

A STUDY ON THE CHALLENGES OF COMMUNITY INVOLVEMENT IN TOURISM WITH SPECIAL REFERENCE TO SOCIO- ECONOMIC ASPECTS AT HAMPI

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Abstract - This paper targets to identify the challenges and issues faced by local communities towards involvement in tourism activities at Hampi. Generally, the tourism can create positive or negative impacts (social-cultural and economic) on the local communities. The involvement from the local communities decides the benefits and costs occasioned by the tourism activities. Hampi is beautiful heritage site located in the northern part of Karnataka state and declared as World Heritage site in the year of 1986 by UNESCO. Due to lack of knowledge and awareness, most of the inhabitants aren't bothering about the potential of tourism activities happening near their village or residence. Even though the potential is more in regard to the employment opportunities and entrepreneurship, a good number of local people are depending subsistence agriculture. During the study, it is observed that the local community awareness level about tourism and its potential is below average and couldn't find proper measure or initiative from the authorities to address such issues.

It's very difficult to convince and improve the level of community participation in tourism unless by assuring basic education and continuous awareness program through self-help groups. Communication is another area to be improved as it is an important element in the leisure industry. Right decisions and implication of the same are very much essential to eliminate such issues. From the study, it is observed that the local community is quite unhappy with the approaches of various responsible authorities like Archaeological Survey of India and the state tourism department. Boards, agencies, and other key decision makers should discuss the need for such initiatives to assure the involvement of local community in tourism activities and bring forward them into to mainstream of tourism sector. Potential of Hampi is huge but only thing is, there must be enough consideration for inhabitants while taking decisions from time to time.

Keywords: Community-based Tourism (CBT); Hampi World Heritage site; Local public and education; local community awareness; social and economic impacts

Introduction

According to the World Travel and Tourism Council calculated that tourism created 15.24 lakh crore (US\$220 billion) or 9.4% of India's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The tourism sector is forecasted to grow at an annual rate of 6.9% to 32.05 lakh crore (US\$470 billion) by 2028 (9.9% of GDP). Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016. In Karnataka, nearly 5.35 lakh tourists, including 38,182 foreigners, visited the Hampi world heritage site during 2016-17. Data shows the significance of the destination and demand

Hampi is considered to be only world heritage of the state and known for its architectural beauty and was the administrative headquarters one upon the time. Hampi was the capital of the Vijayanagar Empire around 1500 AD, and by some accounts, the second largest city in the world at that time. Hampi, the city of relics, is situated in the trailed depth of hills and valleys. This destination is truly a historical delight for travelers, surrounded by more than 500 ancient monuments, consisting of beautiful temples, active street markets, treasury building and captivating remains of Vijayanagar Empire.

Tourism can be the strong pillar of the destination but it is not grown up to the expected level and benefited to the local residents due to various reasons. This is the era where taking more about responsible tourism and community-based tourism everywhere in the world. But about Hampi, it is yet planned and implemented. According to REST (Responsible Ecological Social Tour), as cited by Suansri (2003), CBT is defined as:

"Tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life".

But in Hampi the level of participation and involvement of the local community is nominal. The positive socio-cultural impact is also below the average level. The destination like Hampi can create and contribute tremendously to the growth and socio-

economic development of the region. The tourism industry in Hampi definitely can create a positive impact. Witt (1991) defined social and cultural impacts of tourism as:

“Methods by which tourism contributes to changes in value system, individual behavior, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies, and community organizations, i.e. social and cultural impacts are the effects on the people of host communities caused by their direct or indirect associations with tourists”.

As the local community realizes the possible costs in tourism destination, they will not consider the benefits. Eventually, they will support restrictions on the development of tourism in their destination.

Objectives

To identify the various challenges faced by the local community at Hampi.

To study the major sources of income for the local community

To understand the level of involvement of the local public in tourism-related activities.

Methodology

An explorative study with a quantitative approach

Research Tool

Since the understanding level of the local public is the concern, Structured Questionnaire method is used for the study

Sampling

Convenient sampling is a random sampling method will be used for the study and sample includes all those who can earn from tourism-related activities for a livelihood. Chi-square test & ANOVA are the major tools used for the analysis

Area of study: Hampi Village, Hospet, Karnataka

Limitations: Knowledge and understanding level of the local public about tourism and potential of tourism is below the average level. Communication is yet another barrier too.

Analysis and Results

The analysis is carried out on a sample of 270 residents of Hampi village. The socio-economic details are presented in table 1

Table 01: The socio-economic details

Variable		Frequency	Percentage
Age	Below 20	9	3.27
	20-29	71	25.82
	30-39	89	32.36
	40-59	94	34.18
	60 and above	12	4.36
	Total	275	100
Gender	Female	57	20.72
	Male	218	97.27
Education	No Formal Education	87	31.64
	Primary School	50	18.18
	High School	57	20.73
	Secondary School	39	14.18
	University	42	15.27
	Total		100.00
Employment status	Student	7	2.55
	Daily Wages	114	41.45
	Unemployed	35	12.73
	Employed	87	31.64
	Self-employed	32	11.64
	Total		100.00

Inference

Possibility for income from tourism-related activities is manifold but not much is explored by the localities.

The income-related aspects are provided in table 02

Table 02: Income-related details

Variable		Frequency	Percentage
Occupation	Agriculture	206	74.91
	Hotel and Restaurant	11	4.00
	Shops	11	4.00
	Tourism Jobs	47	17.09
	Total	275	100.00
Monthly Income	Below 5000	93	33.82
	5000-7000	69	25.09
	8000 – 10000	63	22.91
	11000 – 15000	23	8.36
	Above 15000	27	9.82
		275	100
	Total	275	100

Inference

From the above-mentioned Table, it is understood that the majority of the local public are involved in agriculture and only 17.09% involved in tourism-related activities at Hampi. Even though Hampi as a world heritage site with high tourism potential, almost 75% of the working population still rely on the agriculture sector and the average monthly income is below five thousand for the people who are depending on agriculture.

Employment and income from various tourism-related activities.

Hampi is a well-known tourist destination in south India and renowned for its heritage and architectural possessions. It can be one of the most suitable destinations for community-based tourism activities by involving and assuring the participation in various levels. The below motioned ANOVA test carried out to know the benefits earned by the local public and their participation in tourism and related activities

Hypothesis 01: Income and opinion with respect to the involvement in tourism-related activities

Null Hypothesis: there is no significant difference between the opinions on the employment and income from various tourism-related activities.

Table 03: Income source

Variable	F	Sig.	Decision
Tourism promotion activity provides adequate employment opportunity	17.203	.000**	Reject H ₀
Heritage tourism is a potential income generator	.560	.642	Accept H ₀
Boards and agencies provide adequate opportunities for employment	10.043	.000**	Reject H ₀
Homestay for tourists is essential	6.822	.000**	Reject H ₀
Representation from the local community is mandatory	4.941	.002**	Reject H ₀
Monetary benefits by providing transportation facilities	7.421	.000**	Reject H ₀
Public play a key role in providing accommodation	21.756	.000**	Reject H ₀
Benefits of tourism are shared with local public	19.860	.000**	Reject H ₀

Inference

According to the ANOVA result, except the variable 'heritage tourism is a potential income generator' there is the significant difference in the opinion on tourism-related activities between the different income groups.

The analysis shows that the tourism promotional activities are not being generated adequate employment and income for the local inhabitation. The Homestay is essential and public are ready to invest in homestay business but there are restrictions from government agencies for the construction of homestays at Hampi. Through transportation facility, people are earning but board and agencies are not supporting the local community by providing job due to various obstructions like language proficiency

Government regulations and decision-making process

The following Chi-Square Tests initiated to know the government support for the local public pertaining to the involvement of the local public in tourism-related activities and benefits received by them

Hypothesis 02: Government regulations pertaining to tourism hinder local public are part of tourism decision-making process

Null Hypothesis: Government regulations pertaining to tourism, not a hinder and local public are part of tourism decision-making process

Table 04: Government regulations pertaining to tourism and decision-making process

Crosstab				
Count				
		The local public is part of tourism decision-making process		Total
		.0 No	1.0 Yes	
Government regulations pertaining to tourism hinder	.0 No	9	2	11
	1.0 Yes	234	30	264
Total		243	32	275

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Inference	
Pearson Chi-Square	.477 ^a	1	.490	Accept Ho	

Inference

From the analysis, it is stating that there is no statistical significance between Government regulations in the involvement of the public in the decision-making process. The analysis interprets that government is not a hindering force behind the lack of participation of local community in the decision-making process, but it is mainly because of the lack of effective initiative taken by the respective authorities. That is the major reason why the local public are ignored in the decision making the process at Hampi.

Government and improvement in income

Below mentioned Chi-Square Test to identify if there is any improvement visible in the earning of a local community and the Government regulations pertaining to tourism hinder phenomenal improvement in income as a result of tourism

Hypothesis 03: Government regulations pertaining to tourism hinder the phenomenal improvement in income as a result of tourism

Null Hypothesis: Government regulations pertaining to tourism not a hinder for the phenomenal improvement in income as a result of tourism

Table 04: Government regulations pertaining to tourism and improvement in income

Crosstab				
Count				
		Phenomenal improvement in income as a result of tourism		Total
		.0	1.0	
Government regulations pertaining to tourism hinder	.0	1	10	11
	1.0	137	127	264
Total		138	137	275

Chi-Square Tests					
	Value	of	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.739 ^a	1	.005		

Inference

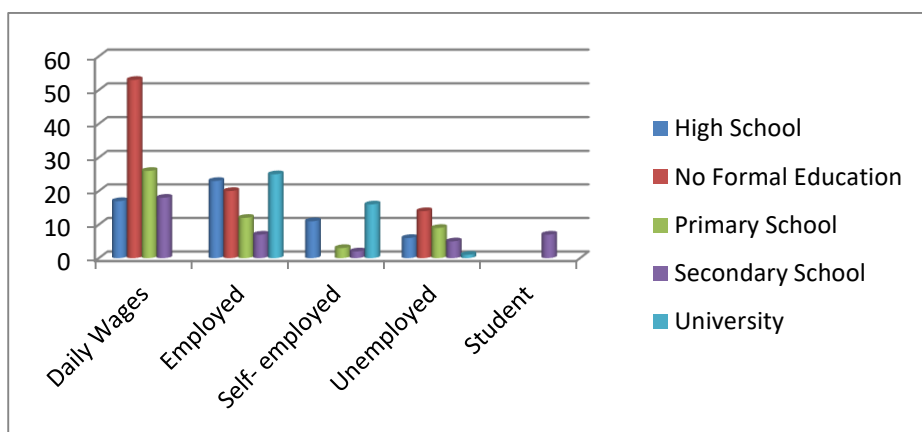
The above-mentioned table revealing the fact that if the government is implementing effective and proper policies with regard to the destination development will definitely be beneficial for the local community. But in the present scenario, the government policies are creating hindrances for the local community by forcing them to vacate from the place they live from generations which are close to the tourist attractions. In fact, the rules and regulation created by ASI and other responsible authorities from time to time are adversely affecting the living standard of the village inhabitants. This will finally end up with the poor returns from tourism-related jobs.

Level of education and employment status

During the study, it is observed that the level of education and awareness about the potential of tourism is playing a key role in the involvement of the local public in tourism-related activities. The analysis given below shows that, a correlation between the employment status and the level of education of the local community.

Table 04: Level of education and employment status

Count of Gender	Column Labels					
Row Labels	High School	No Formal Education	Primary School	Secondary School	University	Grand Total
Daily Wages	17	53	26	18		114
Employed	23	20	12	7	25	87
Self-employed	11		3	2	16	32
Unemployed	6	14	9	5	1	35
Student				7		7
Grand Total	57	87	50	39	42	275



Inference

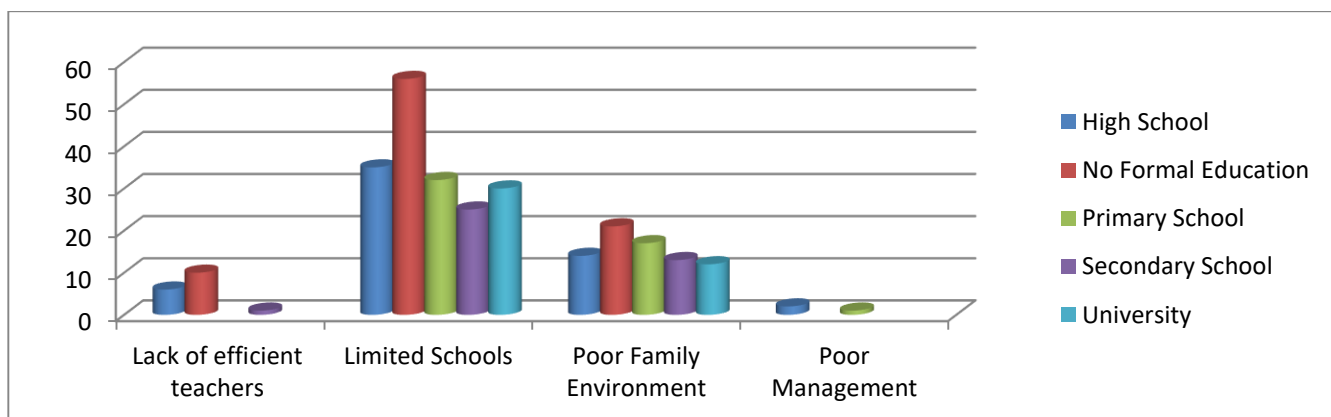
This study shows that the major proportion of the people it belongs to the daily wages category only because of their poor or lack of sufficient educational background. This is one of the pioneering factors that restrict their entry into the tourism industry as well as the reason for their lack of awareness about the tourism industry and its potential.

Obstacles pertaining to education

From the study, it is observed that language proficiency of the local public is a major barrier and which resulted in the low level of local participation in tourism and its allied activities.

Table 05: Barriers to proper education

Row Labels	High School	No Formal Education	Primary School	Secondary School	University	Grand Total
Lack of efficient teachers	6	10		1		17
Limited Schools	35	56	32	25	30	178
Poor Family Environment	14	21	17	13	12	77
Poor Management	2		1			3
Grand Total	57	87	50	39	42	275



Inference

The analyzed data mainly highlighting two obstacles in the field of their education, one is the limited number of schools at Hampi and the other and more important one is the poor family environment. All the age groups are equally accepting the fact that the limited number of schools was the foremost reason for this apathy.

Discussion and Finding

“Adequate knowledge of the impact of tourism is an important ingredient which needs to be given priority by individuals involved with decision making about tourism planning and development” Frater (1996), but in Hampi decision makers are neither failed to understand the concerns of local communities nor initiated any action to hear and undreamt the concerns of local public at Hampi region.

Rather than providing the advanced facilities, it is very much indeed to have provision for basic education in villages like Venkitapura near Hampi. For instance, an upper primary (steering classes from the first standard to the seventh standard) school located at Venkitapura, holding more than four hundred students is just having only four classrooms out of which one is staff room. Just can't imagine a school conducting classes together for first, second and third standard together and fourth, fifth, and sixth standard in a classroom and luckily seventh standard students have got an exclusive classroom.

The most exciting factor is that it is happening in modern India more over the above mentioned is belongs to a state like Karnataka. Another shocking aspect is the number of teachers. The total numbers of teachers are just four to handle seven classrooms. Among the four one is Head Master and he doesn't take classes as well.

During the sample collection met few people who were selected as the first stakeholders and were invited to attend the meeting organized by the ASI and UNESCO in 2004 at Hampi. Even after fourteen years, the above mentioned privileged group doesn't know the value of such an invitation and letters that they received. Still, they aren't part of tourism industry anyway and involved in age-related activities.

Conclusion

Tourism is one of the fastest growing sectors in Karnataka with high growth potential. This paper focuses on the main socio-economic challenges faced by the local community at Hampi with respect to tourism-related job opportunities as well as to assess their level of involvement in this potential sector. The structured questionnaire was used for the study, from the analysis it depicts a series of obstacles they are facing in the field of their involvement towards the tourism industry. The major findings from the studies are lack of awareness about the growth prospects of tourism at Hampi as it is a renowned world heritage tourism destination. Another important barrier is facing by the local community is their poor language proficiency and lack of formal education. The involvement of the government and other responsible authorities like ASI also works in the opposite direction which may overburden the poor community to lead a quality life at Hampi.

The development programmes initiated by the government may finally end up utter futility, Due to the absence of an effective implementation strategy. For overcoming such barriers the support from the authorities is much needed by promoting more awareness creation programmes, regular performances, seminars, and workshops can be conducted for the promotion of the same and also educate and encourage community participation which will help the local community to find an alternative source for income rather than depending on agriculture sector. If it happened so the idea of inclusive approach and CBT can be easily imparted to this downtrodden community and this can be a better tool for the up gradation of communities as well as to assure economic benefits to the society. There is scope for further studies on the basis of new tool recommended such as CBT for empowering community participation.

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