

**A Study on Socio-Economic and Socio-Cultural Impacts on Local Community
through Tourism Development with Special Reference to Chennai and
Kancheepuram**

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Abstract

Tourism is regarded as largest developing sectors of the world. Its extraordinary growth and development rates bring significant foreign currency inflows, infrastructure expansion, employment group, regional growth. Economic impacts and overview of new organization and educational knowledge actively affects financial growth in various sectors, which will be certainly affecting the socio-economic improvement of the country. Hence, the research reflects the main social and economic effects on local community via tourism development in Chennai and Kanchipuram in Tamil Nadu. It is also aimed towards finding the socio-economic effects of tourism growth on the local community by comparing the socio-economic structures of households involved in tourism business. For Analysis, independent test is used. The research also highlights the part of the local public in the preparation and growth by tourism region. More facilities will bring more revenue, more development and ultimately more rural employment and community development. Tourists will get an opportunity to intermingle with local people, understand their tradition, beliefs and daily life. It is also emphasized that sharing socio-economic benefits with local communities, minimizing impact of tourism development on ecology should be ensured.

Keywords: *Tourism, Social development, Hotels, Job opportunities, Socio-economic Impacts; Community Perception; social change, Quality of life, Chennai, kancheepuram*

Introduction

Travel industry is the amalgamation of various segments comprising of primary factors shipping industry (air, water and surface), hospitality business (hotels, restaurant etc.), tourism managers, banking, shopping and entertainment and so, tourism does not encompass one single entity. Also, the primary factors make use of many secondary factors. For example, a hotel needs vegetables and fruit supply and other goods, therefore the vegetable and fruit dealers are the secondary factors responsible for the development of the tourism industry (WTTC, 2011). Tourism is an active, developing, client-driven force and is the world's leading industry. Tourism is not just a source of revenue; it is widely used as a major tool for achieving the development of any country. The impact of tourism is not limited to the economic sector alone. This industry has proven to be a strong stimulus for socio-cultural changes too. Tourism can be used as a vehicle for promoting social development. It can also bring about community pride, stimulate planning and establishment of facilities and lead to greater appreciation on the part of both tourist and local communities.

Review of literature

One of the greatest developing businesses, tourism plays a dynamic part in economic growth of many countries in world (Flecha and et al, 2010). Tourism development will be sustainable when it considers the economic, social, environmental and ethical aspects of the nations (Mbaiwa, 2004). Tourism offers immense opportunities and challenges simultaneously and hence, sustainability should be ensured. Numerous studies consider residents' perceptions and attitudes towards tourism (Liu & Var, 1986; Allen, Long, Perdue & Kieselbach, 1988; Mason & Cheyne, 2000). Studies suggest that benefits such as employment opportunities, increased revenue generation, infrastructure improvement and enhanced standard of living often motivate local communities to adopt tourism (Liu & Var, 1986; Archer & Cooper, 1998; Lindberg, 2001). Researchers have also dealt with the undesirable consequences of tourism in destination communities such as inflation, leakage of tourism revenue, changes in value systems

and individual behavior, crowding, littering and water shortage (Mathieson & Wall, 1982; Ceballos-Lascurain, 1996; Buckley, 2001).

The growth of travel industry contributes to modifications in the excellence of life (Andereck & Vogt, 2000; Macbeth et al., 2004; Andriotis, 2005), social structure and social organization of local residents. (Wilshusen et al., 2002, Andriotis 2003, Kathleen L. Andereck, Karin M. Valentine, Christine A. Vogt & Richard C. Knopf 2007, Joseph E. Mbaiwa and Amanda L. Stronza 2010). Other significant impacts of tourism development are changes in the size and demographic characteristics of the countries (Bill Faulkner & Carmen Tideswell 1997; Smith & Krannich, 1998; Petrzalka, Krannich, & Brehm, 2006; Robin Nunkoo, Dogan Gursoy & Thanika Devi Juwaheer 2010; Juan Gabriel Brida, Linda Osti and Andrea Barquet 2011) along with the changes of the community structure (Erb, 2000; Williams and Lawson 2001; McKercher 2001), improved flexibility of women and young adults (R.K. Blamey & V.A. Braithwaite 1997; Bill Faulkner & Carmen Tideswell 1997), infrastructural development and this has increased supply of services (Swatuk, 2005; Blaikie, 2006; Marianne Bickle and Rich Harrill Sujie Wang 2010) and consequently improved quality of life for local residents. (Carson & Northcote 2004; Jones 2005; S. McCabe, T. Joldersma & C. Li 2010).

The negative influence are caused due to guest-tourist relationship and as the result (Linnekin, 1997; Harrill 2004; Jackson and Inbakaran, 2006; Marianne C. Bickle and Rich Harrill 2010) when the guest's behavior is improve tourism, the transformation in language (Clifford, 1997), the growth of alcoholism (Andrew Lepp 2008), crime (Marianne Bickle and Rich Harrill Sujie Wang 2010), prostitution and gambling (Richards, 1996) and transformation (revitalization or commoditization) of the material and non-material methods of local values (Erb, 2000; A.M. Ogaboh Agba, Moses U. Ikoh, Antigha O. Bassey and Ekwuore M. Ushie 2010). In the other words, principles based on mega-structures in a town leads to a renewal of the city in terms of employment and traditional contribution (Bob McKercher 2001; Marichela Sepe and Giovanni Di Trapani 2010). Though, the interferences generated on urban development with an idea excessively related to the physical and material features - ignoring the social sustainability. The creation of organization based on insubstantial culture - produce repeatable places, prey to

globalization (Erb, 2000, Marianne C. Bickle and Rich Harrill 2010; Deepak Chhabra 2010; Peter Schofield 2011).

The tourism development industry is recognized for creating new employment in the destination (Andrew Lepp 2008; Marianne Bickle and Rich Harrill Sujie Wang 2010) and the community's traditional work patterns might be seriously affected resulting in the abandonment of agricultural occupations (Hwansuk Chris Choi & Iain Murray 2010). The tourists generally stay for a short period in the destination, so they couldn't develop artificial relationship into a more substantial one. The traditional impulsive hospitality changes into marketable activity (Marianne Bickle and Rich Harrill Sujie Wang 2010). Tourists are assisted by the residents and it effects in various assertiveness and behaviors (Williams and Lawson's 2001; S. McCabe, T. Joldersma and C. Li 2010). The wealth of the tourists leads to manipulative activities on guest's side (Andrew Lepp 2008; Peter Schofield 2011).

Pran Nath Seth (2006) identified size of the existing population as a factor which influence tourism development in a destination area and some other factors include diversity and vitality of already existing tourist activity, attitude of local people towards impacts of tourism (Positive & negative) Tourism projects, that states by the local economy, availability of local manpower. Chen & Chen (2010) suggested that tourism development should be identified as a way to revitalize the economy of a destination. They felt that residents with the community approved shopping amenities had principally been constructed to assist the tourist and also been used to serve the people apart from this facilities of all kinds were offered to tourists in turn came to serve the local residents.

According to Mohit Bhargava (2009), influxes of tourist bring diverse values to the community and influence behavior and family life where tourism can improve the value of life in an area by increasing amount of attractive creational opportunities and amenities. Sometime residents get opportunities to meet people from different regions make friendship, learn about the world and expose themselves to new perspective. Tourism development is a means for socio-

economic development and thus successful tourism development should bring reasonable economic profit to the involved parties. This must increase the worth of life and services.

Research gaps

In developing countries, many researchers have conducted studies related to the importance and perceptions of local communities about tourism. Very few studies have examined the impact of tourism on aspects such as culture, environment, society and economy, and their effects on quality of life of the local residents. Therefore, the present study has been initiated to find out the extent to which sustainable tourism attributes like socio-economic, cultural, environmental, political and technological benefits influence the quality of life of local residents.

OBJECTIVES

1. To identify the economic impacts of the pilgrimage tourism.
2. To identify the socio,cultural,economic effects of the pilgrimage tourism
3. To identify the Positive impacts, Multiplier effect, Negative impacts in pilgrimage tourism
4. To identify the Economic dimensions in pilgrimage tourism.

Research Design

Sampling Design:

The sample for this study consists of 149 respondents from the local residents of Chennai and Kancheepuram District. The sample selection was done by using Purposive Sampling method with the aim of making the local residents sample as representative as possible. All the residents from the Chennai and Kancheepuram district associated with tourism were considered as population for the purpose of the study. The household statistics were collected from census 2011.

Data Collection Tool

A structured Questionnaire was used for collecting data from residents regarding their perception and expectations about sustainable tourism growth and value of life. Data Analysis The collected primary data were coded, computed and statistically processed, classified, and tabulated by using appropriate methods. Tables and statistical results were derived usage of Numerical Packages for Social Sciences (SPSS 0.20).

Analysis and Interpretation

Socio Economic Profile of the Respondents

Table.1. Demographic Profile of Respondents

Descriptive statistics			
		Frequency	Percent
Nationality	Foreigner	57	38.3
	Indian	92	61.7
	Total	149	100.0
Sex	Male	105	70.5
	Female	44	29.5
	Total	149	100.0
Age	Less than 25 years	20	13.4
	25-40 years	105	70.5
	40 years and above	24	16.1
	Total	149	100.0
Marital status	Unmarried	42	28.2
	Married	107	71.8
	Total	149	100.0
Educational Qualification	10 and +2	17	11.4
	Under Graduation	21	14.1

	Post-Graduation	19	12.8
	Professional	92	61.7
	Total	149	100.0
Occupation	Private employee	17	11.4
	Government employee	19	12.8
	Business	89	59.7
	Unemployed	24	16.1
	Total	149	100.0
Purpose of Visit	Business	10	6.7
	Pleasure Trip & Climatic	91	61.1
	Educational Trip	13	8.7
	Visiting Relatives/Friends	14	9.4
	Pilgrimage	10	6.7
	Historical Monuments	5	3.4
	Others	6	4.0
	Total	149	100.0
Total Annual Income	Less than Rs.100, 000	9	6.0
	Rs.100, 001 to 500,000	10	6.7
	More than Rs.5 lacks	130	87.2
	Total	149	100.0

*(Source: SPSS)***Gender**

The male respondents are 64.5 percent and female are 34.5 percent.

Age

The maximum number of respondents are in the age set of below 30 years with 39.3 percent tracked by the age group of 31 to 40 with 32.0 percent, 41 to 50 with 18.6 percent above 50 with 10.1 percent.

Table.2. Correlation Analysis between Socio-Economic and Socio-Cultural Impacts of Tourism

Correlations					
Pearson Correlation	Mean	Standard deviation	Tourism Facility	Socio-Economic	Socio-Culture
Tourism Facility	11.85223	3.48234	1	.571**	.698**
Socio-Economic	16.4497	3.69703	.571**	1	.779**
Socio-Cultural	14.6376	3.65804	.698**	.779**	1
**. Correlation is important at the 0.01 level (2-tailed).					

(Source: Outputs from SPSS)

From the correlation analysis, it shows the mean and standard deviation for the tourism facility, socio-economic impact on tourism and socio cultural impact and it also clearly identified statistically linear connection among the variables.

Table.3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.766	.648	.771

(Source: Outputs from SPSS)

a. Predictors: (Constant), Socio-Culture, Tourism Facility , Socio-Economic

The above table provides R and R Square values. The R Square value represent the simple correlation and the value is 0.707, which indicates a high degree of correlation. The R square value specifies the total variance of needy variable as innovation was explained for the liberated variables. In this case 70.7%, which indicates very large number of value is correlated.

Table.4. ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	17.113	3	5.704	9.595	.000 ^b
Residual	86.203	145	.595		
Total	103.315	148			

(Source: Outputs from SPSS)

a. Dependent Variable: Budget for the Tour

b. Predictors: (Constant), Socio-Culture, Tourism Facility , Socio-Economic

From the ANOVA table, the significant value $F(9.595) = 0.000$ (sig. value), the significant value is less than 0.05 which is conclude statistically substantial difference between the variables.

Table.5. CoefficientsTable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.273	.198		11.500	.000
Tourism Facility	1.133	.221	.559	5.130	.000
Socio-Economic	.767	.502	.402	1.324	.008
Socio-Culture	.440	.202	.331	2.181	.031

(Source: Outputs from SPSS)

a. Dependent Variable: Budget for the Tour

The coefficient table provides the necessary information to provide the significant value among the variables.

Discussions

Maximum number of peoples interested to visit kancheepuram in holidays in the way of Religious Spots. This survey indicates that kanchi is worthy for lodging with average cost. It is obvious from the research that Kancheepuram and chennai has a more maintainable tourism growth pattern than other districts. The intervention of tourism was successful as it considered site-specific socio-cultural features, brought about societal transformations through awareness and addressed community's socio-economic requirements through sustainable livelihoods. The intervention initiated many institutional changes in Kancheepuram and chennai.

It resolved the longstanding conflict between the locals and FD over subsistence needs and conservational concerns. The tourism enhanced the probability to retain tourism benefits within the community. Residents perceive that tourism has engendered better employment opportunities, enhanced the well-being of marginalized people, increased societal acceptance, revitalized art, reduced alcoholism and immoral activities, facilitated learning of foreign languages and created demand for local produce such as spices. Environmental education instigated positive attitudinal shift towards conservation among the locals. However, concerns such as conflict between handicraft dealers and locals due to insufficient trust, unauthorized guiding, rise in the price of essential commodities and crop-raiding that affects the health local people. Furthermore, the prominence given to tourism might lead to unsustainable dependence on tourism, abandoning traditional occupations such as agriculture

First, generally the result shows that lesser number of years' respondents existed in the area, the more optimistic approaches they had towards tourism and tourists and the more supportive they were for further tourism development. Second, the younger the residents, the more positive perceptions they had towards tourism industry. Certainly, the effects revealed that occupants of an elder age were less positively inclined towards tourism that possibly resists changes in the social and economic areas of lifetime because of their old-fashioned mentality. Third, the higher the number of residents' family members, the more positive was their attitudes towards the industry and the higher their level of support for further tourism development. Fourth, the results also exposed that male and married residents are more concerned towards negative tourism impacts. And finally, the higher personal salary of respondents, the more

optimistic attitudes towards and the higher their level of support for the industry. That means the self-employed residents directly or indirectly involved in tourism industry advocates an increase in the volume of tourists and perceives tourism as improving the image of town whereas the retired residents, housewives, students who are not economically active social groups, therefore are not among the direct beneficiaries of tourism spending lead to undesirable or unbiased attitudes towards the tourism and tourists.

Development Strategies of Tourism in Tamilnadu and Suggestions

Tamilnadu is peaceful place to stay and many visitors would appreciate the opportunity to discover certain important sites as their area of tourist's attention. It is well associated with almost all the main roads and railways of India, it is well reached by the tourist. Tamilnadu is connected with all national and international airports in India and other countries. The hospitality for the tourist was an important aspect to be kept in mind. Proper accommodation, transport facility, hygienic food, proper guidance to the sites, fair within the budget of the tourist were the other important thing to be taken into explanation in procedure of expansion of travel.

Creation of centers throughout the state in the heritage sites for raising awareness of the value of the regional heritage and providing relevant advice to the local authorities and local inhabitants. Opening of information centre for the tourists and an office to provide technical assistance to the district authorities for the development of legal tools for heritage protection. Proper advisement through electronic media and good marketing about the heritage/cultural sites would normally attracts the tourist towards the site. Development of heritage – based itinerary like regional identity brand, architectural, temple and handicraft trail etc. Creation of a regional plan and a master plan which includes local protection and development plan.

Development of cultural activities such as an interpretation centre and site museums which highlights the living heritages of Tamilnadu. In order to develop the tourism activity all over state it is necessary to consider and respect the local population and invite their participation

in the development and implementation of tourism projects which creates jobs for local population under fair working conditions with improved health and social security. Another important work to be carried out is to create a resource centre for monitoring and mitigating the impact of tourism on the environment and humans in this delicate context. The awareness and importance of the state should be spread throughout India and abroad, to organize visits, conferences and any other programmes to promote the region. Community participation, adequate facilities including basic infrastructure without affecting ecology of tourists spot and regularizing tourists' flow are essential for supportable tourism development in Tamilnadu.

The findings of this research presented that with increase in residents' discernment about the impact of tourism, and their life gratification related to several life circumstances that also increases, and finally this influences their overall life satisfaction. Tourism expansion planners must study the asset of this association as well as focus on keeping the residents' overall life consummation which is derived from the effects of traveler. The study highlighted the need for enhancement of awareness among tourism decision makers about the economic, social, cultural, environmental, and technological necessity of local people for improving the worth of life at the destination. While it is essential to raise awareness among the local people about the importance of tourism, it is equally vital to provide clear information to the local communities about the enduring profits of tourism. However, direct involvement of representatives of the local communities is very crucial for making any development related decision that would affect the local residents.

Conclusion

The studies that had conducted on the social effect of tourism, with the present one, undoubtedly point to a single conclusion: the social and cultural guidance of tourism are never universal. 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. However, only through the accumulation of

knowledge that results from the conduct of comparative studies in various regions can better understand tourism socio-cultural impacts.

The Chennai and kancheepuram districts administration may reflect suitable ways to improve communications with their policy makers by directing on the economic, environmental, social, political, and technical aspects, and their allegations on the maintainable tourism expansion which in turns to improves the value of life of the nearby residents. In addition, it is important to note that sustainability might be a requirement for the future of tourism industry with other allied industries. Furthermore, this study shows that it is possible to use sustainable tourism to enhance the quality of life of local residents.

Scope of further research

- a) Thus, further investigation is needed to test the proposed framework in different settings (e.g. urban or rural and different cultural settings) and also at different levels of development, according to the type of resources of the community, and its level of economic dependency on tourism.
- b) Furthermore, residents' perceptions and attitudes should be monitored over time (Moisey et al., 1996) to identify the alterations in flow of travel, expansion strategies and socio economic condition in common, affect resident's observations and approaches of travel.
- c) A mixed-devices approach, by soliciting both tourist and host perspectives with a mix of qualitative and measureable study approaches, is more pragmatic and yields superior research (Tashakkori & Teddlie, 2003; Burke Johnson & Onwuegbuzie, 2004; Creswell, 2008).

Limitations

The limitations of the study should also be noted.

- a) First, it examined resident's attitudes in a single and medium sized urban-rural mixed setting. b) Second, the respondents primarily constituted of upper and lower middle class

socio-economic families. The generalization of these findings to other environments and people from socioeconomic backgrounds is limited.

- b) The relatively high amount of variance in community support for tourism development explained by the impact factors notwithstanding, bias may have resulted from the absence of variables which is 'knowledge of the effects of tourism' (Davis et al.,1988) or 'attachment to the community' (McCool and Martin, 1994)

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