Review Article

Community Participation and Branding of Environment-Friendly Tourism: A Case Study of Mirzapur & Chandauli- An Avenue For Local Peace

Dr. Kaustav Chatterjee
Assistant Professor, (Tourism)
Rajiv Gandhi South Campus Banaras Hindu University

Abstract

Peace, environment and tourism are all fragile. Satanic (2004) asserts that they are vulnerable because any subtle changes in internal and external situations can easily affect them. However, sound management and a balance among them help reduce such vulnerabilities.

Keywords: Environment, Tourism, Sound Management.

Introduction

Peace, environment and tourism are all fragile. Satanic (2004) asserts that they are vulnerable because any subtle changes in internal and external situations can easily affect them. However, sound management and a balance among them help reduce such vulnerabilities. This is why the interconnections among peace, environment and tourism should be examined from vulnerability perspectives as much as from opportunity perspectives. Sustainable environment is important for sustainable tourism and environmental justice is important in maintaining societal peace. On one hand, tourists are there at least partly because the destination society and environment are assumed to be good.

On the other hand, environments may be kept good to encourage tourist visitation. Any society is prone to problems where environment is ignored by tourism interests. Minor environmental problems may loom large, leading to major conflicts. This may create disharmony between society and tourism entrepreneurs. Hence, there is relationship of interdependence among environment, tourism and local peace.

This paper discusses the circumstances in Mirzapur and Chandauli District of Uttar Pradesh which has its vast natural tourism resources with tremendous tourism potentials, some of the resources are still untapped. Tourist has a specific view for some parts of the remote area having tourism potentials and affected with a Naxalite movement. These destination are still comes under the backward area as far as tourism is concerned. These districts were affected by the problems last many decades because of its backward region but last decade the problem reduced with due course of time.

Nowadays the local community people understood the importance of education, tourism and joined their hands with the mainstream, it will take time but result will be sure. In the mind of the tourist, still the areas had a bad image in their mind which has to be changed and proper branding and marketing is required to make these

districts as trend setters in the coming days. Within this context, this paper examines the issues in terms of tourism, community relations, relevant trends, opportunities and challenges in maintaining local peace.

It discusses some international instruments and instances and relates them to the national and local contexts. It also reviews some existing policies and reaches a conclusion that making tourism environment-friendly and sustainable needs more participation from stakeholders, cooperation from civil society and a willingness among entrepreneurs to conduct business in a socially responsible way.

Naxalism in Mirzapur and Chandauli districts: A brief Introduction

Naxalism as an underground movement has spawned and mushroomed to such an alarming extent that out of a total of 602 districts of India, at least 223 districts are recognized as dreaded dens of 'Maoist insurgency.' Out of these, 76 districts are in a large contiguous area spread over several states like Andhra Pradesh, Orissa, Chhattisgarh, Jharkhand, Bihar and West Bengal. To a lesser extent this trend is also visible in Tamil Nadu, Karnataka, Maharashtra and Uttar Pradesh.

According to a newspaper report, government has identified 26 districts in seven Maoist-hit states as highly Naxal-affected with 80 percent violence in the last three years being reported from Chattisgarh, Jharkhand, Odisha, Bihar, West Bengal, Maharashtra and Andhra Pradesh and Uttar Pradesh. It is estimated that naxalites are active across 40 per cent of India's geographical area, a territory better known as the 'Red Corridor' in the official circles. Many of these 'red bastions' run parallel governments from their strongholds and deliver justice and administer law and order in the terrains and tribal area. An example of Naxal movement can be seen in the Districts of

Mirzapur and Chandauli in the decades of 80's and 90's. Specially the remote and tribal areas of Mirzapur and Chandauli which is a part of tribal community.

These places have a tremendous potentials of Tourism prospective as the numbers of waterfall and senic beaties are available in this particular area like Whyndom fall, Tandafall, Jhingura fall, Khajuri river, Rajdari, Deodari, Mukha fall etc. As these places are sitated in the remote areas of these two districts which comes under the belt of Naxalite region. In the last decade it has been observed that the Naxal moment was reduced a lot in its term and the local community participation has increased but still the tourist shows lack of interest to visit these fall for the naxal affected region.

These problems can be sort out with tourism activities should start in these districts with the local community participation and proper branding as well as proper Marketing and Promotion is required. Naxal movement can mitigate with the collaboration of community and the government by giving a way to join the main stream segment through sustainable tourism development by including the remote waterfall tourism of Mirzapur and Chandauli ditricts.

Mirzapur: Mirzapur district in eastern U.P. in India is well blessed by Nature and it lays at the centre of one of the world's richest bio-geographic areas. It is the treasure house of various economic resources. It has a rich cultural and ethnic heritage that can easily make it a tourist-spot. Tourism has the greatest potential for generating income and employment opportunities in Mirzapur because it is not only characterized by the blending of flora and fauna it is also exceptionally rich in bio-diversity.

Moreover the wildlife, waterfalls at various places can attract the tourists all over the world. Further, adventure tourism and wildlife tourism would be attraction

potentials for the tourists. The potentiality of this place which will maintain a bright prospect of economic development in terms of tourism industry in near future.

Tourism Industry in Mirzapur in Eastern Uttar Pradesh

Though Mirzapur is a very backward region in terms of Tourism, yet it has the greatest potentiality to develop the region into a potent force through tourism industry. Let us explore its potentiality from various angles. Mirzapur has a population of 233,691 (2011 census) and is known for its carpet and brassware industries. The city is surrounded by several hills and is the headquarters of Mirzapur District and is famous for the holy shrine of Vindhyachal.

It has many waterfalls and natural spots. It was once the largest district in India. The main business in Mirzapur is carpet manufacturing. Manufacturers range from very small to medium sized. Most of the carpets are sold internationally as India has a limited market for carpets. The second main business is of metal pots (brass). For quite some years Mirzapur has been a destination for tourists, particularly for people from adjoining states, owning mainly to the ghats, temples, the famous clock tower(Ghanta Ghar)which are excellent examples of contemporary architecture.

Kant it Sharif the place of the tomb (dargah) of Ismail Chisti, a nephew of the noted sufi saint Kwaja Salim Sheikh of Ajmer is situated here and lot of pilgrims belive that this holy tomb fulfill the desire and wishes. (Singh, Rana. P.B & Rana, P.S. 2002) Waterfalls are the important tourist potentials of Mirzapur and nearby areas specially during rainy season from July to November the beauty of the place is on peak, apprx.1 to 1.5 lacs tourists visit to the place every year.

The attractions and major spots:

1. **Tandafall-** It is situated about 20 kms. from Mirzapur city. A great scenic place to view. Its like a shooting point. A fall falling from nearly 2400 ft. and its awesome to watch it in the rainy season it is natural waterfall

2. **Wyndham fall-** The pleasant stream coming downwards through the rock steps was first discovered by a British collector Wyndham hence its name. All along the rains the roaring stream renders a lot of fun to the visitors who take bath in it. The bird eye view of the fall can be taken from two "VIEW POINTS" on the hillock. A small zoo and Children's park has also been constructed to add the beauty of picnic spot.

3. **Upper and lower khajuri** reservoirs (all 14 kms. from Mirzapur) away from district headquarters this is a Dam surrounded by hillocks. Being in vicinity to the town the picturesque reservoir is a favorite picnic spot for city people.

4. **Sirsi fall (46 km from Mirzapur)-** the Dam and Fall of Sirsi River renders another scenic beauty amidst series of Vindhya. The reservoir of Sirsi Dam formed by 14 Sluice Gates attracts feathered guests of Siberia in winter season. Located 40 Kms away from the town, the spot also provides a facility to stay at the Inspection Bungalow of irrigation department. The water of the reservoir when falls from a considerable height, a fantastic sound and view of water mist is created before the spectators.

Chandauli : Chandauli District is a district of Uttar Pradesh state of India, and Chandauli town is the district headquarters. Chandauli district is a part of Varanasi Division. Chandauli became a separate district for the first time on May 20, 1997. However, after coming into

power, Mayawati dissolved it on January, 2004 and ensured its merger again in Varanasi. But, the decision was challenged in the high court after which its recreation was ensured on June 17, 2004. District Chandauli is situated on the eastern side of Uttar Pradesh with Bihar state touching on the east. It is 32 KM away from Varanasi.

Tourist Places to Visit in Chandauli:
Chandra Prabha Wildlife Sanctuary: The Sanctuary is located in Chandauli District, in the south eastern part of U.P., between Chakia & Naugarh. Chandra Prabha Wild Life Sanctuary, once a habitat of Asiatic Lions, has all the natural ingredients to become a beautiful tourist/picnic spot.

It has been endowed with beautiful picnic spots, dense forest, and scenic waterfalls like Raj Dari & Dev Dari & a dam nearby called Chandra Prabha Dam. The Sanctuary was established in 1957 and sprawls over an area of 9,600 hect. The core area of the Sanctuary covers over 2,686 hect., while the buffer area covers 66000 hect., which also includes Kashi Wildlife Division. It was the habitat of Asiatic Lion from 1957-1970 but after that lions disappeared from here.

In the past when naxal problem was not there people used to flock around here & enjoy the wildlife, forest & natural beauty in winter season, and also during rainy season when waterfalls add greater attraction to the lush green environment of the sanctuary.

It serves as a natural & ideal habitat with its grasslands, many caves in Vindhyan area & waterfalls for a host of animals & plants (medicinal also) and has a great potential to develop Jungle Tourism in the sanctuary where people can enjoy natural beauty & bio-diversity.

Animals like Leopard, Black Buck, Chital, Sambhar, Nilgai (blue bull), Wild Boar, Porcupine, Indian Gazelle, Rabbit, Monkey, Chinkara, Chausingha, Hyena, Wild Cat, Jackal, Wild Fox & others.

Beside this, there is wide variety of colourful birds & creeping animals (poisonous & non poisonous) in the sanctuary.

Chandra Prabha & Karmnasha rivers, flowing through the sanctuary have a variety of fish. A remarkable growth in the population of some beasts like Leopards & Boars was seen in the past 3-4 years. Ideal Time to visit: July-Feb.
but best during and after rainy season Attractions: Nature & Wildlife Places of Interest inside the Sanctuary.

Chandra Prabha Dam - This tourist attraction spot is located up stream on Chandra Prabha River near the sanctuary and is the source of water for both the waterfalls. The dam named Chandra Prabha has been constructed by Irrigation Department.

Raj Dari- Surrounded by the forest area, this stepped waterfall is the main attraction point for the tourists. A picnic spot has been developed by the forest department near the fall from where people can enjoy the natural beauty of the fall. A fall falling from nearly 3000 ft.

Deo Dari - It is about 500 mts. down the stream below Raj Dari waterfall. It is. A great scenic place to view. Its like a shooting point. A fall falling from nearly 2000 ft. and its awesm to watch it in the rainy season it is natural a waterfall and a place for leisure and pleasure activies.

Objectives and methodology
The research for this paper is mostly qualitative, involving secondary literature and participant observation.

Table 1: shows the objectives and the methodologies used to meet these objectives.

Table 1: Objectives and methodologies

Objectives	Methodologies
To identify a conceptual linkage among environment, tourism and local peace	Secondary literature review, newspaper analysis, meta-search engines and content analysis of documents (media reports, research papers and general reports)
To examine at trends of the tourism sector's role in local peace building	Key informant interviews, workshop in the field, illustrative examples, participant observation
To explore the potentials and challenges of the tourism sector's engagement for local peace	Entrepreneurs, the media, security agencies and local stakeholders examples and field observations environmental study of rajdari, Deodari, Lakhania dari, tanda and Wyndham fall etc.

The examples were selected to illustrate one contested and another success story of community participation on environment and tourism related issues.

The analysis follows the constructivist perspective proposed by Cress well (2003). Hence, it tries to explore the interpretations of such concepts as individual interests, participant willingness and 'responsible business'.

The paper also reviews some international and some national legal instruments and discusses local and international examples of community conflict involving environment and tourism to provide a comprehensive comparison.

Scope and limitations
This paper is limited in pursuing the three key objectives. It establishes a conceptual linkage, not a theoretical one.

It does not incorporate all the issues in tourism areas in Mirzapur and Chandauli Districts.
Peace, environment and tourism: The sustainable triangle Defining the concepts Merriam-Webster's dictionary defines environment as "the complex of physical, chemical and biotic factors (as climate, soil, and living things) that act upon an organism or an ecological community and

ultimately determine its form and survival".

Sociologically, we can define it as an aggregate of social, biotic and cultural conditions that influence the life of an individual or community.

Tourism may be understood as a form of interaction among people (Nabi, 2000), but Lowry (1994), as cited in (Satani, 2004), sees it as a service industry that takes care of visitors when they are away from home.

Similarly, UNWTO defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".
Though peace is elusive and has different definitions in different disciplines, the Amman Declaration on Peace through Tourism states that peace is "an essential precondition for travel and tourism and all aspects of human growth and development."

Establishing the interconnection:
Tourism thrives in peace (Satyal, 2000). It can be identified as a peace-time industry. In this era of growing awareness, tourism cannot dissociate itself from the debate on sustainable environment and the

contention that a sustainable environment is needed for sustainable development.

Enlisting sustainable tourism as one of the 21 key areas within the scope of sustainable development (Upadhayaya & Sharma, 2010) by the UN Division for

Sustainable Development is evidence of this. Figure 1 illustrates the linkage among the concepts used in this paper.

Figure 1: Conceptual framework on the interrelation among peace, environment and tourism
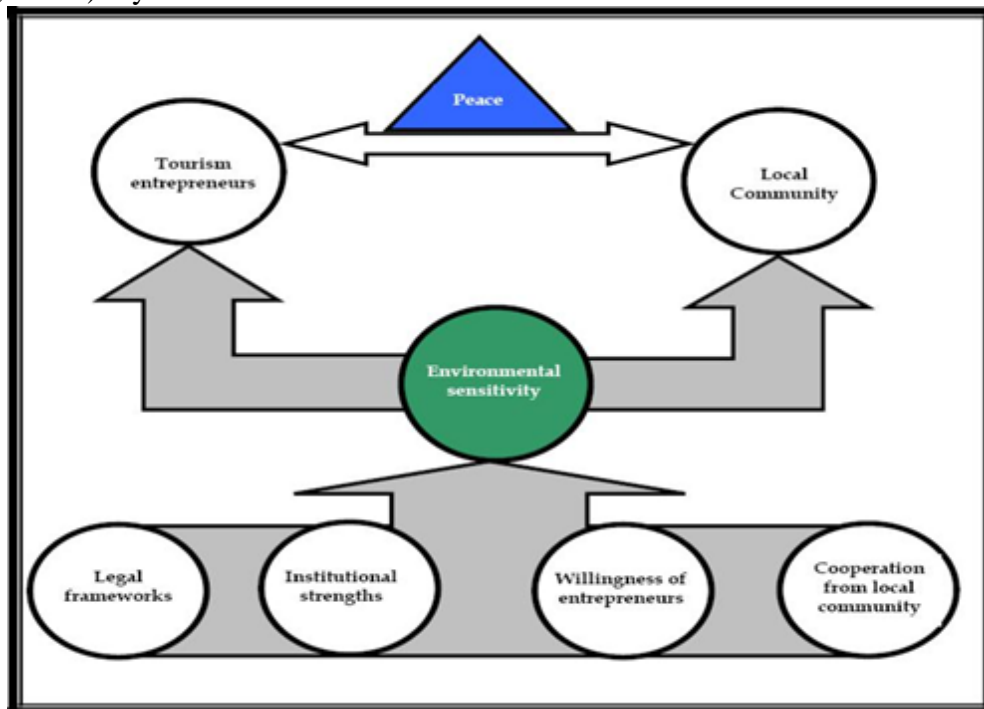
Source: Designed by the authors

Figure-1: demonstrates that legal frameworks are first needed to preserve environmental sensitivity. Proper institutional strengths to implement it are the next needs. For all the environmental concern to be taken care of, willingness among the entrepreneurs and cooperation from the local society are essential. A harmonious balance among these issues and appropriate action by community, entrepreneurs and legal mechanisms can generate a peaceful situation.

Local community is always there as the backbone of tourism development because this is where tourism happens (Murphy, 1985; Waddilove & Goodwin, 2010). Hall and Richards (2000, p.1) also reconfirm that "without community sustainability, tourism development cannot be expected to be sustainable". Hence local peace is important for tourism and also for the environment.

Global Evidence:

There are many voluntary international instruments regarding tourism and the environment. This section deals with a few of them. Among them, the United Nations Global Compact is concerned with four areas - human rights, labor, environment and anti-corruption.

It urges corporations to take a precautionary approach to environmental challenges, promote greater environmental responsibility and adopt environmentally friendly technologies.

The Declaration is a statement of 27 principles upon which nations agreed to base their actions in dealing with environmental and development issues. and Richards (2000) talk about Agenda 21, one of the vital international instruments on environment.

It recognizes that population, consumption and technology are primary driving forces of environmental change and supports the implementation of the principles of sustainable development in tourism development, planning and management.

The 'Brundtland Report', produced in 1987 by the World Commission on Environment and Development, has also underlined the need for change in the way people live and do business.
Otherwise, it suggests, we face unacceptable levels of human suffering and environmental damage.

Similarly, the Cape town Declaration (2002), adopted after the Cape town Conference on Responsible Tourism in Destinations by 280 delegates from 20 countries, provides guiding principles for economic, social and environmental responsibility.

The United Nations Commission for Sustainable Development endorsed the Global Code of Ethics for Tourism in April 1999 and the International Ecotourism Society presented the Oslo Statement on Ecotourism in 2007.

These instruments all deal more or less with the environmental face of tourism.
Figure 2: Responsible tourism: Contexts and relationship
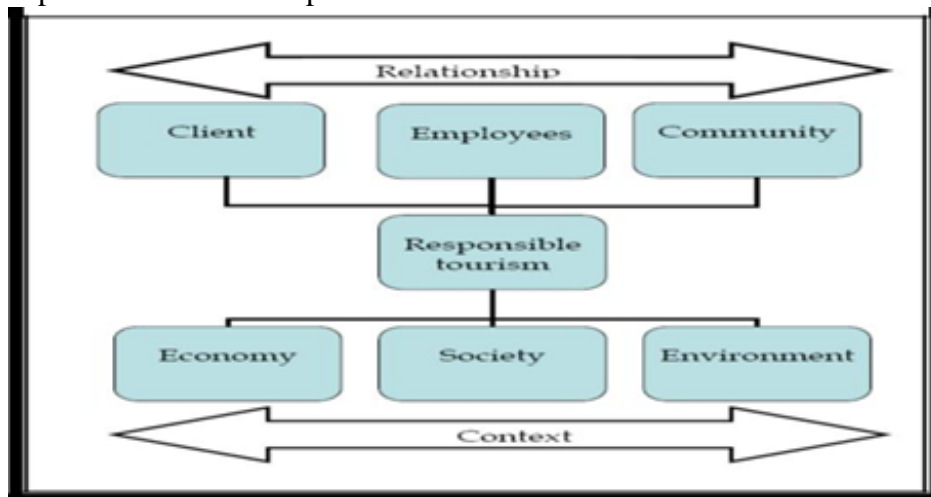
Source: Designed by the authors

As with other sectors, the tourism sector can have less community participation and more elite representation in decision-making. This is because the local elites are the major beneficiaries of tourism. In such a situation, local populations may feel marginalized from tourism development. They may tend to believe that they can receive little or no benefit from what is going on around them (Satani, 2004). The handful of people who have influence over the local authorities often mould decisions for their own benefits. This process overshadows genuine participation of the stakeholders.

The success of tourism is largely dependent on the country context and willingness of entrepreneurs to initiate as of society to cooperate. However, there is still a view in the Mirzapur and Chandauli tourism sector that considers tourism merely an interaction (or to be more accurate, a transaction) between tourists and service providers. Then "... where is the space for communities in tourism?, one of the participants in the workshop conducted by the researchers asked.

He stated further that the poor are always shown in postcards sold to the tourists and if they do not get the fruits of tourism, then we must say this business is only for a certain class. In the light of such situations, the community may feel that tourism cannot always be the most appropriate

form of local development (Capetown Declaration, 2002). But Upadhayaya et al. (2011) seem hopeful about the results of their study. It says tourism, if managed properly, can also be an effective tool in coping with and responding to conflict and can be an agent for peace by helping develop a supportive environment.

Proper Branding is required to promote the Waterfall Tourism in Mirzapur and Chandauli District

As Kotler observes the strategy of positioning and establishing brand products as a continuous process of exploring the image of a tourist destination among specific target market groups, which are determined by comparative advantages of destinations, factors that affect the image of the destination, change in image created over a longer time period, crisis situations management related to the image (image related crisis) and relevant messages sent to a different audience. With this notes we can say that the branding a key factor which helps the tourism growth in the remote areas of Mirzapur and Chadauli districts which is affected by Naxal movement.

Now the problem has reduced a lot but the tourist visit less because of the negative publicity and to get its name and glory back it requires a proper branding of these two districts a marked to sell these places with the term Waterfall Tourism. For this we need to follow the following steps. The basic components include brand identity that represents own image pursued, brand image that relates to the current image as consumers perceive it, and brand positioning as a third element which is a function of increasing correspondence between identity and brand image (Figure 1.).

Figure 1: Identity, positioning and brand image
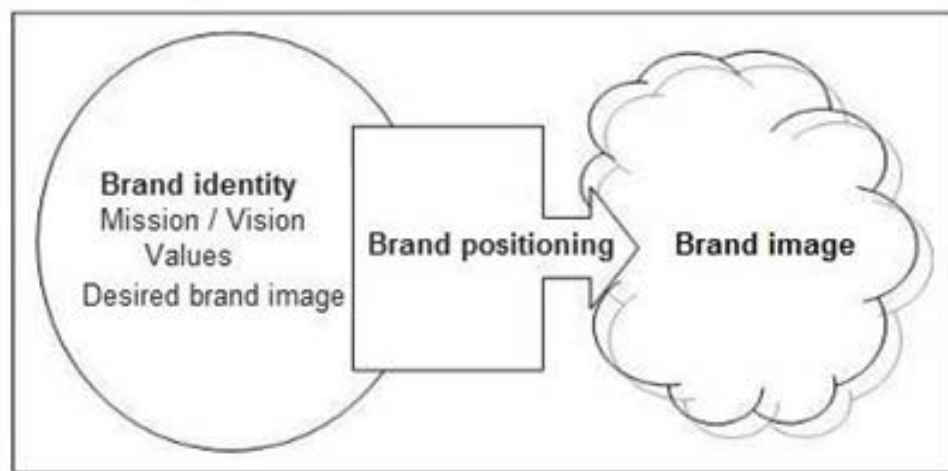
Source: Pike, S., Destination Marketing, Butterworth-Heinemann, Burlington, 2008,179.

Creating brand image of tourist destinations is long and not at all simple process that involves the evaluation of the image of the visitor, but also of the target market group. In doing it, the various branding strategies can be used to promote the Waterfall Tourism through various ways .
• Create, strengthen, and enhance the relationships with customers: through social media channels, personal relationships are developed between the firm and the Visitors.
• Easily interact-engage with customers and listen to their needs: it was a common statement interactions are the easiest and most convenient way to communicate and listen to customers' needs, just like friends do in everyday life.

- Gain brand awareness – create positive word of mouth: more than half the interviewed managers, customers have a great opportunity to become familiar with the brand. The various competitions, the gifts, and most importantly the viral effect of the messages spread among users, makes a brand very quickly known and discussed among a wide number of visitors.
- Access new tourist in a more targeted way: through tourism companies like tour operator and travel agent expect to reach a wider range of people. An even more important benefit for the brand is the possibility to target its actions on specific groups.
- Support the implementation of marketing actions, promote product use: the managers from almost half the companies agreed that they can easily and effectively promote various marketing actions "Through a various promotional tools experimentation"
- Engagement: all interviewed firms said that the most important benefit that they expect to gain is the engagement with people who like them.

Findings:

Be it called 'eco-tourism', 'ethical tourism', 'green tourism', 'responsible tourism' or 'pro-environment tourism', the main purpose of all is to preserve and utilize environments for tourism along with using it rationally for all-party benefits.

The international instances described in this paper show that "unmonitored tourism has a knack for wreaking havoc on a country's environmental resources and negatively impacting on or exploiting native cultures" (Kelly, 2006, p.12).

So, tourism sectors should minimize potential risks by constantly monitoring and reflecting upon the environmental, economic and socio-cultural impacts. In this regard, UNEP and WTO have set 12

principles (including local control, community wellbeing, resource efficiency and environmental purity) for sustainable tourism development (UNEP et al., 2008, p. 8-9).

But Upreti (2010) exposes a loophole in that these principles do not pay attention to 'conflict sensitivity'. For all these, legal provisions should be strengthened and regulatory institutions need to be empowered. The domestic cases of Mirzapur and Chandauli districts show that creating a sense of ownership in communities is vital for sustainable tourism. Non-cooperation or opposition by the local community can damage the tourism industry.

Further, if conflict germinates between the tourism industry and the local community, they both face downturns; the industry in terms of tourist arrivals and the community in terms of economic activities. Satani (2004, p. 7) shows how tourist arrivals and economic activity plummeted after the Chinese Tiananmen Square Massacre in 1989 and the Rwanda Genocide in 1994.

Due to the bad image of the Naxal movement also saw a decline in tourist arrivals in last few years. The same applies if any major conflicts take place between the local community and tourism industry. Regular interaction should take place to open avenues for harmonious relations among the stakeholders.

Proactive engagement at community level makes a difference. For this, the tourism industry as a whole needs to have regular self-assessments. It also needs shifts in orthodox thinking.

In the words of one participant (Mr. Shantanu Singh, Proprietor, Shanti Toura and Travel, Varanasi) of the consultation workshop, this is a process of self-realization by the entrepreneurs. Until and unless the people feel that they also

benefit, they will not cooperate with the tourism industry in their communities.

The people are also influenced by a flawed belief that profit-making is a crime which goes against public interest. So, there needs to be a shift in attitude, not only of the entrepreneurs, but also of the general people. In a nut-shell, ensuring all-party participation in decision-making, equitable benefit sharing and protection of socio-cultural as well as environmental interests is a must.

But there needs to be effective legal provisions to properly guide tourism, environment and local peace initiatives. Strengthening institutional capacities to implement and monitor the provisions are crucial. Along with this, cooperation and mutual understanding among government authorities, tourism entrepreneurs and local community is fundamental in making tourism sustainable and conflict-free areas in the remote places of Mirzapur and Chandauli districts.

Conclusions:
Tourism is not only about the transaction of services, but also about the interactions between humans. So, the destination context (local community) is important in this industry. It is where the tourists visit; where tourism enterprises conduct their business; and where the people, tourists and the tourism industry interact (Cape town Declaration, 2002). So, the economic, social and environmental impacts of tourism need to be managed responsibly. Along with this, satisfying and maintaining at least the environmental needs of the destination community is vital. From the discussions above, the following conclusions can be drawn on the preset objectives:

Conceptual linkage among environment, tourism and local peace
1. They all are fragile, sensitive and vulnerable to global and local conditions.

2. Sound balance and management help reduce such fragilities and vulnerabilities.
3. They are interlinked because environmental prosperity paves the way for prosperous tourism and prosperous tourism helps address economic problems of conflict.

Trends of tourism sector's role in local peace building:
1. Responsible tourism and community participation is minimizing negative economic, environmental and social impacts, strengthening mutuality between enterprises and local people and thereby contributing to local peace.
2. Conflict sensitivity has to deal with internal-external relationships (with employees and communities as well) and provide for proper representation of all stakeholders.
3. Realization and self-assessment by tourism entrepreneurs as well as the local community and a shift in their existing perspective on tourism is very limited.
4. Managing conflict should not be a curative measure; it should rather be a preventive one in the vulnerable sectors like tourism. For it, promoting the culture of research and analysis for prior prediction is essential.

Potentials and challenges of tourism sector's engagement for local peace:
1. Some of the community approaches in tourism are exemplary in environment protection. To multiply the effects, they should be replicated in other places which have the same socio-cultural contexts.
2. Legal frameworks and institutional capacities to implement the provisions are not strong.
3. Plenty of international frameworks for tourism development are available but are not adapted locally.
4. The monitoring and implementation part of the voluntary and obligatory

legal provisions is so weak that their efficacy can be questioned.

5. All stakeholders and the local people should necessarily be included in decisions that affect their socio-culture, environment and daily lives.

6. Capacities of the government agencies seem still weak in terms of averting future conflicts and maintaining present harmony (Sadly, for about a decade, the country does not have itselected representatives in local bodies to ensure conflict management in local development programs).

7. In regards to tourism and the environment, the culture of critically questioning rules, regulations and practices is absent; as there is in scientifically studying the behavior, relations and interactions of entrepreneurs, tourists and the society.

Branding and brand management has clearly become an important management priority for all types of organizations. Academic research has covered a number of different topics and conducted a number of different studies that have collectively advanced our understanding of brands. While the present study discusses solely how we can affect customer brand relationships with an friendly environment must be created and environment should be created so that the sustainable tourism approach can be implemented and the local community people get the benefits of tourism development in their remote areas which is affected by the naxal movements.

As the local community people who is attached with tourism business and understood the importance of Tourism, they plays a vital role to bring other neglected people in the main stream economy for their better future by Community Participation and Branding of Environment-friendly Tourism: A Case Study of Mirzapur & Chandauli- An Avenue for Local Peace, Finally, the interactive nature of branding tools could

result in new forms of socializing between citizens, tourist, visitors and local community participation to make new horizon which is leading to collaborative initiatives and actions, which will benefit the society.

The Districts of Mirzapur and Chandauli suffered from Naxal conflict for many years. Tourism was one of the hardest hit sectors by this. It has been a good coincidence that the slogan (Together for Tourism; Tourism for Prosperity; Prosperity for Peace!) is also related to peace and prosperity. However, the peace and prosperity should be for all stakeholders. It is submitted that locally built peace is more sustainable more than peace nationally imposed. If this is so, it will be safe to say that all-party prosperity is the best way to achieve peace locally. This will save us from a 'lose-lose' situation and will shift our tourism from being only a beneficiary of peace to a generator of peace.

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