FINAL REPORT OF
MINOR RESEARCH PROJECT

"AN EMPIRICAL STUDY ON IDENTIFICATION OF NEGATIVE FACTORS OF WEST BENGAL TOURISM"

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EXECUTIVE SUMMARY

7.1 Statement of the Problem

The problem to be studied can be stated as follows:

"Identification of negative factors of West Bengal Tourism on the basis of opinion of tourists vis-à-vis opinion of local people".

7.2 Objective of the Study

    A. Identification negative factors of West Bengal tourism.

    B. Detection of 'major' negative factors of West Bengal Tourism.

    C. Recognition of 'minor' negative factors of West Bengal Tourism.

    D. Sort out the 'other' negative factors of West Bengal tourism.

    E. To study the environmental impacts of tourism.

    F. To study the socio economic and cultural impacts of tourism with sustainability concept.

    G. To study the relationship between unemployment and development off tourism industry in India.

7.3 Hypotheses

In order to realize that objective of the study, the following null hypotheses have been formulated.

    H_0: Variances of opinion of tourists and opinion of local people regarding negative factors of tourism viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution are not different significantly.

7.4 Limitation of the Study

The study is confined to the jurisdiction of State West Bengal, India. The present study is based on the opinion of 121 sample tourists and 121 sample local people of the tourist centers of West Bengal. The inference of the study may differ due to change of sample size and composition of sample. So the findings of the study may not be generalized.

7.5 Attributes

In the present study the author identified nine independent attributes viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution. Only one dependent attribute is 'Tourism'.

7.6 Methodology

A. Selection of Sample:

A sample of 121 tourists including 30 foreigners and 60 females has been selected at random out of tourists who visited different tourist centers of West Bengal. Likewise 121 local people including 60 females have been selected at random from different tourist centers of West Bengal (Table 7.1).

Table 7.1
Break up of Sample

Sexual/Residential Status / Sample Respondents	Male		Female		Total
	Indian	Foreign	Indian	Foreign	
Tourists	40	21	51	09	121
Local People	61	___	60	___	121

B. Selection and Description of Tool:

The tools that have been selected to collect the opinion of sample tourists and local people are structured questionnaires. The detailed about the tools are discussed below:

I. Questionnaire Details:

Two sets of questionnaires are prepared to collect the separate opinion of sample tourists and sample local people. The questionnaires are structured and close ended. There are nine items in each set, subjects to three options viz. 'high', 'moderate' and 'negligible' having different scores for each of them. Respondents (tourists/local people) are requested to give their opinion considering the degree of intensity of each negative factor according to their

perceptions. The medium of questionnaire is English and also Bengali for easy comprehensions and communication.

C. Collection of Data:

The primary data have been collected directly from 121 tourists and also 121 local people through door-to-door investigation and personal meetings by the investigator himself.

D. Tabulation and Scoring:

The data that have been collected through questionnaire are complied on suitable tabulation sheet, which is also prepared for the purpose.

The data obtained from tourists and local people are scored, keeping in mind the 'Likert Scoring System'. Score three is allotted to each 'high' response. Score two is allotted to each 'moderate' response and score one is allotted to each 'negligible' response.

E. Statistical Technique Used:

Rank Correlation coefficients (ρ) are calculated to study the degree of relationship between opinion of tourists and opinion of local people regarding the negative factors of tourism. 'F-test' has been used to study whether the variance of opinion of tourists and also local people regarding the negative factors of tourism are significantly consistent or not. The test has been made at 1% significance level.

7.7 Negative Factors of Tourism: Meaning

Any factor which causes displeasure to the tourists or dissatisfaction to the host community and thereby hindering the growth of tourism is considered as negative factor of tourism. It is likely that the various negative factors may disturb the growth and existence of the tourism industry. Unless these negative factors are identified and checked in time, it will lead to the retardation of the growth of tourism industry[1].

7.8 Concluding Observations

A. Identified negative factors of West Bengal tourism are (i) Growth of unscientific massage parlors, (ii) Exploitation on tourists, (iii) over pricing, (iv) commercialization of country's culture/customs, (v) Water pollution, (vi) Littering, (vii) Pick pocketing, (viii) Theft and (ix) Female prostitution.

B. Major negative factors of West Bengal tourism are (i) Growth of unscientific massage parlors, (ii) Exploitation on tourists, (iii) over pricing, (iv) commercialization of country's culture/customs, (v) Water pollution.

C. Minor negative factors of tourism are (i) Littering, (ii) Pick pocketing, (iii) Theft (iv) Female prostitution.

D. Other negative factors of tourism are overcrowding, spread of AIDs and STDs, drug trafficking, male prostitution, child prostitution, pornography, difficulties in flight services, difficulties in customs clearance, growth of illegal money changer, exploitation of natural resources, alcoholism, increase in land value in tourists centers and off seasonal unemployment.

E. The study reveals that depletion of natural resources, pollution, degradation of ecosystems, loss of biological diversity are the major negative environmental impacts of tourism.

F. The study also reveals that the positive socio economic and cultural impacts of tourism are: increase in foreign exchange earnings, regional development, employment creation, promotion of cultural exchanges and international co-operation, protection of natural environment and cultural heritage of people, stay alive traditional handicraft etc. Cultural atmosphere such as lifestyles and practices of the local people, education, health care, employment opportunities and income, sports and leisure facilities is improved through the development of tourism industry.

It also observed that some adverse impacts are associated with the development of tourism on socio economic and cultural environment of the tourist spots. Overcrowding and congestion, drugs and alcohol problems, prostitution, increased crime level, erosion of traditional cultures and values, terrorism, natural disasters and economic recession are the examples of some of negative aspects of tourism.

G. Studying the relationship between unemployment problem and development of tourism industry in India the author concludes that development of tourism industry reduces unemployment in India.

7.9 Recommendation and Policy Suggestion:

Since tourism industry is the third largest foreign exchange earner after gems and jewellery and ready-made garments in India and also the employment multiplier of the industry is 2.36, the government should take necessary steps to check the negative factors as far as possible for the development and smooth growth of the industry. The role of the host community in this regard may not be ignored.

In this context we may suggest government to apply or implement a sound 'Security Systems Management Process' at the operational level to control these negative factors.