



Research Article

Impact of Tourism on Socio- Economic Development of *Shikarawalas* of District Srinagar: A Sociological Analysis

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Abstract

Tourism is the back bone of socio- economic development of Kashmir. Kashmir possesses many valuable tourist resources and attractions, which could be important vehicle for reducing poverty and helping in the socio-economic development of various people associated with tourism. For the study primary data was collected from the Shikarawalas of District Srinagar. The main focus of the study is to analyze sociologically the impact of tourism on poverty reduction and development of Shikarawalas. Perception of Shikarawalas regarding the impediments to the development of tourism in Kashmir will also be taken into consideration. Purposive and convenience sampling technique was used to collect the data from 30respondents. Structured interview schedule was framed for data collection.

Keywords: *Tourism, socio- economic development, Shikarawalas, impediments*

1. Introduction

Today tourism has been emerged as socio-economic giant at global regional and national level. Today tourism is recognized as an industry. UNWTO. The globally accepted definition for the term tourism is presented by the United Nations World Tourism Organization (UNWTO) as, "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (UNWTO, 2007). Tourism is a growing and complex phenomenon which is becoming one of the world's largest economic activities. It involves an amalgam of industries such as tour operators, travel agencies and tour guides, transportation, accommodation, recreation and entertainment and food and beverage services. The complexity and structure of the tourism industry are directly influenced by the consumptions of the visitors who buy both tourism and non tourism goods and services. The activities of tourists thus have effects on different industries including goods and products that initially may not seem to relevant to tourism. Tourism has a variety of economic impacts. Tourists contribute to a destination's sales, profits, jobs, tax revenues, and income. Primary tourism sectors, such as lodging, dining, transportation, amusements, and retail trade, are affected directly: most other sectors are impacted by secondary effects. Tourism experienced continued expansion and diversification, becoming one of the

largest and fastest-growing economic sectors in the world. In 2013, Travel and Tourism's total contribution to the global economy rose to 9.5% of global GDP (US \$7 trillion), not only outpacing the wider economy, but also growing faster than other significant sectors such as financial and business services, transport and manufacturing. In total, nearly 266 million jobs were supported by Travel and Tourism in 2013 that is 1 in 11 of all jobs in the world. The sustained demand for Travel & Tourism, together with its ability to generate high levels of employment continues to prove the importance and value of the sector as a tool for economic development and job creation. The sector for Travel and Tourism in 2014 is also very positive, with Total Travel and Tourism GDP growth forecast to reach 4.3%.

2. Literature Review

Briedenhann and Wickens (2004) argue the benefit of tourism results from an alternative development strategy for economic and social regeneration of rural areas, as a catalyst to stimulate economic growth, increased viability of underdeveloped regions and improve the standard of living of local communities. Hall and Jenkins (1998) suggest that the expansion of tourist flows in rural areas: To sustain and create local incomes, employment and growth, to contribute to the costs of providing economic and social infrastructure, to encourage the development of other industrial sectors, to contribute to local resident amenities and

services. According to the Annual Report of Ramakrishna Mission and Pallimangal Kamarpukur, 2006-2007, tourism is more labor intensive than other sectors.

According to Chakraborty (2007), tourism services can increase employment, but businesses may target skilled labor elsewhere rather than train local labor from amongst the poor. International travel is a large part of this, and is now probably to be one of the major sources of person-to-person intercultural contact in modern society. There are very few areas in the world that are not visited by tourists and, today almost every community and nation, large and small, developed or developing, are influenced in varying degrees by tourism. The increasing significance of tourism as an engine of economic development, socio-cultural transformation and international understanding particularly in the developing countries has attracted the attention of governments as well as the regional and local authorities to promote tourism as an industry. Much of the literature which focuses on social and economic effects of tourism development revolves around debate as to the positive and negative effects of tourism (Nash, 1981). The positive effects are commonly reported to be increased total income for the local economy. The significance of tourism is also noted by many international and regional organizations. The United Nations Millennium Development Goals' commitments are geared to reduce poverty and tourism has often been a suggested tool. The majority of the poor live in marginal areas where other forms of sustainable livelihoods like agriculture are not viable anymore and tourism has been acclaimed as a sustainable alternative development answer for such areas (Lane, 1994). Tourism is seen by governments in developing countries as one of the feasible options of national and regional development (Briedenhann & Wickens, 2004).

Tourism in India: Tourism is an increasingly popular global activity. Besides being the world's largest export earner, it contributes significantly to the Gross Domestic Product (GDP) and employment of an economy. Its strong linkage with other sectors of the economy enhances its overall impact. It also stimulates greater investments in infrastructure, thereby contributing to overall improved living conditions of people. In India, the available tourism statistics, like the Foreign Tourist Arrivals in India, Indian National Departures from India and Foreign Exchange Earnings from tourism in India, indicate a significant growth in tourism activities in recent years. The period just before the onset of the economic crisis (between 2003 and 2007) saw tourist arrivals in India growing at an average annual rate of 16.5 per cent while the world tourism grew at 5.2 percent during the same period. World Travel and Tourism Council (WTTC) has identified India as one of the fastest growing countries in terms of tourism demand. According to WTTC, by 2020, Tourism in India could contribute Rs 850000 crore to the Gross Domestic Product (GDP), in

providing impetus to other industries and creating millions of new jobs.

Tourism in Kashmir: Jammu & Kashmir with its vast potential and growing economy has immense potential for the sustenance of tourism industry. Tourism has no doubt remained an instrument of economic growth in the state of Jammu & Kashmir and has contributed a lot in developing the economy, particularly in Kashmir valley. Tourism is an important industry of Kashmir. This sector has given jobs to a large number of people of Kashmir and generated economic activities especially in the tertiary sectors. Its impact in Kashmir is visible in service industry sectors, such as transport, hospitality, horticulture, handicrafts and small scale industry. Tourism plays an important role in the state's economic development. This industry has strategic advantage and forms the backbone of the state economy. Kashmir is one of the important tourist destinations of India and has unique place in the economic development of state economy. Tourism industry in Kashmir had a major setback as the valley has been badly affected by the turmoil especially during the last two decades. Despite of gaining popularity as a major tourist destination, the last two decades have hindered the smooth growth of tourism industry because of political instability, which has discouraged travelers for visiting India's most beautiful tourist destination.

3. Statement of the Problem

Today tourism has been emerged as socio-economic giant at global, national and regional level. Developing countries are characterized by their dependence on agriculture for export earnings, poverty, low per capita income, uneven distribution of income and wealth, low level of industrial development, high unemployment, small domestic market, small amount of disposable income and uneven regional development; and tourism can be seen as a panacea for these problems. Tourism has become an important segment of change at world level in social and economic scenario; because of its extensive global influence and stable expansion. The study of tourism arises because tourism has been seen as one of the basic element of change at tourism destinations. So, Sociological study of tourism's impact is significant in itself. Tourism has developed as a complex and multidisciplinary phenomena which should be studied from a variety of social science perspectives, including sociology. So, the present study was conducted to analyze sociologically the socio-economic impact of tourism on the *Shikarawalas* of District Srinagar.

4. Objectives of the Study

1. To analyze impact of tourism on the socio-economic development of the *Shikarawalas* of District Srinagar.
2. To know the perception of *Shikarawalas* regarding the impediments to the development of tourism in Kashmir.
3. To assess job satisfaction of *Shikarawalas*.

5. Research Methodology

Universe of the study: *Shikarawalas* of District of Srinagar were taken into consideration for the study.

Sample size: 30 *Shikarawalas* who are associated with tourism industry were selected for the study.

Sampling technique: Purposive and convenience sampling technique was used to select the sample of 30 respondents.

Data collection: Data were collected from both primary and secondary sources. Primary data were collected from the 30 *Shikarawalas* of District Srinagar. And secondary sources of data were collected from books, journals, newspapers, official reports and published and unpublished study

Tools of data collection: Interview schedule were used to collect data from the respondents.

6. Data Analysis

Table 1: Age Group of the *Shikarawalas*.

Age Group	Frequency	Percentage (%)
20-30years	15	50
30-40years	9	30
40-50years	3	10
Above 50years	3	10
Total	30	100

It is revealed from table 1 that the majority i.e. 50% *Shikarawalas* were in the age-group of 20-30 years, 30% in age-group of 30-40 years and 10% falls in the age-group of both 40-45 years and above 50years respectively.

Table 2: Marital status and type of family

Marital Status	Frequency	Percentage (%)	Family	Frequency	Percentage (%)
Married	9	30	Joint	18	60
Unmarried	21	70	Nuclear	12	40
Total	30	100	Total	30	100

Table 2 shows that only 30% *Shikarawalas* were married and most of them i.e. 70% were unmarried; they also revealed that due to low their income they were not able to get married. Data also depicts that 60% *Shikarawalas* belongs to joint families and 40% belongs to nuclear family.

Table 3: Income/month in rupees and educational level of *Shikarawalas*.

Income/Month in Rupees	Frequency	Percentage (%)	Educational Level of <i>Shikarawalas</i>	Frequency	Percentage (%)
0-5000	9	30	Illiterate	15	50
5000-10000	12	40	Primary	9	30
10000-15000	6	20	Secondary	3	10
15000-20000	3	10	Higher Secondary	3	10
Total	30	100	Total	30	100

Table 4: Responses of *Shikarawalas* regarding various questions.

Responses of <i>Shikarawalas</i>	(Yes) Frequency	Percentage (%)	(No) Frequency	Percentage (%)
Family support in this occupation	18	60	12	40
Satisfaction from	21	70	9	30

occupation				
Communication problems with tourists	0	0	30	100
Misbehavior of tourists	0	0	30	100
Tourism brings peace and order	30	100	0	0
Motor boats affects your livelihood	24	80	06	20

From the above table it is depicted that 60%*Shikarawalas* respond that their family supports them in this occupation, 40% respond that their families did not supports them. 70% respondents were satisfied with their occupation and 30% were not satisfied. 100% *Shikarawalas* revealed that did not face any communication problems with tourists, as they could speak many languages.100% respondents responded that tourists did not misbehave with them.100% of *Shikarawalas* said that tourism brings peace and order in Kashmir because it creates employment opportunities in Kashmir and enhances the economic growth and development. And 80% of the total respondents revealed that motor boats affect their livelihood, as they charges less rate per ride. 20% *Shikarawalas* said that motor boats did not affect them.

Table 5: Status of *Shikarawalas* in society

Status of <i>Shikarawalas</i>	Frequency	Percentage (%)
High	8	26.667
Moderate	12	40
Low	10	33.333
Total	30	100

Above data depicts 26.667% has high status in society, 40% have moderate status and 33.333% revealed that they have low status.

Table 6: Multi-responses of *Shikarawalas* regarding impediments and steps to reduce impediments these in the developments of tourism in Kashmir.

Impediments in the development of tourism in Kashmir	Frequency	Steps to reduce these impediments	Frequency
Conflict situation in Kashmir	20	Solving conflict situation	12
Lack of infrastructure	12	Improving infrastructure	10
Cheating tourists	08	No cheating with tourists	08
Pollution of Dal Lake	11	Govt. initiatives	12

Above table shows the multi-responses of *Shikarawalas* regarding impediments and steps to reduce them 20 respondents said that conflict situation in Kashmir is one of the main impediment in the development of tourism.12 responded that lack of infrastructure is another impediment,8 said that cheating with tourist. And 11 *Shikarawalas* reveals that pollution of Dal Lake is impediment. 12 *Shikarawalas* said that by solving conflict situation ,10 by improving infrastructure, 8 said not cheating tourists and 12 revealed that govt. initiatives would reduce these

impediments in the development of tourism in Kashmir.

Table 7: Shows years spend in this occupation, working hours/day and money earn/season in rupees

Years spend in this occupation	Frequency	Percentage (%)	Working hours/day	Frequency	Percentage (%)	Earn/season in rupees	Frequency	Percentage (%)
0-4 yrs	4	13.333	Up to 8 hr	3	10	50-60 thousands	18	60
4-8 yrs	10	33.333	Up to 10 hr	15	50	60-70 thousands	9	30
8-12 yrs	11	36.667	Up to 12 hr	9	30	70-80 thousands	2	6.667
12-16yrs	5	16.667	Up to 14	3	10	80-90 thousands	1	3.333
Total	30	100	Total	30	100	Total	30	100

From table 7, it is evident that 13.333% respondents spend 0-4years in this occupation, 33.333% spend 4-8 years, 36.667% spend 8-12years and 16.667% spend 12-16 years.10% *Shikarawalas* up to 8 hours/day, 50% works up to 10hours/day, 30% works up to 12 hours/day and 10% up to 14 hours/days. 60% *Shikarawalas* earn 50-60 thousands/season, 30% earn 60-70 thousands/season, 6.667% earn 70-80 thousands/season and 3.333 earn 80-90 thousands/season.

Table 8: Shows occupation in off season, problems faced by *Shikarawalas* and their preference to tourists.

Occupation in off season	Frequency	Percentage (%)	Problems faced as <i>Shikarawala</i>	Frequency	Percentage (%)	Much preference given to	Frequency	Percentage (%)
Unemployment	15	50	Low income	12	40	Local tourists	9	30
Agriculture/handicrafts	9	30	Pollution in Dal lake	12	40	Non-local tourists	9	30
Going outside State	6	20	Package system	6	20	Both	12	40
Total	30	100	Total	30	100	Total	30	100

From table 8, it is evident that 50% *Shikarawalas* were remained unemployed during off season, they face seasonal unemployment. 30% were engaged with agriculture/handicrafts, 20% went outside state.

Problems faced as *Shikarawala*,40% face problem of low income,40% said pollution of Dal lake is problem for them and 20% revealed problem of package system. 30% *Shikarawalas* said that they gave preference to local tourists, 30% non- local tourists and 40% said that they preference to both.

7. Conclusions

Tourism has become an important policy tool dedicated to change, development and reconstruction of the physical and socio-cultural environments, and thus, as an industry, it defines and influences not only physical landscapes, land use and planning but also social structures, local cultures and other (competing or collaborating) regional and local economies. The major challenges are need to preserve the environment and natural resources, the need for education, proper understanding for both tourists and local people. Tourism presently faces the challenges of lack of investment, infrastructure, shortages of trained manpower, inadequate physical amenities and business planning skills etc. To facilitate the development of tourism in Kashmir, provision of good road networks to facilitate tourists' traffic and other physical infrastructure to stimulate development of tourist facilities should be considered. As the government is the prime provider of the above mentioned services, the process of imaging Kashmir for tourism will depend on the input of government in infrastructures.

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