

Host Community Perception on Tourism Impact and Their Role in Tourism Planning in Chamba, Himachal Pradesh, India

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Abstract

The research conducted is to assess and evaluate interconnection between tourism impact on community quality related to life and their involvement in tourist planning for quality enhancement. This research will be conducted in the Himachal Pradesh district of Chamba. The findings of the evaluation illustrate how community is being affected by the tourism in relation to community's quality related to life. It elucidates the link between the elements that influence a resident's quality related to life and their level of participation in tourism planning.

Keywords. *Planning of tourism, Quality related to life, Tourism impacts*

1. Introduction

Nowaday's tourism is an impactful element to bring the changes in both the economy development and countries development (Gumus, 2007). Tourism development brings the several benefits for the community and affects them in several ways; Tourism increases the traffic congestion, crime rate, cost of living and water waste (Nunkoo and Ramkisson, 2009). The sustainability of tourism depends upon the numbers of actors like the consideration of tourism impacts on residents (Cahndralala, 2010). The residents' attitudes towards the tourism are significant as it argues that people who are associated with the tourism activities are happier and welcome tourism and tourists (Snaith and Haley, 1999).

A good numbers of research studies have been conducted related to the tourism impacts and community's perceptions on it (Wall, 1996). It is a fact that all communities have its own culture and tradition on which tourism imparts its effects, especially in the developing

countries.

The specific target of the research is to calculate and evaluate the impact of tourism and specific role of community in tourism planning in Chamba, Himachal Pradesh, India.

The perception of residents on the cultural and socio-economic tourism impact in destination growth and including for planning tourism (Stylidis et al., 2014). Residents' attitudes regarding tourist development, as well as their assessments of the good and adverse effects of such growth, have been the subject of several past studies (Kim et al., 2013; Andereck et al., 2005; Sharpley, 2014). Increased revenue and job possibilities, higher living conditions, enhanced essential services and leisure activities, and the promotion and conservation of local customs are among benefits that tourism may provide to the local community (Choi and Sirakaya, 2006; Andereck et al., 2005). However, rising living costs, more traffic congestion, overcrowding of services and resources, give rise to violence and drug availability imply that

tourism might have a severe impact on local inhabitants' life (Jaafar et al., 2015; Deery et al., 2012). Finally, how inhabitants of the area view tourist development's effects on their residents influence their involvement for it (Látková and Vogt, 2012; Nicholas et al., 2009). The impression of good impacts motivates communities to stand with tourism growth and development, but the impression of adverse consequences deters them to do so (Sharpley, 2014; Jaafar et al., 2015). Many prior studies have used social exchange theory (SET) to investigate the relation between citizens' behavior & attitudes and assistance for tourist growth (Jurowski et al., 1997; Látková and Vogt, 2012; Andereck et al. 2005).

Residents will be more likely to support tourism development if they believe the advantages of tourism growth outweigh the expenses, as per SET (Nunkoo, 2015; Nunkoo et al., 2013).

Several researchers have continued to study the perspectives of people in various places on the implications of tourism growth during the last three decades (Ap, 1992; Hall and Page, 2014; Andereck et al., 2005). These impacts are categorized into three aspects: economic, social, and environmental. Growth of tourism has a favourable economic influence on residents' communities by boosting income, generating employment, and increasing their standardization in lifestyle (Choi and Sirakaya, 2006; Andereck et al., 2005). However, the adverse effects of travel and tourism growth include rising living costs (e.g., price hike features of products and services), the introduction of less-paid tourism-related jobs, and an increase in house taxes (Brunt and Courtney, 1999; Andereck et al., 2005; Látková and Vogt, 2012). Development of tourism has

shown its beneficial impact on society by increasing the approachability and reliability of recreational activities and services for habitants (Tovar and Lockwood, 2008); highlighting and enhancing community heritage values (McGehee et al., 2002) and reviving and preserving the local area's old age styles, culture, and handicraft (Haralambopoulos and Pizam, 1996). Moreover, development of tourism can have adverse impact on values of the family and relationships (Kousis, 1989); make a contribution to crowding and congestion related to traffic, services as well as facilities (Ko and Stewart, 2002; Látková and Vogt, 2012) and reduce the intensity and affordability of drugs and violence (Haralambopoulos and Pizam, 1996; Tosun, 2002; Ko and Stewart, 2002; Deery et al., 2012). While there have been some beneficial natural effects observed, the negative effects of tourist development are extensively documented, including harm to biodiversity and nature (Ko and Stewart, 2002), as well as increased pollutions at all three levels (Ko and Stewart, 2002; Andereck, 1995).

1.1 Research Objectives:

- a. To analyze the social, cultural and economic impact of tourism and community's participation in planning process.
- b. To evaluate community affects and their satisfaction by the tourism development.
- c. To determine the factors which are important for the stages of community's participation in planning process of tourism.

2. Tourism Planning and Community Role

Planning of travel and tourism with its growth in undeveloped nations either excludes or marginalizes community involvement in the

processes of decision taken (Dola and Mijan, 2006). Not only is the community isolated from the tourism planning phase, but it is also removed from managing projects and decision-making. In underdeveloped nations, using a top-down strategy is prevalent (Teye et al., 2002).

Community must be involved with the stakeholders and managers for planning and decision taken activities related to tourism, especially in relation to the developing countries (Cater, 1994). The resident's involvement in tourism planning is specifically for effectiveness in planning and tourism destinations management. The role of residents in planning as well as for management decision is not only important for tourism benefits but also for sustainable development of the area (D'A more, 1992; Dark, 1991; Leslie, 1993; Green, 1995; Murphy, 1988).

However, many hindrances for community's contribution in planning and development of tourism especially for developing nation like India. Few of the hindrances are the instructions of the government system in which planning and developmental activities of tourism focused on the sectoral grounds and are the norms and no participation of community in tourism planning and development (Mohammadi, 2010).

Lack of infrastructure of tourism in developing nations is the main issue in relation to involvement in tourism decision making process (Dola and Mijan, 2006). There is social, culture and economic hindrances for the resident's involvement in planning and development issue related to tourism (Aref and Redzuan, 2008).

3. Community's Attitudes towards Tourism

Resident's attitude towards development of tourism is crucial and valuable for the decision makers. However, the community is the most important part who gets affected either adversely or beneficially by the various tourism related developments. To minimize the effects of tourism impacts the action can be planned to reduce the gap among tourists and community (Zhang et al., 2006).

The influence factors for resident's attitudes and perceptions are different for different communities. The community social structure has the capacity to take the various values which are arises by the tourists (Mansfeld, 1992). This is a connection between community and its perception on development of tourism planning focusing upon the positive attitude towards tourism development, which is getting benefitted by it (Nzama, 2008).

It is also a balance between the economic benefits and the cost on the resident's culture, environment and on themselves. Residents deal with it by underpinning the negative impacts by the economic benefits which provides satisfaction towards the community (Cavus and Tanrisevdi, 2003; Faulkner and Tideswell, 1997; Dyer et al., 2007). Tourists and resident's relationship create positive impacts in term of societal peace, different culture exchange and interaction and negative impacts in term of related environmental and social costs. Tourism helps in improvements in the term of attraction enhancement, recreational activities and services. In other way, tourism provides opportunities to community to meet with people, make them friends and explores their self into new world (Kumar et al., 2009).

4. Demographical Profile of Chamba

As per the 2011 census, the population of Chamba district is 519,080 people, approximately equivalent to the inhabitants of Cape Verde. It is ranked 544th in India. The district population density is eighty people per square kms (210 people per square mile). Its population grew at a 12.58 percent annual pace from 2001 to 2011. Chamba has a female-to-male ratio of 989 to 1000 with a rate of literacy rate of 73.19 percent. The Gaddis, Himachal Pradesh's

biggest Scheduled Tribe, inhabit mostly in Chamba district.

The Himachali group of languages is spoken by the majority of the district's residents. Chambeali (the first language stated by 23% of the inhabitants in the 2011 census), Churahi (14%), Pangwali (3.5%), Bhateali (3.5%) and Gaddi or Bharmauri (22%) are the most common Gujarati (1.9%), Hindi (2.9%), Punjabi (1.3%) and Kashmiri (1.3%), are the other languages spoken (1.1%) (Chamba district - Wikipedia, 2021).

Table 4.1: (2021)[online] Available at: <<https://hpchamba.nic.in/demography>>

Item	Value	Item	Value
Area	6522 sq. Km	Population	519080
Male	261320	Female	257760
Rural	482972	Urban	36108
Scheduled Cast	111690	Scheduled Tribe	135500
Sex Ratio	986	Literacy	323842
Sub Divisions	7	Tehsils & Sub-Tehsils	13
Development Blocks	7	Gram Panchayats	283
As per 2011 Census			

5. Research Methodology

5.1 Study area and sample

District Chamba of Himachal Pradesh is the study area for this research. It is located at 579 kms from the capital of India, and 343 kms from the state capital Shimla of Himachal Pradesh. It is one of the important tourism destinations of Himachal Pradesh.

Data has been collected through the stratified random sample by help of

questionnaire. Questionnaires have been filled by the houses in the area selected. On the basis of randomly selected area and map coordination, during survey if any house denies to answer the questionnaire the next house was selected. Only 18 years above age respondents were selected to respond to questionnaire. Out of 200 questionnaires which were used for the survey, 180 were selected on the criteria of proper filled questionnaire with total response is 90%.

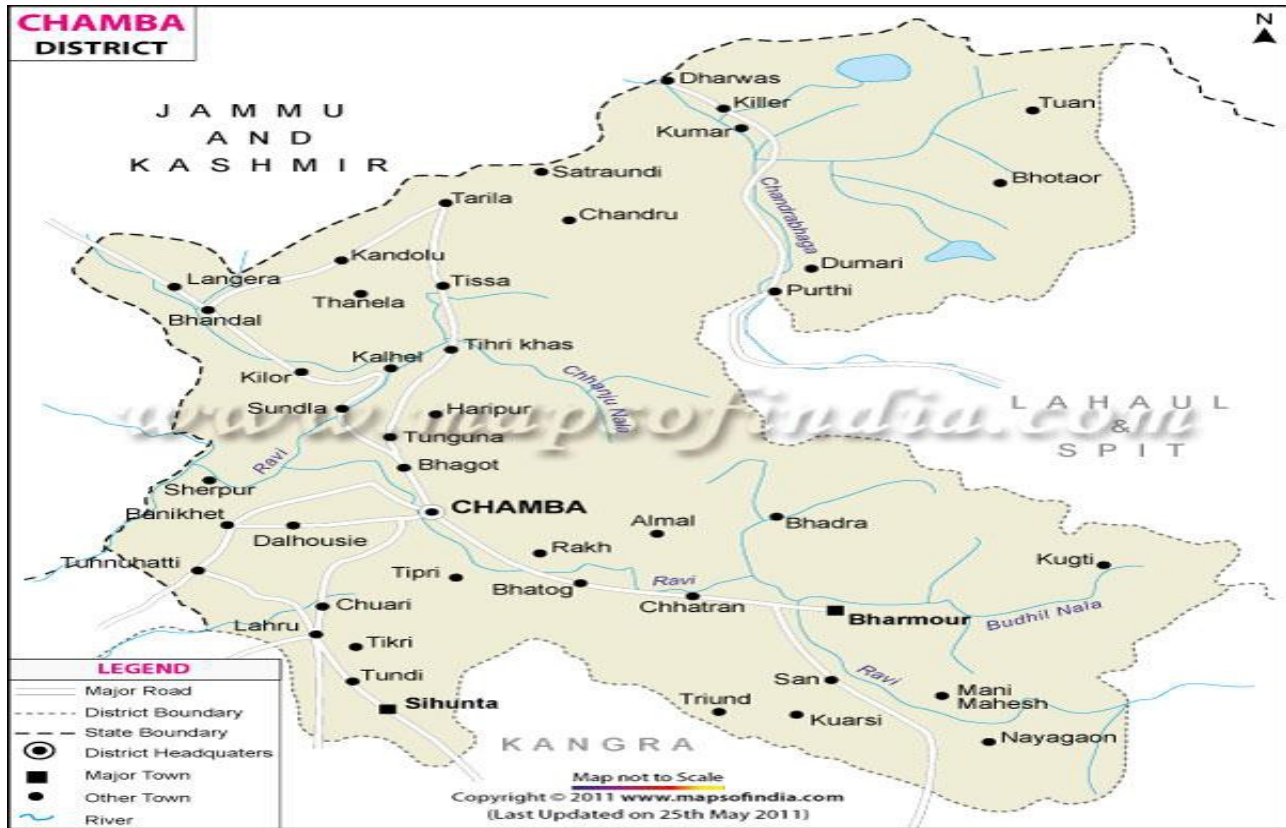


Figure 5.1: Map of Chamba

Source: Mapsofindia.com

5.2 Data analysis

Structured questionnaires were used as survey instrument for this study. Three sections have been created in the questionnaire; first section contains the demographic characteristics of the community respondents. The second section was belonging to the economic, cultural and social items of tourism. The total 17 impact indicators were selected on the basis of their strong impacts on the study area. Four points scale was used (1= strongly disagree to 4 = Strongly Agree) for the study of the responses of the residents on 17 impacts indicators. The selection of all 17 impact indicators is purely on the basis of research studied on the related issues on different areas.

The final section is related to the people inclination for the involvement in tourism

development planning was tested on the basic questions. For this study the SPSS ver. 16.0 (statistical packages for social sciences) is used. To evaluate the perception of the community on social, economic, cultural and environmental impacts on the study area, the descriptive statistics is used.

6. Results and Discussion

6.1 The study sample description:

In this study numbers of male form part of (63.3%) while the female numbers were (36.7%). Highly educated respondents were (19.3%) of the sample and medium educated (54.3%) and less educated (26.4%) respectively. Low-income group comprises of 123 respondents whose monthly income is less than 10000/- per month. Majority of the community respondents belongs

to 18-40 age group (46.3%), 41-55 age group (23.4%) and 56-and above (30.3%).

6.2 Result analysis

It comprises of mean, standard deviation (SD) of the responses on 17 items has been shown in figure 1. The valid responses are in 152-180. The mean results clearly shows that some items have the strong impact on community including some positive and negative. The effect of retailing growth (3.10), job opportunity for local community (3.07) cost of living (3.10), income of house hold (2.73) and agricultural field destroying (2.77). The main problem of concern is the agriculture field destruction.

To study the community character of 17 impacts factors the varimax rotated factor

analysis was implemented giving four factors having eigen value greater than 1.00, which is 62.79% of the total variance. The sphericity of Bartlett's test was 1412.174, $p < 0.001$ and Kaiser was 0.81 clearly indicates that the data is suitable for the factor analysis.

For third factor, the environmental effect of tourism. All items show the negative impacts of tourism on the environment of the study area by mean score. Agriculture field destroying (factor loading 0.72), traffic jams (factor loading 0.83), disappearing the vegetation (factor loading 0.76), soil erosion (factor loading 0.79). All these negative impacts are due to not having proper land use planning and ignoring rules related to it.

Table 6.1: Factor Analysis and Descriptive Statistics of Different Tourism Impacts in Chamba

ITEMS	Descriptive Statistics			Factor Loading				
	Sample size N	Mean	Standard deviation (SD)	1	2	3	4	5
Factor 1: social and cultural impacts factor								
Increase in social problems and crime	170	2.03	0.94	0.1	0.77	-0.14	-0.02	0
improvement in area image	169	2.13	1	0.21	0.78	-0.06	-0.03	-0.07
destroying the aboriginal culture	172	2.39	0.96	0.13	0.76	-0.07	-0.13	0
Disturbance in the peaceful life of the area	161	2.47	1.02	0.21	0.72	-0.05	-0.05	-0.02
Factor 2: Life quality improvement factor								
improvement in the quality of services in the destination	168	1.81	0.81	0.06	-0.09	-0.04	0	0.71
overall improvement in the life quality	172	2.35	0.9	-0.03	0.01	0.04	0.09	0.73
Factor 3: Environment quality factor								
Increase in the more traffic jam in the area	172	1.68	1.06	0.83	0.14	0.04	0.03	0
Increase in growth in the area	175	1.71	1.01	0.81	0.1	0.1	0.12	0.05
Problem of soil erosion increasing	173	2.1	1.03	0.79	0.12	0.01	0.26	0.06
cutting of trees and disappearance of vegetation in the area	169	2.35	1.02	0.76	0.18	0.02	0.13	0.1
Destruction of agriculture fields in the area	178	2.67	0.93	0.72	0.21	0.13	0.11	0.01

Factor 4: Economic impact factor

Increase in the cost of living	173	3.2	0.81	-0.02	-0.1	0.67	-0.06	0.05
Income of household increase	167	2.91	0.91	0	-0.1	0.67	0.01	0.02
Improvement in other sectors due to tourism	163	2.6	0.85	-0.01	0.06	0.65	-0.07	0.07
Development in retailing in the area	177	3.1	0.8	-0.03	0.07	0.63	-0.05	0.021
Increase in the job opportunities for the host community	172	3.05	0.82	-0.21	0.01	0.5	0.05	0.012

Source: Author

For third factor, the environmental effect of tourism. All items show the unfavorable impacts of tourism on the nature of the research area by mean score. Agriculture field destroying (factor loading 0.72), traffic jams (factor loading 0.83), disappearing the vegetation (factor loading 0.76), soil erosion (factor loading 0.79). All these negative impacts are due to not having proper land use planning and ignoring rules related to it.

The first factor is in relation with the cultural and social impacts. It analyzes the items like disturbance in quite life of the area (factor loading 0.72) loss of aboriginal culture (factor loading 0.76), enhancing crime rate (loading 0.77) showing adverse impacts of tourism in destination. However, the improvement of the area image due to tourism (factor loading 0.78) showing positive impact of tourism.

The second factor is in relation with the analysis of tourism economic impacts. The study results show that the job opportunities (loading factor 0.50) and growth in retailing) loading factor 0.63) have the high correlation with these factors. Tourism also increased the expenses of life (factor loading 0.67), increase in household income (factor loading 0.67) and other economic section (factor loading 0.65).

The fourth factor is in relation with the analysis of two items, improvement in life

quality (factor loading 0.71) and quality improvement in public services (factor loading 0.70) which are related to improvement in quality of life the study area.

6.3 Correlation analysis result

This method explains the comparison of factor correlation degree in relation to involvement in tourism development planning variables. The regression method is used to predict the scores of factors. Two questions are important to test the degree of host-community involvement;

- i)The outcome of tourism impact is positive to be considered for the residents' action in development as well as planning.
- ii)Developmental planning of tourism is impactful and brings the improvement and reduces the negative effects. So, it is appreciated.

These variables are assessed with seven –point scale to include the broad categories of responses and can be compared with the non-correlated factor analysis result.

Therefore, the mean of question-1 and question -2 are 3.14 and 3.29, which clearly predicts that host-community prefer to participate in tourism development planning.

The correlation results of factor analysis scores with degree variables of participants, at 0.05 level of significance and coefficient of

correlation is significant at 0.01 level. The highest coefficient of correlation is related to social and economic impact factors. For first question, the coefficient correlation with economic factor is 0.68 and 0.52 for second question with 0.05 level of significance. For social and cultural factors, the correlation coefficient is also significant i.e. -0.21 and -0.17. It clearly indicates that the inclination of inhabitants towards the participation in tourism planning has significant relationship at 0.05 level of significance with all factor of tourism development planning. Other factors are also shown significant relationship with the level of resident's participation in planning and developmental activities of tourism.

7. Conclusion

The analysis results show that the community has a resistance for tourism impacts. The negative impacts of tourism force the community to be involved in tourism development planning. While the positive impacts results in the support and involvement for achieving tourism development planning goal. In this research area the benefits from the tourism push the community to participate in tourism development planning. The coefficient correlation assessment shows that there is a relationship between the tourism impacts and community's involvement in tourism development planning. In this research study the factors related to social, cultural and economic are related as important factors for community involvement in tourism development planning. Tourism impacts on society and their cooperation in tourism planning leads to the reducing weakness and strengthening the positive effects. To make it reality, the relationship between the

community and the tourism planner must be effective. As it is clear in the introduction chapter the impacts are different for different societies. So, the result of this study cannot be generalized on other society with confidence. Finally, the study is expressing the firm relationship between tourism impacts on community and degree of involvement in tourism development planning. More research is needed to be conducted on these issues and factors which put impact on it.

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