

A STUDY ON PERCEPTIONS OF LOCAL RESIDENTS TOWARDS SOCIO-CULTURAL IMPACTS OF COMMUNITY BASED TOURISM ACTIVITIES IN NELLORE DISTRICT

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ABSTARCT

Community based tourism is normally referred to a particular type of small tourism enterprise that is owned and often run collectively by a group of residents and is both economic and social development. Local Stakeholder's role in community based tourism is an important aspect as far as different tourism activities within a particular community is concerned. It is more and more recognized that the success of community based tourism operations. There are several activities are organized by the local residents for promoting the community based tourism into an international level through various sociocultural and economical ways to boost of the growth of their community development. The main objective of this paper is to find out the perceptions made by the local residents towards community based tourism activities in Nellore district.

Key words: Community based tourism, Socio-cultural factors, Community based tourism activities, perceptions of community.

INTRODUCTION

Tourism is one of the fastest growing industries in the world. From the 20th century onwards tourism industry is rapidly increasing its growth, especially in Air, rail and land transports are increasing year by year. It's one of the greatest and contributing sectors to their countries in the economical, socio cultural aspects. Apart from the development of economy tourism is also enhancing the cultural and socio dimensions. Anstrand (2006) he stated that tourism can enhance the preservation and transmission of cultural and historical attractions which contribute to the sustainable development of natural resources protect of heritage, arts and crafts and indigenous culture.

Community based tourism is a catalyst of tourism, formed on the sustainability and developmental of local community as well as local government. It is basically depending on particular community and their study as well as selection of their form of tourism. Community based tourism is a centric point for maintenance and development of the community as well as tourism operations. It associated with various facilities such as transportation, catering, escorting, guiding, local souvenirs, amusement and recreational parks. There are various forms of community based tourism that are

- Eco-tourism
- Cultural tourism
- Rural tourism
- Agri tourism
- Ethnic/Indigenous tourism..etc

REVIEW OF LITERATURE

There are various communities perceive various ways concern to community based tourism initiatives as well as activities. In its some of the communities are considered community based tourism is a source to

them for enhancing their economy. There are several reviews on community based tourism; in it's the major reviews concerns to the study are

Valvek and Fortiads (2018) they stated that community based tourism support to the local people many ways with community culture and traditional lifestyles. It majorly generates direct and indirect way's income for communities.

Michael Muganda, Agnes Sirima, Peter Marwa Ezra (2013) they argue that the participants of local residents in tourism development may contribute a vital role in the development of non-economic values for support for sustainable development. The sustainable tourism majorly encompasses three components that are economic, environmental and social.

Murphree (2005) he reviewed that participation of people in tourism which enhances the local resident empowerment, and it creates economic growth and development as well as sustainable development.

Chen et al (2000) he said that community based principles provides employment opportunity to local people and produce greater outcome to communities for sustainable development. This enhances the communities' culture and heritage in international level.

OBJECTIVE

- To find out the perceptions made by the local residents towards community based tourism activities in Nellore district.

HYPOTHESIS

H0: Local residents are not perceiving community based tourism activities as a vehicle for the growth and development of their society in Nellore district.

H1: Local residents are community based tourism activities as a vehicle for the growth and development of their society in Nellore district.

COLLECTION OF DATA

The primary data has been collected from local residents and local stakeholders in Nellore district. And Secondary data has been collected from various Books, articles and government reports.

STATISTICAL TOOLS

Based on the objectives, the data collected and analyzed with help of mean, standard deviation and Chi-square test.

DATA ANALYSIS:

S.No	Statement	N	Mean	S.D	Chi-square	Degree of freedom	Sig.
1.	Community based tourism is leading towards provision of service like transportation, accommodation and medical services	75	4.32	0.456	4.513	1	.028
2.	Community based tourism is leading towards social empowerment through employment generation, thereby rise in standards of living.	75	4.48	0.446	9.62	1	.002
3	Community based tourism is leading towards social development through better infrastructure development.	75	4.48	0.446	9.62	1	.002
4	Community based tourism is leading towards the betterment of quality of life within the community	75	4.465	0.468	7.032	1	.008

5	Community based tourism is leading towards publicity of local culture and events at global levels.	75	4.668	0.512	72.280	2	.000
6	Community based tourism is promoting local handicrafts as souvenirs for tourists.	75	4.620	0.442	14.52	1	.000
7	Community based tourism is promoting local cuisines among tourists, visiting local places.	75	4.720	0.452	14.42	1	.000
8	Community based tourism is leading inculcation of positive aspects of foreign cultures to your local culture.	75	4.193	.439	49.08	2	.000
9	Community based tourism is providing a stage for interaction of local people with foreign and domestic tourists.	75	4.193	.439	49.08	2	.000
10	Community based tourism is promoting different local spots, Places and events of tourist attraction at regional, state, national and international levels.	75	4.193	.439	49.08	2	.000

Interpretations:

- From the above table, it is clearly showing that Chi-square value is 4.513 at $P < 0.05$ is greater than the critical value (3.841) at 1 degree of freedom with P-value is .028. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is leading towards provision of services like transportation, accommodation and medical services.
- From the above table, it is clear that Chi-square value is 9.62 at $P < 0.05$ is greater than the critical value (3.841) at 1 degree of freedom with P-value is .002. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is leading towards social empowerment through employment generation, thereby rise in standards of living.
- From the above table, it is clearly showing that Chi-square value is 4.513 at $P < 0.05$ is greater than the critical value (3.841) at 1 degree of freedom with P-value is .028. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is leading towards social development through better infrastructure.
- From the above table, it is clear that Chi-square value is 7.032 at $P < 0.05$ is greater than the critical value (3.841) at 1 degree of freedom with P-value is .008. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is leading towards better quality of life within the community.
- From the above table, it is clearly showing that Chi-square value is 72.28 at $P < 0.05$ is greater than the critical value (5.991) at 2 degree of freedom with P-value is .000. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is leading towards publicity of local culture and events at global levels.
- From the above table, it is clearly showing that Chi-square value is 14.52 at $P < 0.05$ is greater than the critical value (3.841) at 1 degree of freedom with P-value is .000. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is promoting local handicrafts as souvenirs for tourists.
- From the above table, it is clearly showing that Chi-square value is 14.42 at $P < 0.05$ is greater than the critical value (3.841) at 1 degree of freedom with P-value is .000. The calculated value is

more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is promoting local cuisines among tourists, visiting local places.

- From the above table, it is clearly showing that Chi-square value is 49.08 at $P < 0.05$ is greater than the critical value (5.991) at 2 degree of freedom with P-value is .000. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is leading inculcation of positive aspects of foreign cultures to your local culture.
- From the above table, it is clearly showing that Chi-square value is 49.08 at $P < 0.05$ is greater than the critical value (5.991) at 2 degree of freedom with P-value is .000. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is providing a stage for interaction of local people with foreign and domestic tourists.
- From the above table, it is clearly showing that Chi-square value is 49.08 at $P < 0.05$ is greater than the critical value (5.991) at 2 degree of freedom with P-value is .000. The calculated value is more than the critical value so null hypothesis is rejected, and it is clear that community based tourism is promoting different spots, places and events of tourist attraction at regional, state, national and international levels.

CONCLUSISON

Community based tourism is a form of tourism that takes environmental, social and cultural sustainability into account. Community based tourism enables participation from the local community in the development and operations of tourism with their consent and support. The perceptions made by the local residents towards community based tourism activities such as transportation, accommodation, medical services, employment generation, standards of living, better infrastructure, promoting local handicrafts, local cuisines, visiting local places, inculcation of foreign cultures to your local culture, providing a stage for interaction of local people with foreign and domestic tourists. And promoting different spots, places and events of tourist attraction at regional, state, national and international levels aspects local residents are satisfied.

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