



THE IMPACTS OF COSTAL TOURISM ON LOCAL COMMUNITY IN DIGHA

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Abstract

Coastal tourism has a social, cultural, political, and economic impact on the local community. Keeping in mind the importance and relevance of stakeholder collaboration for sustainable coastal tourism development, and the local community/residents being the key stakeholders, the goal of this quantitative research is to study the local Residents' Attitude in Coastal resort Digha-Sankarpur, West Bengal, India- towards the impacts of coastal tourism, as well as to suggest strategic interventions for current problems and future needs. In this process, the researcher collected primary data from 180 respondents in the study area via survey, and the data was then analysed using Mini Tab and SPSS using various statistical tools and techniques such as simple statistical calculations, co-relation, and regression to reach a conclusion. According to the study's findings, residents' participation and cooperation are required to make the development more durable.

Keywords: coastal tourism, environment, local community, residents' attitude

1. Introduction

Tourism has emerged as a catalyst of the development process over the years due to economic and employment generation, as well as generating a number of socio-economic benefits, particularly in remote and backward areas at the regional, national, and global levels. The goal of sustainable tourism is to ensure that development benefits various stakeholders such as the host community, tourism operators, and the tourists themselves (Yazdi, 2012). There are three major components to any tourism activity: the visitor, the host community, and the environment/place. We can investigate the interdependence of tourism and the environment through the interaction of the visitor, the location, and the host community (UNWTO, 2004). Tourism growth in general, and coastal tourism in particular, is driven by three major factors: increased personal income and leisure time, improvements in transportation systems, and increased public awareness of world destinations as a result of improved communications (EEA, 2001). This growth, which has peaked in recent decades, puts a strain on coastal areas' environmental and cultural resources, as well as negatively affecting the social, economic, and cultural patterns of tourist destinations (Marina & Alessio, 2009). The environmental, economic, and socio-cultural aspects of tourism development are referred to as sustainability principles, and a suitable balance must be established between these three dimensions to ensure its long-term sustainability (UNEP & UNWTO, 2005).

- **Location**

Shankarpur-Digha The coastal area is located in the southwest corner of West Bengal's PurbaMedinipur District. This area is located on the coast of the Bay of Bengal, on the border of West Bengal and Orissa. The Digha-Shankarpur costal area (Fig 1) is covered by SOI toposheets 73-O/6 and 73-O/10. The study area is located between latitudes -21o36'50" N and 21o30'00"N and longitudes 87o29'40" E and 87o37'00"E. The area is 2.5 to 3.0 km wide from the low tide level and 14 km long from the Orissa border to the JaldhaMouza. The Digha planning area is divided into 42 mouzas under the Kanthi sub-division, with 17 mouzas in Ramnagar Police Station and 25 in Digha

Police Station. This planning area covers a total of 8752.63 acres.

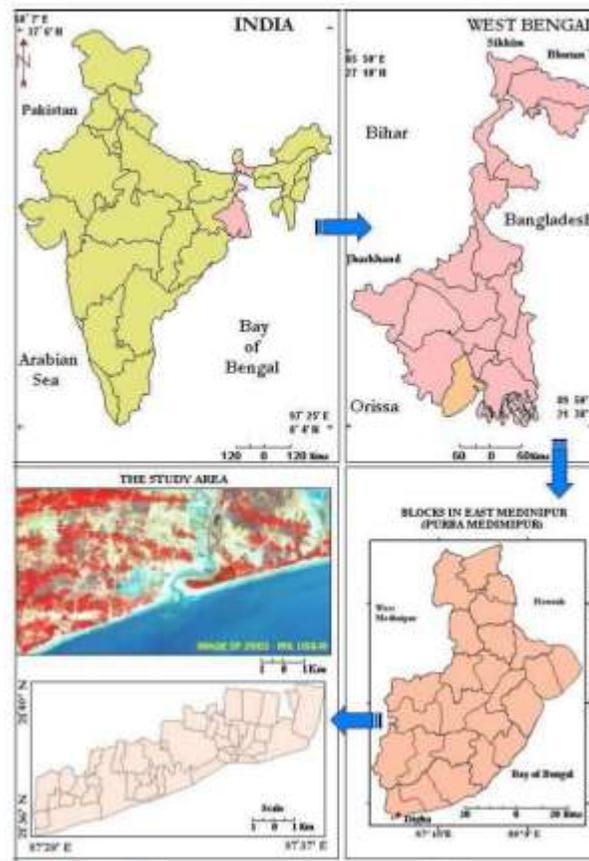


Fig- 1,Location Map of The Study Area

2. Review of Literature

• Coastal Tourism & Environment

Our country has a 7500-kilometer-long coastline, which includes its island territories. The Indian coastal zone is under increasing strain as a result of rapid urbanisation, tourism development, waste effluent discharge, municipal sewage, over-exploitation of coastal resources, and continued development in hazard-prone areas (JayanthiNatarajanMinister of State, Environment & Forest: Govt. of India, 2012). Many studies on coastal tourism focus on the tourism system as opposed to the interaction of tourism and related environmental systems (Wong, 1993).

• Local Community (Perception & Participation)

Local communities must organise at all levels to play a positive role in development and interact with government and tourism stakeholders at all levels (McIntyre,et.al 1993). Locals should identify tourism resources and attractions in their communities and promote responsible tourism, which will aid in community development.

Tourism development changes destinations, usually with many negative consequences (Cohen, 1978). Residents in high-traffic areas face congestion and traffic, noise, neighbourhood and environmental neglect, and higher prices as a result of competition with tourists for scarce resources such as water,



electricity, and so on, resulting in lower community satisfaction (Cavus&Tanrisevdi, 2003). According to resident attitude surveys, residents who value economic impacts have favourable attitudes toward tourism, but have negative attitudes toward environmental and cultural change (Lindberg & Johnson, 1997; Walpole & Goodwin, 2001). Locals who participated in the tourism industry, on the other hand, received long-term economic benefits from the industry (Kotuwegoda, 2010). Aside from the economic benefits, residents who believe they have a say in tourism planning are more positive about tourism (Cavus&Tanrisevdi, 2003). Residents, on the other hand, believe that the costs of tourism outweigh the benefits, which leads to feelings of resentment and irritation toward tourists, as well as lower community satisfaction (Doxey, 1975; Faulkner & Tideswell, 1997; Ko& Stewart, 2002).

Smith and Krannich (1998) discovered that increasing levels of tourism reliance in a community are associated with increasingly negative attitudes toward its development, as well as lower levels of local satisfaction and increased levels of crime concern. Allen, Long, R.R. Perdue, and Kieselbach (1988) discovered that negative attitudes toward tourism appear to be limited to certain aspects of community life such as public service satisfaction and opportunities for public, civic, and social involvement.

3. METHODOLOGY

The test of the research instrument (questionnaire) is also necessary for the reliability test. The standard statistical approach to reliability is based on the idea that individual items (or sets of items) should produce results that are consistent with the overall questionnaire. According to Andy Field (2005), any value between 0.7 and 0.9 is considered highly reliable. Respondents used a 5-point Likert scale to rate their opinion and attitude on each item, with 1-Strongly Disagree, 2-Disagree, 3-Undecided, 4-Agree, and 5-Strongly Agree being the most common. The percentage method, mean, standard deviation, and multiple regression are among the statistical techniques used for data analysis. SPSS and Minitab were used as statistical tools. The percentage method is used to explain the respondent's description. The mean and standard deviation were used to assess residents' attitudes toward tourism impacts on a 5-point Likert scale. Multiple regression techniques were used to investigate the combined influence of selected group variables of residents' attitudes on overall attitude. The response mechanism has been used to investigate the role and contribution of sustainable development in resolving current problems and addressing future community needs.

4. **FINDING AND ANALYSIS:** The study is limited to the attitudes of rural residents toward coastal tourism development in and around the coastal resort DighaShankarpur. Table 1 depicts a profile of respondents who are rural residents.

Table I: Profile of Respondent Rural Residents

N=150

Description		No of respondent	Percentage of Respondent
a)	Age(Year)		
	Bellow 25	32	21.33
	25-40	83	58.66
	Above40	35	23.33
b)	Marital Status		
	Married	107	71.33
	Unmarried	43	28.66
c)	Gender		
	Male	116	77.33
	Female	34	22.66
d)	Qualification		
	Under Secondary	87	58
	Secondary and Above	63	42
e)	House hold Monthly Income		
	Below 10000	73	48.66
	10000-25000	47	31.33
	Above25000	30	20
f)	Involvement in Tourism		
	Direct	55	36.66
	Indirect	67	44.66
	No involvement	28	18.66

More than half of the survey respondents (150 in total) were between the ages of 25 and 40, with the over-40 age group accounting for 23.33 percent, and the under-25 age group accounting for about 21 percent. Residents polled are more likely to be married (71.33 percent) than unmarried (28.66 percent) Males outnumber females (77.33 percent) in terms of gender (22.66 percent). Despite the fact that the study area represents rural villages with limited opportunities for income and education, there is a good representation of respondents with a secondary education (42 percent) and those without a secondary education (42 percent) (58 percent). It is worth noting that the majority of respondents (48.66 percent) had a monthly household income of less than Rs. 10,000/-, with only about 20% having a monthly income of more than Rs.25,000/-. The survey included a question about residents' involvement in tourism, with the majority of residents (approximately 44 percent) reporting indirect involvement, 36 percent directly involved, and 19 percent not involved in tourism. Further efforts were made to use the SPSS windows programmes tool to conduct the reliability test (Cronbach Alpha) for the responses of local residents (questionnaire) on tourism impacts. The environmental factor has a score of 0.779, the economic factor has a score of 0.805, and the sociocultural factor has a score of 0.817.

Table II: Attitude towards tourism impact

N=150

Strongly disagree= 1, Disagree= 2, Undecided= 3, Agree= 4, Strongly agree=5 Source- self survey

A .Environmental		Mean (X)	SD
En1	Tourism development leads to increase waste and noise in the area	3.41	1.42
En2	Because of tourism roads and surroundings are well maintained	3.34	1.5
En3	Tourism results in urbanization and congestion/over crowdedness	3.54	1.42
En4	Tourism leads to pollution of water resources.	3.45	1.44
En5	The creation of tourism infrastructure leads to problems like deforestation, land sliding, etc	3.62	1.40
B. Economic			
Ec1	Tourism generates more business for local entrepreneurs	3.47	1.33
Ec2	Tourism results in increased purchasing power of locals	3.45	1.26
Ec3	The most of the jobs in the tourism in my area pay low wages	3.42	1.28
Ec4	Creation of tourism facilities is a costly affair	3.41	1.29
Ec5	Tourism leads to increased cost of living for hosts	3.56	1.26
C. Socio-Cultural			
Sc1	Tourism improves image of the community	3.10	1.45
Sc2	Meeting tourists from different cultures and areas is a valuable experience	2.90	1.39
Sc2	Tourism results in conflicts between residents and tourists	3.01	1.41
Sc3	The access to various facilities by the host is limited due to presence of visitors	3.16	1.46
Sc4	Tourism creates more pressure on local services like Police, Fire Protection and Public Utilities	3.40	1.39
D. Overall Attitude			
OA	Overall Impact : Tourism Development Impacts Local Community	4.02	1.02

Table 2 presents the attitudinal measurement of rural residents toward tourism impacts in terms of 16 items broadly classified as environmental, economic, and socio-cultural impacts, with five statements under each subhead. The final statement assesses the general public's perception of the impact of tourism development on the local community. Of the total 16 variables, 15 statements had a mean value greater than the midpoint (3) on a five-point scale, and the overall attitude had a mean value greater than 4, implying acceptance of the first hypothesis that tourism development has an impact on the local community in some way.



5. Conclusion

Based on the findings of this study, tourism development in Digha-Shankar Pur, West Bengal has an impact on the local community to some extent. According to the impact analysis, economic issues will take precedence in the model, followed by socio-cultural issues, and finally by environmental issues in the model for sustainable coastal tourism development in Digha- Shankarpur, W.B. (Integrated development model for sustainable tourism development like PrakobsiriPakdeepinit, 2007). Again, residents' participation and cooperation in sustainable tourism development where residents will benefit from tourism should be prioritised, as should stakeholders' participation and cooperation in the region's sustainable tourism development. To ensure full participation and cooperation from the local community, it is necessary to try to eliminate all negative impacts caused by tourism development, such as environmental degradation, economic uncertainty and low wages due to seasonality and a lack of hospitality skills, and socio-cultural problems caused by insufficient infrastructure development and proper planning. As discussed with some local residents involved with different tourism related professions, one van (Tourist transport) driver earns Rs. 750/ per day in pick tourist season and one coconut seller earns Rs. 650/ per day in pick tourist season, one steward earns Rs. 400/ per day as tips, and one barber earns Rs. 1100/per day during pick tourist season. A well-maintained park (Amarabati Park) in New Digha recorded a tourist flow of approximately 48,000 on December 25, 2013 (according to information received from the ticket counter) and also requires casual staff from the local community to provide proper service. Locals may benefit from more prosperous economic development if tourism is developed in a sustainable manner. The economic impact of tourism development on the local community is more significant, and careful planning is required from various stakeholders (government and private) on infrastructure development, tourism promotion, facilities for foreign tourists, skill development for locals, and overall economic development in the region. It is also critical to obtain an honest assessment of the region's environmental deteriorations, even if the consequences of environmental degradation have been felt only recently. People over the age of 65 are more concerned about environmental degradation.

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