

Destination development and its social impacts- a case of Katra, Jammu

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Tourism has been acknowledged as a powerful force for social well being, creating employment and wealth, and understanding of other cultures. There are many ways in which tourism has benefited a particular place, buildings or cultural activity. In Britain, many great buildings of the past would have been lost had there been no conversion into living museums for the tourist. Whole of inner cities and dockland areas have been restored and developed to make them attractive as tourist cities. With this backdrop, the objective of this study is to examine the social impacts of tourism in the study area i.e Katra. Both positive as well as negative social impacts of tourism development are been considered. The Present study is descriptive, evaluative and diagnostic in

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Tourism can be a powerful force for social well being, creating employment and wealth and understanding of other societies. There are many examples of the way in which tourism has benefited a particular place, buildings or cultural activity. In Britain, many great buildings of the past would have been lost had there been no conversion into living museums for the tourist. Whole inner cities and dockland areas have been restored and developed to make them attractive as tourist cities. Even in rural areas and small seaside resorts, many of the smaller shops could not be economically viable without the summer tourists, who also make it feasible to provide transport such as rural bus services.

However, the rapid growth of tourism in the 20th century has produced both problems as well as opportunities in a vast scale for both developed and developing countries. The Government of these countries has realized that unplanned tourist development can easily aggravate these problems to a point where tourists will no longer wish to visit the destination. In other words, without proper planning tourists may destroy what they have come to see.

Tourism has been identified as one of the fastest growing industries in the world. It has grown from the purview of a Privileged few to a mass movement of people, with an urge to discover the unknown, to explore new and strange places, to seek changes in environment and to undergo new experiences. However, ironically the rapid and fast growth of tourism in the twentieth century has produced both problems and opportunities on a vast scale for societies and its impacts has been economic, social, cultural and environmental.

Therefore, tourism cannot be understood as merely a useful means of adding to nation's wealth but also brings with it serious long term problems which without

effective control and planning can escalate to a point where it threaten the society, culture and environment.

Generally the economic impacts are positive, the environmental impacts are negative but the socio-cultural impacts are usually both positive as well as negative. Apart from the visible effects on the physical and environment and economy, tourism also contribute to social and cultural changes in host societies, including changes in value systems, traditional life styles, family relationships, individual behavior or community structure. Tourism's social and cultural impacts are often difficult to measure, as to large extent they are indirect and the lack of accepted research methodology prevents exact measurement.

Tourism is the ideal instrument of exporting certain social and cultural models. Culture consciousness, reawakening, social renovation and preservation are symptoms of modern tourism. But on the other side tourists not only bring money to a region, but they also carry along with them a strong visible life style, which have demonstrative effect on the host community. It yields negative results like cultural shocks, gambling, prostitution, drinking, and drug addiction, overcrowding and inflated prices etc.

These issues have drawn attention of many researchers, academicians, policy makers and governments, etc. A large number of research studies have been conducted in this regard. However, most of them have restricted themselves to economic analysis and enumerated the benefits occurring in the study areas and less consideration is paid to socio-cultural impacts. Therefore, it has become imperative to examine the attitude and perceptions of the host communities for the development of tourism. Such evaluation would definitely strengthen tourism development processes in terms of

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reducing excessive pressure and concentration on one destination, preservation of culture & heritage and thereby developing sustainable tourism with a view to minimize negative impacts and maximizing the positive impacts.

Infact such evaluation becomes more important in the areas, where there is a huge influx of tourists and having large gap between the hosts and the tourists in terms of economic, social and cultural background. In the state of Jammu and Kashmir, Katra town is one of the regions where there is heavy concentration of tourists is there, thus making it imperative to conduct this study there.

Review of literature

A large number of studies have been conducted in dealing with tourism impacts. Thus keeping this in view, an attempt has been made to evaluate the same which is as follows.

Pizam, Abraham (1981) while conducting a study on "Social Impact of Tourism in Cape Cod, Massachusetts", has evaluated the impacts through two structured questionnaires, one for residents and second for entrepreneurs. The researcher used 11 point likert type scale. The survey concluded that heavy tourist concentration on a destination leads to negative resident attitude towards tourism. The study also revealed that the resident's attitude towards tourism is a function of resident's economic dependence on tourism and certain demographic characteristics. The researcher has considered certain domains for evaluating social impacts of tourism. For residents, there are environment, social aspects, economic factors, availability factors, quality factors, accessibility factors, etc. And for entrepreneurs, these are type of enterprise, size in sales volume, how dependent the business was on tourism, etc.

Getz Donald (1994) evaluated "Resident's Attitudes Towards Tourism", in Spey Valley, Scotland. It was a longitudinal study in which surveys were conducted to measure perceptions and attitudes of residents in 1978 and 1992. The surveys reveal that there persisted stability in attitudes ad perceptions over 14 years of period. However, in survey conducted in 1992, that negative views about tourism had somewhat increased and having lesser support for growth and change. However,

increased negativism and dissatisfaction over the 14 years interval suggests that resident's benefits have declined and tourism development has not matched the expectation.

Thomason Pamela, Crompton John L. and Kamp Dan (1979) evaluated the impacts in terms of attitude of residents, public service providers and entrepreneurs towards the tourism development at Corpus Christi, Texas. This study has revealed the variations in attitude among the residents, public service providers and entrepreneurs. The entrepreneurs were having positive attitude towards tourists and tourism. The public service providers were having negative attitude as they felt that tourists resulted strain on community services. Residents were having mixed opinions falling between entrepreneurs and public service providers. The research reveals a positive attitude to resident towards the tourism development.

Another study "The evolution and transformation of a tourism destination network: the Waitono caves, New Zealand" by Pavlovich Kathryn (2003) examined the process of tourism destination evolution and transformation. The paper uses network theory to express these dynamics, and it emphasizes structural features of architectural density and centrality.

Also in the article "Tourism development in Uzbekistan" by Airey David and Shackley Myra (1997) outlines the key changes since independence in 1991, it identifies the main characteristics of tourism and it identifies and comments on potential strengths and weaknesses of tourism in Uzbekistan. It suggests that the transformation of tourism still has a long way to go but that quality of the attractions and the development of the services provide a basis for optimism.

Brian, Pizam Abraham and Milman Ady and (1993) in their study "The Perception of Tourism Employees and their Families towards Tourism" have compared the perceptions of host population from developing country, Nadi Fiji, and developed country, i.e., Central Florida, U.S.A. Authors have tried to make a cross cultural comparison between the two communities. Despite the physical, cultural and economic dissimilarities between the two communities the attitude of residents towards the tourism was similar. Almost an identical questionnaire was used to collect data from the two communities. The results

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nature. It is descriptive as per the information collected about the resources of tourism. It is evaluative as per the evaluation of residents and entrepreneur's attitude towards the socio-cultural transformation. The study concluded that all the parameters relating to the socio-cultural impacts of tourism can be improved by the development strategies viz. capacity building programmes, educating the locals, making them feel pride in their culture, ensuring better host-guest understanding, reducing economic leakages, various training programmes, etc. And all these strategies further lead to the overall destination development thereby minimizing the negative impacts and maximizing the positive socio-cultural impacts of tourism.

of the study show that employees of the tourism industry and their families in both communities have almost similar attitude about tourism industry and its impacts.

Rothman Robert A. (1978) has explained the factors responsible for having negativism and positivism towards tourism while conducting a comparative study of the impacts among the two Deaware communities. The study reveals that the residents who are economically dependent on tourism, having younger age or more favorable towards tourism while the residents from older group of having less dependency on tourism are having less favorable attitude towards tourist and tourism. Researcher further indicated that community life is affected by tourism both positively as well as negatively. The positive impacts include opportunity to see old friends. The negative impacts include increase in congestion, strain on facilities, loss of trust and infusion of socially denounced activities.

Objectives of the study

Thus with the above literature backdrop, the Present study examines the tourism destination development of Katra, Jammu and its social impacts, with the following broad objectives-

1. To study destination development of Katra.
2. To examine the socio-cultural impacts of tourism in terms of resident's perceptions.
3. To suggest ways and options to minimize the negative impacts enhancing the benefits of tourism so as to achieve sustainable development.

The hypotheses thus are :

H₁: There are positive socio-cultural impacts of tourism in Katra, Jammu.

H₂: There is no significant difference between the opinions of the Residents regarding the tourism development vis-à-vis its social impacts on the basis of their demographic profile.

Katra as a tourist destination

Jammu is one of the most famous pilgrimage tourist destinations in India. It is home to the famous Vaishno Devi shrine. On top of the Trikuta Hills at a height of 1700 m is

the sacred cave shrine of Vaishno Devi. The town of Katra, which is 50 Kms from Jammu, serves as the base camp for visiting the famous shrine. The shrine is approachable on foot along a 12 km long well laid foot-path. The holy cave attracts a large number of devotees every year. In fact, the number of pilgrims visiting the holy shrine annually now exceeds 5 million. This is due to the unflinching faith of the devotees who throng the shrine from all parts of India and abroad. Since every year, a large number of pilgrims throng to this most revered pilgrimage site of India, thus with this more and more facilities are also been provided to them. Ever since the management of Vaishno Devi has been taken over by the Shrine Board in 1986, there has been a phenomenal growth in terms of the facilities been offered to the pilgrims which are in terms of

Accommodation: Both free as well as the rented accommodation in the form of Hotels, *Vaishnavi Dhams*, Niharika complex etc are provided to the pilgrims. Almost 53 hotels (according to Hotel and Restaurant Association, Katra) are there. But the number might exceed as there are many hotels which are not registered;

Transportation: Round the clock bus service (both deluxe and ordinary) is provided from Jammu to Katra and back to Jammu for the convenience of the pilgrims;

Refreshments units: People of Katra have opened up small units to provide refreshment like biscuits, cold-drinks, tea, coffee, milk, mineral water, etc at the centre of the town and also on the track route. Even Shrine Board provides such units;

Medical facilities: To cater to the medical needs of the yatries, there is a block hospital at Katra as well as a 24 hours charitable dispensary run under the aegis of the Shrine Board;

Gift shops: The traditional offerings to Mata, which are permitted inside the Holy Cave include Chunri (a red coloured drape), Saries, Cholas, Silver or Gold ornaments, dry Fruits, flowers etc. These traditional offerings are called *Bhaints*. There are many bhaint shops at Katra;

Souvenir shops: For pilgrims who wish to carry with them mementos of the great pilgrimage, there are many souvenir shops at Bus stand, Katra which include audio cassettes, CDs, various publications of Shrine Board, laminated photos of the Holy Pindies, Jute Bags, Bangle Chura etc.;

Post and telegraph: For the convenience of the pilgrims visiting the holy Shrine of Vaishno Devi, post offices offer their standard services to the devotees. Devotees can send telegrams, post letters, send money orders, or avail of any other standard facility being offered by the Department of Posts & Telegraphs, Government of India. Katra also has a Speed Post facility to/from major destinations;

Bank: Many nationalized and private banks have their branches at Katra. The State Bank of India, Bank of Punjab and J&K Bank also provide ATM facilities at Katra. Many more banks including ICICI Bank, UTI Bank are in the process of installing their ATMs here;

Communication: STD/ISD/PCO booths function all over Katra, along the track and right up till Bhawan. A few of them are open for all 24 hours. A few cyber cafes are also functional

Apart from the above mentioned facilities, there has been a number of initiatives that have been taken by Shree Mata Vaishno Devi Shrine Board such as there has been an expansion of railway network, the number of trains reaching the nearest rail head has multiplied and now the railways are pursuing the ambitious project of extending the rail line up to the town of Katra and target date is early 2007. Those who are old and ill and can afford to travel by air, a helicopter service is also available. The Shrine Board has already started Shree Mata Vaishno Devi University. A multi

disciplinary super-specialty hospital is being put up and hopefully in about a years time, it shall be made operational. While interacting with a number of people and from various incidents been recorded from time to time, it was found that with these developmental facilities, tourism has also resulted into unacceptable changes which had led to the problems like parking problems, congestions, pollution, cheating, growth of touts, scarcity of water, etc.

Research methodolgy

The objective of the study is to examine the social impacts of tourism in the study area i.e Katra. Both positive as well as negative social impacts of tourism development are been considered. The Present study is descriptive, evaluative and diagnostic in nature. It is descriptive as per the information collected about the resources of tourism. It is evaluative as per the evaluation of residents and enter Prener's attitude towards the Socio-cultural transformation.

The survey instrument was self-administered questionnaire titled "Destination development and its Social Impacts- A Study of Katra, Jammu". This was distributed to 162 local residents [which is 2% of the population of Katra (Census 2001) i.e 8083 (www.censusindia.gov.in/ towns/jk-towns.pdf)], but only 100 usable responses were collected after repeated reminders that lead to the 62.5% of the response rate.

Based on review of literature, the

Table 1: Demographic profile of the respondents

N=100

S.no.	Description	No. of Respondents	% age of Respondents
1.	GENDER		
	(a) Male	58	58%
	(b) Female	42	42%
2.	EDUCATION		
	(a) Below Graduate	82	82%
	(b) Graduate & Above	18	18%
3.	MARITAL STATUS		
	(a) Single	90	90%
	(b) Married	10	10%
4.	OCCUPATION		
	(a) Student	18	18%
	(b) Employed	18	18%
	(c) Business	48	48%
	(d) Any other	16	16%

questionnaire was designed to find out the demographic profile of the visitors, their opinion regarding the tourism development vis-à-vis its social impacts in the study area. The response to each question was rated on a 5-point Likert scale ranging from 1 to 5, 1 being 'Strongly Disagree' to 5 being

'Strongly agree' and 3 as average for studying the need of tourism development and its social impacts about the pre mentioned variables.

For the analysis, the statistical methods such as percentage, average, chi-square and t-test have been used in the study.

Table 2: Local resident's opinion regarding the tourism development vis-à-vis its social impacts in Jammu region

N=100

S.No.	Parameters	Local Resident's opinion (Mean)
1.	Tourism generates jobs.	4.26
2.	Tourism leads to the change in People's behavior.	3.90
3.	Tourism changes the lifestyle of the People.	3.84
4.	Tourism development has some direct impact on the local people such as poverty alleviation, awareness generation, education, etc.	3.72
5.	Tourism leads to the development and infrastructure settlement etc.	3.70
6.	Tourism makes people educated and self employed.	3.72
7.	It leads to the decline in local support for tradition and institutions.	3.10
8.	It leads to the change in architecture.	3.42
9.	Because of tourism, the local residents rejuvenate pride in their local culture and tradition.	3.50
10.	Tourism development in the region changes the native language of the locals.	3.28

Discussions

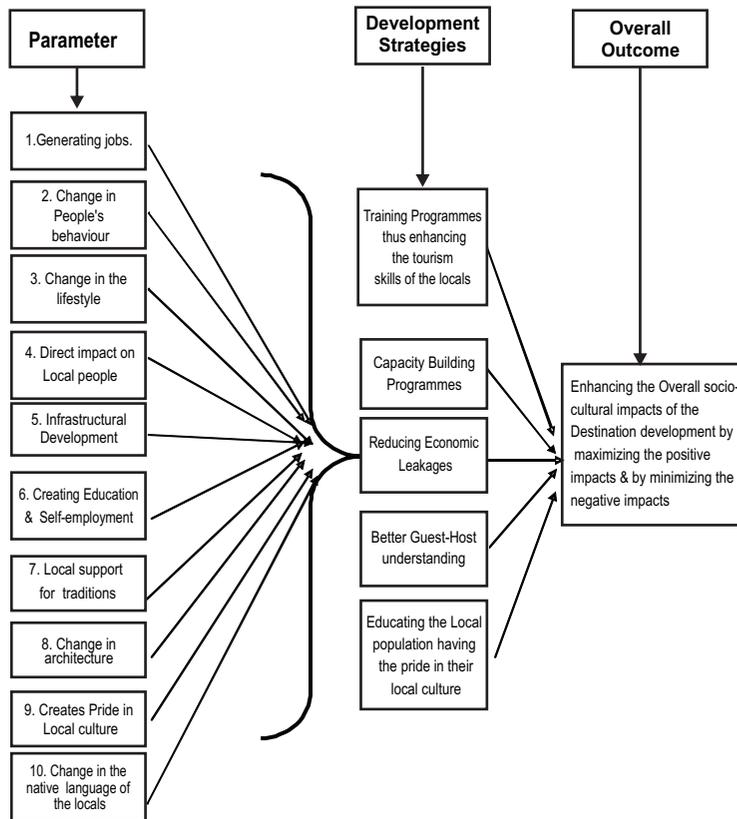
In Table 1, a profile of respondents is given. 58% of the respondents were males and rest 42% were females. The maximum of the respondents (78%) were from J&K. Almost 82% of the total respondents were below graduation and rest 18% were graduate and above. Most of the respondents (90%) are single. About 18% of the respondents were students and the same number of the respondents (18%) was employed while as 48% were having their business.

From Table 2, it can be concluded that respondents believed that tourism generates jobs (4.26), tourism leads to the change in people's behavior (3.90), tourism changes the lifestyle of the people (3.84), Tourism development has some direct impact on the local people such as poverty alleviation, awareness generation, education, etc.(3.72) and tourism makes people educated and self employed (3.72), tourism leads to the development and infrastructure settlement etc. (3.70) are the high level socio-cultural impacts of the tourism development in the region. While as other statements like 'Because of tourism,

the local residents rejuvenate pride in their local culture and tradition' (3.50), 'It leads to the change in architecture' (3.42) are fairly the prospective tourism social impacts. And finally, 'Tourism development in the region changes the native language of the locals' (3.28) and 'It leads to the decline in local support for tradition and institutions' (3.10) do not appear to be important impacts of tourism.

Table 3 evaluates the local resident perception about the tourism development vis- à- vis its social impacts on the basis of demographic profile wherein the total number of respondents are 100. The scores are based on a five point Likert type scale where respondents were asked to ascertain their opinion about the tourism development vis-à-vis its social impacts. It was found in the table that in terms of the first parameter on the basis of gender, both the categories appoint that tourism's contribution towards generating job is much higher and less difference is seen with the mean values (male = 4.241) (female = 4.286). The same results are been predicted by the respondents in terms of Education and Marital status.

Figure 1: Model representing the socio-cultural impacts of the tourism destination development



Interestingly, during the discussion, it was pointed out that females since get less exposed to the other tourists and hosts as this part is been taken care by their male counterparts, seem to agree less on the parameter that tourism leads to the change in people's behavior; while as not much difference is been seen on the basis of education and marital status.

Again from the table, it is evident that all the categories on the basis of various demographic variables believe the tourism changes the lifestyle of the people. Most of the respondents cited the examples of this as the changes in their daily house hold activities and the change in their dress code. The same results hold true for the parameter that the tourism development has some direct impact on the local people such as poverty alleviation, awareness generation, education, etc.

Not much of the difference among the classes of gender and marital status is seen when it comes to the evaluation of parameter the 'Tourism leads to the development of infrastructure settlement, etc.' but under graduates seem to agree less with this. This is may be because under graduates have less understanding of infrastructure development.

It is further seen that since women participation in the employment as created by tourism industry is lower than their male counterparts, they seem to be less in agreement with the parameter 'Tourism makes people educated and self employed'.

The parameters that 'it leads to the decline in local support for tradition and institutions' and 'Tourism development in the region changes the native language of the locals, appears to be significant at 0.001 level (t-test=3.04 and -2.85 resp., p< 0.001). The difference might be because men folk are more exposed to the tourists thereby causing a change in their perception about these variables while as women staying at homes feel more about this change probably because they can view this change in the men folk at their homes too.

In the study it was pointed out that for the parameters i.e 'Tourism makes people educated and self employed' and 'Because of tourism, the local residents rejuvenate pride in their local culture and tradition' deference is significant at 0.01 level (t-test=-2.426 and -2.62 resp., p< 0.01). In case of Education, the total number of under graduate respondents are 10 and graduate and above are 90 and it was found that 'It

leads to the change in architecture' is coming out to be significant at 0.01 level (t-test = 2.52, $p < 0.01$). And finally in case of Marital status (single = 54 & Married = 46), 'Tourism development in the region changes the native language of the locals' comes out to be significant at 0.05 level (t-test = -2.05, $p < 0.05$) while as 'Tourism leads to the development of infrastructure settlement etc.' comes out to be significant at 0.01 level (t-test = 2.47, $p < 0.01$)

Suggestions and conclusions

As per the complaints of the respondents, the following suggestions are therefore been given in order to assure maximum social positive impacts of tourism development in Katra, J&K-

1. It was pointed out by the respondents that the infrastructure available is not up to the mark. The roads, etc. are thus needed to be repaired after every few months or year, as the case may be, so that the tourists are benefitted from it. This is also true for accommodation especially the Dak Bungalows, *dharamshalas*, etc. which are very old and need renovation.
2. Local participation is lacking. Thus a need was felt to educate the locals about the benefits of the tourism so that locals show the co-operative behavior towards the tourists.
3. More tourist places should be developed so that tourists get other destinations also to visit along with *Vaishno Devi*. This would also increase their length of stay.
4. The tourism department is not focusing upon the needs and wants of the tourists.
5. The locals should be educated to reap the benefits of tourism in the region; they should be made aware of the various products available, history of the destination etc, so that they can turn out to be the guides who at present are not readily available in Katra.

Based on the study, the following model is been developed to explain the whole socio-cultural impact of tourism and its link to the tourism destination development.

From the above, it can be said that most of the parameters relating to the socio-cultural impacts of tourism can be managed by the development strategies viz. capacity building programmes, educating the locals, making them feel pride in their culture, generating better host-guest understanding, reducing economic leakages, various training programmes, etc. And all these

strategies further lead to the overall destination development thereby minimizing the negative impacts and maximizing the positive socio-cultural impacts of tourism.

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