

RESIDENTS' PERCEPTION OF TOURISM DEVELOPMENT: A CASE STUDY WITH REFERENCE TO COORG DISTRICT IN KARNATAKA

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ABSTRACT

This study reports the findings from a survey of residents of the tourism destinations in coorg district Karnataka. A questionnaire was administered to 512 residents of the tourism destinations in the study area. Through an analysis of the findings it was found that 70.6% favor the presence of tourists in the area, 9.4% neither oppose nor favor the presence, while 20% oppose their presence. Analysis of Variance (ANOVA) shows that there is a significant difference ($p < 0.001$, HS) in perception among the various components of tourism. The overall percentage Mean 73.88 denotes good perception towards tourism, so perception towards presence of tourism is positive as 73.88% falls in the category of 50% to 75%.

Keywords: *Tourism development, Resident perception.*

Introduction:

The tourism in India has registered significant growth in recent years. In the year 1951, international tourist arrivals stood at around 17 thousands only while the same now more than five million. The upward trend is expected to touch the new heights in coming years. Tourism is the third largest net earner of foreign exchange for the country and also one of the sectors, while employs the largest number of manpower both directly and indirectly, but Karnataka is not the exception for this.

Tourism has been pivotal in social progress as well as an important vehicle for widening socio-economic and cultural contacts throughout human history. A wide array of interests- entertainment, sports, religion, culture, adventure, education, health and business accelerate tourism. With the advancement of transport, communication and improvement in general economic well-being, the demand for tourism has increased concomitantly. Today, an increasing proportion of the world's population is dependent upon the continuing growth of tourism for employment and income (Faulkner and Tidswell, 1997). As a consequence of this growth, many local communities have to cope with the increased intensity of tourism and its impacts, both positive and negative. Tourism has emerged as a major growth industry in many national economies, and India is no exception. Tourism has become a catalyst for the economic development in India. In terms of foreign exchange earning tourism stands second to information technology in India. According to the Annual Report of 2007-08

prepared by the ministry of Tourism, the year 2007 saw tourism in India emerging as a major sector of the Indian economy. The foreign exchange earnings registered a remarkable growth of 22.4% during this period it contributes 6.11% to GDP.

Objectives of Study:

In India, most studies in the area of tourism have so far been restricted to economic analysis, and the subject of resident perceptions of tourism development has been under-researched. The following are the major objectives of the research:

- To understand the perception of the residents about the presence of tourists in coorg district
- To investigate the impact of tourism on the image of coorg district
- To know the opinions of the residents of coorg on the number of tourists coming to their settlements
- To study the attitudes being shown by residents of coorg towards current levels of tourism and ascertain their feeling about future development.

Significance of Study:

This study of the perceptions of the residents regarding tourism development is intended to provide developer, local authorities and all other parties concerned with information only the host communities' perceptions of and attitude to tourism development in their destination, so that

perceived positive attributes could be reinforced and perceived negative attributes minimized.

Review of Literature:

Tourism researcher have primarily focused on travelers, their needs, behaviors and motivations up until a the 1980s (Lankford 1994). Much researcher has been conducted for the convenience of tourists whereas the perceptions and attitudes of the local communities towards the industry have been less of a priority (Murphy 1995). Supporting this, Krippendorf (1987) also argued that the psychology and sociology of tourism had been largely concerned with travelers’ reviews and behaviors.

The Indian tourism industry draws primarily on the sub-continent's 5,000 year-old cultural heritage. Surveys conducted by the Department of Tourism in 1968-69 and in 1972-3 placed ‘curiosity’ (42%) and ‘Indian Art and Civilization’ (34%) as the major factors influencing travel to India. Indian monumental heritage may be divided into four principal subject groups, each attracting its own particular market: (a) Buddhist monuments; (b) Hindu monuments; (c) Indo-Islamic monuments; and (d) monuments of European and especially British association with India. Each of these attractions have to some degree attracted tourists from different countries, but the higher spending power of tourists from Europe has especially encouraged the development of tourist circuits which include the symbols of the British colonial period. Proximity to the major gateway of Delhi and the relatively high concentration of cultural attractions in the North, has especially favored the development of tour circuits along the Delhi-Agra- Jaipur route known as the ‘Golden Triangle’.

Tourism received a low priority in India's early Five Year Plans, with investments in tourism accounting for scarcely more than 0.25 per cent of aggregate Plan expenditures.³ However, since the 1970s, the proportion of state investment in tourism has steadily increased . By the end of the 1980s, the Department of Tourism was promoting tourism as a mechanism for economic development on regional and local scales This represented a marked departure from the industry’s more established association with foreign exchange earnings and was symptomatic of wider changes in national economic and political strategies. The Report of the 1988 National Committee on Tourism stated that ‘direct grants should be given as part of the anti-poverty/area development programmes to local people in areas which have high tourism potential for the development of tourism facilities. Tourism’s position as a target industry of economic liberalization was further reflected in its representation from a branch within the Ministry of Transport to an independent department within the Ministry of Civil Aviation and Tourism. Following the enduring popularity of the ‘Golden Triangle’ cultural circuit of the 1960s, both state and private operators have diversified their operations both geographically and thematically with a recent concentration on the wildlife and adventure tourism ectors. However, the industry has also been beset by difficulties following localized health

scars and organized opposition to tourism development, regional political violence, and increasing international competition (see chapter 6 for a further discussion of these).

Methodology:

This study was descriptive and analytical in nature. The study mainly depended upon the primary data to develop this article. However, same secondary sources of data were consulted for the purpose of gathering background information supporting the study. Relevant primary data were collected using the combination quantitative (sample survey) and qualitative (interview) methods. Primary data were collected through questionnaire method. A Questionnaire was administered to 512 residents of the tourism destinations in the study area. Appropriate and relevant statistical tools and techniques will be used such as Descriptive Statistics (Mean and S.D), Analysis of Variance (ANOVA), and Chi-Square Test . Tools used for the study is shown in the Table – 1

Table – 1 Criteria used for the Research Study

Class	0 - 25	25 - 50	50 - 75	75 -100
Perception of employee	Strongly disagree	Disagree	Agree	Strongly agree

Source: Likert scale

Findings of the Study:

Perception towards Threat:

Table-4.4: Exhibits Residents’ Perception towards Two Components of Threat

Component	Strongly disagree	Disagree	Agree	Strongly agree	Mean & SD	Percentage of Mean
1. Tourism is the Threat	70 (13.7)	280 (54.7)	120 (23.7)	42 (8.2)	2.26± 0.79	56.50
2. Resident likes tourism	86 (16.8)	0 (0)	52 (10.2)	374 (73)	3.56± 0.76	89.0

Source: Survey data

Tourism is the Threat13.7%of the respondents strongly disagrees, 54.7% of them disagree, 20.3%of them agree, and 8.2% of them strongly agree that there is a threat. The percentage mean 53.50 (Mean and SD, **2.26±0.79**) shows that there is no threat for residents under tourism destinations in the study area as it falls in the category of 51% to 75%.

Resident Likes Tourism:

73% of the respondents strongly agree that residents like tourism, only 16.8% of the respondent disagree that residents like tourism (in the study area) with Mean and SD 3.56±0.76, percentage Mean 89%, which shows resident strongly agree that they like tourism as 89% falls in the category of 76% to 100%.

Table-4.5 Components of Perception towards Threat

Components	N	Min.	Max	Mean	Std. Deviation	Percentage mean	t value	p value
Tourism is the Threat	512	1	4	2.26	.795	56.50	26.642	p<0.001
Resident likes tourism	512	2	4	3.56	.764	89.00		
Perception towards threat (overall)	512	2	4	2.91	.550	72.80		

d.f = 511

Source: Survey data

Mean and SD towards the components of tourism (is the threat) for the resident was 1.74±0.79 with percentage Mean 43.5 that of the component resident like tourism was 3.56±0.76 with Percentage 89. “t” test shows that there is a significant difference between the components. So resident like tourism because (as compared to other components), perception of residents of the tourism destinations in the study area is significantly higher than those for whom tourism is a threat.

The overall percentage Mean 72.80 denotes very good perception towards ‘resident like tourism’ than considering it as ‘a threat’. So perception towards threat is negative as 75.42% falls in the category of 75% to 100%.

Residents’ Perception towards Tourism:

Relationship of tourists and residents is good:

2.3% of the respondents strongly disagree, 19.5% of them disagree, 52.3% of them agree, 25.8% of them strongly agree that Relationship of tourists and residents is good. The percentage Mean is 75.39 (Mean and SD is 3.01±0.74), shows that Relationship of tourists and residents is good as it falls in the category of 75% to 100%

The tourism industry is good for the local economy

4.3% of the respondents strongly disagree, 10.2% of them disagree, 34.0% of them agree, 51.6% of them strongly agree that the tourism industry is good for the local economy with Mean and SD 3.32±0.82. The percentage Mean 83.20, shows that The tourism industry is good for the local economy as 83.20% falls in the category of 75% to 100%

Tourism increases standard of living of the residents of Coorg district:

40% of the respondents strongly disagree, 15.2% of them disagree, 57.4% of them agree, 27.0% of them strongly agree that tourism increases standard of living of the residents of coorg district with Mean and SD 3.10±0.65. The percentage Mean is 77.73, shows that tourism increases standard of living of the residents of coorg district as it falls in the category of 75% to 100%

The area would be better if tourists did not come:

10.20% of the respondents strongly disagree, 44.10% of them disagree, 31.60% of them agree, 14.10% of them strongly agree that the area would be better if tourists did not come. with Mean and SD 2.49±0.85 percentage Mean 62.40, which shows that The area would be better if tourists did not come as it falls in the category of 50% to 75%

A feeling of the Residents about the Presence of Tourists in the Coorg District is good:

3.5% of the respondents strongly disagree, 10.5% of them disagree, 60.50% of them agree, 25.40% of them strongly agree that Feelings of the residents about the presence of tourists in the coorg district is good. The percentage mean 76.95 (with Mean and SD 3.07±0.70), shows that Feelings of the residents about the presence of tourists in the coorg district is good as it falls in the category of 75% to 100%

The local residents are the people who mainly suffer from living in a tourist area:

5.5% of the respondents strongly disagree, 12.5% of them disagree, 57.00% of them agree, 25.00% of them strongly agree that The local residents are the people who mainly suffer from living in a tourist area with Mean and SD 3.01±0.77 percentage Mean 75.39, which shows that The local residents are the people who mainly suffer from living in a tourist area as 75.39% falls in the category of 75% to 100%.

The tourism industry provides many jobs in the region:

2.7% of the respondents strongly disagree, 18.4% of them disagree, 55.5% of them agree, 23.4% of them strongly agree that the tourism industry provides many jobs in the region with Mean and SD 2.99±0.72. The percentage Mean 74.90, shows the tourism industry provides many jobs in the regions as it falls in the category of 50% to 75%

There will be Problems of Traffic Congestion and Accidents if more Tourists come to this Region:

6.3% of the respondents strongly disagree, 20.7% of them disagree, 44.9% of them agree, 28.1% of them there will be problems of traffic congestion and accidents if more tourists come to this region with Mean and SD 2.94±0.86. The percentage Mean 73.73, shows that there will be problems of

Table-4.16: Exhibits Resident Perception Towards Nine Components of tourism

Component	Strongly disagree	Dis-agree	Agree	Strongly agree	Mean & SD	Percentage Mean
1. Relationship of tourists and residents is good	12 (2.3)	100 (19.5)	268 (52.3)	25.8 (25.8)	3.01±0.74	75.39
2. The tourism industry is good for the local economy	22 (4.3)	52 (10.2)	174 (34.0)	264 (51.6)	3.32±0.82	83.20
3. Tourism increases standard of living of the residents of coorg district	2 (0.4)	78 (15.2)	294 (57.4)	138 (27)	3.10±0.65	77.73
4. The area would be better if tourists did not come.	52 (10.2)	226 (44.1)	162 (31.6)	72 (14.1)	2.49±0.85	62.40
5. Feelings of the residents about the presence of tourists in the coorg district is good	18 (3.5)	54 (10.5)	310 (60.5)	130 (25.4)	3.07±0.70	76.95
6. The local residents are the people who mainly suffer from living in a tourist area .	28 (5.5)	64 (12.5)	292 (57.0)	123(25.0)	3.01±0.77	75.39
7. The tourism industry provides many jobs in the region	14 (2.7)	94 (18.4)	284 (55.5)	120 (23.4)	2.99±0.72	74.90
8. There will be problems of traffic congestion and accidents if more tourists come to this region.	32 (6.3)	106 (20.7)	230 (44.9)	144 (28.1)	2.94±0.86	73.73
9. The tourism planning authorities pay little attention to the views of local residents when making decisions about the future of the area.	44 (19.5)	212 (30.5)	156 (41.4)	100 (8.6)	2.61±0.89	65.23

Source: Survey data

traffic congestion and accidents if more tourists come to this region as it falls in the category of 50% to 75%.

The tourism planning authorities pay little attention to the views of local residents when making decisions about the future of the area 19.5% of the respondents strongly disagree, 30.5% of them disagree, 41.4 of them agree, 8.6% of them strongly agree that the tourism planning authorities pay little attention to the views of local residents when making decisions about the future of the area. with Mean and SD 2.61±0.89 percentage Mean 65.23, which shows that the tourism planning authorities pay little attention to the views of local residents when making decisions about the future of the area. as 65.23% falls in the category of 50% to 75%.

Analysis of Variance (ANOVA) shows that there is a significant difference ($p < 0.001$, HS) in perception among the various components of tourism. In other words, Relationship of tourists and residents is good, the tourism industry is good for the local economy, tourism increases standard of living of the residents of coorg district, feelings about the presence of tourists in the coorg district is good, the impact of tourism on the image of the coorg district contributes higher mean perception than other components such as The area would be better if tourists did not come, the tourism industry provides many jobs in the region, there will be problems of traffic congestion and accidents if more tourists come to this region, the tourism planning authorities pay little attention to the views of local residents when making decisions about the future of the area.

The overall percentage Mean 73.88 denotes good perception towards tourism. So perception presence of tourism is positive as 73.88% falls in the category of 50% to 75%

Conclusion:

The results of the study show that support for the tourism industry is strong among the local residents of the coorg district. Furthermore, residents not only support the current size of the industry. But also are in favor of its expansion. Despite the overall positive attitude toward tourism, local residents also perceived negative change consequences of impact of tourism industry in the region. The most strongly perceived positive impact was the improvement of employment opportunities, the most strongly perceived negative one being a general increase in tourism, planning authorities pay little attention to the views of local residents when making decisions about the future of the area, but laos feel that tourists create traffic, parking and accident problems.

The results discussed above are the findings from a survey in the tourism destinations of the coorg district and to make them applicable to the whole of the Karnataka state and to India at the national level or to other destinations In the world, it would be necessary to carry out a more exhaustive and comprehensive investigation and analysis over a longer period.

Table – 4.17. Exhibits ANOVA To Compare Components of Resident Perception Towards Tourism

Components	N	Min.	Max.	Mean	Std. Deviation	% mean	ANOVA F value	p value
1. Relationship of tourists and residents is good	512	1.00	4.00	3.0156	.74007	75.39	63.966	p<0.001, HS
2. The tourism industry is good for the local economy	512	1.00	4.00	3.3281	.82627	83.20		
3. Tourism increases standard of living of the residents of coorg district	512	1.00	4.00	3.1094	.65297	77.73		
4. The area would be better if tourists did not come.	512	1.00	4.00	2.4961	.85779	62.40		
5. Feelings about the presence of tourists in the coorg district is good	512	1.00	4.00	3.0781	.70347	76.95		
6. The impact of tourism on the image of the coorg district .	512	1.00	4.00	3.0156	.77115	75.39		
7. The tourism industry provides many jobs in the region	512	1.00	4.00	2.9961	.72688	74.90		
8. There will be problems of traffic congestion and accidents if more tourists come to this region.	512	1.00	4.00	2.9492	.85857	73.73		
9. The tourism planning authorities pay little attention to the views of local residents when making decisions about the future of the area.	512	1.00	4.00	2.6094	.89560	65.23		
10. Relationship of tourists and residents	512	1.67	4.00	2.9553	.39564	73.88		

Source: Survey data

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