

Socio-Cultural Impacts of Tourism in Himalayan Hill Stations: A Case Study of Kullu-Manali (Himachal Pradesh), India

¹Dr. Ravi Bhushan Kumar and ²Manish Kumar

¹Professor, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra (India)

²Research Scholar, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra (India)

ARTICLE DETAILS

Article History

Published Online: 15 July 2020

Keywords

Host community, Socio-cultural Impacts, Attitudes, and Socio-economic Demographics.

Corresponding Author

Email: [mkmanish786\[at\]gmail.com](mailto:mkmanish786[at]gmail.com)

ABSTRACT

This paper focuses on the community perceptions of the socio-cultural impacts of tourism. This study not only deals with socio-cultural impacts perceived by host community as the impacts of tourism development but also discover the effects of demographic variation on the host community attitudes towards tourism. It begins with a methodical understanding about tourism and the benefits it gives to the global economy. Taking into consideration the relationship between host and tourism, the present study also tries to analyze this relationship in the context of what host consider as important: community or personal issues. The paper uses Himachal Pradesh as an example to exemplify the diverse impacts of tourism. Host community of Kullu – Manali perceived tourism development from both perspectives positive as well as negative. However, the prevailing views reaffirms that host community represents a positive side of tourism.

1. Introduction

Tourism is the largest export industry in the world. International tourism is the largest single item in the world's foreign trade and for some countries it is already the most important export industry and earner of foreign exchange. Interestingly, tourism receipts have registered a higher growth than that of world export in services and merchandise exports.

1.1 Contribution of Tourism in Indian GDP

As per the report of 3rd Tourism Satellite Account for India (TSAI) prepared in 2018 for the reference year 2015-16 (using new base year, 2011-12 figures of CSO) and subsequent estimation using them for the years, viz. 2013-14 and 2014-15, the estimates of contribution of tourism to GDP is as given below:

Table 1.1
Contribution of Tourism in Indian GDP

	2013-14	2014-15	2015-16
Share in GDP (in %)	5.68	5.81	5.20
Direct (in %)	3.06	3.14	2.70
Indirect (in %)	2.62	2.67	2.50

Source: Tourism Satellite Account (prepared by Ministry of Statistics & PI)

As per table given above Tourism contribution in GDP for the year 2015-16 were 5.20 % as compared to 2014-15, 5.81%. Whereas direct contribution in 2015-16 was 2.70% & indirect contribution were 2.62%.

1.2 Contribution of Tourism in Employment Generation in India

According to 3rd TSA, the estimates of employment generated in the economy due to tourism in 2017-18 was 12.38 % which was accounted as 81.1 million as compared to 75.9 million employment generated in 2016-17.

Table 1.2
Contribution of Tourism in Employment Generation in India

	2013-14	2014-15	2015-16	2016-17	2017-18
Share in Employment (in %)	11.90	12.09	12.38	12.19	12.38
Direct (in %)	5.19	5.27	5.40	5.32	5.40
Indirect (in %)	6.71	6.82	6.98	6.87	6.98
Employment (million)	67.2	69.6	72.3	75.9	81.1

Source: Tourism Satellite Account (prepared by Ministry of Statistics & PI)

1.3 Foreign Tourist Arrivals (FTAs) In India

The Foreign Tourist arrivals (FTAs) in India throughout year 2018 increased to 10.56 million as compared to 10.04 million in 2017. The growth rate in FTAs during 2018 was 5.2 percent as compared to 14 percent during 2017 over 2016. The share of India in international tourist arrivals in 2018 was 1.2 percent. India accounted for 5.0 percent of international tourist arrivals in Asia Pacific Region in 2018, with the rank of 7th.

About 79.6 percent of the FTAs entered India through air routes followed by 19.6 percent by land routes and 0.8 percent by sea routes. Delhi and Mumbai airports accounted for about 44.5 percent of the total FTAs in India. The top 15 source markets for FTAs in India in 2018 were Bangladesh followed by United States, United Kingdom, Sri Lanka, Canada, Australia, Malaysia, China, Germany, Russia Federation, France, Japan, Singapore, Nepal and Thailand. The top 15 countries accounted for about 75.33 percent of total FTAs in India in 2018.

In 2018 International tourist arrivals was 17.42 million comprising of 10.56 million foreign tourist arrivals & 6.87 million non resident Indians as compare to 16.81 million International tourist arrivals with 10.4 million foreign tourist arrivals & 6.77 million non resident Indians in 2017.

1.4 Foreign Exchange Earnings (FEEs) from Tourism in India

Foreign Exchange Earnings (FEEs) has shown a growth of 19.1 percent in US Dollar term against a modest growth of 7.5 percent world-wide during 2017. India received an estimated US \$ 27.31 billion during 2017 as FEEs through tourism and the same in Rupee term was Rs. 1,77,874 crore with a growth of 15.4 percent. During the year 2018, FEEs was Rs. 28585 crore with a growth of 9.6 percent over the corresponding period of previous year.

In foreign exchange earnings from tourism in India has recorded growth over the years from 2000-2018 except year 2001 & 2002 where growth was -3.5 percent & -0.1 was recorded. Maximum growth rate was recorded in the year 2011 with 25.5 percent in foreign exchange earnings.

Himachal Pradesh lies in the laps of Himalayas i.e. the North-West Himalayas popularly known as "Dev Bhoomi" or "the land of the Gods". The word "Himachal" refers to ("Him" means "Snow" & "alaya" means "home") means "the abode of the snow". It was given name by Acharya DiwakarDutt Sharma, a well-known Sanskrit scholar of Himachal Pradesh. Basically a mountain state, Himachal is gifted with vast natural beauty and spiritual calm.

Himachal Pradesh is performing better than the other states in India as a whole in terms of attracting both domestic and foreign tourists. The number of domestic tourists in the state has increased from 93.7 lakhs in 2008 to 160 lakhs in 2018, growing at a CAGR of 14 percent as compared to a CAGR of 12.5 percent at the India level. In terms of foreign

tourists, their number has increased from 3.7 lakhs to 3.5 lakhs in the same period, growing at a CAGR of 13 percent which is also above the CAGR of 11 percent at the India level. The mix of foreign and domestic tourists visiting Himachal Pradesh has stayed almost constant from 2006 to 2018. It highlights the potential of the state to attract domestic and foreign tourists on a sustained basis.

Kullu is known as the 'Land of Gods' (Devtas), Kullu – spread out on the banks of River Beas is a quiet town that attracts travelers, experts, photographers, filmmakers and honeymooners round the year. With an area of 5503km² the gateway to the popular destinations of Manali, it is a cool adventure for tourists. Founded as a capital of Kullu in the year 1660, today the expansive township serves as the administrative headquarter of the valley district with a population of 437903 and a literacy rate of 79.40%

The complex web of valleys, deep forests, gushing streams and rivers, bountiful orchards and the forbidden heights of the Greater Himalayas for a magnificent backdrop, is a sight to behold. Myths and traditions enrich the deeply religious beliefs of a simple people that can be seen during a variety of festivals celebrated in the valley. In October, the quiet town comes to life when the week-long Kullu Dussehra festival is held. A congregation of Devtas – village deities carried on palanquins, graces the occasion to commemorate the victory of good over evil.

Kullu district attract 96201 international tourist & score third position in foreign tourist arrivals in Himachal Pradesh in the year 2018.

In addition to this Himachal Pradesh witnessing an economic boom is dramatically reshaping the tourism landscape, from the arrival of international hotel chains to the development of new transport infrastructure, new challenges and opportunities is confronting the domestic tourism industry. The impacts of tourism on society are complex and varied subject. Culture is significant to host communities, groups and individuals depending upon their values, attitudes and nature of cultural resources and is also significant in the future of further tourism development in the area. There is increasingly evidence that costs and benefits from tourism do not accumulate uniformly to the residents. So basically, the core objective of this study was to examine the perceptions of communities towards the presence of tourists and tourism development. And thus, seek to determine the resident's support for the tourism industry as a part of wider issues of development. This paper investigates the host community perceptions regarding tourism socio-cultural impacts. It also concentrates on how various segments of the host community react to tourism impacts.

2. Literature Review

The review of tourism literature reveals a range of impacts related to tourism development, the tourism-community interaction and resulting influences.

Table 2.1 Review of Literature

The physical presence of tourists and their encounters with local residents, the development of tourism industry contributes to changes in the quality of life	Andereck & Vogt, 2000; Andriotis, 2005; Macbeth et al., 2004
Social structure and social organization of local residents	Wilshusen et al., 2002, andriotis 2003, kathleen l. Andereck, karin m. Valentine, christine a. Vogt & ri-chard c. Knopf 2007, joseph e. Mbaiwa and amanda l. Stronza 2010
Changes in the size and demographic characteristics of the host population	Bill Faulkner & Carmen Tideswell 1997; Smith & krannich, 1998; Petzelka, Krannich, & Brehm, 2006; Robin Nunkoo, Dogan Gursoy & Thanika Devi Juwaheer 2010; Juan Gabriel Brida, Linda Osti and Andrea Barquet 2011
Community structure	Erb, 2000; Williams and lawson's 2001; Mckercher 2001; Macbeth et al., 2004
Increased mobility of women and young adults	R.K. Blamey & V.A. Braithwaite 1997; Bill Faulkner & Carmen Tideswell 1997
Infra-structural development in the destination	Swatuk, 2005; Blaikie, 2006; UNESCO, 2006
Increased supply of services	Mbaiwa 1999; evans, 2001; Marianne Bickle and Rich Harrill Sujie Wang 2010
Improved quality of life for local residents	Carson & northcote 2004; Jones 2005; S. McCabe, T. Joldersma & C. Li 2010
Demonstration effect	Linnekin, 1997; Erb, 2000; Harrill 2004; Jackson and Inbakaran, 2006; Ma-Rianne C. Bickle and Rich Harrill 2010
Language usage in the destination	Clifford, 1997; Erb, 2000
Growth of alcoholism	Andrew lepp, 2008
Crime	Marianne Bickle and Rich Harrill Sujie Wang 2010.
Prostitution and gambling	Evans, 2001; Richards, 1996; UNESCO, 2006
Employment and cultural participation	Bob Mckercher 2001; Marichela Sepe and Giovanni Di Trapani 2010.

Given that numerous studies have investigated the economic and socio-cultural impacts of tourism on host communities, this study did not aim to document such impacts or identify how exactly each of such impacts were perceived by the subjects.

3. Relevance of Research

The social and cultural characteristics of the host community are constantly influenced by the political, economic, technological, social and cultural and natural aspects of the wider environment. The problem of unraveling tourism's impacts from these influences is unanswered yet, so this research deals with impacts apparent by residents as the impacts of tourism development. The results show that the community is divided on the issue of support for tourism development based on the perceived benefits and costs of tourism.

Past research has outlined the different impacts of tourism on the host community, and the perceptions and attitudes of residents towards tourism; however, no research has shown how and how much these perceptions and attitudes change according to a change in the demographic profile of the local community. This research work also focuses also on the methodological issues on how local residents can be segmented based on their demographic characteristics. The paper further investigates whether the community is saturated by tourism development and whether it is willing to further support it. Therefore in this study the research is not only deals with impacts perceived by residents as the impacts of tourism development but also identifies the effect of demographic difference on the residents' attitudes towards tourism.

Considering the relationship between residents and tourism, the present study also tries to analyze this relationship in the context of what residents consider as important community or personal issues.

Within this framework, there were three specific research questions:

- How do the residents perceive tourism impact in Kullu-Manali in general?
- How do the residents' demographics have an effect on their perceptions of tourism impacts?
- How do the overall resident' perceptions are influenced by their social and cultural impact?

4. Research Methodology

To achieve the objectives of the study, a survey was conducted in from December 2018 to July 2019 during summer & winter season in Kullu –Manali. To represent the total population, an appropriate sample of 250 questionnaires was selected. To select the sample for quota sampling technique was used. The quotas were particularly based on residents' occupational status with a view to make the sample as representative as possible. However, 200 questionnaires were used in the analyses. For analysis purpose Microsoft Excel and the Statistical Programme for Social Sciences (SPSS 16.0) were used. The descriptive statistics focused on the demographic profile of the community where frequencies were used to analyze the data. Factor analysis was done to determine the underlying impacts of tourism on the residents, paired t-tests were used to determine differences between various demographic variables and the impact statements to identify the determining factors of respondents' overall opinion to-wards tourism impacts.

4.1 Data Collection

The data for the present study has been collected from primary as well as secondary sources. The secondary data have been obtained from the government records, published reports, journals, periodicals, unpublished thesis and internet sites. The primary data required for the study was collected with help of well structured questionnaire.

4.2 Sample

The sample for study included residents in rural and urban area of Kullu- Manali who were at least 18 years of age or older. Quota sampling techniques were used to collect the sample. Unorganized sector workers, industrial workers, artisans, local shopkeepers, merchants, service class people, self employed & unemployed students and retired residents constituted the major segments in the sample.

4.3 Survey Instrument

A self-administered & structured survey questionnaire was used to collect the data. The survey instrument consisted of four sections. Section One comprised ten items to obtain respondent's demographic and socio-graphic characteristics. They were age, income, occupation, gender, education, gender, marital status, citizenship, length of residence, distance from major attraction and language. Respondents were asked to tick the cell which best described their situation. Section Two involved a collection of information about the respondent's observation on tourist behavior. Three kinds of behaviors were assessed: 1) peak season in respondent area; 2) type of visitation by tourist; 3) common duration of tourist visit. Section Three contained 19 attitudinal statements measuring tourist community interactions. Section Four was designed to gather the information about Impacts of Tourism on Community. All the 19 statements were taken as per literature review and cover the major economic, socio- cultural & environmental impacts of tourism.

5. Analysis

The purpose of this study is therefore to determine the impacts of the tourism as perceived by the host. This is done by exploring socio-demographic characteristics of residents, determining the impacts and analyzing differences regarding socio-demographic variables as well as identifying the dependence of all categorical impact factors upon relevant overall factor variables. The data was captured in Microsoft Excel and then analyzed by using the Statistical Programme for Social Sciences (SPSS 16.0). The descriptive statistics focused on the demographic profile of the community where frequencies were used to analyze the data.

- a) A factor analysis was done to determine the underlying impacts of the tourism on the host community of Kullu - Manali.
- b) Paired t- tests were used to determine differences between demographic variable -Gender to identify the host perceptions towards tourism.

Therefore the analysis that follows has been structured around the examination of two propositions (hypothesis):-

- H₁ Host Community perceives tourism impact positively.
- H₂ Host community attitudes towards tourism are influenced by certain socio demographic characteristics such as Gender.

The findings of study are discussed into following sections.

Section I – Demographic profile of the respondents & their perceptions on the social impacts of tourism. The demographic characteristics of age, education, gender, and income were included in this section is an effort to provide a descriptive profile of the survey respondents through the finding it was highlighted that the out of 200 respondents, 68.9 percent male where 31.1 were female. It implies that male respondents are more active in giving response as compare to female respondents during survey. In terms of age wise classification 84.7 percent were in the age group of 21-25, followed by 10.9 percent in 36-50, 2.1 percent in the age group of up to 20, 1.7 percent was in the age group of 51-65. Its indicates that young population age group from 21-35 & 36-50 taken more interest in survey as per their response.

As per income 38 % respondents represent up to 4 lakh income groups which include maximum local business members, 28.7% belongs to 4-8 lakh, 17.2% belongs to 8-12 lakh income group & 6.8 % respondents belong to 12 lakh & above income. 9.2 % represent locals with no income such as students etc.

On analyzing as per occupation of the respondents, it came to notice that 78.9 percent involve in business directly or indirectly related travel & tourism industry, 10.8 percent represent student, 9.1 percent involve with government services & 0.6 percent involve with agriculture related activity. As per education background of the respondents it is implied that 52.3 percent respondents are graduate followed by 33.6 percent postgraduate. Under graduate respondents is 1.9 percent; up to 10+12 is 0.6 percent. Respondents with various diplomas are 11.7 percent.

As per citizenship of Himachal Pradesh by birth 87.5 percent were citizen of Himachal Pradesh by birth and 12.5 percent respondents represent citizenship of Himachal Pradesh not by birth but by other means of citizenship.

According to the distance from major attraction 60.3 percent respondents were residing within 5 km distance from major attraction followed by 20.9 percent within 10 km, 17.9 percent within 15 km and 0.7 percent respondents residing near around 25 km far away from major attraction. So, the respondents residing within 5 km distance from major attraction are more active in giving the responses of survey.

On analyzing the language spoken by respondents it came into notice that 93.6 percent respondents were speaking Pahari language whereas 38.6 percent respondents were speaking Hindi followed by 57.7 percent respondents were can speak Hindi and Pahari both. 30.5 percent respondents can speak English language as well. Whereas 25.7 percent respondents can speak both English and Pahari language. 20.6 percent respondents can speak all three languages as Hindi, English & Pahari.

Section II – Analyzing the host perceptions on the socio-cultural and overall impacts of tourism. The SPSS has extracted the most important factors using exploratory factor analysis with kaiser's criterion.

5.1 Factor Analysis

In order to study the impact of tourism on host community of selected destinations of Himachal Pradesh i.e. Kullu – Manali, three (3) dimensions were taken (i.e. economic, socio-cultural and environment) consisting of 19 items. The opinions

of residents were measured on a five point likert scale which had values 5 to 1 i.e. strongly disagree (SA) having value 1, disagree (A) having value 2, neutral opinion (N) having value 3, agree (D) having value 4 and strongly agree (SA) having value 4. The factor analysis was done to decrease a large number of variables resulting in data complexity to a few manageable factors (Chawla & Sondhi, 2011). This helps in identifying the essential structure of the data. It is a multivariate statistical technique which helps to identify the factors essential the variables by means of grouping the related variables in the same factor (Verma & Ghufuran, 2012). The variables become associated into various factors on the basis of their interrelation (Verma & Ghufuran, 2012).

For identifying the underlying factors of tourism impact on host community principal component factor method was used to generate the initial solution. The eignvalue suggested that a

three factor solution explained 75.928 percent of overall variance before the rotation. The factor of with eignvalues greater than or equal to 1.0 and attributes with factor loading 0.40 was reported. Hair it al. (1995) also suggested the factor loading should not be less than 0.3 for consideration in factor analysis the table 5.1 illustrate the results of the factor analysis the three factors were : Economic & Infrastructural, Socio-cultural benefits and Environment benefits.

5.2 Identified Factors for Tourism Impacts on Host Community

As per varimax - rotated factor matrix, three factors with 16 variables were defined by the original 19 variable that loaded most heavily on them (loading≥0.40). Factor analysis result of community attitude towards foreign tourist is illustrated by table number 5.2.

Table No. 5.1 Factor Analysis Result of Tourism Impacts on Host Community

Rotated Components Matrix				Communalities
	Component			
	1	2	3	
Factor 1 : Economic & Infrastructural				
Prices of product/service prices increased due to tourist in H P	0.701			0.699
Infrastructure development has been done due to tourist	0.680			0.650
Our local economy has developed thanks to tourism development.	0.670			0.649
Our place has good potential to attract tourist.	0.665			0.601
Income of the locals have Increased	0.660			0.530
Tourism created the job in the area	0.650			0.521
I am worried about the impact of future tourism development in my community	0.630			0.450
Factor 2 : Socio-cultural Benefits				
Tourists do not know how to behave with locals		0.690		0.509
Tourists are using our things that belonged to us		0.680		0.462
Tourism is disturbing our age, old traditions, not a good thing.		0.665		0.454
Tourists have brought infectious diseases to our local community		0.651		0.474
We learn new things from tourist.		0.640		0.460
Tourism has helped us in preserving our culture & heritage		0.637		0.452
Factor 3 : Environment Benefits				
Pollution has been increased.			0.650	0.445
Natural resources are better managed due to tourist			0.641	0.478
Tourism made physical growth area but it is no longer good as it earlier.			0.551	0.521
Number of items per factor	7	6	3	
Eigen Values	7.530	5.214	3.246	
% of Variance	25.850	22.750	17.328	
Cumulative %	25.850	58.600	75.928	
Extraction Method: Principal Component Analysis.				
Rotation Method : Varimax with Kaiser Normalization				

Three attributes were dropped due to failure of loading any factor at the level of 0.40 for higher and low anti image & communalities value these were Bad behavior such as thefts, alcoholism & drug has increased with tourism, we consider Guest is God Area is becoming overcrowded.

The first factor is identified about Economic & Infrastructural with seven attributes namely Prices of

product/service prices increased due to tourist in H P (0.701), Infrastructure development has been done due to tourist (0.680), Our local economy has developed thanks to tourism development. (0.670), our place has good potential to attract tourist. (0.665), Income of the locals have Increased (0.660), Tourism created the job in the area (0.650), I am worried about

the impact of future tourism development in my community (0.630),

The second factor is found as Socio-cultural benefits with six attributes. These are Tourists do not know how to behave with locals (0.690), Tourists are using our things that belonged to us (0.680), Tourism is disturbing our age, old traditions, not a good thing (0.665), Tourists have brought infectious diseases to our local community (0.651), we learn new things from

tourist (0.640), Tourism has helped us in preserving our culture & heritage (0.637).

The third factor is about Environment benefits with three attributes. These are Pollution has been increased (0.650), Natural resources are better managed due to tourist (0.641), Tourism made physical growth area but it is no longer good as it earlier(0.551).

Table No. 5.2 Tourism Impacts with Identified Factors

	Destination Factors	Mean	SD	t	Sig. (2-tailed)
Factor -1	Prices of product/service prices increased due to tourist in Kullu- Manali	4.13	.68	38.3	.000
	Infrastructure development has been done due to tourist	3.57	.75	17.3	.000
	Our local economy has developed thanks to tourism development.	3.83	.60	31.4	.000
	Our place has good potential to attract tourist.	3.92	.65	32.6	.000
	Income of the locals have Increased	3.68	.88	17.7	.000
	Tourism created the job in the area	4.40	.81	39.7	.000
	I am worried about the impact of future tourism development in my community	4.54	.60	58.6	.000
Factor -2	Tourists do not know how to behave with locals	3.78	0.70	25.7	.000
	Tourists are using our things that belonged to us	2.83	0.88	-4.43	.000
	Tourism is disturbing our age, old traditions, not a good thing.	4.27	0.67	43.84	.000
	Tourists have brought infectious diseases to our local community	3.39	0.92	9.9	.000
	We learn new things from tourist.	3.46	1.02	10.58	.000
	Tourism has helped us in preserving our culture & heritage	2.79	.91	-5.19	.000
Factor-3	Pollution has been increased.	3.74	.86	19.80	.000
	Natural resources are better managed due to tourist	3.52	.78	15.48	.000
	Tourism made physical growth area but it is no longer good as it earlier.	3.46	1.02	10.58	.000

As per table number 5.4 tourism impacts on host community have been studied with identified factors attributes. From Factor- 1 **Economic & Infrastructural**, showing positive impacts with attributes of Prices of product/service prices increased due to tourist in Kullu- Manali (4.13 Infrastructure development has been done due to tourist (3.57), Our local economy has developed thanks to tourism development (3.83), Our place has good potential to attract tourist. (3.92), Income of the locals have Increased (3.68), Tourism created the job in the area (4.40), I am worried about the impact of future tourism development in my community (4.54). All the variables in factor-1 are significant (p>.05).

Socio-cultural Benefits second factor have variables Tourists do not know how to behave with locals with mean score (3.78) where as variables Tourists are using our things that belonged to us (2.83), Tourism is disturbing our age, old traditions, not a good thing. (4.27), Tourists have brought infectious diseases to our local community (3.39), We learn new things from tourist (3.46) Tourism has helped us in

preserving our culture & heritage observed negatively by host community with mean score (2.79). All the six attributes in second factor are statistically significant with alpha value 0.05 (p>.05).

Third factor **Environment Benefits** represented by three variables. The two variables Pollution has been increased & Natural resources are better managed due to tourist are observed by community strongly positive with mean scores as (3.74) (3.52) where as variable Tourism made physical growth area but it is no longer good as it earlier observed by community with mean score of (3.46) .All the attributes are significant at alpha value 0.05 (p>.05) in third factor.

On the basis of t test result analyzed from all the three factors & average mean score of all the three factors with sixteen variables were 3.73 which indicate that host community perceive tourism impact positively. Statistically t- test reveals that identified factors have p value is less than our assumed level of significance (alpha=.05) which is significant. As illustrated in table number 5.5.

Table No. 5.3 Tourism Impacts Perceived by Host Community Hypothesis Results H₁

Factors	Mean	SD	t	Sig (2-tailed)
Factor 1: Economic & Infrastructural	4.01	0.71	33.65	.000
Factor 2: Socio-cultural Benefits	3.59	0.79	19.59	.000
Factor -3: Environment Benefits	3.35	0.85	10.03	.000

Therefore, on the basis of result analyzed through t-test and results from table number 5.3, the H₁ which postulate that the host community perceives the tourism impact positively.

5.3 Tourism Impacts on Host Community across Demographic Variable- Gender

Gender is quite crucial demographic variable in deciding host community attitude towards foreign tourist. The male and

female respondents variable mean were compared with 17 attributes of the destination which is presented in table 5.7

The result indicates that male & female respondents of selected destination showing variance in attitude towards foreign tourist. The result of paired t -test with Demographic Variable- Gender is presented in table below:-

Table 5.4 Result of Paired T-Test with Demographic Variable- Gender

Attributes	Gender	ME	S.D.	F	Sig	t	Sig. (2-tailed)
The general quality of life has become better because of tourism	Male	3.89	.59	5.21	.023	2.9	.004
	Female	3.60	.63			2.8	.005
Arrival of international tourists in Kullu- Manali helped better perspective of the world.	Male	3.77	.66	12.14	.001	-5	.550
	Female	3.40	.77			-5	.572
Often attend local community meetings focus on tourism	Male	3.00	.93	21.07	.000	8.1	.000
	Female	2.33	.69			9.1	.000
Interact/talk to tourists visiting various destinations of Kullu- Manali	Male	3.75	.88	1.13	.287	3.0	.003
	Female	3.50	.87			3.0	.003
Actively provide my assistance to tourists who need help	Male	4.40	.70	2.90	.089	-4.9	.000
	Female	4.00	.58			-5.3	.000
Cleanliness & Hygiene are well taken care of tourist	Male	3.80	.86	.592	.442	2.3	.019
	Female	3.61	.85			2.3	.019
Community can manage the tourist resources.	Male	3.54	.84	21.43	.000	.94	.347
	Female	3.20	3.47			1.0	.292
Tourism has put our local communities offside.	Male	2.6	.90	24.41	.000	-5.5	.000
	Female	2.0	.73			-6.0	.000
Greeting tourists visiting Kullu- Manali	Male	3.52	.74	.25	.611	-2.1	.029
	Female	3.30	.77			-2.1	.031
Pleasure in Talking to tourists visiting.	Male	3.87	.60	.531	.466	-1.0	.302
	Female	3.60	.61			-1.0	.305
Offering help to tourists visiting Kullu- Manali	Male	3.98	.61	7.60	.006	2.9	.003
	Female	3.30	.71			2.8	.005
Open-minded about future tourism	Male	4.30	.69	7.37	.007	1.1	.260
	Female	4.0	.62			1.1	.240
I prefer to learn different cultures by talking overseas tourists.	Male	4.50	.70	5.21	.003	-2.25	.798
	Female	4.20	.59			-2.27	.785
I like to be friendly to tourist and make them feel welcome	Male	4.60	.61	12.14	.614	2.9	.003
	Female	4.10	.58			3.0	.003
I am happy to provide directions for tourist who are lost	Male	4.44	.82	21.07	.001	1.8	.060
	Female	4.22	.77			1.9	.054
Language could obstruct me interaction with a Tourist.	Male	3.0	.96	1.0	.310	-1.7	.074
	Female	2.0	.77			-1.9	.052
To interact with tourists is Enjoyable.	Male	3.6	1.1	6.1	.014	-5.7	.000
	Female	3.0	.99			-6.0	.000

N=200,
M= Mean, S.D.= Standard Deviation
Attitude level range from 1 (Strongly Disagree) to 5 (Strongly Agree)

The attribute with value of above 4.20 were considered highly positive towards tourist. In total out of seventeen attributes of the destination fifteen attributes were considered as positive towards tourist both in male & female but with significant difference. Five attributes were considered highly positive towards tourist but with difference in male & female as attribute actively provide my assistance to tourists who need help were considered in male (4.40) & female (4.0), Open-minded about future tourism in my country in male (4.30) & in female (4.0), I prefer to learn different cultures by talking overseas tourists in male (4.5) & in female (4.2), I like to be friendly to tourist and make them feel welcome in male (4.60) & in female (4.1), I am happy to provide directions for tourist who are lost in male (4.44) & in female (4.20).

The attribute with value of above 3.41 -4.20 were considered moderate positive towards tourist. In total out of seventeen attributes of the destination nine attributes were considered moderate positive towards tourist but with difference in male & female as attribute the general quality of life has become better because of tourism in male (3.89) & female (3.60), Arrival international tourists Kullu- Manali helped better perspective of the world in male (3.77) & in female (3.40), Interact/talk to tourists visiting various destinations of Kullu- Manali in male (3.75) & in female (3.50), Cleanliness & Hygiene are well taken care of because of tourist in male (3.80) & in female (3.61), Community can manage the tourist resources in male (3.54) & in female (3.20), Happy to greet tourists visiting Kullu- Manali in male (3.52) & in female (3.30),

Pleasure in talking to tourists visiting in male (3.87) & in female (3.60), Offering help to tourists visiting Kullu- Manali in male (3.98) & in female (3.30), To interact with tourists is enjoyable in male (3.6) & where as in female (3.0).

The attribute with value of above 2.61-3.40 were considered neutral towards tourist neither positive or neither negative. In total out of seventeen attributes of the destination only one attribute were considered neutral towards tourist neither positive or neither negative but with difference in male & female as attribute often attend local community meetings focus on tourism in male (3.00) & where as in female (2.33).

The attribute with value of above 1.81-2.60 were considered disagree with the attribute. In total out of seventeen attributes of the destination only two attribute were considered disagreement but with difference in male & female as attribute Tourism has put our local communities offside in male (2.6) & where as in female (2.0), Language could obstruct me interaction with a tourist in male (3.0) & where as in female (2.0).

On the basis of the analysis of paired t-test (see table 5.4), it was found that the almost every attribute was found significant ($p \leq 0.05$) except very few. Therefore, on the basis of result analyzed through paired t test, the H_2 which postulate that Host community attitudes towards tourism are influenced by certain socio demographic characteristics such as Gender and also concluded that there is significant difference exist between male & female attitude towards tourist.

5.4 Overall Attitudes towards Tourism

The analysis indicated that around 51 percent of respondents are of the opinion that the city's image has significantly improved as result of tourism activities and 72 percent of the same are in the support of the tourism presence

for social and cultural up gradation of the community while the remaining 24% are uncertain because of negative social and cultural impacts. This indicates that a general attitude of residents towards tourism is favorable.

6. Conclusion

The results of the study show that support for tourism industry is strong among the local residents of Kullu- Manali. Furthermore, residents not only hold up the current size of the industry but are also in support of its expansion. In spite of the overall positive attitudes towards tourism, local residents also pointed out the negative changes that they perceived as result of impacts of tourism industry on the region. The most strongly perceived positive impacts was more job opportunities and increased community participation that improves the overall city's image. While on the other hand the most strongly perceived negative one the pressure on public amenities and deterioration of cultural resources as submissive tourism in the region. Although respondents seemed to be well aware of the industry's negative impacts, most of them did not oppose the expansion of tourism in the area. From this, one can safely conclude that awareness of tourism's social and cultural costs does not necessary lead to opposition towards further tourism development.

Another important conclusion is that there is a strong relationship between respondent's socio-economic characteristics and their perceptions on the impacts of tourism. Clearly, the intensity and direction of the impact depend on a variety of socio-cultural and economic factors related to local areas and destination communities. Further, it is closely associated with the nature of tourism activities, the personal characteristics of tourists and the rapidity and intensity of tourism development.

References

- [1]. A.M. Ogaboh Agba, Moses U. Ikoh, Antigha O. Bassey And Ekwuore M. Ushie (2010), "Tourism Industry Impact On Efik's Culture, Nigeria", *Inter-national Journal Of Culture, Tourism And Hospitality Research*, VOL. 4 NO. 4, Pp. 355-365.
- [2]. Andrew Lepp (2008): Attitudes Towards Initial Tourism Development In A Community With No Prior Tourism Experience: The Case Of Bigodi, Uganda, *Journal Of Sustainable Tourism*, Vol. 16, No. 1.
- [3]. Best, J. W. (1977). *Research in Education (3rd Edn)*. Englewood Cliff, NJ: Prentice Hall, Inc.
- [4]. Bill Faulkner & Carmen Tideswell (1997), "A Framework For Monitoring Community Impacts Of Tourism", *Journal Of Sustainable Tourism*, Vol. 5, No. 1.
- [5]. Bob Mckercher (2001), "Attitudes To A Nonviable Community-Owned Heritage Tourist Attraction", *Journal Of Sustainable Tourism*, Vol. 9, No. 1.
- [6]. Bob Mckercher, Sharon F. H. Pang And Bruce Pri-deaux (2010), "Do Gender And Nationality Affect Attitudes Towards Tourism And The Environment?", *International Journal Of Tourism Research*, Vol. 13, 266–300.
- [7]. Chawla, D., & Sondhi, N. (2011). *Research Methodology concepts and cases*. New Delhi: Vikas , Publishing House Pvt Ltd.
- [8]. Deepak Chhabra (2010): Back To The Past: A Sub-Segment Of Generation Y's Perceptions Of Authenticity, *Journal Of Sustainable Tourism*, Vol. 18, No. 6, July, 793–809.
- [9]. Hair J. Anderson. R. E., Tatham, R.L., Black, W.C. (1995). *Multivariate data analysis (4th Edn.)* New Jersey: Prentice –Hall Inc.
- [10]. Hinton, P.R. Brownlow, C., Mc Murray, I. & Cozens, B. (2004) *SPSS Explained*. London: Routledge.
- [11]. Hwansuk Chris Choi & Iain Murray (2010): Resident Attitudes Toward Sustainable Community Tourism, *Journal Of Sustainable Tourism*, Vol. 18, No. 4, May 2010, 575–594.
- [12]. Joseph E. Mbaiwa And Amanda L. Stronza (2010), "The Effects Of Tourism Development On Rural Livelihoods In The Okavango Delta, Botswana", *Journal Of Sustainable Tourism*, Vol. 18, No. 5, June, 635-656.
- [13]. Juan Gabriel Brida*, Linda Osti And Andrea Bar-quet (2010), "Segmenting Resident Perceptions Towards Tourism — A Cluster Analysis With A Multinomial Logit Model Of A Mountain Community", *International Journal Of Tourism Research*, Vol. 12, 591-602.
- [14]. Marianne Bickle And Rich Harrill Sujie Wang (2010), "Residents' Attitudes Toward Tourism Development In Shandong, China", *International Journal Of Culture, Tourism And Hospitality Research*, VOL. 4 NO. 4, Pp. 327-339
- [15]. Marianne C. Bickle And Rich Harrill, "Avoiding Cultural Misconceptions During Globalization Of Tourism", *International Journal Of Cultural Tourism And Hospitality Research*, Vol 4, Page 283-286

- [16]. Marichela Sepe And Giovanni Di Trapani (2010), "Cultural Tourism And Creative Regeneration: Two Case Studies, VOL. 4 NO. 3 2010, International Journal Of Culture, Tourism And Hospitality Re-search, Page 214-277
- [17]. Mary-Frances Lyncha, Peter Duinkera, Lorn Shee-hanb And Janet Chutec (2010) ," Sustainable Mi'kmaw Cultural Tourism Development In Nova Scotia, Canada: Examining Cultural Tourist And Mi'kmaw Perspectives, Journal Of Sustainable Tourism, Vol. 18, No. 4, 539-556.
- [18]. Peter Schofield (2011), "City Resident Attitudes To Proposed Tourism Development And Its Impacts On The Community", International Journal Of Tourism Research, Vol. 13, 218–233.
- [19]. R.K. Blamey & V.A. Braithwaite (1997), "A Social Values Segmentation Of The Potential Ecotourism Market", Journal Of Sustainable Tourism, Vol. 5, No. 1.
- [20]. Robin Nunkoo, Dogan Gursoy & Thanika Devi Ju-waheer (2010): Island Residents' Identities and Their Support for Tourism: An Integration of Two Theories, Journal of Sustainable Tourism, Vol. 18, No. 5, June, 675–693.
- [21]. S. McCabe, T. Joldersma And C. Li (2010), "Under-standing The Benefits Of Social Tourism: Linking Participation To Subjective Well-Being And Quality Of Life", International Journal Of Tourism Research, Vol. 12, 761-773, (Wileyonlinelibrary.Com) DOI: 10.1002/Jtr.791.
- [22]. Singla Manika (2014) "A Case Study on Socio-cultural Impacts of Tourism in the city of Jaipur, Rajasthan: India" Journal of Business Management & Social Sciences Research (JBM & SSR) ISSN No: 2319-5614 Volume-3, No.2.
- [23]. Verma, J. P., & Ghufan, M. (2012). Statistics for Psychology, Delhi: Tata McGraw Hill.