CHAPTER - 6
FINDINGS AND SUGGESTIONS

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. The impact of tourism is extremely varied. On one hand, it plays an important and certainly positive role in the socio-economic and political development in destination countries by, for instance, offering new employment opportunities. Also, in certain instances, it may contribute to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, as a tool to create jobs, it has not fulfilled its expectations. At the same time, complaints from tourist destinations concerning massive negative impacts upon environment, culture and residents’ ways of life have given rise to a demand for a more sustainable development in tourism.

Tourism is in a special position in the contribution it can make to sustainable development and the challenges it presents. Firstly, this is because of the dynamism and growth of the sector, and the major contribution that it makes to the economies of many countries and local destinations. Secondly, it is because tourism is an activity which involves a special relationship between consumers (visitors), the industry, the environment and local communities.

This special relationship arises because, unlike most other sectors, the consumer of tourism (the tourist) travels to the producer and the product. This
leads to three important and unique aspects of the relationship between tourism and sustainable development:

- **Interaction**: The nature of tourism, as a service industry that is based on delivering an experience of new places, means that it involves a considerable amount of interaction, both direct and indirect, between visitors, host communities and their local environments.

- **Awareness**: Tourism makes people (visitors and hosts) become far more conscious of environmental issues and differences between nations and cultures. This can affect attitudes and concerns for sustainability issues not only while travelling but throughout people’s lives.

- **Dependency**: Much of tourism is based on visitors seeking to experience intact and clean environments, attractive natural areas, authentic historic and cultural traditions, and welcoming hosts with whom they have a good relationship. The industry depends on these attributes being in place. This close and direct relationship creates a sensitive situation, whereby tourism can be both very damaging but also very positive for sustainable development.

  On the positive side, tourism can:

- Provide a growing source of opportunities for enterprise development and employment creation as well as stimulating investment and support for local services, even in quite remote communities.
• Bring tangible economic value to natural and cultural resources. This can result in direct income from visitor spending for their conservation, and an increase in support for conservation from local communities.

• Be a force for inter-cultural understanding and peace.

  Conversely, tourism can:

• Place direct pressure on fragile ecosystems causing degradation of the physical environment and disruption to wildlife.

• Exert considerable pressure on host communities and lead to dislocation of traditional societies.

• Compete for the use of scarce resources, notably land and water.

• Be a significant contributor to local and global pollution.

• Be a vulnerable and unstable source of income, as it is often very sensitive to actual or perceived changes to the environmental and social conditions of destinations.

  The net result is that all those involved in tourism have a huge responsibility to recognize the importance of its sustainable development. Tourism has immense power to do well, yet it can also be the vector for the very pressures that may destroy the assets on which it relies. Developed without concern for sustainability, tourism can not only damage societies and the environment, it could also contain the seeds of its own destruction.

  For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism
and perceptions of its impact on community life must be continually assessed (Allen et al. 1988). We can examine the interdependent relationships between tourism and the environment in terms of the interaction of the visitor, the place, and the host community.

In terms of visitors, we are aware of the range of impacts that growing numbers of visitors and their growing demands have on the places and host communities where tourism opportunities exist, and we know that an increasing number of visitors are searching for higher quality and more satisfying experiences. These trends can bring positive results if there is appropriate and sustainable tourism development in order that the health and well-being of visitors and local residents is ensured, so that communication, education, awareness, and understanding grow from tourism opportunities provided by a community and its location. If tourism is poorly managed, negative results - such as scarred landscapes from overuse, crowding, and traffic problems - will reduce the quality of the tourism experience and quite possibly lead to a hostile and/or exploitative host community. As an important component of tourism, the host community has been given increasing research attention to its role in tourism development. It has come to common agreement that without a supporting host environment, it is difficult to sustain the long-term and successful development of the tourism industry (Jiaying Zhang, 2008).
6.1 Summary

The summary of findings of the study can be put forth as follows:

A. Demographic profile

The demographic profile of the respondents reveals that the average age of the respondents is about 35 years and maximum (37%) respondents were in the age group of 30 – 40 years. 61% of the respondents were male and 39% were female. Further 78% respondents were married and 22% were unmarried. As far as the occupation is concerned maximum 29% were in government service, 28% in private jobs, 20% were engaged in business, 3% were practicing their own profession and 20% engaged in other occupations.

About 17% respondents graduate 8% Post-Graduate, maximum 46% were either matriculate or 12th pass, 26% were under-matric and 3% were technically/professionally qualified. 36% respondents were having monthly income less than Rs. 10,000, 27.6% have Rs. 10,000 to 20,000, 25% have Rs. 20,000 to 30,000, 8% have Rs. 30,000 to 40,000 and only 3.4% have monthly income more than Rs. 40,000. Maximum respondents (43%) have small family size of 4 or less members, 41% have 5 to 7 members, 11% have 8 to 10 members and only 5% respondents have more than 10 members in the family.
B. Involvement in Tourism

Out of the total 584 respondents about 21% were directly involved and 23% were indirectly involved in tourism related activities, whereas 56% were not at all involved in tourism related activities.

**OBJECTIVE 1:** To study the residents’ attitude towards impacts of tourism.

The residents’ attitude towards impacts of tourism has been assessed in terms of environmental, economic, social, cultural and infrastructural development related impacts and the findings are as follows:

C. Environmental Impacts of Tourism

Major positive environmental impact of tourism emerged out in the study was ‘Tourism helps in maintenance of parks and garden’ with mean value 4.01. Whereas ‘Tourism provides incentive for conservation of natural resources’ has mean value 3.86.

‘Tourism results in urbanization and congestion/over crowdedness’ found to be major negative environmental impact with mean value 4.03 followed by ‘tourism results in shortage of drinking water with mean value 3.94. Whereas ‘Tourism results in loss to flora and fauna’ was considered to be the least negative impact with mean value 3.29. Other negative environmental impact have mean value as ‘Tourism development leads to traffic congestion and noise in the area’ 3.88, ‘Tourism results in more litter
and Garbage in the area’ 3.81, ‘Tourism leads to pollution of air and water resources’ 3.59, ‘The creation of tourism infrastructure leads to problems like soil erosion, land sliding, etc. 3.46 and ‘Increase in tourism has resulted in sanitation problem’ mean 3.88.

D. Economic Impacts of Tourism:

On the basis of findings most important positive impact is that ‘tourism creates employment for locals’ with mean value 4.12, followed by ‘Tourism increases community’s tax revenue and improves local economy of the area’ 4.08, ‘Tourism results in increased purchasing power of locals’ has mean value of 3.92 and ‘Tourism generates more business for local entrepreneurs’ 3.80.

Major negative economic impact as perceived by the residents is, ‘Tourism leads to increased cost of living for hosts’ with mean of 4.05. Whereas ‘Tourists do not pay their fair share for the services they use’ has lowest mean of 3.37 being the least negative economic impact. Mean value for other negative economic impacts are ‘Creation of tourism facilities is a costly affair’ 3.80, ‘The most of the jobs in the tourism in my area pay low wages’ 3.78, ‘Increase in seasonal tourists leads to scarcity of resources for local residents’ 4.01 and ‘Tourism provides benefits to small group of people’ 3.71.
E. Social Impacts of Tourism

‘Tourism raises standard of living and purchasing power of locals’ emerged as the major positive social impact of tourism with mean score of 4.18 followed by ‘Tourism provide for interaction and education about new things’ with mean 4.00 and ‘Tourism improves image of the community’ has lowest mean value 3.80 among positive social impacts.

‘Tourism leads to occupational changes in residents’ with mean value of 4.02 was considered as the main negative impact by the residents and ‘Tourists are burden on local community’ has least mean value of 3.02. whereas the mean scores of other negative social impacts are ‘Increased rate of crime’ 3.82, ‘More vandalism in our society’ 3.46, ‘conflicts between residents and tourists’ 3.15, ‘commercialization and commoditisation of society’ 3.72, ‘Tourism creates more jobs for outsiders than for locals’ 3.48, ‘Tourism creates more pressure on local services like Police, Fire Protection and Public Utilities’ 3.86, ‘Local people are being exploited by the tourists’3.18, ‘Tourism leads to loss of dignity and frustration for not being able to fulfill new need in hosts’ 3.59 and ‘The access to various facilities by the host is limited due to presence of visitors’ mean 1.71.
F. Cultural Impacts of Tourism

‘Meeting tourists from different cultures and areas is a valuable experience’ and ‘Tourism provides an opportunity for cultural exchange’ found to be the two major positive cultural impacts with mean score of 4.08 and 4.07 respectively. Whereas mean value for other positive social variables are ‘Tourism provides incentives for restoration of historical buildings and monuments’ 3.96, ‘Residents get exposed to different cultures due to tourism’ 3.95, ‘Tourism encourages cultural activities by local residents and provides an incentive for preservation of local culture and heritage’ 3.99 and ‘Tourism improves understanding of culture and traditions’ has the lowest mean value of 3.90.

Among the negative social impacts ‘Tourism leads to cultural transformation and demonstration effect’ was rated as the major impact with mean of 4.09, followed by ‘Tourism leads to change in traditional lifestyle in hosts’ with mean 3.86 and ‘Increase in tourism activities threatens minority language and other traditions’ has mean score of 3.30 and ‘Tourism damages cultural resources and cultural system’ has been found as the least negative impact with mean of 3.22.

G. Tourism and Infrastructural Impact: ‘Shopping facilities are better in the community because of tourism’ has been observed as the major infrastructural impact with the highest mean value of 4.14. Followed by ‘Quality of public services improves due to tourism’ with mean 4.08, ‘Tourism facilitates creation
of recreation areas, which can be used by locals also’ and ‘Tourism development improves appearance of an area’ has equal values of mean i.e. 4.07. ‘Due to tourism better sanitation facilities are created’ has been rated as the least important infrastructure related impact with mean value of 4.05.

Objective 2: To study the residents’ attitude relating to support for additional tourism. The residents attitude towards support for additional tourism development has been assessed by using 15 impact statements related to personal benefits and support for additional tourism in the area. The findings are as follows:

H. Personal Benefits and Support for Tourism

The impact statement ‘I believe jobs in tourism industry offer opportunities for advancement’ has been perceived as the most important impact statement with mean value of 4.07, followed by ‘The tourism organizations in my areas should do more efforts to promote tourism’ Mean 4.01 and ‘My community should plan and manage tourism growth and create new facilities to accommodate more tourists’ mean 4.00. The value of mean for other personal benefits and support for tourism related impacts are; statements ‘I would rather live in this area than anywhere else’ and ‘This area is good place for people to invest in new tourism development’ 3.99, ‘Tourism promotion by the state authorities will benefit this area’ and ‘I support tourism promotion and advertising to out-of-state visitor by the state authorities’ mean 3.98, ‘The tourism industry will continue to play an important role’ and ‘I think the future of my area would be bright’ 3.96, ‘I
am ready to provide various facilities to tourists’ 3.92, ‘Tourism is one of the most important industries and holds great promise for my community’s future’ 3.91, ‘I will benefit financially if tourism increases in my communities’ 3.88, ‘I will personally benefit from tourism in my area’ 3.87, Additional tourism can help the community grow in the right direction’ 3.86, and ‘I am happy and proud to see tourists coming to see what my community has to offer’ 3.79. ‘The overall benefits of tourism in my community outweigh the negative impacts’ has the lowest mean 3.76.

I. **Overall Impact**

    Analyses has reveal that the overall impact of tourism in the area is positive as the mean value observed is 4.04 on 5 point Likert scale ranging from ‘Quite Negative’ to ‘Quite Positive’ for the statement ‘according to you the impact of tourism in your area is’.

J. **Level of Tourism Activities in the Area**

    The level of tourism development activities has been observed as high on a five point Likert scale ranging from ‘Quite High’ to ‘Quite Low’, as the mean observed is 4.01.

K. **Regression Analysis Dependent Variable Overall Impact (OA) and independent variables Environmental Impacts(EI), Economic Impacts(ECO), Social Impacts (SI), Cultural Impacts (CI), Infrastructural Developmental Impacts(ID) and Personal Benefits and Support for Tourism (PB) i.e. the impact of these independent variables on overall impact.**
OA = 1.259 + (-0.003) EI + (-0.051) ECI + 0.199 SI + 0.035 CI + (-0.043) ID + 0.658 PB

The analyses shows that when Environmental Impact is increased by one units overall impact decreases by 0.003, having minimal influence on the overall attitude. An increase of one unit of Economic Impacts decreases overall impact value by 0.05. The value of Overall Impact attitude increases by 0.11 with an increase of one unit in Social Impacts, which is found significant at 0.05 levels. An increase of one unit in value of Cultural Impacts witnesses a positive influence of 0.03 in the Overall Impact.

One unit increase in the variable Infrastructural Impacts decreases overall Impact by 0.04. Interestingly among all the variables there is a significant increase of 0.65 in Overall impacts with one unit increase in the variable Personal Benefits and Support for Tourism.

The multiple correlation coefficient between the dependent variable overall Impact and independent variables Environmental Impacts, Economic Impacts, Social Impacts, Cultural Impacts, Infrastructural Developmental Impacts, and Personal Benefits & Support for Tourism $R = 0.70$ indicates that Overall Impact is influenced by independent variables. It is also evident from the value of $R^2 = 0.50$ of variation in Overall impact is accounted by the joint variable of Environmental Impacts, Economic Impacts, Social Impacts, Cultural Impacts, Infrastructural Developmental Impacts, and Personal Benefits & Support for Tourism.
L. Regression Analysis of Overall Impact and Level of Tourism Activities

Regression analysis of overall Impact (OA) and level of tourism activities (LT) i.e. the impact of the level of tourism activities on overall impacts attitude. The analysis reveals that when the level of tourism activities is increased by one unit overall impact increases by 0.579, having positive influence on the overall attitude, which can be represented by the equation;

\[ OA = 1.61 + 0.579 \times LT \]

The multiple correlation coefficient between the dependent variable overall Impact and independent variable level of tourism activities \( R = 0.377 \) indicates that Overall Impact is influenced by level of tourism activities. It is also evident from the value of \( R^2 = 0.142 \) of variation in Overall impact is accounted by independent variable level of tourism activities.
M. Testing of Hypothesis

H1. There is positive relationship between the level of tourism activity and residents’ feeling about tourism.

The regression and correlation analysis between the dependent variable overall Impact (OA) and independent variable level of tourism activities (LT) indicates that Overall Impact is positively influenced by level of tourism activities. Hence, the hypothesis is accepted.

H2. There appears to be threshold of tourism development activity beyond which attitude become less positive.

Analysis of data reveals that the resident’s attitude is positively influenced by the tourism developmental activities. Hence the hypothesis is rejected as there does not seem to be any threshold which could lead to negative attitude of the residents.

N. Assessment of available touristic facilities

The basic idea of conducting this part of the survey was relevant in terms of examining the existing provisions vis-à-vis the scope for further improvement leading to specific policy options in the form of suggestions. Analysis of responses found that only facilities scoring mean value between 4 and 5 are ‘Food and beverages (Restaurants etc.)’ and ‘Accommodation (Hotels, Inns, Guesthouses, etc.)’ with mean 4.06 and 4.19 respectively, which implies that most of the respondents considered these facilities as
Very good or Good. The ‘Water and sewerage’ has the lowest mean value of 3.35.


6.2 Suggestions

It has been generally agreed that properly planned tourism development can be sustainable and most profitable for the rural areas at the same time it can minimize the negative impact in the areas. Pearce (1980) argues that areas with a high level of tourism development generate resident dissatisfaction due to traffic and parking problems, crime, inflation, etc. Nevertheless, it is also true that a stronger presence by the tourist industry implies greater economic development and higher incomes for residents. Consequently, as well as heightening environmental concern, it might also stimulate a greater appreciation for the tourist industry as long as
tourism represents an important source of economic development for the region.

Tosun C., (1998) in a study found that the factors that ushered in unsustainable tourism development are beyond the control of local people and authorities. They are largely related to issues at the national level such as the policy of political economy, prevailing national planning approaches applied to tourism, patron-client relationships between decision-makers and related business class alongside the role of international tour operators in the international tourism system. The study concluded that achieving sustainable tourism development at the local level in a developing country requires hard political choices, a confident decision making process and the collaboration of international tour operators and donor agencies.

When considering the development of sustainable tourism in rural areas, the consideration must be first given to level of overall development in the area and also it must be kept in mind that planning and development of sustainable tourism will differ significantly in developed and the developing or the underdeveloped countries. In developed countries tourism destinations have become major players in the local economy. With relatively high volume and value, they have the characteristics of mass tourism. In developing or under developed countries tourism is characterized by haphazard planning, lack of environmental standards and
monitoring, price cutting resulting in high volume and low returns, stark seasonality, etc.

Ecology and economy are becoming ever more interwoven. Protection of the environment land development of tourism should not be seen as separate challenges. In order to be economically sustainable tourism must be environmentally sustainable to both the natural and the human environments.

It is the responsibility of the local community to wisely manage their regional assets for their own advancement and for a better quality of life. Clean physical surroundings and protected environment would provide better quality of life to the local community and the tourist alike.

As the survey and the analyses of the data reveals that many negative tourism impact statement items like ‘congestion and overcrowdedness’, ‘shortage of drinking water’, ‘sanitation’, ‘Increased cost of living’, ‘scarcity of resources for local residents due to seasonal tourists’ tourism affects community’s way of life’, ‘occupational changes’, ‘burden of public service & utilities’, ‘cultural transformation’, threat to minority language and other traditions’ etc. were either agreed or strongly agreed by the respondents and mean score these items was either 4 or more than 4 on five point scale ranging from ‘Strongly Disagree’ to ‘Strongly Agree’.
Apart from the quantitative survey conducted in the study, the researcher has also carried out a qualitative study with a focus group of residents having direct involvement in the tourism, the representatives of the Panchayati Raj Institutions (PRIs), local entrepreneurs and government officials.

The qualitative data was collected using in-depth interviews, discussions and detailed informal interactions to identify the region specific options and suggestions for making the tourism development as sustainable. The data collected has been analyzed using the narrative and context analyses. The major suggestions emerged after analysis of quantitative as well as qualitative survey are as under;

- Tourism planning, development and operations should be in the spirit of sustainable development in being cross-sectoral and integrated, involving different government agencies, private corporations, citizens groups and individuals so as to provide for the widest possible benefits.
- To make tourism more successful, the community and the authorities should invest in mechanisms that allow them to monitor development over time in the environment, the economy, and social and in cultural aspects, with strict regulations and visitor use limits.
- Restructuring and reforming the existing governmental and non-governmental institutions to achieve effective implementation of
policies and strategies formulated in consultation with local stakeholders, as they are the ones who have to implement these strategies in their respective areas.

- Agencies, corporations, groups and individuals should follow ethical principles which respect the culture and environment of the host area.
- The economy and traditional way of life, the community and traditional behaviour, leadership and political patterns should be kept intact.
- As the tourism progresses the linkages should be established other sectors of the local economy such as agriculture, dairy farming, animal husbandry, transport, communication and small/medium enterprises.
- Due regard should be given to the protection and appropriate economic use of the natural and human environment in the host areas.
- Tourism should be undertaken with equity in mind, with the idea of access to a fair distribution of benefits and costs among tourism promoters and host peoples and their areas.
- Good information, research and communication on the nature of tourism and its effects on the human and cultural environment should be available prior to and during development. This information should be known to all parties, including the local people, so that they are in a position to participate in and influence the direction of, development in
their area. This would reinforce the community spirit and negate the sense of alienation.

- Local people should be encouraged to undertake leadership roles in the planning and development of their local assets with the assistance of government, financial, business and other interests.

- More efforts should be made to promote peace in the area, resolve issues like internal conflicts, political instability, insurgency and terrorism as they are detrimental to the growth of tourism in the area.

- Government and authorities should invest revenue in rural areas so as to create sustainable touristic infrastructure.

- Planned efforts should be made to promote alternative forms of tourism in the area like rural tourism, agro-tourism, adventure tourism, etc.

- There should be integrated environmental, social and economic planning to link with existing uses, ways of life and environmental considerations.

- Training and capacity building; efforts should be made to train and aware the local stake holders of the possible negative impacts of tourism and sustainable use of local resources.

- There should be a comprehensive sustainable tourism development plan as well as a policy for the planned development of sustainable tourism.
6.3 Limitations of the Study

The researcher has made all possible efforts to maintain the objectivity, validity and the reliability of the study yet certain limitations and hindrances need to be kept in mind whenever its findings are considered. These can be summarised as under;

- The study is limited to the seven villages adjoining Katra (base Camp for Shri Mata Vaishno Devi Shrine) and the Ransoo (the base camp of Shivkhor Shrine).

- The study is falls in the Reasi (erstwhile Udhampur) district of Jammu Region. Therefore, before generalizing the findings and recommendations various socio-cultural and other aspects of other regions should be considered.

- The individual nature of study, time and resource limitations has led the researcher to limit the scope of the study.

- The Limited sample size can be another limitation for generalizing the findings of the study.