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PEOPLE'S ATTITUDE TOWARDS TOURISM DEVELOPMENT IN BODHGAYA, BIHAR

RABI SHANKAR
LECTURER
INSTITUTE OF HOTEL MANAGEMENT
BODHGAYA

ABSTRACT

Tourism is a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation has now been well recognized the world over. In this paper an attempt has been made to find out people's attitudes towards tourism development in the rural areas of Bodhgaya Bihar. The empirical investigations of the study covered a total of 100 respondents of which 25 were councilors 25 officials and 50 general people including slum people middle class or working population and high income business man. A pre-structured questionnaire was administered to these three categories of respondents to find out their overall responses to the existing pattern of tourism development programmes involved there their perception attitudes views in respect of tourism growth socio economic and infrastructural development problems and management.

KEYWORDS

Bodhgaya, Sustainable Tourism, Peoples attitude and perception.

INTRODUCTION

This research deals with to examine the Local resident's perception of tourism developed product and attitudes towards the existing tourism industry and possibility of future tourism development in the region. The result of the study will enhance knowledge and understanding of resident's attitude towards future tourism development and help in formulation of appropriate policies and strategies to alleviate residents concern and issue as well as minimise problems and optimise benefits associated with tourism development. It is also the key to sustainable tourism development. This means that those who implement and participate in formulation of policies and strategies should consider the following points:

1. To consider that benefits of tourism positive tourism is whether reaching to local or not.
2. To involve the local in the employment opportunity which is being generated through tourism?
3. To promote the tourism with special consideration to the local culture.
4. To make the resident feel that they are integral part of tourism development in its region.

Bodhgaya is a small but internationally renowned town of immense religious and cultural significance, located in the Gaya District of Bihar, India. Its claim to fame lies in the fact that Lord Buddha attained enlightenment here more than 2500 years ago under the Bodhi tree. It is thus considered as the geographical centre of the Buddhist world by followers of this faith worldwide. It has a tremendous cultural connotation, and is therefore an extremely important centre for national, as well as intern Review of Related Literature.

The economic and cultural impacts are positively associated with the total tourism impacts while the social and environmental impacts negatively selected the total tourism impacts. In addition perceived environmental impact is found to affect local residents' support for tourism development. The present study is an Endeavour of the author to present the varied dimensions and facets of developing the Tourism industry in Bodhgaya Bihar India. Author has made an endeavour to bring in account a comprehensive study with regard to tourism development. The case study of Gaya district Bihar, India would successfully represents the development of tourism in Bodhgaya Bihar India. Very little research has examined residents' perception toward the tourism development in the Bodhgaya. In point of case local communities in the district have never been studied of such. Thus there is limited understanding of residents' perceptions of tourism development toward local communities and also very few research has been done here.

Hence the purpose of this study is to Research Methodology Six Villages and census towns were drawn into the sample in Bodhgaya district under the preview of the study where tourism development was studied during the period 20010-2011. To investigate peoples' attitude towards tourism development in different villages and Census towns of the district 50 respondents were interviewed of which 25 respondents are officials and 25 respondents are the general people including slum people middle class people and the high income businessman.

OBJECTIVES

The objectives of the present study are the following:

- The need for a non-forced measurement of perceived tourism impacts is highlighted.
- Perceived impacts should be explored in line with the triple bottom line approach.
- Perceived economic, socio-cultural and environmental impacts exercise a positive effect on support.
- To analyze the factors or impacts of tourism development.
- To identify the attitudes towards tourism development
- To suggest some future directions regarding tourism development.

RESEARCH METHODOLOGY

Data was accumulated through various sources like internet, reference materials, newspapers, magazines etc.

RESEARCH INSTRUMENT

A structured questionnaire was developed consisting of various questions regarding tourism development based on economic social cultural and environmental and infra-structural impacts. Respondents were asked to give their level of attitudes with their perception of the statements. In this study the author classified five major tourism impacts and each impact factor influences the perception of the different types of respondents in varying degrees. Therefore each impact factor has varying effects on local residents' support for tourism development. The author examined the overall perceived impacts of tourism development by local residents involving different impact factors. The peoples' perception of tourism may have both negative and positive aspects. Some are likely to perceive tourism as having negative social cultural or environmental impacts; and some are inclined to regard tourism as having positive impacts on the local economy and environment. It is to be found that in Bodhgaya the perception of the councillors according to their priority on tourism development is highest in economic impacts comprising 40% followed by infra-structural (25%) and environmental impacts (15%) respectively. The perception of the officials on tourism development is recorded highest in economic impacts comprising 40% followed by environmental (30%) and infra-structural (10%) impacts respectively. Among the general people the perception of economic impact on tourism development is recorded highest (50%) on economic impacts followed by infrastructural and environmental comprising 20% and 10% respectively. But the perceptions on social and cultural impacts are comparatively less important among the respondents.

TABLE 1

Economics Impacts	1. Tourism has created more jobs for your community 2. Tourism has attracted more investment to your community 3. Our standard of living has increased considerably because of tourism 4. The prices of goods and services have increased because of tourism 5. Tourism has given economic benefits to local people and small businesses 6. Tourism has created more banking facilities 7. Tourism has increased trade and commerce
Social impacts	1. Tourism has changed our precious traditional culture 2. Local residents have suffered from living in a tourism destination area 3. Tourism has led to more vandalism in your community 4. Tourism has increased the crime rate
Cultural impacts	1. Tourism has encouraged a variety of cultural activities by the local residents 2. Tourism has resulted in more cultural exchange between tourists and residents 3. Meeting tourists from other regions is a valuable experience to better understand their culture and society
Environmental impacts	1. Tourism has resulted in traffic congestion noise and pollution 2. Construction of hotels and other tourist facilities have destroyed the natural environment 3. Tourism provides more parks and other recreational
Infra-structural impacts	1. Tourism provides more transport and communication networks 2. Tourism has increased accessibility 3. Tourism provides Construction of hotels and food and lodging facilities 4. Tourism has increased urban amenities and recreational facilities.

CONCLUSION

The scope of this paper is to examine the people's attitudes or perception towards tourism development. There is no significant difference in attitudes of the respondents by sex. The results of the study indicate that the residents perceived the economic impacts most favorably followed by supporting infra-structural environmental social and cultural impacts. It is expected that peoples had negative perceptions about the socio- cultural impacts. There are still some peoples within the community that remains unsatisfied. It can be noted that the existing infrastructural parameters for tourism development respond highly demand of the communities. In addition there is a negative attitude by local peoples with regard to supporting socio-cultural impacts. There is a strong and positive attitude regarding economic environmental and infra-structural impacts. These findings can be useful to the planners and industry professionals in formulating strategies to enhance tourism planning and policy.

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