

COMMUNITY BASED HERITAGE TOURISM WITH REFERENCE TO CASE STUDY OF RAGHURAJPUR ODISHA

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ABSTRACT

Community based tourism is travel to local indigenous communities that invites the tourists to experience their customs food, lifestyle and set of beliefs. The responsibility to manage and balance the impacts and benefits of the community-based tourism lies within the host population by strengthening their self-governance, economic alternatives and showcasing traditional ways of life as tourism products. Community based Tourism enables tourists to discover the local culture, food, way of life, landscaping, environment etc. It helps the tourist to relive their life outside the routine environment. Community based Tourism helps to address and develop many issues like poverty reduction, developing local economy, revival and regeneration of art and craft, preservation and conservation of tangible and intangible heritage infrastructure development etc. which in turns helps the host guest both. This paper will deal with study of community involvement, development, impact assessment, benefits received and other aspects of community-based tourism taking Raghurajpur, the heritage tourism village near Puri, Odisha, as reference.

Keywords: *Tourism, Community Based Tourism, Heritage, Indigenous, Impact Assessment.*

Introduction

Tourism activities in any country are important for its economic and social growth. Travel and tourism competitiveness report 2019 ranked India 35th out of 140 countries overall. India has also scored good position in case of natural resources ranking to 14th and cultural resources ranking to 8th. Travel and tourism is the largest service industry in India providing heritage, cultural, medical, business, sports, rural, eco, handicraft, leisure, pleasure etc. in the form of tourism to the people coming to India to cherish and enjoy. The main aim to develop tourism in India is to promote and propagate tourism, maintain India's competitiveness as tourist destination, improve infrastructure, raise earning capacity, generate employment at all levels. In the year 2019, India has witnessed over 17.9 million foreign tourist making it 22nd most visited Nation.

India in last two years of pandemic and post pandemic has been trying to grow itself again with the help of domestic tourism. As product tourism statistics report of 2019, Indians travel domestically 68 times more frequently than foreign trips. Despite of pandemic and scary environment all over the globe domestic tourism have helped in the survival of Indian tourism and for the community involved in various tourism businesses directly or indirectly. As per the Indian tourism statistics at a glance, tourist visits to all states and union territories was approximately 610.22 million though 73% lesser than the previous year which was recorded 2321.98 million, due to the pandemic in the country.

According to WTTC, India ranked 10th among 185 countries in terms of tourism and travel's total contribution to GDP in 2019. During the same year contribution of travel and tourism to GDP what 6.8% total economy amounting to rupees 1,368,100 crores (US\$ 194.30 billion). During the times of pandemic there were few striving forces which kept Indian domestic tourism in operation. They were:

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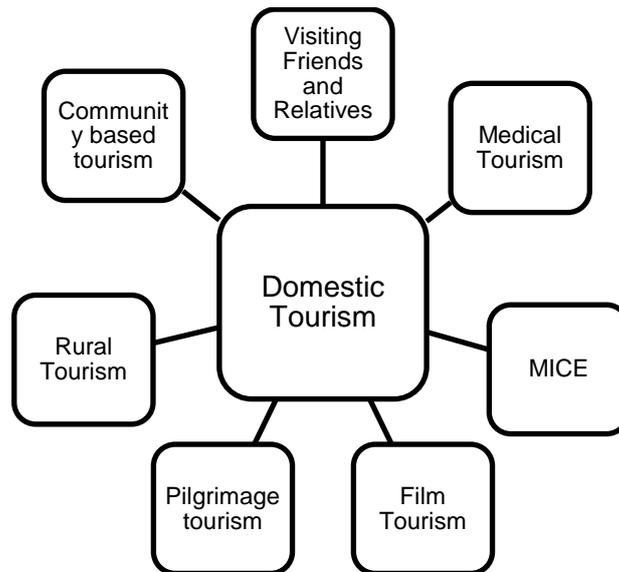


Fig 1: Classification of Domestic Tourism

Looking at the figure above, it can be analyzed that one of the major driving force for boost in domestic tourism has been community-based tourism since years.

Background of the Study

- **Community based Tourism**

Community based tourism has significantly grown during last few years. It is reasonably understood as activities undertaken to benefit the local communities economically. "community based approach" has been considered a way for Tourism Development in major countries. It does not only aim at increasing in the standard of locals but also aims at developing the local infrastructure. Mass tourism over time has impacted the tourism industry specially the destination and the host communities on regular intervals. As the result development of community based tourism model has emerged. Community based tourism offers an opportunity to the host community to become the center point for the tourism services and activities at the destination leading to better earning and harmony. Pearce and Mascarado (1990) has pointed out that the concept " tourism community relationship" is frequently cited in research planning document and often given priority status in the list of global, national and local tourism research agendas. From here concept of community based tourism rose.

The aim to develop community based tourism model was to benefit directly the local communities in economic condition, social virtue and gaining facilities. On the other hand, community-based tourism model facilitates the organic and authentic experience to the visitors. A number of tourism resources available at destinations are often exhausted Impacted due to over tourism, this problem has been addressed by community based tourism model.

Destinations on reaching at their peak on commercialization always need to rejuvenate itself to be capable in tourism market. Community based tourism can come up as alternative for such destination to re-image themselves with the minimum possible resources and Finance. Another, factor that has added to the development and implementation of community based tourism is new generation generally leaves their hometown in search of jobs due to which major human resource at tourism destination are outsiders benefiting economically and enjoying the resources of destination. This is another issue which is catered by community based tourism. It helps the local community to indulge in the various tourism businesses and services at their own town to benefit all way round. Community based tourism is growing as niche market more and more travelers are looking for authentic experiences that benefits locals. This is more evident after the outbreak of covid-19 pandemic as travelers and tourists have become more conscious and cautious towards using the authentic and best possible tourism services and products at destination. This very big fact has given rise to the products like homestays, bread and breakfast inns, Air BnB etc.

Some of the key benefits of community based tourism model is it sustain the local authentic culture, it aims at developing the employment opportunity is leading to better earnings directly in the hand of the locals which also empower and strengthen the communities. Another benefit which is evident is development of good tourism having minimum negative impact leaving no footprint on environment and sustaining the destinations for future generations to come.

Tourism if practiced in responsible manner can make the world a better place to live and enjoy from traveler's/tourists to local service providers, hoteliers, emporium owner, local guides, local shopkeepers, porters, auto/taxi drivers etc. everyone need to know their contribution while practicing tourism to make it sustainable good tourism.

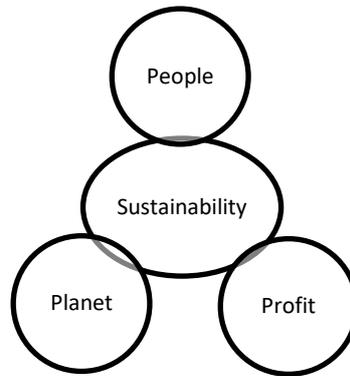


Fig. 2: Depicting Possible Good Tourism

People in the above figure refers/ represent the human resources involved in tourism be it the tourist or service providers. Planet denotes the optimum use of available resources at the destination while experiencing the tourism activities to sustain the authenticity of the destination for longer period. Profit in the figure relates to the long term, profitable, economic gains because of the tourist activities to everyone involved, employment generation and empowerment to the local community.

Another major issue involved in how to practice community based tourism? Many states, towns, agencies failed to understand on how to implement the community based tourism model. Before understanding this typologies of community participation needs to be considered.

Table 1: Typologies of Community Participation

Level 1	7. Self –Mobilization	8. Citizen Control	Spontaneous participation: bottom up; active and direct participation, participation in decision making, authentic participation, self-planning
		7. Delegate Power	
Level 2	6. Interactive Participation	6. Partnership	Induced participation: top down, passive, formal, mostly indirect, degree of tokenism, manipulation, pseudo participation, participation in implementation, sharing benefit, device between proposed alternatives and feedback.
	5. Functional Participation	5. Placation	
	4. Participation for material incentives	4. Consultation	
Level 3	3. Participation by consultation	3. Informing	Coercive participation: top down, passive, mostly, indirect, formal participation in implementation but not necessarily sharing benefits, choice between proposed limited alternatives or no choice, paternalism, non-participation, high degree of tokenism and manipulation
	2. Passive Participation	2. Therapy	
	1. Manipulative Participation	1. Manipulation	
Level 4	Non Participation		
	Pretty's (1995) typology of community participation	Arnstein's (1971) typology of community participation	Tosun's (1999) typology of community participation

It is clear from the above model that community participation is quite difficult to implement. As clear from the figure the beginning of community-based tourism is always with the non-participation level which slowly moves up with manipulation, therapy, informing, consultation, partnership power and finally leading to citizens control implement in community based tourism as a whole. Community based tourism may involve different activities for its implementation a few of them are illustrated below:

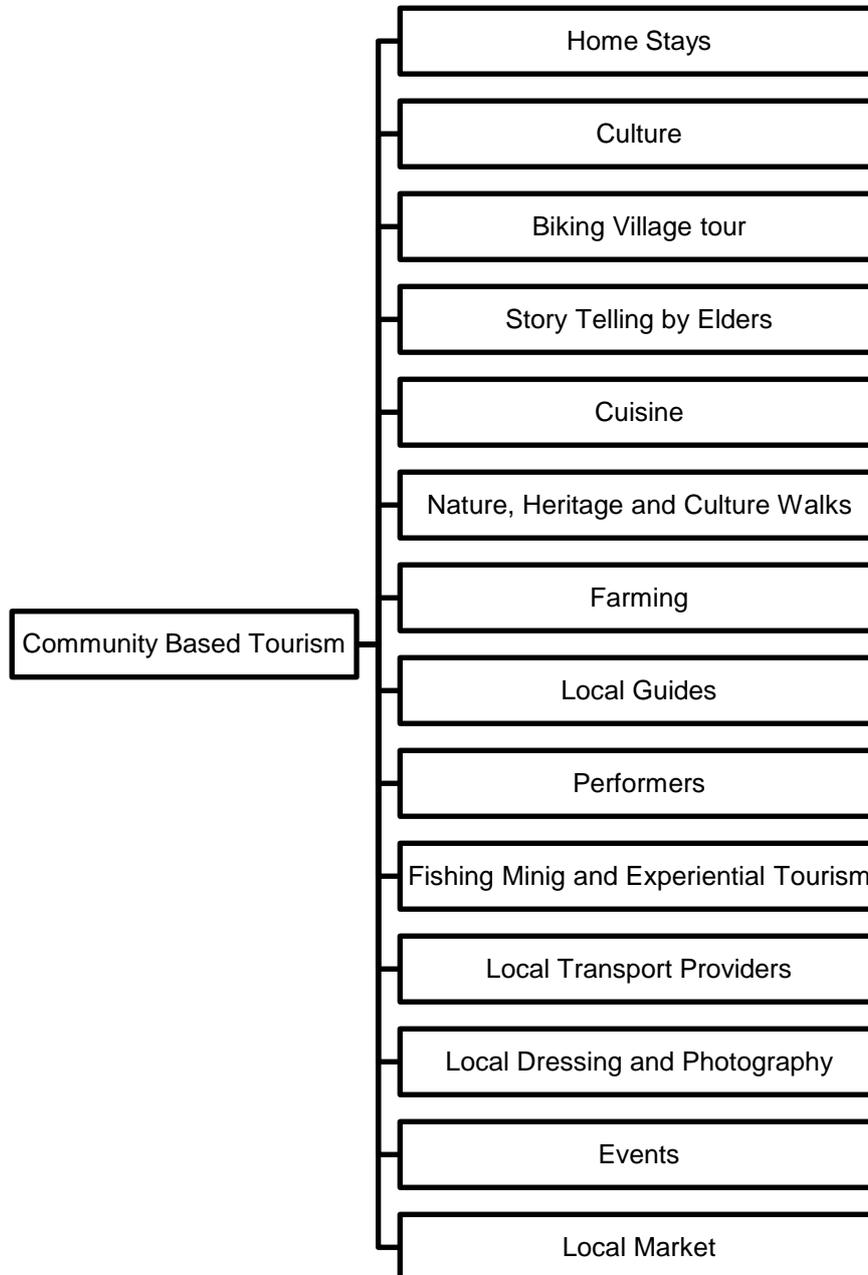


Fig. 3: Community Based Tourism Activities

Aim of the tourism package provides now should be to include the locals in providing tourism product and services. Locals/ community should use tourism as a tool to create a better life and future for the generations to come.

Raghurajpur: UNESCO World Heritage tourism village

Raghurajpur an artistic village is situated at the definition of 10 km from Puri, Odisha is the perfect example of community-based heritage tourism in India. This village is recognized by UNESCO as the first-ever Heritage tourism village of India. It is also known as India's only village where every household is involved in producing handicraft. Tourism activities in Raghurajpur is managed by local communities. The local communities involved in these tourism activities gain benefit economically and socially respectively.

Raghurajpur, known for its Pattachitra paintings dates back to 5th century BC and Gotipua dance troupe, the precursor to the Indian classical dance form Odissi, was declared as the first Heritage tourism village of India in the year 2000 after the long years developmental work by INTACH. Raghurajpur at the beginning of the developmental project was same and will level 4, that is non-participating stage. A village with no proper connectivity, no electricity, no network, lack of cleanliness and hygiene, no drainage system etc. but rich in heritage, culture and handicraft was not easy to be developed on community-based tourism model.

Another major challenge was migration of young blood to nearby cities in search of bread and butter which has almost put the centuries old art and craft in danger. Reluctance of old age people to revive practicing the art form as they had seen negligible benefit out of them.

To take into account the approximately 103 houses at the inception stage of community-based tourism. Raghurajpur had almost three artists in every household on an average. Various art forms practice in Raghurajpur were Pattachitra, tusser painting, palm leaf engraving stone and wood carving, wooden, cow dung, paper mache, toys, Gotipua dance etc. While walking through the streets of Raghurajpur houses painted in the beautiful mural paintings are beauty to eye and heart.

It is also the village of late Jagannath Mohapatra (president's awardee) who was the Pattachitra painter. Patachitra painting depicts the Lord of the universe, Jagannath and his siblings. They are made on cloth, painted with the mixture of chalk and gum. Over the base artist depict the different mythological scenes by using the organic color made of vegetable and natural minerals.

Next in the row was the palm leaf painting. Use of palm leaves dates back to the beginning of written communication. Odisha being rich in Palm trees, palm leaf painting became one of the prominent art form in Raghurajpur too. Artist cut the palm leaves as per size required and to hold together they used two wooden plank cover stringed through hole in the center, then prefix and stitch after which paintings are done using organic colors.

Third major USP of Raghurajpur was the Gotipua dance which is said to be origin dance of Odissi. In Oriya language 'goti' denote single and 'pua' denotes boy. This dance form is performed by boys since centuries who dress up like female to praise the lord Jagannath and Lord Krishna through their dance performance. The traditional attire is a "Kaanchula" bright color blouse with Shiny embellishment. An apron-like and embroidered Silk cloth is tied around the waist like a frail worn around the legs called 'Nibibandha'. But in due course of time dancer have given up the use of traditional attire and instead uses 'Pattasari' one piece of Tissur around 4 m long.

Significance of Gotipua dance form lies in its history which dates back to ancient times when there were presence of female dancers called 'Devadasi or mahari' in Temples. Around 16th century with the decline of Mahari dancer in Odisha, the class of boy dances began to carry out this tradition. Existence of this tradition can be traced to the beginning of Bhoi dynasty in the reign of Bhoi king Ram Chandra Dev.

The Gotipua dance has resemblance to Odishi style but differs in technique, attire and presentation. Performers sings while dancing. Another worth mention fact is present days Guru of Odissi dance were Gotipua dancers of yesteryears in their young days.

Raghurajpur when taken for development under community based tourism model was just a rural village with having above three as the major existing crafts. It was a big question on how to develop tourism and more on that community-based tourism. One of the researcher herself was involved in the developmental stage of the village as a representative from INTACH.

Challenges Faced through Development Stage

As the saying goes "Rome was not built in a day" so as the Raghurajpur tourism village. During the initial days of the project development team had to take up the dialogue with the villagers to make them understand about the benefits of tourism and how Raghurajpur can help to earn better livelihood.

But, reluctance of the villagers to offer their village in tourism. Another obstacle was non-existence of basic amenities required for tourism. There were no proper road connecting city to village, no accommodation facilities, no sanitation facilities, no proper electricity supply, no cafe, no network, no restaurant, and more over no one to locally guide. Team has divided the whole project of Raghurajpur community-based heritage tourism plan on two components seeing the two as major issue they were:

- **Hardware Component:** Dealing with development of infrastructure and improvisation of available infrastructure.
- **Software Component:** Training and development of Human Resource to work in tourism

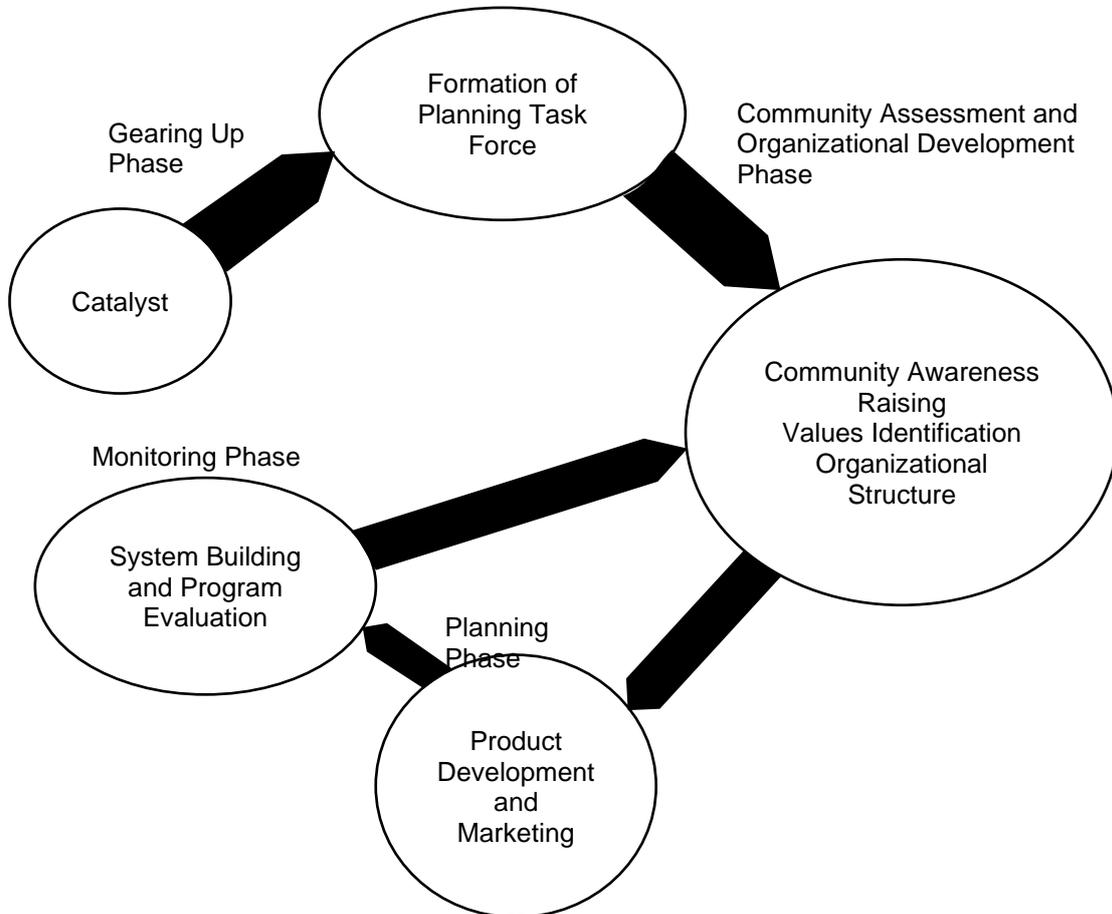


Fig 4: Planning Phases

Furthermore, lack of young human resource was another major challenge in front of the team. Local were not accepting the outsiders to come and work in the village on various tourism services. On the other hand, all youngs of village had migrated to Puri for better employment opportunities. Pulling them back to village to indulge in tourism services was a major challenge.

Teeming the handicraft as there only occupation and tourism resources finding out the various ways and means to have increased length of stay of tourist was ready challenge in the form of community based tourism model. Commercialization of art, have found out to be another problem as against of handicraft being the USP of village to pull tourist. As reported by the villagers " their handicraft was suffering lot because of other enroute villages from Puri to Raghurajpur. These villages have started replicating their work through block print techniques which is not handmade. Tourist/ visitors were not able to reach the authentic artist and moreover fewer who doesn't have much knowledge compare the original to the replica on the basis of cost due to which many villages have left the work of art.

Few other challenges were non availability of accommodation for the tourist so it was not often visited by tourists. No proper place to have food, no Cafe, restaurant, canteen was available. Moreover, network was also not available which has made the village non reachable.

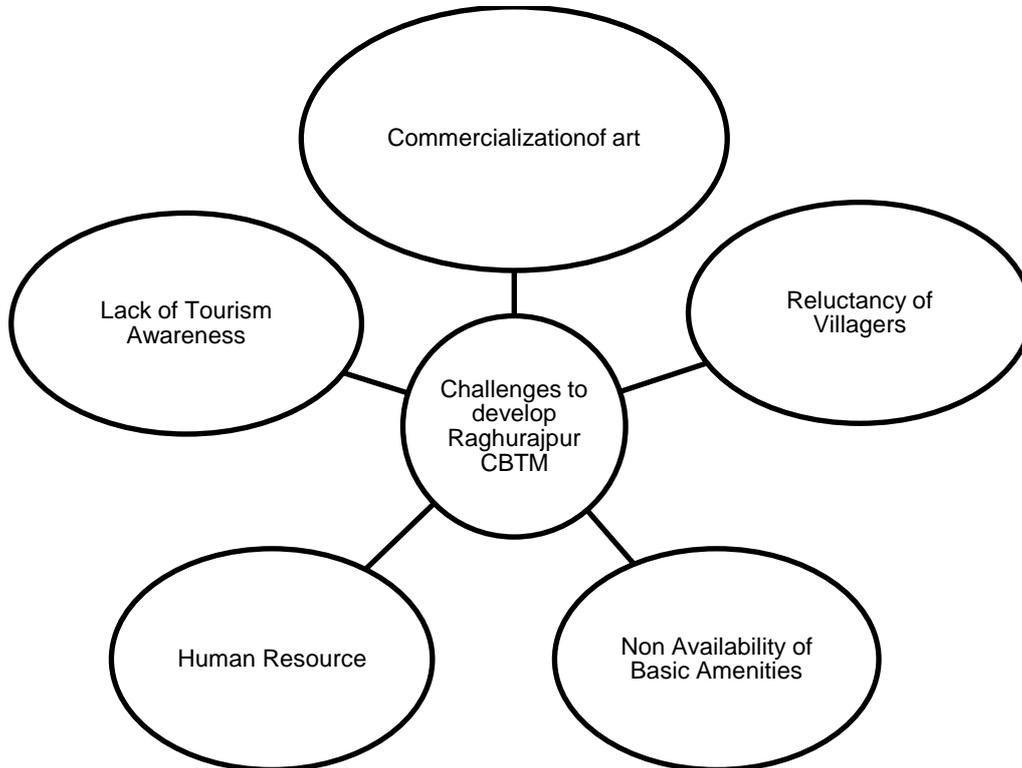


Fig. 5: Challenges to Develop Raghurajpur Community Based Tourism Model

Team has understood the various problem and found that community based tourism model will be the best suit model for the village taking craft as the USP. Dialogue between the team and villagers had gone for long time to aware them about the benefits of community based tourism model for Raghurajpur. Training sessions of locals to work on different position line, accommodation providers, homestay, cook, chef, housekeeping, tourist information offices, art demonstrators, local guides, heritage walk leader etc. was undertaking to make local committee ready for tourism.

Development of infrastructure line homestay, guest houses with basic touristic facilities, exhibition come demonstration center, craft centers, open air amphitheater, dance school, heritage walk trails, sanitation system, drainage system, mobile tower installation for network and connectivity, tourist information Centre etc. have been major contribution in developing the village.

Looking at the post developmental stage. Now, Raghurajpur is the major rural Heritage tourism village pulling tourist from both domestic and international markets. Villagers are providing Heritage walk to the visitors and since then it has become the temple for heritage tourism in the region.

Today, Raghurajpur is also the venue of the annual Basant Utsav Parampara Raghurajpur (spring festival). Gotipua dance troupers are now international dancers and represent the dance form in international dance festivals like Italy, Poland, Austria, Germany, Portugal, France, United Kingdom, Spain, Switzerland, Slovenia, Morocco including the regular performances in national and state level festivals. This has led to opening of Abhinna Sundar Gotipua Nrutya Parishad to set up in the year 2010 to train the young boys under Gotipua Gurukul system.

Problem of commercialization due to replica is also over state government has started issuing identity cards to the artists and performers of the Raghurajpur preserving the authenticity.

Young blood not involving in the Gotipua is learning other art and crafts or trained in providing tourism services. Journey of Raghurajpur from a village to community-based heritage tourism village has made its destination.

Methodology

This paper attempts to examine, evaluate and summarize the findings of study to understand the various opportunities and challenges experience during development of community based heritage tourism at Raghurajpur. The study focused on the level of community capacity building for involvement in tourism activities. Research methodology involved it is based on qualitative data as well as primary experience of one of the author in the paper involved during the development of Raghurajpur. This study also determines the ways and means obstacles at the level of development of community based tourism model at a village were tackled and impact thereon. It also resulted in the very big fact that community based tourism model is good for creating employment opportunities and sustaining the available resources for generations to come.

While understanding the study a number of literature on community based tourism model was examined which provided varied and interesting perspective to the authors. It is also observed that community based tourism offshoot as alternative tourism and soon will become buzz in tourism industry. Another important findings during the research is understanding the positioning of community-based tourism model in new normal tourism which was greatly impacted due to covid-19 pandemic. During the literature review it has been found that most of the studies have been conducted in setting of communities and derive generic principle from Sustainable Tourism and create its own principles. This form of tourism is still at developmental stage but will attract boost very soon. For the purpose of understanding community based tourism model number of research work, author, book and other literatures were reviewed. Out of all few word to mention are studies conducted by Nozipho Prudence Mazibuko (2000) which speaks about the feasibility study on how local can be involved and really benefit from tourism. William G. Feighery (2002) study stroke about social representation theory towards inclusion of local community attitudes, believes and opinions in regard of tourism while planning process. Simpson (1993) also insisted that the indigenous population of a destination should be involved at all the levels to better develop the local experience into tourism product and services. Another study conducted by David Peaty & Antia Porlillo (2009) spoke about use of community based tourism model for poverty alleviation by government with the support of non-governmental organization and public-private model. It is suggested that government should take steps to use the expertise of the private tour companies for developing and promoting community based tourism.

Kirsly Blackstock (2005) in his study focused on the major lacuna from community development perspective. Researcher spoke about the three major lacuna first being the functional approach to community involvement; second treating the community as homogeneous and third structural constraints to local control of the tourism industry. Shwan Harwood (2010) examined how a remotely located community can overcome the various challenges and plan for the adoption of community based tourism model, for locale. This paper also worked on the opportunities and threat at the community level line non availability of basic amenities etc. which can become hurdle for development. Etusko Okasaki (2008) suggest the theory to understand the 'ladder of citizen participation', power reallocation, collaboration process and social capital creation. As per his ideas these theories form the basis for defining a community based tourism model.

Whereas, Philip L. Pearce (2008) speaks about socio-cultural benefits of Community based tourism. This paper aims to develop universal mechanism of community based tourism for the purpose of benefitting socio-culturally. It focuses on cultural relativism, language use, social networks and concept of wellbeing. Donald Getz and Tazim B. Jamal (1994) has spoken on achieving the sustainability through community based tourism. Similarly, the study of Bernardo Trejos and Lan – Hung Nora Chinang (2009) also reports the contribution of community based tourism in raising the standard of life and wellbeing of the rural residents. Noel B. Salazar (2012), this paper deals with how well community based tourism in accepted on ground. At the same time, it also focuses on the role of local guides to promote the community based tourism in an area.

Abang Azlan Mohammad, May – Chiun Lo, Peter Songan and Alvin W. Yeo (2012) has worked upon the four dimension impact of community based tourism namely economics, environment, social and cultural impact perceived by locales out of tourism activities. Bhaswati Bhattacharya and Chandrima Ganguly (2011) focused in their paper on analyzing the prospects of community based tourism in achieving sustainability which in turns has positive linkages with the socio – economic development. On analyzing yet another paper written by David Peaty (2010) it was found that community based tourism has three major goals; conservation, poverty alleviation and cultural preservation. Similarly, there were many other researches reports books and literature which dealt with community based tourism linked with sustainability, conservation, poverty alleviation and new age alternative tourism.

Review of literature brought the significance of the community based tourism on the ground of the reality. There had been similar thoughts of different researchers about the various opportunities and challenges available for the development of a place/destination on community based tourism model. But, yet another matter of fact is that every destination has its own characteristics for development. Moreover, what is more required in creation of awareness about the benefits of community based tourism for any destination and its residents. Similar findings have arisen in this research paper development of authors.

Findings and Conclusion

Community based tourism is kind of tourism which focuses on development of local communities to allow the tourism business control in the hands of residents be it planning, development, management and major proportion of the profit too. It can be taken as key for the infrastructural development, poverty alleviation, employment generation, socio-economic benefits, conservation and preservation of the available resources, optimum use of resources etc. which all leads to sustainable tourism. But, while analyzing the development of Raghurajpur village into community based heritage tourism village and examining the various research works undertaken by different scholars it is determined that community based tourism model needs to be implemented for better future in tourism but by following certain principles to have a balanced approach towards progressive development. They are generic in nature can be applied as per the features on the destination.

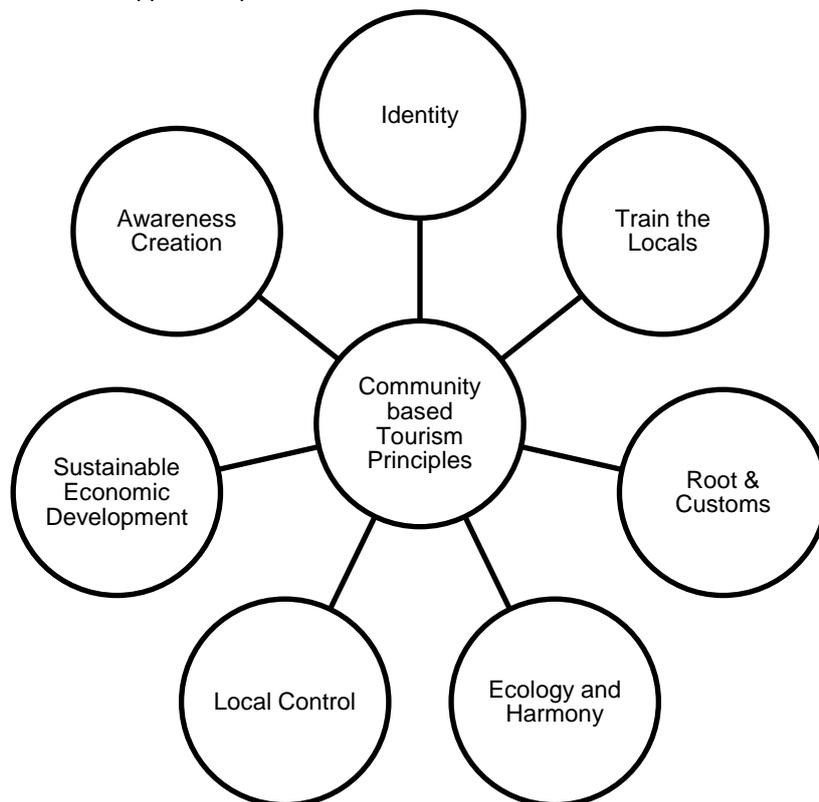


Fig. 6: Community Based Tourism Principles

Identity speaks about the respect to the local culture, indigenous communities, highlighting the authentic experience, handicraft, cuisine, art, etc.

- **Root & Causes:** Deals with sharing of available resources mutually by the tourists and locals. Encouragement should be done to treat both visitors and local with appreciation and respect.
- **Ecological and Harmony:** It denotes that while planning development environment consciousness and eco-conservation should always be part of plan.
- **Local Control** clearly let planners understand significance of local control in the hands of residents for better developments and implementation of community based tourism model.

- **Sustainable Economic Development** It aims at stimulate the local economy by generating income through the sustainable use of natural resources.
- **Awareness Creation** needs to imply from the very initial level of development and planning. It has been noticed that at times communities are not aware about the benefits of tourism and community based tourism.
- **Train the locals:** From time to time training on various tourism services and products should be given to residents to encourage them for taking up the tourism at their destination itself.

From a small remote village near Puri; Raghurajpur has benefitted from implementation of community based tourism model which has led not to just revive their art forms but to pull back the younger blood in centuries old traditional art and craft. Be it be drawing attention from visitors, tourists or local, state, national and international tour operators Raghurajpur and its residents have wisely implemented and adopted the model of community based heritage tourism and is proudly known as UNESCO first heritage tourism village of India.

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