

SOCIAL AND ECONOMIC IMPACT OF TOURISM ON THE LOCAL COMMUNITY: A CASE STUDY OF KNB CIRCUIT (KOKILABAN, NANDGAON & BARSANA)

Ruchika Kulshrestha, Md. Soyav

E-Mail Id: rkulshrestha@ggn.amity.edu, msoyav@ggn.amity.edu
Amity University, Gurgaon, Haryana (India)

Abstract- The various activities of tourism attract people to the new destinations due to several factors and act as a source of income for local community. Tourism plays a significant role in society benefit and increasing economic state which can eradicate poverty to some extent. Tourism act as an important phenomenon in socio-economic progress at KNB circuit through the creation of employment & helps in the preservation of Braj Heritage.

The main purpose of this study is to examine the socio-economic impact of tourism on local community at KNB circuit. The study establishes that local people have positive attitude towards tourism development indicators and considering it as an important economic barometer.

Key Words: KNB circuit, Local community, Socio- economic impact, Tourism Development.

1. INTRODUCTION

KNB circuit is located in Braj region of Uttar Pradesh. This strategic location is the reason for the Braj region's prominence throughout the area. Due to the religious reasons, rural effect and increasing number of tourists, KNB circuit can become one of the most exciting tourist circuit in the Braj region.

The Kokilavan Dham, also known as the Shani temple, is located in Kokilaban that lies 10 km away from Kosi Kalan. It is believed that the temple is constructed on the site where Lord Krishna gave darshan to Lord Shani Dev. As the temple exists in the dense jungle, this place is named kokilavan. This is very ancient temple of Shani Dev and his guru Barkhandi baba. The temple is visited by number of tourists, especially on Saturdays and Shani Amavasya.

Nandgaon is an ancient village of Braj region known for pilgrim where lord Krishna spent his childhood is just 08 km from kosi kalan and 48 Km from Vrindavan. The Nandgaon Nagar Panchayat has population of 9,956 as per report released by Census India 2011. According to Indian beliefs, Nandgaon was the home of Lord Krishna where he resided from the age of seven to ten along with his Foster father Nanda Baba and mother Yashoda. Nandgaon is a major religious and tourist destination owing to its association with Lord Krishna. Every year thousands flock to see this town, especially during world famous Holi celebration when there is lot of cultural activities occurs for almost a month.

Barsana is a town and a nagar panchayat in the Mathura district and just 20 Km from Kosi. As of 2001 India census, Barsana had a population of 9,215. Stories from the Hindu tradition relating to the deity, Krishna indicate that his favorite gopi, known as Radha, was born in Barsana; which is surrounded by hills from four sides and Radha spent her childhood here.

The people living in this region are inherently loyal to the place as the full livelihood of these people depends only on the various tourism activities. That's why the passion of their involvement often considered as the motivation for becoming involved in tourism. The Socio economic impacts influences local communities perception towards tourism. Uttar Pradesh government is promoting Braj heritage circuit worldwide and also increasing the private sector in the tourism industry. Festivals are the integral part of traditions which will help to boost tourism potentials of the KNB circuit. Many people within and outside the circuit are investing in the hospitality industry ,transport sector. These investments have significant implications for the socio economic development for the local community.

2. OBJECTIVES

The aim of this article is to identify and assess how the local communities perceive the socio economic impacts of tourism. This study is an exploratory study to examine the socio- economic impacts of tourism on the local communities of KNB circuit. The paper will also help in explaining how the local communities perceive the various effects of tourism personally on their community.

- To identify the various socio –economic impacts of tourism on KNB circuit.

- To evaluate the socio –economic impacts of tourism on KNB circuit.

3. SOCIO-ECONOMIC IMPACTS OF TOURISM

Socio economic impacts are the taxonomic analysis used during EIA to determine and identify the potential socio-economic and cultural impacts. The impacts are measured on the proposed development of the local people, their families and their communities.

3.1 Economic Impact of Tourism Development on Local Communities

Tourism activities are among the major cause to bring changes in the economic structure of a destination. The economic impact of tourism is the subject of analysis at two ways. Subsequently these changes may result in either way; that is positive and negative. The local community of a destination indulges in various occupation & services which are the major source of capital & income generation for them. This shows the magnitude of tourism activities in the region. Whereas due consideration must be given to the nature & type of tourism activities.

Tourism is creating employment opportunities producing return on investment for emerging economies, improving standard of living and bringing technology all together as a positive force for the local community. Kokilaban is a place where tourists come only for Saturday; there the local people have an opportunity to generate income only for that particular day. Local communities survival is totally depend on this basic income for full week, even in nandgaon and barsana most of the income is generated in the week ends time or during festivals.

3.2 Social Impact of Tourism Development on Local Communities

Tourism development also brings changes in the community's life standards of residents of the tourist destination. The tourism development in the locality is not a mere benefits of social impact, it brings changes in society and helps in bridging the gap between the visitors and local community by regular interaction between them. The pace, absorption, degree and trending of social impacts must be considered when trying to feature the cause of social impacts. The social impacts of tourism construct the path in which tourism is contributing to change in value system, individual behavior, family relationship, life style, safety level, moral conduct, religion, language, interpersonal relationship at the destination. These social impacts affect on the local people of host communities of their direct and indirect association with tourists. Firstly, tourist purchasing some goods or services from the local people. Secondly tourist and local people find themselves side by side and thirdly tourists come face to face with the object of exchanging information and ideas. This third situation is more important for international understandings. However, the first two are common.

4. RESEARCH METHODOLOGY

Survey of residents were conducted in the KNB circuit (Kokilaban+Nandgaon+Barsana). The sample frame consists of people who live in these 3 villages and nearby villages who come to earn their livelihood. The sample size selected was 200 local citizens. Random sampling was employed to choose persons from the population of the KNB circuit. The main criterion used to select the respondents was to be the local community of the tourist areas.

A structured questionnaire was designed for the purpose of achieving the research objectives. The questions was framed according to the main criteria that should be in the consideration when one tries to measure the development of tourism ,its impacts and effect on standard of living of the local residents for increasing their economic conditions. Out of 200, 189 questionnaire forms have been recollected after they have been filled by chosen respondents. Data collection was done recently in the month of October,2017. The questionnaire was translated into Hindi and in the local language i.e. Braj bhasha for the convenience of the respondents.

Descriptive statistic analysis was used to measure the tourism development impact scale. This measurement scale consisted of 15 items reflecting the perceived economic, socio-cultural impacts Respondents were asked to provide answers on each item that was measured by a 5-point Likert scale ranging from 1 = strongly agree to 5 = strongly disagree.

6. RESULTS AND DISCUSSIONS

6.1 PERCEPTION OF THE LOCAL COMMUNITIES OF KNB CIRCUIT TOWARDS THE SOCIAL AND CULTURAL IMPACTS

For measuring the perception of the local communities of KNB circuit towards the socio- economic impacts through tourism development indicators, descriptive statistic analysis was used. This measurement scale consists of 15 variables in total (9 socio-cultural variables and 6 economic variables).reflecting the perceived economic, socio-cultural, environmental, and physical impacts (Harrill, 2004). Respondents were asked to provide answers on each

International Journal of Technical Research & Science

variable, which was measured by a 5-point who live in Kokilaban, Nandgaon, Barsana and its nearby villages. Likert scale ranging from 1-strongly agree to 5-strongly disagree. Statistical descriptive analysis were used to prove the respondents answers. Table 1 shows the results of descriptive statistical analysis of socio-cultural impacts of tourism. Table 2 shows the results of descriptive analysis of Economic impacts of tourism on the local communities.

Table-6.1 Descriptive Analysis of Socio-Cultural Impacts on Local Communities

S.No.	Variables	Mean	S.D.
1	Tourism has improved standard of living.	4.55	0.550
2	Tourism let the people to change their occupation.	3.13	0.335
3	Change in values, norms and customs	1.96	0.180
4	Tourism awakes general awareness towards preservation of cultural heritage and traditions.	3.14	0.471
5	Tourism has yielded the local skills	1.60	0.342
6	Tourists show respect to our culture and traditions.	4.22	1.037
7	Tourism has resulted in the positive cultural exchange between inbound tourists and local residents	2.30	0.515
8	Tourism has resulted in the negative impacts on the cultural identity of the local community	2.13	0.761
9	Tourism enables of commercialization of traditions, customs and festivals.	1.99	0.844
	Average of socio cultural impacts	2.78	0.559

Measurement Scale: 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, 5=strongly agree.

Source: Compiled by the Authors

Based on the mean score of each variable (Table 6.1), respondents of KNB circuit tend to strongly agree that tourism has improved standard of living for the local community people (mean=4.55, SD=0.550) which is helpful for poverty alleviation. The result shows that tourism activities have significant impact on the local people to change their occupation. (Mean=3.13, SD=0.335).

The respondents of the local region are moderately agree with the significance of tourism awakes general awareness towards preservation of cultural heritage and traditions (Mean=3.14, SD=0.471)

The results also depict that the inbound tourists shows respect to our culture & traditions of local community (Mean=4.22, SD=1.037).

The result shows that the people are totally disagree that the tourism activities bring changes in their values, norms & customs of local community (Mean=1.96, SD=0.180). The result also shows that the local people are denying any improvement in the yield of local skills by tourism activities (Mean=1.60, SD=0.342)

The result shows that there is a no positive exchange of culture between inbound tourists and local residents due to tourism activities (Mean=2.30, SD=0.515). They also did not tend to believe that the tourism has resulted in the negative impacts on the cultural identity of the local community (Mean=2.13, SD=0.761). They also show totally inacceptance of the thought that tourism enables of commercialization of traditions, customs and festivals (Mean=1.99, SD=0.544).

However, respondents still had positive impacts towards Socio- cultural impacts on local communities.

Table-6.2 Descriptive Analysis of Economic impacts on Local Communities

S.No.	Variables	Mean	S.D.
1	Tourism has opened up opportunities for income generation.	3.24	0.810
2	Increase in cost of lands and housing.	2.36	0.770
3	Change /Increase in prices of normal goods and services.	1.88	0.643
4	Scarcity of essential goods during season.	2.14	0.971
5	View of local people changed from social to commercialisation	3.18	0.823
6.	Involvement of female employees	3.54	0.732
	Average of economic impacts	2.72	0.791

Measurement Scale: 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, 5=strongly agree.

Source: Compiled by the Authors

International Journal of Technical Research & Science

Based on the mean score of each variable (Table 2) the local residents are agree significantly that tourism activity has opened up opportunities for income generation (Mean=3.24, SD=0.810). They are also agree with the fact that there is significant and positive change in the involvement of female employees due to tourism activity in the KNB region (Mean=3.54, SD=0.732).

The result also show that the residents disagree with the notion that there is an increase in cost of lands and housing of KNB circuit due to tourism activity (Mean=2.36, SD=0.770). They also tend to deny the fact that there is any change or increase in price of normal goods and services due to tourism activity (Mean=1.88, SD=0.643). They also discarded the fact that there is any scarcity occurs of essential goods during season (Mean=2.14, SD=0.971)

The result shows that view of local people towards tourism has changed from social to commercialization (Mean=3.18, SD=0.823).

However, respondents still had positive attitudes towards Economic Impacts on local communities indicators in general.

CONCLUSION

This work has attempted to evaluate the Socio Economic Impact of Tourism Development on Local Community in KNB Circuit, the major finding of the research led to the following conclusion:

- The main outcomes of this study show that tourism is assessed by the local community in a very positive way, because it is perceived as a way of generating economic benefits and, at the same time, creating new jobs. The development of tourism would mean the creation of resources (such as education and infrastructure) for the community itself.
- On the other hand, the local communities considered that tourism has considered as positive cultural exchange between inbound tourists and local residents .The Negative impacts are at minimum level when compared with the positive impacts.
- To obtain more positive benefits,it is suggested that to have more community awareness programmes and education programmes.

REFERENCES

- [1] Aref F. (2009), Community capacity building for tourism development in the Local community of Shiraz, Iran , Ph.D. dissertation, Universiti Putra Malaysia.
- [2] Aref F., (2010), Residents" Attitudes Towards Tourism Impacts: A case Study of Shiraz, Iran. Tourism Analysis, Vol. 15, e-journal.
- [3] Aref F.(2011)., Sense of Community and Participation for Tourism Development, Life Science Journal, Volume 8, Issue 1, 2011
- [4] Barsana (n.d.).In Wikipedia. Retrieved December 02, 2017, from <https://en.wikipedia.org/wiki/Barsana>.
- [5] Brunt, P. and Courtney, P. (1999). Host perceptions of socio cultural impacts. Annals of Tourism Research, 26 (3): 493-515.
- [6] Haralambopoulos, N. and Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. Annals of Tourism Research 23(3): 503-526.
- [7] Nandgaon (n.d.).In Wikipedia. Retrieved December 02,2016, from https://en.wikipedia.org/wiki/Nandgaon,_Uttar_Pradesh.
- [8] Nayomi,G. and Ganapala,W.K. (2015). Socio-Economic Impacts on Local Community through Tourism Development with Special Reference to Heritance Kandalama. Tourism,Leisure and Global Change , volume 2 (2015), p.TOC-57
- [9] Tosun, C. (2002). Host perceptions of tourism impacts: A comparative study. Annals of Tourism Research, 28, 231-253.
- [10] Walzer, N. and Gruidl, J.S. Does Local Economic Development Policy Affect Community Employment Growth? Journal of Community Development Society, 23 (2), pp.53-65.
- [11] Williams, J. and Lawson, R. 2001. Community Issues and Resident Opinions of Tourism. Annals of Tourism Study, 28, (2): 269-290.
- [12] Retreived December 08, 2016 from http://www.reviewboard.ca/upload/ref_library/SEIA_Guidelines_Chapter_2.pdf