Over Northwestern Region of Ancient India**
Dr. Arjun Singh, Assistant Professor of History, Arjan Dass College (Panjab University), Dharamkot-Firoga, Punjab.
- 96** **Gender Discrimination in Rural Non-Farm Employment in India**
Prof. D. Pulla Rao, Senior Professor of Economics, Andhra University, Visakhapatnam.
- 99** **Socio-Economics and Demographic Features Juxtaposing Household Standard of Living of the Inland Fishermen in Kerala**
Dr. K.T. Jyothish, Freelance Writer and Researcher on Marginalized Sections based Kochi
- 104** **MSME Sector's Expectations from Academia- The Case of UG Management Students**
Dr. D. Divya Prabha, Associate professor, Department of International Business, PSG College of Arts & Science (Bharathiar University), Coimbatore and Siddharth Sajeew, Student, BA (Hons), University of Hull, UK
- 109** **Resilience of MSME sector in India and Covid-19 Pandemic**
Raj Kishor Pradhan, Senior Statistical Officer, Ministry of Statistics & Program Implementation, Govt. of India, Sambalpur, Odisha.
- 112** **In Pursuit of Financial Self-Reliance of Common People**
Dr. Arindam Gupta, Professor of Commerce, Vidyasagar University, West Bengal
- 116** **The Disproportionate Impact of COVID-19 on Indian Society**
Dr. Imtiyaz Ahmad Wani, Lecturer, Department of Sociology, Government Degree College Khansahib (University of Kashmir), Budgam Kashmir and Dr. Akumarthi Nageswara Rao, Assistant Professor, Department of Political Science, Maulana Azad National Urdu University, Hyderabad
- 119** **Renaissance of Kirana Stores during the Pandemic: A Perspective from the Consumer Shopping Experiences in Kerala**
Anjali A, Assistant Professor, SCMS Cochin School of Business, Cochin, Kerala and Dr. Bijith George Abraham, Associate Professor and In-charge Research & IQAC, Marian Institution of Management, Marian College (Autonomous), Idukki, Kerala.
- 128** **Exploring the Synergies between Performing Arts and Hospitality Units in Responsible Tourism: The Case of Kumarakom, Kerala**
Dr. Anitha R, Assistant Professor, Sree Narayana Arts and Science College (Mahatma Gandhi University), Kumarakom, Dr. Ambeeshmon S, Assistant Professor, IMK, University of Kerala and Dr. Smitha S, Assistant Professor, School of Pedagogical Sciences, Mahatma Gandhi University, Kottayam, Kerala
- 131** **Impact of Responsible Tourism on Host Community in Kerala**
Dr. Parvathy Mohan, Assistant Professor, Baselius College (Mahatma Gandhi University), Kottayam, Kerala and Dr. Gireesh Kumar G.S, Principal, Henry Baker College (Mahatma Gandhi University), Melukavu, Kerala
- 136** **The Influence of Digital Marketing in the Tourism Industry of Kerala with Special Emphasis on the Accommodation Sector**
Dr. Thansiya N, Assistant Professor, CHMM College for Advanced Studies (University of Kerala), Changanassery, Kerala

Impact of Responsible Tourism on Host Community in Kerala

Dr. Parvathy Mohan, Assistant Professor, Baselius College (Mahatma Gandhi University), Kottayam, Kerala and
Dr. Gireesh Kumar G.S, Principal, Henry Baker College (Mahatma Gandhi University), Melukavu, Kerala

The philosophy of Responsible Tourism revolves around the background of localism and host communities. Local communities play a pivotal role in Responsible Tourism discourses (participation and equal access) as places where actions of empowerment happen (Williams, 2005). The Cape Town Declaration highlights the relevance of involving the host communities in decision making that affect their lives. Responsible Tourism basically aims to benefit the host communities in their socio- economic and socio-cultural spheres along with reducing the negative effects by conserving the bio- physical environment. The varied perspectives around which Responsible Tourism revolves round are its production- consumption relations, tourism sector- host population relations, worker- employer relations, collective moral responsibility and responses of individuals towards Responsible Tourism and the so-called political assumptions behind the implementation of Responsible Tourism in selected destinations. (Bramwell, Lane, McCabe et.al, 2008). The local population is the ultimate beneficiaries of Responsible Tourism as it creates better tourism destinations and enjoyable ambience to the tourists as well as creates utmost respect to the local culture, customs and traditions, thereby creating better quality of life among host population (Karimi Mina, Astane Alireza, 2021).

Keywords: Responsible Tourism, Sustenance and Layoff, Destination Lacunae, Tourist Friendly Ambience, Revival of Traditions, Cultural Identity.

Introduction

The drastic changes in consumer demand along with the consequences of mass tourism, as well as the criticism on the vagueness and non- operational character of sustainable tourism lead to the evolution of Responsible Tourism. Responsible Tourism can be considered as a response to the drawbacks of Sustainable Tourism and it is often interpreted as a practice- based application of the concept of Sustainability (Harold Goodwin 2011, p.31). The ideology of Responsible Tourism is linked to the psychoanalytical processes, both at individual and collective levels about the acceptance and the enjoyment of ethical travelling. Responsible Tourism deals with inculcating sustainability in tourism activity by creating

willingness among individuals to take up the responsibility for making tourism activity more sustainable both from production and consumption side by involving all the stakeholders. Responsible Tourism is the key to provide benefits to local community by enhancing their ways of living via industry- community rapport. The Triple Bottom Line (TBL) concept of Responsible Tourism envisages Economic Responsibility, Social Responsibility and Environmental Responsibility. The focal point of Responsible Tourism lies in optimum utilization of available local resources, providing employment opportunities to local people and thereby getting involved with the decision-making processes of their area in connection with tourism promotion. Responsible Tourism do have an

immense effect in the quality of life of local population in the tourism destinations (P.V. Mathew & Sreejesh, 2017).

Literature Review

Morrison. A - Saunders, M. Hughes, J. Pope et. al (2019); Camilleri, Mark Anthony (2018) and Yu, Chia Pin, Cole, et.al, (2018) studied the expectations for Responsible Tourism initiatives in tourism destinations. A comparative analysis is made with respect to the expectations of South African visitors and other International visitors. They studied the positive and significant association between the perceived ease of use and perceived usefulness of digital media, which explores the perceived impact of tourism on the host community. Local residents play a crucial role in the development of sustainable tourism practices in a destination. They reveal that both socio- cultural and environmental benefits contribute to the living experience of the host community. Rezhen Harun, Gabriela O. Chiciudean, Kawan Sirwan, Felix H. Arion and Iulia C. Muresan (2018); Vikneswaran Nair (2018); Yu, Chia Pin, Cole, et.al, (2018); Otilie Geiger (2017), tries to analyse the relationship between sustainable tourism developments in a destination with the stakeholder expectations of that destination. Local residents play a crucial role in the development of sustainable tourism practices in a destination. Resident support is inevitable for the better health of tourism industry and for the successful community development. The results showed that the local residents are encouraging tourism prospects in their area as it leads to various positive impacts regardless of some negative effects like pollution. Paul V. Mathew, Sreejesh. S (2017); Joobi V.P and Dr. Satheesh E.K (2016); M. Jeon,

Responsible Tourism destinations. Secondary data is collected from various published and unpublished sources, websites of Tourism Departments, like, Department of Tourism (DOT), Government of Kerala, District Tourism Promotion Councils (DTPCs), United Nations World Tourism Organisation (UNWTO), International Centre for Responsible Tourism (ICRT), Department of Environmental Affairs and Tourism (DEAT), Pacific Asia Travel Association (PATA), World Travel Mart (WTM), World Travel and Tourism Council (WTTC), etc. As the study requires in depth information from the sample respondents, a structured interview schedule is prepared after going through various stages. As the first step the variables for the interview schedule are identified by thoroughly reviewing the available literatures, both printed and online sources. A closed-ended interview schedule is developed to collect data as it is easier for the researcher to get the responses.

The redrafted interview schedules are pre-tested in Kumarakom, one of the famous Responsible Tourism destinations in Kerala. Before going for a Pilot survey, a method is adopted to identify whether the instrument is self-explanatory or not. In light of the above, the instrument is again redrafted for pilot testing. A sample of 100 respondents of local people are selected for pre-testing the interview schedule. The collected data are tested for reliability and validity.

The Sampling Area for the study includes Kovalam (beach destination), Kumarakom (backwater destination), Wayanad (wildlife destination) and Thekkady (hill station destination) in Kerala. The population consists of host population, which comprises of all those people who are residing in the selected destinations for more than 10 years and are directly or indirectly involved in Responsible Tourism activities. Here it is not possible to arrive at the exact number of people as the number is difficult to find out. In cases where a strict probability approach is inappropriate or the cost is greatly outweighing the advantages, non-probability sampling techniques can be employed (Maitland-Smith, 2000). Hence, Snow ball sampling method (Exponential non-discriminative snowball sampling) is opted for collecting samples from host community as the researcher finds it difficult to find the samples with requisite features and it is hard to select subjects to assemble them as samples for research.

The most difficult task for the researcher is to have a face to face conversation with local residents as different people

have varied approaches towards research and researchers. 1000 interview schedules are prepared for local people in the selected destination, 250 each for each of the four destinations. The questions for the schedule are arrived at after closely watching and constantly interacting with the residents. The responses of certain people sound to be biased, some others give only partial information, few are reluctant to give their details and the researcher herself finds certain schedules inappropriate as it gives unbiased details. All these resulted in rejection of certain interview schedules and received final data from 75 respondents in Kovalam, 75 respondents in Kumarakom, 79 respondents in Wayanad and 76 respondents in Thekkady. Hence, a sample of 305 local population are selected for the study. The collected data are analysed through appropriate mathematical and statistical tools like, percentages, averages, standard deviation, one-sample t-test and One-way Analysis of Variance (ANOVA). Data reliability is tested using Cronbach's Alpha. An Exploratory Factor Analysis (EFA) with a principal component method is conducted to identify the scale dimensionality. Correlation Analysis, Factor Analysis, Multiple Regression Analysis and Structural Equation Modelling (SEM) is used to attain the stated objectives.

The study intends to realise the following specific objective.

- To study the effect of Economic, Socio-Cultural and Environmental impact on various dimensions of Overall Impact of Responsible tourism in selected destinations using SEM approach.

Results

In this section, the researcher tries to measure the effects of Economic, Socio-Cultural and Environmental Impact on Overall Impact of Responsible Tourism in the selected destinations of Kerala. The role of Overall Impact constructs is also measured in this segment in a single model. Structural Equation Modelling (SEM) is the only tool which can be used to measure and analyse the direct and indirect effect emanating from the constructs of Economic, Socio-Cultural and Environmental Impact upon the Overall Impact constructs. The positive economic, socio-cultural and environmental impact of tourism makes the local people to be involved in tourism related activities and thus leads to better tourism development in the area (Nunkoo, R & Ramkissoon, H. 2007). The model developed for validation based on review and researchers own qualitative judgement is shown in figure 4.1 below.

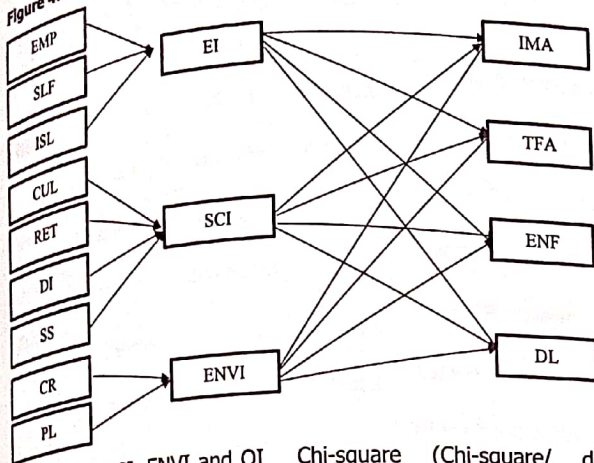
M. Kang, E. Desmerals (2016); Wantanee Sunkitkul, Stephen Pratt, Wallace I Kuan et.al. (2016); Athula C. Ganapala, Thusara Pradeep Karunathilaka (2016); Muhammed Hafiz Hanafiah, Inoormaziah Azman, Norliza Aminuddin, Muhammed Raziff Jamaluddin (2016); Tanja Mihalic (2016); Yaping Liu, Linlin Nie, Fujiang Wang and Zhulan Nie (2015) tries to link the quality of life of local people with the responsible tourism initiatives of their respective regions. They try to connect the term "Responsible Tourism" with "Sustainable Tourism" and accordingly a new term called "Responsible Tourism" has been suggested. They try to explore community perception and their involvement in tourism development activities. They also studied the influence of seasonal attributes on residents' perception of tourism impacts.

Materials and Methods

The term "Responsible Tourism" itself has the implied meaning that growth and development can be "irresponsible" too. The term "irresponsible" can take varied shapes like exploiting available natural resources in a destination, ignoring local community, their cultures, traditions and customs, betrayed attention to HIV/AIDS in the workplace and failure to protect and prevent the environment and pollution. All these kinds of irresponsible tourism practices give weight to the need for a Responsible Tourism Policy and policy instruments. (Responsible, 2011). As far as Kerala is concerned, Responsible Tourism is an inspiring concept which was put forward by the Tourism Department; to be at par with the Global Tourism Market. Ever since its inception in the year 2008, so many responsible activities have been initiated by the Department and many of them were a huge success. Responsible Tourism always provides a hassle-free travel and tourism experience to tourists and improves tourism benefits to the locals. Kerala has the potential to receive a high rank in the attainment of the globally accepted Sustainable Development Goals (SDGs) by 2030 via Responsible Tourism initiatives. The RT Mission in Kerala is performing exceptionally well that the local population is equipped to earn an additional livelihood, along with what they were already engaged in. (Harold Goodwin, 2019).

The study uses both primary and secondary data and is both descriptive and analytical in nature. Primary data is collected through direct interviews with Tourism Department officials, tour operators, hotel staffs, home stay operators, tourists and local community in the selected

Figure 4.1: Model for Validation- EI, SCI, ENVI and OI



The EI, SCI, ENVI and OI Model hypothesized is validated through Structural Equation Model (SEM) using AMOS (Analysis of Moment Structure). Besides using the relative/normed

Chi-square (Chi-square/ df; df=degrees of freedom) for the assessment of the model fit, the following additional indices from the literature are also considered for assessing the model fit.

Table 4.1: Goodness of Fit Indices - Eco, Socio Env effect on Overall Impact Model

Goodness of Fit Indices	Fit Criteria	Measurement Model
χ^2/df (Normed Chi-square) $\chi^2 - 12.84, df-4$	<5	3.21
GFI (Goodness of Fit Index)	>0.90	.921
AGFI (Adjusted Goodness of Fit Index)	>0.80	.863
CFI (Comparative Fit Index)	>0.95	.958
NFI (Normed Fit Index)	>0.90	.911
Standardized Root Mean Square Residual (SRMR)	<0.08	.032
RMSEA (Root Mean Square Error of Approximation)	<0.08	.029

Table 4.2: Decomposition of direct effect for the hypothesized model

Independent Variable	Dependent Variable	Direct Effect	R2
Employment Generation	Economic Impact	0.272***	0.487
Sustenance and Layoff		0.147**	
Improved Standard of Living		0.362***	
Cultural Identity	Socio-cultural Impact	0.349***	0.571
Social Stigma		0.369***	
Revival of Traditions		0.168***	
Destination Image		0.082	
Conservation of Resources	Environmental Impact	0.374***	0.563
Pollution and Littering		0.478***	
Economic Impact	Improved Amenities	0.225**	0.348
Socio-cultural Impact		0.328**	
Environmental Impact		0.107***	
Economic Impact	Tourist Friendly Ambience	0.171***	0.546
Socio-cultural Impact		0.404**	
Environmental Impact		0.199***	
Economic Impact	Environment Friendliness	0.053**	0.425
Socio-cultural Impact		0.501***	
Environmental Impact		0.258**	
Economic Impact	Destination Lacunae	0.093	0.389
Socio-cultural Impact		0.534*	
Environmental Impact		0.293**	

Standard path coefficients are reported. ***p<.001, **p<.01

Table 4.2 shows the results of the SEM conducted. The direct effects of the independent variable on dependent variables are shown below with the R² values.

Direct effect of Constructs in EI, SCI, ENVI and OI Model

Table 4.2 clearly shows SEM analysis in AMOS, which clearly emphasizes the statistically validated paths in the model. The R² value denoted shows, how the dependent construct variance is explained by the significant independent variables. Each hypothesis set is being explained individually in table 4.3.

Discussions

In this part, the researcher explains the direct effect of Employment Generation (EMP), Sustenance and Layoff (SLF) and Improved Standard of Living (ISL) upon the Economic Impact (EI) of RT. The R² value denoted is 0.487 which shows Economic Impact of RT varies on account of the three constructs, and the variation is found to be 48.7%. Here based on the significance of regression weight it can be found that EMP, SLF and ISL has a significant effect upon Economic Impact of RT in the selected destinations.

Also, the researcher explains the direct effect of Cultural Identity (CUL), Revival of Traditions (RET), Destination Image (DI) and Social Stigma (SS) upon the Socio- Cultural Impact (SCI) of RT. R² is the per cent of the variance in the dependent explained jointly by the independents. The R² value denoted is 0.571 which shows Socio- Cultural Impact of RT varies on account of the four constructs, and the variation is found to be 57.1%. Here based on the significance of regression weight it can be found that CUL, RET, DI and SS has a significant effect upon Socio- Cultural Impact of RT in the selected destinations.

The researcher also is delighted to explain the direct effect of Conservation of

Resources (CR) and Pollution & Littering (PL) upon the Environmental Impact (ENVI) of RT, as shown in the hypothesized model. R² is the percent of the variance in the dependent explained jointly by the independents. The R² value denoted is 0.563 which shows Environmental Impact of RT varies on account of the two constructs, and the variation is found to be 56.3%. Here based on the significance of regression weight it can be found that CR and PL have a significant effect upon Environmental Impact of RT in the selected destinations.

The researcher explains the direct effect of Economic Impact (EI), Socio- Cultural Impact (SCI) and Environmental Impact (ENVI) upon Improved Amenities (IMA) of RT. R² is the per cent of the variance in the dependent explained jointly by the independents. The R² value denoted is 0.348 which shows Improved Amenities (IMA) in the destination varies on account of the three constructs, and the variation is found to be 34.8%. Here based on the significance of regression weight it can be found that EI, SCI and ENVI have a significant effect upon Improved Amenities of RT in the selected destinations.

In this part, the researcher explains the direct effect of Economic Impact (EI), Socio- Cultural Impact (SCI) and Environmental Impact (ENVI) upon Tourist Friendly Ambience (TFA) of RT. R² is the per cent of the variance in the dependent explained jointly by the independents. The R² value denoted is 0.546 which shows Tourist Friendly Ambience (TFA) in the destination varies on account of the three constructs, and the variation is found to be 54.6%. Here based on the significance of regression weight it can be found that EI, SCI and ENVI have a significant effect upon Tourist Friendly Ambience (TFA) of RT in the selected destinations.

In this part, the researcher explains the direct effect of

Table 4.3: Direct effect of EI, SCI, ENVI and OI Model

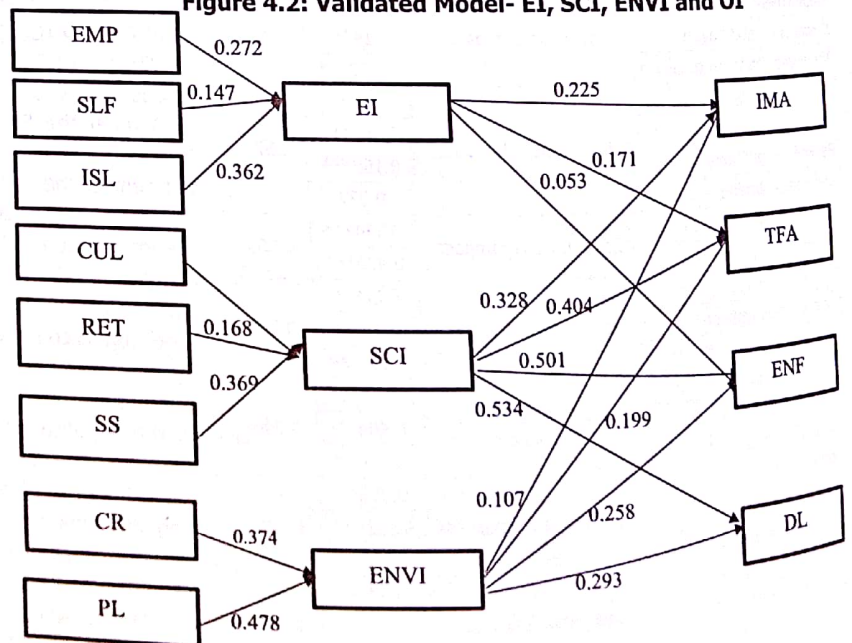
Path	Hypothesis	SRW	Significance	Inference	R2
EMP → EI	Ho: Employment Generation has no significant effect on Economic Impact of RT in selected destinations.	0.272***	***p<.001	Reject HO	0.487
SLF → EI	Ho: Sustenance & Layoff has no significant effect on Economic Impact of RT in selected destinations.	0.147**	**p<.01	Reject HO	
ISL → EI	Ho: Improved standard of living has no significant effect on Economic Impact of RT in selected destinations.	0.362***	***p<.001	Reject HO	
CUL → SCI	Ho: Cultural Identity has no significant effect on Socio- Cultural Impact of RT in selected destinations.	0.349***	***p<.001	Reject HO	0.571
RET → SCI	Ho: Revival of Traditions has no significant effect on Socio- Cultural Impact of RT in selected destinations.	0.168***	***p<.001	Reject HO	
DI → SCI	Ho: Destination Image has no significant effect on Socio- Cultural Impact of RT in selected destinations.	0.082	-	Accept Ho	
SS → SCI	Ho: Social Stigma has no significant effect on Socio- Cultural Impact of RT in selected destinations.	0.369***	***p<.001	Reject HO	0.563
CR → ENVI	Ho: Conservation of resources has no significant effect on Environmental Impact of RT in selected destinations.	0.374***	***p<.001	Reject HO	
PL → ENVI	Ho: Pollution & Littering has no significant effect on Environmental Impact of RT in selected destinations.	0.478***	***p<.001	Reject HO	
EI → IMA	Ho: Economic Impact of RT has no significant effect on Improved amenities.	0.225**	**p<.01	Reject HO	0.348
SCI → IMA	Ho: Socio- Cultural Impact of RT has no significant effect on Improved amenities.	0.328**	**p<.01	Reject HO	
ENVI → IMA	Ho: Environmental Impact of RT has no significant effect on Improved amenities.	0.107***	***p<.001	Reject HO	
EI → TFA	Ho: Economic Impact of RT has no significant effect on Tourist Friendly Ambience.	0.171***	***p<.001	Reject HO	0.546
SCI → TFA	Ho: Socio- Cultural Impact of RT has no significant effect on Tourist Friendly Ambience.	0.404**	**p<.01	Reject HO	
ENVI → TFA	Ho: Environmental Impact of RT has no significant effect on Tourist Friendly Ambience.	0.199***	***p<.001	Reject HO	
EI → ENF	Ho: Economic Impact of RT has no significant effect on Environment Friendliness.	0.053**	**p<.01	Reject HO	0.425
SCI → ENF	Ho: Socio- Cultural Impact of RT has no significant effect on Environment Friendliness.	0.501***	***p<.001	Reject HO	
ENVI → ENF	Ho: Environmental Impact of RT has no significant effect on Environment Friendliness.	0.258**	**p<.01	Reject HO	
EI → DL	Ho: Economic Impact of RT has no significant effect on Destination Lacunae.	0.093	-	Accept Ho	0.389
SCI → DL	Ho: Socio- Cultural Impact of RT has no significant effect on Destination Lacunae.	0.534*	*p<.05	Reject HO	
ENVI → DL	Ho: Environmental Impact of RT has no significant effect on Destination Lacunae.	0.293**	**p<.01	Reject HO	

Source: Compiled by the researcher. ***p<.001, **p<.01, *p<.05

Economic Impact (EI), Socio- Cultural Impact (SCI) and Environmental Impact (ENVI) upon Environment Friendliness (ENF) of RT, as shown in the hypothesized model. R² is the per cent of the variance in the dependent explained jointly by the independents. The R² value denoted is 0.425 which shows Environment Friendliness (ENF) in the destination varies on account of the three constructs, and the variation is found to be 42.5%. Here based on the significance of regression weight it can be found that **EI, SCI and ENVI** has a significant effect upon Environment Friendliness (ENF) of RT in the selected destinations.

In this part, the researcher explains the direct effect of Economic Impact (EI), Socio- Cultural Impact (SCI) and Environmental Impact (ENVI) upon Destination Lacunae (DL) of RT, as shown in the hypothesized model. R² is the per cent of the variance in the dependent explained jointly by the independents. The R² value denoted

Figure 4.2: Validated Model- EI, SCI, ENVI and OI



Source: Compiled by the researcher based on SEM results.

is 0.389 which shows Destination Lacunae (DL) in the destination varies on account of the three constructs, and the variation is found to be 38.9%. Here based on the significance of regression weight it can be found that **SCI** and **ENVI** have a significant effect upon Destination Lacunae (DL) in the selected destinations, whereas it is found that **EI** does not have any significant effect on DL.

Conclusion

The effect of Economic Impact, Socio-Cultural Impact and Environmental Impact of RT upon the Overall RT impact is measured by using Structural Equation Model (SEM). The EI, SCI, ENVI and OI Model hypothesised is validated through SEM using Analysis of Moment Structure (AMOS). The model has both direct and indirect effects of independent variables on the dependent variable. The independent variables are the constructs of Economic, Socio-Cultural and Environmental Impact of RT in the selected destinations, all of which have a direct effect upon Overall Economic, Socio-Cultural and Environmental Impacts. The EI, SCI and ENVI of RT is found have a direct effect upon the dependent variable of Overall Impact (OI) constructs, except EI to Destination Lacunae (DL). Therefore, it is proved that, Economic Impact of Responsible Tourism in selected destinations is not having a direct effect upon Destination Lacunae. Thus, the null hypothesis Economic Impact of RT does not have any significant effect upon Destination Lacunae (DL) gets accepted. All the constructs of EI, SCI and ENVI had statistically significant indirect effect upon Improved Amenities (IMA), Tourist Friendly Ambience (TFA), Environment Friendliness (ENF) and Destination Lacunae (DL). The indirect effect of the constructs of EI, SCI and ENVI of Responsible Tourism shows that all the constructs except Destination Image (DI) and Conservation of Resources (CR) has significant indirect effect upon the construct Improved Amenities (IMA) of Overall Impact (OI). The results corroborate with the study made by (Androit, K. 2004) that the economic, socio-cultural and environmental impact of tourism ultimately leads to the overall impact and this overall impact is the determining force behind tourism support initiatives of the public.

References

1. Amin R.M (2016). Domestic tourists' mindset towards Responsible Tourism Management: A case study on Cox's Bazar, Bangladesh. *International Journal of Tourism Cities*.
2. Andreck, K. L., Valentine, K. M., & Vogt, C. A. (2005). Residents perceptions of

- Community Tourism Impacts. *Annals of Tourism Research*, 32, 1056-1076.
3. Androit, K. (2004). The perceived impact of Tourism development by Cretan residents. *Tourism and Hospitality Planning and Development*, Routledge publications. 1 (2). 123- 144.
4. Anter, M & Attia, M.A. (2017). Layoff policies in Egyptian Tourism Sector: The relation between Economic benefit and Employees' loyalty. *Journal of faculty of Tourism and Hotels*, Research Gate publications, 8 (2).
5. Archer, B., Cooper, C., & Ruhanen, L. (2005). The positive and negative impacts of tourism. *Global Tourism*.
6. Ardahaey, F.T (2011). Economic Impacts of Tourism Industry. *International Journal of Business and Management*. Published by Canadian Center of Science and Education. 6 (8).
7. Broderick, J. (2012). Understanding carbon budgets and the safe climate space for responsible tourism. New Delhi: Ashish publishing house.
8. Brougham, J. E., & Butler, R. W. (2002). A segmentation analysis of Resident attitudes to the Social Impact of Tourism. *Annals of Tourism Research*, 8(4), 569-590.
9. Broun, T., Churchil, G., & Peter, P. (1993). Improving the measurement of Service Quality. *Journal of Retailing*, 69(1), 127-139.
10. Budeanu, A; Miller, G; Moscardo, G; et. al. (2016). Sustainable Tourism, progress, challenges and opportunities: An introduction. *Journal of Cleaner Production*, Vol. 111.
11. Elizabeth, O. (2013). The impact of economic growth on employment in Nigeria. *International Business and Management*, Research Gate publications, 6 (1), pp. 113-119.
12. Eraqui, I. M. (2007). Local Communities' Attitude towards Impacts of Tourism Development in Egypt. *Tourism Analysis*, 12, 191-200.
13. Feruzi, K. J. (2012). An Evaluation of Responsible Tourism practices in the Tanzanian tourism industry. *Peninsula University of Technology*.
14. Filosofova, T & Apostolov, D (2016). Effects of tourist satisfaction: Influence on the touristic flows of Bulgaria in Russia. *Tourism Highlights*, pp. 1-10.
15. Forsyth, T. (2018). Environmental responsibility and Business regulations: the case of Sustainable Tourism. *The Geographical Journal*, 163, 270-280.
16. Goodwin, H. (2017). The challenge of Overtourism. *Responsible Tourism Partnership*.
17. Goodwin, H., & Font, X. (2012). *Progress in Responsible Tourism*. United Kingdom: Goodfellow publishers.
18. Joobi V.P., & Satheesh E.K. (2017). Local community participation in Responsible Tourism-A case study of Kumarakom Grama Panchayath. *International Journal of Current Research in Multidisciplinary (IJCRM)*, Vol. 2, No. 11, pp. 5-11.
19. Jurdana, D.S & Frieta, D.S. (2016). Satisfaction as a determinant of tourist expenditure. *Current Issues in Tourism*, Routledge publishers.
20. Jurdana, D.S & Frieta, D.S. (2016). Factors affecting the expenditure of domestic and foreign tourists: The evidence from Rijeka and Opatija, Croatia. *Tourism and Hospitality Industry, Congress proceedings*, pp. 418- 431.
21. Keat, W. K., & Musa, N. (2014). Responsible Tourism System Dynamic Planning Model for Rural area. *Journal of Hospitality and Tourism*.
22. Kencana, E.N & Darmayanti, T. (2017). Causality between Frequency of visit with Tourist Satisfaction: A multi-group analysis. *Udayana Journal of Social Sciences and Humanities*, Research Gate Publications, Vol. 1, No. 2.
23. Musavengane, R. (2019). Small hotels and responsible tourism practices: Hoteliers' perspectives. *Journal of Cleaner Production*, Vol.220.
24. Mustelier - Puig, L.C; Anjum, A & Ming, X (2018). Interaction quality and satisfaction: An empirical study of international tourists when buying Shanghai tourist attraction services. *Cogent Business & Management*, pp. 1- 20.
25. Thett, K. K. (2012). Responsible Tourism in Myanmar: current situation and challenges. Ministry of foreign affairs of the Czech Republic within its transition promotion program. *Burma Centre Prague Publishers*.
26. Venu, V., & Goodwin, H. (2008). *The Kerala Declaration on Responsible Tourism*, Thiruvananthapuram. Department of Tourism, Government of Kerala.
27. Wang, Chang; Zhang, Jinhe; Cao, Jingjing; et. al, (2019). The impact of behavioural reference on tourists' responsible environmental behaviour. *Science of the Total Environment*.
28. Zhuang, X; Yao, Y & Li, J.J. (2019). Socio-Cultural Impacts of tourism on Residents' of World Cultural Heritage Sites in China. *Sustainability*. pp. 2- 19.