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Impact of Cultural Tourism on Socio-Economic Condition: An Ethnographic Study



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ABSTRACT

Tourism sector is one of the fastest growing sectors in the world economy. The local economy has always benefited from tourism, as have the sociocultural shifts and lifestyles of those who live in popular tourist locations. However, the development of local destinations is influenced by socio-cultural factors. In order to support more effective policymaking, this study makes an argument and identifies important sociocultural circumstances within a larger societal context. The purpose of this research is to conduct an investigation on how tourism affects the host community's sociocultural shifts, way of life, and local economy in and around this popular tourist attraction. SPSS has been used to evaluate the gathered data and determine the empirical findings of the investigation. According to the findings, there are notable advantages for the host society in terms of sociocultural context.

Keywords: Tourism, Cultural Tourism, Socio-cultural impact, KMO

1. INTRODUCTION

This study indicates the various impacts of cultural tourism in the context of socio-economic upliftment of rural communities of Shantiniketan, in Birbhum districts of West Bengal. Tourism is often referred as the key driving factors for the development of various district of west Bengal. This state is said to be evolving in its economy with the rapid changing economy, by including tourism sectors as one of the stepping stones. In the tourism sector, rural tourism is considered as one of the growing and integral part, as it provides the modern-day population to enjoy the slow living in this fast pace life. It includes various factors like cultural aspects, heritage, handicrafts etc. The land of West Bengal is often considered as the land of diverse cultural legacy. One of the prominent places is Santiniketan, which attracts many tourists around the globe with its handcrafted goods from rural areas. Cultural tourism has scope for individual gateways for short duration along side family vacations for example, it provides trekking plans, one day stay with the local inhabitants etc. away from the hustle-bustle of city life.

The West Bengal government has developed and implemented various rural tourism policy to draw not only local and international tourist but also various business ventures as well to invest in the developmental activities of this area, without disturbing the essence of the place.

2. SURVEY OF THE LITERATURE

Rural cultural tourism has captured considerable attention in recent times owing to its capacity to bring about economic advantages while safeguarding and promoting local cultural legacy. The primary objective of this review is to understand the various facets of rural cultural tourism and its influence on socio-economic circumstances. Several

research works have underscored the positive economic influence of rural cultural tourism. According to Pearce (2005), mentioned in his study that rural areas often hold cultural and traditional heritage festivals, sites, arts and crafts which attracts tourists and helps to upgrade locals economic conditions. Cawley & Gillmor (2010) mentioned in their study that in cultural rural tourism contributes to generate job opportunities, generation of revenue and upgrade small scale business units. According to Richards & Hall (2000) focused in their study that cultural tourism plays a pivotal role in conserving and reserving local cultural customs, cultural interchange, increase host and guest good relationship, and mutual understanding. Again cultural tourism can uplift community pride and identity by presenting cultural uniqueness which may consider as a vital factors to tourist mentioned by Bhualis & Costa (2006).

In addition Gossling et al. (2006) mentioned in their study, adverse effects of increased tourist footfall on rural sites, ecosystems and biodiversity. Again Newsome et al. (2005) argues that the context of sustainable tourism context, responsible tourist management and conservation efforts are commanding to reduce environmental impacts degradation. Several researchers Hall & Boyd (2005), Ray et al. (2011, 2012), Ray & Das (2011) mentioned in their study integrated planning approaches, tourism expansion with environmental preservation, rural community involvement, implementation of PPP model to upgrade small scale industry etc. Mitchell & Ashley (2010) mentioned in their study that collaboration of public and private sector for development of community driven tourism.

According to Matarrita-Cascante & Brennan (2012), Richards & Wilson, (2006), Kim & Uysal (2013), Cohen (1988), Richards & Hall, (2000) and Sharpley &

Telfer, (2002) mentioned in their study on job creation through community upgradation, creation of income prospect in hospitality, food, transportations, cultural rejuvenation and heritage preservation in rural tourism destinations. Inculcation of sustainable practices in tourism industry is a necessity to eradicate the negative impact to the environment, resulting in long-term preservation of the rural tourism (Hall & Lew, 2009).

According to Khudaverdiyeva (2023) mentioned that tourism as a driver of socio economic condition and boosts socio cultural condition directly. Again Thao & Dong (2022) mentioned that festival tourism positively impacts community cohesion, social benefits, and economy. Zunaidi et al. (2022) mentioned in their study that cultural tourism has positive impact on socio cultural changes and interactions due to cultural development. Again Nagendrakumar et al. (2019) has mentioned in their study that Tourism has significant contribution to countries GDP and employment in Srilanka.

3. OBJECTIVES OF THE STUDY

The objectives of the study are as follows-

- ☑ To find out the principal determinants of progress, development and issues of tourism in general and particular in cultural tourism in West Bengal.
- ☑ To analyse impact of cultural tourism on socio-economic condition in the study area.

4. METHODOLOGY

Based on the objectives, primary data were collected from field survey, face to face

interview and observation method. Again, the source of secondary data was collected from journals, research articles, books and West Bengal Tourism Development Corporation websites. In this present study 230 respondents were selected to identify cultural tourism impact at Shantiniketan in Birbhum district. Based on KMO test, Factor analysis, collected data has been analyzed.

5. HYPOTHESIS

The null hypothesis to be tested in the study is as follow:

H_0 = *There is no significant impact of tourism on socio-economic condition at Shantiniketan*

6. ANALYSIS AND DISCUSSIONS

TABLE 1: KMO AND BARTLETT'S TEST

KMO Measure of Sampling Adequacy		0.881
Bartlett's Test of Sphericity	Approx. Chi-Square	805.792
	Df	36
	Significant	0.000

TABLE 2: ROTATED COMPONENT MATRIX

Rotated Component Matrix ^a		
	Component	
	1	2
Changes in Traditional Life	0.601	0.518
Education	0.599	0.474
Cultural Preservation	0.532	0.535
High quality of life	0.701	0.327
Security and Crime Issue	0.340	0.710
CT brings more Positive in social effect	0.105	0.828
Available of Tourist police	0.763	0.104
Available of Civic Volunteers	0.239	0.820
Affect local performing arts artists community	0.123	0.847
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

TABLE 3: TOTAL VARIANCE EXPLAINED

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.752	52.804	52.804	4.752	52.804	52.804	3.343	37.140	37.140
2	.991	11.008	63.812	.991	11.008	63.812	2.400	26.672	63.812
3	.670	7.439	71.252						
4	.562	6.242	77.494						
5	.540	6.000	83.494						
6	.510	5.664	89.158						
7	.400	4.441	93.599						
8	.306	3.401	97.001						
9	.270	2.999	100.000						
Extraction Method: Principal Component Analysis.									

TABLE 4: PRIME FACTOR IDENTIFICATION

Factor	Factor Name	Parameters
Factor-I	Cultural Factors	Changes in Traditional Life
		Changes in Education
		Preservation of Culture
		Causes High quality of life
		Available of Tourist police
Factor-II	Host Community Factors	Security and Crime Issue
		CT brings more Positive in social effect
		Available of Civic Volunteers
		Affect local performing arts artists community

Factor analysis gives us two factors (Cultural Factors and Host Community Factors) which has contributed to the growth of cultural tourism in the study area.

To find impact of cultural tourism on socio-economic development in Shantiniketan, the following regression equation has been considered:

$$Y_i = \beta_0 + \beta_1 F_1 + \beta_2 F_2 + \varepsilon_i$$

where y_i is dependent variable (socio-economic impact in the study area) which is solely dependent on factor scores of (F_1) and (F_2).

Multiple Linear Regression has been fitted using the two extracted factors to understand the impact of tourism on socio-economic condition in Shantiniketan. The findings from the regression analysis have been summarized below.

TABLE 5: REGRESSION MODEL

Multiple R	0.756					
R Square	0.689					
Adjusted R Square	0.712					
Standard Error	68.69					
Observations	230					
Durbin Watson (DW)	1.78					
ANOVA						
	df	SS	MS	F	Significance F	
Regression	2	859	429.5	123.56	0.0035	
Residual	198	689	3.47			
Total	230	1548				
		Coefficients	Standard Error	t-Statistics	P-value	VIF
Intercept		2.56	0.254	10.08	0.006	
F1		2.13	0.156	13.65	0.004	1.89
F2		1.21	0.235	5.149	0.002	1.96

In the table, the “R” column indicates value of R that is *multiple correlation coefficient*. A value of 0.756 shows a good level of prediction. The “R Square” column indicates the R^2 value (coefficient of determination). Value of R-square is 0.689 that is our independent variables explain 68.9% of variability of our dependent variable. F -ratio in the ANOVA table shows whether the overall regression model is a good fit for the data. Above table also shows that the independent variables that are statistically significant in order to predict the dependent variable, F

(2, 198) = 123.56, $p < 0.05$ it indicates that regression model is appropriate and good fit for the data.

The required regression equation of economic condition of the host community people in the study area is written as:

$$Y = 2.56 + 2.13F_1 + 1.21F_2$$

All the t values are statistically significant at 95% confidence interval and the overall F value is also statically significant. Therefore, from the above regression analysis we may

infer that both cultural factors and host-community factors contribute significantly to the overall development of the socio-economic condition in Shantiniketan.

7. FINDINGS AND OBSERVATIONS

Based on the interaction with respondents, following observations have been made:

The tourists has the opportunity to have Hands-on experience about the varied crafts and art from the rural craftsmen's during their visit to Santiniketan, providing an lifelong impression .

The Craftsmen of Santiniketan also take up the role of entrepreneurs by selling their products in various city local fairs, online markets, weekly haats and markets. In the recent times, with the help of various initiatives their products have gained public acknowledgement and demand. The craftsmen community often acts a cohesive family unit, by collaborating their creative product ideas.

Tourism in this area , often attracts people from urbanized areas, where purchase of this craftsmen's products are seen , which indirectly results bridging the gaps among the people from different walks of life. It has also resulted in of cultural and modern-day designs in various infrastructural projects, one of such examples is urban people are using terra-cotta products in their homes.

The rural cultural heritage of Santiniketan, provides the tourists the opportunity to explore the rural atmosphere through various re-creational activities like craftmaking, yoga,

local transports, farmhouses etc.

This study indicates that to encourage people for engagement in tourism entrepreneurial activities tourism education is very much essential.

As per the study tourists are sometimes refrain from their involvement in activities like fishing, seasonal fairs, bird watching, and festivals, etc. with relation to protection of the same.

Many tourists who mainly belongs to urban area are being involved to spoil or destroy the rural culture, degrades environment and surroundings.

8. RECOMMENDATIONS AND CONCLUSION

An attempt should be made to promote travel trade partnerships by integrating marketing efforts with tour operators, guides, and other businesses, as well as including some new players like allied industries. Facilities for low-cost hotels and home stays need to be upgraded to provide visitors with a better experience.

Therefore, government subsidies, public-private partnership programmes, and local governments should be in charge of infrastructure development for improved services. Protecting the area's natural resources, indigenous way of life, and cultural legacy is important. Implementation of various annual development of sustainable infrastructure, can provide various benefits and growth in tourist footfall. ■

PICTORIAL EVIDENCES



Littering Tourist space



Lack of Parking Space
(Road Side Parking)



Lack of Restruant



Shonajhuri Haat (Saturday's Haat)

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