
RESIDENTS' PERCEPTION OF THE IMPACT OF TOURISM DEVELOPMENT IN "KANTILLO-NILLAMADHAV TEMPLE IN ODISHA"

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ABSTRACT

Tourism is one of the largest and dynamically developing sectors of external activities. Its high rate of growth and development and continual research, actively affects various sectors of the society and individual's life as well. Being an industry of multiple facets of operation the area of its impact tends to be of a larger span. The major objective of the research was to study and analyse the residents' perception of the impact of tourism development at "Kantillo" - a small village of varied tourist importance and to trace out the source of these impacts. The study involved direct interaction with the local residents and a field survey to assess the impact of tourism development on the local residents. The impacts were studied under seven categories that revealed that residents perceived major positive impacts within the economic sphere, transport infrastructure and improved quality of service infrastructure where as overall perceptions of negative impact being associated with environmental pollution, loss of open space, overcrowding and monuments degradation. The study further revealed that there is a substantial support for further tourism development and increased visitation levels. The majority of the local residents hold that tourism has a positive effect on the local community. The major sources of these impacts were also found out to be of two major categories i.e. tourist based and destination based factors. Finally the suggestive measures in order to create a more sustainable development in the region would definitely help to reduce the negative impacts of tourism development.

Keywords: *Tourism Impact, Community life, economic sphere, Source of impact etc.*

Introduction

Tourism has always been a major driving force in the development of a region. May it be social, economic, political or environmental; tourism has got its share of effects on every facet of community as well as individual's operational life. Just like both the sides of a coin where one dimension leads to the positive side of an activity the other shows the darker or negative side of it. This study is basically to find out the perception of local residents about the impact of tourism development in their region. The study reveals around a small historical village of Odisha, "KANTILLO". It is a small village on the bank of river Mahanadi having the historical importance of being the sacred place of "Lord Nilamadhava (Lord Krishna)" on top of the twin hills of Brahmagiri with a surrounding of green forests. It is the ancient most Vaishnavite Shrine in Orissa, predating the Shrine of Lord Jagannath at Puri. Lord Nilamadhava occupies a prominent position in

the Jagannath cult, who is said to be the pre-incarnation of Lord Jagannath. The idol of Lord Nilamadhava though appears recent, still originally is very old. It is roughly hewn body, looks not very much human. It signifies its Savarian origin. There is a permanent flow of holy water from the feet of Lord Nilamadhava. Magha saptami & Bhima ekadashi in the month of Magha is celebrated here in grand scale with funfair and gaiety. The name Kantillo is derived from a berry “Kantei”, a thorny bushy plant mostly found in the nearby hills. This small place bestowed with enchanting beauty of nature having beautiful scenic spots, triveni sangam etc. that attracts lakhs of tourist every year for picnic and religious purpose. It is also famous worldwide due to its brass and bell metal works (alloy of 400 AD having medicinal value) majorly utensils, icons & crafts, which is a family business of “Kansari Samaj”(black smith community). The tribal families here also produce “Dhokra-metal ware handicraft items by lost wax method. Kantillo is located in Nayagarh district about 75 Kms away from the capital Bhubaneswar and 33 Kms from Nayagarh town well connected with road facilities. Nearest railway station is Khurda and Bhubaneswar is the nearest airport. The large inflow of tourists to the place due to its varied historical, cultural, religious and natural importance has brought about major changes in its past and present scenario. Hence a study of the impact of tourism development in the region would definitely help to trace out the level of impact as well the sources which can be further controlled to maintain a sustainable development in the region.

Literature Review

The majority of literatures views that the impacts of tourism are felt most keenly at the local destination area and community residents are being recognized as an essential ingredient in the ‘hospitality atmosphere’ of a destination. The Social Costs to the Destination Community due to the existence of negative impacts of tourism were studied by Abraham Pizam, (1978). According to Allen, (1988) perception of tourism impact on community life must be continually assessed for economic sustainability. Residents perceived positive impact in terms of economic growth and negative impacts in terms of housing and crime levels of an Australian city as per a survey conducted by Glenn F. Ross, (1992). As per Tamara Ratz, (2000) socio-economic impact of tourism is stronger and positive than socio cultural due to mono-cultural structure of the local economy, the economic dependence of residents on tourism and relatively small cultural difference between the tourist and locals of Lake Balaton but it varies according to destination. Again the impact of tourism on culture and environment in Asia and pacific-a case study on Luang Prabang was carried out by Richard E., Walter J. & Beatrice K., (2004) . According to Gyan P. N., Duarte B. Morais & Lorraine Dowler, (2006) the economic, environmental and cultural impacts of tourism development in the Nepal and China regions vary greatly due to a number of critical factors. Since there has not been any study relevant to the impact of tourism on the sacred village of “Kantillo” so far, the present paper addresses these issues with a view to find out the real source and solution measures to these problems.

Objectives

1. To study & analyse the residents' perception of the impact of tourism development on Kantillo (Nilamadhav Temple).
2. To trace out the various sources of tourism impact at the destination.
3. To recommend suggestive measures for promoting the positive impacts and minimising the negative impact in order to have a sustainable tourism development.

Research Methods

The research is carried out in two phases. In the first phase data were collected through initial exploratory interviews with the selected respondents of the city and in addition to that a literature review was conducted to conceptualize and operationalise the constructs (questionnaire) to be used in the field survey. In the phase two, the impact of tourism was measured using a field survey using 384 residents of the area. The questionnaire comprised four sections: overall impression of tourism, overall impact of tourism, specific tourism impacts, and community preferences for future tourism development. The final field surveys were personally administered by 10 field workers during December & January of 2012-13. The responses were analysed and calculated on the basis of percentage of agreement and disagreement and the mean value is calculated from the frequency of the respondents over the Likert scale in order to draw out the conclusions to get the actual facts and figures.

Findings & Discussions

While conducting exploratory interviews with the residents few open ended questions were asked like what is your opinion about tourism? How do you perceive the tourism development in your area? And what are the consequences of tourism development in your area as per your perception etc. And the residents have the opinion that the tourism has brought about many positive as well as negative impacts on the personal as well community life. It has major impacts on economical development, natural environment and historical monuments of the region. The detailed survey about specific impacts brought about the following facts in to lime light,

First Impressions about Tourism

Table-1: First Impression of Tourism

Comments	Frequency	%	Examples
Negative	32	8	Environmental Pollution, Cultural problems, Social problems
Neutral	18	5	No interest, No idea, No effect, good as well as bad
Positive	334	87	Economic Development, Employment opportunities, Infrastructure facilities etc

The responses to this initial question of the questionnaire revealed that a considerable higher number (87%) referred to positive outcomes associated with tourism while only about 8% of respondents mentioned negative aspect of tourism. Nearly 5% made neutral comments, or both positive and negative comments.

Perception about Overall Impact of Tourism

Table- 2: Ratings of Overall Tourism Impact on at Personal and Community Levels

	Highly Unfavourable (-3)	-2	-1	No Effect (0)	1	2	Highly Favourable (+3)	MEAN
Personal Impact	8.4%	25%	0	4.2%	4.1%	20.8%	37.5%	0.833
Community Impact	0	4%	17%	0	12.5%	33.5%	33%	1.541

(Frequency percentage has been calculated from a total sample size of 384)

Figures of overall perception of personal impact and community impact confirmed that the ratings are, on average, positive at both two levels. Most residents perceived the impact to be more positive at the community level than at the personal level. While around 60% of respondents suggested that tourism had at least a slightly positive impact on their personal life (Mean: 0.833), a clear majority of respondents (79%) indicated that tourism had a positive impact on the community as a whole (Mean: 1.541).

Specific Impacts of Tourism Development

The foremost objective of this study was to reveal the specific impacts of tourism development. The impacts were categorized under economic impacts, environmental impacts, social impacts, Cultural impacts and impact on service infrastructure. First the direction of the impact (i.e. whether increased, decreased or not changed) was asked from the respondents and next they were asked to evaluate the magnitude of the particular impacts.

a. Perceived Economic Impacts of Tourism Development

Table -3: Direction & Magnitude of Economical Impacts of Tourism

Economic Impacts	Increased %	No Effect %	Decreased %	MEAN (Likert Scale)
Employment opportunities for residents have...	91.66	8.33	0	2
Local government revenue has...	37.5	62.5	0	0.5
Transport infrastructure has....	67	29	4	1.08
Opportunities for local business have...	96	4	0	1.87

Revenue of residents has...	92	8	0	1.58
Property value of residents has...	95.8	4.2	0	2
Price of goods and services has....	91.6	8.4	0	1.95
Cost of living of residents has....	92	8	0	1.7
Road transport, park etc. maintenance cost has..	20.8	79.2	0	0.33

The survey findings disclosed that the employment opportunities for residents have increased due to tourism development (91.66%) of the area with a mean value of (2.0). Moreover, 37.5% believed that the tourism of the area had helped to increase local government revenues and around 68 % held that the transport services have also improved in the region. Further, around 96% of the residents expressed that tourism had increased the opportunities for local businesses activities and revenue of residents (92%) with a mean value of (1.8 & 1.5). While many residents (95.8%) held that their property value had been increased by the tourism development of the area, 91.6% of the sample had the view that tourism had increased the price of goods and services in the region. Around 92% expressed that the overall living cost had increased by it (mean: 1.7) and very less amount being spend on the maintenance of service infrastructure (Mean 0.33).

b. Perceived Environmental Impacts of Tourism Development

Table -4: Direction & Magnitude of Environmental Impacts of Tourism

Environmental Impacts	Increased %	No Effect %	Decreased %	MEAN (Likert Scale)
Protection of natural environment has...	37.5	8.3	54.2	-0.37
Conservation of historical monuments has...	21	16.5	62.5	-1.37
Appearance of the area (visual & aesthetic) has...	62.5	00	37.5	0.37
Pollution (air, water, noise, solid waste) has...	91.8	4.2	4	1.75
Available open space has...	33	17	50	-0.37
Availability of natural resources like water has....	16.6	83.4	0	0.37

According to the survey findings, while 54% of the local residents believed that tourism had caused some damages to their natural environment (-0.37), 62.5 % considered that the conservation of the historical monuments have decreased (-1.37). As per 62.5 % of the respondents the physical appearance of the city had been enhanced by tourism development (0.37). Nearly, 92% viewed that tourism had created pollution at all levels air, water, solid waste & higher noise levels of the area. While the availability of open space has decreased slightly (mean -0.37), the natural resources like water has merely any effect (mean 0.37) on it.

c. Perceived Social Impacts of Tourism Development

Table- 5: Direction & Magnitude of Social Impacts of Tourism

Social Impacts	Increased %	No Effect %	Decreased %	MEAN (Likert Scale)
Quality of living standard has...	71	29	0	1.12
Socialization with tourists has...	75	20.8	4.2	1.33
Tolerance of social difference has...	79.2	16.6	4.2	1.41
Peace and tranquillity of the area has...	8	83.4	8.6	0.08
Level of Crimes, drugs , prostitutions, gambling has	4.2	95.8	0	0.04
Displacement of residents due to TD has...	42	58	0	0.41
Natural, political & public relations calamities has..	12.5	87.5	0	0.25

The findings made known that many residents feel that their living standard has increased due to tourism development (71%) with a high mean value of 1.12. While 75% residents feel that their socialization with the tourists has increased, 79% suggests a high degree of tolerance level. Around 96% agreed that that the level of crime and social problems (i.e. prostitution, gambling and drugs etc) had not been affected due to tourism development, 83% held that the peace and tranquillity of the area had also not been disrupted by tourism. Similarly a slight effect on natural political calamities and residents displacement with a very marginal positive value of (0.25 & 0.41) was revealed from the data analysis.

d. Perceived Cultural Impacts of Tourism Development

Table -6: Direction & Magnitude of Cultural Impacts of Tourism

Cultural Impacts	Increased %	No Effect %	Decreased %	MEAN (Likert Scale)
Positive changes in values and customs have...	17	83	0	0.33
Cultural exchanges in positive direction have...	29.2	70.8	0	0.66
Cultural identity of host population has....	91.6	8.4	0	2.37
Demand for historical and cultural exhibits has..	95.8	4.2	0	2.08
Unwanted lifestyle changes....	21	75	4	0.16

While many residents (83 %) did not view increasing intercultural interactions taking place due to tourism activities of the area, around 71% hardly feel any effect on exchange of cultural values. Around 92% grasped that the tourism development had increased their pride and a tremendous increase in the demand for historical and cultural exhibit (96%). Further, 75% expressed that no disruption to their usual lifestyle could be seen due to tourism development (mean: 0.16).

e. Perceived Impacts of tourism on Services Infrastructure

Table -7: Direction & Magnitude of Impacts of Tourism on Service Infrastructure

Impacts on Services Infrastructure	Increased %	No Effect %	Decreased %	MEAN (Likert Scale)
Entertainment and recreational facilities have...	4	91.6	4.4	-0.04
Availability of goods and services has...	79	21	0	1.62
Quality and variety of products/services have ...	92	8	0	1.91
Quality of Fire protection service has....	0	41.6	58.4	-1.12
Quality of Police protection service has....	0	42	58	-1.08
Positive Effects of competition has.....	83	8	9	1.95

(Frequency percentage has been calculated from a total sample size of 384)

The survey findings disclosed that the 92 % agreed about the fact that there has not been any effect on entertainment and recreational facilities with a mean value of (-0.04) due to tourism development. While 79% responded about the increase in availability of goods and services, 92% were positive about the increase in quality and variety of the available products. (Mean: 1.6 & 1.91). Around 54% of the respondents mentioned about the decrease in fire protection and police services where as 42% mentioned about hardly any change in both the services in comparison to the increased tourist demand. In the same time 83% feel the positive effect of competition (mean: 1.95) arising due to the tourism development in the region.

Residents' Aspirations of Future Tourism Development

Table- 8: Residents' Aspirations of Future Tourism Development & tourist arrival

	Future Tourism Development		Tourist Arrival	
	Frequency	%	Frequency	%
1. Should grow	331	86.2	318	82.8
2. Better to maintain present level	21	5.4	27	7
3. Should reduce	32	8.4	39	10.2

(Frequency percentage has been calculated from a total sample size of 384)

The survey data revealed that most of the residents hold that tourism should be further developed (86%) and prefer to see more tourists' arrivals (83%) to the area. These figures imply that they look ahead to develop more in the future. These findings are consistent with their first impressions about tourism mentioned earlier.

Discussions:

Finding out the nature of tourism impact doesn't necessarily solve the problem, hence it is of utmost importance to find out the sources of these impacts and how they

influence the interaction between the host and the tourist. The major sources were found to be of two major categories i.e. tourist based and destination based. Tourist based factors are number & type of visitors (2 lakhs per year), short duration of stay (day trips), mass arrival and departure, recreational activity (picnic), environmental impact (pollution) etc. Destination based factors are found to be local economic condition (village), high degree of involvement in tourism, lack of accommodation units, non availability of recreational facilities like park, museum , water sport etc, lack of basic community services like paid toiletries, medical facility, police station, fire protection services, street lightings etc.

Recommendations

1. A low increase in government revenue (mean value 0.5) shows the non participation of Government in the tourism affair of the place; hence tourism department (Government) should have a better and stronger management control over the temple society as well as the tourism in Kantillo.
2. Though the transport facilities have improved but the maintenance of the transport infrastructure is at the peak of the negligence which should be upgraded soon.
3. As the 1000 yrs old historical temple is even older than the Puri temple its conservation and maintenance process has to be performed on a fast track basis including stone packing of the mountain and a motor road to the top of the mountain.
4. A well planned village design has to be implemented to segregate the residential and tourist zone in order to reduce unwanted traffic congestion and environmental pollution. Establishment of parking zone for tourist is also of highest importance.
5. Increased demand for the historical exhibit and the tourist spot as a whole requires a police station to be established within the vicinity of the village for better security.
6. Tourism development in the region has resulted in an increased demand for a medical to be established in the region for wellbeing of the visitors and the host as well.
7. Mass tourist arrival for picnic , excursion etc has resulted in an increased risk of fire hazards in the jungle premises so establishment of a Fire station at the destination could bring a greater security to the tourists, villagers and the forest as well.
8. Lacking of accommodation units in the place resulted in creating only day travellers, hence establishing of new hotels along with the reopening of OTDC Panthanivas would certainly attract holiday vacationers and weeklong travellers as well.
9. Recreational facilities like park, market complex, boating facilities (with coast guards) should be developed at the destination to attract more tourists and retain them for long.
10. Basic services like drinking water facilities at the picnic spots, paid toiletries etc should be upgraded in view of the increased tourist arrival.
11. Government emporium store should be established for selling the handicraft

products (Bell metal & Dhokra work) for the improvement of Kansari community and tourists.

Conclusion

A place of varied cultural and historical importance is under serious threat despite of its popularity as a major tourist destination due to the lack of service infrastructures and tourist facilities. An increased demand among the tourist because of its natural beauty and religious importance, this place of highest divinity should be improved in terms of its conservation and upgradation. Lack of Government control over the tourism of the destination has majorly affected the development of the region in last few decades. Hence if few major steps could be taken toward the development of the region based on the suggestions provided, it could really make its mark as the most developed and modernized village with religious importance in the Jagannath Cult and World tourism arena.

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