PERCEPTION OF LOCAL COMMUNITY ABOUT TOURISM DEVELOPMENT AND ITS IMPACTS
CHAPTER 6
PERCEPTION OF LOCAL COMMUNITY ABOUT ALTERNATIVE TOURISM DEVELOPMENT AND ITS IMPACTS

About the Chapter:
This chapter has taken into consideration the local community perception about tourism development and the various impacts associated with it in three districts namely Kinnaur, Lahaul-Spiti and Chamba. The various attitudinal statements related with various impacts are divided into various sub sections like social, economic and environment. Overall, local people of Chamba, Lahaul and Kinnaur expressed their positive views on the impacts of tourism on them. Yet, they have shown some concern for some negative impacts of tourism especially about the impacts of tourism on the environment. According to them, the construction of hotels and other tourism facilities have destroyed the local environment of the region. Local people have shown strong opinion for rest of the statements about the impacts of tourism. Further, they agreed that tourism is playing a major role in the development and increasing of the standard of living of the local people and also in providing employment to them.

6.1 Local community and Alternative tourism
Community refers to a heterogeneous group of people who share residence in the same geographic area and access a set of local natural resources. The degree of social cohesion and differentiation, strength of common beliefs and institutions, cultural diversity and other factors vary widely within and among communities. Communities are the traditional stewards of the many of the world’s natural areas, but since the great waves of colonization of tropical countries by Europeans they have largely been excluded from the management decisions with respect to their development and even their self-determination. In recent decades, this exclusion has been manifest in economic development, not least in the
tourism sector. Tourism tends to be managed by private companies located in distant places and even in foreign also. Traditionally, the state has sought to deny local people access to and participation in activities in protected natural areas and tourism related activities. Consequently, community members have not been recognized as stakeholders and have been marginalized from nature tourism opportunities around the world.

In recent years, with the development of various forms of Alternative tourism around the world, India and even in Himachal Pradesh including the tribal districts of the State, conservationists, tourism professional, research scholars and Government of every state and every country have come to recognize the crucial role that rural, coastal and tribal communities play in conserving biodiversity, especially in the development of Eco tourism, adventure tourism, nature based tourism and community based tourism etc in their area. For example in the tribal and rural areas of Himachal Pradesh, Government has started a Home stay scheme to promote Alternative forms of tourism like rural tourism etc. Therefore, today governments have developed mechanisms to incorporate these communities as stakeholders into the planning and management process. At the same time, the growing interest by the tourists in learning from and experiencing different cultures has led the tourism industry to incorporate communities into its activities. This has led to a growing awareness by communities of the opportunities tourism presents. Today local community has become a key stakeholder in the tourism related development in the region. Further, it is the local community who experiences positive and negative impacts of the tourism development. Hence in this chapter, an exploratory study has been done to examine the perceptions of local residents of the tribal areas on tourism development and its impacts and other related issues. Therefore, the chapter has been started with the general profile of the local community and then to examine their perceptions about tourism development and its impacts.
6.2 PROFILE OF LOCAL COMMUNITY SURVEYED

Here the local community were surveyed with the help of a set of questionnaire designed for this purpose. The questions on profile included the gender, age, education level, occupation and marital status of the respondents.

GENDER OF THE RESPONDENTS

The Table 6.1 and fig. 6.1 presents the classification of 300 respondents on the basis of their gender in three tribal districts of Himachal Pradesh. In the survey total 300 respondents were covered, selecting 100 from each district. It is evident from the Table that out of total 300 respondents 167 (55.7%) are male respondents while the female respondents are 133 (44.3%).

Table 6.1

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Lahaul- Spiti No. of Respondents</th>
<th>Kinnaur No. of Respondents</th>
<th>Chamba No. of Respondents</th>
<th>Total No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>60 (20%)</td>
<td>55 (18.33%)</td>
<td>52 (17.33%)</td>
<td>167 (55.66%)</td>
</tr>
<tr>
<td>FEMALE</td>
<td>40 (13.33%)</td>
<td>45 (15%)</td>
<td>48 (16%)</td>
<td>133 (44.34%)</td>
</tr>
<tr>
<td>Total</td>
<td>100 (33.33%)</td>
<td>100 (33.33%)</td>
<td>100 (33.33%)</td>
<td>300 (100%)</td>
</tr>
</tbody>
</table>

Source: Data collected with the help questionnaires
If we talk about the gender of the respondents district wise, in Lahaul-Spiti district the male respondents were 60 (20%) while 40 (13.33%) were female respondents. In Kinnaur district 55 (18%) were male respondents while female respondents were 45 (15%). In Chamba district the number of male respondents was 52 (17.33%) while female respondents were 48 (16%).

Hence from the table it can be concluded that majority of the respondents who have been surveyed are male respondents followed by female. Further, it is observed that the number of males are far exceeding than female in Lahaul Spiti district whereas in Kinnaur and Chamba the difference between number of male and female respondents is not so much.
The Table 6.2 and fig. 6.2 categorizes the local community on the basis of their age. It is evident from the Table 6.2 and fig 6.2 that out of total 300 respondents the number of respondents lying between the age group below 25 are 107 (35.7%), the number of respondents lying in the age group between 25-40 are 99 (33.0%). There are 94(31.3%) respondents who lie within the age group of above 40.

**TABLE 6.2**

<table>
<thead>
<tr>
<th>Age of Respondents</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25</td>
<td>107</td>
<td>35.7</td>
</tr>
<tr>
<td>25-40</td>
<td>99</td>
<td>33.0</td>
</tr>
<tr>
<td>40- above</td>
<td>94</td>
<td>31.3</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Source: Data collected through questionnaires*

**GRAPH 6.2**

*Source: Primary Survey*
Hence it can be concluded from the table and Figure that the respondents who have been surveyed are of mix age group. It is evident from the table that the difference between each age group is not more than 2%. Hence it can be concluded that the respondents of every age group have been covered for the study.

**MARITAL STATUS OF THE RESPONDENTS**

The Table 6.3 and figure 6.3 classifies the local community on the basis of their marital status. It is evident that 154 (51.3%) of the respondents are married while 141 (47.0%) are unmarried respondents.

**TABLE 6.3**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>154</td>
<td>51.3</td>
</tr>
<tr>
<td>Unmarried</td>
<td>141</td>
<td>47.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Source: Data collected with the help of questionnaires*

**GRAPH 6.3**

**MARITAL STATUS OF RESPONDENTS**

*Source: Primary Survey*
Hence it can be concluded from the table and Figure that majority of the respondents are married followed by unmarried respondents. But again it has been observed from the table and figure that the difference between married and unmarried is not so much which is close to 3% only. Hence it can be concluded that both married and unmarried respondents have almost taken equally for the study.

**EDUCATION LEVEL OF THE RESPONDENTS**

The Table 6.4 and fig. 6.4 classifies the educational level of local community. It is evident from the Table that 30 (10.0%) of the respondents belong to matric level whereas 89 (29.7%) of the respondents belong to secondary level of education while 112 (37.3%) are the graduate respondents, which form the highest number of respondents group. 44 (14.7%) of the respondents have post graduate level of education. Whereas only 15 (5.0%) of the respondents have their education level above post graduation and 10 (3.3%) of the local people belong to other categories.

**TABLE 6.4**

**EDUCATION LEVEL OF THE RESPONDENTS**

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matric</td>
<td>30</td>
<td>10.0</td>
</tr>
<tr>
<td>Secondary</td>
<td>89</td>
<td>29.7</td>
</tr>
<tr>
<td>Graduate</td>
<td>112</td>
<td>37.3</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>44</td>
<td>14.7</td>
</tr>
<tr>
<td>Above PG</td>
<td>15</td>
<td>5.0</td>
</tr>
<tr>
<td>Others (Professional courses etc.)</td>
<td>10</td>
<td>3.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

*Source: data collected through questionnaires*
Hence it can be concluded from the table and Figure, that majority of the respondents are graduate followed by secondary education level. The third highest group on the basis of education level is Post Graduate and even some respondents are also above post graduate level. Further, it has been observed during the survey that above post graduate group has some respondents who are doing research in different universities. Hence we can conclude from the above mentioned figure on education level of the respondents that now the literacy rate as well as education level of tribal areas is increasing day by day.

**OCCUPATION OF THE RESPONDENTS**

The Table 6.5 classifies the local community on the basis of their occupation. It is evident 50 (16.7%) respondents were public sector employee and 35 (11.7%) respondents were private sector employee, 59 (19.7%) were business men and 111 (37.0%) were students. There were 45 (15.0%) respondents who belong to other categories of professions/occupation.
### TABLE 6.5

**OCCUPATION OF THE RESPONDENTS**

<table>
<thead>
<tr>
<th>OCCUPATION OF RESPONDENTS</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public sector employee</td>
<td>50</td>
<td>16.7</td>
</tr>
<tr>
<td>Private sector employee</td>
<td>35</td>
<td>11.7</td>
</tr>
<tr>
<td>Businessman</td>
<td>59</td>
<td>19.7</td>
</tr>
<tr>
<td>Student</td>
<td>111</td>
<td>37.0</td>
</tr>
<tr>
<td>Others (Housewife etc.)</td>
<td>45</td>
<td>15.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>300</td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Source: Data collected through the questionnaires*

### GRAPH 6.5

**OCCUPATION OF THE RESPONDENTS**

*Source: Primary Survey*
Hence it can be concluded from the table and Figure that majority of the respondents are students followed by businessman. Further, it has been observed that in tribal areas less people were engaged in private and government jobs. Most of the people are engaged in their own business like tourism business or agriculture especially apple orchards and peas and potatoes cultivation. Most of the female respondents surveyed were housewives. It was observed during the survey that students have very good knowledge about tourism development and its impacts in their areas than the businessman, housewives, and public and private sector employees. Hence from this we can conclude that the coming generation is aware about the benefits and debenefits of tourism.

6.3 TOURISM IMPACTS

Tourism is widely recognized as a potential base, engine of growth that may improve quality of life as well as standard of living of the people. The major positive impacts of tourism development include such as employment opportunities, tax revenues, festivals, restaurants, preservation of natural and cultural attractions and outdoor recreational activities etc. But besides these positive impacts however, some negative impacts have also been observed on the quality of life with the passage of time. These can be in form of crowding, traffic and parking problems, increased crime, increased cost of living, increased prices of goods and services, conflicts between hosts and tourists and changes in the way of life of the locals. Hence, in order to sustain any form of tourism development, residents should be the focal point of the development. Today as the range of types of tourism increases, consideration of socio-cultural influences in addition to economic and environmental impacts of tourism is imperative. Therefore, a comprehensive opinion of the local community can further play an important role in the sustainable development of tourism.
6.3.1 LOCAL COMMUNITY PERCEPTIONS ABOUT TOURISM IMPACTS

Tourism has been seen as a positive agent of change for many communities due to its economic impacts in the form of employment generation, increase in infrastructure, tax revenue etc. However, while tourism development is usually proved on the basis of these positive impacts, but it is often challenged on the grounds of its negative impacts on society as well as on the environment.

Today tourism development especially Alternative tourism development is totally based on the participation of local community. Without local community tourism cannot become successful. Therefore, the support of the host community is a precondition for the sustainable development of tourism. Hence by knowing the views of local community about tourism and its impacts, planning for future development of tourism can be done effectively. In this regard, the survey of local community from three selected districts was done. The three districts selected were Kinnaur, Lahaul-Spiti and Chamba. The respondents were asked to rank their perceptions about tourism development and its impacts in the community. For this purpose 5 point scale was used in which various statements were situated on a 5 point scale with 1 for strongly disagree, and 5 for strongly agree.

The analysis of the various responses of the local community about all the statements is as given in the table.
TABLE: 6.6
Community Perceptions about Socio-cultural, Economic and Environmental Impacts of tourism

<table>
<thead>
<tr>
<th>Physical and social impacts of tourism</th>
<th>Extent of Awareness</th>
<th>Total</th>
<th>Mean</th>
<th>S.D</th>
<th>VAR</th>
<th>Skewness</th>
<th>Chi-square</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SDA</td>
<td>DA</td>
<td>Neutral</td>
<td>A</td>
<td>SA</td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Tourism promotes ethnic culture</td>
<td>0</td>
<td>5 (1.66)</td>
<td>25 (8.33)</td>
<td>231 (77)</td>
<td>39 (13)</td>
<td>300 (100)</td>
<td>4.01</td>
<td>.530</td>
</tr>
<tr>
<td>2. Tourism has led to an increase in infrastructure for local people</td>
<td>15 (5)</td>
<td>10 (3.33)</td>
<td>44 (14.6)</td>
<td>10 (3.33)</td>
<td>74 (24.6)</td>
<td>300 (100)</td>
<td>3.88</td>
<td>.983</td>
</tr>
<tr>
<td>3. The money that tourism brings in is of benefit to whole community</td>
<td>0</td>
<td>25 (8.3)</td>
<td>99 (33)</td>
<td>151 (50.33)</td>
<td>25 (8.33)</td>
<td>300 (100)</td>
<td>3.59</td>
<td>.760</td>
</tr>
<tr>
<td>4. Tourism impacts are advantageous to our family</td>
<td>0</td>
<td>39 (13)</td>
<td>68 (22.6)</td>
<td>183 (61)</td>
<td>10 (3.33)</td>
<td>300 (100)</td>
<td>3.55</td>
<td>.759</td>
</tr>
<tr>
<td>Question</td>
<td>Mean</td>
<td>95% CI</td>
<td>Std Dev</td>
<td>SE</td>
<td>Lower CI 95%</td>
<td>Upper CI 95%</td>
<td>Economic Impacts</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------</td>
<td>-------------</td>
<td>---------</td>
<td>-------</td>
<td>--------------</td>
<td>---------------</td>
<td>------------------</td>
<td></td>
</tr>
<tr>
<td>5. Our household's standard of living is higher because of money that tourists spend here</td>
<td>19</td>
<td>(6.3)</td>
<td>1.193</td>
<td>0.337</td>
<td>-0.337</td>
<td>1.423</td>
<td>48.200</td>
<td></td>
</tr>
<tr>
<td>6. Tourism benefits a small group of people in the region</td>
<td>0</td>
<td>(8.33)</td>
<td>1.423</td>
<td>0.337</td>
<td>0.051</td>
<td>0.711</td>
<td>88.240</td>
<td></td>
</tr>
<tr>
<td>7. Tourism impacts are advantageous to the economy of local area</td>
<td>10</td>
<td>(3.33)</td>
<td>3.66</td>
<td>0.337</td>
<td>0.928</td>
<td>0.862</td>
<td>203.633</td>
<td></td>
</tr>
<tr>
<td>8. Tourism impacts are advantageous to employment in local area</td>
<td>5</td>
<td>(1.66)</td>
<td>3.68</td>
<td>0.337</td>
<td>0.845</td>
<td>0.715</td>
<td>274.600</td>
<td></td>
</tr>
<tr>
<td>9. Tourism attracts more spending in the region</td>
<td>0</td>
<td>(13.3)</td>
<td>3.87</td>
<td>0.337</td>
<td>0.937</td>
<td>0.878</td>
<td>117.813</td>
<td></td>
</tr>
<tr>
<td>10. Tourism attracts more investment in the region</td>
<td>0</td>
<td>33 (11)</td>
<td>53 (17.6)</td>
<td>115 (38.3)</td>
<td>99 (33)</td>
<td>300 (100)</td>
<td>3.93</td>
<td>.972</td>
</tr>
<tr>
<td>11. There should be govt. incentives for alternative forms tourism development in the region</td>
<td>15 (5)</td>
<td>10 (3.33)</td>
<td>25 (8.33)</td>
<td>176 (58.66)</td>
<td>74 (24.66)</td>
<td>300</td>
<td>3.95</td>
<td>.956</td>
</tr>
<tr>
<td>12. Prices of goods and services in the region have increased because of tourism</td>
<td>0 (3)</td>
<td>25 (8.33)</td>
<td>30 (10)</td>
<td>131 (43.66)</td>
<td>114 (38)</td>
<td>300</td>
<td>4.11</td>
<td>.896</td>
</tr>
<tr>
<td>13. There should be specific tax on tourists</td>
<td>0 (3.33)</td>
<td>10 (33)</td>
<td>118 (39.33)</td>
<td>127 (42.33)</td>
<td>45 (15)</td>
<td>300</td>
<td>3.69</td>
<td>.763</td>
</tr>
<tr>
<td>14. Tourism creates more jobs for outsiders than for local people in the region</td>
<td>5 (1.6)</td>
<td>63 (21)</td>
<td>73 (24.33)</td>
<td>124 (41.33)</td>
<td>35 (11.66)</td>
<td>300</td>
<td>3.40</td>
<td>.999</td>
</tr>
<tr>
<td>15. Local community should control tourism development</td>
<td>10 (3.33)</td>
<td>20 (6.66)</td>
<td>29 (9.6)</td>
<td>161 (53.6)</td>
<td>80 (26.6)</td>
<td>300</td>
<td>3.94</td>
<td>.964</td>
</tr>
<tr>
<td>---</td>
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<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Tourism provides initiative for the restoration of historic buildings</td>
<td>5 (1.66)</td>
<td>26 (8.66)</td>
<td>30 (10)</td>
<td>195 (65)</td>
<td>45 (15)</td>
<td>300</td>
<td>3.83</td>
<td>.841</td>
</tr>
<tr>
<td>The construction of hotels or other tourist facilities have destroyed the natural environment in the region</td>
<td>0 (0)</td>
<td>10 (3.33)</td>
<td>20 (6.66)</td>
<td>192 (66)</td>
<td>78 (26)</td>
<td>300</td>
<td>4.41</td>
<td>1.022</td>
</tr>
<tr>
<td>Tourism provides an incentive for the conservation of natural resources</td>
<td>0 (0)</td>
<td>60 (20)</td>
<td>132 (44)</td>
<td>98 (32.66)</td>
<td>10 (3.33)</td>
<td>300</td>
<td>3.19</td>
<td>.790</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements</td>
<td>Extent of Awareness</td>
<td>Total</td>
<td>Mean</td>
<td>S.D</td>
<td>V</td>
<td>Skewness</td>
<td>Chi-square</td>
<td>p-value</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>---------------------</td>
<td>-------</td>
<td>------</td>
<td>------</td>
<td>-----</td>
<td>----------</td>
<td>------------</td>
<td>---------</td>
</tr>
<tr>
<td>Tourism is one of the factors responsible for growth in the region</td>
<td></td>
<td>0</td>
<td>3.35</td>
<td>1.085</td>
<td>.51</td>
<td>.951</td>
<td>24.427</td>
<td>.000</td>
</tr>
<tr>
<td>Tourism inflow increases the occupational opportunities.</td>
<td></td>
<td>0</td>
<td>3.73</td>
<td>.545</td>
<td>.297</td>
<td>-1.321</td>
<td>403.333</td>
<td>.000</td>
</tr>
<tr>
<td>Tourism inflow creates awareness among local youth which lead them towards urbanization.</td>
<td></td>
<td>0</td>
<td>3.65</td>
<td>.749</td>
<td>.562</td>
<td>-.775</td>
<td>233.227</td>
<td>.000</td>
</tr>
<tr>
<td>Tourism inflows provide guidelines for modernization in infrastructure facilities</td>
<td></td>
<td>10</td>
<td>3.88</td>
<td>.916</td>
<td>.839</td>
<td>-1.343</td>
<td>349.167</td>
<td>.000</td>
</tr>
<tr>
<td>Tourism inflows provide foreign exchange to the state</td>
<td></td>
<td>5</td>
<td>3.87</td>
<td>.863</td>
<td>.745</td>
<td>-8.39</td>
<td>241.267</td>
<td>.000</td>
</tr>
</tbody>
</table>

**Tourism and community**
<table>
<thead>
<tr>
<th>It increases the education opportunities to the children of an area</th>
<th>0</th>
<th>39 (13)</th>
<th>64 (21.3)</th>
<th>143 (47.6)</th>
<th>54 (18)</th>
<th>300</th>
<th>3.71</th>
<th>.911</th>
<th>.830</th>
<th>- .428</th>
<th>86.427</th>
<th>.000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist inflow improved the self-image of the community</td>
<td>0</td>
<td>25 (8.3)</td>
<td>55 (18.3)</td>
<td>195 (65)</td>
<td>25 (8.3)</td>
<td>300</td>
<td>3.73</td>
<td>.728</td>
<td>.531</td>
<td>- .848</td>
<td>264.000</td>
<td>.000</td>
</tr>
<tr>
<td>It provides the opportunities to local people to learn something new</td>
<td>5 (1.6)</td>
<td>30 (10)</td>
<td>25 (8.3)</td>
<td>191 (63.6)</td>
<td>49 (16.3)</td>
<td>300</td>
<td>3.83</td>
<td>.878</td>
<td>.770</td>
<td>1.156</td>
<td>373.867</td>
<td>.000</td>
</tr>
<tr>
<td>In increases the standard of living of people</td>
<td>5 (1.6)</td>
<td>34 (11.33)</td>
<td>79 (26.3)</td>
<td>148 (49.3)</td>
<td>34 (11.3)</td>
<td>300</td>
<td>3.57</td>
<td>.895</td>
<td>.801</td>
<td>- .575</td>
<td>208.033</td>
<td>.000</td>
</tr>
<tr>
<td>It gives the concept of social interaction which boosts the natural integration among the tourists and host</td>
<td>0</td>
<td>35 (11.6)</td>
<td>69 (23)</td>
<td>167 (55.6)</td>
<td>29 (9.6)</td>
<td>300</td>
<td>3.63</td>
<td>.813</td>
<td>.661</td>
<td>- .550</td>
<td>162.880</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Data collected through questionnaires

SDA- strongly disagree, DA- dis agree, A- Agree, SA- strongly Agree, SD- standard deviation, V-variance
1. **Tourism promotes ethnic culture.**

Local people in Lahaul-Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism promotes ethnic culture. Out of total 300 respondents, 77% of the respondents have agreed with the statement while 13% have strongly agreed with the statement. There were 8.33% of the respondents who have neutral views, and 1.66% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 4.01 which come to agreed level. Further, the moderate value of Standard deviation is supporting the study. The negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant relationship among the responses of the respondents at 5% level of significance which have led to the conclusion that local people have agreed with the statement that tourism promotes ethnic culture of the local community.

**GRAPH6.6**

![Tourism and Ethnic Culture Graph](source: Primary Survey)
Hence it can be concluded that tourism motivates the local community to participate in variety of cultural activities. Further, it has been observed during the survey that the people engaged in cultural activities such as arts, crafts and traditional dances etc. Further, it is observed that Cultural tourism in the tribal areas is quite different from that of urban areas. In urban areas Cultural tourism includes cultural facilities such as museums and theatres. But same form of tourism in tribal and rural areas includes showcasing the traditions of indigenous cultural communities (i.e. festivals and rituals) and their values and lifestyles.

2. Tourism has led to an infrastructural development and improvement for local community
Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts have been asked whether tourism has led to an development and improvement for local community. 24.6% of the respondents have strongly agreed with the statement while 3.33% have agreed with the statement. There were 14.6% of the respondents who have neutral views, and 5% of the respondents have strongly disagree with the statement while 3.33% have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.88 which come to agreed level. The value of SD and variance shows that there is least variation among the responses of respondents. Further the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which has lead to the conclusion that tourism has led to an infrastructural development and improvement for local community.
Hence it can be concluded that tourism has led to an increase in infrastructure for local people. It has been observed during the discussion with the people that government is focusing to promote rural tourism as an Alternate to Mass tourism in the rural areas. To promote rural tourism in the villages, govt has started Home stay scheme and also those households who wants to construct hotels in these areas will be exempted from luxury tax. Hence it becomes clear that govt is focusing on the development of Alternative tourism in the rural and tribal areas which will directly increase and improve the infrastructure for local people.

3. **The money that tourism brings in is of benefit to whole community**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked about their perceptions about the statement that the money that tourism brings in, is of benefit to whole community, It is apparent from the table that majority of the respondents have agreed with the statement. 50.3% of the respondents have agreed with the statement while 8.33% have strongly agreed. There were 33% of the
respondents who have neutral views about the statement and 8.3% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.59 which come to agreed level. The value of SD and variance shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which has led to the conclusion that whole community is benefited by the money that tourism brings to the region.

**GRAPH 6.8**

<table>
<thead>
<tr>
<th>TOURISM AND LOCAL COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>3%</td>
</tr>
</tbody>
</table>

*Source: Primary Survey*

Hence it can be concluded from the table and figure that majority of the people have agreed that whatever money tourists spend in the tribal areas, benefits the whole community. Even, it has been observed that local people are engaged in the tourism related businesses like shopkeepers, guiding and travel agents, all of them are benefited from the tourism. Hence it can be concluded that whatever money tourism brings, provides benefit to whole community, that community can be a travel agent, guide or shopkeeper etc.
4. **Tourism impacts are advantageous to our family**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts have surveyed to give their views about the impacts of tourism. They were asked whether tourism impacts are advantageous to them. In response to the statement 61% of the respondents have agreed with the statement while 3.33% have strongly agreed with the statement. There were 22.6% of the respondents who have neutral views, and 13% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table has been found to be 3.55 which come to agreed level. The value of SD and variance shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism impacts are advantageous to the local community.

**GRAPH 6.9**

![Tourism impacts are advantageous to our family](image)

*Source: Primary Survey*
Hence it can concluded that majority of people have agreed that tourism is not causing any harmful impacts to the local community except on the environment and the positive impacts are advantageous to their family economically as well as socially. It has been observed during the survey that tourism is providing lots of advantages to the local community of the tribal area. One of the main positive impacts that have seen is the attitude of local people towards the tourists. Now local people have changed their traditional thoughts and are now becoming advanced day by day and showing positive attitude towards tourists. This has happened only due to tourism. Tourism development has changed their mentality.

5. Our household’s standard of living is higher because of money that tourists spend here.

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether their household’s standard of living is becoming higher because of money that tourists spend there. In response to the statement 31% respondents have agreed with the statement while 21.3% have strongly agreed with the statement. There were 23% of the respondents who have neutral views, and 18.3% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.43 which come to agreed level. The value of standard deviation shows that there is very less variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which have led to the conclusion that tourism impacts are advantageous to the local community and their household’s standard of living have increased because of tourism.
It is evident from the table and the figure that household’s standard of living has been increased because of money that tourists spend there. It was observed during the survey and personal interaction with the local community that the standard of living includes almost every sphere of their lives starting from their dressing to their thinking. Local people are becoming advanced and even illiterate people can also speak good English and other foreign languages.

6. Tourism impacts are advantageous to the economy of local area.

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism impacts are advantageous to the economy of local area. 16.33% of the respondents have agreed with the statement while 15% have strongly agreed with the statement. There were 11.33% of the respondents who have neutral in ideas about the statement, and 3.33% of the respondents have disagreed with the statement and the same number of the respondents (3.33%) have strongly disagreed with the statement. The
mean score of the sample accordingly to the table was found to be 3.66 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which have led to the conclusion that tourism impacts are advantageous to the economy of local area.

**GRAPH 6.11**

Tourism impacts are advantageous to the economy of local area

![Graph showing responses to tourism impacts]

*Source: Primary Survey*

Hence it can be concluded from the table and figure that majority of the people have favoured that tourism impacts are advantageous to the economy of local area and whereas the second highest responses are in the favour of strongly agree which makes it clear that tourism impacts are advantageous to the economy of local area. It has been observed during the survey that tourism is providing employment to the local people at macro level and at micro level government has been providing the cheaper loans to the households for the development of tourism related projects.
7. Tourism impacts are advantageous in providing employment in local area

The respondents in the study area districts were asked whether tourism impacts are advantageous in providing employment to local people. 55.6% of the respondents have agreed with the statement while 11.6% have strongly agreed with the statement. There were 23% of the respondents who have neutral views, and 8% of the respondents have disagreed and 1.66% of the respondents have strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.68 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism impacts are advantageous in providing employment to the local community.

**GRAPH6.12**

**Tourism and Employment Generation**

- 55.6%, 56%
- 11.6%, 11%
- 8.8%, 9%
- 23%, 23%
- 1.66, 2%

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

*Source: Primary Survey*

Hence it can be concluded from the table and figure that tourism has positive impact on the local people of the tribal districts. Tourism contributes to the employment generation for the local people. Besides primary data collection, some secondary data was also collected from the
Department of tourism; Govt of H.P which shows that in 2013 lots of employment has been generated by the tourism industry. Following table shows the employment generation in the study area i.e. in the districts of Kinnaur, Lahaul Spiti and Chamba respectively.

**TABLE: 6.7**

**EMPLOYMENT GENERATION IN TOURISM IN 2013**

<table>
<thead>
<tr>
<th>DIST</th>
<th>No. of employees in hotels/ guests houses</th>
<th>No. of employees in bar and restaurants</th>
<th>Guides</th>
<th>Travel agents</th>
<th>Photographers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinnaur</td>
<td>550</td>
<td>180</td>
<td>0</td>
<td>24</td>
<td>32</td>
<td>786</td>
</tr>
<tr>
<td>Lahaul-Spiti</td>
<td>443</td>
<td>51</td>
<td>5</td>
<td>52</td>
<td>0</td>
<td>551</td>
</tr>
<tr>
<td>Chamba</td>
<td>704</td>
<td>88</td>
<td>88</td>
<td>27</td>
<td>9</td>
<td>916</td>
</tr>
</tbody>
</table>

Source: Department of tourism, Govt. of H.P

Hence from the above table it becomes clear that tourism is helping in the generation of employment to the local people of the tribal districts.

8. **Tourism attracts more spending in the region**

The respondents in the study area districts were asked whether tourism attracts more spending in the region. In response to this statement 50.6% of the respondents have agreed with the statement while 24.6% have strongly agreed with the statement. There were 11.3% who have neutral views, and 13.3% of the respondents have disagree. The mean score of the sample accordingly to the table was found to be 3.87 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5%
level of significance which led to come to the conclusion that tourism attracts more spending in the region.

**GRAPH 6.13**

Tourism attracts more spending in the region

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.6%</td>
<td>13.3%</td>
<td>11.3%</td>
<td>51%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Source: Primary Survey*

From the table and figure it is evident that majority of the people have favoured that tourism attracts more spending in the region. Further, it has been observed during the survey and interaction with the local people that the government has been started to work in collaboration with the private sector to spend in the tribal regions for the development and promotion of tourism on PPP model. Besides the PPP model, government have been spending since last five years on various tourism related projects in the tribal areas. A detailed list of various development projects and the total money spent on each project has been studied separately in this study.

9. **Tourism attracts more investment in the region**

The respondents in the tribal districts of Kinnaur, Lahaul- Spiti and Chamba were asked whether tourism attracts more investment in the region. In response to this statement 38.3% of the respondents have agreed with the statement while 33% have strongly agreed with the statement. There were 17.6% of the respondents who have neutral views, and 11% of the respondents have disagreed. The mean score of the sample accordingly
to the table was found to be 3.93 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism attracts more investment in the region.

**GRAPH 6.14**

**Tourism attracts more investment in the region**

<table>
<thead>
<tr>
<th>Source: Primary Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hence it can be concluded from the table and figure that approximately 70% of the respondents are in the favour that government as well as private sector should be encouraged to invest in the tourism development projects in the tribal areas of the State so that local people can get the benefits from that investment.</td>
</tr>
</tbody>
</table>

10. **There should be govt. incentives for alternative forms of tourism development in the region**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether there should be govt. incentives for the development of alternative tourism development in the region. 58.66% of the respondents have agreed with the statement while 24.6% have
strongly agreed with the statement. There were 8.33% of the respondents who have neutral views about the statement, and 3.33% of the respondents have disagreed and 3.33% of the respondents have strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.95 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that there should be government incentive for the alternative tourism development in the region.

**GRAPH 6.15**

![Graph showing the distribution of responses to government incentive for alternative tourism development.]

Source: Primary Survey

From the table and figure two conclusions can be drawn. One is that local people in the region are familiar with the Alternative forms of tourism and the other thing is that local people want that government should invest in the tribal areas to promote alternative tourism in these hidden and unexplored areas. Further, it has been observed during the survey, informal discussion with the people and from teh secondary data on alternative
tourism that government has started home stay scheme for the
development and promotion of rural tourism in the tribal areas and
government has exempted the those stakeholders who are engaged in
accommodation sector. According to this scheme, local people who have
started a hotel which has more than four rooms will be exempted from
luxury tax. Hence with such an initiative local people are encouraged to
increase their participation in the tourism related projects.

11. Prices of goods and services in the region have increased
because of tourism

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts
were asked whether prices of goods and services in the region have
increased because of tourism. 43.6% of the respondents agreed with the
statement while 38% strongly agreed with the statement. There were 10% of
the respondents who were neutral in their views, and 8.33% of the
respondents disagreed and whereas none of the respondents strongly
disagreed with the statement. The mean score of the sample as per the
table was found to be 4.11 which came to agreed level. The value of
standard deviation shows that there is least variation among the responses
of respondents. Further, the negative value of skewness is also supporting
the study from the higher side of mean value. On applying chi square it has
been found to be significant difference at 5% level of significance which
leads to come to the conclusion that prices of goods and services in the
region have increased because of tourism.
Hence it may concluded from the table and figure that majority of the respondents are agreed that the prices of goods and services have increased due to tourism but if the prices of goods and services have increased in the locality then it is good for local people as local community would earn more.

12. **There should be specific tax on tourists**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether there should be specific tax on tourists 42.3% of the respondents agreed with the statement while 15% strongly agreed with the statement. There were 39.3% of the respondents who were neutral in their views, and 3.33% of the respondents disagreed and whereas none of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 3.69 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that there should be specific tax on the tourists.
From the table and the figure it can be concluded that most of the local people are agreed that there should be specific tax on the tourists who are visiting the tribal destinations. But if the tourists are taxed then the revenue from this tax should be utilized in the development of local community so that local community can be benefited from tourism.

13. Tourism creates more jobs for outsiders than for local people in the region

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether there tourism creates more jobs for outsiders than for local people 41.3% of the respondents agreed with the statement while 11.6% strongly agreed with the statement. There were 24.3% of the respondents who were neutral in their views, and 21% of the respondents disagreed and whereas 1.6 % of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 3.40 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further,
the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that there should be specific tax on the tourists.

**GRAPH 6.18**

Tourism creates more jobs for outsiders than for local people

- Strongly Disagree: 2%
- Disagree: 21%
- Neutral: 41%
- Agree: 24%
- Strongly Agree: 12%

**Source: Primary Survey**

14. **Local community should control tourism development**

The respondents in the study area were asked about the environmental impacts of tourism because local people, environment and tourism are related with each other. The statement asked was based on the participation of local community in the tourism development. In response to this statement 53.6% of the respondents agreed with the statement while 26.6% strongly agreed with the statement. There were 9.6% of the respondents who were neutral in their views and 6.66% of the respondents disagreed with statement. Only 3.33% of the respondents strongly disagreed. The mean score of the sample accordingly to the table was found to be 3.94 which came to agreed level. The value of standard deviation and variance shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also
supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that local community should control tourism development in the region and which is also one of the main objective of the Alternative forms for tourism.

**GRAPH 6.19**

Local community should control tourism development

Source: Primary Survey

Hence it can be concluded that more than 50% of the respondents are in the favour that local community should control tourism development. It implies that government should develop Alternative forms of tourism in tribal areas because it is the alternative tourism in which community directly controls the tourism development and act that can say to promote alternative tourism, govt should encourage local community to control the tourism development in the region.

15. **Tourism provides an initiative for the restoration of historic buildings**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were surveyed for the statement that tourism provides initiative for the
restoration of historic buildings, 65% of the respondents agreed with the statement while 15% strongly agreed with the statement. There were 10% of the respondents who were neutral in their views, and 8.66% of the respondents disagreed, 1.66 % of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 3.83 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourism provides initiative for the restoration of historic buildings.

GRAPH 6.20

Tourism provides incentives for the restoration of historical buildings

![Graph showing the distribution of responses](image)

Source: Primary Survey

From the table and figure it is evident that majority of the respondents have positive views about tourism and its relation with environment regarding the statement that tourism helps in the restoration of historical buildings. This positive impact of tourism can be seen everywhere in India as well as in Himachal Pradesh.
16. The construction of hotels or other tourist facilities have destroyed the natural environment in the region

The respondents in the study area were asked whether the construction of hotels or other tourist facilities have destroyed the natural environment in the region. In response to this statement 66% of the respondents agreed with the statement while 26% strongly agreed with the statement. There were 6.6% of the respondents who were neutral in their views and 3.3% of the respondents disagreed with statement. None of the respondents strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 4.41 which came to the strongly agreed level. The value of standard deviation and variance shows that there is less variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that the construction of hotels and other facilities have destroyed the natural environment in the region.

GRAPH 6.21

Construction of hotels and other facilities have destroyed the natural environment

Source: Primary Survey
From the table and figure it becomes clear that along with some positive impacts of tourism on the environment, there are some negative impacts also as it is evident from the above table and figure. This is one of the major negative impacts of tourism on the environment. Further, it was observed during the survey that people are cutting the forests to develop tourism facilities in their locality. Hence if we combine the strongly agree and agree percentage then it can be concluded that more than 80% of the respondents agreed that tourism development has created environmental problems like deforestation, pollution etc.

17. Tourism provides an incentive for the conservation of natural resources.

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism provides an incentive for conservation of natural resources. In response to the statement, majority of the respondents were neutral in their view, they had no idea about the conservation programmes. 44% of the respondents had neutral opinion while 32.66% were aware about the conservation programmes and so they agreed with the statement that tourism provides an incentive for the conservation of natural resources. There were 20% of the respondents who disagreed with the statement whereas none of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 3.19 which came to neutral level. The value of standard deviation which is .790 and variance which is .625 shows that there is least variation among the responses of respondents. Further, the value of skewness which is .051 is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance.
6.4 Role of tourism in the community development

Primary survey has been conducted with the help of questionnaires designed for local community from three districts namely, Kinnaur, Lahaul Spiti and Chamba. The questions were related to the role of tourism in the community development and importance of tourism for the local community. The analysis of the survey shows the following results-

19. Tourism is one of the factors responsible for growth in the region.

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were surveyed to know their views about the role that tourism plays in their lives and in the development of their area. They were asked whether tourism is responsible for growth in their area, 33% of the respondents agreed with the statement while 16.3% strongly agreed with the statement. There were 19.6% of the respondents who were neutral in their views, and 31% of the respondents disagreed with the statement that tourism is responsible for overall growth in the region. The mean score of the sample as per the table was found to be 3.35 which came to agreed level. The value of standard deviation shows that there is less variation among the responses of respondents. Further, the value of skewness is also supporting
the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourism is responsible for some growth in the region.

**GRAPH 6.23**

Tourism and Growth of the region

![Pie chart showing contributions to growth](image)

*Source: Primary Survey*

Hence it can be concluded from the table and figure that tourism is one of main factor which is responsible for the growth of the tribal areas of Himachal Pradesh. This growth can be in the form of infrastructure, employment generation or improvement in the personality of the local people. Hence we can say that tourism is acting as an engine of growth for the local people in the tribal districts of Himachal Pradesh.

**20. Tourism inflow increases the occupational opportunities of the local people**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism inflow increases the occupational opportunities of the local people. In response to the statement, 73.3% of the respondents have agreed with the statement while 1.6% strongly agreed with the statement. There were 21.6% of the respondents who were neutral in their views, and 3.3% of the respondents have disagreed with the
statement that tourism inflow increases the occupational opportunities of the local people. The mean score of the sample as per the table was found to be 3.73 which came to agreed level. The value of standard deviation which is .545 and variance which is .297 shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourism is responsible for some growth in the region.

**GRAPH 6.24**

![Bar Graph showing Tourism inflows increase the occupational opportunities]

Source: Primary Survey

Hence it can be concluded from the table and the figure that majority of the respondents are in the favour that tourism inflows increase the occupational opportunities to the local people of the region. It has been observed during the survey that most of the service providers to the tourists are the local people.

21. **Tourism inflow creates awareness among local youth which lead them towards urbanization**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism inflow creates awareness among local youth which lead them towards urbanization. In response to the statement, 62%
of the respondents agreed with the statement while 6.6% strongly agreed with the statement. There were 21.3% of the respondents who were neutral in their views, and 10% of the respondents disagreed with the statement that tourism inflow creates awareness among local youth which lead them towards urbanization. The mean score of the sample as per the table was found to be 3.65 which came to agreed level. The value of standard deviation which is .749 and variance which is .562 shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourism inflow creates awareness among local youth which lead them towards urbanization.

**GRAPH 6.25**

![Tourism and Urbanization Graph](image)

*Source: Primary Survey*

### 22. Tourism inflows provide foreign exchange to the state

The respondents in the tribal districts of Kinnaur, Lahaul- Spiti and Chamba were asked whether the tourism inflows provide foreign exchange to the state. In response to this statement 52.33% of the respondents agreed with the statement while 21.3% strongly agreed with the statement.
There were 19.6% of the respondents who were neutral in their views and 5% of the respondents disagreed with statement. There were only 1.6% of the respondents who strongly agreed with the statement. The mean score of the sample accordingly to the table was found to be 3.87 which came to the agreed level. The value of standard deviation and variance which are 863 and 745 respectively shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that tourism inflows provide foreign exchange to the state.

GRAPH 6.26

Tourism provides Foreign Exchange to the State

Source: Primary Survey

From the table and figure it can concluded that majority of the respondents are agree tourism provides foreign exchange to the State. Hence we can conclude from the survey that tourism is a source of foreign exchange to the state.
It increases the education opportunities to the children of an area.

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were surveyed regarding the tourism development and its role in the development of community. They were asked whether tourism increases the education opportunities to the children of an area. In response to the statement, 47.6% of the respondents agreed with the statement while 18% strongly agreed with the statement. There were 21.3% of the respondents who were neutral in their views, and 13% of the respondents disagreed with the statement that tourism increases the education opportunities to the children of an area. The mean score of the sample according to the table was found to be 3.71 which came to agreed level. The value of standard deviation which is .911 and variance which is .830 shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourism increases the education opportunities to the children of an area.

GRAPH 6.27

Tourism and Education Opportunities

Source: Primary Survey

Hence it can be concluded that majority of the people are agreed that tourism plays a major role in increasing the education level of the local people. Further, it is proved by the knowing the profile of the respondents.
in which we found that most of the people are now doing graduation and have even higher qualification than graduation. It was noticed during interaction with the local people that their children are studying in and major cities of Himachal Pradesh and India. This has happened just because of tourism. Hence we can say that tourism plays a major role in increasing the education level of the local community.

24. **Tourist inflow improved the self-image of the community**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were surveyed and asked whether tourism inflow improved the self-image of the community. In response to the statement, 65% of the respondents have agreed with the statement while 8.3% strongly agreed with the statement. There were 18.3% of the respondents who have neutral views, and 8.3% of the respondents have disagreed with the statement that tourist inflow improved the self-image of the community. The mean score of the sample according to the table was found to be 3.73 which come to agreed level. The value of standard deviation which is .728 and variance which is .531 shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourist inflow improved the self-image of the community.
From the table and figure it becomes clear that majority of the people accept that arrival of the tourists to their places improve the self image of the community. This will automatically promote Alternative tourism in the tribal areas.

25. **Tourism provides the opportunities to local people to learn something new.**

The respondents in the tribal districts of Kinnaur, Lahaul- Spiti and Chamba were asked whether tourism provides the opportunities to local people to learn something new. In response to this statement 63.6% of the respondents agreed with the statement while 16.3% strongly agreed with the statement. There were 8.3% of the respondents who were neutral in their views and 10% of the respondents disagreed with statement. There were only 1.6% of the respondents who strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.83 which came to the agreed level. The value of standard deviation and variance which are .878 and .770 respectively shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting
the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that tourism provides the opportunities to local people to learn something new.

**GRAPH 6.29**

![Pie chart showing the distribution of responses to the statement: "Tourism provides opportunities to learn something new.

Source: Primary Survey

From the table and figure, it may be concluded that majority of the people are in the favour that they learn something new from the tourists when they visit their areas. Further, some common change that was found during the survey that even people with low education level can speak good English and at major tourist destination few people can also speak other foreign languages. Hence all this add something new to their personality. Therefore, we can say that local people come to know about something when tourists visit their areas.

**26. Tourism increases the standard of living of local community**

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were surveyed and asked whether tourism inflow increases the standard of life. In response to the statement, 49.3% of the respondents agreed with the statement while 11.3% strongly agreed with the
statement. There were 26.3% of the respondents who were neutral in their views and were neither agree nor disagree. 11.3% of the respondents disagreed with the statement. Only 1.6% of the respondents who strongly disagreed with the statement that tourism inflow increases the standard of living of the local people. The mean score of the sample according to the table was found to be 3.57 which came to agreed level. The value of standard deviation which is .895 and variance which is .801 shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourist inflow increases the standard of living of the locals.

GRAPH 6.30

Tourism increases the Standard of living of people

Source: Primary Survey

Hence it may be concluded that most of the people have positive views regarding tourism development in their region. They are in the favour that their standard of living has increased because of tourism.
27. **It gives the concept of social interaction which boosts the natural integration among the tourists and the hosts.**

The respondents in the tribal districts of Kinnaur, Lahaul- Spiti and Chamba were asked whether tourism gives the concept of social interaction which boosts the natural integration among the tourists and the hosts. In response to this statement 55.6% of the respondents agreed with the statement while 9.6% strongly agreed with the statement. There were 23% of the respondents who were neutral in their views and 11.6% of the respondents disagreed with statement. None of the respondents strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.63 which came to the agreed level. The value of standard deviation and variance which are .813 and .661 respectively shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to draw the conclusion that tourism gives the concept of social interaction which boosts the natural integration among the tourists and the hosts.

**GRAPH 6.31**

**Tourism and social interaction between hosts and guests**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

*Source: Primary Survey*
From the table and the figure it may be concluded that most of people of the study area interact with the tourists and provide various services to them. So we can say that tourism works as an instrument of social interaction between the local community and the tourists. Further this will help in the repetition of the same tourists to these unexplored and hidden areas.

**Conclusion of the chapter:**

Tourism is one of the major activities in the tribal areas of Himachal Pradesh which plays a dominant role in the development of the local community that can be in the form of employment generation or encouragement for the cultural activities by the local people. The cultural activities included art and crafts, traditional fairs and festivals, rituals and values and lifestyle of the local people. Tourism has led to increase in the infrastructure for local people. The infrastructure for local community means whatever money the local people are getting from tourism, they are using this money to build up their houses and maintenance of them. Further, the concept of Home stay started by the Government of Himachal Pradesh is also helping to increasing and improving the infrastructure of the local community. The government has also encouraged local community to build up the hotels for the tourists. Once the hotels will be completed they will be exempted from the luxury tax. All these motivating factors lead to the development of infrastructure by the local people in the region which automatically increase their income. Even tourism is not only benefited to a group but it is also influencing individual family. It is advantageous to whole family, group and individual of the area. Further, it was also recognized that household's standard of living has also increased due to tourism. Hence we can conclude from the perceptions of the local community that tourism has positive socio-cultural and economic impacts on the tribal communities. But it was observed during the survey and even after analysis that besides these positive impacts, tourism in tribal areas is also challenging the local environment of these three districts especially traffic problem and destruction of environment due to the construction of hotels and other
facilities for tourists. But overall, Tourism is playing a positive role for the local community in the tribal areas and is one of the major factors responsible for the growth of the local community in the tribal areas of Himachal Pradesh.
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