



# Tourism and its Impact on Socio-Economic Status of Lataguri, West Bengal: A Case Study

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## **Abstract:**

Today tourism is the most important activity that contributed towards economic, cultural and social benefits to the society. It is not an activity and entertainment but is an enriching the local economy, socio-cultural changes and life style of the people residing around the tourist locations. The prime character of tourism is the economic development, creates employment, reduces unemployment and achieves sustainable development around the tourist area. The objective of this research paper is to analyse the tourism development of the study area and impact of tourism in their daily life. The study area has been done by primary data only. The primary data collected by interviewed on questionnaire basis. Simple Random sampling method was applied for the selection of owners and tourists. With the analysis of the study area concludes an overview of tourism at Lataguri improving towards socio-economic, cultural and sustainable development.

*Key Words: Tourism, Sustainable development.*

## **1. Introduction:**

Tourism is a growing industry in India as well as West Bengal. Tourism is to play a key role in the country's economic growth, human resource development, culture inclusion and transfer, foreign exchange earnings, etc. (Roy et.al, 2012). R. N. Kaul (1985) gave the overview knowledge of the reason of travelling and tourism and its impact on local area. According to Wilson and Venes( 2001) tourism provides the job opportunities and local economic development. The study of R. Kumar (2008) brought out the different type of tourism in rural area and it influenced the local socio-economic development and livelihood chane of the people. Sunny Rawat (2020) brought out an overview of rural tourism at Lepchajagat leading towards socio-economic, cultural and sustainable development. Therefore, the present study is Tourism and its Impact on Socio-economic Status of Lataguri.

## 2. Objectives:

The main objectives of the study area are

- To analyse the tourism development of the study area.
- To analyse the impact of tourism on their daily life.

## 3. Data Base and Methodology:

The study area has been done by primary data only. The primary data collected by interviewed on questionnaire basis. Total number of 313 tourists and 28 hotels were interviewed. Simple Random sampling method was applied for the selection of owners and tourists. The simple cartographic techniques used to analysis the data.

## 4. Location of the Study Area:

Lataguri is is a census Town (CT) in the Mal CD block in the Malbazar subdivision of the Jalpaiguri district in West Bengal. It is situated on Mal junction mouza. The extension of the study area is  $26^{\circ} 42'24''$  N to  $26^{\circ} 43'17''$  N latitude and  $88^{\circ} 45'40''$  E to  $88^{\circ} 46'52''$  E longitude. The height of the study area is 101.59m MSL.

## 5. Impact of Tourism in Lataguri:

Tourism is often as housing great potential in developed countries like India. It has sustained natural resources to attract tourist and strongly to promote regional development in both rural and urban areas. The study area, Lataguri is very famous tourist area for every traveller due to its own natural beauty and peace in nature.

### Tourists:

India is one of the popular tourist destinations in Asia and this country attracts different people from different parts of the world. Lataguri is also a famous tourist spot one of them. Following table gives the tourist flow of Lataguri from different places of the India and abroad.

Table No.--1: Tourist Flow

Tourist Flow	No. of Tourist	%
From West Bengal	216	69.01
From Others States	72	23.00
From Foreign	25	7.99
TOTAL	313	100.00

Source: Primary Survey, 2019

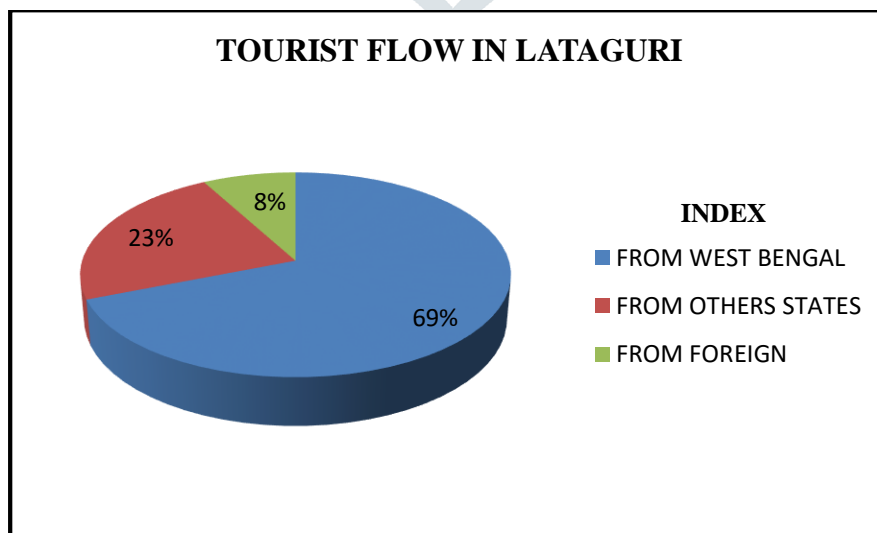


Fig.-1

The Table no.-1 noted that out of 313 tourists, 216 tourists hailed from West Bengal (69.01%), 72 form other state of the India (23%) and only 25 from foreign country. Most of them were nature lover, some visited for peace and few were visited for other purpose like business, conference etc. The following table portrays the availability and facility of rooms in hotel.

Table No.-2: Availability of rooms in a Hotel

No. of Rooms Available in a Hotel	Percentage
Below 8	23.53
8 to 10	26.47
Above 10	50
Total	100

Source: Primary Survey, 2019

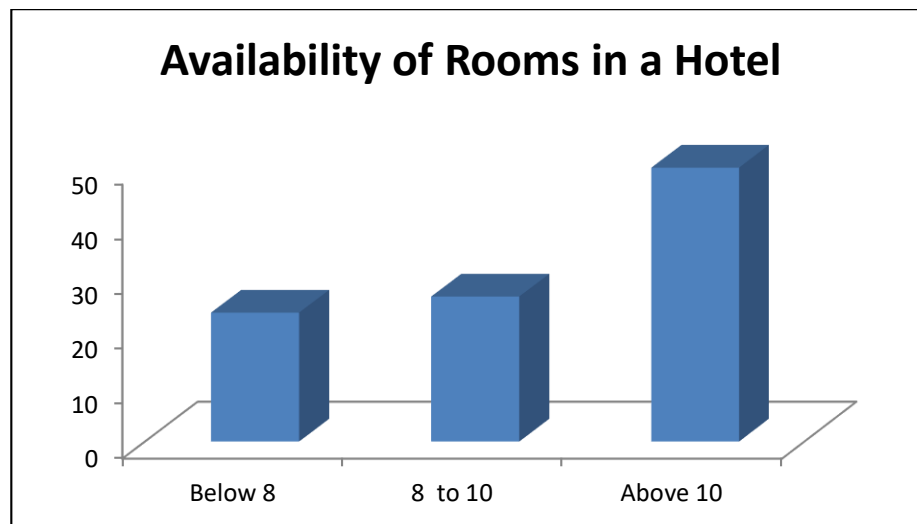


Fig-2

It is noted from the Table 2 that 50% hotels having more than 10 rooms, where as 26.47% hotels share 8-10 rooms and rest 23.53% hotel having below 8 rooms. It is needless to say that most of the tourist is coming in group tour package and student education tour. Following section presents the hotel room rent in both pick season and dull season of the study area.

Tourism is based on the tertiary sector, providing the services of tourists. Most of the tourist has attracting the tourist spot for its better environment and peace in nature. Hotel room rent may be differing from time to time like peak and dull seasons.

Table No.-3: Room rent

Room Rent(Rs)	Seasons	
	Peak	Dull
Below 1000	14.29	42.86
1000-1500	53.57	46.43
Above 1500	32.14	10.71
Total	100	100

Source: Source: Primary Survey, 2019

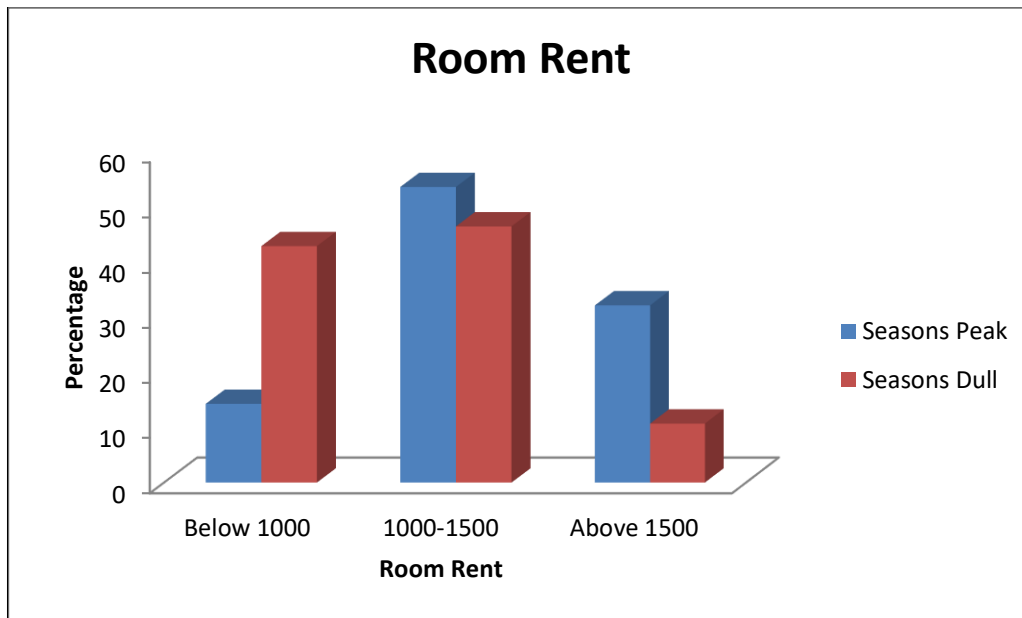


Fig-3

From the above table observed that in peak season of the study area the hotel room rent is higher than the dull season. In peak season, room rent is maximum in Rs 1000-1500. But in dull season, the room rent of the hotels are very from below 1000/-. Next table explain the availability of employees or staff in the hotel.

Table No.- 4: No. of Employees engaged in a Hotel

No. of Employes in a Hotel	Percentage
Below 5	17.86
5 to 8	39.29
Above 8	42.86
Total	100

Source: Source: Primary Survey, 2019

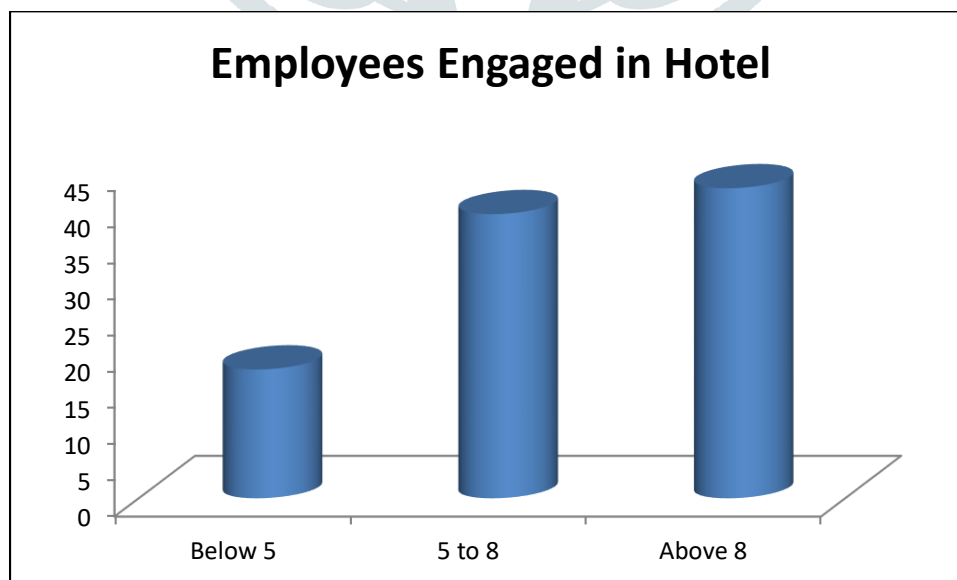


Fig-4

Table No.-5: Employees Status

Employees status	Percentage
Local	97.33
Outside Lataguri	2.67

Source: Source: Primary Survey, 2019

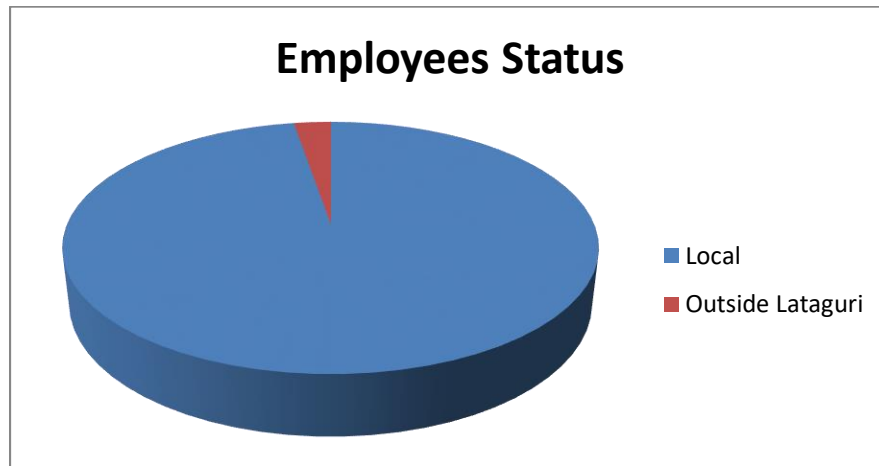


Fig-5

Human Resource gives to sustain the growth of tourism industry. Trained man power required at various levels such as managerial, supervisory and spilled on semi skilled. They also need proper staff. Most of the hotels have (42.86%) more than 8 persons of man power to provide proper service of the tourist persons, 39.29% hotel have 5-8 staff and rest 17.86% hotel have below staff. It is indicated that most of staff are local in Lataguri(97.33%) which provides the job opportunity, regional development and better livelihood pattern. The following table portrays the impact of tourism on their occupation.

Table No.- 6: Occupational Structure

Occupation	Percentage
Agricultural labour	31.13
Govt. Service	14.15
Private Service	0.94
Businessman(Hotel and Vehicle)	28.3
Shopkeeper	5.66
Others	19.82
Total	100

Source: Source: Primary Survey, 2019

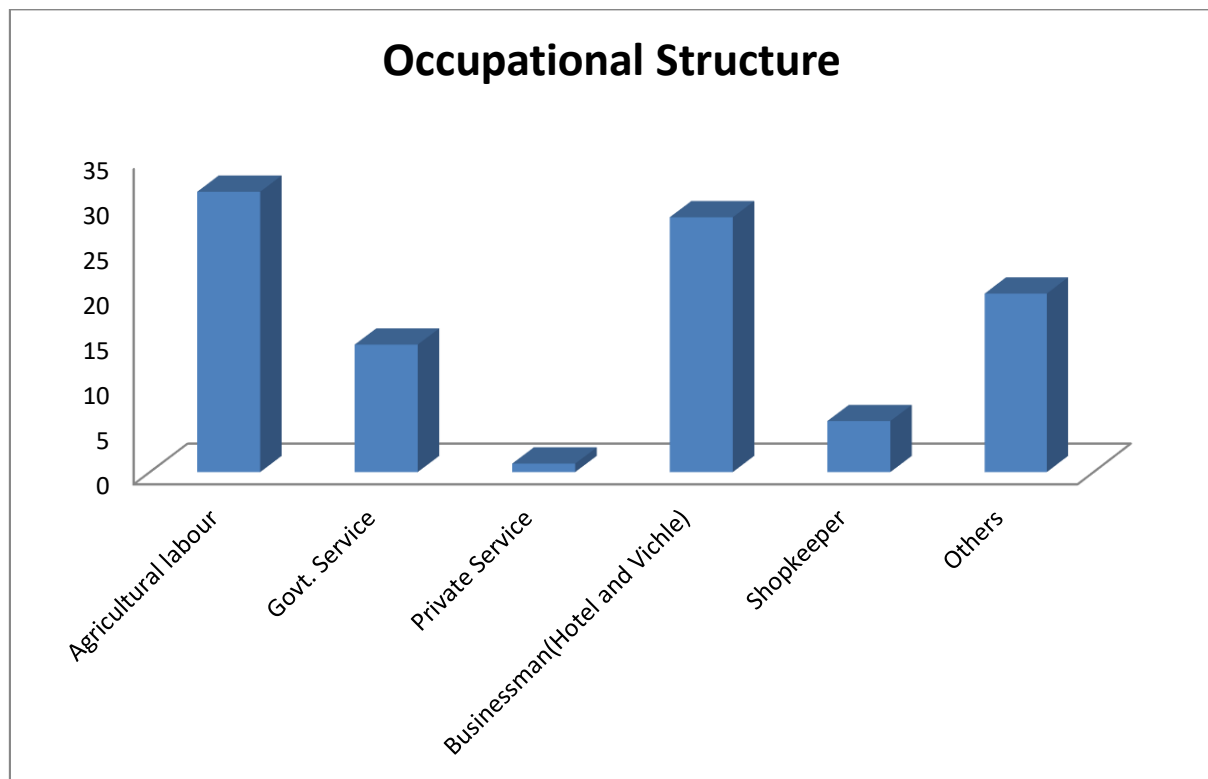


Fig-6

The above table illustrated that tourism has been successful as it has catered to economic development through generation of employment opportunities especially in tertiary sectors. The tabulated data is observed that most of the people of the study area engaged in agricultural field and business (i.e hotel and vehicle) for the travelling purpose of tourist. Thus, the development can be seen in occupation system, transport system, infrastructure, crafts etc. It too raised the standard of living of the local people of the study area.

#### Conclusions:

Tourism of the Lataguri has been able to develop their areas with the introduction of tourism and is moving towards sustainable development. On the other hand, it gives the job opportunity of local people and enhanced their daily life style. Local people have more aware to conserve their environment. Lastly, it has brought social, cultural and economic change of the study area.

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