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IMPACT OF TOURISM ON LOCAL COMMUNITY DEVELOPMENT OF CHAMARAJANAGARA DISTRICT

Dr. M. AMULYA

Assistant Professor, B.N. Bahadur Institute of Management Sciences
University of Mysore, Manasagangothri, Mysore

Abstract

Tourism is a largest industry which is capable of changing the socio-cultural, economic, environmental, local community of the world. It has the potential to influence on the living pattern of communities as one of the oldest and fastest growing global industry. Tourism development paves the way for employment generation, infrastructural development, preservation of socio-cultural treasures, protection of forest and wildlife and overall economic development. This paper attempts to examine the impact of tourism on the local development of chamarajanagar district interms of standard of living, employment generation, increase of income and infrastructure. The field survey is conducted to elicit responses of the 300 local residents of the chamarajanagar district who are of different occupation and income level to analyse the impact of tourism on the community development.

Key Words: Local Community, Development, Tourism, Economic, Social.

Introduction

Tourism is one of the fastest growing economic sectors in countries around the world. It is very labour intensive and is a significant source of development and employment; especially for those with limited access to the labour market such as women, illiterate young people, migrant workers & rural population etc. it can significantly contribute to the social & economic development and to poverty reduction. Tourism is committed to the enhancement of local prosperity by leveraging the core cultural practices of the region to generate income & descent employment for local community without affecting the local environment.

Chamarajanagar District Profile

Chamarajanagar is the southernmost district in the state of Karnataka, India. It was carved out of the original larger Mysore District in the year 1998. Chamarajanagar town is the headquarters of this district. It is the third least populous district in Karnataka (out of 30), after Kodagu and Bangalore Rural.

Literature Review

Smith and Krannich (1998) examines the degree to which rural community residents' perceive negative impact from increased levels of tourism development. The data for this study were collected from four communities which had been conducted for another study as a larger sample of six communities of Rocky Mountain West. The focus of Smith and Krannich's study

is placed on communities with different levels of economic dependence on tourism, where dependency for each community has been estimated by calculating the ratio of per capita lodging receipts to per capita personal income. The results reveal that residents' perception of the importance of tourism to their community's economic well-being is significantly different throughout the study areas. These perceptions fall in direction of the level of tourism development. Residents with a higher perception of tourism development (Two areas) perceived greater negative impacts from economic development and agreed to limit future growth. The study also points out that tourism development has mixed effects on the economic and infrastructure satisfaction.

Campbell's (1999) aims to evaluate the potential for the local community to get benefit from the development of tourism or control its development in the absence of government or other planning authorities. It discusses three main issues: current perceptions of the growing tourism, opportunities for tourism-based employment, and the potential for tourism to reduce dependence on, or conflict with, current livelihood. The author used the semi-structured interviews and household questionnaire to obtain data and made interviews with people working in tourism projects. The questionnaire was distributed to 76 out of 84 (total household), i.e. 91%. The findings of this study show that locals believe that tourism is growing annually. The study reveals a range of local attitudes and points out that there is support for the development of tourism or at least tolerance about existing tourism. It has also found out that most residents viewed tourism as having an effective role in social development. However, residents had identified some social problems like drugs, crime, prostitution, disorder, pollution, and foreign land ownership. From the environmental perspective, the study indicates that most interviewed people feel that tourism plays a negative role in destroying the nesting olive ridley sea turtles. Regarding the economic impact on the community, the research shows that only 4% of the household indicate that tourism is a source of income. The overall findings of this study reveal that residents had limited awareness of investment or employment opportunity in tourism, whereas outsiders control tourism suggesting that the

community in the study area will have limited access to further benefits from tourism development.

The study made by **Andereck et al. (2005)** aims at investigating residents' perceptions of tourism impact on the community. This study also uses Social Exchange Theory to interpret the results of the study. The researcher has made use of the mail survey to collect relevant information with a 69.4% response rate. The result reveals that many outcomes of the study reinforce previous findings on attitudes of residents towards tourism whereas other results show other different findings. The economic impact regarded as positive, and from a social point of view, the residents appreciate the enrichment of the community fabric but without discounting increased negative impact such as crowding, congestion, traffic, litter and crime.

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Bestard and Nadal (2007) have found out that the majority of the surveyed residents believe that there is an oversaturation of the community's services and traffic congestion due to tourism. The residents consider tourism to provide them with leisure opportunities and feel that their welfare is better due to tourism. In the environmental issue, results show that there is a general feeling that tourism is responsible for environmental destruction.

Bernardo Trejos and Lan-Hung Nora Chiang (2009), in their paper reports on the contribution of tourism to the wellbeing of rural residents through the development of economic linkages engaged by community-based tourism (CBT) in rural Costa Rica. In a qualitative case study of local economic

linkages surrounding one such project in Chira Island, economic linkages were assessed at two levels: discourse and practice. The findings indicate that CBT does not involve the collective property of the community, but rather, the collective property of a group of community members organized in a formal association. As a result, a discourse on local economic linkages has been promoted by CBT support organizations in which hopes of wider benefits are placed on small linkages to services and products provided by local community members. However, a field survey suggested that the economic linkages generated by CBT in the community were sporadic and polyvalent and, furthermore, that the linkages with agriculture are negatively affected by scale and seasonality, resulting in leakages out of the community. These findings caution practitioners that CBT may only have small-scale positive impacts on the local economy.

Chen (2000) has reported that older

residents are more likely to identify the positive benefits of tourism than the negative impacts. In addition to that, he sustains that females are found to be more likely to be drawn to the negative impacts of tourism and thus less likely to support tourism development. In another study, Chen (2001) indicates that a single factor, such as economic benefits, may have an enormous influence on residents' perceptions of tourism impacts.

Research Methodology:

A combination of exploratory and descriptive research design will be used for conducting this study. The study research requires both primary and secondary data. Primary data is collected through 300 local residents. To analyze the data collected from respondents, various statistical tools and techniques are applied for the study. The data collected from respondents is analyzed with the help of the latest version of SPSS.

Findings and analysis:

Particular	Sub-Category	Frequency	Percentage
Gender	Male	154	51.3%
	Female	146	48.7%
	Total	300	100.0%
Age	18 Yrs -30 Yrs	186	62.0%
	31 Yrs -40 Yrs	61	20.3%
	41 Yrs -50 Yrs	36	12.0%
	51 Yrs -60 Yrs	14	4.7%
	61 Yrs & Above	3	1.0%
	Total	300	100.0%
Qualification	School	18	6.0%
	College	50	16.7%
	Degree	95	31.7%
	Master Degree	126	42.0%
	No Formal Education	11	3.6%
	Total	300	100.0%
Occupation	Owns Business	21	7.0%
	Govt. Employee	56	18.7%
	Private Employee	60	20.0%
	NGO	3	1.0%
	Unemployed	13	4.3%
	Agriculture	147	49.0%
	Total	300	100.0%
Income	Rs.10,000- Rs 20,000	137	45.7%
	Rs 20,000- Rs 30,000	91	30.3%
	Rs 30,000- Rs 40,000	46	15.3%
	Rs 40,000- Rs 50,000	16	5.3%
	Rs 50,000 +	10	3.3%
	Total	300	100.0%

Local Residents views on impact of tourism on the local community development in Chamarajanagar district

Tourism has increased the standard of living of the local residents in Chamarajanagar								
Particulars			SD	SWD	CS	SWA	SA	Total
OCC UPA TION	Owns Business	F	10	11	0	0	0	21
		%	3.3%	3.7%	0.0%	0.0%	0.0%	7.0%
	Govt. Employee	F	34	22	0	0	0	56
		%	11.3%	7.3%	0.0%	0.0%	0.0%	18.7%
	Private Employee	F	25	34	1	0	0	60
		%	8.3%	11.3%	0.3%	0.0%	0.0%	20.0%
	NGO	F	2	1	0	0	0	3
		%	0.7%	0.3%	0.0%	0.0%	0.0%	1.0%
	Unemployed	F	6	7	0	0	0	13
		%	2.0%	2.3%	0.0%	0.0%	0.0%	4.3%
	Agriculture	F	4	10	0	0	0	14
		%	1.3%	3.3%	0.0%	0.0%	0.0%	4.7%
	Student	F	42	91	0	0	0	133
		%	14.0%	30.3%	0.0%	0.0%	0.0%	44.3%
Total		F	123	176	1	0	0	300
		%	41.0%	58.7%	0.3%	0.0%	0.0%	100.0%
Chi Square		CC		0.251				
		P Value		0.063				

In the above table of 300 respondents, 299 respondents (99.7%) do not agree that the **tourism has increased the standard of living of the local residents in Chamarajanagar**. And the only remaining respondent is in a state of mind where the respondent can't comprehend whether the tourism has increased the standard of living or not. On the other hand, it is the students who are the highest respondents of 133 out of which 133 students disagree with the above statement. So it is found from the study that according to the local residents of Chamarajanagar, they do not agree that the **tourism has increased the standard of living of the local residents in**

Chamarajanagar.

The responses are found to be significantly associated which is supported by the significant contingency co-efficient [CC = 0.251, P Value = 0.063]

Therefore the association among the responses towards the **tourism has increased the standard of living of the local residents in Chamarajanagar** with **occupation** is significantly associated. The association towards the **tourism has increased the standard of living of the local residents in Chamarajanagar** is found to be insignificant amongst the residents in chosen in the areas of Chamarajanagar.

The growth of tourism has helped to generate more income for local residents								
Particulars			SD	SWD	CS	SWA	SA	Total
Occ.	Owns Business	F	4	17	0	0	0	21
		%	1.3%	5.7%	0.0%	0.0%	0.0%	7.0%
	Govt. Employee	F	15	41	0	0	0	56
		%	5.0%	13.7%	0.0%	0.0%	0.0%	18.7%
	Private Employee	F	25	33	1	0	1	60
		%	8.3%	11.0%	0.3%	0.0%	0.3%	20.0%
	NGO	F	1	2	0	0	0	3
		%	0.3%	0.7%	0.0%	0.0%	0.0%	1.0%
	Unemployed	F	6	7	0	0	0	13
		%	2.0%	2.3%	0.0%	0.0%	0.0%	4.3%
	Agriculture	F	7	7	0	0	0	14
		%	2.3%	2.3%	0.0%	0.0%	0.0%	4.7%

	Student	F	35	98	0	0	0	133
		%	11.7%	32.7%	0.0%	0.0%	0.0%	44.3%
Total	F	93	205	1	0	1	300	
	%	31.0%	68.3%	0.3%	0.0%	0.3%	100.0%	
Chi Square	CC		0.244					
	P Value		0.397					

In the above table of 300 respondents, 298 respondents (99.3%) do not agree that the **growth of tourism has helped to generate more income for local residents**. And among the remaining 2 respondents just one agrees and the other respondent is in a state of mind where the respondent can't comprehend whether the growth of tourism has helped to generate more income for local residents or not. On the other hand, it is the students who are the highest respondents of 133 out of which 133 students disagree with the above statement. So it is found from the study that according to the local residents of Chamarajanagar, they do not agree that the **growth of tourism has helped to**

generate more income for local residents.

The responses are found to be significantly associated which is supported by the significant contingency co-efficient [CC = 0.244, P Value = 0.397]

Therefore the association among the responses towards the **growth of tourism has helped to generate more income for local residents with occupation** are significantly associated. The association towards the **growth of tourism has helped to generate more income for local residents** is found to be insignificant amongst the residents in chosen in the areas of Chamarajanagar.

Development of tourism offers more jobs for the local people in Chamarajanagar								
Particulars		SD	SWD	CS	SWA	SA	Total	
Occ.	Owns Business	F	6	14	0	1	0	21
		%	2.0%	4.7%	0.0%	0.3%	0.0%	7.0%
	Govt. Employee	F	12	41	2	0	1	56
		%	4.0%	13.7%	0.7%	0.0%	0.3%	18.7%
	Private Employee	F	10	47	0	1	2	60
		%	3.3%	15.7%	0.0%	0.3%	0.7%	20.0%
	NGO	F	0	2	0	1	0	3
		%	0.0%	0.7%	0.0%	0.3%	0.0%	1.0%
	Unemployed	F	3	9	1	0	0	13
		%	1.0%	3.0%	0.3%	0.0%	0.0%	4.3%
	Agriculture	F	3	11	0	0	0	14
		%	1.0%	3.7%	0.0%	0.0%	0.0%	4.7%
	Student	F	30	97	1	1	4	133
		%	10.0%	32.3%	0.3%	0.3%	1.3%	44.3%
Total		F	64	221	4	4	7	300
		%	21.3%	73.7%	1.3%	1.3%	2.3%	100.0%
Chi Square		CC		0.336				
		P Value		0.033				

In the above table of 300 respondents, 285 respondents (95.0%) do not agree with the statement that the **development of tourism offers more jobs for the local people in Chamarajanagar**. And among the remaining 15 respondents 11 agrees and only 4 respondents are in a state of mind where the respondent can't comprehend whether the tourism development offers more jobs for the locals or not. On the other hand, it is the

students who are the highest respondents of 133 out of which 127 students disagree with the above statement. So it is found from the study that according to the local residents of Chamarajanagar, they do not agree that the **development of tourism offers more jobs for the local people in Chamarajanagar**.

The responses are found to be significantly associated which is supported by the significant contingency co-efficient [CC =

0.336, P Value = 0.033]

Therefore the association among the responses towards the **development of tourism offers more jobs for the local people in Chamarajanagar** with **occupation** are significantly associated. The association

towards the **development of tourism offers more jobs for the local people in Chamarajanagar** is found to be insignificant amongst the residents in chosen in the areas of Chamarajanagar.

Infrastructure Facilities

Tourism development improves accessibility (Transport and Communication)								
Particulars			SD	SWD	CS	SWA	SA	Total
Gender	Male	F	11	26	40	52	25	154
		%	3.7%	8.7%	13.3%	17.3%	8.3%	51.3%
	Female	F	12	32	26	44	32	146
		%	4.0%	10.7%	8.7%	14.7%	10.7%	48.7%
Total		F	23	58	66	96	57	300
		%	7.7%	19.3%	22.0%	32.0%	19.0%	100.0%
Chi Square		CC	0.127					
		P Value	0.292					

In the above table, just more than half of the respondents i.e., 153 respondents (51.0%) out of 300 respondents do agree with the statement that **tourism development improves accessibility (Transport and Communication)**. Many number of respondents i.e., 66 respondents (22.0%) are in a situation where they can't make out whether the tourism development improves accessibility or not and the remaining respondents of 81 disagree with the above statement. So it is found from the study that according to the local residents of Chamarajanagar, tourism development improves transport and communication.

The responses are found to be significantly associated which is supported by the significant contingency co-efficient

Therefore the association among the responses towards the **tourism development improves accessibility (Transport and Communication)** with **gender** is significantly associated. The association towards the **tourism development improves accessibility** with **gender** is found to be insignificant amongst the residents in chosen in the areas of Chamarajanagar.

Conclusion

Local community plays an important role in the development of the region in terms of social and economic progress. From the study it is found that, the tourism development in the Chamarajanagar district has a positive impact on the local community development. Tourism has

improved the standard of living of the people of Chamarajanagar district by creating more jobs and income for the local residents. The infrastructure facility also plays an important role in the development of the region, so that the connectivity is established to access the tourist destinations in the Chamarajanagar district.

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