PERCEPTION OF LOCAL COMMUNITY ABOUT TOURISM DEVELOPMENT AND ITS IMPACT IN HIMACHAL PRADESH – A CASE STUDY OF TRIBAL REGIONS

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Abstract:
This paper has taken into consideration the local community perception about tourism development and the various impacts associated with it in three districts namely Kinnaur, Lahaul-Spiti and Chamba. The various attitudinal statements related with various impacts are divided into various sub sections like social, economic and environment. Overall, local people of Chamba, Lahaul and Kinnaur expressed their positive views on the impacts of tourism on them. Yet, they have shown some concern for some harmful impact of tourism. The development of infrastructure have damaged the local environment of the region. Local people have shown strong opinion for rest of the statements about the impacts of tourism. They accepted that tourism is playing a major role in improving the living standard of the local community as well as in providing employment opportunities the local community as well as outsiders.

INTRODUCTION
Tourism is one of the largest and the growing economic sectors in the world so it has a multitude of impacts, both positive and negative impact on the life of people as well as on the region. Some eminent researchers tried to bring those impacts of tourism on the life of the people and on the locality to the forefront. Most of the researches concerned their studies to the main tourists receiving areas of Himachal Pradesh. Tej Vir Singh (1989) raises questions about the concentration of tourism that is taking place around Manali and made recommendations for a more integrated approach to tourism development that would disperse tourism activities more evenly throughout the year. Further, some positive impacts have been studied by some scholars. One of such scholar was Kapoor (1976). He studied positive impacts of tourism in Himachal Pradesh. He concluded that tourism is an instrument of economic development in Himachal Pradesh. The study concluded tourism in H.P is a distinct product presents a vast potential. But also with these positive impacts tourism development has many negative impacts as well which are related to society and environment and also with culture of the locals. These negative impacts of tourism have been observed in and around Manali. It was observed that there is an increase of 270 percent in tourist’s arrivals in Manali from last three decades. That’s why Manali is experiencing environmental problems such as acute shortage of water, overcrowded roads, heavy traffic, excessive garbage, unplanned growth and illegal construction and sanitation problems. (Singh and Mishra; 2003). In order to tackle this alarming situation in Manali different short and long term strategies for accommodation, transportations, water, sewage, energy and Finance are required. In the positive side tourism is a solution to Himachal’s unemployment and economic problem specifically focused on Himachal Pradesh. By taking examples from various
reports, author reaches on the conclusion that tourism has the ability to solve unemployment problem in Himachal, but need is to develop Tourism in an organized manner.

LITERATURE REVIEW

The growth of global mass tourism creates both benefits and de-benefits for the most of the countries. It generates not only economic growth and raises the income of individuals and Nations, but it also creates many adverse impacts on host societies and their environment. These impacts can be classified as economic, social and physical impacts of tourism. Andereck & Nyaupane (2011). They highlighted in their studies that tourism ultimately enhances community quality of life by providing jobs including services and infrastructure through tax revenues and attracting restaurants, shops, festival and culture and sporting events that cater both tourists and locals. They also highlighted negative impacts in their study. It was also recognized by them that unmanaged tourism can have negative social and environmental consequences. They further revealed that very little formal attention has been paid to measuring the broader quality of life, impacts of the industry. They extended their views on the impacts of tourism and came with the studies that linked local residents and their perception about tourism development. Andereck & Nyaupane (2012), in their recent study on the impacts of tourism on ‘residents’ quality of life incorporated a subjective measure of community resident’s value. Their measurement compelled residents to compare existing circumstances to a future ideal. Thus rewarding residents perceptions of the quality of life, impacts of tourism and personnel importance of their attributes in relation to their opinions about the current state of their communities. Further some studies were also carried out on the impacts of mass tourism and development of Alternative tourism in Australia. The credit for studying impacts of island tourism in Australia goes to Zulfa and Carlsen: 2013. In 2013 they studied the impacts of development of Island Tourism in Australia. They highlighted the range of both negative and positive economic, environmental and socio cultural impacts that has led to diverse opinions on how to sustainably develop and manage Island tourism. Clearly, tourism has led the opportunity to either enhance or inhibit the quality of life and the environments of islands. In order to ensure that tourism is developed and integrated into communities in a sustainable manner, island tourism planners and policy makers need to be well informed about impacts and the complexities and challenges associated with managing and responding the tourism.

Research Design

The main objective of the study is to find out the Economic, socio cultural and physical impacts of tourism in host community and the environment of tribal areas. In fulfilling the objective multistage sampling has been applied on convenient basis. Present study has been undertaken in three districts of Himachal Pradesh and multi-stage sampling has been applied for selection of the sample.

In the first stage three tribal districts of Himachal Pradesh have been selected for the study. In the second stage three places each from Kinnaur and Lahaul-Spiti and two places from Chamba district have been selected keeping in view the size of the tribal population and the number of tourists that are received by these places. In the third stage local community has been selected on the basis of cluster sampling from each district with respect to local population. A total sample size of 300 has been taken for the collection of data from all the three districts. Further the data has been analysed with the help of SPSS 2020 version and results were interpreted.
Results and discussion

Tourism has been seen as a positive agent of change for many communities due to its economic impacts in the form of employment generation, increase in infrastructure, tax revenue etc. However, while tourism development is usually proved on the basis of these positive impacts, but it is often challenged on the grounds of its negative impacts on society as well as on the environment.

Today tourism development especially Alternative tourism development is totally based on the participation of local community. Without local community tourism cannot become successful. Therefore, the support of the host community is a precondition for the sustainable development of tourism. Hence by knowing the views of local community about tourism and its impacts, planning for future development of tourism can be done effectively. In this regard, the survey of local community from three selected districts was done. The three districts selected were Kinnaur, Lahaul-Spiti and Chamba. The respondents were asked to rank their perceptions about tourism development and its impacts in the community. For this purpose 5 point scale was used in which various statements were situated on a 5 point scale with 1 for strongly disagree, and 5 for strongly agree.

The analysis of the various responses of the local community about all the statements is as given in the table.
<table>
<thead>
<tr>
<th>Physical and social impacts of tourism</th>
<th>Extent of Awareness</th>
<th>Total</th>
<th>Mean</th>
<th>S.D</th>
<th>VAR</th>
<th>Skewness</th>
<th>Chi-square</th>
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<td>SDA</td>
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<td>1. Tourism promotes ethnic culture</td>
<td>0</td>
<td>5</td>
<td>25 (8.33)</td>
<td>231 (77)</td>
<td>39 (13)</td>
<td>300 (100)</td>
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<td>10</td>
<td>44 (14.6)</td>
<td>74 (24.6)</td>
<td>300 (100)</td>
<td>3.88</td>
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<td>3. The money which tourism brings in</td>
<td>0</td>
<td>25</td>
<td>99 (33)</td>
<td>151 (50.33)</td>
<td>25 (8.33)</td>
<td>300 (100)</td>
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<td>4. Tourism impacts are advantageous</td>
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<td>39</td>
<td>68 (22.6)</td>
<td>183 (61)</td>
<td>10 (3.33)</td>
<td>300 (100)</td>
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<td>5. The standard of living of</td>
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<td>55</td>
<td>69 (23)</td>
<td>93 (31)</td>
<td>64 (21.3)</td>
<td>300 (100)</td>
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<td>6. Tourism provides benefits to a</td>
<td>0</td>
<td>25</td>
<td>118 (39.3)</td>
<td>112 (37.3)</td>
<td>45 (15)</td>
<td>300 (100)</td>
<td>3.59</td>
<td>.843</td>
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<td>7. Tourism impacts are advantageous to</td>
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<td>10</td>
<td>34 (11.33)</td>
<td>49 (16.33)</td>
<td>45 (15)</td>
<td>300</td>
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<td>8. Tourism impacts are advantageous to</td>
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<td>24</td>
<td>69 (23)</td>
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<td>35 (11.6)</td>
<td>300</td>
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<td>employment in local area</td>
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<td>9. Tourism attracts more spending in the region</td>
<td>0</td>
<td>40 (13.3)</td>
<td>34 (11.33)</td>
<td>152 (50.6)</td>
<td>74 (24.6)</td>
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<td>3.87</td>
<td>.937</td>
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<td>53 (17.6)</td>
<td>115 (38.3)</td>
<td>99 (33)</td>
<td>300 (100)</td>
<td>3.93</td>
<td>.972</td>
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<tr>
<td>11. There should be govt. incentives for alternative forms tourism development in the region</td>
<td>15 (5)</td>
<td>10 (3.33)</td>
<td>25 (8.33)</td>
<td>176 (58.66)</td>
<td>74 (24.66)</td>
<td>300</td>
<td>3.95</td>
<td>.956</td>
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<tr>
<td>12. Tourism results in inflation in the region</td>
<td>0</td>
<td>25 (8.33)</td>
<td>30 (10)</td>
<td>131 (43.66)</td>
<td>114 (38)</td>
<td>300</td>
<td>4.11</td>
<td>.896</td>
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<tr>
<td>13. There should be specific tax on tourists</td>
<td>0</td>
<td>10 (3.33)</td>
<td>118 (39.33)</td>
<td>127 (42.33)</td>
<td>45 (15)</td>
<td>300</td>
<td>3.69</td>
<td>.763</td>
</tr>
<tr>
<td>14. Outsiders are getting more jobs than for local people in the region due to tourism</td>
<td>5 (1.6)</td>
<td>63 (21)</td>
<td>73 (24.33)</td>
<td>124 (41.33)</td>
<td>35 (11.66)</td>
<td>300</td>
<td>3.40</td>
<td>.999</td>
</tr>
</tbody>
</table>
1. **Tourism promotes ethnic culture.**

Local people in Lahaul-Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism promotes ethnic culture. Out of total 300 respondents, 77% of the respondents have agreed with the statement while 13% have strongly agreed with the statement. There were 8.33% of the respondents who have neutral views, and 1.66% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 4.01 which come to agreed level. Further, the moderate value of Standard deviation is supporting the study. The negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant relationship among the responses of the respondents at 5% level of significance which have led to the conclusion that local people have agreed with the statement that tourism promotes ethnic culture of the local community.

![Graph 1.1: Tourism and Ethnic Culture](image)

Hence it can be concluded that tourism motivates the local community to participate in variety of cultural activities. Further, it has been observed during the survey that the people engaged in cultural activities such as arts, crafts and traditional dances etc. Further, it is observed that Cultural tourism in the tribal areas is quite different from that of urban areas. In urban areas Cultural tourism includes cultural facilities such as museums and theatres. But same form of tourism in tribal and rural areas includes showcasing the traditions of indigenous cultural communities (i.e. festivals and rituals) and their values and lifestyles.

2. **Tourism has led to an infrastructural development and improvement for local community**

Local people in Lahaul-Spiti, Kinnaur and tribal areas of Chamba districts have been asked whether tourism has led to an development and improvement for local community. 24.6% of the respondents have strongly agreed with the statement while 3.33% have agreed with the statement. There were 14.6% of the respondents who have neutral views, and 5% of the respondents have strongly disagree with the statement while 3.33% have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.88 which come to agreed level. The value of SD and variance shows that there is least variation among the responses of respondents. Further the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which has lead to the conclusion that tourism has led to an infrastructural development and improvement for local community.

![Graph 1.2: Tourism and Infrastructure Development](image)

Hence it can be concluded that tourism has led to an increase in infrastructure for local people. It has been observed during the discussion with the people that government is focusing to promote rural tourism as an Alternate to Mass tourism in the rural areas. To promote rural tourism in the villages, govt has started Home stay scheme and also those households who wants to construct hotels in these areas will be exempted from luxury tax. Hence it becomes clear that govt is focusing on the development of Alternative tourism in the rural and tribal areas.
which will directly increase and improve the infrastructure for local people.

3. The money which tourism brings in is giving benefit to whole community

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked about their perceptions about the statement that the money that tourism brings in, is of benefit to whole community. It is apparent from the table that majority of the respondents have agreed with the statement. 50.3% of the respondents have agreed with the statement while 8.33% have strongly agreed. There were 33% of the respondents who have neutral views about the statement and 8.3% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.59 which come to agreed level. The value of SD and variance shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which has led to the conclusion that whole community is benefited by the money that tourism brings to the region.

Hence it can be concluded from the table and figure that majority of the people have agreed that whatever money tourists spend in the tribal areas, benefits the whole community. Even, it has been observed that local people are engaged in the tourism related businesses like shopkeepers, guiding and travel agents, all of them are benefited from the tourism. Hence it can be concluded that whatever money tourism brings, provides benefit to whole community, that community can be a travel agent, guide or shopkeeper etc.

4. Tourism impacts are advantageous to our family

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts have surveyed to give their views about the impacts of tourism. They were asked whether tourism impacts are advantageous to them. In response to the statement 61% of the respondents have agreed with the statement while 3.33% have strongly agreed with the statement. There were 22.6% of the respondents who have neutral views, and 13% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table has been found to be 3.55 which come to agreed level. The value of SD and variance shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism impacts are advantageous to the local community.

Hence it can concluded that majority of people have agreed that tourism is not causing any harmful impacts to the local community except on the environment and the positive impacts are advantageous to their family economically as well as socially. It has been observed during the survey that tourism is providing lots of advantages to the local community of the tribal area. One of the main positive impacts that have seen is the attitude of local people towards the tourists. Now local people have changed their traditional thoughts and are now becoming advanced day
by day and showing positive attitude towards tourists. This has happened only due tourism. Tourism development has changed their mentality

5. **Our householder’s standard of living is higher because of money that tourists spend here.**
Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether their household’s standard of living is becoming higher because of money that tourists spend there. In response to the statement 31% respondents have agreed with the statement while 21.3% have strongly agreed with the statement. There were 23% of the respondents who have neutral views, and 18.3% of the respondents have disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.43 which come to agreed level. The value of standard deviation shows that there is very less variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which have led to the conclusion that tourism impacts are advantageous to the local community and their household’s standard of living have increased because of tourism.

6. **Tourism impacts are advantageous to the economy of local area.**
Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether tourism impacts are advantageous to the economy of local area. 16.3% of the respondents have agreed with the statement while 15% have strongly agreed with the statement. There were 11.3% of the respondents who have neutral in ideas about the statement, and 3.3% of the respondents have disagreed with the statement and the same number of the respondents (3.3%) have strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.66 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which have led to the conclusion that tourism impacts are advantageous to the economy of local area.
Hence it can be concluded from the table and figure that majority of the people have favoured that tourism impacts are advantageous to the economy of local area and whereas the second highest responses are in the favour of strongly agree which makes it clear that tourism impacts are advantageous to the economy of local area. It has been observed during the survey that tourism is providing employment to the local people at macro level and at micro level government has been providing the cheaper loans to the households for the development of tourism related projects.

7. Tourism impacts are advantageous in providing employment in local area

The respondents in the study area districts were asked whether tourism impacts are advantageous in providing employment to local people. 55.6% of the respondents have agreed with the statement while 11.6% have strongly agreed with the statement. There were 23% of the respondents who have neutral views, and 8% of the respondents have disagreed and 1.66% of the respondents have strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.68 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism impacts are advantageous in providing employment to the local community.

Hence it can be concluded from the table and figure that tourism has positive impact on the local people of the tribal districts. Tourism contributes to the employment generation for the local people. Besides primary data collection, some secondary data was also collected from the Department of tourism; Govt of H.P which shows that in 2013 lots of employment has been generated by the tourism industry. Following table shows the employment generation in the study area i.e. in the districts of Kinnaur, Lahaul Spiti and Chamba respectively.

8. Tourism attracts more spending in the region

The respondents in the study area districts were asked whether tourism attracts more spending in the region. In response to this statement 50.6% of the respondents have agreed with the statement while 24.6% have strongly agreed with the statement. There were 11.3% who have neutral views, and 13.3% of the respondents have disagree. The mean score of the sample accordingly to the table was found to be 3.87 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism attracts more spending in the region.
From the table and figure it is evident that majority of the people have favoured that tourism attracts more spending in the region. Further, it has been observed during the survey and interaction with the local people that the government has been started to work in collaboration with the private sector to spend in the tribal regions for the development and promotion of tourism on PPP model. Besides the PPP model, government have been spending since last five years on various tourism related projects in the tribal areas. A detailed list of various development projects and the total money spent on each project has been studied separately in this study.

9. **Tourism attracts more investment in the region**

The respondents in the tribal districts of Kinnaur, Lahaul-Spiti and Chamba were asked whether tourism attracts more investment in the region. In response to this statement 38.3% of the respondents have agreed with the statement while 33% have strongly agreed with the statement. There were 17.6% of the respondents who have neutral views, and 11% of the respondents have disagreed. The mean score of the sample accordingly to the table was found to be 3.93 which come to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that tourism attracts more investment in the region.

Hence it can be concluded from the table and figure that approximately 70% of the respondents are in the favour that government as well as private sector should be encouraged to invest in the tourism development projects in the tribal areas of the State so that local people can get the benefits from that investment.

10. **There should be govt. incentives for alternative forms of tourism development in the region**

Local people in Lahaul-Spiti, Kinnaur and tribal areas of Chamba districts were asked whether there should be govt. incentives for the development of alternative tourism development in the region. 58.66% of the respondents have agreed with the statement while 24.6% have strongly agreed with the statement. There were 8.33% of the respondents who have neutral views about the statement, and 3.33% of the respondents have disagreed and 3.33% of the respondents have strongly disagreed with the statement. The mean score of the sample accordingly to the table was found to be 3.95 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which led to the conclusion that there should be government incentive for the alternative tourism development in the region.
From the table and figure two conclusions can be drawn. One is that local people in the region are familiar with the Alternative forms of tourism and the other thing is that local people want that government should invest in the tribal areas to promote alternative tourism in these hidden and unexplored areas. Further, it has been observed during the survey, informal discussion with the people and from teh secondary data on alternative tourism that government has started home stay scheme for the development and promotion of rural tourism in the tribal areas and government has exempted the those stakeholders who are engaged n accommodation sector. According to this scheme, local people who have started a hotel which has more than four rooms will be exempted from luxury tax. Hence with such an initiative local people are encouraged to increase their participation in the tourism related projects.

11. Prices of goods and services in the region have increased because of tourism
Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether prices of goods and services in the region have increased because of tourism. 43.6% of the respondents agreed with the statement while 38% strongly agreed with the statement. There were 10% of the respondents who were neutral in their views, and 8.33% of the respondents disagreed and whereas none of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 4.11 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that prices of goods and services in the region have increased because of tourism.

Hence it may concluded from the table and figure that majority of the respondents are agreed that the prices of goods and services have increased due to tourism but if the prices of goods and services have increased in the locality then it is good for local people as local community would earn more.

12. There should be specific tax on tourists
Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether there should be specific tax on tourists 42.3% of the respondents agreed with the statement while 15% strongly agreed with the statement. There were 39.3% of the respondents who were neutral in their views, and 3.33% of the respondents disagreed and whereas none of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 3.69 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that there should be specific tax on the tourists.
From the table and the figure it can be concluded that most of the local people are agreed that there should be specific tax on the tourists who are visiting the tribal destinations. But if the tourists are taxed then the revenue from this tax should be utilized in the development of local community so that local community can be benefited from tourism.

13. Tourism creates more jobs for outsiders than for local people in the region

Local people in Lahaul- Spiti, Kinnaur and tribal areas of Chamba districts were asked whether there tourism creates more jobs for outsiders than for local people 41.3% of the respondents agreed with the statement while 11.6% strongly agreed with the statement. There were 24.3% of the respondents who were neutral in their views, and 21% of the respondents disagreed and whereas 1.6% of the respondents strongly disagreed with the statement. The mean score of the sample as per the table was found to be 3.40 which came to agreed level. The value of standard deviation shows that there is least variation among the responses of respondents. Further, the negative value of skewness is also supporting the study from the higher side of mean value. On applying chi square it has been found to be significant difference at 5% level of significance which leads to come to the conclusion that there should be specific tax on the tourists.

From the table and the figure it can be concluded that most of the local people are agreed that tourism creates more jobs for outsiders than for local people in the tribal regions of Himachal Pradesh.

Conclusion

Tourism is one of the major activities in the tribal areas of Himachal Pradesh which plays a dominant role in the development of the local community that can be in the form of employment generation or encouragement for the cultural activities by the local people. The cultural activities included art and crafts, traditional fairs and festivals, rituals and values and lifestyle of the local people. Tourism has led to increase in the infrastructure for local people. The infrastructure for local community means whatever money the local people are getting from tourism, they are using this money to build up their houses and maintenance of them. Further, the concept of Home stay started by the Government of Himachal Pradesh is also helping to in increasing and improving the infrastructure of the local community. The government has also encouraged local community to build up the hotels for the tourists. Once the hotels will be completed they will be exempted from the luxury tax. All these motivating factors lead to the development of infrastructure by the local people in the region which automatically increase their income. Even tourism is not only benefited to a group but it is also influencing individual family. It is advantageous to whole family, group and individual of the area. Further, it was also recognized that household’s standard of living has also increased due to tourism. Hence we can conclude from the perceptions of the local community that tourism has positive socio-cultural and economic impacts on the tribal communities. But it was observed during the survey and even after analysis that besides these positive impacts, tourism in tribal areas is also challenging the local environment of these three districts especially traffic problem and destruction of environment due to the construction of hotels and other facilities for tourists.
But overall, Tourism is playing a positive role for the local community in the tribal areas and is one of the major factors responsible for the growth of the local community in the tribal areas of Himachal Pradesh.

References


