

# Chapter I

## INTRODUCTION

### 1.1 Background of the Study

The tourism industry has become a highly visible and controversial component of the local economies and human landscapes within the region. Tourism is particularly alluring because of the potential benefits it can bring to rural communities, i.e., new employment opportunities, economic diversity, expansion of the local tax base and improvements in the local infrastructure and service facilities. However, it is generally the local residents who bear the burden of supporting tourism development. Therefore it is imperative that tourism managers and developers recognize the attitudes and perceptions of host populations if maximum benefits for both the tourist and the resident are to be attained, Baker (1993).

Human movement doesn't only leave impressions, but it also impacts on the place where they travel. Tourism has been a modern phenomenon, having greater impact on the social system and changes the social habits together with thoughts. The importance of understanding tourism in this way, we shall argue, lies in the manner in which tourism has the potential to teach us some radical lessons about the possibility of living a different, everyday life when we are not tourists, Phipps and Jack (2005).

Migrants arrive through different means and under different administrative categories, depending on the purposes and conditions of their travel. They include people working in unskilled jobs, asylum seekers, highly skilled workers, entrepreneurs, students and tourists. For most immigrant-accepting countries, the four latter groups have been considered more welcome as sources of labour and innovation – and, of course, consumer spending – and have therefore been favoured with friendlier migration policies, (Rath, 2007).

Since the dawn of human development people have been travelling and leaving impact in geographical location and are creating the history, culture and so on.

At present same mankind is travelling and leaving impact in reverse way. Past history became a matter of entertainment, so is the culture. In this case particular geographical locations and its human civilization have been manipulated for the economic growth. Much study has been done on the economic growth, but the consequences that travel and the behavior of travelers have in that particular location is yet little understood.

As a result, tourism's alleged contribution to development is tacitly accepted whilst a number of fundamental questions remain unanswered. For example, what is 'development'? What are the aims and objectives of development? How is development achieved? Does tourism represent an effective or realistic means of achieving development? Who benefits from development? What forces/influences contribute to or mitigate against the contribution of tourism to development? Telfer and Sharply (2002).

This is why study of the impact that tourism and activities of travelers/tourists became essential if we want to have the sustainability of the culture, environment and economy. In addition, to better understand the benefits and costs derived from tourism development, various studies have centered on the issues related to residents' perceived impacts of tourism (Belisle & Hoy, 1980; Brougham & Butler, 1981; Davis, et al., 1988; Keogh, 1990; Lankford et al., 1994; Liu et al., 1986; Madrigal, 1993; McCool & Martin 1994; Murphy, 1983; Perdue, Long, & Kang, 1995; Ross, 1992; Sheldon, 1984; Thomson, Crompton, & Kamp, 1979; Um & Crompton, 1987; Williams, McDonald, Riden, & Uysal, 1995). The above studies suggest that the distinguishing of residents' perception on the impacts of tourism is to overcome a lack of understanding of development impacts for successful tourism planning (Uysal, Pomeroy, & Potts, 1992).

Regarding 'perception', the word is quite vague as it represents the wide area that develops to guide the overall human behavior. Oxford dictionary defines perception as .... "The way you notice things specially with the sense". Similarly, Mariam Websters dictionary defines... "the way you think about or understand someone or something".

In general terms, perception is the process through which people see the world around themselves (Schiffman and Kanuk, 1987). In academic terms, perception is a 'process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world' (Schiffman and Kanuk, 1987).

Samovar and Porter

(1991) defined perception as the process by which stimuli are selected from the external environment and interpreted into meaningful internal experiences. Mitchell (1978) referred to perceptions as the processes that shape and produce what we actually experience. Similar definitions have been introduced by Moutinho (1987) and Markin (1974). Cole and Scribner (1974) reported that '... perceptions, memory, and thinking all develop as part of the general socialization . . . and are inseparably bound up with . . . social relations . . .'. Perceptions were also defined as 'the impressions people form of one another and how interpretations are made concerning the behaviour of others' (Hargie, 1986). Particularly important are first impressions because they decide whether one associates with others (Huston and Levinger, 1978). For instance, first impressions of taxi drivers, security officers, airline hostesses, baggage assistants, registration staff and so on, decide whether or not tourists will be willing to interact with hosts in the future (Reisinger and Turner, 2003).

The concept of perception is very important for social interaction (Cook, 1979), its initiation, maintenance and termination (Forgas, 1985) because the way people perceive each other determines the way they interact with each other. As Singer (1982, p. 54) pointed out, 'individuals . . . can only act or react on the basis of their perceptions . . .'. This means that perceptions influence social interaction and, thus, are vital for the analysis of tourist–host interaction (Reisinger and Turner, 2003).

Indeed, the determinants affect residents' perceptions of tourism development. Especially, only few studies centered on urban resident' perceived tourism impacts. For these reasons, this research was an attempt to investigate a relationship between determinants and urban residents' perceived tourism

impacts. This information could provide for better understanding and explanations for residents' perceptions of tourism impacts.

## **1.2 Statement of the Problem**

Perceptions and their meanings are subjective. The meaning of the object or event differs depending on the perceiver (Reisinger and Turner, 2003). People differ in their perceptions because they have different views of the world (Krech and Crutchfield, 1948; Robertson, 1970). These views reflect the environment in which people live. For instance, the perceptions of tourists and hosts may vary depending on the external and internal environment in which they live. The environment and culture determine which stimuli will be chosen, and how they will be interpreted and judged. According to Schiffman and Kanuk (1987) and Cohen, J. B. (1972), perceptions depend on people's value orientations, expectations, experiences, and interests that are culturally determined. The stronger the cultural value orientation, the higher awareness of stimuli relevant to the value. For instance, those who value the most interpersonal interaction with other people are very highly aware of the stimuli relevant to their interpersonal values. Therefore, it is vital to understand the individual value orientation that affects perceptions (Reisinger and Turner, 2003).

The understanding of how a community's perceptions on 'tourism impacts' is important (Ap, 1992). A main reason for the rising interest has been the increasing evidence that tourism can both have positive and negative impacts on local communities involved (Lankford & Howard, 1994). Different perceptions from different residents can provide insight into the nature and degree of tourism impacts towards the respective tourist destination. The community perceptions on tourism impacts are likely to be an important planning for successful community development (Ko & Stewart, 2002).

Meantime it's all about identification of the society's perception towards tourism and its changes. Since, normally, people do not like to express the drawbacks of what they do and feel, this research itself became a challenge.

In addition, this researcher had to face another hurdle, as he was born and connect from the same community and thus could be bias and may hide findings unintentionally. This is why strong determination was needed to complete the research without any biasness and manipulation of the data recovered.

The issue to be identified is the relationship between tourism and perception of local community. As, this relationship has caused major changes of social structure and patterns of living. The research is necessary to identify the cause and effect behind the mass investment and its consequences in long term social development. To nudge out the root of potential problems the researcher has designed the following questions to be answered:

- What kind of motivation was there for the stakeholders to choose tourism as their career or main earn strategy for better living?
- How do local people feel about tourism growth?
- Are there certain groups within the community that are less supportive?
- What specific issues or concerns do residents have that must be taken into consideration in the community tourism analysis?
- What was the fundamental target to get involved in tourism and why?
- What kinds of changes were witnessed in the areas of culture, tradition, lifestyle and environment?
- What future has been projected (social changes) that tourism can bring?
- Why in certain previous time periods did established businesses vanish and new faces take their charge?
- Why are succeeding generations diverting their careers to other businesses than tourism?
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### **1.3 Objective of the study**

The purpose of this study is to develop and analyze how residents perceive tourism and its impact upon themselves and their community.

Identification of the perception of the community residents towards the effect and impact that tourists and tourism has left will be the general objective of the study, whereas the specific objectives are as follows:

- 1 To understand the value that the local community is receiving through the behavior of tourists.
- 2 To know the changes that occur due to the development of tourism in the socio-cultural system of the local community.
- 3 To know whether residents perceive they benefit personally from tourism.

### **1.4 Limitation of the study**

Social perceptions (perceptions of people) differ from the perceptions of physical objects and are difficult to measure. The perception of objects is directed at surface characteristics, which are immediately observable such as size, or volume. The perception of people is concerned with characteristics, which are not immediately observable, but must be inferred such as intelligence and attitude, (Reisinger and Turner, 2003). Therefore, social perception judgments are more complex and difficult to make than judgments about physical objects. Since social perception is based on inferences about hidden qualities, more mistakes are made in perceiving people than in perceiving objects (Forgas, 1985). Additionally, perceived similarities and differences between perceivers and the people perceived can be sources of bias. The personal bias and the difficulty of detecting them and then correcting mistakes present serious threats to the accuracy of judgment and the measurement of social perceptions, (Reisinger and Turner, 2003).

Basically the research is confined within the periphery of the particular study area. Being a student it is obligatory to complete this academic study in limited time and budget. The basic nature of tourism, such as perishability, intangibility and non – transferable, could prevent respondents to respond in the desired time.

Meantime, there are few publications which address the social dimensions and impacts that tourism has left. This is what might prevent this researcher from getting detailed academic support.

### **1.5.1 Significance of the study**

The concept of perception is very important for social interaction (Cook, 1979), its initiation, maintenance and termination (Forgas, 1985) because the way people perceive each other determines the way they interact with each other. As Singer (1982, p. 54) pointed out, ‘individuals . . . can only act or react on the basis of their perceptions . . .’. This means that perceptions influence social interaction and, thus, are vital for the analysis of tourist–host interaction, Reisinger and Turner(2003).

It is important that resident perceptions be understood in order to better understand why conflicts between tourists, tourism developers and residents begin to appear as the industry matures. Conflicts between residents and development will occur when social and/or physical costs are perceived to exceed the economic benefits. In order to better understand why conflicts occur, it is desirable to know how residents feel toward tourism and its influence on their community, as well as its affect upon their personal behavior and lifestyle. By identifying resident perceptions one can create a community profile of satisfaction with tourism at a given point in time. Efforts to promote tourism receive little community support when residents perceive greater negative than positive results from development. Opposition to tourism development increases when unforeseen, or unplanned impacts are left uncontrolled. Understanding how residents perceive tourism induced impacts is a powerful planning tool in

that it aids tourism planners and managers in recognizing, as well as predicting, the effects of future development upon host communities, Baker (1993).

It is believed that the research would be helpful to identify all the paradoxes that come along with tourism. Even though the study area is considered the main issue of tourism in the region, yet it has not been studied in detail. That is why the researcher believes that each and every single individual living in the area could benefit from the study.

Meanwhile, tourism entrepreneurs, direct employees, indirect employees could analyze and utilize the findings of the study. At the same time it could be much more beneficial to destination management organizations such as; NATTA (Nepal Association of Tour and Travel Agents), TAAN (Trekking Agents Association of Nepal), WRHAN (Western Regional Hotel Association Nepal), Tourism Council and NTB (Nepal Tourism Board), because these are the organizations responsible for minimizing the negative social impacts which have been strongly dominated by the economic dimension of tourism.

Similarly, government agencies could take this as a reference for the tourism development of new destinations. This would help for the formation of plans and policies. Finally, adding one more literature in tourism of the lakeside and its vicinity.

## **1.6 Definitions of Terms**

Four terms and concepts were defined regarding their operational value and described for the effectiveness of this study.

Tourism impacts	Results from a complex process of interchange between tourists, host communities, and destinations (Methieson & Wall, 1982)
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Residents	Individuals living in the study area on a full time basis
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Determinants Factors, variables or characteristics affecting residents' perceptions of tourism development

Perceptions Residents' view, attitudes, and reaction of tourism development

### **1.7 organization of the study**

This study has come up with the following shape and chapters in the following setting.

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

Chapter 4: Pokhara and Tourism

Chapter 5: Residents and Tourism

Chapter 6: Summary, Conclusion and Recommendations

## **Chapter II**

### **Literature Review**

The purpose behind this chapter is to find out what has been done in the study of tourism and the perceptions residents have towards tourism in the particular destination. Various publications and journals have been reviewed to find out detailed information needed to understand related issues of residents' perception towards tourism and its impacts.

#### **2.1 Conceptual Overview**

Early studies on resident attitudes towards tourism had a "tourism impact" focus "tourism attitudes" or "tourism perception" approach, considering the attitudes of a community's residents toward tourism. The difference between impact perception and attitudes appears to be a matter of semantics, given that the studies generally include the same types of measures, frequently these items were combined into multiple items scales using either factor analysis. Most studies discovered one or more positive impacts or benefits dimensions and more negative impacts dimensions. (Kunwar, 2006: 71)

Jafari (1986) noted that tourism research focused on the aspects of tourism impacts in the 1960s, the impacts in the 1970s, and more balanced, systematic approach and the 1980s, during the nineties, the knowledge based approach marked the beginning of fortifying the scientific constitution of the field as mentioned earlier.

This approach favoured holistic treatment of the phenomenon-the revelation of structures and functions, the formulation of concepts and theories and the application of research tools and methods.

Chambers (1997, 2002) states that compared to the amount of scholarship devoted to tourist types and motivation, little research has been directed to attempting to generalize the ways in which communities and residents respond to tourism. These researchers agree on an issue that there is a unequable

responsibility to be vigilant in reviewing the social, cultural, natural and environmental factors of each destination along with their impact on host populations.

However, it does capture the basic exchange process between tourists and residents and is therefore useful to imply that two parties are willing to exchange something of value. It should be noted such exchanges are not limited to financial transaction.

For most people tourism has a connotation of leisure travel and tends to be synonymous with holidays (vacations), Medlik (2003). Mathieson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

According to Macintosh and Goeldner (1986) tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

Consequently, according to UN-WTO tourism has been expressed as "the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"

The use of this broad concept makes it possible to identify tourism between countries as well as tourism within a country. "Tourism" refers to all activities of visitors, including both "tourist (overnight visitors)" and "Same - Day visitors".

## **2.2 Review of Previous studies**

Tourism may be an important development opportunity for many regions, especially for those who do not have a solid industrial tradition, but a good amount of cultural resources. These resources, in fact, can become the key

attraction on which a tourist destination may be built, setting in motion a process that can offer an important contribution to the local community's well-being. (Maggiore and Vellecco, 2012)

Tourism promotes culture and is often accompanied by cultural exchanges affecting visitors and those at the receiving end (Pran Seth, 1999). Visitors to a community or area create social relationships that typically differ greatly from the affiliations among the indigenous population. The ultimate effects of travel experiences on the population in areas of origin, as well as in places of destination, should determine to what extent societies encourage or discourage tourism. (Goeldner and Ritchie, 2012)

Tourism does have impact on social system, this cannot be avoided. So effect on single individual to effect on society has to be analyzed to get insight into the impact that comes along with tourism. As argued, when there is a large contrast between the culture of the receiving society and the origin culture then it is likely that impacts will be greatest (Burns and Holden, 1995).

Someone who travels, particularly to a strange location, often finds an environment that is unfamiliar, not only geographically but also personally, socially, and culturally (Goeldner and Ritchie, 2012). They also must manage their social interactions and social relations to obtain sustenance, shelter, and other needs and possibly to find companionship. Determining the extent of the cultural distance, they may wish to maintain results in decisions as to just how unfamiliar the traveler wants his or her environment away from home base to be (Goeldner and Ritchie, 2012).

There is a range of both positive and negative socio-cultural impacts of tourism. Much has been written about the supposed negative impacts, including the demonstration effect, cultural damage, authenticity and specific issues such as increases in drug taking, prostitution and crime in general. The negative consequences have been noted, particularly where there is a major cultural difference between the tourists and the local population (Peter Mason 2003).

Fundamentally, tourism is all about the contact of two different culture which can be observed as noted by; Williams (1998) Acculturation theory states that when two cultures come into contact for any length of time, an exchange of ideas and products will take place that, through time, produce varying levels of convergence between the cultures; that is they become similar.

However, this process will not necessarily be balanced, as one culture is likely to be stronger than the other (Peter Mason, 2003).

Early quantitative studies of resident attitudes towards tourism generally had a 'tourism impacts' focus. These works usually included either a series of questionnaires items related to several types of previously documented impacts, Liu and Var, (1986) or focused specifically on social or environmental impacts, Brougham and Butler, 1981. Others had tourism attitude or perception approach, considering the attitudes of a community's residents towards tourism, Lindberg and Johnson (1997). Researchers who developed these studies made the valid argument that residents' perception of, and attitudes towards, tourism impacts were at least as important as the actual impacts, if not more so, Andereck and McGehee (2008).

“You must have seen lots of changes?” When someone visits a destination for the second time that is an obvious question which comes even from the local stakeholders. When we accept that society changes so do our thoughts, perceptions and behavior. One similar scenario or object creates a different point of view as time goes by. Today’s advance is tomorrow’s basic, this goes on infinitely. In this case tourism is the movement that definitely leaves its impacts in the different dimensions of the society that could be economic, cultural, and environmental.

When, Dorothy Mierow, the author of **Thirty Years in Pokhara** mentioned her stay in Pokhara to Westerners or Americans the first question she answered most is “you must have seen lots of changes?”

The question itself comes with lots of dilemmas on what sort of answers would address the scenario best. When we want to get the most out of tourism we must have the view point to understand the field in a better way. In this regards, Tourism in Pokhara has been published in coordination with Pokhara Tourism Council. The publication addresses and focuses on, “Tourism, as a leading industry and social force of the 21<sup>st</sup> century which has drawn growing inspiration and hope for achieving peace and progress. Tourism in Pokhara, the second most popular tourist destination in Nepal, is no exception. In this context, focuses were given on the various thematic issues (e.g. natural attractions, cultural heritage, history, planning and management, economic impacts, socio-cultural issues, environment and tourism interface, tourism events and services, challenges of Fewa lake, perspectives of tourists, future potential of tourism, etc.) including the trends of tourism with an emphasis on the balanced development of both volume and value of the tourism in Pokhara.

Consequently, major academic studies done were, The prospect of Eco tourism in the Begnas and Rupa lake watershed area in Nepal, by Indra Kala Baral in 1998 from the department of sociology TU. This has given the insight that ecologically sustainable tourism can foster the living standard and social identity to a better level.

Similarly, Pahari (1999) has done studies on tourism industry and its role in employment generations which have identified the economic dimension and its contribution.

Baral (2005), studied the impact of conflict on tourism industry, and identified that the perishable nature of tourism has caused the negative impact on overall social movement as low business and economic turnover has affected the spending power and minimized the dialogue between the communities.

Sociologically, tourism implies on interaction between two groups, the host and the visitors, and an encounter between two cultures. It is also given that tourists

do not visit places “alone” but they travel with their own beliefs, values, behavioral modes what may be termed as “cultural baggage”(Sharma, 2005).

Socio-cultural behavior is guided by the influences that tourism has on its economic dimension. That is why maintaining equilibrium between economic and non economic issues need to be addressed for sustainability of culture and business itself.

On the one hand tourism is acknowledged as an economic savior while on the other, it is characterized as an agent of socio cultural and environmental degradation (Sharma, 2005).

### **2.3 Theoretical Review**

Majority of tourism studies have been conducted by measuring resident's attitudes towards tourism and the effects which are perceived by the locals (Zhang 2006). It has been recognized that that the residents perception is a valuable component in identifying tourism impact (Getz 1994), introducing a more cognitive perspective in the study area.

Smith (1977) states that "the two major bases for conflict and stress among the host community appear to be economic and social and are individually considered". Therefore hosts which economic capacity is similar to the guests are less likely tempted to see tourism as an annoyance. Where, worldwide economic disparities exist and tourists are perceived to be “rich” simply because they are leisured, severe stress is often apparent (Smith 1977).

Speaking in economic terms the reaction of the host community to tourism does not depend only on disparities but also on "the benefit that it brings to the local community" (Faulkner and Tideswell 1997) and in social terms "what the locals observe in the tourists and wish to copy" (Swarbrooke 1999). Faulkner and Tideswell (1999) state that "within the local community tolerance to tourism is strictly related to how much profit and individual personally makes from tourism

to influence the perception, that means that where negative effects are recognized but profit is made the tolerance level is higher".

Generally a distinction between intrinsic factors and extrinsic factors which influence the residents perception of tourism is made.

Intrinsic factors influencing the hosts perception are patterns such as age, gender, dependency on tourism, education and community attachment (Al Hasanat 2008), community attachment being the time the host has been resident in the area. Regarding this topic recent studies have concluded that mostly individuals which are longer resident in a tourism destination dislike tourism to a higher degree than persons who shortly have moved (Jurowski 1997, Weaver 2001, McGehee and Andereck 2004).

Recent studies have shown that mostly higher educated persons welcome tourism, fact which is connected to their awareness of the economic benefits tourism brings (Al Hasanat 2008). This anyway does not apply to every destination, other examples have shown that education does not influence the hosts perception (Konstantinos 2003).

Extrinsic factors which influence the hosts perception are amongst others seasonality, cultural differences between host and guest, type of tourists and the stage of development of a tourist destination (Doxey 1975, Butler 1980, Ap 1993). While seasonality and connected problems such as overcrowdment and traffic are accepted easier by residents directly profiting from tourism. Cultural differences highly depend on the level of interaction (Al Hasanat 2008). Package tourists seem to cause more irritation because of the lesser level of interaction with the host community (Smith 1989). This shows that a higher degree of interaction does not automatically mean more annoyance but it can have the opposite effect. In this case the researcher has to be aware of the fact that this depends highly on the cultural background of the host community and varies for every destination.



Literature regarding host perceptions suggests that the rapid expansion of tourism in the late 20th century has brought more welcome changes such as improving income, education, employment opportunities and local infrastructure and services (Lankford 1994, McCool and Martin 1994, Ross 1992) but also less welcome impacts such as the cultural and family values challenged, new economically powerful groups emerging, and cultural practices adapt to suit the need of tourists (Ap and Crompton 1993, Johnson, Snepenger and Akis 1994). These mostly unwelcome impacts cause a degree of irritation on the host-community, which depends on the balance between the benefits and the annoyances but also the cultural environment in which the meeting takes place.

Different theories have been developed in order to explain tourism impacts and residents attitudes towards tourists. Some of them are concerned with the change in residents attitudes by time (Butler 2006, Dogan 1989, Doxey 1975), while others have focused on the residents strategies for responding to tourism impacts (Ap and Crompton 1993). Some of the most influential are listed below.

### **Irridex Model (Doxey)**

Doxey GV (1975 & 1976), based on his research on the Caribbean island of Barbados and in the Niagara Falls area of Canada, has plotted the changing reactions over time of both residents and local business communities alike, to the presence of tourists. According to him, there are usually five stages in these changing attitudes. These vary in duration from destination to destination, depending on how long they have been receiving visitors. He described these five stages in his irridex, or irritation index, as follows:

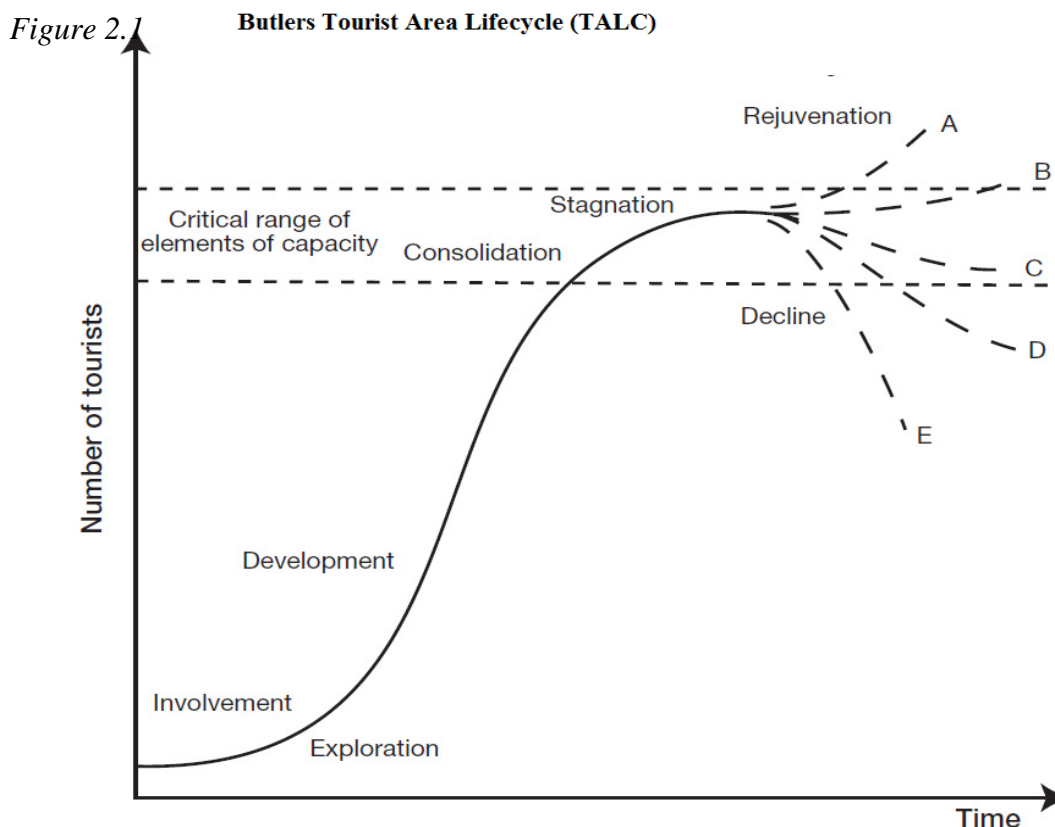
1. Euphoria	Visitors are welcome; there are opportunities for local people, and new money flows in - but there is little planning.
2. Apathy	Visitors are taken for granted; they become targets for profit-making, and contact becomes more formal.

3. Annoyance	Saturation is approached, with too many people visiting the destination for it to remain enjoyable - especially in the peak season. This causes the local residents to begin to have doubts about tourism. Planners try to resolve this problem by increasing infrastructure rather than by limiting growth.
4. Antagonism	Open irritation appears (including sometimes strong levels of dislike), yet planning is remedial. Promotion is increased to offset the deteriorating reputation of the destination. Tourists are now being (and are probably feeling) cheated, yet are also being blamed for increased crime and taxes, and for all sorts of every day problems.
5. Acceptance	The place has changed permanently. Change is now accepted by residents. They have forgotten what the area was like before the first tourists arrived.

(Source: Doxey GV, 1975)

Although the Irridex is useful in identifying the stages of development in a tourism destination, and therefore can be applied in the space of time, the model fails to address the community as a heterogeneous entity (Wall and Mathieson 2006). The model cannot explain the variety of residents within a community (Zhang 2006) and does not explain situations in which visitor management strategies may help to reduce pressure on the local community (Shaw and Williams 2002). The Irridex is a merely descriptive model which is useful for host-guest relations but it can be used as a starting point for a research only rather than as a conclusion. The lack of heterogeneity should be supported by clusters of residents, being aware of the fact that the Irridex might vary by cluster. There is also to add that the model should not be seen as universally applicable because of the high degree of difference between destinations related to social, cultural and economic context.

## Tourism Life Cycle and Dynamic Matrix (Butler)



Source: Redrawn from Butler 1980.

Developed out of a model which was created in 1980 Butler's "Tourism Destination Life Cycle" (2006) is still a milestone in tourism studies. The model is based on the product cycle concept and explains the phases in which a tourism destination evolves and changes over time, thus is more concerned with the destination itself than with the residents from a social point of view.

The model suggests that every destination passes through the phases of "exploration, involvement, development, consolidation, stagnation, decline and/or rejuvenation". Initially the destination will be visited by a small number of tourists which are restricted by the lack of facilities. When awareness grows facilities are being developed and numbers of tourist arrivals grow. The area is then supposed to grow rapidly because of marketing efforts triggered by the rising awareness among the hosts. Ultimately the destination will reach its

carrying capacity which will lead to a decline on a long-term if the destination is not rejuvenated or re-innovated.

While Butler states that "a consistent evolution of a tourist area can be conceptualized" (2006), similar to the Irridex model the Tourism Destination Life Cycle has received criticism for assuming homogeneity within the host community (Mason and Cheyne 2000). Other scholars have affirmed that the model is only partly applicable, because not all of the destinations experience all the phases of the cycle in a distinct and chronological order (Tosun 2002).

In 1974 Butler has developed another framework more concerned with the host community as a social entity, called the Dynamic Matrix (Butler 1974) in which he suggests that residents may be active or passive in their attitudes towards tourism as well as positive or negative in terms of their attitude (Cordero 2008). Unlike the Irridex which represents the general opinion of a community Butler's Matrix succeeds in taking into account the different opinions within society and that there are different resident groups within a community.

### **Response Framework (Dogan)**

Unlike the models of Butler and Doxey, Dogan's framework (1989) focuses on the responses of the host-community rather than on their attitude. By assuming that the host society is relatively homogeneous previous to tourism arrival, Dogan's model shows that the impact of tourism creates a more heterogeneous society which tends towards acceptance or resistance (Cordero, 2008). To cope with the effects of tourism the model proposes the following strategies for the host community:

- Resistance
- Retreatism
- Boundary Maintenance
- Revitalization

## □ Adoption

Like Butler Dogan recognizes that "the level of heterogeneity of the local population and the power structure within it determine the differentiation of responses to tourism and the forms of strategies adopted. Moreover the power structure within a region may regulate the responses of the local population and suppress certain forms of reaction" (Dogan 1989).

Besides the heterogeneity of society Dogan considers also the power structures, such as the local government influencing and regulating the reactions of the host society.

Clustering the residents in different groups is therefore useful to a correct application of this model.

## **Embracement – Withdrawal Strategy (Ap and Compton)**

Ap and Compton (1993) have developed a model which contains four strategies in residents reactions to tourism, related to the growing number of tourists in a destination:

- Embracement: Tourism is accepted by the locals, positive feelings about impacts.
- Tolerance: More impacts are being felt. Enthusiasm transforms into acceptance.
- Adjustment: Locals become divided. Some adjust to tourism, some don't.
- Withdrawal: Negative perceptions take over.

Similar to the Irridex this model discusses the attitude of local people towards tourism. Ap and Crompton (1993) have recognized that there may be diversity of attitudes among the local population and therefore do not consider their framework as rigid.

This model, standing by itself, needs the support of clusters of residents within the host community in order to distinguish various reactions on various stages of tourism development and to embrace heterogeneity within society.

All the models for the resident attitudes were prescribed for a particular destination which does not confirm that they can be applicable to any tourism areas. Meanwhile these are the strategies developed to understand the attitude therefore slight differences can be identified with the research topic and the theories developed.

#### **2.4 Reasons for choosing perceptions instead of attitudes**

The concept of perception was chosen for the analysis as its use is most appropriate and can be used more effectively in the analysis of tourist– host contact than the concept of attitude (Ap, 1992). There are several reasons why this is so.

- Firstly, there is a clear distinction between the terms perception and attitude. By definition, perception represents the process by which meaning is attributed to an object, event or person encountered in the environment, whereas attitude represents a predisposition to think and act in a certain way towards an object, event or person (Kurtz and Boone, 1984). An attitude, as opposed to perception, is created on the basis of experience during the process of learning, and acquiring knowledge (Moutinho, 1987). Perception can be created without experience and knowledge of the object/person. This is often the case when tourists develop perceptions of a destination prior to its visitation, Reisinger and Turner (2003).
- Secondly, tourists and hosts may attribute meanings to each other (perceive each other) without having previous experience and knowledge of each other. Consequently, they develop perceptions rather than attitudes to each other, Reisinger and Turner (2003).

- Thirdly, not all tourists and hosts meet and experience each other. Those who do may have only very limited experience, which does not allow for the acquiring of a complete and accurate knowledge of each other and, consequently, attitude development, Reisniger and Turner (2003).
- Forthly, the decision to travel comes from a perception in the first instance, and attitudes develop later after travel has commenced, Reisniger and Turner (2003).

## **2.5 Tourism and the Community**

Although tourism may provide communities with a broader range of economic and social opportunities than the traditional resource based activities do, there are some less appealing by-products that are not fully realized prior to development. Some tourism promoters, in their attempt to optimize economic benefits, ignore the possible tourism impacts upon the physical landscape and especially the socio-cultural environment. A comprehensive literature survey by Kendall and Var (1984) identified numerous studies addressing resident perception and attitudes toward the impacts of tourism. Negative impacts, such as increased litter, overcrowding (both from a physical and social perspective), noise, inflation, decay in traditional family structures, negative competition between residents and tourists, increased prostitution, cultural decay and assimilation, and the invasion of privacy are a few of the more predominant issues identified in their survey.

Not all tourism impacts are perceived in a negative light. Positive impacts include improved public facilities, increased employment, cultural preservation, reversed outmigration, meeting new people, increased revenues and income, greater variety and improved quality of recreational facilities, and increased construction of parks and attractions. It should be noted that tourism impacts, whether perceived or real, are relative and strongly dependent upon complex social/cultural factors. Even though communities may share similar economies, landscapes, or histories, they may be dissimilar in ethnos and attitude. Therefore

one could expect neighboring communities which depend upon the same tourism attraction to be very different in regards to their community perceptions of tourism.

Increased tourism activity may bring more revenue into the community, yet it may also result in unexpected changes in traditional lifestyles. How residents perceive the potential benefits vs. the total costs is critical to the success of tourism. Since each community is diverse in its economic, social, cultural and geographic composition, it is likely that each will respond in a different manner to tourism induced changes. In some instances perceived changes generate conflict (Pi-Sunyer, 1977, deKadt, 1979), while other communities have inverse reactions-an increased sense of hospitality and interaction between residents and tourists (Duffield and Long, 1981; Liu and Var, 1984). How residents perceive tourism greatly influences the success of the tourism industry in their community. Therefore, it is imperative that resident attitudes and perceptions be evaluated and considered in the planning process to ensure the success of tourism development and promotional efforts.

Without close attention to the local voice (indeed, we must be careful here, local voices, for tourism produces a range of very different local reactions), our social scientific work risks being descriptively poor and ethnocentric . . . . We need to know the local perceptions and understandings of tourism, we need to know the local perceptions of change and continuity, and we need to recognize that any culture is likely to have contradictory things to say about both. If international tourism is about our culture rather than the destination country, an anthropological approach to international tourism that cannot accord a crucial status to the full range of local voices risks putting itself in the same position (Crick 1988)



## 2.6 Definition and clusters

Although it is difficult to define the term "community" in general because of internal heterogeneity, different definitions of host-community have been established.

Sherlock (1999) argues that withstanding the difficulties in definition the word "community" can be used in reference to a group of people which exist in one particular location. Mathieson and Wall (1982) have given a classic definition of host-community as the "inhabitants of the destination". Williams and Lawson (2001) define the host community as "a group of people who share common goals or opinions" while Aramberri (2001) argues that "host societies are in fact communities, made of one piece". This definition portrays the host-community as a homogeneous entity which corresponds to concept of "objective spirit", or "objective mind", cited by the German Idealist philosopher G.W.F. Hegel (1807). The sharing of ideals and goals, according to Hegel, transforms the "isolated subject into an objective subject, on the basis of shared local morality since infancy".

The use of this definition alone would limit the host community to a single and uniform entity on the basis of thought and act, and it is thus important to take in account that Hegel developed two more definitions which complete the concept of objective mind. Additional to the objective spirit every subject has a "subjective mind", which deals with anthropology and psychology, and an "absolute mind" which deals with arts, religion and philosophy. Both of these are according to Hegel not merely dependent from the society and culture the subject lives in, Wassler (2010).

Hegel's theory can be seen as a forerunner to the stratification of society by social values, later discussed by Marx, and the concept of "polyphony" (Bakhtin 1929) which argues that "everybody in society can speak for itself, distinct from others". This concept successfully criticizes the notion of community as a heterogeneous whole. Therewith a fundamental crack in the surface of what was

seen as a unique, heterogeneous and therefore an easy to grasp entity had been made. The term community itself was raised to a new level and the mere existence of a community as a closed entity was put into doubt. In tourism this affects most of all the field of host and guest relations where as mentioned as the borders between guest and host seem to blur and mingle, creating a new overlapping entity, Wassler (2010).

In order to overcome these issues in defining the host community Davis, Allen and Cosenza (1988) have developed five categories of hosts, based on the cluster analysis of local's attitudes, interests and opinions towards tourism.

In the same period, for this research more interesting and therefore listed due to its practical approach, Krippendorf (1987) has categorized the residents in four clusters which enable the conceptualization of certain characteristics, themes and experiences:

- *In direct contact with tourists:* Locals which depend on tourism and would be unemployed without it. They welcome visitors.
- *In unrelated business:* Locals which are the owners of businesses which do not have a regular contact with tourists. Tourism is a purely commercial matter.
- *Partial contact:* Locals who have frequent contacts with tourists but derive only part of their income from tourism. They feel more critical about the disadvantages of tourism.
- *No contact:* Locals which have no contacts with tourists, they see tourists only passing.

This simple categorization is still widely used in host-guest research and has given inspiration to start further investigations on the topic. Tucker and Lynch (2004) have added another distinction on the first cluster "in direct contact with tourists" related to different host personalities. These patterns should be considered as extremes and hosts can be a combination of various types:

Table 2.1: - HOST-TYPES AND THEIR IMPLICATION FOR THE HOST – GUEST RELATIONSHIP

<i>Host Personality Types</i>	<i>Description</i>	<i>Implication for host-guest relationship</i>
<b>“People People”</b>	Genuine interest in meeting and talking with new people. Wants to help with whatever the guest might be interested in.	Guests enjoy the chance they have to spend the time chatting with their hosts and “exchanging” friendship, knowledge and culture.
<b>“Relaxed”</b>	Not overbearing or “fussy”. Doesn't panic if things are not 100% ready when guests arrive.	Allows guests to relax also. As long as a basic level of cleanliness is maintained most guests do not worry if everything is “just so”.
<b>“Perfect host”</b>	Wants to put on the right image to guests, so ensures everything is ready and absolutely perfect from the beginning to the end of the guests stay.	The stay is a rather formal experience. Guests may find the host rather overbearing, and might not be feeling able to ask for something for fear of offending the hosts.
<b>“House proud”</b>	Makes clear the rules and regulations of the household, letting the guests know that the home, its content and organization are precious and not to be tampered with.	Guests may be unable to relax, feeling nervous in case they step out of line or spill or break something. In extreme cases, they may feel completely unwelcome in the house, feeling as they are intruding.

<p><b>“Business (wo)man”</b></p>	<p>Runs the place purely as a business, fitting as many guests as possible, charging for everything, and not having/making time to chat with the guests.</p>	<p>Guests feel like another tourist passing through, and see what they are getting as a bed and breakfast service, rather than hospitality.</p>
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Source: - Wassler 2010

It is important to notice that these clusters are related merely to the hospitality sector and do not include other types of hosts. Therefore they cannot be considered useful and applicable in every host-guest approach.

Swarbrooke (1999) has given an all inclusive definition "all those people who live within a tourist-destination", embracing, but not solving, the heterogeneity of the host community.

## **2.7 Determinants of residents’ perception of tourism impact**

Since the 80’s it is well known that residents do not form a homogeneous group in terms of their perception of tourism impacts. In fact, those who gain more benefits than costs from tourism view its impacts positively, others view them negatively. A number of different variables influencing residents’ perceptions of tourism impacts have been identified in the literature. Municipality and policy makers are interested in knowing which are these variables and, in particular, which of them are most important, to gain residents’ support to actual and future local tourism development policies, Brinda, Designa, Osti (2011).

Most of the variables suggested in the literature are linked to the socio-demographic and economic profile of the residents, such as age, gender, and level of income (Sharma and Dyer 2009; Petrzalka et al. 2005; Haley et al. 2005; Dogan 1989), or to residents’ attachment and relationship to the local area and connection with tourists (Deery et al. 2011; Easterling 2004).

With the aim to describe residents' relationship to the local area, some studies have examined the role of the community attachment value (Ryan and Gu 2010; Woosnam et al. 2009; Andereck et al. 2005). The community attachment is defined as the "extent and pattern of social participation and integration into community life, and sentiment or affect toward the community" (McCool and Martin 1994). Generally, community attachment has been measured in a variety of ways as the length of living and/or having been born and/or grown up in the community (MeGehhe and Andereck 2004; Jurowski et al.1997; Lankford and Howard 1994; Um and Crompton 1987; Sheldon and Var 1984). The relationship between community attachment and tourism impacts is yet controversial: some studies suggest that the longer an individual resides in a community, the more negative is the attitude towards tourism development (Harrill and Potts 2003; Lankford and Howard 1994; Lankford 1994; Um and Crompton 1987), other studies demonstrate that this relation is not true in every situation (Andereck et al. 2005; MeGehhe and Andereck 2004; Gursoy et al. 2002; McCool and Martin 1994).

In support of the social exchange theory, many studies suggest that residents, who are economically dependent on tourism industry, are generally more favourably disposed towards tourism than those who are not (Andereck et al. 2007; MeGehhe and Andereck 2004; Sirakaya et al. 2002; Brunt and Courtney 1999; Haralambopoulos and Pizam 1996). Ap (1992) highlights that this relationship exists thanks to the existing trade off between costs and benefits. However, some authors disagree with these statements and in different studies conclude that residents being economically dependent on tourism find more negative association with tourism manifesting this in a strong negative attitude (Williams and Lawson 2001; Pizam 1978). On the same argument, we can observe that residents' perception of tourism impacts is influenced by the possibility of having an economic gain (McGehee and Andereck 2004; Sirakaya et al. 2002; Brunt and Courtney 1999; Gilbert and Clark 1997; Haralambopoulos and Pizam 1996). On the other hand, Andereck et al. (2007) suggest that the more residents have knowledge about tourism and have intensive contact with

tourists, the more they have a positive perception of the benefits gained through tourism. Conversely, Lankford and Howard (1994) did not find any significant relation between residents' attitudes and the degree of the contact with tourists. Finally, some researchers have also analyzed the influence of the distance between their place of residence and tourism activities, obtaining no consensus on the results (Sharma et al. 2008; Jurowski and Gursoy 2004; Harrill 2004; Sheldon and Var 1984).

Results of various studies show the following factors as determinants in tourism perceptions:

***Community attachment or length of residence;*** Lankford (1994), Sheldon and Var (1984), Belisle and Hoy (1980) and Pearce (1980) identified community attachment or length of residence as factors affecting hosts' attitudes – the longer an individual resides in a community, the more negative the attitude towards tourism development. However, a study by Andereck et al. (2005) demonstrated that this correlation is not always valid in every circumstance.

***Knowledge about tourism, contact with tourists and concentration of visitors;*** Andereck et al. (2005) discovered that the more residents possess knowledge about tourism and have an intense contact with tourists, the more their perceptions of the benefits of tourism will be positive. The influence of the level of knowledge about tourism on perceptions, was also proved to be true in a study conducted by Davis et al. (1988) and Lankford and Howard (1994) did not find any significant correlation between level of tourism contact with tourists and nature of attitude, while Brougham and Butler (1981) demonstrated that tourism impacts are multifaceted and that attitudes of the residents were related also to tourist contact. Akis et al. (1996) analysed the relationship between intensity of contact with tourists and the attitude of local people, in different places and found that residents with a high interaction with tourists described their contacts as either positive or very positive. Given the concentration of tourists, in a study of Pizam (1978), it was discovered that heavy concentration of visitors tended to attract negative attitudes from residents.

***Proximity with the tourism centre;*** Proximity with the tourism zone was also taken into account by Belisle and Hoy (1980) and later by Sheldon and Var (1984), who stated that if a resident lives in greater proximity of the tourism centre or attraction, the more he will develop a negative attitude towards tourism.

***Personal reliance on tourism;*** In the study of Pizam (1978), it was also underlined that more favourable attitudes of residents were disposed by people whose livelihood depended upon tourism. Personal reliance on tourism of residents was in fact analysed also by Liu and Var (1986): in their study, they found that the people dependant on tourism and who derive the majority of their income from it, are more supportive towards new development projects. In the research carried out by Haley et al. (2005), though, they found out that low-income residents tend to have a supportive attitude toward tourism, because they perceive the potential benefits behind the industry; the authors also analysed the correlation between the decline of wages earned in local tourism and their subsequent lack of support to the industry, identifying a negative direct relation, due to the explanation given in the social exchange theory, stating that when the balance between benefits and costs of tourism tends to damage residents, the attitudes displayed by people also changes and becomes rather negative.

***Level of participation in recreational activities;*** The relationship between residents' attitude and their ability to use tourism resources, was particularly investigated in the research by Gursoy et al. (2002), who underlined that perception of the local residents can be either positive if they perceive tourism as a factor that improves the recreational facilities they enjoy or increases opportunities for recreational activities for the community; on the other hand, their reaction may be negative if they believe that tourism may result in the local population losing accessibility to their traditional leisure pursuits (O'Leary, 1976). Gursoy et al. (2002) continue listing all authors that have treated the topic: researchers who examined the effects of tourism development on the use of resources have generally concluded that the industry improves entertainment

and recreational opportunities for the residents; O'Leary (1976) provided significant support for the hypothesis that residents who participated in outdoor recreation would have more negative perceptions of touristic impacts. However, other researchers were unable to support the hypothesis that the use of a recreation area was negatively related to support for tourism development (Keogh, 1990; Perdue et al., 1987).

***Demographic variables;*** Several studies (Davis et al., 1988; Liu and Var, 1986; Madrigal, 1995; Pizam, 1978) also took into consideration the role of socio-demographic aspects (such as age, language, sex, marital status, etc.) in influencing the attitudes of the hosts. In the majority of cases, they found no effect was exerted upon the perception formation. The only aspect affecting attitudes, uncovered by Lankford (1994), was related to the nature of jobs: he discovered that business owners tended to have a positive attitude towards tourism, as a logical consequence of their reliance on tourism. Other exceptions involve the role of gender upon the formation of perceptions in residents: in the study of Petrzelka et al. (2005). Gender differences do develop different attitudes within rural tourism development strategies; gender produces in fact differences both in occupational identity (reliance to a specific industry) and in the perception of rural ideology, and the research shows men would be more opposed to tourism development projects than women. However, these results are specifically related to a territory and a particular environment and cannot be generalized to other realities. In addition, the study of Brougham and Butler (1981) indicated that the attitude of the local people is related to age and language, rather than tourist contact and length of residence.

***Seasonality;*** Murphy (1985) probed the question of seasonality and its impacts, stating that it generally produces a negative attitude in local residents, but in small communities it is of advantage, because it allows residents to catch breath and undertake refurbishment for the following season, therefore produces positive attitudes in locals. Rothman (1978), similarly, found that communities



with a long experience of seasonality are able to adapt to accommodate inconveniences and therefore do not experience a negative attitude.

***Tourism taxes and perceived future of the community;*** In the study conducted by Perdue et al. (1990), it was partially demonstrated that special tourism taxes are negatively related to support for tourism development, and more importantly, support for tourism restrictions was positively related to perceived negative impacts of tourism and perceived future of the community.

***The development stage of a destination;*** The relationship between the level of tourism development in a destination and residents' perceptions of impacts, has been widely assessed by Dietrich and Garcí'a-Buades (2008). In their study, they found out that a strong correlation exists between the way locals perceive impacts of tourism and the corresponding stage in the development process of the locality, according to the tourist area life cycle presented by Butler (1980). Dietrich and Garcí'a-Buades demonstrated that when levels of development are still low, residents tend to show positive attitudes towards tourism, since the potential benefits behind this new industry, are considerable; only after a certain threshold point, their attitude begins to become more negative, because costs related to tourism are prevailing. Also, previous studies underlined the correlation between perceptions and stage of development (Belisle and Hoy, 1980; Long et al., 1990): this research particularly highlights the lack of reliability uncovered in the cost/benefit analysis of tourism and the fact that awareness of the impacts of tourism, both positive and negative, does increase over time, with advancement in the development process. On the contrary, in the research conducted by Dyer et al. (2006), the correlation between level of tourist development and attitude of the residents, was demonstrated not to hold: the study, undertaken in a well-developed tourist destination, showed that locals still express a positive attitude towards tourism (especially for the concerns of cultural and economic benefits) and were likely to support further tourism development.

Some major factors that influencing perception toward tourism development are as;

### ***Socioeconomic Factors***

The use of socioeconomic factors to explain resident attitudes has been common among tourism researchers.

These variables, such as income, ethnicity, and length of residence, have been used in many cases as part of formal hypotheses regarding resident attitudes; however, more often than not, these variables are included simply as a standard part of survey instruments. Identified as variables important to community development by Park and Burgess of the Chicago School, this systemic model supposes that attachment weakens in the absence of formal and informal ties (Ritzer 1996). Consequently, tourism researchers have assumed that the longer residents live in a community, the more negative their perception of tourism development. However, despite the numerous researchers exploring the relationship between socioeconomic variables and resident attitudes, the literature suggests that socioeconomic factors play a relatively minor, and sometimes contradictory, role in explaining the variation in resident attitudes toward tourism development (Perdue et al. 1990).

Early research employing these variables pursued many different socioeconomic elements to determine which ones might have an influencing effect. For example, using segmentation analysis in a study of Scotland, Brougham and Butler (1981) identified significant differences in resident attitudes related to local and personal characteristics, contact with tourists, length of residence, age, and language. In a study of northern Wales, Sheldon and Var (1984) discovered evidence suggesting that residents' attitudes toward tourism development are culturally bound, finding that natives and Welsh speakers were more sensitive to tourism's social and cultural impacts than were non natives and non-Welsh speakers. Similarly, in a study of New Braunfels, Texas, Um and Crompton (1987) found German ethnicity was a factor in attitudes toward tourism

development, discovering that the more attached a resident was to the community regarding birthplace, heritage, and length of residence, the less positively he or she perceived impacts, with the exception of perceived adverse impacts on environmental quality. However, although finding significant variations in attitudes toward tourism development by demographic subgroup, Liu and Var's (1986) study of Hawaiian residents did not find significant differences in attitudes based on ethnicity and length of residence.

Supporting Liu and Var's (1986) findings, Allen et al.'s (1993) study of ten rural Colorado communities found no significant influence of length of residence on attitudes toward tourism development. However, Girard and Gartner (1993) found that for long and short-term second homeowners in Wisconsin, both groups appreciated the availability of goods and services from increased tourism, although long-term residents did not want to see increased tourism development. Similarly, McCool and Martin (1994) and Williams et al. (1995) in studies of Montana and Virginia, respectively, found that long-term residents had a less favorable perception of tourism than did short term residents. Snaith and Haley's (1999) study of residents of the historic city of York, England, observed that the shorter the length of residence, the more positive residents' opinions about tourism were, although short- and long-term residents both recognized the benefits and impacts of tourism.

Age has also been explored as a factor in resident attitudes toward tourism development and should receive more attention. Tomljenovic and Faulkner's (1999) study of Australia's Gold Coast found that older residents were generally as favorably inclined toward tourism development as young residents. In addition, older residents were more tolerant of international tourists and less concerned about tourism's adverse environmental impacts. Cavus and Tanrisevdi (2002), in a study of Kusadasi, Turkey, also found a significant relationship between age and length of residence and attitude toward tourism development, but contrary to Tomljenovic and Faulkner, they discovered that older residents had more negative perceptions.

Regarding gender, Mason and Cheyne (2000), in a study of rural New Zealand, found that women were more opposed to tourism development than men due to perceived negative impacts, such as increases in traffic, noise, and crime, although acknowledging positive benefits, including community tourism facilities and regional economic benefits. In a study of Charleston, South Carolina, Harrill and Potts (2003) also found gender to be a significant predictor of tourism's perceived economic benefits, with more women than men negatively disposed toward tourism development. The authors suggested that this difference might be attributed to traditional wage and occupational differences. However, they also asserted that this finding might be related to feminist perspectives regarding women and urban space (Ritzdorf 1995), with some women associating increasing tourist volumes with decreasing neighborhood safety and marginal economic benefits. Using chi-square analysis, the researchers found no significant association between gender and the survey item, "Tourism has increased crime in Charleston," although they argued that crime and security are perceived differently by urban residents, Harril (2004).

Beyond socioeconomic factors, the literature presents perceptions influenced by the concentration or spatial arrangement of tourism facilities and activities, the economic impact of tourism (including social and environmental trade-offs), and types of attitudes within resident groups or communities.

### ***Spatial Factors***

A few researchers have investigated the relationship between urban space and attitudes toward tourism development, attempting to make connections between attitudes in specific residential or tourism zones and the physical distance between residents and tourists. Based on the variables of size, distance, and location, Toennies, Durkheim, Simmel, and Wirth's linear model of community development supposes that attachment weakens as population and density increase, Harril (2004). Consequently, tourism researchers have assumed that the closer a resident lives to concentrations of tourism activity, the more negative his or her perception will be of tourism development. So important is this

relationship that Hester (1993) in a study of the coastal town of Manteo, North Carolina, enlisted residents in defining their community's "sacred structure," or those places such as the waterfront and particular shops deemed important to the community's quality of life. An under-developed aspect of the literature, this information can be important to planners seeking appropriate sites for tourism facilities as well as determining areas unsuitable for tourism development.

In an early study of Cape Cod, Massachusetts' residents, Pizam (1978) confirmed that heavy concentrations of tourism facilities and services in a destination led to negative attitudes toward tourism development.

Subsequent research found more complex aspects to this relationship. For instance, Tyrell and Spaulding (1984) found that Rhode Island households favored tourism growth on the whole but felt less favorable toward the location of tourism facilities close to home because of trash and litter. Gursoy and Jurowski (2002) the authors asserted that negative perceptions might be the result of residents' fear that if visitors increase, ability to use the recreation area might be impaired. Gursoy and Jurowski concluded that tourism planning should include protecting residents' use of the recreation area or enhance their ability to use it.

Harrill and Potts (2003), in a study of Charleston, South Carolina's historic district, found that the neighborhood (South of Broad) with the most negative attitudes toward tourism in that city was located in the tourism core and received the most negative impacts, whereas other neighborhoods with more positive attitudes toward tourism were farther from the core and received fewer impacts. This spatial difference between neighborhoods contradicts Belisle and Hoy's (1980) findings that as distance from the tourism zone increases, positive impacts are perceived less favorably.

Conversely, Korça (1998) found that residents of Antalya, Turkey, supporting tourism did not live in proximity to the primary tourism area. On the basis of these studies and their own, Harrill and Potts (2003) asserted that attitudes

toward tourism development are partially a function of spatial location and economic dependency: the residents of neighborhoods who suffer the most impacts and who do not depend economically on tourism will have more negative attitudes toward tourism development than will other residents.

### ***Economic Dependency***

Economic dependency has long been of interest to social science researchers attempting to predict attitudes based on economic benefit or economic standing within a community. In this context, social exchange theory has often been used to explain the influence of material and psychological exchanges on resident attitudes, Harril (2004).

Consequently, tourism researchers have viewed the relationship between resident attitudes and economic dependency across a range of perspectives, from a single individual to an entire community, with the most prevalent and obvious hypothesis being that the more a person or community depends on tourism dollars, the more positive his or her attitude is toward tourism development. This hypothesis has been confirmed in the literature from Pizam (1978) to Vesey and Dimanche (2000), although researchers have found interesting dimensions to the relationship between resident attitudes and economic dependency.

For example, many residents and communities have developed interesting coping mechanisms to continue enjoying tourism's economic benefits. In an ethnographic survey of a Vermont village, Jordan (1980) reported that native residents attempted to salvage their economic future through development of a phony folk culture—a stereotypical culture constructed for tourists—preserving selected aspects of their traditional culture. Residents held social gatherings and celebrations during the winter off-season for themselves.

Similarly, Evans-Pritchard (1989) found that as a method of coping with ambivalent feelings toward tourists, Native American silversmiths in New Mexico often created stereotypical images of tourists and Native Americans in

their work, helping them deal with the psychological problems of face-to-face encounters with tourists.

However, not all residents can develop such coping mechanisms. For example, Cooke (1982), in a study of two British Columbia communities, found that potential jobs and income were not viewed as significant by residents, who also perceived tourism as increasing the cost of living. Haukeland (1984), in a study of the sociocultural impacts of tourism in three Scandinavian communities, reported that negative attitudes toward tourism were strongest among those engaged in traditional industries, such as manufacturing, and were directly related to the levels of tourism development.

Akis et al. (1996), in a study of Greek and Turkish communities in Cyprus, reported negative perceptions resulting from the replacement of high-wage with low wage jobs and tax liabilities and change in local social structure resulting from change in economic status.

Obviously, most individuals and communities who do not receive economic benefits from tourism growth will not support further tourism development, as noted by Martin et al. (1998) in their study of retirees' support for tourism in Hilton Head, South Carolina. Support for tourism in a given community is often mixed, defined by those individuals who hold the best social and economic position to receive benefits, such as business owners and town officials, as determined by Tyrell and Spaulding (1984) in their study of Rhode Island. Similarly, Husbans (1989) found in the Victoria Falls area of Zambia that white-collar workers were more favorably disposed to tourism than was the lower-tier managerial class. These studies illustrate the urban growth machine interests that can form around tourism development issues, Harril (2004). However, it is not always the movers and shakers who support tourism development. For example, Soutar and McLeod (1993) found in their study of Fremantle, Australia, that a broad spectrum of residents there perceived the America's Cup sailboat racing event to have improved quality of life and provided a foundation for long-term economic benefits.

Most of this literature demonstrates that residents can recognize the positive and negative aspects of economic dependency on tourism. For instance, Thomason et al. (1979), in a study of Corpus Christi, Texas, discovered that residents had a positive perception of winter tourists, although they did feel more tourists strained local resources. Entrepreneurs in Corpus Christi were the most positive about tourism development, although predictably dissatisfied with the level of visitor spending. In a study of residents in the Turkish resort town of Marmaris, Var et al. (1985) found that residents perceived tourism as increasing property values and housing prices, although they agreed that tourism creates business and reduces unemployment. Liu et al.'s (1987) study of Hawaii; NorthWales; and Istanbul, Turkey, found that residents were concerned with tourism's environmental impacts, including litter and ecological degradation, despite economic benefits.

Ross (1992), in a study of the Australian tourist city of Cairns, found that positive attitudes were associated with enhanced leisure and economic activities, whereas negative attitudes were associated with increased costs of accommodation. Prentice (1993), in a survey of England's North Pennines area, found that residents perceived tourism as beneficial to some economic sectors, although few households individually claimed to benefit from tourism. Similarly, Lankford (1994) observed that residents of the Columbia Gorge region of Washington and Oregon agreed that tourism plays an important economic role in the community by providing employment, although they disagreed about the desirability of tourism jobs and tourism's role in raising personal standards of living.

Residents often have a fairly sophisticated grasp of the role of tourism economics in their community. For example, Lawson et al. (1998) found that residents of 10 New Zealand communities were concerned that tourism dollars remain in the country, demonstrating an understanding of tourism revenue "leakage" from local economies. Other research suggests that residents can point out negative impacts, including poor economic benefits such as low wages, yet



still favor further tourism development, usually in hopes of future economic benefits. For instance, Andressen and Murphy's (1986) study of two Canadian communities located along major transportation corridors found that the perceived benefits of tourism significantly outweighed its adverse impacts. The authors discovered that the communities' location and function as travel corridors did not create social or environmental problems as far as residents were concerned and that residents preferred an increased share of tourism's benefits. On the Greek island of Samos, Haralambopoulos and Pizam (1996) reported that despite pointing out adverse impacts such as high prices, drug use, vandalism, violence, and sexual harassment, residents not only supported the current level of tourism but favored expansion.

Caneday and Zeiger (1991) discovered that the more money residents made in tourism-dependent jobs, the less likely they were to identify negative impacts. In addition, the more education tourism-employed residents had, the more likely they were to find negative impacts. Conversely, the more education gained by entrepreneurs not employed in tourism, the less recognition they had of tourism impacts.

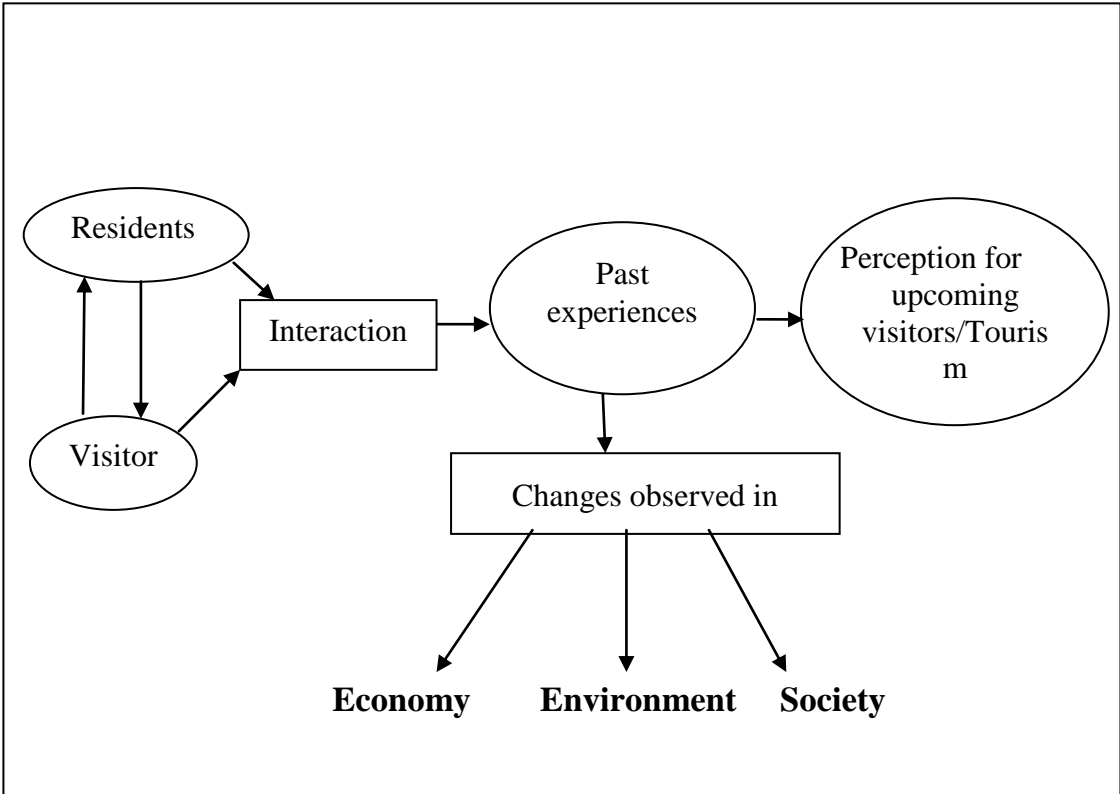
## **2.8 Theoretical Framework**

This study was designed to investigate how residents perceive the impacts of tourism development and to identify a relationship between its underlying dimensions of tourism impacts. The determinants as independent variables in this study were selected through the related tourism literature review. The tourism literature suggested that tourism often generates both benefits and costs to host communities. These can be summarized into various dimensions such as economic, social/cultural, physical/environmental impacts.

In respect to tourism understanding through various literature it has been identified that development of tourism and its growths depends on the perception of the local residents of the destination area. As it was a major objective to

identify the resident's perception the research is totally based on the following theoretical framework as mentioned in the figure 2.2.

*Figure 2.2 Resident Visitor interaction and perception*



## Chapter III

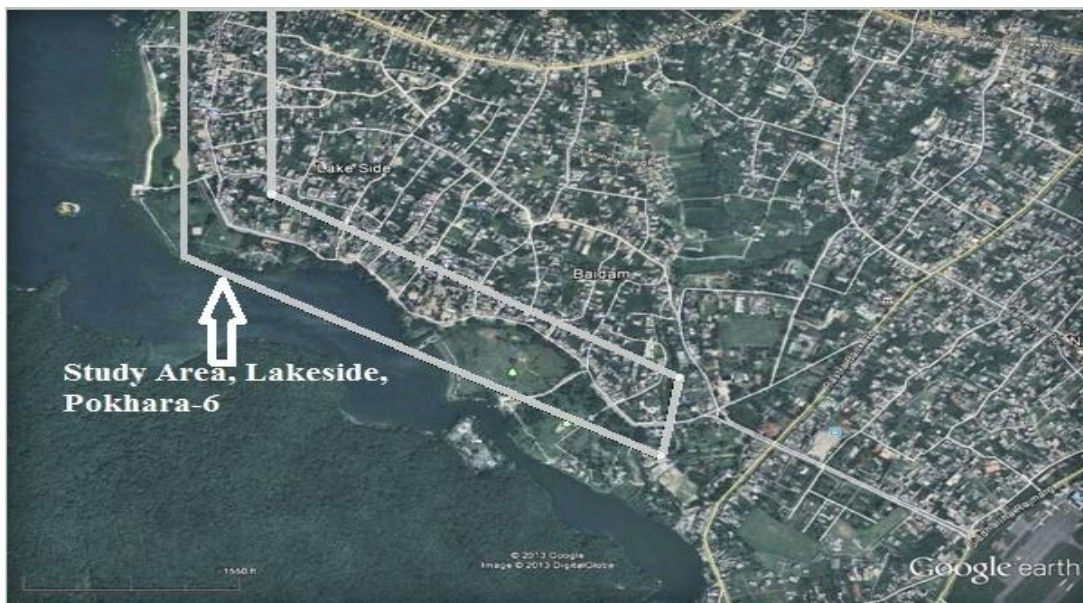
### RESEARCH METHODOLOGY

#### 3.1 Study area

Lakeside area was selected as the research site because this area offers multi-faceted tourism attraction as well as prime locations which address most of the needs tourists demand. Likewise, recreation at lakeshore, accommodation, other amenities if Pokhara is chosen as their prime destination.

The community residing on the northern shore of the Fewa lake, approximately at the elevation of 900 m from sea level and the periphery within 100 meter of the main street lakeside, Pokhara – 6 from District Court To Hallan Chowk (Approximately 2KM distance), will be the study area.

*Figure 3.1 Arial view of the study area*



Physical location:

$28^{\circ}12'56.78''\text{N}$  and

$83^{\circ}57'21.18''\text{E}$

$28^{\circ}12'21.85''\text{N}$  and

$83^{\circ}57'58.55''\text{E}$

Source: Google Earth imagery date 6/6/2012

Elevation 810M from sea level

### **3.2 Rationale of the selection of the study area**

Lakeside is the area considered a hotspot of tourism of not only Pokhara but for the whole nation. Many studies have been conducted to understand out tourism and its contribution to regional development. Obviously, tourism has positive impacts on the economic life of the resident. Similarly tourism is the vehicle for the resident to understand the universe and its components. Through tourism residents undoubtedly benefit. But is this benefit received obligatory or with their volunteer choices? Upto this date there were no study have been conducted to find the residents perception towards tourism that is why I choose lakeside as the research area to meet the research objectives.

### **3.3 Research Design**

This is more of the mixed research and consists of qualitative as well and quantitative analysis of the data recovered. The research had focused on the interview of the respondents to get more insight and detailed information on the ongoing changes of the social phenomenon.

### **3.4 Stake Holders Survey**

Understanding the components of tourism, it seems to have a compound industry. Its components literally identified were Accommodation, Attraction, Access, and Amenities. The preliminary survey has stated that there were various categories of stakeholders in operation. Among them the hotel segment consists of 260 establishments, Restaurant segment consists of 75 establishments, similarly 111 Travel Agents were working, Trekking equipment shops were 59, 75 trekking Agents are operating their businesses, embroidery and garments businesses were 72, 11 money changers and 300 boats, and 20 Paragliding companies, 300 handicrafts, souvenir and groceries shops were in operation.

Similarly, lakeside is within the ward no 6 of the Pokhara Sub Metropolitan City. As the national census of 2011 this ward consists of 3869 households

which again consists 14729 people among which 7721 male and 7008 were female. Beside this the research area spans within two km inside the ward which consists of 196 houses. This is the result of field survey.

### **3.5 Sampling**

For the purpose of the research, there was a lack of a politically prescribed boundary. That is why sampling was the difficult task to perform. In this regards, primarily researcher has done the preliminary study of the area to find the residents at the area. That is why in this process 150 questionnaires were distributed purposively at first. Among 150 questionnaires 103 were returned filled rests of the 47 questionnaires were not recovered.

### **3.6 Source of Data**

Primary source of data for the study was the respondents and their responses taken directly through interview and observation. Researcher believed this has given the real background and reality behind the scene. Meanwhile secondary data had been recovered as they were taken previously through various studies.

### **3.7 Primary Data Collection Technique**

**a. Interview schedule:** - Interview schedules were the foundation for the collection of the data required for the research topic which helped attain the objective of the study in details.

**b. Observation:** - Similarly, researcher was from the native area and grew up in the surrounding are and who has observed the changes throughout his life which will deliberately support on identifying the details of the targeted objective

**c. Key informants interview:** - heads of the various social organizations were taken as key informants who had focused on the issues in high level description to maintain the quality of the research. Those key informants were given a specific questionnaire and direct interview was the consistent method of data collection. Presidents of the organization involved directly in tourism such as

Nepal Association of Tour and Travel Agents, Trekking Agents Association of Nepal, Western Regional Hotel Association, Restaurant and Bar Association Nepal, Air Sports Association Nepal, Boats Association, Embroidery and Garments Association, and Tourism Council in total consist of 9 heads, they were been given priority as key informants.

### **3.8 Data Analysis and Presentation**

Data collected were presented in descriptive basis and also presented on table, bar diagram, pie charts and so on for the easy understanding and explanation to the significant beneficiaries.

## **Chapter IV**

### **POKHARA AND TOURISM**

#### **4.1 Tourism and the Uniqueness of Place**

The international tourism activity is characterized by the people's locomotion among countries, originating from a social phenomenon extremely related to the economic factor (Cruz & Rolim, 2005). Geography's comparative advantage over other disciplines and sciences in examining tourism lies in its focus on places, regions and the interconnections and relationships that exist between the places and regions of the world (Abler, 1987).

Geography is a science that deals with the earth and the life upon it, specifically focused upon the uniqueness of place, and the spatial relationships between the diverse elements within the earth's environment and their distribution across space. Tourism geography concentrates on the identification, description, analysis and interpretation of the spatial interactions between tourism and the host environment; it is concerned with movement and the distribution patterns created by that movement (Matley, 1976; Mitchell et. al, 1989; Rafferty, 1993). Geography synthesizes knowledge of the economic, physical and socio-cultural elements characteristic to place, and presents this information collectively, rather than in parts or sectors. Elements of space, distance, size, direction, seasonal variations, human migration flows and patterns, regional characteristics and their spatial arrangement and attractiveness, which create the uniqueness of place, are the foci of geography and are of particular significance to tourism. "Most people are curious about the world they live in, and they are intrigued by the unique character of potential places" (Hart, 1981:20). The role of geography is to analyze those elements and characteristics that make individual places different, unique from other locations around the globe.

Uniqueness results from a combination of natural elements such as, climate, topography and other natural resources with human characteristics, which may

include language, economics, architecture, religion, and other cultural features. It is the uniqueness of place, the combination of natural features with the human environment that intrigues and motivates people to become tourists, and thusly, instigates the growth and development of tourism.

Tourism affects the uniqueness of place in that it promotes change. Tourists are attracted to places because of their uniqueness; these places are different from their own.

However, although they seek to experience different places, tourists bring with them personal wants and demands for resources and services which may not be characteristic of the host community. In an attempt to cater to these visitors, the host community may begin to allocate resources to better meet the demands of the tourists. The invasion of large numbers of people from other places for a short period of time affects the host community, changing its uniqueness, creating a new cultural, political, economic and physical landscape (Hudman and Jackson, 1990). Tourism induced changes in the uniqueness of place are of particular interest to the geographer, and there are few branches of the discipline which do not make some kind of contribution to further understand tourism phenomena.

Regarding Pokhara many statements are in printed form but the most influential is the first ever expression mentioned by the Japanese traveler, Ekai Kawaguchi, first recorded traveler in the Nepalese history. Pokhara looked like a town of villas at home, the site being chosen for the beauty of its natural scenery. Bamboo covered ravines, flower-roofed heights, rich in green foliage, picturesque because of a rushing and winding stream, itself set in the midst of high mountains—such were the characteristic features of Pokhara, Kawaguchi (1909). He again adds "In all my travels in the Himalayas I saw no scenery so enchanting as that which enraptured me at Pokhara", Kawaguchi (1909).

Similarly from the experience of the attempt made to climb Mt Machapuchre (Fishtail) in the year 1957. Noyce (1998) had described Pokhara with such



fascinating way, "at Pokhara, Machapuchare, which had been waving like a gigantic finger above the brown foothills, came at last to rest on our horizon. It still towered over us, seeming, above the Palms and Pipuls, almost to overlook the airfield as the Matterhorn overlooks Zermatt".

## **4.2 Tourism and Geography**

Most aspects of tourism phenomena have geographical implications. The condition and manipulation of the natural landscape, exploitation of valuable resources and the impact upon vegetation and wildlife populations as a result of tourism development are of interest to physical geographers. Economic geographers contribute in their modeling of transportation, human migration, either as tourists or as seasonal workers, as well as identifying the location of tourist facilities and the economic contribution of tourism to host economies. The cultural and historical features which attract tourism development have lured cultural geographers to the study of tourism. Cultural geographers have also studied the impacts and changes experienced by host communities as new ideas and behaviors are introduced by tourists, Baker (1993).

The resource geographer is in a position to make a distinct and significant contribution to the study of tourism. Tourism is in essence a form of land use. It requires the allocation and consumption of many scarce resources, such as land, water, energy, economic and human resources, which are already in demand for agriculture, mining, commercial development, housing, environmental preservation, and other consumer activities(Mathieson and Wall, 1982). The fundamental uniqueness of many tourist attractions lies in its natural resource base. Natural resources, eg., beaches, lakes, mountains, coastlines, thermal springs, rivers, wilderness, and even clean air, form the core of tourist development. Without these resources, the uniqueness of the destination would not exist from a tourist perspective. In some cases rapid, large scale development of tourism facilities combined with mass migrations of tourists have resulted in the degradation of the natural environment. Although tourism can contribute to resource degradation, it also has the potential to significantly enhance the natural

environment (Pigram, 1992). Because tourism can be heavily dependent upon the attractiveness of natural resources, great steps toward the conservation of these resources have been taken to protect them from degradation and destruction. The resource geographer plays a key role in analyzing the relationship between tourism and resources, and to assist in the management of those resources for tourist use.

### 4.3 Spatial Interaction

Spatial interaction is the second most common theme identified in the tourism geography literature. "Tourism involves travel, therefore its spatial interactions are very important to geography" (Mitchell and Murphy, 1991:63). Spatial interaction studies the movement and distribution of tourism facilities and activities over space. In this regards as Leiper 1990 has developed tourism system which clearly depicts the movement of people from one place to another is one of the most powerful determinants that tourism demands. Without which tourism cannot be a strong matter to study. Similarly impacts won't be seen at any location at the higher degree.

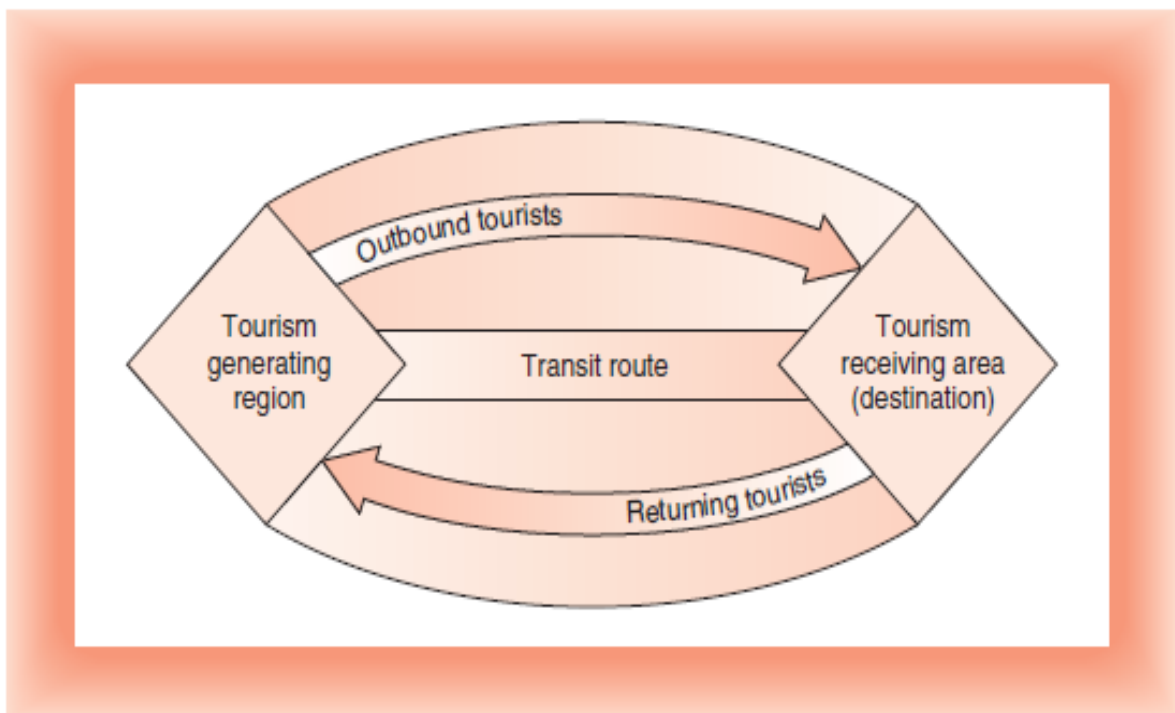


Figure 4.1: Leiper's tourism system cited on Page (2007)

The study of tourist movement in destination areas is the subject of research conducted by Keogh (1984), Murphy and Rosenblood (1974) and Romansa and Blenman (1989). These authors found that the motivations and modus operandi of visitors is greatly influenced by such factors as age, mode of transportation, vacation habits, and other environmental forces. Other geographers have elected to examine types of interaction from the origin and flow of international tourists (Hudman, 1979; Williams and Zelinsky, 1970) to the incorporation of the automobile as a tourism vehicle (Hughill, 1985; Jackle, 1981).

The distribution of tourism facilities and activity were studied by geographers as early as the 1960's, when Christaller outlined the evolution of tourist resort communities in Europe (Butler, 1981; Hovinen, 1981). Christaller's model begins with a cluster of artists seeking out untouched and unusual places to develop their art. They are subsequently joined by other artists and pseudo artists, like "cinema people" and gourmets. Soon the place becomes fashionable and attracts the attention of the wealthy and tourism entrepreneurs. Fishermen cottages and shelter huts are converted into boarding houses and hotels to accommodate the growing numbers of visitors. As tourism development continues, the artists become disenchanted with the area and move on to other "forgotten places" and landscapes. Those artists who remain behind take advantage of the character of the area, capitalizing on the good name of the former "artists' corner" and on the gullibility of the tourists that arrive there. At last "mass tourism" with its package tours, garish hotels, climatized buses and bellowing tour guides appear on the scene, while most of those who originally sought the character and atmosphere of the village have moved away to other "untouched and unusual places" where the cycle will continue (Baker 1993).

Regarding Pokhara, many of the places have been entertaining the visitors for decades, among which Devis fall, Gupteshwor cave, Mahendra Cave, Bat Cave, Seti gorges from K I Singh bridge, old bazaar, Fewa Lake, Begnas and Rupa lake, Sarangkot view tower were popular. Within these popular places there were many of the activities have been promoted gradually throughout the

decades, such as City Tours, sunrise and sunset excursion, arial sightseeing using ultra light aircraft, air adventure with paragliding, boating has added different value to the visitors travelling throughout. Beside the pokhara based activities it has been the hub of world renowned Annapurna treking trail as well as other adventure activities as rafting at the Kaligandaki, the Seti even on the Trishuli.

#### **4.4 Dimensions of Perceived Tourism Impacts**

Tourism players consist of people and organizations (hosts, tourist and product distributors), attractions and events (natural and man-made), infrastructure, transportation, and information (Var & Kim, 1989). Mathieson et al. (1982) also stated that among these entities of tourism industries, there are specific carrying capacities for the economic, physical and social sub-systems of the destination area. The magnitude and direction of the tourist impact is determined by the tolerance limits for each subsystem.

Most of the past tourism literature have suggested and recognized three major types of impacts when tourism is being evaluated. These are economic, social/cultural, and physical/environmental impacts (Akis, Peristianis, & Warner, 1996; Belisle & Hoy, 1980; Brayley, Var, & Sheldon, 1992; Caneday & Zeiger, 1991; Gartner. 1996; Haralambopoulos & Pizam. 1996; Jurowski, 1994; Johnson, Snepenger, & Akis, 1994; Jurowski, Uysal, & Williams, 1997; Liu et al., 1986; Martin, 1994; McCool & Martin, 1994; Murphy, 1985; Nelson, 1996; Perdue, et al., 1987; Ross, 1992; Stanfield, 1985). The above tourism scholars have attempted to identify three dimensions in both positive and negative aspects.

#### **Economic Impacts of Tourism**

One of the critical benefits and costs of tourism development often discussed by tourism scholars is the economic aspects (Akis et al., 1996; Husbands, 1989; Liu et al., 1981, 1986; Liu, Sheldon, & Var, 1987; Milman & Pizam, 1987; Nelson, 1995; Prentice, Terrace, & Road, 1993; Ritchie, 1988; Sheldon et al., 1984). According to Fleming and Toepper (1990), recognition of the potential

economic benefits of increased travel (e. g., jobs, wages, and tax revenues) has led many nations, states, and local communities to intensify their tourism development.

In terms of measuring the economic impacts of tourism, there are well established methodologies to assess them, such as benefits-costs analysis by economic metrics (Lindberg & Johnson, 1997), multipliers, input-output analysis, and barometers (Gartner, 1996; Mathieson et al., 1982). However, this study was only focused on the residents' perceived economic impacts of tourism.

Tourism researchers have explored various criteria in the assessment of the perceived economic impacts of tourism. Among these criteria, the most prominent benefits of tourism discussed in the literature are tied to employment opportunities. In reality, many studies demonstrated respondents' agreement or positive perception of tourism development on employment opportunities. 84 % of respondents (Belisle & Hoy, 1980), 81% of respondents (Liu & Var, 1984), 94% of respondents (Liu & Var, 1986), 94% of students (Davis et al., 1988), 79.1% of respondents (more than agree) McCool (1994), and 23.5% of respondents (agree) (Akis et al., 1996) had positive perceptions.

Additionally, many other studies on residents' perceived impacts of tourism have been conducted. They also found significant criteria of economic benefits and costs associated with tourism. These are: the changing of investment and spending (Akis, et al., 1996; McCool & Martin, 1994); economic gain (Getz, 1994; Haralambopoulos & Pizam, 1996; Jurowski et al., 1997; Madrigal, 1993; Ross, 1992); standard of living (Akis et al., 1996; Haralambopoulos et al., 1996; Johnson et al., 1994; Milman & Pizam, 1988); income distributions for hosts and government (Milman & Pizam, 1988; Perdue et al., 1987); prices of goods and services (Haralambopoulos et al., 1996; Johnson et al., 1994); costs of land and housing (Caneday & Zeiger, 1990; Perdue et al., 1987); costs of living (Liu et al., 1986), development and maintenance of infrastructure, and resources (Brayley et al., 1990; Liu et al., 1986).

## **Social/Culture Impacts of Tourism**

As with the economic impacts of tourism, there are both positive and negative social/cultural consequences of tourism. These are about the effects on the communication or interaction by the host population with their direct and indirect associations in connection with the tourism industry.

Fox (1977) stated that the social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationship, collective life styles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organization (Maethieson et al., 1982). Johnson et al. (1994) viewed tourism as providing cultural exchange opportunities, more recreational facilities, and disrupting various quality of life factors. Their findings provided that few residents (7%) perceived that tourism will offer valuable social and cultural exchanges with visitors and a majority (63%) state that tourism will cause change in the traditional culture of the region.

In fact, the reason discussed by several tourism scholars on the social and cultural impact on the host population is that the host society provides more than a service function, as they may be part of the attraction base of the tourist destinations (Gartner, 1996). Besides, in many tourist destinations, social and cultural structures have changed considerably under the influence of tourism (King, Pizam, & Milman, 1993).

With respect to social/cultural benefits and costs of tourism development, several tourism scholars have found that residents perceived tourism as creating congestion, traffic jams, and noise (Gunn, 1988; Johnson et al., 1994; King et al., 1993; Rothman, 1978; Liu et al., 1987; Loukissas, 1982; Prentice, et al., 1993; Ritchie, 1988; Sheldon et al., 1984; Travis, 1982), and increasing crime (Belisle et al., 1980; Cohen, 1984; Milman & Pizam, 1988).

Researchers also found that with regards to residents' attitudes, tourism improved local public services (Keogh, 1990), cultural activity (McCool &

Martin 1994), changing traditional culture (Akis et al., 1996; Johnson et al., 1994;) and allowing preservation or identity of local culture (Liu & Var. 1986)

### **Physical/Environmental Impacts of Tourism**

The existing tourism literature has proposed that the major concerns of physical/environmental impacts of tourism are associated with various entities, which may affect the life of the host population and community. The negative impacts of tourism in the host community, destruction of natural resources, pollution, deterioration of cultural or historical resources, and changes in community appearance have commonly been mentioned and surveyed. (Davis, Allen, & Cosenza, 1988; Gartner, 1987; Liu et al., 1987; Martin, 1994; Milman & Pizam, 1988; Murphy, 1983; Rothman, 1978; Travis, 1982; Var, Kendal, & Tarakcioglu, 1985).

On the contrary, some studies suggested that tourism provides compensation factors or benefits which are preserved historic sites and resources, recreation facilities, and higher quality of roads and facilities (Akis et al., 1996; Getz, 1993; Johnson et al., 1994; Kendal & Var, 1984; Lankfor & Howard, 1994; Liu et al., 1987; Perdue et al., 1987).

These studies implied that residents might have viewed tourism as having both positive and negative impacts in their community. Some researchers emphasized that environmental protection ranked more importantly than certain expected costs and benefits (Liu & Var, 1984; and Liu et al., 1987). However, as environmental impacts are not immediate phenomena, but gradual and cumulative, a consistent environmental consideration is required for successful tourism planning. Allen et al. (1988) also pointed out that as environmental concerns appear to be the most sensitive to change in tourism development, tourism managers and developers must recognize these impacts and establish comprehensive efforts for the preservation of the environment in order to increase tourism activity.

## 4.5 Impact Analysis

There are a number of ways of categorising the impacts of tourism. One of the most common is that used by Mathieson and Wall (1982), which divided impacts into economic, social and physical (environmental categories). A more detailed breakdown of the impacts of tourism has been used by Getz (1977), Ritchie (1984) and Hall (1992b). An overview of these categories is provided in table 4.1 where they are categorised in terms of their positive or negative nature for a destination community. However, it should be noted that such a division is not absolute, as whether something is seen as positive or negative will often depend on the goals, ideology and value position of an individual with respect to different types of tourism development, Page and Hall (2006).

*Table 4.1: Impact type and effect of tourism in the destination*

<i>Type of impact</i>	<i>Positive</i>	<i>Negative</i>
<i>Economic dimension</i>		
<b>Economic</b>	<ul style="list-style-type: none"> <li>• increased expenditures</li> <li>• creation of employment</li> <li>• increase in labour supply</li> <li>• increase in standard of living</li> <li>• increase in investment</li> </ul>	<ul style="list-style-type: none"> <li>• localised inflation</li> <li>• real estate speculation</li> <li>• better alternative investments</li> <li>• failure to attract tourists</li> <li>• capital outflows</li> <li>• inadequate estimation of costs of tourism development</li> <li>• undesirable opportunity costs including</li> <li>• transfer of funds from health and education</li> </ul>
<b>Tourism/ commercial</b>	<ul style="list-style-type: none"> <li>• Increased awareness of the region as a travel/tourism destination</li> <li>• Increased knowledge concerning the potential for</li> </ul>	<ul style="list-style-type: none"> <li>• acquisition of a poor reputation as a result of inadequate facilities, improper practices or inflated prices</li> <li>• negative reactions from existing enterprises due to the possibility</li> </ul>



- investment and commercial activity in the region
- of new competition for local personnel and government assistance
- Creation of new facilities, attractions and infrastructure
- Increase in accessibility

***Socio cultural impacts***

**Social/cultural**

- Increase in permanent level of local interest and participation in types of activity associated with event
- Strengthening of regional values and traditions
- commercialization of activities which may be of a personal or private nature
- modification of nature of event or activity to accommodate tourism
- potential increase in crime
- changes in community structure
- social dislocation

***Psychological***

- Increased local pride and community spirit
- Increased awareness of non local perceptions
- tendency towards defensive attitudes concerning host regions
- high possibility of misunderstandings leading to varying degrees of host/visitor hostility

- Political/administrative***
- Enhanced international recognition of region and values
  - Development of skills among planners
  - economic exploitation of local population to satisfy ambitions of political elite
  - distortion of true nature of event to reflect values of political system
  - failure to cope
  - inability to achieve aims
  - increase in administrative costs
  - use of tourism to legitimize unpopular decisions
  - legitimation of ideology of local elite

***Environment impacts***

- Physical/environmental**
- Development of new facilities
  - Improvement of local infrastructure
  - Conservation of heritage
  - Visitor management strategies
  - environmental damage
  - changes in natural processes
  - architectural pollution
  - destruction of heritage
  - overcrowding
  - changed feeding and breeding habits of wildlife

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*Sources:* after Getz (1977); Mathieson and Wall (1982); Ritchie (1984); Hall (1992b) Cited on Page and Hall (2006)

Likewise, recent research has identified the paradoxes that tourism carries along with some myth and realities of tourism impact that resident communities has been keeping away from the rationality, which is as; The 9 Paradoxes of tourism, Shanks (2007).

**1. Only through artifice can locals meet the tourist demand for authenticity.**

By definition, tourists travel to encounter the different, the original, and the authentic. In this globalizing world, what they want is regional and unique. Only through display and packaging are they confident about what is worthy of attention.

MacCannell and Lippard (1999), there must be an obvious front to an attraction; only by going through it into the 'back' do tourists know themselves to be in the zone of the authentic.

Natural sites, too, need to be framed. Gates permits and interpretive texts set them apart from the mundane. Complicated staging allows tourists to recognize, by sight, the actual thing.

Of course, living culture and the natural world are characterized by being integral, not at all separated.

**2. To capitalize on what you already have, you must borrow.**

Tourism can provide the ideal export for developing countries, which avoid debt by capitalizing on what they already have: a unique culture, a singular natural environment, and a definite place in world history.

However, this means airports, major sanitation facilities, local transportation, hydroelectric plants, medical facilities, and hotels.

The government faces a choice: it could build them itself. The financing would come from foreign lenders, placing the country in debt, or come from local tax revenue, making local people pay for major infrastructure and services that will only be used by outsiders.

Or the government could allow others to build. With foreign investment, the country relieves itself of providing capital, but forgoes profits.

**3. What is environmentally sustainable is often unprofitable and insulting.**

Environmental degradation results from tourism as well as from general human activity. Ecotourism developed as a way to prevent and reverse this damage.

Ecotourists distance themselves from mainstream hotel tourists; they pay to sleep in tents on platforms in tropical rainforests, to swim along reefs, to walk over a tree canopy on a net bridge.

They value the ecosystem as it is and are willing to pay for its preservation. In this way, they create an incentive for local people to refrain from using natural resources for short-term gain.

What is fortunate for the birds is not always so fortunate for the local people. In order to be environmentally sustainable, eco-tourists have to be few in number. The economies of scale that allow tourism to be profitable cannot operate in a small bush camp.

Ecotourism proves that tourism does not have to be in conflict with environmental preservation. Unfortunately, it also proves that the realm in which the environment and the economy can be mutually supporting is tiny.

**4. Commodifying culture simultaneously preserves, transforms, and destroys it.**

Tourism favors the visible parts of a culture (handicrafts, costume, and architecture), and slides over those that are not, like the rules governing seating on a bus, assumptions about clergy, or bases for legitimate authority. In this way, tourism favors what can be commodified.

One way to preserve traditional crafts and folkways is to market tradition, using the production process and ethnic-heritage connection as a brand name that increases the value of an otherwise uncompetitive item.

Because souvenir stores sell baskets, weavings, carvings and preserved foods, all typically produced by women, the result of exposure to the market can raise the position of women relative to men, and the position of the household economy relative to that of the formal economy.

But it also alienates the producer from what is being produced, as mass production eschews meaning. When non-commodities, such as religious objects, go up for sale, not only does their status fall, but their price tags give a clear sense of the worth powerful people accord them.

**5. Money tourists spend to vacation never benefits the local population.**

Tourists of every stripe give most of their money to corporations headquartered in and owned by the wealthy countries.

They buy airline tickets from Air France, hotel rooms from Westin, rental cars from National. Vacationers buy their luggage, bathing suits and fishing gear at local malls and specialty shops before they leave home.

New hotel chains bring blueprints and contractors of their own, marketing departments and managers who come with the hotel. When tourists buy combination package deals their spending is contained, literally, within the corporate fortress, whose goal is to contain leakage.

**6. Governments pursue tourism to benefit the local people, but become oriented toward outsiders.**

Tourism promotes an external orientation. Like other exports, the tourism experience is produced by local people, and consumed by foreigners. Unlike other exports, it is consumed in the country of production.

This natural external quality combines with international lending conditions to orient the government to foreign, rather than domestic, interests. To obtain loans and ultimately create revenue, a government (of whatever size) has to please outside investors and potential travelers.

Once an airport is built, there are advantages to economy of scale, yet that prevents economic diversification, making the entire economy more dependent on a single, outward-oriented sector. Tourism lends itself to politics with an authoritarian cast.

**7. Attempts to present living nature or culture to tourists have the effect of deadening them.**

Cultural idiosyncrasies and natural spectacles change over time. Tourists can't be attracted, however, to an unstable and ambiguous culture, nor to a natural site that is in the process of transforming itself.

As a consequence, efforts are made to fix and standardize: folk dances, tortilla-making, and peace pipes, bird habitats and the course of the Amazon have all been bounded and defined. Real life proceeds around them. Had they not been fixed, however, they would not be accessible.

Much of the real cultural change comes from tourism itself. Tourists look, but locals look back. They see bikinis, independent women, wasted food. They see Westerners wanting to have their pictures taken with locals, but not to pay them or offer a favor in exchange.

Insofar as culture involves subtle valuations, etiquette, and meanings, tourists at a minimum present an alternative to local culture, and at maximum a critique of it.

**8. Tourism is the best possible development sector and the most treacherous.**

Whoever owns and runs the main tourist industries profits. Visitors to and employees of hotels and museums, corporate shareholders and state officials, all can benefit.

Prairies can suddenly become an asset. Taxes levied on tourists can fund public schools, courts and police.

The tourist enjoys a luxurious holiday, and in exchange local employees, shareholders, and the state all benefit directly. Many more benefit indirectly as dollars multiply through the regional economy.

Tourism is, however, a risky investment. Owners have to be careful not to price themselves out of the market. Even unique sites compete with others.

Beach or jungle countries are interchangeable in tourists' eyes. Investments can't be guaranteed. Small islands and remote provinces have to maintain airports capable of handling international jumbo jets, have to create roads used mainly by tourists and to provide fresh water for hotels.

Yet volume can be cut to less than half in one day with a single hurricane or a terrorist attack; or it can peter out more slowly as a resort becomes less desirable. Empty hotels, wildlife sanctuaries, and jet-skis can't then be turned into anything that local people need.

When successful, countries and localities are faced with a dilemma: allow it to remain an enclave sector, limited in benefits, or force it to grow roots, extending benefits but also deepening dependence on a single, fickle industry.

When unsuccessful, tourism investment is an economic loss like any other, with an added twist. Governments cannot declare bankruptcy, but are stuck with their losses.

## **9. Tourism pretends to be apolitical**

When tourists encounter local people, they bring with them the weight of their expectations, their leisure and their power. Locals see this, and respond: they react against it, make a counter offer, or adapt to expectations.

This seemingly trivial exchange can have profound economic, environmental, cultural and political effects, not only on individuals but on the global political economy.

The exchange it pretends to be passive, yet it is produced by an encounter between host and guest in which anything is possible.



## **Chapter V**

### **RESIDENTS and TOURISM**

For this research purpose, one hundred and fifty sets of questionnaires have been distributed among the people living in lakeside. Eventually 103 questionnaires were returned with the filled data according to which and by the personal interview and discussion with the people working in small clusters who have less ideas and were busy with their day to day work such as boat rowers and street vendors, many of the realities have been revealed and presented herewith.

There are many ideologies that have been grown in the concept of residents towards tourism, but the major number of the respondents are quite biased regarding the impacts that tourism is leaving in the society. To understand the perception many of the questionnaires and close analysis have been done and found as a key to the change observed in the area. During the discussion with residents many facts have been observed regarding tourism development in the region. A majority of the people have focused tourism as a secondary business of the area as their original business was agriculture. Due to the foreigner's impact local residents started to transform their family business. As a lake was by the side which is also a clear source of water and available all the year round, and also free of cost, this allured hippies during the early days. Beside the lake shore a source of water, Pokhara also has the mild climatic condition and areas that can offer the space for campers such as when paddy field get empty immediately after the harvesting. During the interview with residents it was also found that in the lakeside area people hardly go for double crop. That is why they also give their time to visitors and mingle with them after the month of November till spring. It is also found that residents around the area were quite open and welcoming to the visitors as they were guided by the religious belief which strongly recommends people to consider guest as a god. This philosophy here was the situation for who never speaks whatever language doesn't matter. Because they understand the language of smile and appreciation.

During the discussion a few points were observed why tourists choose lakeside as their prime spot.

1. Phewa lake and adjoining paddy field – Phewa lake and paddy field adjoins with the lake offered one of the most spectacular views of Annapurna range for the visitors. Before Phewa dam, it was just a small stream, which was the source of income for the fishermen around. Similarly the settlement around lake is quite scattered because people here have considered it's not safe for the kids. Likewise lake is at quite in low elevation and temperate compared to hills around which has left area low with population and greenery to offer unspoiled, unpolluted landscape to best fit for the camping.
2. Distance from the airport – the distance of lakeside from airport is just about two km. this distance is the plus point for the lakeside to accommodate tourist as they are expecting peaceful landscape away from any kind of pollution. In early days there were ox carts and horse carts available for the travelers to get around. It is also a short walking distance to escape from the noise, dust and crowd from the emerging business periphery around the airport.
3. Facilities available –Pokhara lakeside was the first area to get electricity. Due to the construction of Phewa Dam, the government then produced a hydro power project to supply power to the royal palace. Because of that royal need lakeside has been lucky area to enjoy these facilities.
4. Local appreciation – Community of the lakeside is ethnically of the Chhetries who easily welcomes foreigners and appreciate their presence. This is also a beneficial element to address tourists in the area.

Previously tourism in the area is like an unpredictable positive development of the area which later became the major forces to move the community towards complexity. For the moment no doubt local community and residents do have a relation with tourism to some extent. As tourism undoubtedly affects society through its three major aspects, there might be direct relation, indirect relation

and inductive relationship. Similarly, this kind of relation does have the determining role on the responses which came as major forces to guide the perception regarding the perception towards tourism.

For the study purpose questionnaires were designed to find out perception of local residents. The first part has tried its best to analyze determining factors and demography of the respondent as well as their proximity with the tourism, which was believed to have major role of the perception whether it is biased or unbiased.

### 5.1 Demographic distribution of the respondents

While finding out the demographic division of the location and respondent there was a section on the questionnaires to represent it. According to that section which was also considered as a determinant on the resident perception, Lakeside has got its diversity in all aspect of tourism. In total 103 respondents participated in the research and provided their valuable information, among which 2 respondents were unemployed which has resulted decreasing number of respondents on the proximity with tourism.

Which are as;

*Table 5.1 : Demographic distribution of the respondents*

Character of the Respondents n=103		Frequency	Percentage
<b>Gender</b>	Male	82	79.6
	Female	21	20.4
<b>Marital Status</b>	Married	67	65
	Single	36	35
<b>Age</b>	19 and Under	9	8.7
	20 to 29	35	34.0

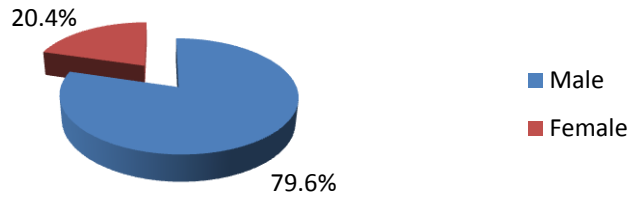
	30 to 39		29	28.2
	40 to 49		21	20.4
	50 to 59		8	7.8
	60 and over		1	1.0
<b>Education</b>	No Formal Education		3	2.9
	Grade School		9	8.7
	High School		28	27.2
	Graduate		45	43.7
	Post Graduate		18	17.5
<b>Residency</b>	1 to 5 Years		8	7.8
	6 to 10 years		9	8.7
	over 10 Years		25	24.3
	Resident by birth		61	59.2
<b>Engagement</b>	Self Employed		56	54.4
	Employed		29	28.2
	Unemployed		10	9.7
	Full time home maker		4	3.9
	Retired		2	1.9
	Others		2	1.9
<b>Proximity</b>	Government Servant		2	1.9
	Information Technology		9	8.7

	Education Provider	11	10.7
	Hospitality and Tourism	44	42.7
	Agriculture	8	7.8
	Others	27	26.2
<hr/>			
<b>Involvement</b>	No	25	24.3
	Accomodation	26	25.2
	Guide	4	3.9
	Shop, Groceries	27	26.2
	Restaurants	13	12.6
	Occupational group	2	1.9
	Transportation	2	1.9
	Others	4	3.9

## Gender

In Nepalese society we do have clear job division among male and female which obviously does have an impact on thoughts and perception on any situation which comes around. For tourism too there is different view or perception that males and females have. As a process of research, while conducting the interview with questionnaires below, the ranges of the gender have identified who have responded on the process. Below figure displays among 103 respondents, who have contributed throughout the research 79.6 percentage were male and 20.4 percentage were female.

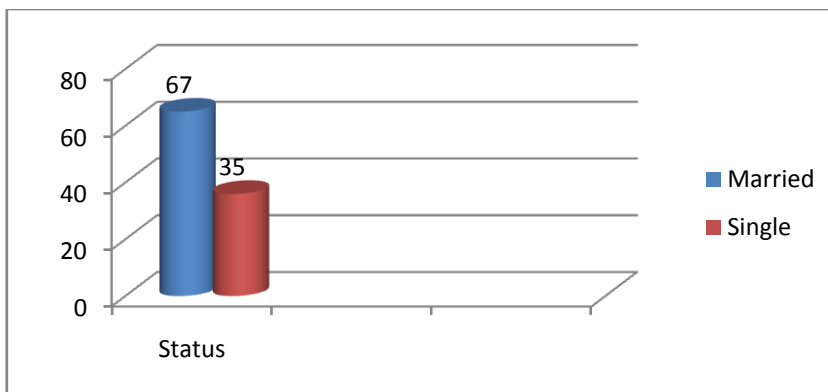
## Gender



*Figure 5.1 Gender distribution of the respondents*

## Marital Status

Status of the person also has an impact on perception. The bar diagram below could better explain that among 103 respondents 36 percentage of respondents were single and 65 percentage of the respondents are married.



*Figure 5.2 Marital Status of the Respondents*

## Age

Age undoubtedly influences the experience so a range of respondents were there to express their experience and their potential behavior regarding the tourism. There are ranges identified as it might not be comfortable to ask the actual age. The below format was on the questionnaires according to which shows these age groups and their share of the research.

According to this question respondents below 19 were 8.7 percent, between 20 to 29 were 34 percent, between 30 to 39 were 28 percent, 40 to 49 were 20.4 percent, 50 to 59 were 7.8 percent, and over 60 were 1 percent.

### **Education**

The level of education does have determining power on the perception that a person possesses on some sort of situation and scenario. This is necessary to identify. For that purpose below question has been developed and identified the result as; 2.9 percent of the respondents have gained no formal education at all, also 8.7 percent of the respondent have literacy upto grade school, 27.2 percent of the respondent went upto high school, 43.7 percent of the respondent have acquired the college degree, and 17.5 percent of the respondent were post graduate from recognized universities.

### **Duration of the residency**

Duration of the residency is also a determining factor on the perception that people develop within the scenario that tourists are creating in the place. It is a determining element because people do have their emotion attached with the place they were born in. that is why, duration of residency can be considered as a determinant of resident's perception towards tourism. As research went on the below question has been developed and respondents were asked to point out the length of stay in the research area, as only being resident and making their living within the research area for 24 hrs a day doesn't make any big difference but the emotion attached does. According to the finding there are no respondents who were incumbent either after marriage or temporary migration or permanent migration from certain time being and lived for less than 12 months. Similarly, there are 7 percent of respondent were living in the research area between 1 to 5 years, consequently, 88.7 percent of the respondent were living in the area between 6 to 10 years. There are 24.3 percent of respondents living in the area for over 10 years, and 59.2 percent of residents were born in the area.

## **Engagement**

It is necessary to identify the engagement of the person, as it does have major influence in how a person thinks and acts. As, a determinant of the perception towards tourism it's indispensable to address how respondent were passing their time. However their perception totally doesn't depend on their busyness, but it matters. As, a person employed sees tourism in one dimension but the unemployed could evaluate this tourism industry in different dimension. So, there are 54.4 percent of respondents were self employed, 28.2 percent of respondents were employed and working for others, 9.7 percent of respondent consider themselves as unemployed, 3.9 percent of the respondent were full time home makers (kind of housewife), 1.9 percent were retired. If the question fails there is "other" segment on which 1.9 percent of the respondents have answered.

## **Proximity**

Not only engaged or free minds can correctly develop this perception, it is most important to identify how close they think they are with tourism. During the research the below question has been developed to find the proximity of the respondent with tourism and their relation with tourism. During which it is identified 1.9 percent of the respondents were working as government servants, 8.7 percent of the respondents were working in information technology, 10.7 percent of the respondents were education providers, 42.7 percent of the respondents were working as hospitality and tourism workers, 7.8 percent of respondents were farmers and involved in agriculture, 26.2 of respondents were in different than the subjects provided on the question and working elsewhere.

## **Involvement**

To develop this perception it is important to identify how a person is involved in the tourist business to better classify its importance and evaluate the consequences. To find out the result and its reliability it is imperative to identify how a person or respondent is related with the subject matter. As a tool below the question has been identified which has helped to attain the result 24.3 percent



of informants were not related with tourism in any way, 25.2 percent of the respondents were in accommodation business and were providing accommodation services to the tourists and gaining some sort of benefits, 3.9 percent respondents were working as guides, 26.2 percent of the respondents were shop or grocery owners who consider themselves involved in tourism as amenity facilitators, 12.6 percent of the respondent were restaurant facilitators and 1.9 percent respondents consider themselves in other sectors these were 1.9 percent in traditional performance, catering business, other occupational groups. Transport facilitators were 3.9 percent.

All these determining factors have been acquired to identify how positive or negative do local residents perceive the impact of tourism in the lakeside area. According to the objective set, it is necessary to identify how a person residing in lakeside thinks about tourism matters. As government has been keeping tourism as a major industry of the nation, it is not going to leave positive impact in the global tourism unless government identifies how people of the destinations involve themselves in the industry. It is obvious that tourism is inseparable with natural scenery but the culture itself plays the immense role for the greater success and sustainability.

## **5.2 Residents Perception towards tourism impact**

Without the past experience it is not that easy to assume the impact that tourism has left in the area. In this regards lakeside does have its own status as a touristic area of the region. That is why also it is meaningful to analyze the insight of tourism in the area. During the research, questionnaires were distributed among the residents to identify how tourism is perceived in the area. The result is as identified on the Likert model which has been expressed as strongly agreed<sup>1</sup>, agree 2, no opinion 3 disagree 4 and strongly disagree 5. These questionnaires were designed to recognize the perception of local resident on the various dimensions of tourism impact such as on environment, culture and economy.

Among distributed 150 questionnaires 103 were returned filled with the data which has been analyzed how residents perceive tourism and research tried to find what their priority areas are.

### **5.3 Perception towards own locality**

I don't know exactly what tourism to the experts is, to me it is the box of opportunities, or you can say it is the university which teaches every meaning of life. If we haven't got an opportunity to see tourists from all over the world we might not have lived well. I feel lucky that I was born here in the lakeside which has enabled me to see modern technology, varieties of food, modern means of medicine and obviously the language. One of the respondents expressed his view. Somehow there is no choice but to agree on what he is saying. Through research it is identified that Pokhara first became an eye catcher to the foreigners and then got the platform for the development. That is why people living in lakeside area are proud for the business. To get an idea on how people see tourism in the area several questions were asked the respondents such as; have you been observing changes in the lakeside area during your stay? Options given were: no changes, small changes, moderate changes, big changes or other segment to find their view. As respondents got an opportunity to express their views, results came like: Pokhara is the place which is believed to have strong international appeal. There were consequently 49.5 percent people strongly agreed and 46.5 percent respondent agreed on the statement that lakeside does have the international appeal to attract the visitors, this in total 96 percent people do have the positive response and were proud of having a place in lakeside.

Similarly how they observe change, mode of the transformation, pace of the change matter a lot to find in the perception.

During the stay residents have found various stages of change and development. As time goes by degree of changes observed unofficially were like,

*Table 5.2 Degree of the change observed in the study area by respondents*

**Have you been observing changes in the lakeside area during your stay?**

	Frequency	Percent
No change	2	1.9
Small Change	17	16.5
Moderate Change	37	35.9
Big Change	47	45.6
Total	103	100.0

Among respondents since 45.6 percent agreed that there was change, it is not enough for the researcher to find the what aspects have changed. So there was a question developed; what has changed or is changing? For this question respondents expressed their precise view as seen in table below;

*Table 5.3 Variable that has been changed in the study area*

**What has been changed or is changing?**

	Frequency	Percent
Language	4	3.9
Housing	41	39.8
Living Pattern	40	38.8
Environment	18	17.5
Total	103	100.0

Curiosity behind this change has emerged to find what is the vehicle of the change. Respondents were requested to express their view on the “vehicle”, for which, what is the reason behind the change? This question has been placed on the questionnaires and result came out as;

*Table 5.4 Vehicle that become the reason for the change in the study area*

**What is the reason behind the change?**

	Frequency	Percent
Media Influence	15	14.6
Tourism	80	77.7
Others	8	7.8
Total	103	100.0

As result shows 77.7 percent respondents were taking tourism as a major vehicle of the change, but very few 7.8 percent respondents have their own view and majority of them have expressed the change is indispensable which is obvious and is also a demand of time.

As changes occurred in the lakeside, there must be a changed point of view on how people want to define the society. This point of view is one of the most important elements to identify the honesty and authenticity behind their expression. In this regard, one question has been placed to find “how do you define your community?” As a result people expressed their view like on the table below.

*Table 5.5 Community as defined by the respondents of the study area*

**How do you define your community?**

	Frequency	Percent
Traditional	13	12.6
Modern	5	4.9
Mix	85	82.5
Total	103	100.0

When the consideration of the society is given to the mixed concept, focus was given to find under what basis they are considering the community mixed with traditional values and modern influence. It's interesting to know the view people have, because of tourism society has been transformed. Otherwise people would have no idea on the language, fashion, food, courtesy system and so on. As a respondent expressed: if tourism and the influence of tourist were not present they would have lived the primitive life. As in some remote villages of Nepal where people are still struggling for food shelter and basic health care. In terms of behavioral development we could say there is a physiological need. Due to the tourism communities/villages were aware of a better lifestyle, and more conscious towards hygiene. As one of the respondents has clearly said: It is tourism which has taught us to contribute time and intellect for the others it doesn't only gives you an economic benefit but also a feeling of self appreciation. Not all such concepts were positive though. A few of the respondents were not positive towards tourism but currently they are not in the stage to offend tourism, and provide the alternatives to tourism in any aspect of civil movement.

#### **5.4 Perception on tourist numbers**

The latest data on tourist arrivals to Pokhara was published in the year 2009, since then there were no updated statistics. Then Pokhara enjoyed 1, 57,019 visitors except Indians and domestic tourists. For the moment residents have their view on this number of tourists Pokhara is receiving every year.

*Table 5.6 perception toward the number of tourist that study area is receiving*  
**Current number of tourist are enough for the lakeside and its periphery**

	Frequency	Percent
Strongly Agree	4	3.9
Agree	7	6.8
No Opinion	11	10.7
Disagree	60	58.3
Strongly Disagree	21	20.4
Total	103	100.0

Here, we can easily conclude that residents were willing to invite more tourists which is a positive attitude. They are expressing this number of tourists is not enough. That is why almost 97 percent of respondents disagreed on the current number of the tourist and would like to increase the flow in the year ahead.

Studies have found that receptiveness of residents toward tourism is related to the ratio of residents to tourists. (Duffield and Long, 1981; Liu, et. al, 1987) If residents perceive the ratio to be low, that their community has not been overwhelmed with tourists, then attitudes toward tourism and tourism development remain positive. When the tourist population is perceived as being so large that residents feel they have lost power or control over their community, local attitudes tend to intensify in a negative direction.

### 5.5 Resident's attitude towards tourism

Part II of the questionnaire was designed specifically to measure the positive and negative attitudes of residents toward tourism. The twenty-six statements which comprise this section were rated along a five point Likert scale, where 1 = "Strongly Agree" and at the opposite of the spectrum, "Strongly Disagree" = 5. The individual scores for each statement were tallied and percentage was calculated. The statements and percentage agreement with each statement are presented in Table 5.7

*Table 5.7 Respondents' view on tourism impact items*

<b>Tourism Impact Items</b>	<b>%Agree</b>	<b>% No Opinion</b>	<b>% Disagree</b>
Policies, vision that government and municipality has developed is always in favor to tourism growth	<b>13.6</b>	<b>14.6</b>	<b>71.8</b>
More should be done to attract tourists to the area.	<b>96.1</b>	<b>2</b>	<b>1.9</b>

The main problem with the region is that there are not enough facilities to cope with the number of tourists	<b>74.8</b>	<b>2.9</b>	<b>22.3</b>
Greater efforts should be taken by the government to attract tourists to the area.	<b>97.1</b>	<b>1.9</b>	<b>1</b>
Greater economic incentives should be offered by the government for increased tourism development.	<b>85.4</b>	<b>13.6</b>	<b>1</b>
The economic contribution of tourism outweighs its negative social impacts, such as overcrowding, traffic congestion and hooliganism.	<b>33</b>	<b>34</b>	<b>33</b>
Tourism is a positive answer to the economic problems resulting from the declining other industries	<b>79</b>	<b>4.5</b>	<b>16.5</b>
Tourism has attracted increased investment and spending in my community.	<b>85</b>	<b>7.2</b>	<b>7.8</b>
Tourism has created many employment opportunities for residents of my community.	<b>97.1</b>	<b>0</b>	<b>2.9</b>
Tourism is the area's most important generator of income.	<b>91</b>	<b>6.1</b>	<b>2.9</b>
The benefits from meeting and interacting with tourists are more important than the social costs created by tourism.	<b>49.5</b>	<b>25.3</b>	<b>25.2</b>
Tourists disrupt the everyday way of life in my community	<b>15.5</b>	<b>12.7</b>	<b>71.8</b>

*Contd: table Respondents' view on tourism impact items*

Culture is presented to tourist in an authentic way	<b>52.4</b>	<b>27.2</b>	<b>20.4</b>
Tourists are inconsiderate.	<b>6.8</b>	<b>17.5</b>	<b>75.7</b>
The local residents are the people who really suffer from living in a tourist area.	<b>24.3</b>	<b>3.9</b>	<b>71.8</b>
An increase in tourist numbers may lead to conflicts between tourists and residents.	<b>13.6</b>	<b>20.4</b>	<b>66</b>
Meeting tourists from all over the world is definitely a valuable educational experience.	<b>87.4</b>	<b>6.8</b>	<b>5.8</b>
Tourism has resulted in overcrowded parks, lakeshores and other outdoor places used by local residents.	<b>21.4</b>	<b>5.8</b>	<b>72.8</b>
During the tourist season I avoid local recreation areas because they are crowded with tourists.	<b>16.5</b>	<b>4.9</b>	<b>78.6</b>
Tourism has generated increased pride in the heritage and history of the area.	<b>85.4</b>	<b>9.7</b>	<b>4.9</b>
Tourism has led to increased vandalism.	<b>15.5</b>	<b>30.1</b>	<b>54.4</b>
Construction of hotels and tourist facilities has destroyed the natural environment in tourist attraction areas	<b>60.2</b>	<b>13.6</b>	<b>26.2</b>
Many of my favorite bars, restaurants and other business establishments have been overrun by tourists.	<b>37.9</b>	<b>20.4</b>	<b>41.7</b>
In actual we hardly feel the seasonality with tourism as it is the main touristic destination within and outside Nepal	<b>49.5</b>	<b>35.9</b>	<b>14.6</b>



Tourists are largely responsible for traffic problems in my community.	<b>15.5</b>	<b>3.9</b>	<b>80.6</b>
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In general, it is possible to conclude that tourism brings local society and culture, more positive than negative effects	<b>90.3</b>	<b>2.9</b>	<b>6.8</b>
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“There might be lots of reasons why people motivate and involve themselves in touristic activities. Without any significant reason people hardly travel to unknown places. Any geographical location which possesses its uniqueness at the first glance could undoubtedly attracts people from unknown origins for short period of time which we call temporary movement and this is tourism. This is why we are lucky to be at the side of lake and which is now named as Lakeside”, one of the respondent answered on his open ended question segment of the questionnaires.

Brief examination of Table reveals an overall positive attitude toward tourism. Positive statements regarding the economic and social benefits had greater percentage of the population in agreement than did negative statements. The importance of tourism as a generator of income and the educational experience associated with meeting individuals from other places and cultures ranked highest among the percentage of agreement (91% and 87.4%). Those statements which negatively portrayed the tourist behavior had the lowest percentage of agreement. It appears from these results that positive attitudes toward tourism persist in the region.

## **5.6 Ranking of Tourism Attitudes**

One goal of this study was to examine not only the receptiveness of the lakeside region to tourism, but the receptiveness of the individual communities to tourism activity. To achieve this objective the results from the attitudinal analysis of the entire study population were broken down into smaller data sets and then ranked by community. The value of ranking the attitudinal scores by community is

evident in its ability to identify commonalities in both the positive and negative attitudes.

Analyses of the five highest and lowest ranking items from community revealed on Tables 5.3 and 5.4. Over running of the bars, restaurant and other business establishments ranked high (37.9%). Space available and investment made in tourism is limited within the lakeside area. When increased crowds made an uncomfortable environment for the local residents to please themselves around the area, decided the residents to explore areas outside the valley for in excursions or daybreaks.

Suffering from living in the touristic area has been perceived as negative which has resulted in frustration and an unpleasant altitudinal development for residents. As a result residents were forced to migrate temporarily or permanently to the other areas then the lakeside. Increased price of the common goods, fear of being an object to the tourist, noise, indigestion of the outsiders influence and failure to acclimatize with imported culture were the major sufferings identified.

Overcrowded parks and other recreation areas were also perceived as negative by-products of tourism. Prior to the tourism influence the parks and recreation areas of the region were the playgrounds primarily of local inhabitants as well as the agricultural fields for in survival. This has resulted and forced local residents to avoid local recreation areas because they are crowded with tourists.

Similarly disruption on everyday way of life is another issue. Due to tourism local resident were forcefully accepting outsiders who mare invited unwillingly, and have now been considering the presence of outsiders as a matter of pride in any functions being conducted. That is what leads to extra expenses for decoration and fantasizing the environment is going on.

*Table 5.8 Five highest ranking items (negative attitudes) by community.*

<b>Item no</b>	<b>Rank</b>	<b>Percentage agreed</b>
Many of my favorite bars, restaurant and other business establishment have been overrun by tourists	1	37.9
The local residents are the people who really suffer from living in a tourist area	2	24.3
Tourism has resulted in overcrowded parks, lakeshores and other outdoor places used by local resident	3	21.4
During tourist season I avoid local recreation areas because they are crowded with tourist.	4	16.5
Tourists disrupt the everyday way of life in my community.	5	15.5
Tourism has led to increased vandalism	5	15.5
Tourist are largely responsible for traffic problems in my community	5	15.5

Similarly a number of respondents were not happy with tourism in some areas, but in few numbers which never the less cannot be ignored. So the table depicts the five lowest ranked positive attitude of the resident towards tourism in the lakeside area.

*Table 5.9 Five lowest ranking items (positive attitudes) by community.*

<b>Item no</b>	<b>Rank</b>	<b>Percentage agreed</b>
The economic contribution of tourism outweighs its negative impacts, such as overcrowding, traffic congestion and hooliganism	1	33
The benefits from meeting and interacting with tourists are more important than the social costs created by tourism.	2	49.5
Tourism is a positive answer to the economic problems resulting from the declining other industries	3	79
Tourism has generated increased pride in the heritage and history of the area	4	85.4
Meeting tourist from all over the world is definitely a valuable educational experience.	5	87.4

The interesting fact recovered from the research is residents were not sure what they are receiving through tourism. This fact has proved that tourism in the lakeside area is not a planned development. People are unaware about the fact of economic development and its balance of payment to support residents for their overall quality of lifestyle. 33% respondents are positive for tourism and its positive contribution to the social development, but 34% of respondents were unable to express their agreement or disagreement and stayed neutral on “The economic contribution of tourism outweighs its negative impacts, such as overcrowding, traffic congestion and hooliganism”.

Social cost such as, assimilation, conflict, deflation of the culture is positive to the 49.5% respondents but 25.2% disagreed and 25.3% were neutral and have no opinion on the statement “The benefits from meeting and interacting with tourists are more important than the social costs created by tourism”. This result clarifies that society is unaware of the tourism and its influence on the social setting.

From a sociological point of view society is changeable and changes from simplicity and sophistication. Similarly lakeside has changed, their agriculture independency turned into dependency due to tourism. As tourism attracted investment, land usage diverted to infrastructure development and construction of houses. Definitely this has changed the environmental setting. Trees were chopped down, narrow paths were widened, and instead of the stone pavement, concrete has covered the soil. Tourism became the reason for people to play with money, live luxury life that is why 79% of the respondent expressed their agreement on the advocacy of tourism for being the positive answer: in “tourism is a positive answer to the economic problems resulting from the declining other industries.

Similarly, tourism is the industry which has provided a different level of consciousness to the people regarding their heritage and history. The sense of pride has been increased, though tourism is the cause of all the deflation and assimilation of culture, but not on heritage and history. It is tourism which has given residents a stage of self esteem for which 85.4% respondents expressed their agreement.

The educational value of resident/tourist interaction also ranked among the most significant positive impacts. The international appeal of lakeside and the culture has attracted visitors from around the world who bring with them their attitudes, behavior and cultural norms. Although interaction among tourists and residents is not high, the ranking indicates that invaluable information is acquired from those tourists traveling from countries or regions outside. That is why, tourism is the industry which became a valuable industry for the residents to educate

themselves for the quality living. That is why 87.4% respondents were positive and agreed on the statement, “meeting tourist from all over the world is definitely a valuable educational experience”.

### **5.7 Economy and government assistance**

Lakeside is a area that has experienced economic growth after the influence of tourism. That is why respondents were positive in the economic impacts that tourism has contributed. 97.1% respondents agreed on the statement, “Tourism has created many employment opportunities for the residents in my community”. This result clearly advocates the economic benefit as more than anything else people are starving for economic growth. Having all the essential components of tourism in good shape lakeside still is not receiving the number of tourists that can be catered to. That is why 97% respondents were considering this number of people visiting were not enough for the growth of tourism. This result expresses how eager the residents are to develop tourism for its economic growth through tourism.

Policies and the vision that government and municipality has developed is not in favor of tourism for the region, as 71.8% respondent expressed their frustration by showing disagreement on the statement, on which 14.6% stayed neutral and did not express their view.

Residents collectively have positive answers on what more can be done to attract tourists from all over the world. For which 96.1 % respondents have the same voice whereas 2% were neutral and had no opinion on the statement.

Even respondents, who were also residents of the Lakeside, admit that facilities were not enough to allure more number of tourists. 74.8% respondents are on the side to input greater effort and infrastructure, amenities and other increments in the area.

Residents were happy for the initiation taken by the resident and business houses in the Lakeside, but they are not happy with government for its ignorance and

avoidance. The demand of government support is the single voice that people are raising. That is why Lakeside area is seeking greater efforts to be taken by the government to attract tourists to the area. 97.1 % respondents were on this side and which reflects anguish at the steps taken by the government.

Meantime it's not only initiations have to be taken, but the government is also failing to use the royalty taken. Residents were ready to exercise for planned development. To input the effort residents fear the burden of taxes. That is why 85.4% residents were seeking greater economic incentives from the government to increase tourism development.

## **5.8 Community enhancement**

Statements focused primarily upon the socio-cultural enhancements resulting from tourism rather than the economic benefits. With increased development and improvements in the local infrastructure, as well as growing interest in the history of the region, the perceived value and esteem among the local populace rises. The hosts experience their community through the eyes of the tourist, discovering or rediscovering the many elements and characteristics which make their community unique.

Tourists often accentuate the unique characteristics of place. They may marvel at the history of a community, the architecture of its buildings, or even the character of the host culture. Residents gain the greater appreciation for many of the cultural and physical characteristics of their community as they observe the value placed upon those characteristics by tourists. If few tourists visit the community, then residents may fail to comprehend the value of their community's character and uniqueness.

However, the community was dependent upon the attractions of Fewa Lake and the surrounding facilities. When these tourism resources failed to provide a reason to stay around and be entertained, the tourists quit coming and the community failed to get return from these investment made. Then there will be other businesses that take over the tourism. May be it will be the residential area

or start providing apartment to the long term tenant it values even today much of the surrounding area is anticipating the increased opportunities resulting from the opening of businesses away from the Fewa lake.

On the other hand residents of lakeside are very much aware of the tourist value of their community. Great efforts have been made toward improving its attractiveness. Local businesses have invested in "face-lifts" of their buildings, not only to entice tourists to stop, but also to establish an attractive image of the community. A number of bed and breakfast establishments have opened in and around lakeside not only in small level but huge investment and resorts or star level hotels were attracted to do more of the business in the area. Many residents have opened their homes to tourists from other countries. Many of the lakeside residents have added on to their home, making the new rooms available to foreign tourists, because they appreciated the contacts they had made with tourists from different countries and the educational insights it provided to their children. Lakeside residents have embraced tourism, identifying it as a positive answer to the current obligatory migration to the gulf countries for the sake of remittance.

## **5.9 Tourist Behavior**

Although lakeside residents have embraced tourism, identifying it as a key to their economic survival, their attitudes toward the general behavior of their guests is unfavorable. The major focus given is on the economic growth of the area. Residents were more interested on lending property to the people who want to do business in the location. This depicts that local residents were not considering the tourism as their major business to conduct. But an interesting fact identified is the lack of professionalism that can be seen at the first glance, as people welcome tourists. That is why tourists with white skin seem to have been enjoying the privilege than to the others, such as Indian, or Chinese.

The social impact analyzed in the area has depicted another interesting fact: residents or people living for long time in the lakeside were guided by different



motives. The motive is like receiving more favor and earning easy dollars from the tourist as a charity. At the face residents act as if they are receiving tourists with dignity, but the way they express the frustration of rejection when they leave is different. In regard not as before, residents were not putting their hundred percent to tourism, "Guest are God" has not been practiced. Tourism became the business, but voluntary involvement cannot be seen.

Lakeside is supposed to be the touristic region of the country but this place lacks the public toilet, which is the basic facility needed anywhere. One of the tourists met during the research has expressed the view such as, "This is the region where we have heard more than the natural beauty, and people are nice. Yes they are nice but when we get the hardship with understanding we need to ask them and they are not ready for the mass, it is the result of slow pace of life that residents of Lakeside is practicing".

More of the young residents were of different, who does have the capacity and good family background were not interest for their direct involvement in tourism, though they are the owner of the business and hire people to work for them. Youth residents, from the middle class and so called lower class were providing services directly. The motive and expectation is interesting. Cross cultural relation is on the high priority, male or female they just want is the easy dollars. Materialistic achievement is possible only by getting involved in relationship with Japanese, American or British and so on, it all because they can be the easy passport to migrate in such developed countries.

Hippies have first recognized lakeside as a place to hang around. It became hard for tourism to get intensified, now, when the area lacks the land space more of the, professional recreation businesses or other facilities are diverting to the surrounding villages. Lakeside is losing its credibility and failing to maintain the label of simplicity by intensive expectation on radical economic growth. This is all because residents were positive for economic growth through tourism but for the growth of tourism there is competition to receive unreliable return for using the small piece of land.

## **CHAPTER VI**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **SUMMARY**

The purpose of this chapter is to develop a synopsis of the findings from the personal interviews and questionnaire analysis. Based upon this summary of resident perceptions and attitudes, planners, managers and public officials can better prepare for and anticipate potential conflicts between tourism development and local residents. Recommendations toward future tourism development within the community are presented based on the research results.

As a generalization of the research it can be stated that no dire problems were perceived by residents. Nonetheless, numerous tourism related irritants were identified. Conflicts between residents and tourists can only increase unless efforts are made to recognize local perceptions and attitudes toward tourism. With an ever-increasing tourist population, increased tension between local residents and public planning and development agencies are inevitable.

Tourist were perceived as having specific preferences in regards to events happening in the community. Every event happening were of the attraction to tourist even though that is as a threat to the community. What is threat and suffering to the resident might be the best attraction to the tourist. For example the lake shore people living with grief and sorrow of passing of their loved ones is one of the major attraction to tourist and tourists seem busy taking photographs about the curious activities. This is of minor but when people are emotionally weak, they cannot think rationally, and act against all.

#### **Major Findings**

#### **Variables Influencing Residents' Perceptions and Attitudes**

Perhaps the single most important finding from the study is the fact that positive perceptions and attitudes toward tourism prevail among the residents of lakeside.

This perception is notable since it provides a baseline from which future monitoring and analysis can be conducted. These positive attitudes and perceptions are a result of two particular variables: the relatively young stage of "mass tourism" development in the study communities following decades of exposure to recreationists as in the 80s and 90s. The "mass tourism" environment encountered near Fewa Lake today began just over a decade ago. The initial development plans for the region have yet to be completed, and the main attraction, the Fewa Lake, continues to develop its tourism resource base. Most of the major support facilities, i.e. hotels, transportation companies, restaurants, etc., have appeared along the lakeside corridor. Therefore, tourism development has proceeded slowly and at a lower scale in communities outside of the Lakeside corridor. Research findings suggest that low to moderate levels of tourism development are the most beneficial to surrounding communities, but as levels increase residents' perceptions of tourism rapidly begin to decline (Allen, et. al., 1988). As long as development and tourist numbers have remained at levels below the tolerance capacity of local residents, the tourism environment has remained positive.

The second variable influencing the positive attitudes was the communities' exposure to tourism prior to the 1980. Even though their needs and demands differed from those of the visitors now, many of the local businesses became dependent upon the seasonal influx of recreational visitors. The "mass tourism" witnessed today is much larger and more organized than the tourism before a decade, but it is still just another form of what has existed for decades. Research findings show that residents perceive the number of tourists visiting Lakeside and their communities to be lower than the actual attendance figures. However, as the tourist population increases, the perceived number of tourists will likewise increase, leading to heightened tensions and potential conflict among residents and their guests. A notable finding of this study was the correlation between age and positive perceptions. Results of similar studies have found that when age is a significant variable influencing resident perceptions, it is generally a negative influence, meaning that perceptions and attitudes are less supportive of tourism

as the population matures. Such was not the case among residents in this study. The older residents, who in most cases have lived out their entire lives in the study communities, had a more positive opinion of tourism than their younger neighbors. These positive attitudes appear to be based on the perceptions of the maturing population toward the survival of their community.

The hardship of agriculture and distance of modern technology has kept resident in peril for their own survival and living in the shadow. The presence of the tourism industry has boosted the economies of these communities during these difficult times, keeping many of the local businesses patronized by residents, as well as tourists, open for business. Tourism has at least for the short-term guaranteed the survival of the community to which the older population holds deep attachment, and for which they are sincerely appreciative.

Overall, residents of the lakeside community feel that tourism has provided welcome relief to their local economies at a time when traditional generators of income, namely the agriculture, are passing through sluggish times. Tourism benefits were mostly associated with increased economic investment in local infrastructure and cultural exchange. Millions have gone into the reconstruction and improvement of roads and other public facilities. The Fewa Lake has not only created financial opportunities for many residents, but it has given them the opportunity to meet and learn about the people who tour around. Meeting people from outside of the region, particularly from foreign lands, were mentioned time and time again as a major advantage of tourism development in their community.

Negative attitudes and perceptions do exist among the study populations. Tourism is blamed for the socio-economic domination, congestion, vehicular accidents, prostitution, and crime and drug usage. During tourist season popular business establishments, such as bars and restaurants, are often filled with tourists, allowing little room for local patrons.

## **Tourism and the Study Community**

Although a region is generally hosting the same type of tourists, having same tastes, demands and behavior, and even sharing a similar economic base and cultural heritage, but every single respondent responded differently to particular aspects of tourism. Tolerance levels for tourist and tourism development varied from person to person. The following section reviews the collective perceptions of the community and offers a forecast of what the future holds for this community.

Tourism in lakeside is the recent development which is a new phenomenon. Soonest, the Pokhara airport constructed airport area is the hotspot for incoming and outgoing tourists. Whoever came to Pokhara and intended for the trek they have collectively enjoyed the stay around airport. Later the area shifted to Damside for recreational stay enjoying the view and newly constructed tourist facilities. When the area got mature and reached the saturation level of economic benefit, current place lakeside overtook the flow of tourists and offered its uniqueness with the view and cultural simplicity. Since then lakeside is the foremost demanded space for tourist to stay during their holiday.

Currently, the warm welcome of resident for the tourists is the major key for lakeside being a tourist hotspot. That is why it seems like lakeside is open for all kind of tourists. Residents have opened even their home for the tourist as they are looking for home stay or seeking an apartment for a longer stay.

Not only an income benefit is alluring residents to involve themselves in the tourism, the latent interest is quite surprising. The surprise is none other than receiving the easy passport to visit developed countries with the help of those tourists who have received the hospitality from the residents of lakeside and its surrounding.

Residents were not willing to express their hidden interest but what has clearly been seen is residents were involved in tourism because they were intentionally guided to receive the unnatural benefits of the tourism business. This is however

not true for those businesses who are investing in large scale but some of the large investors identified have benefited from those kind of unnatural benefits received from tourism.

## **Conclusion**

90.3 percent of the respondents agreed that tourism has brought more positive than the negative impacts on the society. That this statement has gotten high frequency of agreement there was no surprise. Residents were considering tourism positive as it is like the hen giving golden eggs, because more of the economic benefit has been counted. Though the controversy is there within the expression but the dominancy of the benefit is higher. That is why research can be concluded the residents were creating gap between perception and attitude.

Finding concluded that majority of the people who responded throughout the research were not satisfied with the policies developed by the government authority. They rather consider tourism in lakeside has developed naively and residents were smart enough to grab the opportunity to extend their step towards the development. That has resulted and enabled residents to know the world closely. In this regards residents' perceived tourism as a source of education as well as an opportunity to live the dignified life in the place of residence.

Overall the perception of residents towards tourism is positive as there are opportunities of quality life and financial stability. Beside this positive perception towards tourism some residents were not happy with the change tourism has brought on the value system as well as social relationship.

## **Recommendations**

Future tourism development appears to be inevitable, and in some cases, even desirable within the study communities. Consequently, practical management techniques need to be developed so as to avoid conflicts and to maintain harmony in the community. Considering the attitudes and suggestions of residents, the following recommendations have been formulated to assist tourism planners, developers and managers within the Lakeside area, state and municipality personnel, and other public officials responsible for tourism development within the region.

1. Tourism planners, managers and public officials need to recognize both the positive and negative perceptions and attitudes of residents. They need to be sensitive to the actual, as well as the perceived impacts of tourism on the lifestyles of residents. Because tourism impacts extend beyond those items found on a balance sheet, residents' perceptions and attitudes toward tourism are fundamental in providing valuable input to managerial and developmental decisions.

2. Due to the frequency of contact between locals and tourists, residents must be willing to serve as congenial hosts if tourism plans are to be successful. Therefore, comprehensive efforts must be made to ensure opportunities for public involvement in the planning process. Education has a powerful influence on individual perceptions. When tourism impacts upon the physical, social and economic environment are clearly presented and accurately understood, residents tend to be more receptive to proposed development plans, and attitudes toward tourists are often more hospitable. Community representatives should be invited to participate on committees or within meetings where they are able to discuss local impacts and participate in decisions which affect tourism development in their community. Representatives from public agencies should make the effort to attend local meetings and support groups to discuss the costs and benefits associated with tourism in the community, as well as to keep abreast of the needs and expectations of local residents.

3. Resident opinion should be incorporated at the outset of the tourism planning process, not after development decisions have been made. Residents are more likely to support proposed development plans when feel they have been involved in its design, rather than having the project forced upon them.

4. Attitudes and perceptions of tourism's impact on community life must be continually assessed. Significant changes will occur in these communities as development continues within the monument. An influx or decline in tourist numbers will be reflected in changes in highway congestion, infrastructure development, revenues and much more. Monitoring resident opinion is necessary in order to assess local sentiments regarding tourism induced changes, thus helping planners focus on what residents consider to be important to their community.

6. The ever increasing tourist presence in the community must be considered within the guidelines of local emergency and rescue plans. Residents, unlike tourists, have had exposure to rescue procedures and warning systems. Tourist behavior patterns need to be evaluated to ensure the expedient and safe rescue of both residents and tourists.

7. Foresighted attention by all agencies and political units should be given to avoid conflict and unfair competition with local businesses. Although the smaller businesses in these communities are not financially or physically capable of competing for larger contracts, the effort should be made to avoid competition for tourist dollars. Policies regarding the sale of souvenirs and gifts within the visitor centers and other facilities should be initiated to improve the current relationship with local businesses.

8. Now that lakeside has been developed for tourism, residents would like to see the other "tourism assets" of the region be improved and promoted. Increased promotion of the natural resources and recreational opportunities in regional newspapers, magazines and other media would further diversify the regions tourism industry, and buoy local economies.



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## Appendix

Questionnaire to understand respondents and the community

Name: - .....

### Gender

Male

Female

### Status

Married

Single

1. How old were you on your last birthday?  
 19 and Under  
 20 to 29  
 30 to 39  
 40 to 49  
 50 to 59  
 60 over
2. What is the highest level of education that you have completed?  
If others please mention the degree.....  
 No formal education  
 grade school  
 high school  
 college  
 graduate  
 Others
3. How long have you lived at your current address?  
 less than 12 Months  
 1 – 5 years  
 6 – 10 years  
 over 10 years  
 Resident by Birth
4. Are you presently?  
 Self Employed  
 Employed  
 Unemployed  
 Full time home maker  
 Retired

5. Please describe your usual profession/occupation. If retired or unemployed, describe the profession when last employed.

- others
- Government servant
- Information technology
- Education provider
- Hospitality and tourism
- Agriculture
- Others

6. Do you, in any way, provide services or products to tourists?

- No
- Yes, namely
  - Accommodation
  - Guide
  - Shop
  - Restaurant
  - Other, namely.....  
.....
  - Traditional Performance
  - Cooking (in case of a large group of tourists, homestay will assign a group of members to cook and prepare food for tourists)
  - Occupational Group,

specify\_\_\_\_\_

transport

7. How do you define your community?

Traditional

Modern

Mix

8. Have you been observing changes in the Lakeside area during your stay?

No Change

Small change

Moderate change

Big change

Others

9. What has been changed or is changing?

Mark tick on as much as you have

observed and explain more on others section if applicable

.....

.....

Language

Housing

Living pattern

Environment

Others

10. What is the reason behind the change?

If others explain here

.....

Media influence

Tourism

Others

11. Areas that tourism is benefiting in the lakeside area:

culture

environment

economy

Others

12. What benefits are you receiving through tourism
- Economic
  - Learning languages
  - Educational benefits
  - Used to with food and fashion
  - Others

**After reading each statement, circle the justification which best represents your agreement or disagreement with that statement. (1 = Strongly Agree, 2 = Agree, 3 = No Opinion, 4 = Disagree, 5 = Strongly Disagree)**

13. Because of the international appeal of lakeside I have met people from foreign lands.	1	2	3	4	5
14. Tourism is growing too fast	1	2	3	4	5
15. Current number of tourist are enough for the lakeside and its periphery	1	2	3	4	5
16. Policies, vision that government and municipality has developed is always in favor to tourism growth	1	2	3	4	5
17. More should be done to attract tourists to the area.	1	2	3	4	5
18. The main problem with the region is that there are not enough facilities to cope with the number of tourists	1	2	3	4	5
19. Greater efforts should be taken by the government to attract tourists to the area.	1	2	3	4	5
20. Greater economic incentives should be offered by the government for increased tourism development.	1	2	3	4	5

21. The economic contribution of tourism outweighs its negative social impacts, such as overcrowding, traffic congestion and hooliganism.	1	2	3	4	5
22. Tourism is a positive answer to the economic problems resulting from the declining other industries	1	2	3	4	5
23. Tourism has attracted increased investment and spending in my community.	1	2	3	4	5
24. Tourism has created many employment opportunities for residents of my community.	1	2	3	4	5
25. Tourism is the area's most important generator of income.	1	2	3	4	5
26. The benefits from meeting and interacting with tourists are more important than the social costs created by tourism.	1	2	3	4	5
27. Tourists disrupt the everyday way of life in my community.	1	2	3	4	5
28. Tourists are rude and a nuisance to our community.	1	2	3	4	5
29. Culture is presented to tourist in an authentic way	1	2	3	4	5
30. Tourists are inconsiderate.	1	2	3	4	5
31. The local residents are the people who really suffer from living in a tourist area.	1	2	3	4	5
32. An increase in tourist numbers may lead to conflicts between tourists and residents.	1	2	3	4	5
33. Meeting tourists from all over the world is definitely a valuable educational experience.	1	2	3	4	5
34. Tourism has resulted in unpleasantly overcrowded parks, lakeshores and other outdoor places used by local residents.	1	2	3	4	5



35. During the tourist season I avoid local recreation areas because they are crowded with tourists.	1	2	3	4	5
36. Tourism has generated increased pride in the heritage and history of the area.	1	2	3	4	5
37. Tourism has led to increased vandalism.	1	2	3	4	5
38. Local recreation areas are overcrowded with tourists during the tourist season.	1	2	3	4	5
39. Construction of hotels and tourist facilities has destroyed the natural environment in tourist attraction areas	1	2	3	4	5
40. Many of my favorite bars, restaurants and other business establishments have been overrun by tourists.	1	2	3	4	5
41. In actual we hardly feel the seasonality with tourism as it is the main touristic destination within and outside Nepal	1	2	3	4	5
42. Tourists are largely responsible for traffic problems in my community.	1	2	3	4	5
43. In general, it is possible to conclude that tourism brings local society and culture, more positive than negative effects	1	2	3	4	5

**Open ended questionnaires: -**

44. How could you evaluate the benefit that you are receiving from tourism?

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45. What is your view on cultural changes?

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46. Is there any prediction that tourism may cause the loss of total social value?

Please point out.

.....  
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 .....  
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 .....

47. your view on over all tourism benefits and disadvantages

**Advantages/Benefits**

**sadvantages**

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