



TOURISM ENTREPRENEURSHIP, TOURISM PROMOTION AND PEACE BUILDING: AN IMPACT ANALYSIS

Dr. Suvidha Khanna¹ and Dr. Nidhi Pathania²

¹Assistant Professor, School of Hospitality & Tourism Management, University of Jammu.

² Lecturer, School of Hospitality & Tourism Management, University of Jammu.



ABSTRACT :

In the present contemporary era, the concerns regarding the entrepreneurial business in both developed as well as developing nations are a matter of great concern. Within the last two decades, tourism industry has been viewed as the medium of change in an economic as well as social set up. Moreover, entrepreneurship has received a remarkable attention with in research related to tourism for both innovation as well as value creation. In the previous years the world has seen a sharp rise in divergence, with an adequate increase in the number of people being affected. Since the economic opportunities are a vital component of this whole ecosystem, the unequal distribution of resources, economic denial, exclusion and unemployment have been the root causes of variance both nationally as well as internationally. Although the association between economic expansion and peace is complex and is neither direct nor immediately apparent, the accessibility of identical financial opportunities can add to preventing conflicting and sustaining peace. Entrepreneurship is a significant part of the enigma to generate surroundings that will bring stability to communities and encourage peace. Successful entrepreneurial endeavor enables conflicting sides to cooperate commercially and offering several jobs opportunities and provides a significant counterbalance to the tension brought by unemployment and lack of opportunity. With this backdrop, the present study is about the relationship among Tourism Entrepreneurship, Tourism Promotion and Peace Building initiatives. The standard tools applied in this research study are Percentage Method, Mean, Standard Deviation and Regression.

KEYWORDS : *Entrepreneurship, Peace Building, Tourism.*

INTRODUCTION

Tourism entrepreneurship can promote peace as it helps in curbing the problems of poverty, unemployment, etc. and can succeed if effective inter-linkages are established between "tourism initiatives" and "peace", and appropriate action plans are devised accordingly (Verma, S.). Developing peace in any economy is the most important aspect as it may be explained as the preservation of human rights, the creation of equality, care and security of the common man, and simultaneously also the development of ecological sustainability (Haessly, 2010). Peace tourism helps to create the basic factors which lead to situations where violence is uncontrollable. If studied in detail, peace tourism cannot replace the other kinds of tourism practice, but is in fact considered as a support sustainable development, which in turn leads to the betterment of the development of peace (Iaan Kelly, 2006). Hence it can be said that tourism can serve as the creator of peace in any society. That is why it is usually recognized as a peace industry (Crots, 2003). World Tourism Conference in 1960 in Manila has declared tourism as a vital force for world peace since it brings both "hosts" and "guests" together to

learn about peace by understanding and appreciating diverse cultural issues (Khanna and Chauhan, 2009).

With the development of the SDGs, the main agenda for Sustainable Development for 2030, adopted by the UN General Assembly in September 2015, serves as “a plan of action for people, planet and prosperity” (UN General Assembly Resolution, 2015). It includes that the national development policies which are universally applicable should be such that it “leave no one behind,” and further can contribute to sustaining peace. Entrepreneurship, as referenced in the 2030 Agenda, is not only the most important aspect to achieve these Sustainable Development Goal (SDG) 8 leading to the economic development, but it would boost the achievement of the twin goals of prosperity and peace, as it would help in the reduction of the problems of the society such as maintaining harmonious, prosperous and economically strong relationship which helps to reduce conflicts and injustice which leads to the violence (Burtner, 2010). It has a significant power of change in the economy of the developed and least developed areas (Gumus, 2007).

Entrepreneurship is considered to develop the small and medium-sized enterprises, which can not only directly help in developing peace but also would sustain it. The example of this is found in both Colombia and Tunisia, where private sector actors have actively contributed to brokering peace and negotiating for more democratic modes of governance. (IPI,2017). Tourism is directly the outcome of the community participation and community attitude in both these places ,which leads to the development of tourism; as it is rightly pointed out that Community participation through tourism entrepreneurship will help in development and sustainability of tourism (D'Amore, 1992; Green, 1995; Leslie,1993; Murphy, 1988) and therefore, the local community participation, especially that of the youth requires more intense efforts as it the youths whose attitudes are of foremost importance for any economy's futuristic approach.

The main purpose of the present study aims to investigate the perception of residents in developing peace through tourism entrepreneurship, thereby increasing tourism promotion.

REVIEW OF LITERATURE, OBJECTIVES AND HYPOTHESES DEVELOPMENT:

Tourism is a major sector for creating entrepreneurship and innovation and innovation is the primary source of development of any society. To develop the strong tourism, innovation is to be encouraged which in turn can lead to the shift of the growth model that can raise the quality and level of economic development (China Daily, 2016). One of the key factors in post-conflict economies are endogenous entrepreneurs, or local actors who- either through necessity or opportunity -undertake new financial ventures, often creating and applying innovations in the process. Therefore, entrepreneurs can be said to play a key role in the revitalization of any post conflict economy. Would-be entrepreneurs are usually plentiful, yet they face many of the constraints, especially that of the conflict-zones. Moreover, in addition to difficulties in accessing capital, one of the legacies of conflict is that access to business opportunities and to markets can be related to being a member of a particular social group or to political affiliations. Yet entrepreneurs are also able to overcome many of the post-conflict challenges that other businesses and foreign investors find insurmountable. It is clear that entrepreneurs play a strong, complex, role in conflict dynamics; they also have the potential to be key actors in economic recovery after the end of violent conflict.

Peace is the fundamental value of any social establishment. It is defined as the assurance of human rights, the presence of development, equality, care for the common good, global security and ecological sustainability (Haessly, 2010). And tourism can serve as the driver of peace in any society. That is why it is usually recognized as a peace industry (Crotts, 2003). Thus, it can be considered as one of the most important aspects for promoting peace among in the World (Minho Cho, 2006). Travel between politically divided states, can assist in reducing tensions and promote greater understanding (Butler & Mao, 1996). Thus, tourism can be one of the important mechanism of establishing peace and bringing prosperity in conflicted areas. Tourism is considered as a very important aspect for world peace as declared at World Tourism Conference in 1960 in Manila; since it brings both “hosts” and “guests” together further leading develop peace by understanding mutual cultural issues (Khanna and

Chauhan, 2009). The United Nations World Tourism Organization's third article of its statutes reads 'The fundamental aim of the organization shall be the promotion and development of tourism, thereby leading to economic development, international understanding, peace and prosperity' In the late 1980s, several international conferences were held advocating tourism's role as a vital force for peace (D'Amore, 1988; Jafari, 1989). The International Institute for Peace through Tourism, established in 1986, is essentially a lobby group, representing both public and private sectors of the travel and tourism industry. The main aim of this non-government organization is to develop and facilitate tourism initiatives, which help in contributing international cultural understanding and cooperation, thereby improving the quality of the environment, heritage preservation and ultimately bring about a peaceful and sustainable world (Gibbons, Hill, Illum, & Var, 1995). Different researches have different views like Kelly (2006) suggested that tourism can be used as a means to promote cultural understanding by bringing people from diverse cultural backgrounds together, and thus foster peace. It can be one of the aspects that help to the development of a more peaceful society as it bring many positive changes into a society, thereby fostering harmony among people. Additionally, tourism helps societies in maintaining harmonious, prosperous and economically strong relationship which helps to reduce conflicts and injustice (Burtner, 2010). It can be regarded as an important contributor of change in the economy of the developed and less developed places (Gumus, 2007). Salazar (2006) revealed that coalition of international travel industry promotes tourism initiatives which lead to the development of a sustainable destination as peace helps in bringing international understanding, enhanced quality of environment, the preservation of heritage. Tourism growth relies on the community participation and community's attitude plays an imperative role in tourism development. And so according to the attitudes that are shown by the local community, tourism programs can be developed up to minimize the problems between tourists and residents (Zhang et. Al, 2006). Community participation in tourism development is the most important aspect in the development of sustainable tourism (D'Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988).

Tourism plays a vital role in developing the promoting peace as it helps in the exchange of the cultures, which can create respect for each other's beliefs, lifestyles, etc. tourism and peace share a real symbiotic relationship between each other because tourism helps in providing opportunities for promoting intercultural relations, and thus encouraging the peace (Causevic, 2010; Maoz, 2010; Shin, 2010). Peace can be considered as the presence of factors like as freedom, equal opportunity, and justice and the absence of undesirable qualities such as violence, terrorism and battle (D'Amore, 1988; Litvin, 1998; Muller, 2003). Tourism for Peace (TFP) brings hosts-guests together- those living in a particular country and those visiting it, together learn about peace by understanding different cultures, art, cuisines, spiritual ceremonies, and by linking with nature. Chauhan and Khanna (2007) attempted to examine the satisfaction of the tourists in relation to tourist infrastructure available in Jammu and Kashmir. Apart from that, they also tried to find out the community's role in dealing with conflict resolution through peace and tourism. But practically, this holds true for the residents, particularly the youth of the State is still a question to be answered. This research aims to study the tourism and its impact on peace building process through entrepreneurship, but there is a dearth of empirical research regarding tourism entrepreneurship as a mechanism for sustainable peace building process, especially in the rural areas of the state. Although, researches have also revealed the impact of local community involvement in rural tourism development, yet there is a lack of literature, to the best of the knowledge of the researchers, about impact of community, especially youth's participation in the overall peace building process.

OBJECTIVE OF THE STUDY:

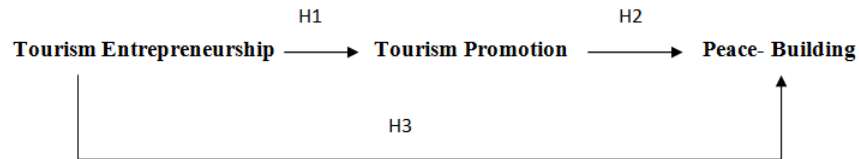
With this backdrop, the present study aims to investigate the perception of residents in developing peace through tourism entrepreneurship, thereby increasing tourism promotion.

HYPOTHESIS OF THE STUDY:

The hypotheses of the study are as follows:

- H1: Tourism Entrepreneurship positively impacts tourism promotion.*
- H2: Tourism Promotion and Peace-building are related to each other positively.*
- H3: Tourism Entrepreneurship directly influences Peace-building.*

Based on the above review of literature, the following model is proposed:



RESEARCH METHODOLOGY:

SURVEY INSTRUMENT:

The study is empirical in nature and is carried upon the youth of Jammu and Kashmir. The structured questionnaire is comprised of five sections. The first section was the demographic profile of the respondents. The second section included Tourism Entrepreneurship taken from a study conducted by Sledyaeva, A. Gustafsson Pesonen, E. Mochnikova (2008) and cited by Ionnis Sitaridis, Fotis Kitsios (2017). The third section included Peace Building factors and the scale is taken from Z.A.Dadas’ (2015) research work. The fourth section included Tourism Promotion Initiatives and the scale is taken from a study being conducted by Abas & Hanafiah (2013) and S.Khanna, S.Khajuria and R. Sharma (2017). The scales used in the questionnaire was based on a 5-point Likert scale (with 1=strongly disagree, 2 = disagree. 3 = Neutral, 4 = agree, 5 = strongly agree). The last section of the questionnaire included suggestions and conclusion from the respondents.

ANALYSIS AND FINDINGS:

The demographic profile of the respondents shows that approx. 62% of the respondents are males and the rest 38% (approx.) are females. Approximately 60 % of the total respondents are senior secondary pass and rest 40 % (approx.) were higher secondary pass. 82% of the respondents under study are willing to be part of the tourism development process.

Table 1: Mean and Standard Deviation Values for Perception about Tourism Entrepreneurship (TE)

S.No	Statements	Mean	S.D.
1	Tourism Entrepreneurs must be appreciated because they provide work for others	4.12	0.908
2	Tourism Entrepreneurial activities provide society with more benefits than disadvantages	3.77	0.944
3	Tourism Entrepreneurship is the future form of employment	3.89	1.033
4	Society must support young, beginning tourism entrepreneurs	3.92	1.040
5	Society provides excessive support for tourism entrepreneurs	3.18	0.992
6	Tourism Entrepreneurs can exploit the personal skills and competences more effectively in their own businesses than in salaried employment	3.17	1.081
7	Tourism Entrepreneurship requires more intellectual than financial capital	3.37	0.877
8	Tourism Entrepreneurship is for people who have courage and ideas	3.61	1.109
9	Tourism Entrepreneurs take excessive risks	3.43	1.009

10	Tourism Entrepreneurs get rich on other peoples' work	2.96	1.071
11	People who cannot adapt to conventional jobs end up as entrepreneurs	2.84	1.240
12	Tourism Entrepreneurs often stretch their consciences	3.04	1.080
13	Tourism Entrepreneurs do not care about environmental issues to a sufficient extent	3.03	1.270
14	Tourism Entrepreneurs are unscrupulous and pursue their own self interest	3.16	1.060
15	Small Tourism enterprisers are good employers	3.22	1.131
16	Small Tourism enterprises exploit their workers to the maximum	3.27	1.100
17	Small Tourism enterprises do not provide adequate opportunities for genuine professionals	3.25	0.989
18	The government policies in Jammu and Kashmir influence the market frame and create entrepreneurship friendly culture.	3.17	1.194
19	Peoples' perception on the entrepreneurial intention and action can be affected by attitudes towards entrepreneurs from family, friends and community around them in the state.	3.41	1.018
20	If prospective entrepreneurs are well trained with entrepreneurial and business skills, they may find it very interesting and an easy way to have their start ups.	3.51	1.002
21	Tourism entrepreneurs in Jammu and Kashmir are aware of the various rules and regulations applicable to different group of industries and they follow them accordingly	3.11	1.424
22	Shortage of raw materials, inferior quality, high price results in high cost of production and are bringing bad name to the small industry in the state.	3.45	1.174

Table 1 highlights the various tourism entrepreneurship factors. Further, it indicates that the mean scores have varied from 2.84 to 4.12. It has also been observed that the statement 'Tourism Entrepreneurs must be appreciated because they provide work for others' has recorded the highest mean of 4.12 with S.D. value of 0.908 whereas the statement 'People who cannot adapt to conventional jobs end up as entrepreneurs' has recorded the minimum value of 2.84 with S.D. value of 1.24.

Table 2: Mean and Standard Deviation Values for Tourism Promotion (TP) Factors

S.No	Statements	Mean	S.D.
1	I believe that tourism industry should be actively encouraged in our community	4.01	0.906
2	I support tourism and would like to see it become an important part of community	4.17	0.813
3	I will support new tourism facilities that will attract more tourism in our community	4.13	0.832
4	I believe tourism should be actively encouraged	4.18	0.805
5	The government support the promotion of tourism	4.08	0.934
6	My community should become more of a tourist destination	4.26	0.643
7	Long term planning on the environmental aspect would exaggerate tourism business	4.15	0.872
8	The affect from tourism industry has increased the quality of outdoor recreation opportunities in my community	4.14	0.808
9	It is important to manage the growth of tourism in our area	4.29	0.752
10	I believe that the tourism sector will continue to play a major role in the economy of the community	4.30	0.714
11	Generally, the positive benefit of tourism outweigh the negative impact	4.21	0.762

Table 2 highlights the various Tourism promotion factors. It indicates that the mean scores have varied from 4.01 to 4.30 for tourism promotion factors. It has also been observed that the statement 'I believe that the tourism sector will continue to play a major role in the economy of the community' has recorded the highest mean of 4.30 with S.D. value of 0.714 whereas the statement 'I believe that tourism industry should be actively encouraged in our community' has recorded the minimum value of 4.01 with S.D. value of 0.906.

Table 3: Mean and Standard Deviation values for Peace Building (PB) factors

S.No	Statements	Mean	S.D.
1	Tourism facilitates cross-cultural exchanges	4.11	0.807
2	Tourism leads to mutual understanding	4.19	0.689
3	Tourism reduces social differences	4.15	0.775
4	Tourism helps in the preservation of cultural identity	4.21	0.679
5	Tourism facilitates the preservation of historic monuments	4.15	0.813
6	Tourism brings positive attitudinal change	4.01	0.777
7	Tourism builds greater self esteem	4.11	0.756
8	Tourism reduces feeling of otherness	3.92	0.766
9	Tourism reduces stereotypical thinking	3.93	0.858
10	Tourism reduces prejudices	3.88	0.835
11	Tourism brings international understanding	4.18	0.723
12	Tourism develops cross-border cooperation	4.07	0.721
13	Tourism helps in the reduction of political conflicts	3.92	0.828
14	Tourism facilitates the participation of local people in the decision making process	4.00	0.820
15	Tourism finally leads to the protection of human rights	3.85	0.968

Table 3 highlights the various peace building factors. Further, it indicates that the mean scores have varied from 3.85 to 4.21. It has also been observed that the statement 'Tourism helps in the preservation of cultural identity' has recorded the highest mean of 4.21 with S.D. value of 0.679 whereas the statement 'Tourism finally leads to the protection of human rights' has recorded the minimum value of 3.85 with S.D. value of 0.968.

Table 4: Representing Regression-ship between Tourism Entrepreneurship (TE) and Tourism Promotion (TP)

Multiple R	0.118
R Square	0.014
Adjusted R	0.004
Standard Deviation	0.511

$$\text{Tourism Promotion} = 3.77 + 0.119 (\text{TE})$$

Table 4 shows the regression analysis between tourism Entrepreneurship factors and Tourism Promotion factors. As per the results, the value of correlation coefficient (R) shows a positive and considerable relationship between Tourism Entrepreneurship and Tourism Promotion. Also, the value of coefficient of Determination (R^2) shows that only 1% of variation in tourism promotion is explained by the Tourism Entrepreneurship, the remaining being unknown. Thus a positive but low relationship has been revealed in the study, further confirming the hypothesis that Tourism Entrepreneurship impacts Tourism Promotion positively.

Table 5: Representing Regression-ship between Tourism Promotion (TP) and Peace-Building (PB)

Multiple R	0.557
R Square	0.311
Adjusted R	0.304
Standard Deviation	3.378

Peace building = 1.982+ 0.493 (TP)

Table 5 shows the regression analysis between Tourism Promotion and Peace-Building factors. As per the results, the value of correlation coefficient (R) shows a positive and considerable relationship between Tourism Promotion and peace building. Also, the value of coefficient of Determination (R²) shows that 31% of the variation in Peace-Building is explained by the Tourism Promotion, the remaining being unknown. Thus a positive relationship has been revealed in the study, further confirming the hypothesis that Tourism Promotion impacts Peace-Building positively.

Table 6: Representing regression-ship between Tourism Entrepreneurship (TE) and Peace-Building (PB)

Multiple R	0.1004
R Square	0.0101
Adjusted R	0.0002
Standard Deviation	0.5100

Peace building = 1.982+ 0.493 (TP)

Table 6 shows the regression analysis between Tourism Entrepreneurship and Peace-Building factors. As per the results, the value of correlation coefficient (R) shows a positive but a very low relationship between Tourism Entrepreneurship and Peace Building. At the same time, the value of coefficient of Determination (R²) shows that just 1% of the variation in peace-building is explained by the Tourism Entrepreneurship, the remaining being unknown. The significant value further confirms the hypothesis that Tourism Entrepreneurship impacts Peace-Building positively.

HYPOTHESES ACCEPTANCE AND REJECTION:

<i>H1: Tourism Entrepreneurship positively impacts Tourism Promotion.</i>	Accepted
<i>H2: Tourism Promotion and Peace-building are related to each other positively.</i>	Accepted
<i>H3: Tourism Entrepreneurship directly influences Peace-building.</i>	Accepted

RESULTS, CONCLUSION AND DISCUSSIONS:

Tourism being one of the world’s largest industries is extremely prone to the direct and indirect effects of violence. It is evidently been concluded in many studies that tourism leads to peace building. But does Tourism Entrepreneurship has any influence on the overall development of peace is a question to the investigated under study. The results of the study show that tourism entrepreneurship positively impacts tourism promotion and also directly influences peace building. Tourism Entrepreneurship is a tool which helps to develop peace in the destination as it is a multidimensional activity. But the research question that whether tourism promotion and peace-building are related to each other or not, does not show very positive results (although significant). The reason can be that peace building is not only the outcome of tourism promotion. There might be many other factors influencing peace at any destination.

REFERENCES:

Amir, Y., & Garti, C. (1977). Situational and personal influences on attitude change. *International Journal of Intercultural Relations*, 1, 58–75.

- Amir Y. (1969). Contact hypothesis in ethnic relations. *Psychological Bulletin* 71(5): 319.
- Anderson, J., O'Dowd, L., & Wilson, T. (2002). Why study borders now? New borders for a changing Europe: Cross border cooperation and governance. *Regional and Federal Studies*, 12(4), 1-13.
- Anson, C. (1999). Planning for peace: The role of tourism in the aftermath of violence. *Journal of Travel Research*, 38(1), 57-61.
- Aghazamani, Y., Hunt, C.A. (2015). Beyond historical adversaries: Exploring new grounds for peace through tourism between Iran and the US. *Tourism, Culture and Communication*. 15:59-64.
- Butler, R. W. (2002). The development of tourism in frontier regions: Issues and approaches. *Tourism in frontier areas*, 3-20.
- Butler R., Mao B. 1996. Conceptual and theoretical implications of tourism between partitioned states. *Asia Pacific, Journal of Tourism Research* 1,(1): 25-34.
- Burtner, J. 2010. Tourism "As a force for world peace". Available: http://www.academia.edu/404966/Tourism_as_A_Force_for_World_Peace
- Butler, R.W. & Baum, T. (1999) The Tourism Potential of the Peace Dividend, *Journal of Travel Research*, 38 (1), 24-29.
- Chauhan, V., & Khanna, S. (2009). Tourism: a tool for crafting peace process in Kashmir, J&K, India. *Tourism: An International Multidisciplinary Journal of Tourism*, 4 (2), 69-89.
- Causevic, S., & Lynch, P. (2013). Political (in) stability and its influence on tourism development. *Tourism Management*, 34, 145-157.
- Crotts, J. (2003), 'Theoretical perspectives on tourist criminal victimization', *The Journal of Tourism Studies*, 14(1), pp. 92-98.
- China Daily (2016). http://www.chinadaily.com.cn/china/2016-05/23/content_25422801_2.htm.
- D'Amore, L. J. (1988). Tourism—A vital force for peace. *Tourism Management*, 9(2), 151- 154.
- Gelbman, A., & Maoz, D. (2012). Island of peace or island of war: Tourist guiding. *Annals of Tourism Research*, 39(1), 108-133.
- Green, H. (1995). Planning for sustainable tourism development. *Tourism and the environment: a sustainable relationship?* London: Routledge.
- Gumus, F., Eskin, I., Veznikli, A.N., & Gumus, M. (2007). Availability of rural tourism for Gallipoli villages: the potentials and attitudes. *International Tourism Biennial conference, Turkey*, 157.
- Guo, Y., Kim, S. S., Timothy, D. J., & Wang, K. C. (2006). Tourism and reconciliation between Mainland China and Taiwan. *Tourism Management*, 27(5), 997-1005.
- Hall, C.M. (2005). *Tourism: Rethinking the Social Science of Mobility*. London. Pearson Education.
- Haessly J. 2010. Tourism and a culture of peace. In *Tourism, Progress, and Peace*, Moufakkir O, Kelly I (eds). CABI: Wallingford, Oxfordshire, UK; 1-16.
- Hill B, Gibbons D, Illum S, Var T. 1995. International institute for peace through tourism. *Annals of Tourism Research* 22(3): 709.
- Ian Kelly (2006) . Introduction to Peace through Tourism, IIPT Occasional Paper No.1,2006,<http://www.iipt.org/educators/OccPap01.pdf>.
- IPI (2017), *Entrepreneurship for Sustaining Peace*, https://www.ipinst.org/wp-content/uploads/2017/06/1706_Entrepreneurship-for-Sustaining-Peace4print.pdf
- Jaafar, M., Kayat, K., Tangit, T. M., & Jacob, M. F. (2013). Nature-based rural tourism and its economic benefits: A case study of Kinabalu National Park. *Worldwide Hospitality and Tourism Themes*, 5(4), 342-352. <http://dx.doi.org/10.1108/WHATT-03-2013-0016>.
- Jafari, J. (1989). Tourism and peace. *Annals of Tourism Research*, 16(3), 439-443.
- Jimenez. C., Kloeze, T. J. (2014) Analyzing the peace through tourism concept: The challenge for educators. *Sociology and Anthropology*, 2(3), 63-70, 2014.
- Kelly, I. (2006). The Peace Proposition: Tourism as a Tool for Attitude change. IIPT Occasional. No.9. <Http://www.iipt.org/educators/OccPap09.pdf>.

- Leslie, D. (1993). Developing sustainable tourist. *Tourism Management*, 14, 485.
- Loannides, D. and Petersen, T. (2003). Tourism 'non-entrepreneurship' in peripheral destinations: a case study of small and medium tourism enterprises on Bornholm, Denmark. *Tourism Geographies*, 5, 408-35.
- Lundén T. and Zalamans D., 1999: Att överskrida gränsen utan att gå över ån efter vatten. *Geografiska Notiser* 1: 54-61.
- Minho, Ch. (2007). A Re-examination of Tourism and Peace: The Case of the Mt. Gumgang Tourism Development on the Korean Peninsula. *Tourism Management*, Vol. 28, Issue 2, April, pp.556-569.
- Murphy, P. E. (1988). Community driven tourism planning. *Tourism Management*, 9, 96- 104.
- Pettigrew, T. F. (2009). Contact's secondary transfer effect: Do intergroup contact effects spread to non-participating outgroups? *Social Psychology*, 40, 55-65.
- Pratt, S. and Liu, A. (2015). Does Tourism Really Lead to Peace? A Global View. *International Journal of Tourism Research*. 18(1):82-90.
- Salazar, Noel B. 2006. "Building a 'Culture of Peace' through Tourism: Reflexive and analytical notes and queries." *Universitas humanística* - no.62, julio-diciembre de, 319-333.
- Sofield, T. H. B. (2006). Border tourism and border communities: An overview. *Tourism Geographies*, 8(2), 102-121.
- UN General Assembly Resolution 70/1 (September 25, 2015), UN Doc. A/RES/70/1, Preamble.
- Verma, S. <https://www.iipt.org/3rdglobalsummit/.../Sanjay-Kumar-Verma-presentation.htm>
- Yu, L. (1997). Travel between politically divided China and Taiwan. *Asia Pacific Journal of Tourism Research*, 2(1), 19-30.
- Zhang, J., Inbakaran, R.J., and Jackson, M. 2006. Understanding community attitudes towards tourism and host-guest interaction in the urban-rural border region. *Tourism Geographies*, 8 (2), 182 - 204.

ACKNOWLEDGEMENT

The research is part of the major project sponsored by ICSSR.



Dr. Suvidha Khanna
Assistant Professor, School of Hospitality & Tourism Management,
University of Jammu.