

CHAPTER-VIII

SOCIO-CULTURAL IMPACT

This chapter deals with socio-cultural impacts of tourism on Kangra in Himachal Pradesh. Tourists visiting to the region from many parts of the country and also from foreign countries have their own culture and speak different languages, which have significant impact on the people of the region. In the same manner, the people of region have their own unique culture and language. Thus, when a tourist visiting leaves some cultural impact upon the people of the district and on the other hand, he also adopts the culture of this region to some extent. That is why there is a cultural exchange between the tourists and the people of the Kangra. All these cultural impacts are discussed in this chapter for which the necessary information has been collected from primary as well as secondary sources. After collecting the relevant data, the analysis and interpretation is made to find out the cultural impacts of the tourism on the hilly environment of region.

Mass tourism had adverse effects on the social behaviour and religious sentiments, the tradition as well as culture of the Himalayan people. Some critics say that the flood of visitors is also responsible for the decline of the moral values of the local people.

The country is experiencing the fastest growth in international tourism and the people here are precisely those most vulnerable to its economic and social impacts. They tend to be the poorest in the region, experience severe inequalities of wealth, low living standards, high unemployment, uneven economic development, as well as heavy dependence on foreign investment, foreign loans and foreign aid. The gross disparity between the affluence of the tourists and the poverty of most of the people in the host country is the most obvious aspect of the kind of cultural confrontation tourism provokes in the Third World.

The villagers are fearful of having their valuable and ancient objects stolen from their normally unguarded temples and religious places. Sometimes it is experienced that tourism can be very humiliating. People are taught to sell their smiles, their tradition, their history, their sacred ceremonies, their values and even dignity.

It is tragic that mountain is entirely controlled by the urban bureaucrats, city-dwellers and businessmen, totally unmindful of sympathy with the nature, rural life, farming, or the freedom of the hills. If we do wish to promote mountain tourism, then the mountain environment must be preserved and the planners and developers must go about their work in a more enlightened and environmentally sensitive fashion.

Tourism is the ideal instrument of exporting certain social and cultural model, and in several developing countries has given rise to what has been described as the five – star culture, creating oases of plenty in the desert of poverty.

8.1 Cultural Heritage Tourism

Both domestic and international tourism is expanding rapidly for the last two decades. Domestic tourists are developing an increasing appreciation of their cultural heritage. However, relatively few people outside of the state are aware of the richness and achievements of the unique culture of the region.

The cultural heritage was surveyed for the present study and evaluated under two categories:-

Tangible Cultural Properties

- World/National Heritage Sites
- Religious centers of worship (Buddhist Temples & Shaktipeeth)
- Folk villages
- Museums
- Unique products prepared by local artisans

Intangible Cultural Heritage

- Festivals, traditional folk music and dance
- Traditional architecture of houses and other buildings
- Traditional art of painting and pottery, modern art
- Friendly nature of the people of this hilly region

8.2 SWOT Analysis

Strengths

The clear, safe, accessible and typically very well presented cultural sites that generally exhibit a high degree of historical integrity.

Weaknesses

Low priority that is being accorded by the govt. to the conservation of cultural property compared to other activities and the fact that few cultural sites have dominated by foreigners.

Opportunities

In utilization of the quality, uniqueness and richness of the region cultural heritage which has not yet been extensively developed and which receive changes in the administrative structure of local govt. will provide an opportunity to take a more meaningful and contributory role in the management and maintenance of cultural sites.

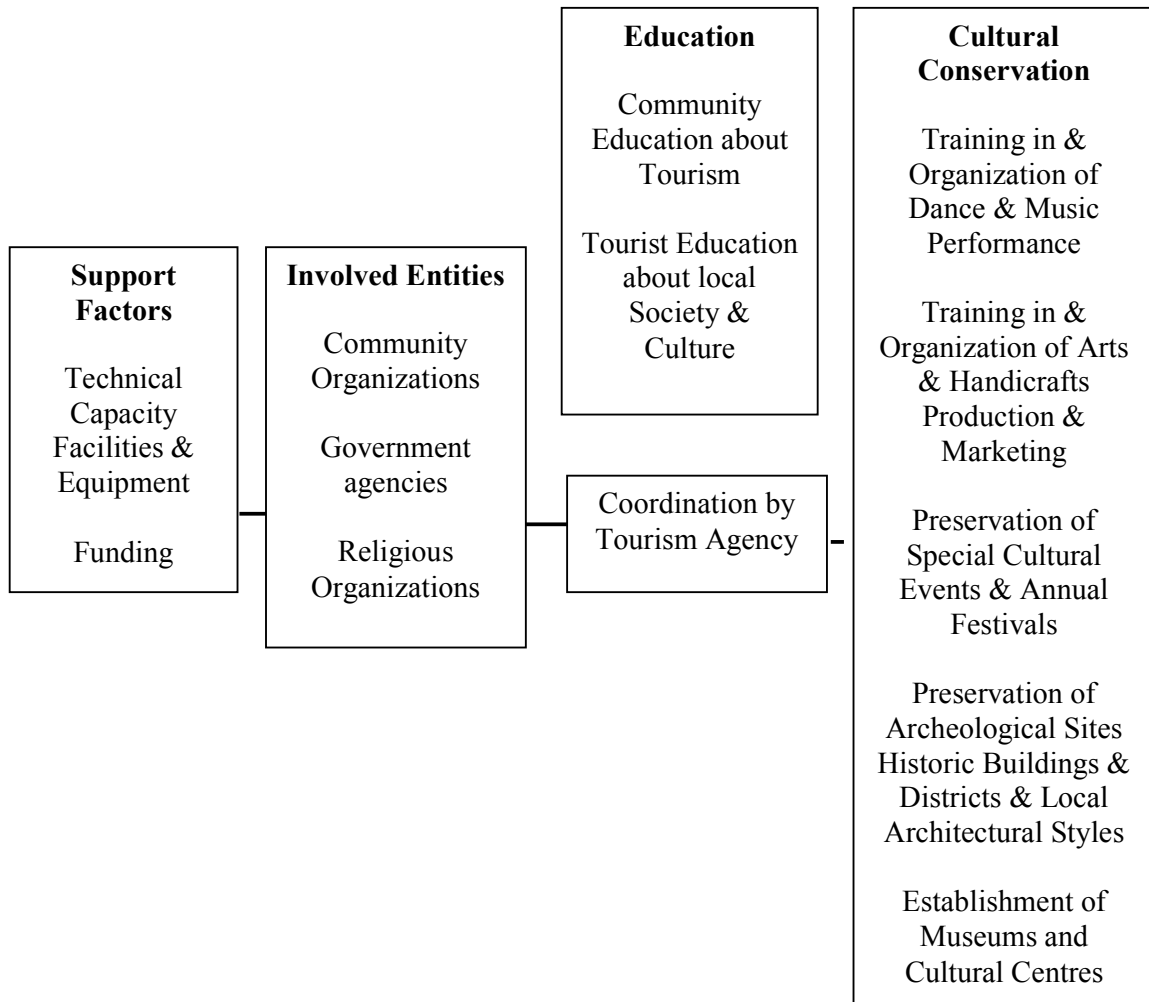
Threats

Rapid increases in tourist traffic could adversely impact on visitors overall experience at cultural sites as well as adversely affect the physical fabric of the sites and socio-cultural fabric of the surrounding communities.

This hilly region offers outstanding attraction related to the cultural heritage of the built environment in the form of archeological and historical sites and monuments. Historic train and Pathankot-Jogindernagar train route, is an unusual form of historic theme of the region. Some of the many temples, statues and other religious sites in this hilly region such as Jwalaji, Chamunda Devi, Bajreshwari, Baijnath, Kathgarh, Trilokpur etc. are major attractions for tourists and important aspects of the cultural heritage. Other aspects of the cultural heritage like dances, music and drama of the region offer major attraction and activities for tourists.

Traditional dress, Cuisine, village architecture and life styles, which exist in all the regions of the state, offer much opportunity for cultural tours including minority ethnic villages in many places. No doubt, a large number of tourists make pilgrimages to many religious sites and sacred areas, after associated with special festivals held at certain time of the year, being economic benefits to the local areas. But, at the same time, it also generates congestion problems and must, therefore, be carefully planned and organized.

Figure 8.1
Organizational Structure of a Socio-Cultural Programme



Source: Tourism Planning: An integrated and Sustainable Development Approach, Edward Inskeep, New York, Van Nostrand Reinhold, 1991.

With the result of increase in tourism in this mountainous terrain, the local customs and traditions are being explored and highlighted. Tourists coming from different parts of the country and abroad enjoy the cultural heritage of region and appreciate it with wonder. Kangri folk-songs and folk-dances satiate the eyes of visitors who are highly influenced by them. They have become media of free advertisement. The local people who are the participants and organizers of such cultural programme get inspiration when visitors appreciate their programmes. Thus, both social and cultural interaction is taking place due to rapid development in the field of tourism, which may pave the way to better human understanding. However, adverse repercussions of highly developed tourism are also visible since the influence

of foreign culture has made visible inroads in the cultural heritage of Kangra. As such the local folk-songs and folk-dances are both tending to lose their cultural purity.

8.3 Tourism Impact on Social-Cultural environment of Kangra – Analysis and Interpretation

Social behavior of local people with tourists

The analysis of table 8.1 indicates the social behaviour of local people with tourists during their stay in different tourist places. It is revealed by this study regarding “host have very good relations with tourists” 52% tourists are highly satisfied whereas 41.5% are satisfied and only 6.5% tourists are not satisfied. The statement, which reflects the social behaviour of the hosts is to large extent tourists, are satisfied with the host cooperation. The 48% tourists are satisfied, followed by 47.5% are highly satisfied and 4.5% are not satisfied. Regarding the statement that “behaviour of local residents generates social introductions” 54% tourists are satisfied and 37.5% are highly satisfied and agreed that local people’s behaviour generate social interaction whereas only 8.5% are not satisfied. Thus this analysis indicates that more than 90% tourists are fully agreed that hosts are cooperative and well behaved which increased the tourists’ inflows and they are forced to visit again. This is a positive sign to promote tourism in industrially not so developed state.

Table 8.1
Social behavior of local people with tourists
(Tourist Responses)

Sr.No.	Statement / Response	Highly Satisfied	Satisfied	Not	Total
1	Host have very good relation with the tourists	208 (52)	166 (41.5)	26 (6.5)	400 (100)
2	To a large extent tourists are satisfied with the host co-operation	190 (47.5)	192 (48)	18 (4.5)	400 (100)
3	Behaviour of local residents generate social interaction	150 (37.5)	216 (54)	34 (8.5)	400 (100)

Source: Data collected through questionnaires

The social behaviours of local people with tourists are also analyzed in the table 8.2 by using chi-square test. In this table variable – I respondents the statement that hosts have very good relations with the tourists. The variable 2 is that to a large extent tourists are satisfied with host co-operation and variable 3 is that behaviour of the local residents generates social interaction; statistically it is observed that the calculated χ^2 values are greater than that of table value at 0.05% level for 2 degree of freedom. Hence the hypothesis rejected. Thus the responses the tourists about social behaviour of the local residents differ significantly.

Table 8.2
Chi-square value

S.N.	Statement / Response	Chi- square values a, b
1	Host have very good relation with the tourists	136.220
2	To a large extent tourists are satisfied with the host co-operation	149.660
3	Behaviour of local residents generate social interaction	127.340

Table value of Chi-square for $v = 2$, $\chi^2_{0.05} = 5.99$

As per the weighted arithmetic mean shown in table 8.3 majority of the tourists either satisfied or highly satisfied over the social behaviour of the local residents because in all the three cases the weighted arithmetic means are 2.455, 2.43 and 2.29 respectively.

Table 8.3
Weighted Arithmetic Mean

Weighted Scores			Total	Weighted Arithmetic Mean
624	332	26	982	2.455
570	384	18	972	2.43
450	432	34	916	2.29

In table 8.4 Zero-order correlation matrix is applied to the responses recorded from the tourists over the social behavior of the local people. Here it is found that variable 1 is positively correlated at high degree with variable 2 (.911⁺) and variable 3

(.817⁺) and variable 2 is correlated with variable 3(.832⁺) and significant at 0.01% level of significance in both the cases.

Table 8.4
Zero – order Correlation Matrix

	Vari – 1	Vari – 2	Vari – 3
Vari – 1	1.000		
Vari – 2	0.911 ⁺	1.000	
Vari – 3	0.817 ⁺	0.832 ⁺	1.000

Note: - ⁺ Correlation is significant at the 0.01 level (2 tailed)

8.4 Tourists creates problem which affects local residents

Table 8.5 reveals the attitude of the tourists that tourists create different types of problems, which affect the local residents. These negative impacts are spread through drug abuse, alcoholism, prostitution, pollution and noise etc. It is analyzed by this study that 54.5% tourists are agreed “to some extent” that tourists used drugs and 22.5% are “too much” agreed with this statement whereas 15.5% said “not at all” and 7.5% refused to say anything about drug abuse. 55% tourists are of the view that tourists used alcohol, while 13% are agreed “too much” on the other hand 27% respondents “not at all” and 5% have not given any response.

Table 8.5
Tourists creates the following types of problem which affects local residents
(Tourist Responses)

S.N.	Statement / Responses	Too much	To some extent	Not at all	No Responses	Total
1	Drug Abuse	90 (22.5)	218 (54.5)	62 (15.5)	30 (7.5)	400 (100)
2	Alcoholism	52 (13)	220 (55)	108 (27)	20 (5)	400 (100)
3	Prostitution	24 (6)	64 (16)	224 (56)	88 (22)	400 (100)
4	General cleanliness	112 (28)	198 (49.5)	68 (17)	22 (5.5)	400 (100)
5	Pollution	98 (24.5)	178 (44.5)	106 (26.5)	18 (4.5)	400 (100)
6	Noise	128 (32)	178 (44.5)	70 (17.5)	24 (6)	400 (100)

Source: Data collected through questionnaires.

Note: Figure in Parenthesis is in percentage.

So far as negative impact regarding increase in prostitution due to tourist inflows 16% tourists are agreed “to some extent” about tourist’s involvement in prostitution and only 6% agreed “too much” with this statement, whereas 56% are not agreed and 22 % have not given any response. It is found during the survey that the tourists who are involved in such type of wrong activities are mostly foreigners and reported primarily in Dharamshala areas. The 28% tourists agreed “too much” and 49.5% “to some extent” that tourists disturbed the general cleanliness at the tourist places whereas 17% said “not at all” and 5.5% not given any response about the disturbance of general cleanliness. When enquired about the pollution spread by the visiting tourists 44.5% tourists agreed “to some extent” and 24.5% “too much” whereas 26.5% said “not at all” and 4.5% refused to comment. While talking about the noise, 44.5% respondents are agreed “to some extent” and 32% “too much” agreed, although 17.5% said “not at all” and 6% tourists refused to give any statement by saying that we do not know anything about this type of problem. But it is felt during the study that majority of tourists who created noise during their visit in the region are Indians who belongs to northern states like Punjab, Haryana, Delhi and Uttar Pradesh.

Table 8.6
Chi-square Value

S.N.	Statement / Responses	Chi-square
1	Drug Abuse	203.680
2	Alcoholism	231.680
3	Prostitution	225.920
4	General cleanliness	168.560
5	Pollution	128.480
6	Noise	135.440

Table value of Chi-square for $v = 3$, $x^2_{0.05} = 7.815$

The negative impact resulted due to tourist inflow is analysed in table 8.6 The answers of the tourists are collected and analysed by using chi-square to know the significance. There are six variables namely drug abuse, alcoholism, prostitution, condition of general cleanliness, pollution and noise etc. All the values of x^2 are greater than the table values of these variables. Thus all the values are significant at

0.05% level of significance. Hence the hypothesis is rejected. It is observed that the opinions of the tourists over these negative impacts are not equally distributed. Thus there is significant difference among the tourists over negative impacts caused due to the tourists inflow.

Table 8.7
Weighted Arithmetic Mean

Weighted Scores				Total	Weighted Arithmetic Mean
360	654	124	30	1168	2.92
208	660	216	20	1104	2.76
96	192	448	88	824	2.06
448	594	136	22	1200	3.00
392	534	212	18	1156	2.89
512	534	140	24	1210	3.025

In table 8.7 the statistical tool weighted arithmetic mean is used. The responses of the tourists about these negative impacts are between second and third options according to the weighted averages. Majority of the tourists replied either “to some extent” or “not at all” while asking them about these negative impacts.

8.5 Various Culture Impacts due to tourist inflows

Table 8.8 revealed the cultural impacts of tourism in relation of the statement that the tourist inflow is responsible for the preservation of cultural monuments and ruins. The 44.5% respondents are agreed “to some extent” and 24.5% are agreed “too much” on the other hand. 28.5% said not at all and 2.5% have no response. It is evident that the frequent flow of tourists creates awareness among the local people and educates them about the importance of monuments and ruins. Thus the local people realized the importance of these monuments and ruins and preserved them for the attractions of the tourists. Regarding the statement that tourism is responsible for

Table 8.8
Various Culture Impacts due to tourist inflows
(Responses of local residents)

S.N.	Statement / Responses	Too much	To some extent	Not at all	No Responses	Total
1	The tourists inflow is responsible for preservation of cultural monuments and ruins	98 (24.5)	178 (44.5)	114 (28.5)	10 (2.5)	400 (100)
2	It is responsible for rediscovery of lost traditions	64 (16)	242 (60.5)	98 (24.5)	16 (4)	400 (100)
3	It spread the knowledge and better understanding of the culture	110 (27.5)	220 (55)	66 (16.5)	4 (1)	400 (100)
4	It is responsible for the deterioration of traditional art	64 (16)	206 (51.5)	104 (26)	26 (6.5)	400 (100)
5	It is responsible for the cultural identity	30 (7.5)	202 (50.5)	146 (36.5)	22 (5.5)	400 (100)
6	Tourism is responsible for our deteriorated culture which affects our school / college going teenagers	44 (11)	194 (48.5)	162 (40.5)	0.0	400 (100)

Source: Data collected through questionnaires.

Note: Figures in Parenthesis are in percentage.

the rediscovery of lost traditions, it is found that 60.5% respondents are agreed with this statement “to some extent” whereas 16% “too much agreed” On the other hand 24.5% said not at all and 4% gave no response. Thus more than 75% of the local people are of the opinion that tourism rediscovered the lost traditions. The tourists

have studied in the books, listened on radio or watched on the television and through internet about the traditions, which inspired them to visit frequently and tired to rediscover these traditions. The 55% respondents agreed “to some extent” and 27.5% agreed “too much” respectively that tourism spread the knowledge and better understanding of the culture. This indicates that the flow of tourists generates interaction between the tourists and locals. Further the hosts also realized the importance of the tourists incoming to the region. They deal with the tourists peacefully which creates better understanding themselves. While asking that tourism is responsible for the determination of the traditional at, only 16% respondents said “too much” and 51.5% replied “to some extent” whereas 26% respondents said not at all and 6.5% have no response respectively. Thus nearly 40% respondents are of the opinion that tourism is responsible for the loss of cultural identity. Now the question is that tourism is responsible for our deteriorated culture which affects our school / college going teenagers, 58.5% respondents agreed with this “to some extent” and 11% agreed “too much” whereas 40.5% said not at all. This it can be concluded from the analysis of the table that the tourism has very positive impacts on the culture of the region. The teenagers followed some objectionable activities from the visiting tourists which are not liked by our society. This kind of practices adopted by teenagers or even newly married couples left some negative impact on the society which should be avoided out rightly.

Table 8.9
Chi- Square Values

S.N.	Statement / Responses	Chi – Square
1	The tourists inflow is responsible for preservation of cultural monuments and ruins	71.920
2	It is responsible for rediscovery of lost traditions	72.670
3	It spread the knowledge and better understanding of the culture	124.360
4	It is responsible for the deterioration of traditional art	90.120
5	It is responsible for the cultural identity	117.520
6	Tourism is responsible for our deteriorated culture which affects our school / college going teenagers	46.810

Table value of Chi-square for $v = 3$, $x^2_{0.05} = 7.815$

In table 8.9 the answers of the local residents are collected and analysed by using chi-square test to know the significance. While applying the χ^2 test, the calculated values are found greater than the table values. These values are as follows from variable – 1 to 6, 71.920, 72.670, 124.360, 90.120, 117.520 and 46.810 respectively. Hence the hypothesis is rejected and these calculated values are significant at 0.5% level. This shows that the responses of the local people over these cultural parameters are different. They are not considered to be equally distributed among the four allocates of these cultural parameters.

Table 8.10
Weighted Arithmetic Mean

Weighted Scores				Total	Weighted Arithmetic Mean
392	538	228	10	1168	2.92
256	726	196	16	1194	2.985
440	660	132	4	1236	3.09
256	618	208	26	1108	2.77
120	606	292	22	1040	2.6
176	582	324	00	1082	2.705

From the weighted arithmetic means it can be interpreted that the responses of the majority of the local respondents over the third variable namely tourism spread the knowledge and between understanding of the culture falls between “to some extent” and “too much” options because its mean value is 3.09 whereas rest of the mean values indicates that responses of majority respondents falls between “not at all” and “to some extent” options while asking the cultural impacts of the tourism.

Table 8.11
Zero – order Correlation Matrix

	Vari – 1	Vari – 2	Vari – 3	Vari - 4	Vari – 5	Vari - 6
Vari – 1	1.000					
Vari – 2	0.831 ⁺	1.000				
Vari – 3	0.873 ⁺	0.828 ⁺	1.000			
Vari – 4	0.904 ⁺	0.890 ⁺	0.810 ⁺	1.000		
Vari – 5	0.814 ⁺	0.754 ⁺	0.743 ⁺	0.863 ⁺	1.000	
Vari – 6	0.811 ⁺	0.782 ⁺	0.716 ⁺	0.834 ⁺	0.901 ⁺	1.000

Note: - ⁺Correlation is significant at the 0.01 level (2 tailed)

In the analysis table 8.11 the zero-order correlation matrix is used to the responses of the local people over the cultural impacts. As per the correlation matrix variable 1 is positively correlated at high degree with variable 2(.831⁺), variable 3(.873⁺), variable 4(.904⁺), variable 5(.814⁺) and variable 6(.811⁺). Variable 2 is positively correlated at high degree with variable 3(.828⁺) variable 4(.890⁺), variable 5(.754⁺) and variable 6(.782⁺). Variable 3 is positively correlated at high degree with variable 4(.810) and positively correlated at moderate degree with variable 5(.743⁺) and variable 6(.716⁺). Variable 4 is positively correlated at high degree with variable 5 (.863⁺) and variable 6(.834⁺). Variable 5 is positively correlated at high degree with variable 6 (.901⁺). All the correlations are significant at 0.01 percent level of significance. This reveals the opinion of the respondents over these indicators of cultural impacts is more or less similar during the period under study.

Various Socio-Cultural Impacts

Table 8.12
Various Socio-Cultural Impacts
(Responses of Local Residents)

S.N.	Statement / Responses	Too much	To some extent	Not at all	No Responses	Total
1	The increased tourist inflow change the life style of local people	184 (46)	204 (51)	12 (3)	0	400 (100)
2	Tourist inflows improved the self image of the community	112 (28)	224 (56)	40 (10)	24 (6)	400 (100)
3	It increases the educational opportunity to the children of the area	86 (21.5)	240 (60)	60 (15)	14 (3.5)	400 (100)
4	It provides the opportunity to the local people to learn something new	154 (38.5)	226 (56.5)	20 (5)	0	400 (100)
5	Tourist inflows provide the guidelines for modernization in infrastructural facilities	132 (33)	208 (51.5)	62 (15.5)	0	400 (100)
6	It gives the concept of social interaction which further boost	118 (29.5)	228 (57)	22 (5.5)	32 (8)	400 (100)

	the natural integration among the tourists and hosts					
7	Tourism responsible for the overall regional growth	112 (28)	164 (41)	106 (26.5)	18 (4.5)	400 (100)
8	To a large extent tourist inflows responsible for social changes like: i. Loss of moral values ii. Increased prostitution iii. Gambling iv. Problems of drainage and sanitation. v. Adoption of westernized culture vi. Scarcity of water and electricity.	106 (26.5)	152 (38)	142 (35.5)	0	400 (100)
9	Tourist inflows a fact on the local language of the people.	86 (21.5)	204 (51)	102 (25.5)	8 (2)	400 (100)
10	It leads towards over crowding and congestion.	100 (25)	196 (49)	66 (16.5)	38 (9.5)	400 (100)
11	Tourist inflows increases the occupational mobility	134 (33.5)	202 (50.5)	26 (6.5)	18 (4.5)	400 (100)
12	Do you fee that the host tents to emulate the tourists' life style?	98 (24.5)	242 (60.5)	46 (11.5)	14 (3.5)	400 (100)
13	Tourist inflows create awareness among the rural youth which leads them towards urbanization.	132 (33)	214 (53.5)	54 (13.5)	0	400 (100)

Source : Data collected through questionnaires.

Note : Figure in Parenthesis are in percentage.

The analysis of table 8.12 revealed the socio-cultural impacts in relation to statement that the increased tourism inflows change the life style of local people, 51% of the respondents said “to some extent” followed by 46% who replied “too much” and 3% said “not at all”. Approximately 95% locals agreed have agreed that with the increase of tourists’ inflow, the lifestyle of local people has been changed. Regarding the question that tourists’ inflows improved the self image of the community 56% locals agreed “to some extent”, 28% agreed “too much” and 10% said not at all. It is revealed from the analysis that the local people learned something and also got exposure from the tourists visiting to the region. Thus, addition of getting the

economic benefit in the shape of expenditure made on traveling, staying, food and beverages and shopping from the tourists, the people are also getting positive social and culture impacts which dealing with the domestic as well foreign tourists. While asking about the statement that tourism increases the educational opportunity to the children of the area 60% agreed “to some extent” following by 21.5% agreed “too much” while 15% said not at all and 3.5% has not given any response. Tourism provides the opportunity to the local people to learn something new, 56.5% respondents agreed “to some extend” and 38.5% agreed “too much” whereas 5% said “not at all”. Regarding the tourist provides guidelines for the modernization in infrastructural facilities 84.5% respondents agreed with this whereas 15.5% not agreed. While asking about the statement that it gives concept of social interaction which further boost the natural integration among the tourists and hosts 57% said “to some extent” and 29.5% said “too much” and only 5.5 % said not at all. Thus majority of the local residents are fully agreed with these positive social and cultural impacts. Thus regarding tourism responsible for the overall regional growth 28% respondents is “too much” agreed and 41% are “to some extent” whereas 26.5% are not agreed. The opinion of the 26.5% respondents is “too much” agreed, 38% are “to some extent” whereas 35.5% not agreed with the statement that to a large extent tourist inflows responsible for social charges like loss of moral values, increased prostitution, gambling, problem of drainage and sanitation, adoption of westernized culture and scarcity of water and electricity etc. the responses of the local residents regarding the statement that tourist inflows affect on the local language of the people. 51% agreed “to some extent”, 21.5 % “too much” while 25.5% “not at all”. Thus regarding tourism leads towards overcrowding, and congestion 74% replied in favour and 26% replied against. But it is observed and seen that during, peak season i.e. summer and winter particularly or the eve of New Year and also during snowfall there is heavy rush of tourists. The opinion of 33.5% respondents is “too much” agreed and 50.5% are “to some extent” whereas 6.5% are not agreed and 4.5% refused with the statement that tourist inflow increases the occupational mobility. It is revealed that the people of the tourist places has recognized the importance of the tourism and majority of them adopted and started their carriers in tourism and its allied activities by leaving their parental or traditional occupations. Now the question that the hosts tends to emulate tourists life style, the 24.5% said “too much”, 60.5% said “to some extent” whereas 11.5% replied “not at all” and 3.5 % respondents have not given any response. Regarding the statement that tourist inflows creates awareness among the rural youth which leads them to urbanization, 33% respondents said “too much”,

53.5% said “to some extent” whereas 13.5% respondents said “not at all”. But it is found that majority of youth who moved from rural areas to urban to get the benefits from the tourist inflows are from the vicinity of some rural areas only and youths of remote rural areas still do not aware about the importance of the tourism.

Table 8.13
Chi- Square Values

S.N.	Statement / Responses	Chi – Square
1	The increased tourist inflow change the life style of local people	86.470
2	Tourist inflows improved the self image of the community	124.480
3	It increases the educational opportunity to the children of the area	143.960
4	It provides the opportunity to the local people to learn something new	81.970
5	Tourist inflows provide the guidelines for modernization in infrastructural facilities	38.890
6	It gives the concept of social interaction which further boost the natural integration among the tourists and hosts	137.080
7	Tourism responsible for the overall regional growth	46.123
8	To a large extent tourist inflows responsible for social changes like: i. Loss of moral values ii. Increased prostitution iii. Gambling iv. Problems of drainage and sanitation. v. Adoption of westernized culture vi. Scarcity of water and electricity.	4.390
9	Tourist inflows a fact on the local language of the people.	97.400
10	It leads towards over crowding and congestion.	71.080
11	Tourist inflows increases the occupational mobility	110.800
12	Do you fee that the host tends to emulate the tourists’ life style?	152.400
13	Tourist inflows create awareness among the rural youth which leads them towards urbanization.	48.010

Table value of Chi-square for $v = 3$, $x^2_{0.05} = 7.815$

To conclude the data in a meaningful manner and to find out these social and cultural impacts, χ^2 test is used in table 8.13. The hypothesis is that the responses of the local residents are equally distributed among the four options of these thirteen parameters. According to the result of the χ^2 , it is observed that the calculated χ^2 values of these variables are greater than the table value (for $V=3$, $\chi^2 = 7.815$) and are significant at 0.05% level of significance (except for variable 8). Thus the hypothesis is rejected in all variables (except variable 8). Hence there is significant difference among the respondents over the opinion of social and cultural impacts (except variable 8).

Table 8.14
Weighted Arithmetic Mean

Weighted Scores				Total	Weighted Arithmetic Mean
736	612	24	00	1372	3.43
448	672	80	24	1224	3.06
344	720	120	14	1198	2.995
616	678	40	00	1334	3.335
528	618	124	00	1270	3.175
472	684	44	32	1232	3.08
448	492	212	18	1170	2.925
424	456	284	00	1164	2.91
344	612	204	08	1168	2.92
400	588	132	38	1158	2.895
536	606	52	18	1212	3.03
392	726	92	14	1224	3.06
528	642	108	00	1278	3.195

In table 8.14 the weighted arithmetic means are calculated from the responses of local people which are included in this study. As per the weighted arithmetic mean values the variables 1,2,4,5,6,11,12 and 13 have 3.43, 3.06, 3.335, 3.175, 3.08, 3.03, 3.06 and 3.195 mean value respectively. These values indicate that the responses of the majority of respondents fall between “to some extent” and “too much” options. Whereas the rest of the mean values depict that the respondents selected “not at all” and “to some extent” options while replying to the social and cultural impacts of the tourism. Thus it may be concluded that the results achieved on the basis of weighted arithmetic means also support to the results based on percentage method.

Table 8.15
Zero-order Correlation Matrix

	Vari -1	Vari-2	Vari-3	Vari-4	Vari-5	Vari-6	Vari-7	Vari-8	Vari-9	Vari-10	Vari-11	Vari-12	Vari-13
Vari-1	1.000												
Vari-2	0.712 ⁺	1.000											
Vari-3	0.691 ⁺	0.906 ⁺	1.000										
Vari-4	0.855 ⁺	0.807 ⁺	0.747 ⁺	1.000									
Vari-5	0.761 ⁺	0.915 ⁺	0.847 ⁺	0.839 ⁺	1.000								
Vari-6	0.700 ⁺	0.954 ⁺	0.864 ⁺	0.796 ⁺	0.903 ⁺	1.000							
Vari-7	0.780 ⁺	0.908 ⁺	0.849 ⁺	0.825 ⁺	0.869 ⁺	0.878 ⁺	1.000						
Vari-8	0.774 ⁺	0.799 ⁺	0.782 ⁺	0.777 ⁺	0.826 ⁺	0.765 ⁺	0.925 ⁺	1.000					
Vari-9	0.735 ⁺	0.829 ⁺	0.906 ⁺	0.744 ⁺	0.813 ⁺	0.793 ⁺	0.899 ⁺	0.872 ⁺	1.000				
Vari-10	0.718 ⁺	0.908 ⁺	0.897 ⁺	0.766 ⁺	0.869 ⁺	0.899 ⁺	0.923 ⁺	0.860 ⁺	0.922 ⁺	1.000			
Vari-11	0.710 ⁺	0.929 ⁺	0.826 ⁺	0.776 ⁺	0.962 ⁺	0.920 ⁺	0.841 ⁺	0.760 ⁺	0.791 ⁺	0.877 ⁺	1.000		
Vari-12	0.702 ⁺	0.943 ⁺	0.939 ⁺	0.774 ⁺	0.883 ⁺	0.915 ⁺	0.860 ⁺	0.790 ⁺	0.856 ⁺	0.908 ⁺	0.896 ⁺	1.000	
Vari-13	0.760 ⁺	0.903 ⁺	0.831 ⁺	0.848 ⁺	0.978 ⁺	0.929 ⁺	0.865 ⁺	0.817 ⁺	0.800 ⁺	0.865 ⁺	0.943 ⁺	0.876 ⁺	1.000

Note: ⁺ Correlation is significant at the 0.01 level (2 tailed)

The zero order correlation matrix revealed in table 8.15 that variable 1 is positively correlated at high degree with variable 4(.855⁺), variable 5(.761⁺), variable 7(.770⁺), variable 8(.774⁺), and variable 13(.760⁺) and positively correlated at moderate degree with variable 2(.712⁺), variable 3(.691⁺), variable 6(.700⁺), variable 9(.735⁺), variable 10 (.718⁺), variable 11 (.710⁺) and variable 12 (.702⁺). Variable 2 is positively correlated at high degree with variable 3 (.906⁺) variable 4(.807⁺), variable 5(.915⁺), variable 6 (.954⁺) variable 7(.908⁺), variable 8(.799⁺), variable 9 (.829⁺), variable 10 (.908⁺), variable 11 (.929⁺), variable 12 (.943⁺) and variable 13(.903⁺). Variable 3 is positively correlated at high degree with variable 5(.847⁺), variable 6 (.864⁺) variable 7(.849⁺), variable 8(.782⁺), variable 9 (.906⁺), variable 10 (.897⁺), variable 11 (.862⁺), variable 12 (.939⁺) and variable 13(.831⁺). Variable 4 is positively correlated at high degree with variable 5(.839⁺), variable 6 (.796⁺) variable 7(.825⁺), variable 8(.777⁺), variable 10 (.766⁺), variable 11 (.776⁺), variable 12 (.774⁺) and variable 13(.848⁺). Variable 5 is positively correlated at high degree with variable 6 (.903⁺) variable 7(.869⁺), variable 8(.826⁺), variable 9 (.813⁺), variable 10 (.869⁺), variable 11 (.962⁺), variable 12 (.883⁺) and variable 13(.978⁺). Variable 6 is positively correlated at high degree with variable 7(.878⁺), variable 8(.765⁺), variable 9 (.793⁺), variable 10 (.899⁺), variable 11 (.920⁺), variable 12 (.915⁺) and variable 13(.929⁺). Variable 7 is positively correlated at high degree with variable 8(.925⁺), variable 9 (.899⁺), variable 10 (.923⁺), variable 11 (.841⁺), variable 12 (.860⁺) and variable 13(.865⁺). Variable 8 is positively correlated at high degree with variable 9 (.872⁺), variable 10 (.860⁺), variable 11 (.760⁺), variable 12 (.790⁺) and variable 13(.817⁺). Variable 9 is positively correlated at high degree with variable 10 (.922⁺), variable 11 (.791⁺), variable 12 (.856⁺) and variable 13(.800⁺). Variable 10 is positively correlated at high degree with variable 11 (.877⁺), variable 12 (.908⁺) and variable 13(.865⁺). Variable 11 is positively correlated at high degree with variable 12 (.896⁺) and variable 13(.943⁺). Variable 12 is positively correlated at high degree with variable 13(.876⁺) and all the above mentioned correlations are significant at 0.01 % level, indicates that the local residents responded to these variables more or less similarly while commenting on the social and cultural impacts from tourism. On the basis of the above analysis it is concluded that the responses of the local resident regarding asked questions is towards the same directions i.e. The increased tourist inflow change the life style of local people, improved the self image of the community, increases the educational opportunity to the children of the area, provides the opportunity to the local people to learn something new, provide the guidelines for modernization in infrastructural facilities, gives the concept of social interaction which further boost the natural integration among the tourists and hosts, responsible for the overall regional growth, responsible for social changes, affect on the local language of the people, leads towards overcrowding and congestion, increases the occupational mobility, host tends to emulate the tourists' life style, create awareness among the rural youth which leads them towards urbanization.