



ANALYSIS OF THE PROBLEMS AND IMPACT OF FACTORS ON THE TOURISTS' PLACES OF ANDHRA PRADESH

(A case study of Guntur district of Andhra Pradesh)

V.VIJAYA KUMAR*

**Full time Research Scholar Department of Commerce and Management Studies Andhra University,
Visakhapatnam, AP.*

Abstract:

The tourism industry outperformed the entire wider economy in 2019; it is growing faster than other notable industries such as manufacturing, financial services and retailing. Today there are not many individuals who have not added to the development of Travel and Tourism. The travel industry by its very nature, the business energizes the commitment and joins and work together networks, sightseers, governments, nearby providers and organizations all through the inventory network for the normal goal of advancement of the travel industry. This shows the importance of focusing on the development of tourism industry.

Keywords: Tourists' problems, Economic impact, Social Impact, Cultural Impact, Environmental Impacts

I. Introduction

“Tourism” – the term is now more familiar with huge mass of the people in the world by passing time. Fortunately, compared to primitive stage, present generation of people have more time to spend for leisure and recreation accompanying with abundant flow of monetary gain. With stressful life in the society and work burden make people travel to different destinations for relaxation from their scheduled lives and to revitalize themselves. Tourism provides such an opportunity to people to make them more alive and get relished from their journeys. The travel and tourism industry in the truest sense of the word is a truly global economic activity, taking place in destinations within and beyond borders, from leading and developed capitals and from smaller towns and villages in rural areas and coastal, to some of the most remote points of the coast planet.

II. Review of literature

Rajesh Bhalla (2015)^[1] this observed that medical tourism in India is growing fast people from neighboring countries are visiting India for medical trend meat because it is relatively cheap in India. When compared to that of several countries. The government of India is encouraging it and the state governments are also making use of it.

RehmathJahan (2019)^[2]in his study concluded that cultural legacy, traditional values, nature and environment, accessibility and facilities are important features of heritage tourism places. Significant difference is prevailing among demographics of domestic tourists and features of heritage tourism places. Cultural legacy, traditional values, accessibility, nature and environment and facilities have significant and positive impact on revisit intention of domestic tourists. In order to improve revisit intention of domestic tourists, heritage tourism places should arrange cultural programmes and they must give traditional hospitality. Additionally, heritage tourism places should maintain well and clean and they must have variety of recreational activities.

III. Data Analysis and Interpretation

A. PROBLEMS

In spite of the care taken by the service providers including AP tourism department and also irrespective of the care taken by the tourist in tour planning. The tourists are likely to face certain problems at several stages in several places. The researcher made an attempt to elicit the information from the respondents about the problem faced by three while they are in tour.

1. Problems faced at tourist destination

Table 3.1. Respondents' opinion on problems faced at tourist destination

Tourist destination		N	Mean	Std. Deviation
Guntur district	Lack of Safety and Security	456	3.43	1.169
	Lack of Cleanliness and Sanitation	456	3.91	1.041
	Exploitation/Unfriendly Behavior	456	3.1	1.222
	Insufficient Transportation Facilities	456	3.12	1.179
	Poor Road Condition	456	3.44	1.444
	Poor Accommodation Facilities	456	3.55	1.35
	High Prices of Accommodation & Food	456	3.52	1.285
	Poor Hygiene & Quality of Food	456	3.29	1.271
	Lack of Basic Tourist Amenities	456	3.32	1.187

Poor Crowd Management at Tourist Spots	456	3.55	1.34
Poor Maintenance and preservation of monuments, temples	456	3.48	1.428
Lack of Shopping Attraction	456	3.28	1.278
Lack of Tourist Guides	456	3.48	1.302
Beggars Nuisance	456	3.59	1.162
Stray Animals, Mosquitoes & Flies etc	456	3.01	1.435
Poor Banking, Telecommunication & Medical Services	456	3.17	1.541

Source: Primary data

Table 3.1 as per the information that has been elicited that has been Guntur district tourists revealed that lack of cleanliness and sanitation at tourist place with a highest mean value 3.91, followed by beggar nuisance with a mean value 3.59, poor crowd management and accommodation facilities at tourist spots with a mean value 3.55 for each, Poor Maintenance and preservation of monuments, temples & lack of tourist guides with a mean value 3.48, poor road condition with a mean value 3.44, lack of safety and security with a mean value 3.43, lack of basic tourist amenities with a mean value 3.32, poor hygiene and quality of food with a mean value 3.29, lack of shopping attraction with a mean value 3.28, Poor Banking, Telecommunication & Medical Services with a mean value 3.17, insufficient transportation facilities with a mean value 3.12, and with a least mean value 3.01 for Stray Animals, Mosquitoes & Flies etc. Hence researcher concluded that most of the tourists are facing problems with cleanliness and sanitation, nuisance of beggars, poor crowd management, and lack of sufficient accommodation facilities. It is suggested therefore to take necessary steps to make improvements in the above areas.

2. Transportation related problems faced during the trip

Table 3.2 Respondents' opinion on problems faced during the trip

Transportation related problems		N	Mean	Std. Deviation
Guntur district	Beggar/Hawkers/Vendors/Nuisance	456	3.34	1.261
	Encroachment at Tourist Sites	456	3.18	1.097
	Drug Peddling	456	3.01	1.364
	Over crowded Beaches	456	3.21	1.209
	Oil sullies & Tar balls on Beaches	456	3.32	1.193
	Cheating	456	3.39	1.106
	Lack of Sanitation Facilities at beach sides	456	3.34	0.976

	Poor infrastructure at beach side (Lights, Transport, Parking, etc)	456	3.52	1.402
	Others	456	3.61	1.083

Source: Primary data

Table 3.2. depicts the problems faced by tourists during their visit in Guntur district tourists gave highest mean value to others like road conditions problems, connectivity problems, transportation charges highest rates with a mean value 3.61, and mean value 3.52 for poor infrastructure at beach side (Lights, Transport, Parking, etc), cheating while shopping with a mean value 3.39, Lack of Sanitation Facilities at beach sides & Beggar/Hawkers/Vendors/Nuisance with a mean value 3.34, oil sullies & tar balls at beaches with a mean value 3.32, over crowded beaches with a mean value 3.21, Encroachment at Tourist Sites with a mean value 3.18, and least mean value 3.01 for drug peddling.

B. ECONOMIC IMPACT

Economic impact is usually seen as positive, contributing to employment, better services, and social stability. Cultural education may also be improved, for can be overlooked. Yet these impacts can also contribute to high living costs within the community, pushing out local businesses, and raising costs for local residents.^[3,4]

Table 3.3. Respondents' opinion on economic impact of tourism places

Economic impact		N	Mean	Std. Deviation
Guntur district	Tourism brings economic benefits to the residents of the community	456	3.85	1.489
	Tourism creates employment opportunities for residents in the community	456	3.1	1.211
	Local business benefits the most from tourists	456	3.3	1.386
	Standard of living has increased due to tourist spending in the community	456	3.25	0.956
	Real estate prices in the community have increased because of tourism	456	2.77	1.226
	The price of many goods and services in the community has increased because of tourism.	456	3.46	1.281

Source: Primary data

Table 3.3 contains the information relating to the opinion of the respondents on the economic impact of tourism. The data reveals that both in Guntur and Krishna districts the respondents felt that tourism will

be an economic benefit to the local community and increases the living of the local people. The respondents also felt that the prices of goods and services will be increased in the local market.

C. SOCIAL IMPACT

An inherent aspect of tourism is the desire to experience a different cultural setting in its natural environment. Although cultural tourism provides opportunities for understanding and education, there are serious impacts that arise as a result. It is not only the volume of tourism but the types of social interactions that occur between tourist and host will have their social impact. Keeping this in view the researcher made an attempt to know the opinion of the respondents on the above. The data presented in table 3.4

Table 3.4. Respondents' opinion on social impact on tourism places

Social impact		N	Mean	Std. Deviation
Guntur district	Roads and other local services are well maintained	456	3.80	1.397
	Tourism has resulted in unpleasantly over-crowded parks for local residents	456	3.66	1.294
	Tourism has resulted in unpleasantly over-crowded shopping places for local residents	456	3.89	1.151
	Tourism contributes social problems such as crime, drug use, prostitution, and so forth in the community	456	3.67	1.345
	Increased tourism provides more recreational opportunities for local residents	456	3.4	1.458

Source: Primary data

Guntur district tourists expressed social impact is depended on overcrowded shopping places with a highest mean value 3.89, followed by roads and other local services are well maintained with a mean value 3.8, Tourism contributes Social Problems such as crime, drug use, Prostitution with a mean value 3.67, overcrowded parks with a mean value 3.66, and with a least mean value 3.4 for more recreational opportunities for local residents. Hence researcher concluded that tourism may have an impact on social changes because diversified people may come and visit tourist places, which will create an opportunity to the local people to develop socially mingling with other state tourists in Guntur district.

D. CULTURAL IMPACT

Socio cultural impacts are associated with interactions between people with differing cultural backgrounds, attitudes and behaviors, and relationships to material goods.^[5] The introduction of tourists to sensitive areas can be detrimental, cause a loss of culture, or, alternatively, contribute to the preservation of culture and cultural sites through increased resources.

Table 3.5. Respondents' opinion on cultural impact of tourism

Cultural impact		N	Mean	Std. Deviation
Guntur district	Tourism encourages a variety of cultural activities for local residents	456	3.93	1.24
	Tourism helps keep culture alive and helps maintain the ethnic identity of the local residents.	456	3.38	1.144
	The commercial demand of tourists causes changes in the style and forms of traditional arts and crafts	456	3.42	1.095
	I would like to meet tourists from as many countries as possible in order to learn about their cultures.	456	3.69	1.171
	Meeting tourists from all over the world is definitely a life enriching experience.	456	3.42	1.263
	The cultural exchange between residents and tourists is pleasant for the residents.	456	3.81	1.061
	Tourism causes the disruption of traditional cultural behaviour patterns in local residents	456	3.22	1.235

Source: Primary data

Table.3.5 shows the data relating to the opinion of the respondents on the cultural impact of tourism. The respondents of both the districts expressed similar opinions stating that tourism encourages cultural activities and helpful in cultural exchange. They also expressed that tourism helps to know the diversified culture.

E. ENVIRONMENTAL IMPACT

Ecotourism, nature tourism, wildlife tourism, and adventure tourism take place in environments such as rain forests, high alpine, wilderness, lakes and rivers, coastlines and marine environments, as well as rural villages and coastline resorts. Peoples' desire for more authentic and challenging experiences results in their destinations becoming more remote, to the few remaining pristine and natural environments left on the planet. The positive impact of this can be an increased awareness of environmental stewardship.^[6] The negative impact can be a destruction of the very experience that people are seeking. There are direct and indirect impacts, immediate and long-term impacts, and there are impacts that are both proximal and distal to the tourist destination. These impacts can be separated into three categories: facility impacts, tourist activities, and the transit effect.

Table 3.6. Respondents' opinion on environmental impact of tourism

	Environmental impact	N	Mean	Std. Deviation
Guntur district	Tourism causes environmental pollution	456	3.7	1.324
	Tourism produces noise pollution.	456	3.02	1.315
	Tourism produces littering	456	3.51	1.24
	Tourism produces large quantities of waste products.	456	2.99	1.26
	Tourism has contributed to the preservation of the natural environment and the protection of the wildlife in the community	456	3.6	1.302

Source: Primary data

Regarding the environmental impact of tourism the respondents in both the district that tourism creates environmental pollution mean value 3.7 in Guntur district, creates littering mean value 3.51, noise pollution mean value 3.02. This indicates that the tourists are fully aware of the environmental impact of tourism. (Table 3.6)

IV. Findings and suggestions

1. Most of the tourists are facing problems regarding cleanliness, sanitation, nuisance of beggars, and crowd management. They also expressed that accommodation facilities are not up to the expected level at Guntur district tourist places.
2. A vast majority of the tourists expressed that tourism brings economic benefits to the residence of the local area.
3. Tourists have also expressed that tourism creates some social problems such as crime, drug use, prostitution, overcrowded roads, shopping centers and parks. Tourists also expressed that tourism may affect the local cultural and tradition because of the influence of tourists with diversified culture are visiting the tourist places.
4. Tourism may cause environmental pollution like noise, littering, produces large quantities of solid waste. Preservation of natural environment and protection of the wildlife may also get effected.
5. Tourism may bring social and cultural changes. Keeping in view of this AP tourism needs to create commercial demand for the local traditional arts & crafts. This will be helpful to the cultural diversity, maintain cultural ethnicity and spread our culture across the boundaries.
6. Tourism may cause environmental pollution and produces large quantities of solid wastes. Wild life may get affected and preservation of natural environment may not be possible. So keeping in view of this AP tourism needs to develop various awareness programs at tourist places to control environmental pollution.

References:

1. Rajesh Bhalla (2015) "EMERGING OPPORTUNITIES OF MEDICAL TOURISM IN INDIA" *journal of Business Thought* Vol. 6 April 2015-March 2016. Page no.100-110.
2. Rehmath Jahan (2019) "Heritage Tourism in South Tamil Nadu – India" *Journal of Tourism & Hospitality, an open access journal*, Vol. 8 Iss. 1 No: 399, PP 1-4.
3. Rollins, R., Dearden P. and Fennell, D. (2016) "Tourism, Ecotourism and Protected Areas". In P. Dearden, R. Rollins and M. Needham (ed.), *Parks and Protected Areas in Canada: Planning and Management (4th ed)* (p. 391-425) Toronto: Oxford University Press.
4. Muchapondwa, E., & Stage, J. (2013). "The Economic Impacts of Tourism in Botswana, Nimibia and South Africa: is poverty subsiding?". *Natural Resources Forum*. 37 (2): 80–89. doi:10.1111/1477-8947.12007.
5. Mason, Peter (2003). *Tourism Impacts, Planning and Management (PDF)*. Burlington MA: Butterworth-Heinemann (Elsevier). ISBN 0-7506-5970X. Retrieved 22 August 2017.
6. Moghimehfar, F., & Halpenny, E. A. (2016). "How do people negotiate through their constraints to engage in pro-environmental behavior? A study of front-country campers in Alberta, Canada". *Tourism Management*, 57, 362–372.

