

A Study on the attitude of Tribal women on implementation of eco-tourism for development of Tribal areas in Telangana State

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ABSTRACT

Eco-tourism in tribal areas has been picking up the tourists in the recent past as the respective governments are prioritized to improve the living conditions of the tribal people especially for women tribal well-being. In this context the attitudinal aspects of tribal women towards eco-tourism from the view point of income generation and employment generation and also how eco-tourism infrastructure helps tribal women empowerment has been analyzed. Primary data collected through structured questionnaire. The opportunities for tribal women with eco-tourists in tribal areas were described and their attitudes towards income and employment generations are hypothetically positive. A few suggestions are also given to the government for development of tribal people through training in hospitality management and hotel management skills. The results of this study provide insights for tourism industry and stakeholders of the eco-tourism sector.

Keywords: Tribal women, eco-tourism, tribal development, women empowerment, tribal tourism.

INTRODUCTION

Tribal women empowerment is the most important task for both central and state governments. Many schemes are launched for wellbeing of tribal people especially tribal women in the recent decades. According to recent statistics tribal women are able to access health care and education facilities by the government. At this stage now income generation and employment creation in tribal areas has become next priority. The trend in tourism has changed recently where people are looking to spend time with the nature and

get relaxed. In this regard eco-tourism had become buzz word in the tourism sector. The implementation of eco-tourism in tribal areas can lead to tribal women empowerment both directly and indirectly. Hence the attitude of tribal women for supporting eco-tourism in tribal areas has been discussed in this paper.

Eco tourists are often motivated by the chance to experience tribal culture, which can have a positive and affirming effect on that culture. Schemes like Home Stay started by Dept. of Tourism & Civil Aviation, Himachal Pradesh on the one hand saves the tribal areas from becoming concrete jungles and on the other gives a firsthand experience of tribal culture to the tourists (Sharma and Parkash, 2014). In Kerala, the Eco Development and Tribal Welfare wing is primarily looking after the Participatory Forest Management (PFM) programs and Tribal Welfare in Forestry Sector. The Tourism Department of Government of Kerala is providing financial assistance for implementation of Eco-tourism projects at the identified Eco-tourism Spots in Forest Department. The financial assistance is provided by the Tourism Department through the Director of Eco-tourism. Many states in India have already implemented schemes for development of eco-tourism in tribal areas.

Telangana eco-tourism in Tribal areas

In the state of Telangana, Tribal are 9.34 per cent of the total population as per 2011 census. The Telangana state has tremendous potentiality for Nature and Ecotourism. The presence of tribal communities is more in and around the river valleys and forests of Telangana. There is a great diversity of culture, tradition and natural resources which makes it very attractive tourist destination in tribal areas of Telangana. Tribals are thickly populated in Khammam, Adilabad and Warangal areas. Nallamala forest belt, Somasila, Farhabad, Mallelateertham and Srisailam are highly suitable for eco-tourism. Similarly Medaram, Laknavaram, Tadwai, Mallur and Gattamma areas could be developed into tribal tourism spot. Huge promotion of eco-tourism and tribal tourism along the catchment areas of Godavari and Krishna rivers are being taken up.

LITERATURE REVIEW

Dewangan et al (2011) found that sericulture had improved the social status of tribal women. The tribal women are able to meet their financial needs after adopting sericulture in tribal areas.

Das (2012) had mentioned that infrastructure development in tribal areas lead to women empowerment.

Ramdas (2013) specified on welfare of tribal people in the newly formed state with democratic government. Earlier tribal people have undergone crisis because of upper castes and landlord systems. It is also observed that tribal people are poor even they reside in place with rich natural resources.

Jose et al (2014) had conducted a study and awareness on health care services provided by government had increased among tribal women and they are easily accessible. The motivation by public health workers had made health care services more accessible to tribal women in Kerala State.

Maity et al (2014) found that the social status of tribal women in the recent years had improved a lot due to health care facilities and education facilities in tribal areas. The

income generation opportunities for tribal women through micro entrepreneurship and self-help groups (SHG) had led to tribal women empowerment.

Murty (2015) had survey on skills of health workers in tribal areas in Telangana State and mentioned that training is essential for health workers.

Nayak and Sreegiri (2017) had conducted study to know the nutritional deficiency among tribal women in Vishakhapatnam district.

Panigrahi (2019) had explained the opportunities with tribal tourism in Orissa. Tribal tourism should not be viewed as income generation opportunity but to provide opportunity for tribal people to sell their products to the tourists. The eco-tourism should not create threat for the tribal culture and nature. Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.

Research gap

On the basis of available literature review of the subject concerned, it is observed that majority of the studies expressed in terms of tribal nutritional deficiency, tribal tourism in other states like Orissa, tribal health care facilities and how tribal empowerment through sericulture activities were only highlighted but none of the studies spoke about tribal women attitude of Telangana towards eco-tourism, arrangement of tribal infrastructure and their income, employment generations in-view of eco-tourism development and linkage with their empowerment, has not revealed. It is in this context; the researcher inspired to investigate the issues as mentioned and accordingly the following objectives were framed to accomplish and designed the research methodology to carry out the study.

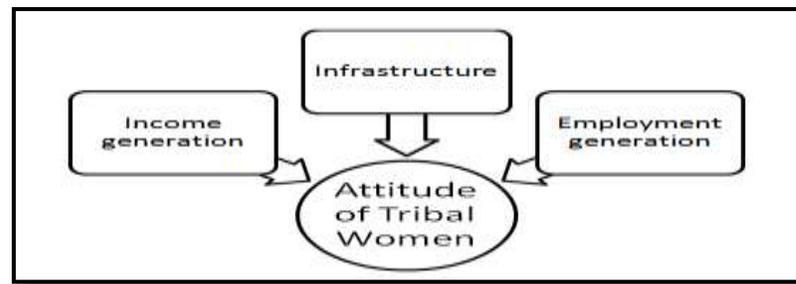
Objectives of the study

1. To examine the attitude of tribal women towards eco-tourism in tribal areas.
2. To study whether income generation, employment creation positively influences tribal women towards eco-tourism.
3. To analyze the link between eco-tourism and tribal women empowerment for overall development of tribal areas in Telangana State.

RESEARCH METHODOLOGY

The primary data had been collected through structured questionnaire. The respondents are tribal women who are selected by using simple random sampling in tribal areas in Khammam district, Warangal and Adilabad in Telangana State. The sample size for the study is 150 tribal women and statistical tools like frequency analysis, regression and Kruskal-Wallis test had been used. Secondary data had been gathered from internet, books, journals and magazines. The research model of this study is shown in Figure 1 which conveys that attitude is dependent variable and independent variables are income generation, infrastructure, and employment generation.

Figure 1: Research Model



DATA ANALYSIS

All the 150 respondents are tribal women and from each district 50 tribal women have participated in the survey. The three districts selected in Telangana State are Warangal, Adilabad and Khammam. All these districts have forests where tribal people are engaged in various activities like agriculture and depend on forests for livelihood. The average age of the respondents is 32.67 years and majority of the respondents have completed primary education and discontinued secondary education for various reasons.

H1: The attitude of tribal women is positively influenced by income generation through eco-tourism in tribal areas.

H2: The attitude of tribal women is positively influenced by employment generation through econ-tourism in tribal areas.

H3: The attitude of tribal women is positively influenced by infrastructure development through eco-tourism in tribal areas.

Table 1: Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.012	0.324		0.036	0.971
1					
Income generation	0.142	0.063	0.153	2.260	0.025
Employment generation	0.223	0.075	0.238	2.989	0.003
Infrastructure	0.607	0.089	0.479	6.829	0.000

a. Dependent Variable: Attitude
(Source: SPSS Output)

According to Table 1 H1, H2 and H3 are accepted. The p-values for income generation, employment generation and infrastructure are less than 0.05. Hence all the three independent variables are positively influenced dependent variable attitude. Hence attitude of tribal women is positive for implementation of eco-tourism for development of tribal areas.

Kruskal-Wallis Test**Table 2: Ranks**

	District	N	Mean Rank
Attitude	Warangal	50	74.79
	Adilabad	50	81.17
	Khammam	50	70.54
	Total	150	

(Source: SPSS Output)

H4: There is an association between district and tribal women attitude towards eco-tourism in tribal areas.

Table 3: Test Statistics^{a,b}

	Attitude
Chi-Square	1.580
df	2
Asymp. Sig.	0.454

a. Kruskal Wallis Test

b. Grouping Variable: District

Source: SPSS Output

H4 is rejected because p-value in Table 3 is more than 0.05. Hence there is no association between district and tribal women attitude towards eco-tourism in tribal areas. Even the mean in Table 2 shows that almost all the three districts are near to each other.

SUGGESTIONS

Tribal women are more positive towards income generation and employment generation through eco-tourism in tribal areas. The tribal women from all the selected three districts are having similar opinion towards tribal tourism.

- On the basis of consolidation of opinion of the respondents, the Government may be implemented more training programs like hospitality management for tribal women.
- Tribal women groups are to be made part of eco-tourism development as they are well aware of in and around the area.
- The knowledge on various cultures should be educated to tribal women so that they can handle the tourists.
- The eco-tourism linkage with employability and income generation to tribal women empowerment may be encouraged on sustainable manner.

- As per the tribal culture and their natural food are to be in menu cards at hotels situated in tribal areas so as to relish tourists differently and in turn income generation tribal women groups.
- Infrastructure like communication system, transportation system and healthcare may be made available at the ecotourism spots by 24X7.
- Department of Tribal may be introduced cultural shows with tribal women so as to entertain tourists and in turn generating income to tribal.

CONCLUSION

The traditional tourism had reached maturity state now as people are interested in new types of tourism like eco-tourism and adventure tourism. Tribal women can sell their products to the tourists and thereby generate income with eco-tourism. Organic products can be marketed by tribal women for tourists and they can also create tribal brands. Due to media and accessibility of education the attitude of tribal people for employment generation and income generation had become more positive in the recent years. It is essential in a newly formed state like Telangana to develop tourism industry and specifically eco-tourism. Tribal women empowerment can be achieved through initiatives like eco-tourism in tribal areas. Already many states like Himachal Pradesh, Kerala and Tamil Nadu had implemented eco-tourism in tribal areas in their respective forest tribal areas. Not it is time for other states to start eco-tourism projects for development of tribal areas from the view point of tribal women empowerment.

FUTURE RESEARCH

Future researchers can take up on the attitudinal perception of tribal women towards adventure tourism. The study can also focus on attitude of tribal women to start microenterprises for targeting the eco-tourists in tribal areas. Similar studies also to be conducted in other districts where tribal people reside and had an opportunity for tribal tourism. Only three factors were considered in this study but other factors like culture, social norms and personal norms can be considered to understand the perception and attitude of tribal women towards eco-tourism in tribal areas.

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