

# PERCEPTION OF TOURISM IMPACT: A CASE STUDY OF SERAIKELA KHARSAWAN, JHARKHAND

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## **ABSTRACT:**

Tourism being a dynamically evolving industry always gets affected by several internal as well as external factors. These changes not only affect the host community but also the tourists arriving at the destination. Hence the present paper tries to analyse the residents' perception about the tourism impact on the religious site of Jagannath Dham in Puri, Odisha. It is quantitative survey of the local community's perception regarding various impacts of tourism like initial impression, overall impact, specific impacts (socio-cultural, natural, economic etc) and opinion about future tourism development. The results indicated that the residents' have a positive impression about tourism (due to their involvement in tourism related activities) and hardly aware about its negative impacts. The major impacts are found to be the increase in the crime level, loss of peace & tranquillity of the region, no change in the socialization level with tourists, moderate employment opportunities and minimal growth of tourism infrastructure. Later based on the findings suggestive measures have been provided which will not only help the local administration in decision making and devising appropriate public policies & feasible strategies but also meeting the expectations of local residents and deepening their relationship with the tourism industry.

*Key words: Tourism Impact, Host Community, Seraikella-Kharsawan, Negative Impact etc.*

## **INTRODUCTION**

Tourism has always been a game changer in the development of a region be it the economic development or the infrastructural one. But unlike the positive ones, the negative impacts are also borne by the destination in terms of environment, political & socio-cultural aspects (Finsterbusch, 1995 & Fredline, 2002). These not only affect the local community as a whole but also exert huge impact at the individual level (David, 1994). Further the extent of the impact depends upon the popularity of the destination and the number of tourist arrivals throughout the year. The present study basically tries to find out such impacts of Tourism on the religious destination of districts of Seraikela Kharsawan from the perspective of its residents.

In the year 1620, Kumar Bikram Singh I, the third Maharaja Jagannath Singh, established the Seraikela state, which was merged with Bihar state after independence and ranked as subdivision merged with the

boundaries of Kharsawan state. Later on the basis of territories act in 1950, 39 villages of Chandil, Nimdih and Tamar area were included into it.

Seraikela has become the “Mecca” for connoisseurs of music and dance. Here lies the citadel of world famous Chhau dance. The soil of Seraikela is vibrant with the rhythm of “Chhau” which fancied the imaginations of not only Indian art lovers, but also allured and captivated art lovers across the world, due to its grace unique charm and grandeur. Surrounded by lush green forests, hillocks, serpent like rivers and rivulets, Seraikela Town is situated on the bank of Kharkai River. The district has not only a rich cultural heritage but also has large deposits of minerals like Kyanite, Asbestos, quartz etc. and other valuable minerals.

The district also includes the Adityapur Industrial Area which is one of the biggest industrial areas in Asia. Its development in Bihar was lackadaisical but after formation of Jharkhand state it has been made a district and many development plans have been started to strengthen its economic structure. Titirbilla bridge on the road joining Seraikela Rajnagar, the bridge on Tikar River at Ichagarh, causeway at Shankha river outlines the developing steps of the district. The road joining the distant rural areas, blocks and district headquarters are being built. Tube wells, tanks and dams are being built for the source of drinking water and irrigation. The older canals are also being renovated. Ayurvedic medical college, Private engineering College, Hospitals and ITI for women are being planned to be established for its educational development. New development programs have been taken up in all eight blocks of the district. The government has announced the district as a tourist centre as it has many historical and sightseeing places. The day is not very far off when Seraikela will become an important district and a centre of tourist attraction.

## LITERATURE REVIEW

The host community is one of most important element among the tourism stakeholders at a destination hence perceives highest amount of impact as a result of tourism activities in the region. Pizam (1978) stated that there are several social impacts of tourism on the destination community as people from several cultural & social background arrive at a destination simultaneously. Further Allen et al. (1988) stressed upon the continuous assessment of tourism impact on the community life in order to maintain the economic sustainability of the region. According to a study conducted by Ross (1992), the residents’ perception about the impacts of tourism states about both positive and negative dimensions. While the positive impacts can be seen in terms of employment generation, the negative impacts are increased rate of crime and cultural degradation. Similarly Ratz (2000) stated that socio-economic impact of tourism on a destination is stronger than socio-cultural one, but it varies according to the destination. Further Richard et al. (2004) studied about the cultural and environmental impact of tourism in Asia and Pacific region and found that though it has considerable positive impact upon culture but high amount of negative impact on the environment (Southgate & Sharpley, 2002). Later Gyan et al. (2006) found that tourism impact on economic, cultural and natural environment varies greatly according to the destination. It was also observed in the several current researches. While Brida et al. (2011) found that native people of northern Italy community feel the negative

impacts of tourism higher than its positive counterpart, Costa et al. (2020) observed that residents of Lisbon perceive only positive impacts of tourism on economical, socio-cultural and natural environment.

Since there are hardly any studies related to the resident's perception about tourism impact on the religious destination of Puri, the current research tries to address these issues and find out the actual dimension and suggestive measures for the same.

### OBJECTIVES

1. To analyse the residents perception about the impact of tourism development at Seraikela Kharsawan District.
2. To identify the major sources/ dimension of tourism impact on the destination.
3. To recommend suggestive measures for the future tourism development.

### RESEARCH METHODS

**Questionnaire Design:** In order to measure the residents' perception about the impact of tourism a structured questionnaire was designed for gathering their responses. The survey instrument developed by Chandralal (2010) & Ap & Crompton (1998) was studied, based upon which the present questionnaire was regenerated from the perspective of Seraikela Kharsawan. The instrument has seven major segments i.e. (1) residents' initial impression about tourism, (2) perceived impact of tourism at personal & community levels, perceived impacts of tourism development on (3) socio cultural segment, (4) economic segment, (5) natural environment, (6) service Infrastructure & (7) residents' opinion about future development of tourism.

**Sampling technique & Method of Data collection:** The data were collected from 402 local residents of entire district of Seraikela Kharsawan via convenience sampling between July 2021 to October, 2021. The residents were directly interviewed by the researcher both in person as well as over the telephone. Few responses were also collected via e-mail.

**Data Analysis:** For analysing the collected responses, the data were fed into the statistical software of SPSS-20 and reliability of the instrument was checked by taking out value of Cronbach's Alpha. Once the instrument was found reliable then the data were studied through percentage analysis, mean value analysis and standard deviation.

### DATA ANALYSIS & INTERPRETATION

The data collected from the residents were analysed and the results were presented below.

#### ***Residents' initial Impressions about Tourism:***

While analysing the responses of the host community it was observed that 88% of the residents feel positive as they are aware about the beneficial aspect of tourism whereas 4% feel that tourism results in more of the negative impacts rather than positive. The number of residents who remain neutral lies at 8% (Table-1). Hence in a nutshell it can be stated that most of the residents have positive opinion about tourism.

**Table -1: Resident's initial Impression about Tourism in Seraikela Kharsawan**

Comments	Frequency	%	Examples
Negative	16	4	Environmental degradation (air, water, land pollution ), Cultural problems, Social problems
Neutral	32	8	Hardly any interest in tourism, No idea, No effect of tourism, good as well as bad
Positive	354	88	Economic Development, Employment opportunities, Infrastructure facilities etc

**Perceived impact of tourism at personal & community levels:**

When the residents were asked about the impact of tourism on their personal life it was found that around 54% of them feel it has high amount of favourable effect in their life, where as 22.1% feel it is moderately favourable and 12.9% feel it is slightly favourable for them (Table-2). Further while 8% feel that tourism has no impact on their lives, rest of them feel it has unfavourable effect on their lives. Similarly the responses of the people about their perception related to the impact of tourism at the community level, is more of favourable nature with mean value of 2.305 (Table-2). Hence it can be interpreted that higher rate of positive impact is due to the fact that a major chunk of the community is engaged in the temple's ritualistic activity and it is their primary source of income. Apart from these a major segment of the society is also involved in tourism related entrepreneurial activities.

**Table- 2: Perceived impact of tourism at different levels (personal and community Level)**

	Highly Unfavourable (-3)	Moder. Unfav. (-2)	Moder. Unfav. (-1)	No Effect (0)	Slightly Fav. (+1)	Moderate Fav. (+2)	Highly Favourable (+3)	MEAN
Personal Impact	12	9	15	8	52	89	217	2.019
	2.9%	2.2%	3.7%	1.9%	12.9%	22.1%	53.9%	
Community Impact	2	5	11	5	46	91	242	2.305
	0.5%	1.2%	2.7%	1.2%	11.4%	22.6%	60.2%	

**Perceived impacts of tourism development on socio-cultural segment:**

Initially the reliability of the instrument was checked by taking out the value of Cronbach's Alpha, which came out to be 0.712, hence the data were considered suitable for analysis. As far as socio-cultural impact of tourism is concerned the residents believe that quality of living standard, tolerance of social differences, displacement of residents, crime level & cultural identity of the residents has moderately increased with mean values of 4.012, 3.870, 4.122, 3.521 & 3.982 respectively (Table-3). Whereas socialization with tourists, positive changes in customs, & unwanted lifestyle changes has not changed much as their mean values remain close to 'no effect' range (Table-3). The major impacts can be seen in the positive cultural exchange direction which has increased highly (4.354), and the peace and tranquillity of the region which has decreased severely (1.781).

**Table- 3: Perceived Socio-cultural Impacts of Tourism Development on Seraikela Kharsawan**

Socio-cultural Impact....	Mean	Standard Deviation
Quality of living standard has...	4.012	0.692
Socialization with tourists has...	3.216	0.517
Tolerance of social difference has...	3.870	0.723
Peace and tranquillity of the area has...	1.781	0.852

Level of Crimes, cheating, drugs, gambling etc has	3.521	1.171
Displacement of residents due to TD has...	4.122	0.664
Positive changes in values and customs have...	3.331	1.024
Cultural exchanges in positive direction have...	4.354	0.643
Cultural identity of host population has....	3.982	0.793
Unwanted lifestyle changes....	3.311	0.467

(5-highly increased, 4-moderately increased, 3-no effect, 2-moderately decreased, 1-highly decreased)

#### ***Perceived impacts of tourism development on economic segment:***

After checking the reliability of the instrument by taking out the value of Cronbach's Alpha (0.632), the data were analysed from their mean values.

**Table- 4: Perceived Economic Impacts of Tourism Development on Seraikela Kharsawan**

<b>Economic Impacts</b>	<b>Mean</b>	<b>Std. deviation</b>
Employment opportunities for residents have...	3.651	1.211
Local government revenue has...	4.421	0.662
Opportunities for local business have...	3.971	1.012
Revenue of residents has...	3.772	0.831
Property value of residents has...	4.891	0.437
Price of goods and services has....	4.142	0.613
Cost of living of residents has....	4.113	0.577
Road transport, parking etc cost/ fees has...	3.822	1.037

(5-highly increased, 4-moderately increased, 3-no effect, 2-moderately decreased, 1-highly decreased)

From the above table (Table-4) it can be seen that due to the tourism development in Puri, the employment opportunities, business opportunities, revenue of residents & road transportation and parking fees have increased moderately. But on the other hand tourism has resulted in a higher increase of the value of the properties (4.891) and the Government revenue (4.421). Lastly, the cost of living in Puri and the price of goods and services has shown a moderate to high increase in its values i.e. 4.142 & 4.113 respectively.

#### ***Perceived impacts of Tourism on the natural environment of Seraikela Kharsawan:***

In order to examine the reliability of the instrument, the value of value of Cronbach's Alpha was taken out, which was lying at 0.728, hence making it suitable for further analysis. As far as residents' perception about the impact of tourism on the natural environment of Puri is concerned, it was observed that appearance of the area & available of open space has highly increased (4.512 & 4.637). It is primarily due to the current temple beautification project and expansion of coastal beaches. While conservation of heritage monuments (temples) & pollution level in the city has moderately increased; the protection of natural environment and availability of natural resources has moderately decreased (1.932 & 1.996). (Table-5)

**Table -5: Perceived impacts of Tourism on the natural environment of Seraikela Kharsawan**

<b>Environmental Impacts</b>	<b>Mean</b>	<b>Std. deviation</b>
Protection of natural environment has...	1.932	1.211
Conservation of historical monuments has...	3.821	0.748
Appearance of the area (visual & aesthetic) has....	4.512	0.762

Pollution (air, water, noise, solid waste) has...	3.785	1.291
Available open space has...	4.637	1.283
Availability of natural resources like water has....	1.996	0.947

(5-highly increased, 4-moderately increased, 3-no effect, 2-moderately decreased, 1-highly decreased)

### ***Perceived Impacts of Tourism on Service Infrastructure:***

The survey instrument used for collecting the resident's perception was initially checked for reliability and the value of Cronbach's Alpha was found to be 0.761, hence further analysis was carried out. It was observed that due to the tourism development, transport infrastructure, quality and variety of products and services, positive effects of competition & fire protection services has moderately increased with mean values around 4.0 (Table-6). While the availability of goods and services has a 'moderate to high' increase level (4.223), the police protection services has not changed much over the time (3.327).

**Table -6: Perceived Impacts of Tourism on Service Infrastructure**

<b>Impacts on Services Infrastructure</b>	<b>Mean</b>	<b>Std. deviation</b>
Entertainment and recreational facilities have...	3.881	0.553
Availability of goods and services has...	4.223	1.083
Quality and variety of products/services have ...	3.754	0.962
Quality of Fire protection service has....	3.725	0.448
Quality of Police protection service has....	3.327	0.713
Positive Effects of destination competition has....	3.899	0.711
Transport infrastructure has....	4.001	0.643

(5-highly increased, 4-moderately increased, 3-no effect, 2-moderately decreased, 1-highly decreased)

### ***Residents' opinion about Future Development of Tourism in Seraikela Kharsawan:***

When the residents were asked about their opinion, around 89% of them stated that tourism infrastructure should grow in future where as 4.2% mentioned that it's better to maintain the present level. The rest 6.7% of them advocated that it should reduce in future (Table-7). So it can be interpreted that, in comparison to the tourist arrivals the infrastructure are not sufficient enough in present times. The same can be felt from their responses as well when asked about their opinion regarding future tourist arrival. A handsome chunk of the residents (23.1%) stated that it's better to maintain the present amount of tourists, though 72.4% mentioned that it should grow in future. Only 4.5% wanted that it should reduce.

**Table -7: Residents' opinion about Future Development of Tourism in Seraikela Kharsawan**

	<b>Future Development of Tourism Infrastructure</b>		<b>Future Tourist Arrival</b>	
	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>	<b>%</b>
1. Should grow	358	89.1	291	72.4
2. Better to maintain present level	17	4.2	93	23.1
3. Should reduce	27	6.7	18	4.5

### **DISCUSSIONS & RECOMMENDATION:**

1. While analysing the residents' initial impression about tourism as it was found that most of them have only positive opinion about tourism and hardly 4% of them are aware about the negative impacts of

tourism, hence tourism department must conduct awareness campaigns and workshops in order to make the residents aware about the adverse impacts of over tourism.

2. As most of the residents are engaged in tourism related activities and perceived that it affects them as well as the community in a positive way (moderate to highly favourable), hence it is the responsibility of the administration to bring out strict rules and regulation to promote sustainable tourism development in the region.
3. Moderate increase in the level of crime, cheatings, drugs etc indicates the need for the strict actions to be taken by the local police along with the deployment of special tourism police in and around the major tourist zones.
4. No change in the level of socialization with tourists' calls for the community etiquettes workshops to be carried time to time by the tourism department. Further severe decrease in the peace and tranquillity of the region is an alarming situation which should be handled immediately by focussing upon the city's expansion.
5. As the residents feel that there is a higher increase in Govt. revenue due to tourism where as the employment & business opportunities and revenue of residents has not increased considerably, hence the Govt should initiate different employment schemes associated with tourism like home stay training. Handicrafts making workshops, cooking training programmes, training for creating SHGs etc.
6. Moderate increase in the pollution level (water and air) has to be handled by the implementation of a proper drainage system in the city and replacement of fossil fuel vehicles by the electric ones. Further moderate decrease in the protection of natural environment & resources like water should be coped up with ample tree plantations around the city and recharging the ground water through rain water harvesting.
7. In comparison to the tourism development there has been only a moderate increase in transport infrastructure & fire protection services, hence in the best interest of the tourism industry these facilities should be upgraded at the earliest.
8. Finally as the residents opined that tourism infrastructures are not sufficient enough to cater the present day tourist arrivals, hence the department of tourism along with the local Govt. should focus upon the development of tourism infrastructure like upgradation of bus stands, railway stations, budget accommodation and food facilities, recreational activities, information services etc.

## CONCLUSION

After a thorough analysis of the residents' perception about the tourism impact on Seraikela Kharsawan, it can be clearly seen that it has exerted both positive as well as negative impact on the destination. This heritage destination with thousands years of history, culture & tradition should never be a victim of the adverse impact of over tourism. Hence if the suggested measures are taken in to account and implemented wholeheartedly by the both Government organisations and strictly followed by the local residents then this religious treasure will continue to enchant and inspire the future generations.

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