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Local Community Perceptions of Tourism Impacts in Promoting Mysore Globally

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Abstract

This paper examines tourism impacts in Mysore district which is situated near Bangalore, the state capital of Karnataka in India. In Mysore, tourism is one of the fastest growing industries as well as the major source of foreign exchange earnings and employment. As a service industry, tourism has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of the hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure. Tourism in Mysore has both positive and negative impacts in their local community. The study clearly shows that the local community perceptions are supportive to tourism activities and the impacts of tourism are minimal. This paper focuses to promote Mysore a global destination, with the local communities' satisfaction of tourism impacts.

Keywords: tourism, tourism impacts, local community, perceptions, global destination.

1. Introduction

Tourism as social science deals with the study and understanding of communities (Maganga, 2014) ^[10]. The UNWTO (2009) defines tourists as people who travel to and stay in places outside their usual environment for at least twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity enumerated from within the place visited. According to UNWTO (2009) reported that impacts arise when tourism brings changes in value Systems or behaviour, threatening indigenous identity. Changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality. In addition to this, tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. Socio-cultural impacts are ambiguous. The same, objectively described impacts are seen as beneficial by some groups and as negative by others. Culture transmits values and gives directions in life and a balanced society should provide a certain backing for its members.

Mysore has plenty to offer and people enjoy visiting the palace, zoo, Brindavan Gardens, Chamundi Hills, St. Philomena's Church, Srirangapatana and Ranganathittu Bird Sanctuary. But the need of the hour is to identify fresh tourism circuits, promote new destinations and ensure that Mysore emerges as the base to explore places of tourist interest in a radius of 80 km to 120 km, so as to cover Bandipur, Nagarhole, Kodagu, Belur-Halebidu, Shravanabelagola and even Ooty and Wayanad. Table 1 and 2 provides the tourist arrival and population status in Mysore.

Table 1: Tourist arrival in Mysore during 2010–2012

Year	2010	2011	2012
Domestic	3.1 million	3.5 million	3.19 million
International	70,000	85,281	74,380

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Table2: Mysore census 2011- Population of Mysore

Population	29,94,744
Urban population	12,38,332
Rural population	17,56,412
Male population	15,11,206
Female population	14,83,538

Tourism in Mysore involves many activities that can have adverse tourism impacts. Many of these impacts are linked with the construction of general infrastructure such as roads, airports, tourism facilities, including resorts, hotels, restaurants and shops. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. This paper analyses the significance of tourism impacts affecting local community satisfaction and promoting Mysore globally.

This paper is organized as follows. In section 2 statement of problem, section 3 reviews the related literature and section 4 is devoted to the objectives. Section 5 hypotheses of the study, section 6 designed for methodology of the research and section 7 demonstrates the Hypotheses analysis. The major findings and discussion are demonstrated in section 8, section 9 suggestions on the obtained results and finally section 10 conclusion of the paper.

2. Problem Statement: Tourism an “industry without chimney” is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, conservation policies, sustainable development plans and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the socio-cultural, economic and environmental development of the country as a whole. This paper analyses the local community perceptions of tourism impacts in promoting Mysore globally.

3. Literature Review: Literature review presents a review of the available literature on the topic under study. Community impacts emerging from tourism development are often divided into three categories. First, economic category includes elements such as tax revenue, increased jobs, additional income, tax burdens, inflation, and local government debt. Second, socio-cultural elements, encompass resurgence of traditional crafts and ceremonies, increased intercultural communication and understanding, increased crime rates and changes in traditional cultures. Third, environmental category includes protection of parks and wildlife, crowding, air, water and noise pollution, wildlife destruction, vandalism, and litter (Andereck, 1995) [2]. Table 3 shows the perceived impacts of tourism in the economic, social and environmental basis. Table 3 shows the perceived impacts of tourism in the economic, social and environmental basis.

Table 3: Key economic, social and environmental impacts of tourism perceived by local community

Writer(s)	Issue/Impact
McCool and Martin 1994; Perdue <i>et al.</i> , 1990	Tourism boosts economic quality of life by improving tax revenues and increasing of personal income.
Johnson <i>et al.</i> , 1994; Liu and Var, 1986	Tourism creates more employment opportunities, new investments, and profitable local businesses.
Johnson <i>et al.</i> , 1994; Haralambopoulos and Pizam, 1996; King <i>et al.</i> , 1993; Sathiendrakumar and Tisdell, 1989; Sharpley, 1994	Tourism improves standards of living through business opportunities and investment in infrastructure.
Haralambopoulos and Pizam, 1996; Liu and Var, 1986	Some negative economic impacts of tourism include an increase in the prices of goods and services, and inflation in property values.
de Kadt, 1979	The nature of contact with tourists can influence attitudes/behaviour/values towards tourism.
Sharpley, 1994	Tourism instigates social interaction within the host community.
Dogan, 1989; Rosenow and Pulsipher, 1979	In areas with high levels of tourism development, there is often a loss of resident identity and local culture such as habits, daily routines, social lives, beliefs, and values.
Dogan, 1989	There are a variety of negative consequences such as a decline in traditions, materialism, social conflicts, and crowding.
Kousis, 1989	Tourism has negative effects on traditional family values. Burns and Holden, 1995 Culture is seen as a commercial resource.
Brunt and Courtney, 1999; Haralambopoulos and Pizam, 1996; Mok <i>et al.</i> , 1991; Tosun, 2002	Tourism is a potential determinant of crime.
Haralambopoulos and Pizam, 1996; Mok <i>et al.</i> , 1991; Tosun, 2002	Tourism increases drug and alcohol use.
Liu and Var, 1986	Tourism declines the level of resident hospitality.
Brunt and Courtney, 1999; Gilbert and Clark, 1997; Perdue <i>et al.</i> , 1990	Tourism can improve recreation opportunities, cultural activities and cultural heritage.
Liu and Var, 1986	Tourism increases cultural events, entertainment facilities, historical and cultural exhibits, and cultural exchange.
Burns and Holden, 1995	Hosts develop coping behaviours. Sharpley, 1994 Tourism contributes to the preservation of religious and historic buildings.
Andereck, 1995	Tourism has potential negative environmental consequences such as air and water pollution; destruction of wetlands and soil; plant destruction and deforestation; wildlife destruction as a result of hunting and fishing, disruption of natural habitats; forest fires.
Andereck, 1995; Brunt and Courtney 1999; Johnson <i>et al.</i> , 1994; King <i>et al.</i> , 1991; Liu <i>et al.</i> 1987b; McCool and Martin, 1994; Perdue <i>et al.</i> , 1990	Traffic and noise are some negative impacts of tourism.
Burns and Holden, 1995	The biggest problem is congestion/overcrowding.
Brunt and Courtney, 1999; Gilbert and Clark, 1997; Lankford, 1994	Tourism increases the amount of litter.

Results of the studies have suggested that community support for tourism development is essential for successful operation and sustainability of tourism. Choi and Sirakaya (2005) [6], advocated that residents are major stakeholders in leisure and tourism management. According to Trakolis (2001) [12] human communities, especially those living in and around protected areas, often have important and long-standing relationships with these areas. Local and indigenous communities may depend on the resources of these areas for their livelihood and cultural survival.

Ap (1992) [3] and Lankford (1994) [9] point out that the perceptions and attitudes of residents towards the impacts of tourism are likely to be an important planning and policy consideration for the successful development, marketing, and operation of existing and future programs and projects. Tourism can develop and grow when local residents have a positive attitude toward it and when they see their role in the process of the tourism development (Ambroz, 2008) [1]

4. Objectives of the Study:

The main objectives of the present study are:

1. To study the tourism impacts in Mysore travel, tourism and hospitality industry.
2. To examine the local community perceptions of tourism impacts in Mysore.
3. To analyses the role of local community satisfaction to promote Mysore travel, tourism and hospitality industry globally based on tourism impact.

5. Hypotheses of Study

Based on the literature review and to achieve the above objectives, following hypotheses were considered for the study:

H₀: There is no significant relationship between the tourism impacts affecting local community satisfaction and promoting Mysore globally.

H₁: There is significant relationship between the tourism impacts affecting local community satisfaction and promoting Mysore globally.

6. Research Methodology

Data Collection

In this paper, the primary form of data collection is self-structured questionnaire based on the previous review of literature. The technique of 5 point Likert Scale was used where 1 = strongly disagree; 2 = disagree; 3 = moderate; 4 = agree; 5 = strongly agree. The survey instrument had the following two sections:

- i. First Section was deal with the demographic profile of the respondents.
- ii. Second Section was related to items presented pertain to the different considered aspects of tourism impact that can affect local community satisfaction.

In this paper the secondary form of data collection is articles, reports, publications both in printed and electronic form, newspapers and writings in books.

Study area: The study area was Mysore City which is situated in the Karnataka state and is receiving more tourists every year while the number is growing day-by-day.

Sample design: Total 70 questionnaires were distributed while 58 responses were found valid and were considered for the study. The data collection was done at Mysore major tourist attraction places. The technique of Convenient Sampling was applied for data collection.

Data analysis: The data was analyzed for finding the descriptive analysis and correlation analysis. The demographic profile of the respondents is presented in Table 4.

Table 4: Demographic Profile of the Respondents

Gender	Male	61.5%
	Female	38.5%
Age(in years)	18-37	30.5%
	38-57	43.5%
	58+	26%
Education level(completed)	Secondary & Higher Secondary school	23.5%
	Under Graduate	49%
	Post Graduate	27.5%
Income	14,999 or less	32.5%
	15,000-34,999	18.5%
	35,000-54,999	24%
	55,000-74,999	19.5%
	&75,000 or above	5.5%

Interpretation: It was found that the gender consists of 61.5% of Male and 38.5% of Female. Majority of the respondents were belonged to 38-57 age group while 58+ consisted of 26% and 30.5% of the respondents were belonged to 18-37 age group. The educational level of the respondents included the 23.5% studied till Higher Secondary Level while the respondents completed their Under Graduate was 49% and only 27.5% belonged to Post Graduate Level Educational group. The majority of the respondents i.e. 32.5% were belonged to the 14,999 or less

income group while 24%, 19.5%, 18.5% and 5.5% were belonged to the income groups of 35,000-54,999; 55,000-74,999; 15,000-34,999; 75,000 or above respectively.

After knowing the demographic profile and descriptive analysis of the sample /respondents, the need is to identify the significant relationship between various parameters should be analysed. Therefore, the statistical technique of Correlation Analysis between tourism impacts affecting local community satisfaction and promoting Mysore globally is measured as shown in the below Table 6.

Table 5: Descriptive Analysis - Local community perceptions of tourism impacts

Q. No	Impacts	Explanation	Mean	Standard deviation	Overall Mean
1.	Social	s1 Trust in people	3.8	1.02	3.3
2.		s2 Human relations	3.5	0.97	
3.		s3 Begging	3.4	0.72	
4.		s4 Entertainment	3.5	0.97	
5.		s5 Conflict between family members	2.6	0.83	
6.		s6 Changes in personal appearance	3.8	1.02	
7.		s7 Alcohol and drugs	2.8	0.99	
8.		s8 Friendliness	3.8	1.02	
9.		s9 Conflicts on the use of lands	2.8	0.99	
10.		s10 Theft and burglary	3.2	0.94	
11.	Economic	e1 Standard of living	3.8	1.02	3.2
12.		e2 Transportation	3.5	0.97	
13.		e3 Employment	3.8	1.02	
14.		e4 Arts and handicrafts	3.8	1.02	
15.		e5 Agriculture	2.8	0.99	
16.		e6 Prices of services and goods	3.4	0.72	
17.		e7 Prices of houses and land	3.5	0.97	
18.		e8 Restaurants and souvenir shops	3.2	0.94	
19.		e9 Revenue	3.8	1.02	
20.	Environmental	en1 Litter	3.5	0.97	3.4
21.		en2 Pollution	3.2	0.94	
22.		en3 Preservation of cultural resources	3.4	0.72	
23.		en4 Traffic congestion	2.8	0.99	
24.		en5 Preservation of natural environment	3.8	1.02	
25.		en6 Peace and silence	3.5	0.97	
26.	Q16	Do you agree to promote Mysore globally	4.08	0.98	

Table 6: Correlation analysis between tourism impacts affecting local community satisfaction and promoting Mysore globally

		Promoting Mysore globally
Tourism impacts affecting local community satisfaction	Pearson's correlation	.31
	Sig. (2-tailed)	.01
	N	58

7. Hypothesis Analysis: The correlation value of factors affecting local community satisfaction and tourism products promotion is $r = .31$, $p < .01$ (Please Refer Table 6), which means a positive relationship between them. Hence, hypothesis H_1 is accepted.

8. Major Findings

The following are the explanations of research findings, first the individual mean values were calculated and then the standard deviation value was calculated. After that, the test of correlation was applied to analyze the relationship between tourism impacts affecting local community satisfaction and promoting Mysore globally. The mean value of social, economic and environmental impacts of tourism are 3.3, 3.2 and 3.4 respectively, which have the tendency over “Neutral” and to somehow tend towards the area of “Agree”, which meant that the social, economic and environmental impacts of tourism plays a significant role under local communities satisfaction phenomenon. In the next step, the overall mean value of three elements viz. social, economic and environmental impacts of tourism was calculated and that was 3.00 which again means that to have the tendency over “Neutral” and to somehow tend towards the area of “Agree”, meant that all the three elements has played significant role under the local community satisfaction phenomenon.

After the descriptive analysis, the next step was to analyze the relationship between tourism impacts affecting local community satisfaction and promoting Mysore globally. We know that, the Correlation Coefficient (also known as Pearson correlation) is a dimensionless measure of the degree of linear association of two values, with value in the interval $[-1, 1]$. Moreover, the correlation coefficient always takes a value between -1 and 1, with 1 or -1 indicating perfect correlation and correlation coefficient is denoted by “r”. Furthermore, in correlation analysis, the determination of effect also calculated where $r = .10$ (small effect), $r = .30$ (medium effect) and $r = .50$ (large effect) represented accordingly.

The factors affecting local community satisfaction and Tourism products promotion, the value of $r = .31$, $p < .01$ which means that the positive relationship was existed while the value approximately in the zone of $r = .30$ which concluded that there is a medium effect of tourism impacts affecting local community satisfaction and promoting Mysore globally.

9. Suggestions

A few suggestions to enhance tourism in Mysore are as follows:

- 1) To improve economic opportunities from tourism activities the local communities’ needs education and enhancement of competencies in the locality of tourism clusters
- 2) Environment friendly vehicles having a minimum effect on ecology of the destination would be encouraged in the tourism destination in the Mysore district.
- 3) Training programs for enhancing the skills of tourist guides and support staff in hospitality industry to provide authentic information and to communicate effectively with the tourists.

- 4) Entry points into the district should be increased to provide international, inter-state, intra-state tourists and expand existing airport capacity along with low cost terminal developments.
- 5) Information centers/kiosks and interpretation centers will be encouraged at all major tourist destinations. Accredited tourist guide services will also be emphasized.
- 6) Three main principles of sustainable tourism development namely Ecological sustainability, Social & cultural sustainability and Economic sustainability should be practiced.
- 7) Home stays concepts in and around Mysore, rope way project to Chamundi Hill should be planned and developed.
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10. Conclusion: Residents of Mysore have both positive and negative perceptions towards tourism impacts in their community. Local community acknowledges the economic benefits of tourism, the cultural and social benefits are also perceived as an advantage by residents, but to a low degree. At the same time, it is recognized that tourism creates different problems, including traffic congestion, pollution. The residents are satisfied with tourism impacts and development in their area. Thus local community promotes tourism products globally by sustainability of all the processes and value chains in the tourism, travel, hospitality and catering industries that enable organisations to maximise their efficiency and effectiveness.

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