



TOURISM IMPACTS ON LOCAL COMMUNITY DEVELOPMENT: A CASE STUDY OF HIMACHAL PRADESH

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Abstract:

The quick rise in worldwide demand for Tourism & Travel over the past couple of decades has been influenced by the increase of living standards, in boosted by growing wealth, bigger access of air travel because of affordability. It is important to understand that what type of approaches needed to improve the host & guest relationship for sustainable tourism development. As a result the study focuses mainly on assessment of today's resources and facilities in Himachal Pradesh, the tourism impact on the local community development. The study was conducted to study the Tourism Impacts on Local Community Development in Himachal Pradesh from the attributes of the impact of tourism on local community as well as the correlation between local community development and impacts of tourism

Index Terms - Community, impacts, sustainable.

Tourism is an ever growing industry and it takes in to its sweep the global boundaries. Tourists bring nations together. They are means of not only cultural exchanges but also bring economic prosperity of the nations they visit. In this context it is worthwhile to quote India's first Prime Minister Pt. Jawahar Lal Nehru.

"We must welcome these friendly visitors from abroad for economic reasons; for tourism brings foreign exchange, but even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs today than this mutual understanding." -Jawaharlal Nehru.

According to United Nation World Tourism Organization the increase of tourism in current years confirms that the tourism sector is today one of the most influential source of financial growth and development. It is our duty to manage it in a sustainable way and transform this growth into actual benefits for all countries, and mainly, to the entire local communities, generating opportunities for jobs and entrepreneurship so that no one left behind. Around 1,401 million international tourist arrivals & 1451 billion USD international tourist receipts were recorded in destinations around the world in the year 2018 as per United Nation World Tourism Organization. Tourism is sum up worlds third biggest export category. Exports

from international tourism arrive at US\$ 1.6 trillion or US\$ 4 billion a day on normal (2018). As an international export category, tourism position is third just after chemicals and fuels and at the forefront of automotive products. In numerous developing countries, tourism is the apex export category.

International tourism receipts greater than before 4.9 percent in real terms (adjusted for exchange rate fluctuations and inflation). The good outbound demand from equally conventional as well as upcoming markets fuelled growth in worldwide receipts, which follows the encouraging trend recorded in international tourist arrivals (+7percent). An international tourist arrival grows by 5.4 percent in 2018 & 4.4 percent tourist receipts and 7.0percent is the highest increase in international tourist arrival in 2017 ever since the 2009 worldwide economic crisis and above all UNWTOs long term forecast of 3.8 percent per year for the period from 2010 to 2020. According to region wise Asia and the Pacific recorded the highest growth in international tourist arrival with 7 percent followed by Africa with same growth 7 percent in the year 2018. Whereas in Europe region international tourist arrival growth was recorded 5 percent in the year 2018. Growth rate in Middle East region 5 percent and in America 2 percent was recorded in the year 2018.

In India Foreign Tourist arrivals (FTAs) throughout year 2018 greater than before to 10.56 million as compared to 10.04 million in 2017. The increase rate in FTAs during 2018 was 5.2 percent as compared to 14 percent throughout 2017 over 2016. The India share in international tourist arrivals in 2018 was 1.24 percent. India recorded for 5.05 percent of international tourist arrivals within Asia Pacific Region in 2018, with the position of 7th.

The quick rise in worldwide demand for Tourism & Travel over the past couple of decades has been influenced by the increase of living standards, in boosted by growing wealth, bigger access of air travel because of affordability. According to the World Tourism Organization (UNWTO), international tourist arrivals globally have more than two times since 1990, increasing from 435 million headed for 675 million in 2000, and to 1326 million in 2017. And these facts do not take accounted of domestic tourism which, by the entire accounts, generates up to 10 times further arrivals than international tourism. Alongside with such fast progress, travel & tourism industry has presented wider and stronger impacts on local communities, economy and social formation to culture and environment.

1.1 REVIEW OF LITERATURE

Singh and Mishra (2004) in their research findings highlighted economical, socio, and environmental tourism impact on the study area. They find that with the increase of tourists in Manali during last three decades causes several environmental impacts also exposed that Manali was facing environmental problems like carrying capacity, water shortage, traffic on roads, congestion, pollution, no proper dustbins, garbage, unexpected development and rowdy cleanliness and constructions problems. Several variables such as expenditure pattern of tourists, accommodation, tourist peak season, carrying capacity and transport of town which was necessary for Manali tourism industry.

Akama and Kieti (2007) through their paper find the issues related to sustainable tourism as a means socio-economic development of local in Kenya, via case study of Mombasa Resort Town. The elementary data were collected by surveys and field interviews in Mombasa, and also supported with secondary data, it suggests that because of the nature of the Kenyan tourism industry (limited local participation and high leakage rates, external manage and management of tourism establishments), the industry has not played an successful role in boosting the local socio-economic growth and they also give suggestions for improvement in these area.

The aim of the paper by Simpson (2008), is to recognize the range of characteristics that contribute in creating the best potential scenario for a sustainable, responsible and successful Community based tourism initiative (CBTI). Tourism is at the same time presented as a degrading social structure, culture destroyer, stripping communities of individuality; undermining social norms and economies, and as a savior of the poor and deprived, providing opportunities and promoting social exchange, economic benefits and enhancing livelihoods.

Chauhan Purnima (2009) in her study “The Problem of Tourism Growth Management in The Himalayas: The Case Of Manali In The Kullu Valley” stated in concluding remarks that the early years of tourism in Manali can finest to be defined as Circumstantial alternative tourism (CAT) which superficially seems to be ecofriendly being smaller and unregulated. From being launched as a viable center that would put together tourism and non tourism function for both guests and hosts similar this model Himalayan resort envisioned by State Town and Country Planning Department in a Deliberate Alternative Tourism (DAT) format had deteriorated by the turn of the millennium into an Unsustainable Mass Tourism(UMT) destination.

Sharma Sachin (2012) in his study, “Socio – Cultural Impact of Tourism –A Case Study of Jaisalmer” highlighted the positive impact as more employment opportunities, contribution in local economy & positive attitude of locals towards work because of tourism. Demand of traditional art & craft is also increased because of tourism.

Singh Ranbir (2013) in his study “Entrepreneurs Perception Towards Tourism Impacts: A Case Study Of Manali (Himachal Pradesh)” emphasize positive impact of tourism as generation of job opportunities, income for locals and state government, improved the infrastructure and life standard of residents, handloom and handicraft industry of Manali region. But same time highlighted the negative impact of tourism as high cost of living, commercialization of religion activities, social evils like alcoholism, gambling, prostitution etc.

Chand Mohinder (2013) in his study Residents perceived benefits of heritage and support for tourism development in Pragpur, India reveals that the community is diverse in their attitudes toward tourism with dissimilar benefits they perceived. Growth can only be sustainable if it is based on economic, environmental, heritage diversity and cultural benefits. Understanding residents attitudes toward heritage benefits are significant for policy-makers and government because the sustainable development of tourism requires the active participation and support of the host community.

Lama Renzing (2014) tries to find out that the socio-cultural tourism impacts show that the villagers are content to adopt tourism in their villages as tourism has helped local communities in promotion & preservation their uniqueness and villagers take delight for growth Community Based Tourism.

Kumar Arvind (2014) in his study “Community Based Tourism in Shimla And Kullu: Stakes, Perceptions And Impact Analysis” concluded that community based tourism has taken into consideration, community wellbeing prior to any tourism operation within the local communities in Shimla and Kullu districts. It is involving various sustainable forms of tourism i.e. eco-tourism, agri-tourism, rural tourism, and farm tourism etc. It also involving local community members while making of decisions regarding any tourism project within the local communities. It is also involving local community members in different tourism projects carried out within the local communities. It is leading towards community development through employment generation and better income in tourism related activities.

Sharma, Dyer et al. (2016) have explained about the residents participation in tourism and their perceptions of tourism impacts. The information has been collected primarily from the host via survey total 732 responses were received & a rate of response were 14.64 percent. This study showed important differences in host attitude towards the kind of tourism benefit they received.

Katoch Amit (2016) in his research study “The Impacts of Rural Tourism On Local Community Development: A Study Of Himachal Pradesh, India” identified the bottlenecks of the rural tourism policy in Himachal Pradesh and India. And, the roles which were the entire stakeholders have to play. The role of the host community is most significant. As, the accomplishment of the rural tourism will depend on how much socio-economic benefits are transferred to the local community and how much they are engaged in management and organization of rural tourism.

Kumar Anil (2017) in his study entitled “Tourism Development and Its Impact on the Socio- Economic Structure of Tibetan Community in Himachal Pradesh” indicates that, tourism has resulted in improvement of the basic facilities and infrastructure in the area. Tourism has helped in improvement of the road conditions in

the areas of and around Tibetan settlements. Tibetan monasteries are well connected with road as they have tremendous potential to attract tourists. The basic amenities near the monasteries areas have also improved e.g. entertainment and recreational amenities, leading to good disposable income for the settlements in the nearby areas.

1.1 Literature Review Socio-Cultural Impact of Tourism

S.No	Author(s)	Area of the Study
1.	Mishra (2000)	Tourism development, interacting with tourists in a tourism
2.	Shah and Gupta (2000)	Impacts of tourism on locals
3.	Wilson and John (2001)	rural tourism in the economic development of rural community.
4.	Hasan (2002)	Intercultural contact. Research
5.	Singh (2002)	Managing the impact of tourist
6.	Bansal Gautam (2003)	Cultural and heritage tourism and its Impacts
7.	Fagence (2003)	positive and negative impacts on local Communities and their cultures.
8.	Bar and Hatab (2003)	Various Impacts and conditions of Tourism
9.	Bleie (2003)	Peoples perception about socio- cultural, economical and environmental
10.	Chandersekar et al. (2004)	Economic Impacts from Tourism
11.	Rana (2004)	Factors related to economic, social, cultural Impacts
12.	Singh and Mishra (2004)	Social, economical and environmental dimensions of tourism
13.	Dixit (2005)	Tourism Impacts
14.	Sood (2006)	Tourism Impacts and Challenges and Problems
15.	Akama and Kieti (2007)	sustainable tourism as a tool for local socio-economic development
16.	Impson (2008)	Community based tourism initiative CBTI
17.	Libison and Muralledharan (2008)	Economic benefits of pilgrimage Tourism
18.	Chauhan Purnima (2009)	Tourism Growth
19.	Chand Mohinder (2013)	Residents perceived benefits of heritage and support for tourism development.
20.	Chandersekar et al. (2014)	Earning foreign trade, tax, generating employment & contributing to the economic development of the country.
21.	Kumar Arvind (2014)	Community Based Tourism
22.	Sharma and Dyer (2016)	Residents participation in tourism and their perceptions of tourism impacts
23.	Katoch Amit (2016)	The Impacts of Rural Tourism On Local Community Development

Impact of Tourism

S.No	Author(s)	Area of the Study
1.	Andereck and vogt (2000)	Relationship between residents attitudes towards tourism.
2.	Mevey and king (2000)	Economic challenges related to Tourism
3.	Vukonic (2002)	Economic impacts of religious tourism
4.	Timothy et al.(2003)	Destination community and economic impacts
5.	Haley, Snaith and Miller (2004)	Social-Economic impacts of Tourism

6.	James Mark (2004)	Economic benefits of tourism
7.	Simeral (2006)	Problems related to tourism
8.	Ryan (2006)	Complexities of tourism in developing economies
9.	Carol and Pillai (2006)	Tourism attitudes and ethnic identities.
10.	Sharma Sachin (2012)	Socio – Cultural Impact of Tourism
11.	Singh Ranbir (2013)	Perception Towards Tourism Impacts
12.	Rinzing Lama (2014)	Positive Socio-cultural impact
13.	Kumar Anil (2017)	Tourism Development and Its Impact on The Socio- Economic Structure.

2.1 TOURISM RESOURCES & TOURIST TRENDS OF HIMACHAL PRADESH

Himachal Pradesh well off in tourism resources and admired tourist destination since centuries due to its natural beauty & peaceful environment. The International tourist inflow has been increasing on every destination of Himachal Pradesh year by year. Therefore it is essential to study the amount and magnitude of attractiveness, tourism trends and tourist facilities in Himachal Pradesh at present. It is important to understand that what type of approaches needed to improve the host & guest relationship for sustainable tourism development. As a result the study focuses mainly on assessment of today's resources and facilities in Himachal Pradesh, the tourism impact on the local community development.

The study was conducted to study the Tourism Impacts on Local Community Development in Himachal Pradesh from the attributes of the impact of tourism on local community as well as the correlation between host community development and impacts of tourism. The study was carried out through a questionnaire survey in three districts (Shimla, Kulu, Kangra) of Himachal Pradesh. With the intention of accomplishing the requirements of the perusal; the primary data was collected from host community by means of questionnaire. Simple random sampling was used to select the sample of from local community respondents.

2.2 OBJECTIVES OF STUDY

1. To study the tourist resources of Himachal Pradesh.
2. To study foreign tourist types & trends in Himachal Pradesh.
3. To study the tourism impacts on host community.

2.3 HYPOTHESIS

Keeping the objectives in mind various hypothesis were formulated. These are enlisted below:-

H1: The Local community perceives positive impacts of tourism.

- H₀ 1 The Local community is not perceives positive impacts of tourism.
- H₁ 1 The Local community is perceives positive impacts of tourism.

2.4 RESEARCH METHODOLOGY

The present study was aimed to investigate the impacts of tourism on local community development of Himachal Pradesh regarding various set of destination attributes. So, extensive review of literature was conducted as well as the selected study areas were visited in order to identify & classify the attributes of the study. The primary data has been collected from locals in order to investigate their attitude concerning selected

destination attributes on the basis of five point Likert scale (strongly disagree -1 to strongly agree -5). For the present study exploratory research method is used, bounded in place and time.

2.5 UNIVERSE & SAMPLING

The present study was confined to the three district of Himachal Pradesh. So, the universe of the study was Local community of Himachal Pradesh. Because of large population or universe in the study area is not possible to survey all of them, so a subgroup of study area i.e. three district is selected as representative of the whole universe. This subgroup is known as sample.

2.6 Sample Size

The study was conducted on three district of Himachal Pradesh .So, first of all for getting the population size, the population of three districts Shimla population 814010, Kullu population 437903 & Kangra population 1510075 is formed the population size, The present study has taken a sample of 600 local population persons, comprising from Shimla – 200, from Kullu -200 & from Kangra-200. In total 600 questionnaires were given to the respondents out of which, 550 questionnaires were completely filled by the respondents and therefore 50 questionnaires were discarded. Finally, after screening of 550 questionnaires, 530 were considered for the present study. Respondents were selected from each district for equal representation in the present study.

2.7 Sampling Method

The present study used a probability sampling technique to collect the data from respondents. As the study area have number of tourist attractions which was problematic to cover during the survey, thus only district with three highest foreign tourist arrival districts were selected for survey. Probability Simple Random sampling technique was opted to gather the information from the respondents of selected areas.

2.8 DATA COLLECTION

The present study majorly conducted on the basis of primary data collection. To collect the primary data, the researcher personally conducted field survey of selected destination of Himachal Pradesh. The data collection has been done in various phases which include the period of long weekends, weekends from year 2022 and year 2023 to avoid the seasonal biasness. Distribution of questionnaire for data collection was carried out only in day time. The respondents were well-versed in advance about the objectives of the survey & well informed about the information they will provide going to be used only for research purpose.

2.9 DATA ANALYSIS

A number of statistical methods have been used to analyze the data in order to make research work useful. A small description of methods used for analysis of data is given as follows:

2.10 Descriptive Statistics

Descriptive statistics is the most familiar to recapitulate the data in tables, charts and graphs. In the present study the frequencies and percentage analysis was carried out to study the host community demographic profile. Average (Mean) is calculated to get a single value towards the attributes accessing the impacts on local community development. It also depicting the characteristics of the entire set and also facilitates the comparison between the variables.

2.11 Factor Analysis

Exploratory factor has been used to reduce 19 statements of questionnaire of impacts in view of correlated factor with the help out of principal component examination with orthogonal rotation along with the varimax option of factor rotation. Principal component analysis was applied because it is the most common technique of exploratory factor analysis to try to find out a linear combination of variable that have utmost variance is extracted from the variable.

3.1 RESEARCH FINDINGS

The demographic profile of respondents reveals that there is a male respondents (68.9%) dominance over female respondents (31.1%). Young respondents with age group from 21-35 (84.7 %) & 36-50 (10.9 %) have taken more interest in survey compare to other age group. As per income middle income group share the maximum (38 %) respondents represent up to 4 lakh income groups which include maximum local business members. While consideration the occupation maximum respondents with business directly or indirectly related travel & tourism industry share the maximum (78.9 %). According to marital status mostly respondents married (61.3%) compare to unmarried respondents (38.7%).As per citizenship is concerned maximum citizens are from Himachal Pradesh (87.5%). Mostly respondents are resident of Himachal Pradesh for more than 20 years (42.26%). As per distance from major attraction is concerned maximum respondents (60.3%) are from with 5 kilo meter distance from major attraction. Mostly respondents speak Pahari language (93.6%) then Hindi (38.6%) & English (30.6%).

3.2 Factor Analysis

In order to study the impact of tourism on host community of selected destinations of Himachal Pradesh, three (3) dimensions were taken (i.e. economic, socio-cultural and environment) consisting of 19 items. The opinions of residents were measured with 5 point likert scale which had values from 5 to 1 i.e. strongly disagree (SA) having value 1, disagree (A) having value 2, neutral opinion (N) having value 3, agree (D) having value 4 and strongly agree (SA) having value 4. “The factor analysis was done to decrease a large number of variables resulting in data complexity to a few manageable factors.” (Chawla & Sondhi, 2011). “This helps in identifying the essential structure of the data. It is a multivariate statistical technique which helps to identify the factors essential the variables by means of grouping the related variables in the same factor.” (Verma & Ghufan, 2012). “The variables become associated into various factors on the basis of their interrelation” (Verma & Ghufan, 2012).

For identifying the principal factors of tourism impact on host community principal component factor method was used to generate the preliminary solution. The eignvalue recommended that a three factor solution explained 75.928 percent of overall variance before the rotation. The factor of with eign values larger than or equal to 1.0 and attributes with factor loading 0.40 was reported. The table 5.13 illustrates the results of the factor analysis where three factors were: Economic & Infrastructural, Socio-cultural benefits and Environment benefits were identified.

3.3 Test of Sampling Adequacy and Sphericity

The Kaiser- Meyer -Olkin value was 0.788, the variables were consistent and they share communalities within factors.

Table 1.3: KMO and Bartletts Test for Factor Analysis

KMO and Bartletts Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartletts Test of Sphericity	Approx. Chi-Square	1.959E3
	df	820
	Sig.	.000

In addition to this Bartlett test of Sphericity was important as p value is less than 0.05 which is indicated that the correlation between items were sufficient to contain principal component analysis and the application of factor analysis was suitable the Kaiser- Meyer- Olkin which overall measures of sampling advocacy was 0.788 which was acceptable. The value of KMO must be 0.60 or more than it (Hinton et al., 2004). The value of Kaiser- Meyer -Olkin in the current study is more than its suitable value and hence KMO value indicates that sampling adequacy was appropriate to carry out factor analysis.

3.4 Identified Factors for Tourism Impacts on Local Community

As per varimax - rotated factor matrix, three factors with 16 variables were defined by the original 19 variable that loaded mainly heavily on them (loading \geq 0.40). Factor analysis result of community attitude towards foreign tourist is illustrated by table number 1.4

Table No. 1.4 Factor Analysis Result of Tourism Impacts on Local Community

Rotated Components Matrix	Component			Communalities
	1	2	3	
Factor 1 : Economic & Infrastructural				
Prices of product/service prices increased due to tourist in H P	0.701			0.699
Infrastructure development has been done due to tourist	0.680			0.650
Our local economy has been improved thanks to tourism growth.	0.670			0.649
Our place has good potential to attract tourist.	0.665			0.601
Income of the locals have Increased	0.660			0.530
Tourism created the job in the area	0.650			0.521
I am concerned about the future tourism impact on my community	0.630			0.450
Factor 2 : Socio-cultural Benefits				
Tourists do not know how to behave with locals		0.690		0.509
Tourists are using our things that belonged to us		0.680		0.462
Our age, old traditions is disturbed because of tourism		0.665		0.454
Tourists may bring contagious diseases to our community		0.651		0.474
We learn new things from tourist.		0.640		0.460
Tourism has helped us in preserving our culture & heritage		0.637		0.452
Factor 3 : Environment Benefits				
Pollution has been increased.			0.650	0.445
Natural resources are better managed due to tourist			0.641	0.478
Tourism made physical growth area but it is no longer good as it earlier.			0.551	0.521
Number of items per factor	7	6	3	
Extraction Method: Principal Component Analysis.				
Rotation Method : Varimax with Kaiser Normalization				

The first factor is identified about Economic & Infrastructural with seven attributes namely Prices of product/service prices increased due to tourist in H P (0.701), Infrastructure development has been done due to tourist (0.680), Our local economy has been improved thanks to tourism growth (0.670), Our place has good

potential to attract tourist. (0.665), Income of the locals have Increased (0.660), Tourism created the job in the area (0.650), I am concerned about the future tourism impact on my community (0.630).

The second factor is found as Socio-cultural benefits with six attributes. These are Tourists do not know how to behave with locals (0.690), Tourists are using our things that belonged to us (0.680), Our age, old traditions is disturbed because of tourism (0.665), Tourists may bring contagious diseases to our community (0.651), we learn new things from tourist (0.640), Tourism has helped us in preserving our culture & heritage (0.637).

The third factor is about Environment benefits with three attributes. These are Pollution has been increased (0.650), Natural resources are better managed due to tourist (0.641), Tourism made physical growth area but it is no longer good as it earlier(0.551).

3.5 Eigen Values & Variances Explained by Identified Factors

Three factors were retained for variable sums and variances. The Eigen value of every input variable is recorded with more than 1 in proportion to variance. As shown in table number 5.14 Factor- 1, Economic & Infrastructural accounts 7.530 Eigen value and explicate 25.850 percent variance, Factor - 2, Socio-cultural benefits is responsible of 2.514 Eigen value and explain 12.570 percent variance, Factor-3, Environment benefits is liable for 3.246 Eigen value with 17.328 variance. All the 3 extracted factors together explain for 75.928 percent of the variance in the goodness of data.

Table No. 1.5 Variance Explained by Identified Factors for Tourism Impacts
Rotation Sums of Squared Loadings

Factors	Eigen value	% of Variance	Cumulative %
1	7.530	25.850	25.850
2	5.214	22.750	58.600
3	3.246	17.328	75.928

Extraction Method : Principal Component Analysis

3.6 Reliability of the Factors

Cronbachs Alpha range between 0.6 to 1 is considered acceptable reliability of the factors. Factors - 1 with 7 variables range to 0.801 which is considered very good as thumb rule. With Cronbachs Alpha range of 0.785 factor-2 is also marked as Good.Factor-3 with Cronbachs Alpha range 0.699 can be observed as ok as per thumb rule. With Cronbachs Range 0.751 Factor -4 is marked as good and the final Factor with two variable lies in Cronbachs Alpha range 0.730 can be considered as good as per thumb rule. As illustrated in table number 5.15.

Table 1.6 Reliability of Scale of Each Identified Factors for Tourism Impacts

Factors	Cronbachs Alpha	Number of Items	General Rule of Thumb
Factor -1 Economic & Infrastructural	0.801	7	Very Good
Factor -2 Socio-cultural benefits	0.705	6	Good
Factor -3 Environment benefits	0.710	3	Good

Conclusion

The impacts of tourism was examined by identifying three factor- Economic & Infrastructural, Socio-cultural benefits, Environment benefits from nineteen attributes of tourism he impact. The identified factor indicates that the host community perceives the impact positively. It also revealed that there is positive relation between host community attitude & impacts of tourism.

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