MANAGEMENT OF INDIGENOUS RESOURCES FOR PROMOTION OF INDIGENOUS TOURISM: A STUDY OF SELECTED TRIBAL DISTRICTS OF MADHYA PRADESH

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Abstract: This research article aims to explore indigenous tourism and people, which is a hidden tourist treasure that can be showcased to the outer world for future research gaps. This study is an attempt to reflect the problems, concepts, scope, Government tourism policies, objectives, hypothesis research design, and limitations in the first chapter, followed by an extensive review of the literature to understand the impacts of indigenous tourism on indigenous community, perspectives of the indigenous community of promotion of indigenous tourism, management of indigenous resources, and tourist demands. Data was collected from the tourist respondents who are the direct beneficiaries of indigenous tourism at Balaghat, Mandla, and Dindori districts. In this backdrop, the study aims to portray the trend of results for making Indigenous tourism a viable business option by branding and positioning the study area in the international tourist map. Two questionnaires, one for tourists and another for the indigenous community, were made. The analysis of tourist data is in three parts. The first part is related to the demographic profile of tourists. The second part includes travel-related information, and the third part includes tourist activity. The analysis of community data is in three parts. The first part is related to the demographic profile of the community. The second part includes the impact of indigenous tourism on the community, and the third part includes perspectives of indigenous communities on indigenous tourism promotion. The findings reflect the socio-demographic profile of the members of the community. The tourist questionnaire yielded valuable insights with respect to travel information, preferences and behaviour, as well as activities undertaken by the tourists. The underlying factors influencing the impact of tourism on the community were found to be 1) Creation of Human Resources, 2) Social Incapacity, 3) Conservation Focus, 4) Community Awareness and Participation, 5) Promotion of Local Products, and 6) Infrastructure Improvement. Suggestions have been put forward in connection to developing a better understanding of the target customer, and the tourist market in general; recreation and accommodation options; further research, promotion programs, branding; and greater focus in the making of tourism policy.

Key words: Indigenous People, Indigenous Tourism and People, Aboriginals, Indigenous Tourism

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INTRODUCTION

Background: Indigenous People

Indigenous tourism requires an understanding of indigeneity and how tourism is shaped by it (Mika and Scheyvens, 2021). The population of indigenous people in the world is around 370 million. They cover about 5% of the world's total population and live in 70 countries covering more than 20% earth's surface. They speak nearly 4000 different languages and have different types of 5000 groups of people. Anthropologists and sociologists were amongst the earliest academics to explore a range of theoretical dimensions of Indigenous cultures such as identity, empowerment and authenticity (Carr et al., 2016). United Nations defined the indigenous people during the United Nations Development Program (UNDP) as a group of people who have been occupied a particular area before the creation of new boundaries, and they also have a distinct culture, social and institutional identity in their dominant groups of society (Ryan and Aicken, 2005). Indigenous tourism is a global phenomenon, encompassing a range of complex, multi-layered issues. The foci of Indigenous tourism research are multifaceted, reflecting a plethora of stakeholders with differing perspectives and values about the direction, development and sustainability of the sector (Whitford and Ruhanen, 2016). The distinction between Indigenous, ethnic and cultural tourism is

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rather blurred, but there are some key issues that are distinctive about Indigenous tourism (Xerardo, 2016). Tourism is a livelihood activity that can access remote or rural indigenous communities and be a gateway for interring into a real economy (Dyer et al., 2003; Altman and Finlayson, 2003; Schmiechen, 2006). Tourism not only provides an opportunity to create real wealth in monetary terms but, more importantly, it provides a way to realize cultural, social, country needs, and spiritual aspirations (Trau and Bushell, 2008). In other words, tourism can provide indigenous people an opportunity to gain income from activities on their land area and use it as a tool to revitalize culture and community (Whitford et al., 2001; Hall, 2007). It is also a way to introduce or expose India's cultural diversity to travelers (Mishra et al., 2011).

LITERATURE REVIEW
Indigenous Tourism

Tourism is seen as a major source of potential economic growth and independence for indigenous peoples (Cappucci, 2016). According to Pereiro (2016), indigenous tourism constitutes both a successful start and a challenging future for the communities involved, since the self-management of Indigenous cultural identities can be problematic and, for this reason, a careful and critical examination of the content and development of this process is urgently required. Tourism can be a tool to overcome different types of problems for indigenous people. Tourism activity allows indigenous people to achieve their livelihood (Ashley et al., 2000; Ashley et al., 2001a, b). The understanding of indigenous tourism has changed from 'tourist-based economy' to 'Indigenous-based tourism' based on the practice of Indigenous control in tourism (Zhou and Edelheim, 2022). Tourism is one industry in which indigeneity and entrepreneurship can, arguably, mesh to realise the development aspirations of Indigenous peoples (Scheyvens et al., 2021). The tourism industry can enhance global assistance for cultural and natural heritage conservation, indigenous community well-being, poverty alleviation, and promote cultural awareness and preservation (Trau and Bushell, 2008; Shiji, 2016). Tourism provides low-level jobs and low-paid employment to the indigenous people due to a lack of commercial business experiences and formal education (Altman and Finlayson, 2003). Involvement in Indigenous tourism has also contributed to better post-disaster recovery and resilience in Indigenous communities (Bayrak, 2022). Due to over-modernization, increased vulnerability and commercialization associated with tourist activities can have deleterious effects if there is no proper coordination and precaution (Bushell and Figgis, 2007; Hall, 2000; Fuller et al., 2005). As tourists become more interested in close contact with Indigenous cultures, images of Indigenous peoples are increasingly used to attract tourists to heritage sites, museums, galleries and festivals (Cassel and Maureira, 2017). It should be remembered that these spaces cannot be managed without the effective participation of their inhabitants and under the responsibility of certain local operators. To ensure a better integration of the populations in various projects, the tourist development in the region must in no case be the business of the only exogenous investors or officials of administrative services (Kherrour et al., 2018).

Ethnic culture is the special attraction of indigenous tourism, and exotic culture plays different roles in tourists' experiences, reflecting distinctive meanings and values (Wu et al., 2020). Destination activities include visiting native homes, attending dances and ceremonies, and even observing or participating in religious rituals (Taylor, 2017). Globally, indigenous tourism is a beneficial activity for the indigenous community having a positive impact as it is causing economic uplift of society. Indigenous tourism is not necessarily just an entrepreneurial activity intended for Indigenous economic wellbeing: it is often a multifaceted enterprise for the self-determined and sustainable development of Indigenous peoples, reflected in their intentions and efforts to preserve their culture and way of life and to share this with others on their terms (Scheyvens et al., 2021).Indigenous tourism also helps the indigenous community overcome oppression and colonization (Zeppel, 1998) and enhances understanding between non-indigenous and indigenous peoples, contributing to the union's progress (Higgins-Desbiolles, 2003; Hinch and Butler, 1996). Moreover, choosing other types of political action for preservation and retention of aboriginal identity (Zeppel, 1998), but tourism can irritate due to invasion of privacy and change in community behavior (Dyer et al., 2003), which can hit a massive loss of sense of place on individuals (Hall, 1998). Since tourism is seen as a source of income and economic profit, the more the host community gets involved in tourism, the more vulnerable they become to exploitation (Cassel and Maureira, 2017). Visitors with a serious approach towards indigenous tourism will more likely express economic support for indigenous culture by spending on culture-related products and services. Likewise, serious travellers will reveal their respect and support for indigenous culture by seeking authentic experiences and donating to cultural conservation (Wu et al., 2017). Indigenous hosts leverage tourism – and the recognition it brings – to motivate the next generation about the relevance, importance, and feasibility of maintaining their culture (Curtin and Bird, 2022). When it connects with scholars' discussionon various tourist phenomena where indigenous culture is the core of attraction in different types of tourism activity is called Aboriginal tourism (Lin and Chang, 2013). The performance of aboriginal culture, attractions, culture, celebrations, and historical heritage in front of tourists in an artistic manner is Aboriginal tourism (Ryan and Huyton, 2002). Among the aspects that determine the development and sustainability of tourism are the institutional and community aspects (Aswita et al., 2018). Indigenous people own and operate tourism is called cultural tourism (Zeppel, 2002). Researchers have defined the concept of Indigenous tourism in several ways. The researcher wants to take a basic definition for his research, which was given by Hinch and Butler (1996) is 'tourism activity in which indigenous people control or serve their culture as the main source of attraction.'Identified impacts of Indigenous tourism included issues pertaining to acculturation and commodification of culture (Carr et al., 2016). Indigenous communities are often presented as a tourism attraction and this is provoking commodification and dilution of their cultures (Cappucci, 2016). Two interrelated concepts that open up the theoretical discourse of the host–guest encounter in tourism, particularly within heritage and Indigenous tourism, are performance and authenticity (Cassel and Maureira, 2017). As authenticity is key to successful Indigenous tourism development, the need

for cultural preservation is necessary in order to ensure an authentic experience (Graci et al., 2021). Indigenous peoples are increasingly active in advocating for their rights and wellbeing and advising at national and international policy or governance levels, for example, through WINTA (World Indigenous Tourism Alliance) (Scheyvens et al., 2021). Four different elements of indigenous resources are heritage, handicrafts, history, and habitat. These resources are subject to change from time to time and tourist experience (Johansen and Mehmetoglu, 2011). Five main dimensions of indigenous culture-based tourism in which tourists focus on gazing, authenticity, lifestyle, informal learning, and personal interaction (McIntosh and Ryan, 2007). Indigenous people provide accommodation food and beverage services to tourists, not for attraction but to serve theirneeds to them (Chang et al., 2013). Although there are several tourism products and residents, indigenous peoples are also products of indigenous tourism (Chang et al., 2013; Johansen and Mehmetoglu, 2011).

The elements of tribal tourism development are aboriginal culture, catering services, a high degree of attraction, standard business model, external communication channel, accommodation, control over visitors, friendly attitude, and property unification with other tourism resources (Chang et al., 2013). Often, cultural heritage products developed for tourism promise to provide many socio-economic opportunities for the communities involved, however, tourism can also present a challenge as the self-management of Indigenous cultural product and cultural identity can be problematic (Ruhanen and Whitford, 2019). Understanding the target market and designing marketing strategies for effective communication to the need for the betterment of indigenous tourism is essential for the survival of indigenous tourism (McIntosh and Ryan, 2007). The concept of tourist satisfaction is well documented both in the service management literature as well as the marketing literature (Biswas et al., 2020). There are several ways to divide tourists.

Accordingly, they are foreign tribe products and activity group, foreign tribe tourism-related group, uninterested in foreign tribe tourism group, and foreign tribe tourism-related group (Moscardo and Pearce, 1999). The challenge now is to gain a more comprehensive understanding of Indigenous tourism from the perspective of Indigenous stakeholders, approaching its complexity in an iterative, adaptive and flexible style, and with affected stakeholders involved in the research process, knowledge creation and its outcomes (Whitford and Ruhanen, 2016). The creation of a community-based tourism should be a key for the indigenous tourism development (Cappucci, 2016).

In Taiwan, a study conducted shows three main parts of the aboriginal tourism market: *interested, expert, and apathetic*. Interested tourists support aboriginal tourism very strongly, celebrate activities such as viewing aboriginal architects' dance and songs. Their feelings are positive and satisfy curiosity by viewing aboriginal culture and related things. Expert tourists are very interested to see and understanding aboriginal culture and life. They experience it through direct interaction with Aboriginals. Apathetic tourists are not so much serious about the aboriginal culture. They only travel to indigenous places to escape from their daily routine life, and they do not need to have any interest in anything except travel (Tsung-Chiung et al., 2012). It is necessary to observe the impacts of ecotourism in the indigenous communities and their local environment (Anup et al., 2021). Social entrepreneurship focuses on benefiting the communities whom they serve in addition to the employees and other stakeholders that they associate with (Kummitha, 2020).

The financial future of the local population will depend heavily on the presence of a tourism offer as diverse as possible and with a high attractiveness factor. A fundamental measure in achieving this is putting tourism in the front and centre as an activity that could economically revitalise the area and generate extra incomes for the local population (Vijulie et al., 2018)

Identified Research Gap in the Proposed Work

Management of indigenous resources and promotion has always been a question mark for academicians. Though much research has been done by many researchers, some gap is always there for a new researcher to fill. No research work has been done yet related to this topic in this area. Important constructs Indigenous culture, Health Practices, traditional way of Agriculture, and natural resources are critical for research. There is no study related to the availability of indigenous resources for tourism.

Statement of the Problem

Dindori, Mandla, and Balaghat are tribal-dominated districtsthathave a great history of indigenous peoples where they ruled successfully. Old forts in Mandla and Lanjhi of Balaghat show the impressiveness of Gond, but over time they got weaker due to Brahmin, Hindu, Muslim, and British invaders. After independence, they were forced to adopt the Hindu religion. The Hindu majority considered them Sudra (lowest in the Hindu Varna system) and tried to put religious laws on them. Some tribes believed they are Hindu and followed the Hindu religion, and this affected them huge culturally. Government policies of grabbing natural resources and displacement of tribes are the primary reasons behind the poverty of tribes. Now, most tribes are poor agriculturists; they could not save their interests from outsiders, but the only thing they can save is the culture in some places. Indigenous people from several areas of the world sell their culture as a tourism product to earn money, improve their lifestyle, and solve other financial problems. Indigenous tourism is believed to be a tool for poverty elevation and conservation of tribal culture, rural and natural environment. This research will Explore the potential of indigenous tourism through management so that the problems of the tribes can be solved.

Need for the Study

Tribes in these districts depend upon agriculture which cannot help tribes come out of the financial crisis. The majority of tribal families are living in villages with limited resources. They live in Madhouse, their surroundings are primarily green, and their travel is limited to the nearby areas of the village. Agriculture provides them food and a limited amount of money but cannot solve all problems. Financial problems press tribes to go to cities to earn money, and they go far away from their home and culture. Culture is always essential for everyone as it shapes human minds and society, but it can be

used as a tourism product. Tribes have a unique and exceptionally ancient culture that tourists love to know and experience, but tribes do not know how to manage tourism activity and promotion. The need for this study arises to identify the available indigenous tourism resources, their management of indigenous resources through tourist activity, and the promotion of indigenous tourism on the prospects of the indigenous community.

Significance of the Study

Madhya Pradesh is famous for Tiger tourism, but indigenous tourism can also be necessary, as the study area is tribal-dominated districts full of cultural verities. Designing an indigenous tourism model for the management and promotion of indigenous tourism in the region is highly required.

Theoretical Significance: This study focuses on the management of indigenous resources, the impact of indigenous tourism on indigenous communities, and the Perspectives of indigenous communities on indigenous tourism promotion. Tourist activity provides a way to manage indigenous resources for tourism. The primary objective of the study is to find out the available indigenous tourism resources, the relationship between essential variables management, indigenous tourism, and promotion to ensure its contribution to the tribal community, management of indigenous tourism resources according to tourist activity, and indigenous tourism promotion from the perspectives of the indigenous community. Management of indigenous resources is essential to deliver the required things to the tourist so that tourism activity runs smoothly and tourism promotion is necessary to maximize tourists flow. Tourist activity will help understand the need for management, and community perspective will help understand promotional activity requirements. The application of management and promotion to indigenous tourism will help to understand the requirement of indigenous tourism in this study area.

Practical Significance: The study looks forward to being instrumental in understanding tourists come for indigenous tourism, management, and promotion of indigenous tourism resources to develop tourism in tribal-dominated districts of Madhya Pradesh in long-term perspective through proper utilization of the resources. The present study shall be of great significance due to the following: It will foster collaborative management of Indigenous resources for tourism and establish a business culture to ensure natural resource and culture conservation; It will help to understand how can enhance earning money from cultural activity through tourism; It will help to empower and protect the interest of the local tribal community.

Scope of the study

The study is related to the indigenous people, management of indigenous resources, and the promotion of indigenous tourism in tribal areas of Dindori, Mandla, Balaghat districts and is limited to the same area.

The universe of the study. The study includes indigenous communities of Mandla, Dindori, Balaghat, and tourists from different regions. Population. Tourists visited indigenous tourism sites and indigenous communities of the indigenous tourism destinations of study area Dindori, Mandla, and Balaghat districts of Madhya Pradesh state.

Place of Study. The responses were collected through questionnaires from tourists at indigenous tourism sites and the indigenous community at indigenous tourism destinations in Mandla, Dindori, and Balaghat districts.

Data Sources. Tourists and the indigenous communities were interviewed for primary data collection at indigenous tourism destinations and secondary data collected from articles, journals, government websites, district handbook, census of Madhya Pradesh, and district at a glance. Limitations of the study. Primary data from the community were collected from Gond and Baigatribes, and tourists were interviewed at indigenous tourism sites. Responses from indigenous people were collected from the place where indigenous tourism exists. Data collected from the Balaghat, Mandla, and Dindori districts of Madhya Pradesh. Data collection time was September 2019 to February 2020.

Objectives of the study

To assess the existing indigenous tourism resources.
To analyze the impacts of indigenous tourism on the tribal community.
To assess tourist activities to identify and evaluate activity-based management of Indigenous Resources.
To explore the factors for the promotion of Indigenous Tourism from the perspective of indigenous communities.
To know the Government's role regarding indigenous tourism.

Research Questions and Hypotheses

RQ1 What is Indigenous Tourism? What are the different indigenous tourism resources available to cater to tourists?
RQ2 What are the impacts of indigenous tourism on the tribal community?
RQ3 Do tourist activities in the tribal area need management of Indigenous Resources?
RQ4 What are the underlying dimensions of indigenous tourism promotion from the perspective of indigenous communities?
RQ5 What are the current government practices or policies to manage and promote indigenous tourism resources in the study area? Table 1 details the research questions in tabular format, along with the methods used to answer the same.

Hypotheses

H_0: Socio-Demographic attributes and Preferred recreational activities are not significantly associated with activity-based management of indigenous resources.

Research Problem. A comprehensive literature review was carried out to establish the theoretical roots of management of indigenous resources, indigenous tourism, and promotion of indigenous tourism and for conceptual clarity of the research problem. Sustaining or preserving the diversity of indigenous culture is the main issue of concern for the study area. The indigenous community of the region must have a more stable source of income as agriculture is unable to fulfill their need.

Research Approach and Tools. Two sets of questionnaires were designed. One set for the indigenous community and one for tourists, which consist of open-ended questions and close-ended questions having nominal, ordinal, and interval scales. The questionnaire for villagers consists of potential tourism resources, critical inventory at the potential tourism site, tourism-related activities and problems, Indigenous tourism products, and any activity performed in the village. The questionnaire for the community consists of Demographic Profile, Impact of Indigenous tourism on the community, Perspective of indigenous communities on indigenous tourism promotion, and the questionnaire for Touristsconsistsof Demographic Profile, Travel Related Information, and Tourist Activity. On-the-spot analysis by using open-ended questions was carried out to collect information from the indigenous community. A structured interview was used to collect data from the indigenous communities and tourists who came for indigenous tourism. Secondary data were collected from government reports, websites, books, journals, popular magazines, newspapers, office files of the department of tourism, and NGOs working for the indigenous people.

Table 1. Research Questions and methods applied to answer (Source: Self-Prepared)

S.N.	Research Questions	Methods
RQ1	What are different indigenous tourism resources available to cater to tourists?	Qualitative
RQ2	Does indigenous tourism in the tribal region contribute to the tribal community?	Quantitative
RQ3	Do tourist activities in the tribal area need management of Indigenous Resources?	Quantitative
RQ4	What are the underlying dimensions of indigenous tourism promotion from the perspective of indigenous communities?	Quantitative
RQ5	What are the current practices or policies to manage and promote the indigenous resource in the study area?	Qualitative

Research Process

The research process consists of literature reviews, finding research gaps, identifying problems, finalizing objectives, identifying variables and constructs, developing theory, questionnaire, design, sample design, data collection, and analysis.

Scale Development: Due to the diverse understandings and perceptions of the community, the collection of data was very difficult, regarding the impacts of indigenous tourism, the perspective of the community on indigenous tourism promotion. A five-point Likert scale was developed for analysis. Thus, a 5-Point Likert Scale ranging from (1) Strongly Disagree to (5) Strongly Agree has been used to understand tourists and the community's opinions. A three-point scale ranging from (1) Always to (3) Never was also used to know tourist activities at the destination.

Questionnaire Design: The questionnaire for the community consists of:

Part A - The first part of the questionnaire consists of the socio-demographic profile of the community to collect respondents' opinions on gender, marital status, age, educational qualification, occupation, and monthly income with close-ended type questions.

Part B - Second part of the questionnaire deals with the impact of indigenous tourism on the community. The questionnaire was prepared on a five-point Likert scale that includes the variable of impacts of indigenous tourism. Questions are scale type.

Part C - Third part of the questionnaire deals with the perspective of indigenous communities on indigenous tourism promotion. The questionnaire was prepared on a five-point Likert scale that includes the variable of indigenous communities' perspectives on indigenous tourism promotion through scale type.

The questionnaire for tourists:

Part A - The first part of the questionnaire consists of the socio-demographic profile of the tourist to collect respondents' opinions on the place of living, gender, marital status, age, educational qualification, occupation, and monthly income with close-ended type questions.

Part B - Second part of the questionnaire consists of travel-related information including Travelling, frequency of visit, sources of information, duration of stay, accommodation, transportation, preferred recreational activities, destination inconvenience in regards to, and the different activities performed.

Part C - Third part of the questionnaire deals with tourist activities including the variables of tourist activity with a three-point scale consist the options Always, Sometimes, and Never.

Sample Size. Based on the literature review, 500 questionnaires were administered to respondents, 400 community, and 428 tourist responses were found complete and used for the analysis. It was found that 100 community and 72 tourist responses were incomplete during closer scrutiny, so these responses were not used for the analysis. The response rate during the survey of indigenous people was 80 %, and tourists were 85.6%. In indigenous tourist destinations of Dindori, Mandla, and Balaghat district, 50 Samples were collected proportionally from all indigenous tourist sites, namely Chada, Devnala, Kukarramath, Patangarh from the Dindori district, and Ramnagar, Babiha Sahatradhara, from Mandla district. Lanjhi, Hatta, Dondiya Tola from Balaghat districts. The survey period ran from September 2019 to February 2020.

Sampling Technique. The convenience sampling method was used to collect data from the indigenous community. It gives the researcher broader scope to use knowledge and choice to select respondents and get the best suitable sample that meets the purpose of the study (Loomis and Maxwell, 2003). Purposive sampling was used to collect data from tourists due to the scarcity of time, the geographical proximity of the study area, and the willingness of tourists to participate in the study. It is used to collect unbiased responses and obtain valuable answers within the research time limit (Etikan et al., 2016).

Sampling Design. The sample frame consists of the whole population that the researcher desires to study. Purposive-cum-convenience sampling was selected and used. The sample unit for the study includes indigenous people and indigenous tourist respondents. Data Collection: Qualitative and quantitative data were used for the study, and villagers were asked questions in the village. The tourists who came for indigenous tourism were interviewed at the indigenous

tourism sites, and the community was interviewed at their homes at the tourism site. Sources of Data: Interviews, observations, and pictorials are used to collect data from the community and tourists. Primary data have been collected with the help of questionnaires from the villagers, tourists, and the community. The survey period was from September 2019 to February 2020. Secondary data have been collected from journals, official publications, official websites, other related websites, books, articles, tourism department reports, reports and surveys, online databases, and NGOs reports.

Data Analysis Techniques. Frequency table, graphical presentation, cross-tabulation, factor analysis, KMO test, and Chi-square test were used for analysis. Factor analysis is a helpful technique for data reduction, which makes data more explainable. Exploratory Factor Analysis covers complex patterns by examining the dataset and testing prediction (Child, 2006). Some EFA methods are PCA, Principal Axis Factoring (PAF), and Maximum Likelihood (ML). Principal Component Analysis (PCA) is used for Exploratory Factor Analysis (EFA) as PCA is considered the most popular EFA method (Howard, 2016). Factor analysis is used for data reduction to explain the same set of variables in a few extracted factors where high correlated variables are combined and formed a new factor to explain. Varimax rotation is used in PCA. It maximizes the dispersion of loadings within factors or combines smaller numbers of variables onto variables having higher values to see results in an interpretable group of clusters. Factor-Variable Correlations or Factor loadings are the value that shows the correlation between the variables and identified factor. The value of factor loading should be greater than 0.4 (Stevens, 2002). Eigenvalues are the squared values of the factor loadings of a particular set of variables or specific factors. The total percentage of variance is equal to the Eigenvalues. The eigenvalue should be greater than 1 (Kaiser, 1960). Internal consistency is essential to have between extracted factors. Cronbach's Alpha is helpful to know international consistency. The value of Cronbach's Alpha is acceptable if it is higher than .6. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity are the two most popular data inspection techniques for Exploratory Factor Analysis (Kaiser, 1970; Bartlett, 1950; Dziuban and Shirkey, 1974). KMO should be more than .6, and Bartlett's test of sphericity P-Value should be Zero as it shows values are significant and complete all requirements for EFA (Howard, 2016). Variances are used in factor analysis to produce commonalities between variables.
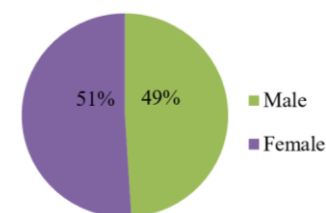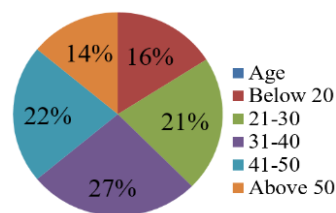

Figure 1. Indigenous community gender

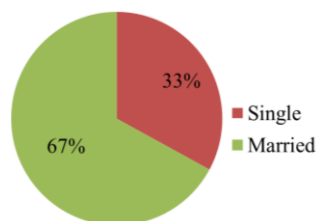Figure 2. Indigenous community - age profile
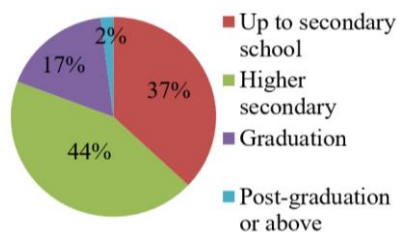

Figure 3. Indigenous community - marital status
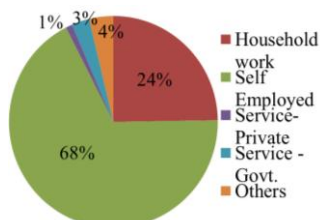

Figure 4. Indigenous community – education

Figure 5. Indigenous community - occupation

Figure 6. Indigenous community monthly income (in INR)

(Source: Primary data - Questionnaire for indigenous community)
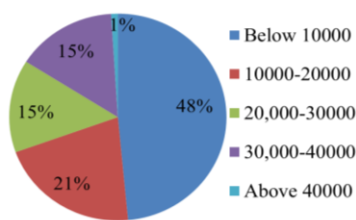
Table 2. Socio-Demographic Profile of the Community (Source: Primary data - Questionnaire for Indigenous Community)

Categories of Respondents	Respondents (400)	Percentage
Gender		
Male	196	49.0%
Female	204	51.0%
Total	400	100%
Age		
Below 20	64	16.0%
21-30	86	21.5%
31-40	106	26.5%
41-50	88	22.0%
Above 50	56	14.0%
Total	400	100%
Marital Status		
Single	131	32.8%
Married	267	66.8%
Total	400	100%
Educational Qualifications		
Up to secondary school	148	37.0%
Higher secondary	175	43.8%
Graduation	69	17.3%
Post-graduation or above	8	2.0%
Total	400	100%
Occupation		
Household work	99	24.8%
Self Employed	271	67.8%
Service-Private	4	1.0%
Service -Govt	11	2.8%
Others	15	3.8%
Total	400	100%
Monthly Income (in INR)		
Below 10000	194	48.5%
10000-20000	84	21.0%
20,000-30000	58	14.5%
30,000-40000	60	15.0%
Above 40000	4	1.0%
Total	400	100%

Communality is the variance in extracted items accounted for by a common variance or common factors (Child, 2006) and presents variables in initial and extraction values. A variable has communality of one if it shares random variance and a variable that does not share its variance with another variable has zero commonality. The initial communality is 1 of PCA with all items retained. After extraction, the communality is less than 1 as the item retained does not explain all the variances of the data. PCA is associated with establishing the items'

linear components, and its variability contributes to that component. In the data set, it is crucial to see the consistency of the construct when measured for the factor analysis, so the reliability of the coefficient provides a scale for measurement. The value of Cronbach's Alpha should be more than .6 (Cronbach, 1951). If the value is lower than .6, it strongly indicates an unreliable scale. Table 2 is the tabulated data obtained from the Questionnaire for the Indigenous Community, in order to construct the Socio-Demographic profiles of the respondents. Figure 1 is a graphical representation of the gender of the respondents who answered the Questionnaire for the Indigenous Community. A marginally larger number of women have taken part as respondents in the study. Figure 2 is a graphical representation of the Age Profile of the respondents from the Indigenous Community. While the 31-40 age group is the single largest group of respondents, the 21-30 and the 41-50 age groups are also well represented in the study. Figure 3 is a graphical representation of the marital status of the respondents from the Indigenous Community. The data reveals that bout two-thirds of the respondents are married. Figure 4 is a graphical representation of the Educational qualification of the community respondents. It is seen that a majority of 44% of the respondents have been educated up to the higher secondary level, while 37% of the respondents have been educated upto secondary school level. Only 2% of the respondents were found to have completed education at the post-graduation level or higher. Figure 5 shows the occupation data of the Indigenous community. It was found that 68% of the respondents are self-employed, while almost one-fourth of the respondents do house-work for a living. Figure 6 is a graphical representation of the monthly income (in INR) of the respondents from the community. It was found that almost half (48%) of the respondents earned less than 10,000 INR per month, while only 1% earned over 40,000 INR per month. Roughly equal portions (15% each) of the respondents earned 20,000-30,000 INR and 30,000-40,000 INR per month respectively.

KMO and Bartlett's Test: The outcomes of Table 3 show that the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy KMO = .637 indicates that the data is adequate for factor analysis as it is more than 0.6. The Bartlett's Test of Sphericity χ^2 (136) = 1471.119 and P-Value is .000. These values show that the correlations between the items are adequately significant for principal component analysis (PCA). The data shows that it is appropriate to analyze the impact of indigenous tourism on the community. Communality: Table 4 shows a wide range of communality ranging between .516 to .721. It shows that items have communality with other items, so dimensions of indigenous tourism impacts are interrelated and associated with each other commonly. Extraction Method: Principal Component Analysis. Reliability of Coefficient: Table 5 shows the value of Cronbach's Alpha is ranging from .617 to .703, so it is reliable for further analysis. Principal Component Analysis: In this study, the researcher has removed factor loadings less than .617. Table 6 shows that factor loadings of each item are more than .616, the Eigenvalue of each factor is more than 1, all factors explain total variance 63.262, and Cronbach's Alpha value of each factor is higher than .617.

Table 3. KMO and Bartlett's Test (Source: Analysis of primary data from host community questionnaire)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.637
Bartlett Test of Sphericity	Approx. Chi-Square	1471.119
	df	136
	Sig.	.000

Table 4. Communalities (Source: Analysis of primary data from host community questionnaire)

Items	Extraction
Supports the sustainable development of the area	.717
Supports the preservation of indigenous culture	.710
Creates employment to the local community	.624
Creates awareness towards the preservation of tradition and cultural heritage	.516
Educates local people towards conservation	.616
Empowers women in the community	.595
Encourages community participation in planning and decision-making activities	.526
Increase in tourist demand on village-based local products	.652
Improve intermediaries to market local products	.721
Creates job for unskilled human resources	.677
Increase in government support and incentives to promote local products	.625

Table 5. Reliability Statistics

Factor	Cronbach's Alpha	No of Items
1	.695	3
2	.628	3
3	.703	3
4	.617	3
5	.624	3
6	.622	2

The extracted factors are as follows 1) Creation of Human Resources 2) Social Incapacity 3) Conservation Focus 4) Community Awareness and Participation 5) Promotion of Local Products 6) Infrastructure Improvement.

Factor-1: Creation of Human Resource: Three items represent this creation of the human resource factor. Items of this factor are, creates a job for unskilled human resources (.788), increase in service and recreational facilities (.786), and creates employment for the local community (.694) with 3.107 Eigenvalue, the factor shows 18.27 percent from total variance with 69.5 percent reliability coefficient. Out of the three items under the Creation of Human Resource factor, the first item, 'Creates job for unskilled human resources' with the highest factor loading .788 shows indigenous tourism impacts primarily on jobs for unskilled human.

Factor-2: Social Incapacity: The second factor includes increase in noise and pollution (.773), a change in density of population (.753), and a rise in overcrowding and congestion (.674). With a 1.991 Eigenvalue, the factor shows 11.7 percent from total variance with a 62.8 percent reliability coefficient. Out of three items under the Social Incapacity factor, the first item, 'Increase in noise and pollution' with higher factor loading .773, shows that indigenous tourism harms the environment through increased noise and pollution.

Factor-3: Conservation Focus: The third factor includes support the preservation of indigenous culture (.831), supports the sustainable development of the area (.762), Educates local people towards conservation (.683). With a 1.866 Eigenvalue, factors show 10.97 percent from total variance with a 70.3 percent reliability coefficient. Out of three items under the Conservation Focus factor, the first item, supports the preservation of indigenous culture' with higher factor loading .831 shows that indigenous tourism supports the preservation of indigenous culture.

Factor-4: Community Awareness and Participation: Fourth factor includes empowerment women in the community (.749), encourage community participation in planning and decision-making activities (.655), and creates awareness towards preservation of tradition and culture (.617). With 1.456 Eigenvalue, factor shows 8.56 percent from total variance with 61.7 percent reliability coefficient. Out of three items under the Community Awareness and Participation factor, the first item,' Empower woman in the community with higher factor loading .749 shows indigenous tourism empowers women in the community.

Factor-5: Promotion of Local Products: The fifth factor includes an increase in government support and incentives to promote local products (.743), an increase in tourist demand on village-based local products (.677), and improve intermediaries to market local products (.643). With 1.269 Eigenvalue, factor shows 7.46 percent from total variance with 62.4 percent reliability coefficient. Out of three items under the Promotion of Local Products factor, the first item, 'Increase in government support and incentives to promote local products with factor loading .743 shows due to indigenous tourism government increased its support and incentives to promote local products.

Factor-6: Infrastructure Improvement: The sixth factor includes the supply of drinking water has improved (.715) and improvement in sewage and sewage disposal (.715). With 1.065 Eigen Value, the factor shows 6.26 percent from total variance with a 62.2 percent reliability coefficient. Out of two items under the Infrastructure Improvement factor, both items show indigenous tourism impacts positively in infrastructure.

Table 6. Principal Component Analysis and Rotated Component Matrix a (Source: Analysis of primary data from host community questionnaire)

Name of the Factor	Items	Loadings	Eigen Values	Variance	Cumulative %	Cronbach's Alpha
Creation of Human Resource	Creates job for unskilled human resources	.788	3.107	18.275	18.275	.695
	Increase in services and recreational facilities	.786				
	Creates employment for the local community	.694				
Social Incapacity	Increase in noise and pollution	.773	1.991	11.713	29.988	.628
	Change in the density of population	.753				
	A rise in overcrowding and Congestion	.674				
Conservation Focus	Supports the preservation of indigenous culture	.831	1.866	10.974	40.962	.703
	Supports the sustainable development of the area	.762				
	Educates local people towards conservation	.683				
Community Awareness and Participation	Empowers women in the community	.749	1.456	8.565	49.527	.617
	Encourages community participation in planning and decision-making activities	.655				
	Creates awareness towards the preservation of tradition and cultural heritage	.617				
Promotion of Local Products	Increase in government support and incentives to promote local products	.743	1.269	7.467	56.994	.624
	Increase in tourist demand on village-based local products	.677				
	Improve intermediaries to market local products	.643				
Infrastructure Improvement	The supply of drinking water has improved	.715	1.065	6.267	63.262	.622
	Improvement in sewage and sewage disposal	.715				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 6 iterations						

Factor Analysis of Perspectives of Indigenous Communities on Indigenous Tourism Promotion

KMO and Bartlett's Test: The outcomes of Table 7 show that the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy KMO = .713 indicates that the data is adequate for factor analysis as it is more than .6. The Bartlett's Test of Sphericity χ^2 (120) = 1745.377 and P-Value is .000. These values show that the correlations between the items are adequately significant for principal component analysis (PCA). The data shows that it is appropriate to analyze the perspective of indigenous tourism communities of indigenous tourism promotion. Communality:

Table 7. KMO and Bartlett's Test Source: Analysis of Primary Data

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.713
Bartlett Test of Sphericity	Approx. Chi-Square	1745.377
	Df	120
	Sig.	.000

Table 8. Communalities (Source: Analysis of Primary Data; Extraction Method: Principal Component Analysis)

Items	Extraction
Tourist are gathered by a single travel agent	.763
Tourism demand resources are supplied by a single organization	.677
Active participation by local artists or craftsmen groups in the area for the promotion	.522
Cooperation is developed with state or regional level organization for tourism promotion	.529
The specific attraction is promoted by the government	.583
Local handicrafts are promoted by the government at the state/national stage	.642
National/ Local Events are organized in the study area	.756
Tour guide has the knowledge and interprets important sites	.752
Local people are involved in the tour guide business	.782
Tourism materials have enough information about local produce and place	.507
Local handicrafts are promoted by the community	.715
Handicrafts or souvenir are made up of local produce	.768
There is a group to check the quality of local produce handicrafts or souvenir	.587
Cultural Programs are organized regularly for tourist	.805
Government is active in the conservation of cultural/ heritage sites	.690
Talents of the specific tribal group are promoted by the government	.661

Table 8 shows a wide range of communality ranging between .507 to .805. It shows that items have communality with other items, so dimensions of perspectives of indigenous tourism communities of indigenous tourism promotion are interrelated and associated with each other commonly. Reliability of Coefficient: the value of Cronbach's Alpha is ranging from .610 to .861, so it is reliable for further analysis. Principal Component Analysis: In this study, the researchers have removed factor loadings less than .486. Table 10 shows that factor loadings of each item are more than .485, the Eigenvalue of each factor is more than 1, all factors explain total variance 66.495, and Cronbach's Alpha value of each factor is higher than .609. The extracted factors are as follows 1) Local involvement and employment, 2) Promotion of local artists, 3) Local produce information, 4) Event Organization, 5) Government Promotion and, 6) Local Participation in Promotion.

Table 9. Reliability Statistics
(Source: Analysis of Primary Data)

Factor	Cronbach's Alpha	No of Items
1	.861	4
2	.629	3
3	.656	3
4	.621	2
5	.610	2
6	.654	2

Table 10. Principal Component Analysis and Rotated Component Matrix b (Source: Analysis of Primary Data)

Name of the Factor	Items	Loadings	Eigen Values	Variance	Cumulative %	Cronbach's Alpha
Local Involvement and Employment	Local people are involved in the tour guide business	.841	3.891	24.321	24.321	.861
	Tourist are gathered by a single travel agent	.838				
	Tour guide has the knowledge and interprets important sites	.818				
	Tourism demand resources are supplied by a single organization	.778				
Promotion of Local Artists	Local handicrafts are promoted by the community	.816	1.853	11.580	35.900	.629
	Local handicrafts are promoted by the government at the state/national stage	.665				
	Talents of a specific tribal group are promoted by the government	.529				
Local Produce Information	Handicrafts or souvenir are made up of local produce	.837	1.337	8.357	44.257	.656
	There is a group to check the quality of local produce handicrafts or souvenir	.640				
	Tourism materials have enough information about	.486				

Table 10 shows the extracted factors are as follows 1) Local involvement and employment, 2) Promotion of local artists, 3) Local produce information, 4) Event Organization, 5) Government Promotion and, 6) Local Participation in Promotion.

Factor-1: Local Involvement and Employment: The first factor consists of four items; local people are involved in the tour guide business (.841), tourist are gathered by a single travel agent (.838), Tour guide has the knowledge and interpret important sites (.818), and tourism demand resources are supplied by a single organization (.778). With a 3.891 Eigenvalue, the factor shows 24.32 percent from total variance with an 86.1 percent reliability coefficient. Out of four items under the 'Local involvement and employment' factor, the result shows that travel agents and tour operators are involved in the indigenous tourism business.

Factor-2: Promotion of Local Artists: The second factor involves three items; local handicrafts are promoted by the community (.816), local handicrafts are promoted by the government at the state/national level (.665), and talents of a specific tribal group is promoted by government (.529). With a 1.85 Eigenvalue, the factor shows 11.5 percent from total variance with a 62.9 percent reliability coefficient. Out of three items under the 'Promotion of Local Artists' factor, the result shows that indigenous tourism is causing the promotion of local artists.

Factor-3: Local Produce Information: The third factor involves three items; handicrafts or souvenir are made up of local produce (.837), there is a group to check the quality of local produce handicrafts or souvenir (.640) and tourism materials have enough information about local produce and place (.486). With 1.337 Eigenvalue, factor shows 8.35 percentages from total variance with 65.6 percent reliability coefficient. Out of three items, two items shows the handicrafts or souvenir are in demand, and other item shows information regarding tourism product is enough.

Factor-4: Event Organization: The fourth factor involves two items; cultural programs are organized regularly for tourists (.867), and National/ local events are organized in the study area (.688). With 1.265 Eigenvalue, factor shows 7.90 percent from total variance with 62.1 percent reliability coefficient. Both items show the commencement of the cultural programs and national/local events in indigenous tourism.

Factor-5: Government Promotion: The fifth factor involves two items; government is active in the conservation of cultural/heritage sites (.811), and the specific attraction is promoted by the government (.704). With 1.220 Eigenvalue, factor shows 7.62 percent from total variance with 61 percent reliability coefficient. Both items show the involvement of the government in the conservation of cultural/heritage sites and the promotion of unique attractions.

Factor-6: Local Participation in Promotion: The sixth factor involves two items; active participation by a local artist or craftsmen group in the area for promotion (.799) and cooperation is developed with state or regional level organization for tourism promotion (.674). With a 1.073 Eigenvalue, the factor shows 6.70 percent from total variance with a 65.4 percent reliability coefficient. Both items show the involvement of the local artist in indigenous tourism and organization of regional and state level are working together for the promotion of indigenous tourism.

Table 11 is the consolidated Socio-demographic data of the Tourists obtained from the Tourists' Questionnaire. Figure 7 is illustrates the gender of the respondents. It was found that the female portion of the respondents was slightly greater that the male portion (51% and 49% respectively). Figure 8 represents the age profile of the Tourists. It can be seen that the majority of the respondents (37%) belonged to the 21-30 age-group. Tourists above the age of 50 were found to be the minority, making up only 8% of the respondents.

Table 11. Socio-Demographic Profile of Tourist Respondents
(Source: Primary data obtained from questionnaire for tourists)

Categories of respondents	Respondents (428)	Percentage
Gender		
Male	210	49.1%
Female	218	50.9%
Total	428	100%
Age		
Below 20	76	17.8%
21-30	160	37.4%
31-40	86	20.1%
41-50	71	16.6%
Above 50	35	8.2%
Total	428	100%
Marital Status		
Single	121	28.3%
Married	286	66.8%
Divorced	21	4.9%
Total	428	100%
Educational Qualifications		
Up to secondary school	88	20.6%
Higher secondary	194	45.3%
Graduation	121	28.3%
Post-graduation or above	25	5.8%
Total	428	100%
Occupation		
Household work	118	27.6%
Self Employed	229	53.5%
Service-Private	30	7.0%
Service -Govt.	22	5.1%
Others	29	6.8%
Total	428	100%
Monthly Income (in INR)		
Below 10000	131	30.6%
10000-30000	125	29.2%
30,000-50000	46	10.7%
Above 50000	126	29.4%
Total	428	100%

Table 12. Travel Related Information of Tourist Respondents

Information of respondents	Respondents (428)	Percentage
Traveling		
Alone	131	30.6%
Couple	125	29.2%
With Friends	46	10.7%
With Family	126	29.4%
Total	428	100%
Frequency of Visit		
First Visit	272	63.6%
Second Visit	71	16.6%
Third visit	19	4.4%
More than Thrice	66	15.4%
Total	428	100%
Source of Information		
Word of Mouth	310	72.4%
Print Media	59	13.8%
Electronic Media	8	1.9%
Social Media	51	11.9%
Total	428	100%
Duration of Stay		
1 day	233	54.4%
2 days	62	14.5%
3 days	63	14.7%
More than 3 days	70	16.4%
Total	428	100%
Accommodation		
Hotel	107	25.0%
Panchayat Bhavan	105	24.5%
Villagers Home	90	21.0%
Other	126	29.4%
Total	428	100%
Transportation		
Bike	111	25.9%
Four-wheeler	178	41.6%
Public transport	83	19.4%
Other	56	13.1%
Total	428	100%
Preferred Recreational Activities		
Visiting Landscape	134	31.3%
Visiting Temples	83	19.4%
Photography	67	15.7%
Cultural activities	83	19.4%
Shopping	45	10.5%
Other	16	3.7%
Total	428	100%
Destination Inconveniences in regard to		
Poor connectivity	97	22.7%
Transport facilities	105	24.5%
Photography hindrances	24	5.6%
Restaurants and eateries	119	27.8%
Information centers	42	9.8%
Accommodation facilities	20	4.7%
Shopping markets	3	.7%
Healthcare services	18	4.2%
Total	428	100%
What are the different Activities Performed		
Tribal Group Marriage	16	3.7%
Dance and Music	21	4.9%
Photography	30	7.0%
Religious activity	287	67.1%
Purchasing of tribal items	74	17.3%
Total	428	100%

Figure 7. Tourists – gender
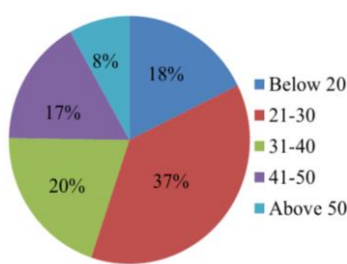
Figure 8. Tourists age
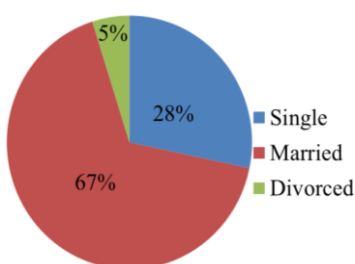
Figure 9. Tourists marital status
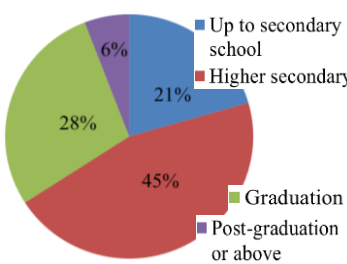
Figure 10. Tourists education

(Source: Primary data obtained from questionnaire for tourists)

Figure 9 is a graphical representation the marital status of the tourists. It is seen that about two-thirds (67%) of the respondents were married, while 28% were found to be unmarried. A small portion (5%) of the respondents were found to be divorced. Figure 1 shows that 45% majority of the tourists were found to have completed higher secondary education, while 28% were graduates, and 21% had been educated up to secondary school. Figure 11 is a graphical representation of

the employment data of the tourists. It was found that over half (53%) of the respondents were self-employed, while 28% were occupied with household-work. Figure 12 is a graphical representation of the monthly income (in INR) of the tourists. It is seen that 31% of the respondents earn less than 10,000 INR per month, while a slightly smaller number (29%) belong to the 10,000-50,000 bracket. It was also found that a similar number of respondents (29%) earned over INR 50,000 per month.
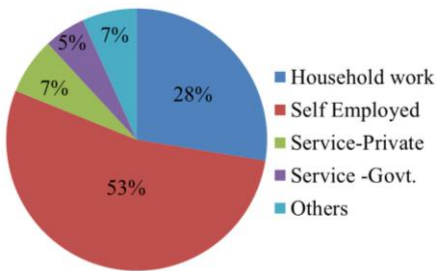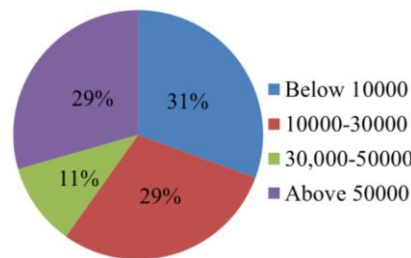
Figure 11. Tourists – Occupation

Figure 12. Tourists - Monthly Income (In INR)
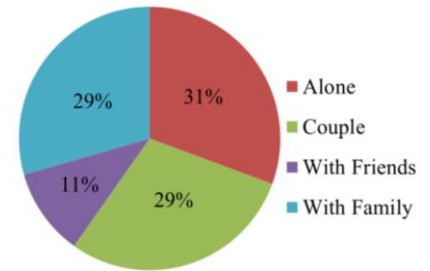
Figure 13. Tourists travel preferences
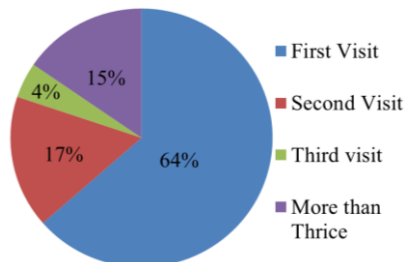
Figure 14. Tourists' Frequency of Visiting
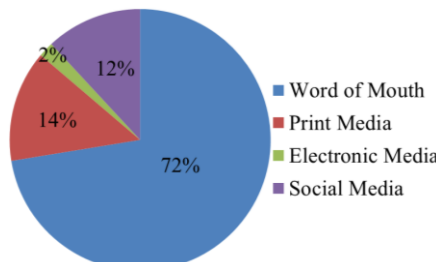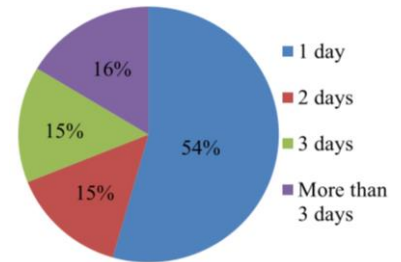
Figure 15. Tourists' Source of Information
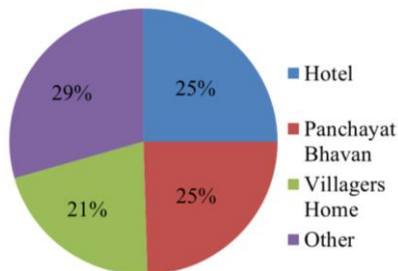
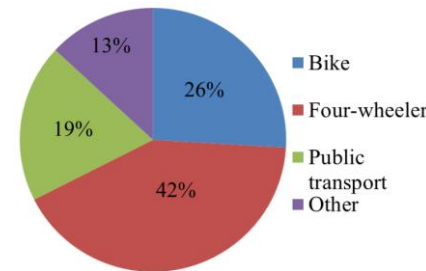Figure 16. Duration of stay

Figure 17. Accommodation
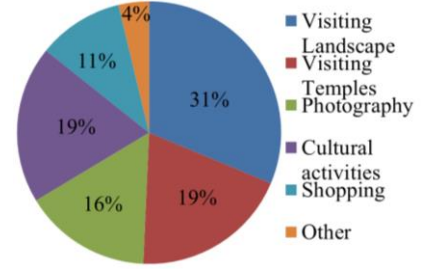
Figure 18. Transportation used

Figure 19. Preferred recreational activities

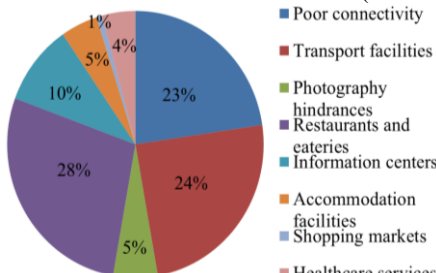(Source: Primary data obtained from questionnaire for tourists)
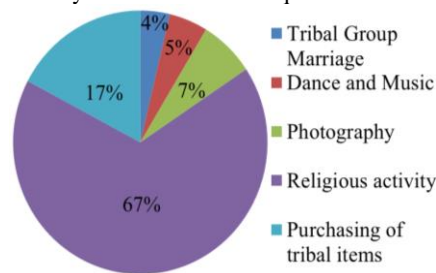
Figure 20. Destination inconveniences
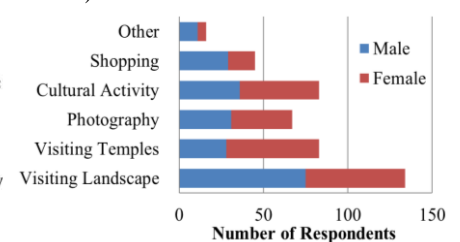
Figure 21. Activities undertaken

Figure 22. Distribution of Gender by Preferred Recreational Activities
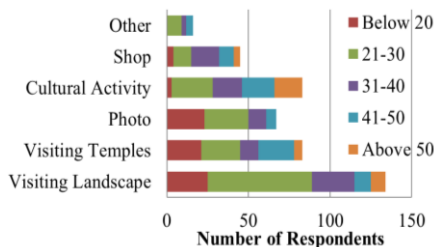
Figure 23. Distribution of age by preferred recreational activities
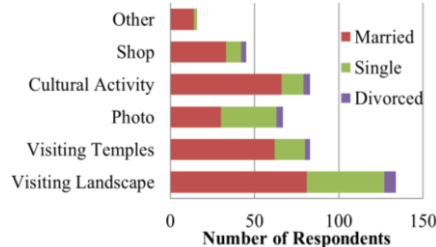
Figure 24. Distribution of marital status by preferred recreational activities

Figure 25. Distribution of educational qualifications by preferred recreational activities

(Source: Analysis of Primary Data obtained from Tourists Questionnaire)

Table 12 is a consolidation of the tabulated data pertaining to the Travel-related information of Tourists, obtained from the Questionnaire for the same. Figure 13 graphically represents the travel preferences of the tourists. It can be seen that 31% of the respondents travelled alone, while 29% travelled as a couple, and 29% travelled with family. Only 11% of the

respondents were found to be travelling with friends. Figure 14 is a graphical representation of the tourists' frequency of visiting the area. It was found that the great majority (64%) of them were first-time visitors. 17% of the respondents were on their second visits, while 15% had visited the destination more than three times. Figure 15 is a graphical representation of the tourists' source of information. It can be seen that 72% of the tourists acted on word-of-mouth information, while only 2% had used information from electronic media. Figure 16 represents the duration of stay of the tourists. Well over half of the respondents (54%) were visiting for only one day. Equal portions of 15% each were made up by visitors staying for 2 and 3 day periods. 16% of the respondents were found to be staying for a duration over 3 days. Figure 17 is a graphical representation of the accommodation used by the tourists. One-fourth of the respondents stayed in hotels, while another quarter had used Panchayat Bhavan. The majority of the respondents (29%) had used other modes of accommodation, while the remaining respondents had stayed in villagers homes. It can be seen in Figure 18 that the majority of the respondents (42%) used four-wheelers as the mode of transportation. 26% had travelled in motorcycles, while 19% had used public transport. A small portion of tourists (13%) had used other modes of transport. Figure 19 visualizes the preferred recreational activities of the tourists. It shows that the largest group of 31% of the respondents prefer visiting landscapes, while Visiting temples and cultural activities are preferred by 19% of the respondents each. 16% indulge in photography, while 11% selected shopping as their preferred activity. Figure 20 is a graphical representation of the inconveniences faced at the destination by the tourists. Lack of restaurants and eateries, Transport facilities, and poor connectivity were the most commonly cited inconveniences, with 28%, 24%, and 23% of respondents respectively. Figure 21 is a graphical representation of the activities undertaken by the tourists. It can be seen that 67% of them partake in religious activity, while purchasing tribal items is the second most undertaken activity with 17% selecting it as their main activity.

Analysis of Cross Tabulation and Chi-Square: In non-parametric data set, the Chi-Square test used for inference and cross-tabulation analyzes the association between two variables row or column-wise to know the relationship between variables with the help of the P-Value of the Chi-square test that reveal the level of significance. P-Value, less than .05, shows an association, is significant, and based on it, hypotheses are accepted or rejected. Association between Preferred Recreational Activities and Key Attributes of Socio-Demographic Attributes: H_0: Socio-Demographic attributes and preferred recreational activities are not significantly associated with activity-based management of indigenous resources.

Distribution of Gender by Preferred Recreational Activities

The results of Table 13 show preferred recreational activities across different gender. The same has been graphically represented in Figure 22. In 428 respondents 210 (49.1%) respondents were male and 218 (50.9%) were female. Out of 210 (49.1%), male respondents 75 (35.7%) came to visit landscape, 28 (13.3%) came to visit temples, 31(14.8%) came to take photographs, 36(17.1%) came for cultural activities, 29(13.8%) came for shopping, and 11(5.2%) came for other activities. Out of 218(50.9%) female respondents, 59 (27.1%) came to visit landscape, 55(25.2%) came to visit temples, 36(16.5%) came to take photographs, 47(21.6%) came for cultural activities, 16(7.3%) came for shopping, and 5(2.3%) came for other activities. H_0: Gender and Preferred recreational activities are not significantly associated with the activity-based management of indigenous resources.
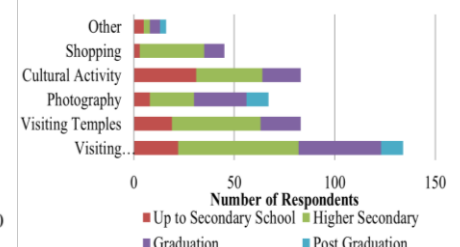
Table 13. Distribution of Gender by Preferred Recreational Activities
(Source: Analysis of Primary Data obtained from Tourists Questionnaire)

Determinants	Gender		Total	Chi-Square Test
Preferred Recreational Activity	Male	Female	Total	Chi-Square Test
Visiting Landscape	75	59	134	Pearson Chi-Square = 18.387 df = 5 Asymp. Sig. (2- sided) = (.002)
Visiting Temples	28	55	83	
Photography	31	36	67	
Cultural Activity	36	47	83	
Shopping	29	16	45	
Other	11	5	16	
Total	210	218	428	Ho: Rejected

The findings infer that 31% of respondents came to visit the landscape, and more than 3% of respondents came for other activities. The value of Pearson Chi-square is 18.387 with 5 degrees of freedom, and the significant value of the test is .002, showing a significant association between variables Gender and Preferred Recreational Activities. Table 13 explains the relationship between Gender and Preferred Recreational Activities, and the results show that gender plays an essential role in choosing a recreational activity. Thus, the null hypothesis "Gender and Preferred recreational activities are not significantly associated for activity-based management of indigenous resources." is rejected with the P-Value .002.

Distribution of Age by Preferred Recreational Activities

The results of Table 14 show preferred recreational activities across different age groups. As seen in Figure 23, out of 428 respondents, 76 (17.8%) respondents are below the age group of 20, 160 (37.4%) are within 21-30, 86 (20.1%) are in between 31-40, 71 (16.6%) in between 41-50, and, 35 (8.2%) were above the age of 50. Out of 428 respondents, 134 (31.3%) respondents came to visit landscape, 83 (19.4%) came to visit the temple, 67(15.7%) came for photographs, 83 (19.4%) came for cultural activity, 45 (10.5%) came for shopping, and 16(3.7%) came for other activities. H_0: Age and Preferred recreational activities are not significantly associated with activity-based management of indigenous resources.

Result infers that 64 (40.0%) respondents came to visit the landscape, 24 (15.0%) respondents came to visit the temple, 27 (16.9%) respondents came for photographs, 25 (15.6%) respondents came for cultural activities, 11 (6.9%) respondents came for shopping, and 9 (5.6%) respondents came for other activity under the age group between 21-30. The value of Pearson Chi-square is 87.941 with 20 degrees of freedom, and the significant value of the test is .000, showing a significant association between variables Age and Preferred Recreational Activities. Table 14 explains the relationship between Age and Preferred Recreational Activities, and results show that age plays an essential role in choosing a recreational activity. Thus, the null hypothesis "Age and Preferred recreational activities are not significantly associated for activity-based management of indigenous resources." is rejected with the P-Value .000.

Distribution of Marital Status by Preferred Recreational Activities

The results of Table 15 show preferred recreational activities across the marital status. As visualized in Figure 24, out of 428 respondents, 286(66.8%) respondents were married, 121(28.3%) respondents were single, and 21(4.9%) were divorced. Out of 428 respondents, 134(31.3%) respondents came to visit landscape, 83(19.4%) came to visit the temple, 67(15.7%) came for photographs, 83(19.4%) came for cultural activity, 45(10.5%) came for shopping, and 16(3.7%) came for other activities. **Ho:** Marital Status and Preferred recreational activities are not significantly associated with activity-based management of indigenous resources. Findings infer that 81(28.3%) married respondents came to visit landscape, 66(23.1%) married respondents came for cultural activities, 46(38.0%) single respondents came to visit landscape, 33(27.3%) single respondents came for photography. The value of Pearson Chi-square is 31.915 with 10 degrees of freedom, and the significant value of the test is .000, showing a significant association between Marital Status and Preferred Recreational Activities. Table 15 explains the relationship between Marital Status and Preferred Recreational Activities, and results show that Marital Status plays an essential role in choosing a recreational activity. Thus, the null hypothesis "Marital Status and Preferred recreational activities are not significantly associated for activity-based management of indigenous resources." is rejected with the P-Value .000.

Table 14. Distribution of Age by Preferred Recreational Activities (Source. Analysis of primary data obtained from tourists questionnaire)

Determinants	Preferred Recreational Activity						Total	Chi-Square Test
Age	Visiting Landscape	Visiting Temples	Photography	Cultural Activity	Shopping	Other		
Below 20	25	21	23	3	4	0	76	Pearson Chi-Square = 87.941df = 20 Asymp. Sig. (2-sided) =(.000)
21-30	64	24	27	25	11	9	160	
31-40	26	11	11	18	17	3	86	
41-50	10	22	6	20	9	4	71	
Above 50	9	5	0	17	4	0	35	
Total	134	83	67	83	45	16	428	Ho. Rejected

Table 15. Distribution of Marital Status by Preferred Recreational Activities (Source: Analysis of primary data obtained from tourists questionnaire)

Determi nants	Preferred Recreational Activity						Total	Chi-Square Test
Marital Status	Visiting Landscape	Visiting Temples	Photo graphy	Cultural Activity	Shopping	Other		
Married	81	62	30	66	33	14	286	Pearson Chi-Square= 31.915 df = 10 Asymp. Sig. (2-sided) =(.000)
Single	46	18	33	13	9	2	121	
Divorced	7	3	4	4	3	0	21	
Total	134	83	67	83	45	16	428	Ho. Rejected

Table 16. Distribution of Educational Qualifications by Preferred Recreational Activities
(Source: analysis of primary data obtained from tourists questionnaire)

Determi nants	Preferred Recreational Activity						Total	Chi-Square Test
Educational Qualifi cations	Visiting Landscape	VisitingTemples	Photo graphy	Cultural Activity	Shopping	Other		
Up to Secondary School	22	19	8	31	3	5	88	Pearson Chi-Square= 69.198 df = 15Asymp. Sig. (2-sided)=(.000)
Higher Secondary	60	44	22	33	32	3	194	
Graduation	41	20	26	19	10	5	121	
Post Graduation	11	0	11	0	0	3	25	
Total	134	83	67	83	45	16	428	Ho: Rejected

Distribution of Educational Qualifications by Preferred Recreational Activities

The results of Table 16 show preferred recreational activities across educational qualifications. In 428 respondents, 88(20.6%) respondents were secondary school passed, 194(45.3%) respondents were higher secondary passed, 121(28.3%) respondents were graduated, and 25(5.8%) respondents were post-graduated. Out of 428 respondents, 134(31.3%) respondents came to visit landscape, 83(19.4%) came to visit the temple, 67(15.7%) came for photographs, 83(19.4%) came for cultural activity, 45(10.5%) came for shopping, and 16(3.7%) came for other activities, as seen in Figure 25.

Ho: Educational Qualification and Preferred recreational activities are not significantly associated with activity-based management of indigenous resources. Results infer that 60(30.9%) higher secondary passed respondents came to visit landscape, 44(22.7%) higher secondary passed respondents came to visit temples, 26 graduated respondents came for photography, 33(17.0%), and 32(16.5%) higher secondary passed respondents came for cultural activity and shopping respectively. The value of Pearson Chi-square is 69.198 with 15 degrees of freedom. The significant value of the test is .000, showing a significant association between variables Educational Qualifications and Preferred Recreational Activities. Table 16 explains the relationship between the Educational Qualifications and Preferred Recreational Activities, and results show that Educational Qualifications play an essential role in choosing a recreational activity. Thus, the null hypothesis "Educational Qualifications and Preferred recreational activities are not significantly associated for activity-based management of indigenous resources." is rejected with the P-Value .000.

Distribution of Occupation by Preferred Recreational Activities

The results of Table 17 show preferred recreational activities across occupations. As shown in Figure 26, out of 428 respondents, 118 (27.6%) respondents were household workers, 229(53.5%) respondents were self-employed, 30(7.0%) respondents were private servants, 22(5.1%) were government servants, and 29(6.8%) respondents were related to other occupation than above mentioned. Out of 428 respondents, 134(31.3%) respondents came to visit landscape, 83(19.4%)

came to visit the temple, 67(15.7%) came for photographs, 83(19.4%) came for cultural activity, 45(10.5%) came for shopping, and 16(3.7%) came for other activities. **Ho:** Occupation and Preferred recreational activities are not significantly associated with activity-based management of indigenous resources. Findings infer that 56(24.5%) self-employedrespondents came to visit the landscape, 54(23.6%) self-employed respondents came for cultural activities, 48(40.7%) household worker respondents, and 20(66.7%) private employees came for visiting the landscape. The value of Pearson Chi-square is 80.028 with 20 degrees of freedom, and the significant value of the test is .000, showing a significant association between variables Occupation and Preferred Recreational Activities. Table 17 explains the relationship between the Occupation and Preferred Recreational Activities, and results show that occupation plays an essential role in choosing a recreational activity. Thus, the null hypothesis "Occupation and Preferred recreational activities are not significantly associated for activity-based management of indigenous resources." is rejected with the P-Value .000.
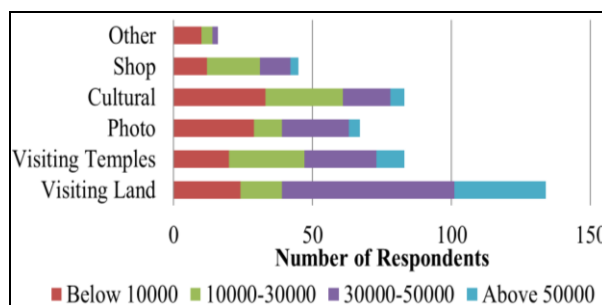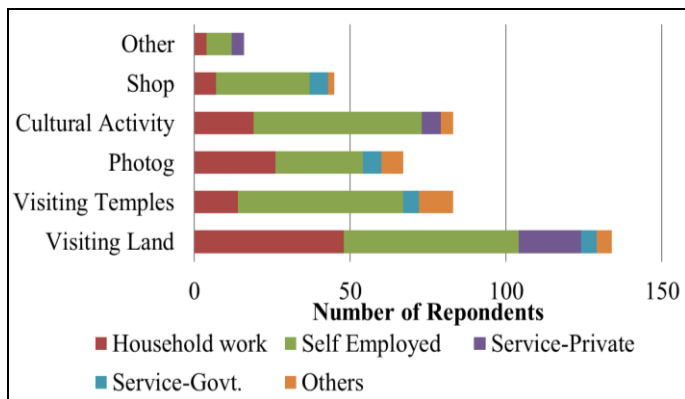

Figure 26. Distribution of occupation by preferred recreational activities (Source: analysis of primary data obtained from tourists questionnaire)

Figure 27. Distribution of monthly income by preferred recreational activity

Distribution of Monthly Income by Preferred Recreational Activity

The results of Table 18 show preferred recreational activities across monthly income, and the same has been illustrated in Figure 27. In 428 respondents, 128(29.9%) respondents income were below Rs 10000, 103(24.1%) respondents were among the income group of INR 10000-30000, 142(33.2%) respondents were among the income group of INR 30000-50000, and 55(12.9%) respondents were above the income group of INR 50000. Out of 428 respondents, 134(31.3%) respondents came to visit landscape, 83(19.4%) came to visit the temple, 67(15.7%) came for photographs, 83(19.4%) came for cultural activity, 45(10.5%) came for shopping, and 16(3.7%) came for other activities.

Ho: Monthly Income and Preferred recreational activities are not significantly associated with activity-based management of indigenous resources. Results infer that 62(43.7%) respondents among the income group of INR30000-50000 came to visit landscape, 27(26.2%) and 19(18.4%) respondents among the income group of INR 10000-30000 came to visit temples and for shopping respectively, 29(22.7%) and 33(25.8) respondents below the income group of INR 10000 came for photography and cultural activity respectively. The value of Pearson Chi-square is 80.999 with 15 degrees of freedom. The significant value of the test is .000, showing a significant association between variables Monthly Income and Preferred Recreational Activities. Table 18 explains the relationship between the Monthly Income and Preferred Recreational Activities, and results show that Monthly Income plays an essential role in choosing a recreational activity. Thus, the null hypothesis "Monthly Income and Preferred recreational activities are not significantly associated for activity-based management of indigenous resources." is rejected with the P-Value .000.

Table 17. Distribution of Occupation by Preferred Recreational Activities (Source: analysis of primary data obtained from tourists questionnaire)

Determi nants	Preferred Recreational Activities							Chi-Square Test
Occupation	Visiting Land scape	Visiting Temples	Photog raphy	Cultural Activity	Shop ping	Other	Total	
Household work	48	14	26	19	7	4	118	Pearson Chi-Square = 80.028 df = 20 Asymp. Sig. (2-sided) =(.000)
Self Employed	56	53	28	54	30	8	229	
Service-Private	20	0	0	6	0	4	30	
Service-Govt.	5	5	6	0	6	0	22	
Others	5	11	7	4	2	0	29	
Total	134	83	67	83	45	16	428	Ho: Rejected

Table 18. Distribution of Monthly Income by Preferred Recreational Activity (Source: analysis of primary data obtained from tourists questionnaire)

Determi nants	Preferred Recreational Activities							Chi-Square Test
Monthly Income (INR)	Visiting Land scape	Visiting Temples	Photo graphy	Cultural Activities	Shop ping	Other	Total	
Below 10000	24	20	29	33	12	10	128	Pearson Chi- Square= 80.999df = 15Asymp. Sig.(2-sided) =(.000)
10000-30000	15	27	10	28	19	4	103	
30000-50000	62	26	24	17	11	2	142	
Above 50000	33	10	4	5	3	0	55	
Total	134	83	67	83	45	16	428	Ho: Rejected

FINDINGS AND SUGGESTIONS
Findings from the Secondary Data

1. It is clear from the collected secondary data that the tribal-dominated districts Mandla, Balaghat, and Dindori have huge indigenous tourism prospects. They key tourism pull factors of the three districts are indigenous history, culture, and natural environment.

2. The district of Balaghat covers an area of 9,229 km^2, Mandla covers and area of 5,800 km^2, and Dindori covers 7,470 km^2.

3. Scheduled Tribes account for 22.5% of the population of Balaghat district, 57.9% of the population of Mandla, and 64.7 % of the population of Dindori district.

4. Baihar is the Community Development block in Balaghat district with the highest population of Scheduled Tribes, with 71,554 individuals making up 67.33% of the CD block population.Bicchiya is the Community Development block in Mandla district with the highest population of Scheduled Tribes, with 83,320 individuals making up 55.87% of the CD block population.Shahpura is the Community Development block in Dindori district with the highest population of Scheduled Tribes, with 80,560 individuals making up 65.28% of the CD block population.

5. The literacy rate of the Scheduled Tribes of District Balaghat is 66.7%, Mandla is 60.1%, and Dindori is 60.2 %.

6. The work participation rate of the Scheduled Tribe in District Balaghat is 54.2 percent, Mandla 56.0 percent, and Dindori 56.8 percent.

7. Gonds and Baigas are the most populous tribes in all three districts.

8. The economy of all districts is agriculture-based, but the Balaghat district derives massive income from its manganese and copper deposits.

9. The total roadnetwork in District Balaghat is 1664 km, in Mandla 1170 km, and Dindori 2299 km.

10. Balaghat and Mandla districts have eight community health centers, and Dindori has seven community health centers.

11. Balaghat district have four homestays and five hotels and restaurants, Mandla has 11 accommodation units, and Dindori has five hotels.

12. Balaghat district has an agro and sub-tropical region with 75-85 percent humidity, Mandla district has relatively low temperatures than other nearby cities, and winter is dry here. Dindori district has a moderate climate, the highest temperature is 430°C, and the lowest is 10.410^{o}C.

Findings and Suggestions from the Socio-Demographic Profiles of the Community: Table 19 is a tabular representation of the findings and suggestions from the socio-demographic profiles obtained from the indigenous community. Table 20 is a tabular representation of the findings and suggestions from the socio-demographic profiles of the tourists.

Table 19. Findings and Suggestions from the Socio-Demographic Profiles of the Community

Attributes	Finding	Suggestions
Gender	Male participation in indigenous tourism is one percent higher than females.	The tribal community of the study area does not have high participation in tourism activity. It is crucial to make tourism very attractive in terms of subsidies and earnings. Participation of the tribal community in Indigenous Tourism can increase through an aggressive promotion campaign is required, and different government schemes are required to boost tourism by providing subsidies to new business startups.
Age	The participation in indigenous tourism inthe age group 31-40 (26.5%) is higher than in other age groups.	
Marital Status	Married participants in indigenous tourism are higher than singles.	
Education Qualification	The majority of participants in indigenous tourism are higher secondary passed.	
Occupation	Participants are involved with a financial activity where the majority of respondents are self-employed.	
Monthly Income	The monthly income of the majority of the respondents is lower than INR 10000.	

Table 20. Findings and Suggestions from the Socio-Demographic Profiles of Tourist

Attributes	Finding	Suggestions
Gender	The number of male tourists is 1.8% higher than female tourist shows male tourist is more motivated by indigenous tourism than a female tourist.	Batter shopping options are required to attract female tourists.
Age	Data shows younger tourists are more interested in indigenous tourism.	Indigenous religious spots and shopping centers can attract senior citizens and staged programs and indigenous-themed parks for the aged group less than 20.
Marital Status	Married tourists are more motivated to visit indigenous tourism sites than singles.	Cultural activities and shopping units need to adjust according to the single tourist.
Education Qualification	Higher secondary passed tourists are more motivated to go for indigenous landscapes and Temples.	Higher educated tourists can be motivated by enhancing temples, shopping areas, and targeted cultural activity.
Occupation	Self-employed tourists are more motivated to travel for indigenous tourism.	Government servants need to be targeted more as they are less interested in indigenous tourism.
Monthly Income	Higher and lower-income group tourists are less motivated to travel for indigenous tourism.	Higher-income group tourists can be attracted more by making shopping and religious sites interested and attractive.

CONCLUSION

It was found that married indigenous people of the 31-40 age group were the largest group, with men slightly higher in number than women. The majority of the respondents were characterized by a higher-secondary education, self-employment, and earnings under INR 10,000 per month. With respect to the tourists visiting the areas, it was again

found that there were more men than women, the majority of tourists were young, married, and had passed higher secondary education, in addition to being self-employed. It was also found that tourists from both high and low-income groups were motivated to engage in indigenous tourism.

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