

TRANSFORMATIVE EFFECT OF COMMUNITY MANAGED NATURE TOURISM ON THE INDIVIDUAL WELLBEING OF SERVICE PROVIDERS: AN EMPIRICAL STUDY OF ODISHA, INDIA

Rajdeep DEB

Mizoram University, Aizawl, Mizoram.

rajdeep_au@yahoo.co.in

Jagadish BEHERA

Mizoram University, Aizawl, Mizoram.

jituind95@gmail.com

Abstract

The current study delves into the impacts of community managed nature tourism (CMNT) on the individual wellbeing of service providers engaged with it. This study draws mainly from social exchange theory and was carried out in the developing state of Odisha, India. The empirical data were gathered using a questionnaire survey method from the service providers of eight nature camps in Odisha. A total of 141 responses were used for statistical analysis. To analyse the data, exploratory factor analysis along with regression analysis were used. The findings of the study reveal that CMNT has a positive and significant affect on the overall individual wellbeing (financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction) of the service providers engaged with it in the context of study area. In a developing country like India and state like Odisha, to alleviate the extreme levels of poverty especially in remote areas, CMNT can evolve as an effective tool in the long run. Also, the current study offers useful insights to policymakers, administrators, and government about the effectiveness of CMNT in improving the wellbeing of the local people.

Keywords: *Community managed nature tourism, social exchange theory, financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction.*

JEL Classification: L83, I10, I31, Z32

1. INTRODUCTION

Tourism is regarded as one of the leading economic pillars for various economies (Mkwizu, 2024). McCool and Martin (1994) claim that tourism development enhances residents' quality of lives by alleviating their economic, social, cultural and recreational problems, as well as create a situation where local residents' can reap several other direct economic benefits (Peters & Schuckert, 2014). Among several forms of alternative tourism, community based tourism (CBT) and ecotourism have surfaced as potential approaches to conforming tourism development with environmental preservation and residents' well-being (Giampiccoli et al., 2022). CBT comprises a form of tourism that concentrates on environmental, social, and cultural sustainability (Guerrero-Moreno & Oliveira-Junior, 2024), where the tourism creation, management, and administration are under the control of local people with the aim of bringing local upliftment (Suansri, 2003). Previous research has emphasized on how conventional communities have benefitted economically by engaging themselves in CBT activities (Teh & Cabanban, 2007; Reggers et al., 2016; Watts et al., 2022).

In Odisha, an eastern state of India, the community tourism is still considered as an emerging phenomenon and the field is quite open and underexplored. Looking at the vast potential of this

form of tourism as well as 83 per cent of its population lives in rural areas, Odisha's Forest and Environment Department launched the 'Community Managed Nature Tourism (CMNT)' camps in 2016 in a bid to provide an alternate source of livelihood to the state's tribal communities (The Times of India, 2023). With the implementation, CMNT camps were hoped to deliver many benefits to the local community and the state. Moreover, CMNT activities has also been regarded as a 'hope' to overcome the economic, social, and environmental issues arising due to negative consequences of tourism. Odisha had 42 CMNT camps till 2019-20 (Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha), in its different Forest and wildlife areas, generating jobs for locals. Also, the tourists' arrival to the ecotourism destinations had registered steady rise in the past years. It increased from 11,500 in the year 2016-17 to 29,024 in the year 2018-19, and further to 57,000 in the year 2020-21. Similarly, the revenue generated from ecotourism increased from Rs.3.40 crore in 2017-18 to Rs.5.61 crore in 2018-19. Despite economic slowdown due to COVID situation, the revenue generation was to the tune of Rs.8.32 crore in 2020-21 (The Statesman, 2021).

Although many scholars have studied CBT from the perspective of local development model, they are still to delve into its long-term operations relating

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

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

2. THEORETICAL FRAMEWORK

Social Exchange Theory (SET) continues to be one of the most widely used framework by scholars aiming to assess residents' attitudes towards tourism growth (Byrd et al., 2009). From the tourism angle, SET implies that residents' overwhelming support for tourism usually stems from their appraisal of the gains and costs flowing from the tourism industry (Andereck & Nyaupane, 2011). According the theory, the social exchange encompasses economic and social benefits (Cropanzano & Mitchell, 2005). Wani et al (2023) further explains that social exchange theory is a crucial tool for measuring the attitude and support of local residents toward the tourism development as well as the tourists (Nunkoo & Gursoy, 2012; Nunkoo & So, 2016). Residents are willing to show optimism towards tourism growth when positive impacts offset the negative consequences (Gursoy et al., 2002), and are more likely to involve in a relationship of exchange in quest for value (Wani et al., 2023). Sutton (1967) asserts that the meeting between the host community and the visitors "may provide either an opportunity for rewarding and satisfying exchanges, or it may stimulate and reinforce impulses to exploitation on the part of the host" (p. 221). Endorsing his argument, several studies underscore the economic, social, and environmental outcomes from the host-tourism exchange process that impact residents' support for tourism development in the region (Yoon et al., 2000). Moreover, the results extracted from the extant studies show that in a host-tourism context, the factors in an

exchange process encompasses not only economic forces but also social-cultural and environmental forces. The meaningfulness of the theory is established by several studies (Nunkoo & Ramkissoon, 2010).

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

3. LITERATURE REVIEW

There exist evidences that reveal the contribution of community-based tourism in alleviating poverty of many ethnic communities worldwide (Croes, 2014; Osumanu et al., 2022), since it tends to offer occupations diversity (World Tourism Organization, 2002), along with the market that it generates for goods that are being manufactured locally (Lepp, 2007; Lee, 2013). The focus of CBT is largely to assist the indigenous community, which leads to sustainable form of tourism (Dogra et al., 2022). Moreover, due to its anticipated positive effect on nurturing local economies, an increasing number of developing countries are on their way to implement community-based tourism (Lepp, 2007; Dodds et al., 2018; Lee, 2009). The foundation of CBT has largely to do with the rural development in both developed and developing nations (Honey, 2008). In essence, such developments usually bring about social and economic transformation in the lives of individuals, service providers associated with the industry and ultimately transform the local community. Because of such advantages, many community-based tourism initiatives turned into community-development projects in emerging countries (Stronza & Gordillo, 2008).

Concept of community based tourism (CBT)

There was an intense contest within scholars' community regarding the conceptualization of CBT (Simmons, 1994; Tosun, 1999; Goodwin & Santilli, 2009; Dodds & Galaski, 2018), nevertheless uniformity was achieved with the conviction that the concept of CBT is primarily a community steered tourism activities whose aim is to create a bouquet of community advantages (Goodwin & Santilli, 2009). However, numerous extant literatures on this phenomenon have emphasized upon sustainability and sprouting opportunities for local individuals in the form of tourism driven dividends in the destinations of local individuals (Archer et al, 2001; Hardy et al., 2002; Lo & Janta, 2020). These very well reflect that in the situation of proper planning and effective implementation, CBT is ought to make turnaround in the individual well-being and thereby destination communities by not only empowering them but also generating economic and social profits to organizations

and service providers (Simpson, 2008; Durkin & Peric, 2017).

CBT mainly focuses upon four goals namely, conservation of resources, social and economic upliftment, empowerment and ownership, and quality tourist experience (Hiwasaki, 2006.) capacity to stimulate socio-economic development in rural places. In line with While presenting their argument, Baniya et al. (2008) assert that CBT has the capability to drive socio-economic development of local population of destinations, as well as to stimulate development in the areas of healthcare, education and community infrastructure (Woods & Jones, 2008; Guzman et al., 2011). In fact, it is through tourism events that the communities have every possibility to accrue large economic and social benefits {Choi & Sirikaya, 2005; Cole, 2006; Tosun, 2006}. According to Sproule and Suhandi (1998), cost and gains arising out of CBT development need to be equally distributed among the participants of CBT. So far as redistribution is concerned, it usually occurs through direct and indirect beneficiaries in CBT Mitchell & Eagles (2001). In this direction, community-centric tourism projects are a means to provide wealth to the dejected, generate business by utilizing tourism attractions and resource (Matiku et al., 2020), and delegate the control to the community members (Dongier et al., 2003).

Concept of individual wellbeing

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

(Smith & Puczkó, 2008; Uysal et al., 2016). However, the extant literature is much constrained in terms of relationship studies between tourism development and wellbeing of the residents residing in the vicinity of the tourist spot in developing countries (Khan et al., 2021).

Relationships between CBT and individual wellbeing

Based on the above discussion, this section attempts to show the relationship between CBT and wellbeing of the beneficiaries engaged in CBT. In the words of Giampiccoli et al. (2022), "the relevance and connection with locality and the emphasis on redistribution can contribute to local community well-being". Thus, a key feature of CBT is related to its contribution towards enhancing the quality of life for local population, and safeguarding the community and environment (Baniya et al., 2018). As residents' support is highly important for the success of a tourism organization (Jurowski & Gursoy, 2004), it is equally desired to comprehend substantially how locals are going to be economically, socially, and politically benefitted from tourism development. Because of its ability to foster sustainable community development, CBT is slowly emerging as a critical instrument in facilitating individual wellbeing. Baniya and Karn (2018), while exploring the transformative effect of CBT on local tourism of Nepal, conclude that the individuals engaged in CBT tend to have better individual well being. For their study purpose, they divided individual well being into three categories: financial wellbeing, purpose of life and subjective well-being, and community attachment and satisfaction. They found that locals are content with their life and show higher community bonding. Moreover, in terms of financial wellbeing and psychological needs, CBT is regarded as a tool to meet these needs. Similar to this findings, Brohman (1996) shows that CBT helps to cater to the livelihood of the places as well as is an appropriate solution for community upliftment and also is expected to have transformative effect on individual and community wellbeing.

So, linking to the above discussion, certain resemblances between CBT and positive wellbeing can be extrapolated. Figure 1 specifically marks how the CBT (CMNT in the context of the current study) growth acts as a basis for enhanced individual wellbeing. The extant literature show that scholars have subscribed to subjective indicators to gauge the influence of tourism over wellbeing (Andereck and Nyaupane, 2011; Khizindar, 2012; Nichols et al., 2002; Kim et al., 2013). However, in this study, the authors have employed objective indicators to fulfil the study objectives. Besides, to fulfil this study objective, three dimensions of individual wellbeing namely financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were derived from the work of Baniya et al. (2018). Moreover, to ascertain reliability and validity of

constructs, the questionnaires similar to Baniya and Karn (2018) were used.

4. RESEARCH METHODOLOGY

Research model and hypotheses development

This section forwards the research model proposed for this study and also attempts to propose research hypotheses since the approach of this study is

hypothesis testing in a conclusive approach. Previous research confirmed that CBT activities are closely linked to individual well being. Figure 1 depicts the research model based on the literature review. The research model predicts that community-managed nature tourism activities can result in high individual well-being, such as financial, purpose of life and subjective, and community attachment and satisfaction.

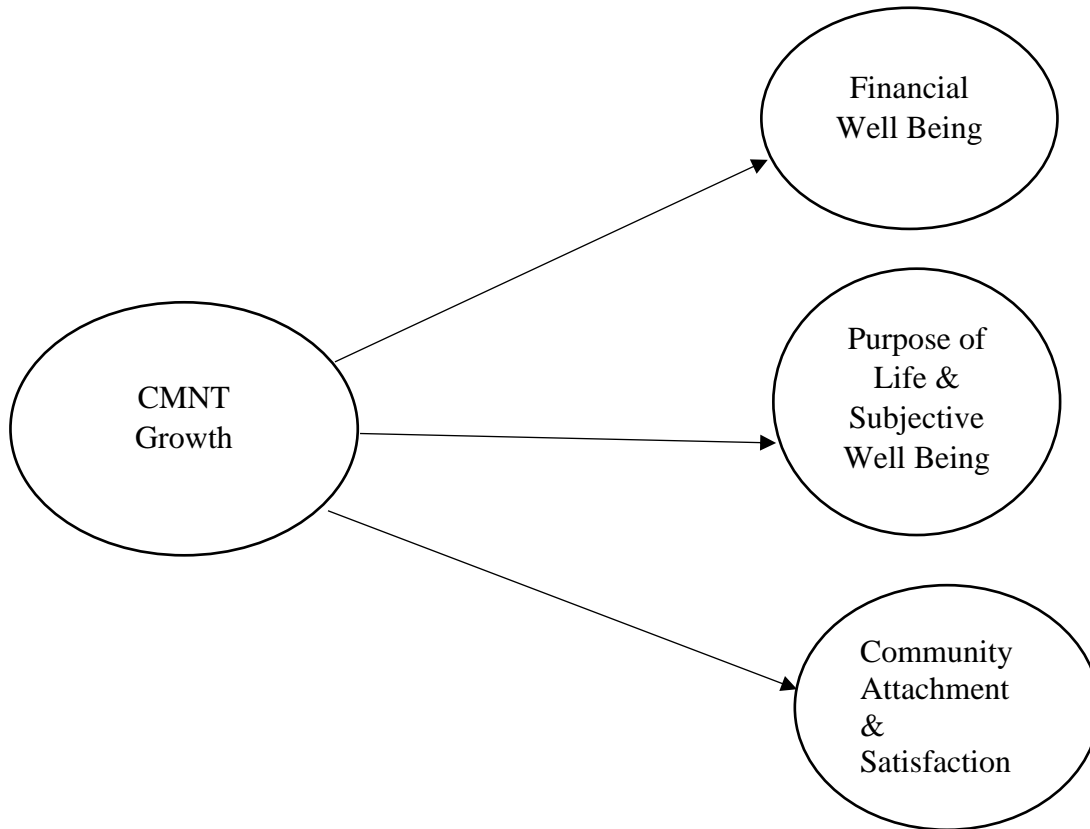


Fig. 1: Research model based on past literature

Based on above, the following hypotheses were proposed:

H1: CMNT growth significantly affects financial wellbeing.

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

H3: CMNT growth significantly affects community attachment and satisfaction.

Sampling and data collection

The study aimed to examine the effect of CMNT growth on individual wellbeing. Therefore, a questionnaire survey method was used to gather data from the target population in the destinations. Among the 42 CMNT camps in Odisha during 2019-20 (Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha), eight nature camps were selected in this study (with the condition of none of these selected camps are at the same destination or same forest division). Based on revenue during the

period from 2016-17 to 2019-20, four highest and four lowest revenue generating camps were chosen for study purpose. The selected camps are as follows (Table 1):

Table 1: List of selected nature camps

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

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

The current study was based on tourism service providers' opinion, engaged with CMNT in Odisha. Service providers are those persons involved in providing services to a tourist. According to Forest and Environment Department, Government of Odisha, CMNT in Odisha has proven to be an alternative source of income for locals as they previously used to depend on forest for their survival by poaching, smuggling, fishing, collecting honey, firewood, etc. Indirectly, 5 to 6 villages per Ecotourism project are now earning their livelihood by providing daily requirements to the Ecotourism projects (i.e. by selling vegetables, handmade articles, different food items, milk, non-veg products, travel facilities etc). All the community members have been trained on hospitality & Ecotourism services for proper management of the destinations and they play different roles in management of Nature Camps i.e. housekeeping, accounting, store, reception, service, cooking, cleaning etc. For this study purpose, these local people were regarded as service providers and therefore constituted the research objects of the study.

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

Using quantitative techniques, hierarchical linear regression analysis was performed to examine the possible relationships between CMNT growth and various aspects of individual well being. Along with this, Pearson correlation coefficient was evaluated to comprehend the direction, intensity, and significance of the link between the dependent and independent variables prior to performing a hierarchical linear regression analysis (Wani et al., 2023).

Measures

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

To measure individual wellbeing, a 31-item questionnaire was used: four questions for financial wellbeing, twelve questions for purpose of life and subjective well-being, and eight questions for community attachment and satisfaction. On the other hand, to measure CMNT growth, seven questions were used. The measurement of the items related to the constructs was carried out on a five-point Likert scale

ranging from 1 (strongly disagree) to 5 (strongly agree). To assure the content validity of the research instruments, four experts in the related domain were consulted as to whether the instrument had a right mix of items for measuring the constructs. In the current study, SPSS 22.0 and MS Excel were used for empirical analysis.

5. RESULTS AND DISCUSSION

Respondents' demographic profile

The basic characteristics of the respondents are presented below (Table 2):

Table 2: Respondents' demographic characteristics (N= 141)

Variables	Category	Frequency (%)
Gender	Male	91 (64.5)
	Female	50 (35.5)
Age (yrs)	18 - 30	43 (30.5)
	31 - 45	61 (43.3)
	45 - 60	31 (21.9)
	Above 60	6 (4.3)
Occupation	Hotel staff	84 (59.6)
	Vendors	30 (21.3)
	Tour operators	4 (2.8)
	Tour guides	12 (8.5)
Education level	Others	11 (7.8)
	Up to primary	39 (27.7)
	Secondary	91 (64.5)
	Graduation	11 (7.8)
	Above graduation	0 (0)

Source: Field Survey

Factor analysis

The constructs' reliability and validity were both gauged with the help of exploratory factor analysis and Cronbach's Alpha values. Financial wellbeing, purpose of life and subjective wellbeing, and community attachment and satisfaction were all subjected to exploratory factor analysis. As depicted in Table 3 below, the data passed both the "Kaiser-Meyer-Olkin measure of sampling adequacy" (KMO = 0.924) and "Bartlett's test of sphericity" ($p < 0.001$), therefore the study could move ahead (Wani et al., 2023). It is also quite evident that all 31 variables had factor loadings ranging from 0.61 and 0.82, satisfying the cutoff value proposed by Hair et al. (1998). Moreover, Cronbach's Alpha values exceed the advocated critical value of 0.5 (Hair et al., 2019). The CRs for the constructs were found to be above 0.70 (Henseler et al., 2015), and the AVE ranged from 0.54 to 0.81, exceeding the suggested standard value of 0.5 (Fornell & Larcker, 1981), signifying all constructs' successful convergence (Hung et al., 2021).

Table 3: Validity and reliability estimation

Latent constructs and items	Factor Loadings	CR	AVE	Cronbach's α
Community managed nature tourism growth ("CMNTG")		0.79	0.54	0.76
CMNTG1	0.69			
CMNTG2	0.76			
CMNTG3	0.71			
CMNTG4	0.64			
CMNTG5	0.73			
CMNTG6	0.76			
CMNTG7	0.67			
Financial wellbeing ("FW")		0.73	0.81	0.61
FW1	0.74			
FW2	0.71			
FW3	0.81			
FW4	0.76			
Purpose of life and subjective wellbeing ("PLSW")		0.84	0.63	0.69
PLSW1	0.66			
PLSW2	0.64			
PLSW3	0.71			
PLSW4	0.69			
PLSW5	0.74			
PLSW6	0.73			
PLSW7	0.77			
PLSW8	0.82			
PLSW9	0.69			
PLSW10	0.74			
PLSW11	0.67			
PLSW12	0.73			
Community attachment and satisfaction ("CAS")		0.76	0.62	0.78
CAS1	0.66			
CAS2	0.61			
CAS3	0.69			
CAS4	0.77			
CAS5	0.71			
CAS6	0.64			
CAS7	0.77			
CAS8	0.73			

Notes: - 1) KMO = 0.846; 3) Bartlett's test of Sphericity (Approx. Chi-Square = 823.104, $p < 0.001$).

Source: Authors' calculation

Regression Analysis

Table 4 below displays that there exists a significant and positive relationship between CMNTG growth and financial wellbeing ($r = 0.49^{**}$, $p < 0.01$), purpose of life and subjective well-being ($r = 0.38^{**}$, $p < 0.01$), and community attachment and satisfaction ($r = 0.41^{**}$, $p < 0.05$).

Table 4. Correlation analysis (Pearson's correlation coefficient)

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

Note: N is 141 for all the variables; $p < 0.05$; ^{**} $p < 0.01$.

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

Source: Authors' calculation

Furthermore, to test the three hypotheses developed for this study, hierarchical linear regression

was done to see if the CMNT growth was positively related to three aspects of individual wellbeing of the service providers engaged with CMNT in Odisha. Results of linear regression analysis at Table 5 below indicates that CMNT growth accounts for 8.8% variance in financial wellbeing ($\beta = 0.25$, $p < 0.01$), 3.6% variance in purpose of life and subjective wellbeing ($\beta = 0.21$, $p < 0.01$), and 3.1% variance in community attachment and satisfaction ($\beta = 0.17$, $p < 0.01$). Therefore, these findings support and confirm all the three hypotheses.

Table 5: Regression analysis for H1–H3

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

** $p < 0.01$.

Source: Authors' calculation

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

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

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

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

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

6. CONCLUSION, IMPLICATIONS, AND LIMITATIONS OF THE STUDY

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

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

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

profile (Wanie et al., 2023). Although CMNT camps have been implemented in Odisha only till now, there is still not enough understanding regarding its impact on individual lives in rural areas. This study acknowledges that the CMNT growth in the study sites have improved the individual wellbeing of service providers engaged with it, in terms of financial, purpose of life and subjective wellbeing, and community attachment and satisfaction, which contribute to social transformation, thus enhancing the worth of community managed tourism in rural areas.

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

References

7. Aman, O., Manap, A.A., Ismail, A.F., Kudus, N. and Rahmiati, F. (2013), "The impact of tourism innovation on quality of life of residents in the community: a case study of Sungai Melaka", *Journal of Human Capital Development (JHCD)*, Vol. 6, pp. 27–40.
8. Andereck, K. L., and Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*, 3(50), 248–260. DOI: 10.1177/0047287510362918
9. Annual Report 2019-20, Forest and Environment Department, Govt. of Odisha. Retrieved from https://www.ecotourodishia.com/Ecotour_Annual_Report_2019-20.pdf (accessed on 2 February, 2024).
10. Archer, B., Cooper, C., Ruhanen, L. (2001). The positive and negative impacts of tourism. *Global Tourism*, 3, 79–102. doi:10.1016/b978-0-7506-7789-9.50011-x
11. Brohman, J. (1996). New directions in tourism for the third world, *Annals of Tourism Research*, 23(1), 48–70. doi: 10.1016/0160-7383(95)00043-7
12. Baniya, R., Shrestha, U., and Karn, M. (2018). Local and Community Well-Being through Community Based Tourism—A Study of Transformative Effect. *J. Tour. Hosp. Educ.*, 8, 77–96.
13. Brohman, J. (1996). New Directions in Tourism for the Third World. *Ann. Tour. Res.*, 23, 48–70.
14. Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. *Tourism Review*, 62(2), 6–13. DOI: 10.1108/16605370780000309
15. Choi, H.S., & Sirikaya, E. (2005). Measuring residents' attitude toward sustainable tourism: Development of sustainable tourism attitude scale. *Journal of Travel Research*, 43(4), 380–394. doi: 10.1177/0047287505274651
16. Cole, S. (2006). Information and empowerment: The keys to achieving sustainable tourism. *Journal of Sustainable Tourism*, 14(6), 629–644. doi: 10.2167/jost607.0
17. Croes, R. (2014). The role of tourism in poverty reduction: An empirical assessment. *Tourism economics*, 20(2), 207–226. <https://doi.org/10.5367/te.2013.0275>
18. Cropanzano, R., and Mitchell, M. S. (2005). Social Exchange Theory: An Interdisciplinary Review. *Journal of Management*, 31(6), 874–900. DOI: 10.1177/0149206305279602
19. Dodds, R., Ali, A., & Galaski, K. (2018). Mobilizing knowledge: Determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, 21(13), 1547–1568. doi:10.1080/13683500.2016.1150257
20. Dongier, P., Van Domelen, J., Ostrom, E., Ryan, A., Wakeman, W., Bebbington, A., Alkire, S., Esmail, T., Polski, M. (2003). Community Driven Development. World Bank Poverty Reduction Strategy Paper. 2003. Available online: <http://www.academia.edu/download/54031441/WBCDDChapter9.pdf> (accessed on 5 August 2024)
21. Dogra, N., Adil, M., Dhamija, A., Kumar, M., & Nasir, M. (2022). What makes a community sustainably developed? A review of 25 years of sustainable community tourism literature. *Community Development*, 53(5), 585–606. <https://doi.org/10.1080/15575330.2021.2015606>
22. Durkin, J., & Peric, M. (2017). Organizing for community-based tourism: Comparing attitudes of local residents and local tourism entrepreneurs in Ravna Gora, Croatia. *Local Economy*, 32(7), doi: 10.1177%2F0269094217734811
23. Ecotourism in Odisha (Mar 6, 2023). Retrieved from <https://timesofindia.indiatimes.com/travel/destinations/ecotourism-in-odisha/photostory/98386415.cms> (accessed on May 18, 2024).
24. Fornell, C., and Larcker, D.F. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. *J. Mark. Res.*, 18, 382–388
25. Giampiccoli, A., Dłużewska, A., and Mnguni, E.M. (2022). Host Population Well-Being through Community-Based Tourism and Local Control: Issues and Ways Forward. *Sustainability*. 2022; 14(7):4372. DOI: 10.3390/su14074372
26. Goodwin, H., & Santilli, R. (2009). Community-based tourism: A success? *ICRT Occasional Paper* 11. Available online: <http://www.andamandiscoveries.com>. (accessed on 6 August, 2024).
27. Guerrero-Moreno, M. A., Oliveira-Junior, J.M.B. (2024). Approaches, Trends, and Gaps in Community-Based Ecotourism Research: A Bibliometric Analysis of Publications between 2002 and 2022. *Sustainability*, 16(7), 2639. DOI: 10.3390/su16072639

28. Guri, E. A. I., Osumanu, I. K., & Bonye, S. Z. (2020). Eco-cultural tourism development in Ghana: potentials and expected benefits in the Lawra Municipality. *Journal of Tourism and Cultural Change*, 19(4), 458–476. <https://doi.org/10.1080/14766825.2020.1737095>
29. Gursoy, D., Jurovski, C., and Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29(1), 79–105. DOI: 10.1016/S0160-7383(01)00028-7
30. Hung, V.V., Dey, S.K., Vaculikova, Z., and Anh, L.T.H. (2021). The Influence of Tourists' Experience on Destination Loyalty: A Case Study of Hue City, Vietnam. *Sustainability*, 13, 8889. DOI: 10.3390/su13168889
31. Guzman, T.L., Canizares, S.S., & Pavon, V. (2011). Community-based tourism in developing countries: A case study, *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(1), 69- 84. Retrieved from community - based tourism in developing countries: a ... (yumpu.com) (accessed on 2 August, 2024).
32. Hair, J.F., Risher, J.J., Sarstedt, M., and Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *Eur. Bus. Rev.*, 31, 2–24.
33. Hardy, S.E., Concato, J., & Gill, T.M. (2002). Stressful life events among community-living older persons. *Journal of General Internal Medicine*, 17(11), 832-838. doi:10.1046/j.1525-1497.2002.20105.x
34. Henseler, J., Ringle, C.M., and Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *J. Acad. Mark. Sci.*, 43, 115–135.
35. Hiwasaki L. (2006). Community-based tourism: a pathway to sustainability for Japan's protected areas. *Society and Natural Resources*, 19(8), 675–692. doi: 10.1080/08941920600801090
36. Honey, M. (2008). Ecotourism and sustainable development: Who own paradise?. Washington, D.C: Island Press.
37. Jurovski, C., Uysal, M. and Williams, D.R. (1997), "A theoretical analysis of host community resident reactions to tourism", *Journal of Travel Research*, Vol. 36 No. 2, pp. 3-11.
38. Khan, A., Bibi, S., Lyu, J., Alam, M., Khan, M.M. and Nurunnabi, M. (2021). The quest of tourism and overall well-being: the developing economy of Pakistan. *PSU Research Review*, 5(2), 120-140. DOI: 10.1108/PRR-07-2019-0022
39. Khizindar, T.M. (2012), "Effects of tourism on residents' quality of life in Saudi Arabia: an empirical study", *Journal of Hospitality Marketing and Management*, Vol. 21 No. 6, pp. 617-637
40. Kim, K. (2002). The effects of tourism impacts upon quality of life of residents in the community (Doctoral dissertation, Virginia Polytechnic Institute and State University).
41. Kim, K., Uysal, M. and Sirgy, M.J. (2013), "How does tourism in a community impact the quality of life of community residents?", *Tourism Management*, Vol. 36, pp. 527-540.
42. Kunjuran, V., and Hussin, R. (2017). Challenges of community-based homestay programme in Sabah, Malaysia: Hopeful or hopeless? *Tourism Management Perspectives*, 21, 1-9. DOI: 10.1016/j.tmp.2016.10.007
43. Kunjuran, V., Hussin, R., and Che Aziz, R. (2022). Community-based ecotourism as a social transformation tool for rural community: A victory or a quagmire?, *Journal of Outdoor Recreation and Tourism*, 39, 100524, DOI: 10.1016/j.jort.2022.100524.
44. Lee, C.G., Ng, P.K. and Lee, C. (2013), "Short-run and long-run causalities between happiness, income and unemployment in Japan", *Applied Economics Letters*, Vol. 20 No. 18, pp. 1636-1639.
45. Lepp, A. (2007). Residents' attitudes towards tourism in Bigodi village, Uganda. *Tourism Management*, 28(3), 876-885. <https://doi.org/10.1016/j.tourman.2006.03.004>
46. Liburd, J.J., Benckendorff, P. and Carlsen, J. (2012), "Tourism and quality-of-life: how does tourism measure up?", *Handbook of Tourism and Quality-of-Life Research*, Springer.
47. Lipovčan, L.K., Brajša-Žganec, N. and Poljanec-Borić, S. (2014), "What is good for tourists should be good for residents too: the relationship between the quality of the touristic offer and subjective well-being of residents", *Tourism Analysis*, Vol. 19 No. 6, pp. 719-730.
48. Lo, Y., & Janta, P. (2020). Residents' perspective on developing community-based tourism- A qualitative study of Muen Ngeon Kong community, Chiang Mai, Thailand. *Frontiers in Psychology*, 11:1493. doi: 10.3389/fpsyg.2020.01493
49. Lopez-Guzman, T., Sanchez-Canizares, S., and Pavon, V. (2011). Community-based tourism in developing countries: A case study. *Tourismos: An International Multidisciplinary Journal of Tourism*, 6, 69–84
- McCool, S., and Martin, S. (1994). Community attachment and attitudes towards tourism development. *Journal of Travel Research*, 32, 29–34.
50. Matiku, S., Zuwarimwe, J., & Tshipala, N. (2020). Community-Driven Tourism Projects' Economic Contribution to Community Livelihoods—A Case of Makuleke Contractual Park Community Tourism Project. *Sustainability*, 12, 8230. doi:10.3390/su12198230
51. Mitchell, R.E., and Eagles, P.F.J. (2001). An Integrative Approach to Tourism: Lessons from the Andes of Peru. *J. Sustain. Tour.*, 9, 4–28.
52. Nichols, M., Stitt, B.G. and Giacopassi, D. (2002), "Community assessment of the effects of casinos on quality of life", *Social Indicators Research*, Vol. 57 No. 3, pp. 229-262
53. Nunkoo, R., and Ramkissoon, H. (2012). Power, trust, social exchange and community support. *Annals of Tourism Research*, 39(2), 997–1023. DOI: 10.1016/j.annals.2011.11.017
54. Nunkoo, R., and Gursoy, D. (2012). Residents' support for tourism: An identity perspective. *Annals of Tourism Research*, 39(1), 243–268. DOI: 10.1016/j.annals.2011.05.006
55. Nunkoo, R., and So, K. K. F. (2016). Residents' support for tourism: Testing alternative structural models. *Journal of Travel Research*, 55(7), 847–861. DOI: 10.1177/0047287515592972
56. Odisha: Ecotourism destinations record 96% rise in footfall despite pandemic impact (August 6, 2021). Retrieved from <https://www.thestatesman.com/cities/bhubaneshwar/odisha-ecotourism-destinations-record-96-rise-footfall-despite-pandemic-impact-1502990973.html> (accessed on June 18, 2024).
57. Peters, M., and Schuckert, M. (2014). Tourism Entrepreneurs' Perception of Quality of Life: An Explorative Study. *Tourism Analysis*, 19(6), 731-740. DOI: 10.3727/108354214X14146846679484
58. Reggers, A., Grabowski, S., Wearing, S. L., Chatterton, P., and Schweinsberg, S. (2016). Exploring outcomes of community-based tourism on the Kokoda Track, Papua New Guinea: A longitudinal study of participatory rural appraisal techniques. *Journal of Sustainable Tourism*, 24(8–9), 1139–1155. DOI: 10.1080/09669582.2016.1145229
59. Simmons, D. G. (1994). Community participation in tourism planning. *Tourism Management*, 15(2), 98-108. doi: 10.1016/0261-5177(94)90003-5
60. Simpson, M.C. (2008). Community benefit tourism initiatives- A conceptual oxymoron? *Tourism Management*, 29(1), 1-18. Retrieved from doi:10.1016/j.tourman.2007.06.005 (ed.ac.uk) (accessed on 29 August, 2024).
61. Smith, M.K. and Diekmann, A. (2017), "Tourism and wellbeing", *Annals of Tourism Research*, Vol. 66, pp. 1-13.
62. Smith, M. and Puczko, L. (2008), Health and Wellness Tourism, *Routledge*.

63. Sproule, K.W., and Suhandi, A.S. (1998). Guidelines for Community-Based Ecotourism Programs: Lessons from Indonesia. In *Ecotourism: A Guide for Planners and Managers*; Lindberg, K., Epler Wood, M., Engeldrum, D., Eds.; The Ecotourism Society, Willey: North Bennington, VT, USA, 1998; Volume 2, pp. 215–235.
64. Stronza, A., & Gordillo, J. (2008). Community views of ecotourism. *Annals of Tourism Research*, 35(2), 448–468. doi: 10.1016/j.annals.2008.01.002
65. Suansri, P. *Community Based Tourism Handbook*; Responsible Ecological Social Tour (REST); Bangkok, Thailand, 2003.
66. Sutton, Jr. W. (1967). Travel and understanding: Notes of the social structure of tourism. *Journal of Comparative Sociology*, 8, 217–223
67. Teh, L., and Cabanban, A. S. (2007). Planning for sustainable tourism in southern Pulau Banggi: An assessment of biophysical conditions and their implications for future tourism development. *Journal of Environmental Management*, 85(4), 999–1008. DOI: 10.1016/j.jenvman.2006.11.005
68. Tosun, C. (1999). Towards a typology of community participation in the tourism development process. *International Journal of Tourism and Hospitality*, 10(2), 113–134. doi: 10.1080/13032917.1999.9686975
69. Uysal, M., Sirgy, M.J., Woo, E. and Kim, H.L. (2016), “Quality of life (QOL) and well-being research in tourism”, *Tourism Management*, Vol. 53, pp. 244–261.
70. Wani, M. D., Dada, Z. A., and Shah, S. A. (2023). Behavioural intention and satisfaction levels among pilgrim tourists in South Asia. *Tourism Review*, 78(4), 1147–1163. DOI: 10.1108/TR-09-2022-0432
71. Watts, P. D., Pajaro, M. G., Raquino, M. R., and Añabieza, J. M. (2022). Philippine fisherfolk: Sustainable community development action research and reflexive education. *Local Development and Society*, 3(2), 267–285. DOI: 10.1080/26883597.2021.1952847
72. Woods & Jones, (2008). Community –based tourism enterprise in Latin Amrica. Triple bottom line outcomes of 27 projects. *EplerWood International*, 27(2), 142–151.
73. Yoon, Y., Gursoy, D., and Chen, J. S. (2001). Validating a tourism development theory with structural equation modeling. *Tourism Management*, 22(4), 363–372. DOI: 10.1016/S0261- 5177(00)00062-5