

RESIDENTS' PERCEIVED IMPACTS OF TOURISM: A CASE STUDY OF MANALI (HIMACHAL PRADESH)

Dr. Ranbir Singh*

ABSTRACTS

Tourism is rapidly growing service industry of India. Its contribution in term of economic, social and environmental development of country is well documented .Himachal Pradesh is not an exception .Huge potential of tourism has changed the mind set of both planners as well as residents. Present study has investigated the perceived impacts of tourism in Manali .Factor analysis was used to investigate the underline dimensions. The results showed that tourism is perceived as economic activity in study area but its social and environmental impacts can be harmful for area if not managed well in time

Keywords: Factor Analysis, Manali, Tourism impacts, Perceived

* Assistant Professor, Institute of Hotel & Tourism Management, M.D. University Rohtak (Haryana) PIN-124001

INTRODUCTION:

Tourism is one of significant industry in Himachal Pradesh. The State is blessed with pleasant weather, attractive landscape, temples, historical monuments, fair and festivals, snowcapped mountains and adventure activities like paragliding, trekking, river rafting, kayaking and canoeing. Peacefulness of state is another asset of state tourism. For a balanced development Himachal Pradesh Tourism Development Corporation has divided the State in four circuits, out of which Beas circuit becomes important because of tourist receipt and traffic. The circuit includes Kullu, Manali, Rohtang, Naggar and Manikaran, Manali being number one in tourism related activities has been taken as study area for present paper.

Survey literature indicates a few studies have been conducted to investigate the tourism impact in area. Kapoor (1976) indicated that Himachal Pradesh has distinct tourism product and presents a great potential of tourism development. He analysed the relationship of State economic development and tourism development and found tourism as tool for overall development. Singh, Prit Paul (1978) in his study concluded that industry can help to generate employment, income, Government revenue and other economic benefits for the State. Jayal and Matawani (1986) in their book “Conservation Tourism and Mountaineering in Himalayas” analysed the role of tourism in state revenue generation. The researchers also emphasized on opening of distant places of state but with proper security arrangements. Bawa (1994) examined the negative impacts of tourism in the region. The conclusions showed the pollution created by industry in Manali and Bhuntar cities. Bansal and Gupta (1998) also warned that tourism development without proper consecration planning can further pollute the environment. They also stressed on community awareness for the same. Bhattacharya (1998) advocated that Governments of Hilly States should check the degradation of natural resources by implementing the strict rule and regulations for environment protection Chand and Vivek (2012) also studied the perception of residents towards sustainable tourism development. This study concluded that there is little involvement of residents of Manali in promotion and development of sustainable tourism in area. Above mentioned critical review of literature clearly indicates that there is dearth of study in field of impacts investigation for Manali region. The present study aims at evaluation of physical, socio-cultural and environment impacts of tourism in Manali.

RESEARCH METHODOLOGY:

Present Study is based upon primary data. The data was collected through structured questionnaire from residents. The questionnaire for impact assessment was modified form of impact scale developed by AP and Cormpton (1998). The original scare consisted of 35 items, but presented study uses only 31 items. The five point likert scale includes 1 = dislikes, 2 = somewhat dislike, 3 = neither like nor dislike, 5 = somewhat like and 5 = like. A total 500 residents of Manali were contacted and 360 filled questionnaires were received which makes 72% response rate.

The Table No.1 showed the demographic profile of respondents. For analysis of data; mean, standard deviation means ranking and factor analysis were used.

Table No. 1 Demographic Profile of Respondents (N=360)

Gender	
Male	210
Married	120
Unmarried	090
Female	150
Married	72
Unmarried	78
Age	
Below 25 Years	92
26-35 Years	210
36-45 Years	30
46-55 Years	18
Above 56 Years	10
Education	
Matriculates	52
Graduate	180
Above Graduation	128
Occupation	
Government Job	100
Private Job	34
Self-Employment	140
Unemployed	50
Tourism Industry	226
Retired and Others	8
Annual Income	
Below Rs 50,000	148
Rs 50000-75000	74
Rs 75001-100000	24
Above Rs 100000	32

DISCUSSION

Table No. 2 is analysis of respondents towards tourism impact by mean, standard deviation and mean rankings. Higher mean value and ranking indicates the higher intensity of responses towards the variable.

Table No. 2 ANALYSIS OF RESIDENT'S VIEW TOWARDS TOURISM IMPACTS

	Mean	Std. Deviation	Ranking
Opportunity for jobs	3.3816	1.23804	26
Employment fluctuation	3.4373	1.13149	25
Income of residents	3.4819	1.14046	21
Opportunity for shopping	3.9304	.85099	7
Literacy rate	3.9443	.98151	4
Standard of living	3.8301	1.02297	9
General price of goods & services	3.9387	1.01752	6
Costs of land & housing	4.0613	.97547	2
Availability of recreational facilities for locals	3.6379	1.12230	16
Infrastructure development	3.6880	1.09730	13
Road conditions	3.6518	1.19060	15
Small scale & handloom industry	3.2117	1.26614	30
Overuse of scare resources	3.2423	1.25506	28
Population density	3.7994	1.06435	10
Crowd more than carrying capacity	3.7855	1.07859	11
Visual appearance	3.4875	1.24364	20
Throughway mentality	3.5905	1.17327	19
Forest/vegetation coverage	3.6351	1.11515	17
Availability of fresh water supply	3.6100	1.15479	18
Quality of air	3.8412	1.08822	8
Noise pollution	3.9415	1.08026	5
Dependency on tourism	3.3872	1.15452	25
Transfer of labor from other sector	2.9164	1.31758	31
Local values, norms & customs	4.0251	3.26347	3
Religious activities	3.7187	1.12685	12
Renovation & maintenance of historical monuments	3.4735	1.25682	21
Peace	3.2897	1.24832	27
Irritation among locals	3.2256	1.20372	29
Awareness about outer world	4.0669	.94897	1
Social evils (alcoholism, gambling, prostitution)	3.6797	1.26199	14
Cultural identity	3.4624	1.17379	23

Out of 30 statements of questionnaire, “Tourism increases awareness about outer world” emerged with highest mean (mean ranking = 1) while mean ranking 2 was associated with variable “Tourism has increased the cost of land and housing”. With lowest mean value i.e. 2.9164 and 31st mean ranking, the statement that tourism has created transfer of labor from one sector to other was least accepted by residents of Manali.

In second phase of analysis, the data was analyzed by using principal component analysis. Five factor solutions emerged as a result with 55.6% of total variance explained. The factors identified were-economic development, cost of living, infrastructure development, socio-culturally changes and quality of environment. The factor loading of each variable is shown in table no. -3

Below table explains the factor loading value 5 factors. In case of factor I (i.e. economic development) the factor loading values of items varies from .721 to .774. That mean almost all the items contribute highly towards the core factor economic impact of tourism. .774 factor value of item “tourism has increased the literacy rate” is more closely associated with economic impacts of tourism. Overall analyses indicate a significant positive relation between economic development and tourism development in study area.

Factor II reveals that the item “opportunity for shopping” with factor value .929 is contributing highly towards tourism impacts whereas item “increase in general prices of goods & services” with factor loading value .338 describes comparatively less contribution. “availability of recreation facilities for locals” is also highly contributing towards the core factor with factor loading value .926 In conclusion the respondent’s opinions are more inclined towards the positive economic impacts of tourism in Beas Valley.

Factor III indicates the relation between general infrastructure development and tourism. Item “opportunity for shopping” with factor loading value .942 indicates highest contribution towards core factor while “improvement of small scale and handloom industry” has comparative less relevant with core factor.

Table No. 3
Results of Factor Analysis

Variable	1	2	3	4	5
Opportunity for jobs	.762				

Employment fluctuation	.729				
Income of residents	.721				
Opportunity for shopping	.754				
Literacy rate	.751				
Standard of living	.737				
General price of goods & services		.338			
Costs of land & housing		.458			
Availability of recreational facilities for locals		.926			
Infrastructure development			.935		
Road conditions			.937		
Small scale & handloom industry			.605		
Overuse of scare resources				.881	
Population density				.869	
Crowd more than carrying capacity				.755	
Visual appearance				.504	
Throughway mentality				.334	
Forest/vegetation coverage				.374	
Availability of fresh water supply				.693	
Quality of air				.764	
Noise pollution				.345	
Dependency on tourism					.867
Transfer of labor from other sector					.667
Local values, norms & customs					.468
Religious activities					.502
Renovation & maintenance of historical monuments					.534
Peace					.812
Irritation among locals					.789
Awareness about outer world					.430
Social evils (alcoholism, gambling, prostitution)					.547
Cultural identity					.872

Extraction Method: Principal Component Analysis.

The responses concerning quality of environment are highlighted in factor IV. Tourism development especially in eco-fragile areas like study area is considered one of the main causes to degrade the environment. The factor loading values of all items of factor IV are from .334 to .881. Item with highest factor loading value i.e. .881 is in response of the statement that tourism development in study area has encouraged the overuse of scare resources. “Throwaway mentality of locals because of tourism development” emerged with lower factor value i.e. .334 which shows it’s less relevance to tourism impacts.

Factor V describes the conditions of socio-cultural changes that arise as a result of tourism development in study area. Total 13 variables around the 'socio-cultural' domain indicate the factor loading values from .343 to .872. The lowest factor loading value is exhibited by item "tourism improves the standard of locals" which is .343 while highest factor loading value (i.e. .872) of item shows that 'Tourism development has contributed positively towards the cultural identity'. Overall tourism development in study area has resulted in less favorable to locals especially on socio-cultural front.

RESULTS

Analysis of data indicates that there is a significant positive relation between economic development and tourism development in study area. The residents perceive positively towards economic impacts of industry. But same time commercialization of cultural heritage and negative demonstration effects on young population were found important. The respondents favored the belief that visual disturbance overuse of scarce resources, crowd more than carrying capacity, increased, throwaway mentality of locals, deforestation and other environmental impacts also appeared as a result of tourism development in area. The study recommends a policy for sustainable tourism development.

References

- Acharya, Ram (1978), Civil Aviation and Tourism Administration in India: A study in Management, *National Publishing House*, New Delhi.
- Agarwal, R. K. and Nangia, S. (1974), Economic and Employment Potential of Archaeological Monuments in India, *Asia Publishing House*, New Delhi.
- A.K. Bhatia, Tourism Development: Principles and Practices, *Sterling Publishers*, New Delhi, 1997.
- Alister Mathieson and Geoffery wall, Tourism: Economic, Physical and Social Impact, *Longman*, London and Newyork, 1982.
- Amar Chand, Economic Potential of Tourism in Himachal Pradesh, 1982.
- ArehnaTyagi, Development and Potential of Tourism in Himachal Pradesh, 1989.
- B. Bhattacharya, Resource Management and Tourism in Ecological Perspective in Darjeeling Himalayas, Contemporary Issue in Tourism Edited by D. S. Bharadwaj, *Himalaya Publishing*

- House*, Mumbai, 1997.
- Bhatia, A. K. (1978), *Tourism in India-History and Development*.Sterling, New Delhi.
- B. R. Chauhan, *Personnel Administration of Himachal Pradesh Tourism Development Corporation Ltd.*, 1988.
- Chris Cooper, Johan Flectcher, David Gillbert and Stephen Wanhill, *Tourism:Principle and Practice*,*Pitman Publishing*, London, 1993.
- Chakraborty, B. K. (1981), *A Technical Guide to Hotel Operation*, *Metropolitan*, New Delhi.
- Chopra, Suhita (1991), *Tourism And Development in India*, *Ashish Publishing House*, New Delhi.
- G.S. Batra, *Tourium Development in Punjab*, 1997.
- Gupta, V. K. (1987), *Tourism in India*, *Gain Publishing House*, New Delhi.
- G.VidyaSagar Reddy, A.V.Ramana and C.R. Reddy, *Tourism Development inIndia Under Plan: A Retrospective and Perpective view*,*International Journalof Management and Tourism*, Vol. 6, No.4, April-June, 1998.
- JagmohanNegi, *Tourism Development and Resource Conservation*, *Metropolitan Books Company*, New Delhi, 1987.
- JagmohanNegi, *Tourism and Travel Concept and Principles*, *Gitanjali Publishing House*, New Delhi, 1990.
- JagmohanNegi, *Travel Agency and Tour Operation: Concepts and Principles*,*Kanishka Publishers & Distributers*, New Delhi, 1998.
- Journal of Travel Research*, Business Research Division, University of Colorado. Colorado, USA.
- K. Brijerder, *Tourism Management: Problem and Prospects*, 1997.
- K. K. Sharma *Tourism in India: Centre-State Administration*,*Classic Publishing House*, Jaipur, 1991.
- KunalChattopadhyay, *Economic Impart of Tourium Development: An IndianExperience*,*Kanishka Publishers, Distributors*, Delhi, 1995.
- Lee, John (1988), *Tourism and Development in the Third World*, *Routledge*, New Delhi.
- Lohumi, Rakesh (1998), *Tourism traplesManali Environment*, *the tribune August 1, 2001*.
- Maneet Kumar (1992), *Tourism Today: An Indian Perspective*, *Kanishka Publishing House*, New Delhi.

- Medik, S. (1972), Economic Importance of Tourism, *University of Surrey*, Surrey.
- Muneet Kumar, Tourism Today: An Indian Perspective, *Kanishka Publishing House*, New Delhi, 1992.
- N. D. Jayal and Mohan Matwani, Conservation Tourism and Mountaineering in the Himalayas, *Neeraj Publishers*, Dehradun, 1986.
- Negi, Jagmohan (1987), Tourism Development and Resources Conservation *Metropolitan Books Company*, New Delhi.
- Nirmal Kumar, Tourism and Economic Development, APH Publishing Corporation, New Delhi, 1996.
- N. M. Kapoor, Tourism as an Instrument of Economic Development with special reference to Himachal Pradesh, 1976.
- N.N. Sharma, Tourism Development Interface: A Case of North East India, *International Journal of Management and Tourism*, Vol.6, No.3, Jan-Mar, 1998.
- Padmilita Rountray and Kalyani Mahanty, Tourism Sector as an Employment Multiplier: A Case Study of Orissa Tourism, *International Journal of Management and Tourism*, Vol.6, Vol.4. April-June, 1998.
- Pitamber Sharma, Sustainable Tourism in the Hindu-Kush Himalayas: Issue and Approaches, Tourism Towards 21st Century, *Deep & Deep Publications*, New Delhi, 1998.
- Prit Paul Singh, Economic Potential of Tourism in Himachal Pradesh with special references to Shimla, 1978.
- Pren Nath Dhar, Development Of Tourism and Travel Industry: An Indian Perspective, *Kanishka Publishers, Distributors*, New Delhi, 1997.
- Ratan Deep Singh, Dynamics of Modern Tourism, *Kanishka Publishers & Distributors*, New Delhi, 1998.
- Ram Acharya (1978), Civil Aviation and Tourism Administration in India, *National Publishing House*, New Delhi.
- R. N. Kaul, Dynamics of Tourism, *Sterling Publishers*, New Delhi, 1985.
- R. P. Mishra, S.S. Sharma and Ram Acharya, World Tourism, *Delta International*, Jaipur, 1981.
- Seth, P. N. (1978), Successful Tourism Planning and Management, *Cross Section Publication*, New Delhi.

Shelley, Leela (1990), *Tourism Development in India: A Study of the Hospitality Industry*, Arihant Publishers, Jaipur.

Singh, Tejvir and Richard Linda, K. (1992), *Tourism Environment: Nature Culture Economy*, Inter India Publication, New Delhi.

Singh, S.N. (1986), *Geography of Tourism and Recreation*, Inter India Publication, New Delhi.

Soli Mehta and Harish Kapadia, *Exploring the Hidden Himalayas*, Indus Publishing Company, New Delhi, 1998.

S. P. Bansal and Sunil Gupta, *Impact of Tourism on Hilly Environment: Problem and Prospects, Tourism Towards 21st Century*, Deep & Deep Publications, New Delhi, 1998.

