

INTERACTION BETWEEN TOURISTS AND RESIDENTS: INFLUENCE ON TOURISM DEVELOPMENT IN UTTARAKHAND

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Abstract

One of the essential things for achieving and maintaining sustainable tourism development in a destination is to create a positive interaction between residents and tourists. The quality of interaction between tourists and residents contributes to both tourists experience and perception of the visited destination and tolerance of tourists by residents. The purpose of this research study is to understand tourists' attitudes and experiences as influenced by the host community in Uttarakhand. The research is conducted among residents and tourists of Uttarakhand. The results showed both positive and negative economic and cultural impact of tourism on the local residents. Regarding the tourists attitude, the result of the hypothesis indicated that, no significant difference in the overall satisfaction of the respondents was found by age, state and total household income. However the result illustrated that satisfaction of the tourists was influenced by the level of education (2.731) significant at 0.05 level. On the same the result also revealed that female tourists were more satisfied as compared to the male tourists who visited the destinations (-3.475) significant at 0.01 level and lastly the majority of the tourists overall experience with the local people was positive and these experiences influenced their impressions of the destination positively as well.

Key words: Tourists-residents interaction, tourism development, economic, satisfaction, Uttarakhand

Introduction

Uttarakhand has immense tourism potential for growth of tourist traffic. It is undoubtedly India's most beautiful state. One of the crucial things for achieving and maintaining sustainable tourism development in a destination is to create a positive interaction between residents and tourists. The quality of interaction between tourists and local community contributes to both tourists experience and perceptions of local people. **Sati & Sati** (2000). Host-guest interactions are an inevitable occurrence while on vacation, and tourists can assume their interaction with the host community will result in positive experiences. However, when tourists encounter negative experiences, conflicting attitudes may arise

towards the local community, and potentially the destination and this may lead to negative impact on the tourism industry of that place.

Any tourism in the region involves host-guest interactions. Thus it affects both quality of the tourism experience (satisfaction) for tourists and (perception) quality of life for local people. In order to have a better understanding of tourist satisfaction as a concept, there is need to define "satisfaction". The Little Oxford English Dictionary states that satisfaction is the feeling of pleasure that arises when you have the things you need or want or when the things you want to happen have happened. Several authors define satisfaction in a similar manner. **Tian-Cole**

and Crompton (2003) holds that satisfaction is the fulfillment of needs or drives and motives. **Huh** (2002) study focused on the characteristics of the tourist who visited the Cultural/Heritage destinations. The factor analysis was conducted to create correlated variable composites from the original 25 attributes. Using factor analysis, 25 destination attributes resulted to four dimensions: General Tour Attraction, Heritage Attraction, Maintenance Factors, and Culture Attraction. These four factors then were related with overall satisfaction. The result of Correlation analysis revealed that four factors were correlated with tourists' overall satisfaction. The study explored that there is a significant difference in the overall satisfaction of tourists by gender, past experience, and decision time to travel. **Selvam M., Babu M. and Vanitha S.** (2005) opined that that the satisfied tourist is the best and most powerful publicity medium of tourism industry. Tourism is one such industry that deals with human beings at every stage. Hence tourism needs continuous cordial human relationships. For the development of tourism there should be adequate supporting facilities to attract and motivate the tourist. The supporting factors like accommodation, transportation, catering, entertainment etc., could be referred to, as a tourism context factors, which serve as tools for satisfaction of the tourists. The sweet experience of the tourists depends to a great extent on the availability and quality of good tourism service. The tourists were satisfied with reasonableness of prices, architecture and culture and tourists guide services, transport services. On the other hand they were not satisfied with transport services, sanitary conditions, services of tourism offices. **Toteng** (2007) findings states that the

concept *satisfaction* is core in the wildlife tourism industry because it involves feelings of wildlife tourists after experiencing wildlife tourism services. The literature has positively associated and it emphasised the importance of several concepts to wildlife tourist satisfaction. **Rishi & Giridhar** (2007) explored tourist's need, preferences, perceptions and satisfaction in Himachal Pradesh. They stated that overall satisfaction of tourists is clubbed with variables like scenery and climate thus suggesting that a tourist's satisfaction depends largely on a place's unique offerings i.e. scenery and climate infrastructural factors. **Tarannum Husain**, (2007) examined the tourism in Uttaranchal. The primary data was collected through a pre-structured questionnaire from two respondent groups. Respondent group 1 consisting of 150 foreign tourists and 200 domestic tourists and respondents group 2 consisting of 110 hoteliers and 35 travel agents. His findings suggest that tourism needs variety and Uttarakhand has varied tourism products, which satisfy the needs and demands of almost every class of visitors. But, despite of various resources and potential of satisfying the needs and motives of almost every class of visitor, the state of Uttarakhand have not been able to attract more and more tourists, particularly international tourist and to increase tourism in this region proper advertisement and sales promotion technique should be used to promote tourism product. Further participation of other supported tourism industry is also equally important in the promotion of tourism.

Statement of Problem

Tourism is an industry that currently affects the tourists and livelihoods of many of the

worlds poor, both positively and negatively. Impacts vary between poor people, destinations, and types of tourism. Tourism is not very different from other productive sectors, but it has potential advantages for pro-poor growth because:

1. It is a diverse industry. This increases the scope for wide participation, including the participation of the informal sector.
2. It has higher potential for linkage with other local enterprises because customers come to the destination;
3. It is relatively labour intensive and employs a high proportion of women;
4. It has potential in poor countries and areas with few other competitive exports;

Uttarakhand Himalayas is a site of high biodiversity value, and one that is facing growing threats from a variety of sources including commercial logging, farming practices and tourism. As concern grows over the loss of both natural and cultural heritage in this region, attention is turning to strategies, which seek to link conservation with tourism development and generate incentives to conserve the resources on which economic benefits depend. Uttarakhand is growing in popularity, and likely to attract increasing number of tourists in the visiting area's cultural sites and protected areas of high biodiversity value. The economic significance of tourism industry is multifarious. Tourism development has a great deal of appeal for its role in the economic development of remote mountain regions.

The problems facing the region call for the promotion of activities that are based on the region's comparative advantage and provide alternative livelihood opportunities for the local people and at the same time actively promote tourism products so that

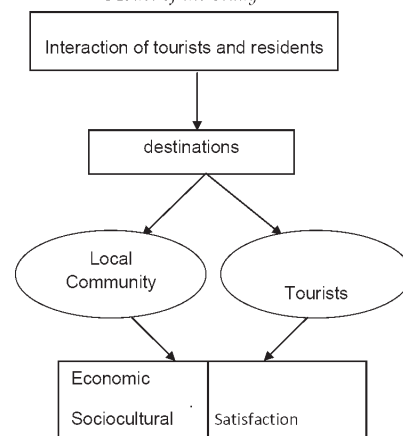
the twin issues of economic development and tourism promotion can be simultaneously addressed.

For the development of tourism there should be adequate supporting facilities to attract and motivate the tourist. This is important to know because tourist satisfaction is entirely dependent on the host community, and dissatisfaction may result in negative attitudes towards not only the hosts, but also the destination. In this study, attention is given to economic and cultural impact of tourism and the factors which lead to satisfaction and dissatisfaction of tourists in the region.

Study Framework

Tourism is a product of three main elements; destination, host and tourist, so the study framework sought to identify the relationship between tourism and (host and tourist) of Uttarakhand. Host-guest interactions are an inevitable occurrence while on vacation, and tourists can assume their interaction with the host community will result in positive experiences. However, when tourists encounter negative experiences, conflicting attitudes may arise towards the local community, and potentially the destination.

Fig. 1.1 Model of the Study
Model of the Study



Methodology:

Thus, the aim of the study is to analyse influence of tourist's behaviour on resident's perception of tourists, their acceptance and social interaction between them in the destination. The research is conducted among residents of Uttarakhand during the year of 2010. The results showed that cultural incidents are very important for the acceptance of tourists by the local residents and that perception of tourist's behaviour was significantly affected by socio-demographic characteristics of residents. The present study makes use of both primary as well as secondary data. Two separate structured questionnaires were used for collecting information from the tourists and local people. The first questionnaire that was used for the local people perception consisted of two sections. The first part of the questionnaire gathered demographic information on local communities. The second part consisted of item that utilizes a 5- point likert scale. The anchors include strongly agree, agree, undecided, disagree, strongly disagree and explored attributes affecting local people's economy, culture and the environment.

The second questionnaire that was used for tourist consisted of three sections. The first section gathered demographic information on Tourist. The second part consist of item that utilizes a 5- point likert scale, the anchors include strongly agree, agree, undecided, disagree, strongly disagree and explored destination attributes affecting tourists' satisfaction and dissatisfaction. In the third part of the questionnaire 5-point graphic scale was used to measure the expectation and service quality and value of money of the tourist

Data Processing

In this study the method of collecting and

gathering data from a part of population was used by the structured questionnaire. The software approach for the data analysis in this research was SPSS.

Reliability and Validity of Data

Reliability refers to the consistency of measurement. "To establish the reliability of the tourists' satisfaction measurement used in the survey instrument, the reliability coefficient (Cranach's alpha) was verified .If a scale has an alpha above (0.60), it is usually considered to be internally consistent"⁵². For the whole sample of population according to reliability test by SPSS tools, Cronbach's alpha for questionnaire used for local people is (0.79), and for the questionnaire used for tourist it was (0.68).

A number of experts such as academic scholars in the field of tourism and hospitality management were asked to confirm the validity of the questionnaire. Therefore, in this study, content validity was strengthened through an extensive review of the literature.

Research Hypotheses:

Three hypotheses have been derived through a thorough review of literature that focused on the cultural and economic impacts of ecotourism.

H_{2a}: There will be a significant relationship between the perceptions of cultural impacts of tourism and demographic variables such as age, level of education and income

H_{2b}: There will be a significant relationship between the perceptions of the economic impacts of tourism and the demographic variables such as age, level of education and income.

H_{2c}: There is no significant difference in overall satisfaction of tourist in terms of tourist demographic characteristics such as gender, age, state, education level and total house hold income

Objectives:

1. To identify and evaluate the effects of tourism on economy and cultural of local people in Uttarakhand.
2. To identify the attitudes of tourists towards hosts and the destination
3. To determine the factors that lead to satisfaction and dissatisfaction of tourists who visited the destination
4. To determine specific recommendations to enhance the awareness of the government, local community and tourist of the impacts on the local people
5. To determine specific recommendations to increase tourists to Uttarakhand.

Result of Hypotheses Testing

This element of the research presents the statistical analysis of the questionnaire responses. The aim of this section is to investigate whether a relationship exists between a number of independent variables and the perceptions of local community, particularly in respect of the economic and cultural impacts of ecotourism and also whether a relationship exists between a number of independent variables and the satisfaction and dissatisfaction of the tourists.

In order to answer the above, four main hypotheses have been formulated within this study. In line with the research questions, research design and nature of the data being collected, various statistical tests are available to conduct the analysis. For the current research, and according to the nature of data collected, four statistical tools

were used to undertake the statistical analysis: Correlation, One way ANOVA, Independent sample t test has been used.

To explore the extent to which any of the demographical variables (represented by age, a level of education and income) have relationship with the perceptions of local community towards the economic impacts of ecotourism, Correlation has been conducted to test the hypotheses. The general form of the null hypothesis related to this research question is:

H₀: There will be a significant relationship between the perceptions of the economic impacts of ecotourism and the demographic variables such as age, level of education and income.

A correlation coefficient measures the strength of linear between two variables. In the study the correlation coefficient measures the strength of linear between the economic impact of ecotourism and the demographic variables.

This result revealed that there was no significant relationship *between the perceptions of economic impacts of ecotourism and the demographic variables such as education and level of education*, explicitly that the sig. value of correlation for the whole set of variables is not statistically significant at the 0.05 or 0.01 sig. *In addition the result of the study revealed that there was significant negative relationship between economic impact of ecotourism and age (.270**)* where the correlation was significant at 0.01 level (2 tailed). As a result, the hypothesis can be rejected only for age, as shown in table 1.1

Table 1.1 Correlation Between Economic Impact And Age, Level Of Education And Income:

	Economic	Income of respondent	Age of respondent	Education of respondent
Income	.075			
Age	-.270**	-.077		
Education	-.102	.055	.258	

** P<0.01

H_{2a} : There will be a significant relationship between the perceptions of cultural impacts of ecotourism and demographic variables such as age, level of education and income

The results show that there is no significant relationship between age and cultural impact on local people explicitly that the sig. value of correlation for the whole set of variables is not statistically significant at the 0.05 or 0.01sig. level. In addition the result of the study revealed that there was significant

positive relationship between cultural impact of ecotourism and income (.275^{*}) where the correlation was significant at 0.05 level (2 tailed).

Undoubtedly, the later result confirms that the level of income influences the perceptions of the local people towards the cultural impacts of ecotourism. As a result the hypotheses can be rejected with respect to income as shown in table 1.2

Table 1.2
Correlation Between Cultural Impacts And Demographic Variables.

	Sociocultural	Age of respondents	Education of respondents	Income of respondents
Age	.174			
Education	.009	.115		
income	.257*	.088	-.100	

** (P< 0.05)

H_{2c} : There is no significant difference in overall satisfaction of tourist in terms of tourist demographic characteristics such as gender, age, education level.

Table below illustrates One-way ANOVA and Two-tailed Independent t-test of the mean difference of overall satisfaction by the demographic characteristics of the respondents. The results indicated that, no significant difference in the overall satisfaction of the respondents was found by, age, state total household income and state. However the result illustrated that, significant difference in the overall satisfaction of the

respondents was found only by Education and (F=2.731, p<0.05) and Gender(t= -3.475, (p<0.01) Furthermore the study explained that Post graduate respondents were more satisfied than with other degree holders and the female respondents were more satisfied than were male respondents. Thus, hypothesis 4 could be rejected only for Education and Gender. The results of the one-way ANOVA is shown in table 1.3 and 1.4 and Two Tailed Independent Test for the mean difference of overall satisfaction by demographic characteristics of Tourists are shown in table 1.3

Table 1.3
Presents One-way Anova Of Mean Overall Satisfaction Of Tourist With Respect To Age

Age	Mean	S.D	F	Sig.
18-25	69.06	6.33	0.322	.810
26-32	68.12	7.02		
33-40	69.69	7.28		
41	70.17	7.82		

The table above shows that there is no significant difference in satisfaction of tourists with respect to age as the *f* value is not statistically significant at 0.01 or 0.05 level.

Table 1.5
Result T Of Two-tailed Independent T-test Of
Mean Overall Satisfaction Of Tourist With Respect To Gender

Name	Mean	S.D	T	Sig.
Male	53.62	10.79	-3.475	.001
Female	63.34	17.19		

The table above shows that there is a significant difference in the satisfaction of male and female. Female with mean 63.34 and male with mean of 53.62. The *t* value is statistically significant at 0.01 level as ($p < 0.01$)

Findings And Discussion Of The Study:

In order to obtain an initial greater understanding of the impacts of eco-tourism on *local communities*, it was essential to conduct a thorough review of relevant literature. The review of literature resulted in an interesting new insight into the subject, allowing a useful comparison to be made between the different authors' arguments, opinions, views and conclusions associated with the impacts of tourism, as well as more closely defining those impacts which affect the perceptions and attitudes of host communities towards tourism. *As mentioned earlier this study identifies two main things first it identifies, investigates and evaluates the perception of economic and cultural impact of tourism on local community. Further it also identifies the satisfaction and perception of tourists towards the destination and local people.* The results of this study indicated that when residents in the community were asked to reveal tourism impacts, they assessed the perception of impacts in both negative and positive ways.

Regarding the *economic* impacts of

tourism the result of hypothesis testing reported that there was a significant negative relationship between the age and the economic impact of tourism (-0.270^{**}) where the correlation was significant at 0.01 level. It was interesting to find that economic impact of tourism was more on the young people i.e. more and more young people are being involved in tourism activities. Further this study found that respondents believed that ecotourism has improved the economic situation for many residents in this community, that it creates variety of jobs for the residents in the community. It is responsible for the increased infrastructure such as roads, schools, hospitals, restaurants etc in the region (Lindberg 1996)¹¹. This study is consistent with previous study. Sati (2004)¹² reported that the economic impact of tourism can be noticed along the roadsides from Rishikesh to Badrinath and Kedarnath, where mushrooming of small tea-stalls, dhabas, and other shops are earning a noticeable amount of wealth from the tourist everyday. The villages which lie on the major routes are now fully dependent on the income coming from the tourist by providing them accommodation and other basic facilities at their stay and local workers that used to be dependent on subsistence farming have started their own businesses that serve the tourists, selling or renting supplies, providing guides or selling

souvenirs to the tourists. In addition the respondents also stated that they are participating in tourism related activities, like guide and home stays. This finding is consistent with the findings Singhal and Gautam (2002)¹³. They reported that varying level of employment could be generated through tourism activities. Like creation of local, small and medium sized enterprises and activities such as guiding, bed and breakfast; home stays are example of such activities that creates employment for the young people. The respondents agreed that the standard of living of many people has increased due to tourist spending in the community. This can be supported by the increasing per capita income of the people of Uttarakhand, which was only Rs 12787 in 2000-2001 rose to Rs 24585 in 2005-06 (see appendix 3). Vast majority of respondent agreed that tourism generates tax revenue and foreign exchange for the government. This can be supported by the data that the number of foreign tourist's arrivals in Uttarakhand, which was only 44429 in 2001 has doubled in 2006 and reached to 85284.

In contrast the study also revealed the negative economics impacts of tourism. Respondents strongly asserted that working in tourism makes them feel insecure about their future employment, as their employment is seasonal in nature. This result is consistent with Dixit's (2005) argument that the seasonal nature of tourism creates fluctuations in the levels of local employment and hospitality and workers often have to find other employment or remain unemployed during the off season. Respondents further agreed that ecotourism is also responsible for increase in prices of many goods and services. This can be because of more

demand for goods and services in the region by the tourists Nigam (2006). Further the respondents stated that the natural resource that once provided livelihood to them, now only generates profit for outsiders, and they are left with little. Mica & Linda (2000).

Regarding the *cultural impacts* of the tourism the result of the hypothesis testing revealed a positive relationship between socio-cultural impact of ecotourism and income (.257), *where the correlation was significant at 0.05 level*. It was interesting to found that higher income group people had a more positive perception of the cultural impacts than the low-income group people. Further the result of second hypothesis reported a significant difference between the positive and negative cultural impacts of tourism, as positive impacts of tourism on the local people was found more than the negative impacts. *Alhasant (2008)*. Further the vast majority of the respondents believe that tourism has increased the image of Uttarakhand and its local culture pride; it has created more recreational facilities for local residents. The result reported here is consistent with previous research findings of Malviya (2005) that tourism can boost the preservation and transmission of cultural and historical traditions, which is pleasant for the residents. Similarly findings of Nigam (2002) showed that Tourism in Garhwal has helped in conservation of its cultural heritage since ages. It develops a strong sense of pride amongst the mind of the residents of tourist's destinations. The findings of the study revealed that cultural exchange of residents with tourist is valuable and pleasant and they will welcome the tourists coming in the region.

In contrast, the negative cultural impacts associated with tourism were evident.

Respondents considered that tourism is responsible for increased crime in the region. They further agreed that it is responsible for increased alcoholism and prostitution in the region and it has also encouraged the residents to imitate the behaviour of the tourists. A similar study by Bansal and Garg (2002) showed that tourists visiting the destinations leave behind their life-style and spending pattern. The residents of the host countries are tempted to follow this, further prostitution, gambling and smoking may be attributed to the foreign tourism. However the overall findings of the study revealed that the positive socio-cultural benefits of eco tourism have far exceeded the negative cultural impacts at Uttarakhand.

The third objective of the study was to *evaluate the satisfaction and perception of tourist towards destination and local people*. The second main purpose of the study was to *evaluate the overall satisfaction and dissatisfaction of the tourist who visited the destinations*. The result of the hypothesis indicated that, no significant difference in the overall satisfaction of the respondents was found by age, state and total household income. However the result illustrated that satisfaction of the tourists was influenced by the level of education (2.731*) significant at 0.05 level. On the same the result also revealed that female tourists were more satisfied compared to the male tourists who visited the destinations (-3.475**) significant at 0.01 level. From these studies, it has been emphasised that the identification of factors that lead to satisfaction and dissatisfaction of the tourists was needed. The literature has positively associated several concepts of tourist satisfaction and the variables that contribute to satisfaction of the tourist include natural scenery, architect and

culture, conditions and availability of drinking water, encouragement and attitude of local people, communication and entertainment, food and hygiene, safety measures, conditions of road, local transports, tour packages and guide. To measure the overall satisfaction of variables such as Value of money and Service quality, Expectations, Mouth Advertising and Re-visits were also included.

The findings of the study revealed that the respondents were highly satisfied with climate and greenery, and architecture and culture of the region. The vast majority of the respondents explicitly and strongly asserted that they were satisfied with food and hygiene, encouragement and attitude of local people, safety measures and transports of the region. Regarding accommodation and communication and entertainment facilities most of the respondents were neutral.

Regarding the dissatisfaction among the tourist, the respondents were disappointed regarding taxes and entry fees, reasonableness of prices Conditions of road, Guides, sanitary conditions and toilet and Tour packages

The factors like Expectations which tourists normally have before visiting any destination, service quality and value for money, Re-visits of the destination, Word of mouth advertising (recommendation of the destination) also influence the satisfaction level of the tourists.

Tourists normally have *expectations* before visiting any tourist destination. As such, expectations have the ability to determine experiences that tourists will enjoy. If the gap between tourists' expectations and their perceptions on the services consumed at a destination is

reduced, tourists will be satisfied, so respondent were also questioned about their **total experience relative to the total expectations** they had before visiting to Uttarakhand. Result of the study indicated that 66% of the tourists said that their experience was better than they expected, 14% indicated it as they expected and 20% said worse than they expected. Hence it can be confirmed here that expectations of the tourists were met in Uttarakhand.

According to Rogers (1995), the value for money concept has to be used within the process of determining prices because it helps to ensure maximum tourist satisfaction regarding a purchased service. When price is commensurate with service, it normally accounts for a successful service business. Lee, Yoon (2007) states:

“Perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.” In regard to the **service quality and value of money** around 54 % of the respondent indicated that that perceived value for money and perceived quality of service was good, 14% indicated it as average and 32% rated it to be poor.

The literature has also indicated that a tourist destination at which tourists experience high levels of satisfaction is more likely to experience a **revisit**; a pleasant and memorable experience will cause tourists to re-visit the destination. The result of respondents regarding the revisit to Uttarakhand, indicated that 40% of respondents were highly likely to return to Uttarakhand, 27% were likely to return to Uttarakhand, 17% were uncertain and only small amount 7% indicated that they were unlikely and 9% highly unlikely to return to Uttarakhand. Regarding the

recommendation of Uttarakhand as ecotourism destination, the majority of respondents (75%) stated that they would recommend Uttarakhand as a ecotourism destination, 9% of those who were uncertain, 10% who would not recommend and only a small portion 6% who would strongly not recommend. Regarding the **overall satisfaction** of the respondents around 77% of the respondents were satisfied and very satisfied with their visit to Uttarakhand, 12% were not satisfied with their visit and 11% were neutral. Thus the results showed that majority of the respondents were satisfied with their visit to Uttarakhand.

The study specially focused on a population consisting of residents residing in Uttarakhand and the tourists visiting the destination. The sample for this study was purposively selected stratified on the basis of the number of districts in the region. Both descriptive and analytical results were interpreted to attain some interesting findings of perception of the local community and the tourists. The study addressed the effects of tourism on the life of residents in the community and the satisfaction and dissatisfaction of the tourists. Respondents (Local people and Tourist) were asked to complete a survey based on their perception of tourism impact and the satisfaction of various factors associated with tourism. The result was a final usable sample size of 100 residents and 100 tourists.

The demographic details of **local people** represents that in general almost 67% of the respondents were of young age (18-32). More than half of the respondents were male (65%) and 35% were female respondents. the average age of the respondents were 25

years. Most of the respondents have a high level of education. The demographic characteristics of tourist's respondents represented that 62% of the total respondents were males and that over 48% of them were within the young age ranging between 18-32 years. Out of totals of 35 female respondents 54 % of them were between 18-32 years. Most of the respondent had a high level of education. Scenic beauty, wildlife watching and Trekking and few for hill resorts, water sports and photography attracted the data revealed that majority of respondent. Regarding the income of respondents only 12% of the respondent revealed that their income was above 500000 and rest below it, as majority of the respondents were student they reported to have no income. Regarding the accommodation majority of the respondent stayed in dharamshalas and hotel (star system). Regarding the tour organisation majority of the tourists organise their trip indendently and independently with group tour. Very few organised their trip with travel agent and tour operstors. Around 37% of the respondents traveled from U.P, 7% of the respondents were from abroad, 20% from Delhi, 9% from Punjab, and 5% from West Bengal.

The majority of the tourists overall experience with the local people was positive and these experiences influenced their impressions of the destination positively as well. The result of the study illustrated that; there was significant difference the satisfaction and perception of tourists towards destination and local People. The result of the hypothesis indicated that, no significant difference in the overall satisfaction of the respondents was found by age, state and total household income. However the result illustrated that

satisfaction of the tourists was influenced by the level of education (2.731^{*}) significant at 0.05 level. On the same the result also revealed that female tourists were more satisfied compared to the male tourists who visited the destinations (3.475^{**}) significant at 0.01 level. From these studies, it has been emphasized that the identification of factors that lead to satisfaction and dissatisfaction of the tourists was needed. The literature has positively associated several concepts of tourist satisfaction and the variables that contribute to satisfaction of the tourist include natural scenery, architect and culture, conditions and availability of drinking water, encouragement and attitude of local people, communication and entertainment, food and hygiene, safety measures, conditions of road, local transports, tour packages and guide. To measure the overall satisfaction of variables such as Value of money and Service quality, Expectations, Mouth Advertising and Re-visits were also included. The vast majority of the respondents explicitly and strongly asserted that they were satisfied with food and hygiene, encouragement and attitude of local people, safety measures and transports of the region. Regarding accommodation and communication and entertainment facilities most of the respondents were neutral. Regarding the dissatisfaction among the tourist, the respondents were disappointed regarding taxes and entry fees, reasonableness of prices Conditions of road, Guides, sanitary conditions and toilet and Tour packages. The factors like Expectations which tourists normally have before visiting any destination, service quality and value for money, Re-visits of the destination, Word of mouth advertising (recommendation of the destination) also influence the satisfaction level of the

tourists.

Suggestions

- The first crucial element to emerge is the need to educate both tourists and local people about all aspects of tourism. This can be achieved by giving the tourist full knowledge about local people place and culture, devising and presenting a code of behaviour, some do's and don'ts for tourists even before they leave their home Countries or State. Equally essential is educating the local people about tourists themselves, such as the cultural/attitudinal differences that can sometimes cause misunderstanding to occur in the interaction between tourist and local. This education could be delivered through formal and informal channels such as newspapers, magazines, leaflets, TV, etc. In order to make the tourists aware of ecotourism in the region, it is also suggested that *hoardings (Green Tourism, Ecotourism)* be set up at significant parts of the route.
- It is also recommended that lectures be arranged for those who have direct contact with tourists such as airport officers, tourist guides, hoteliers, and others who work in ancillary tourism services. While it is essential to raise the awareness of the local people of the importance of tourism, it is equally important that tourism planners are given recommendations to provide clear information to the local communities about the long term benefits of tourism.
- Even more important is the direct involvement of representatives of the local community in development decisions affecting their locality. More importantly, a thriving tourism industry links up the hill areas with the rest of the country and reduces social and economic isolation of the people.
- It is highly recommended that stricter regulations be introduced to control the employment of children in tourism to prevent them from dropping out of school at an early age. Improvements cannot be achieved without acknowledgement of a proper reward for provision of a satisfactory tourism service. Efforts should be made therefore; to increase the payment to those who work in tourism services this would also enhance their social welfare.
- Out-of-season promotion of tourism can encourage visitors to come at a time when numbers are less. Different pricing can be used to encourage off-season visiting. Alternative destinations can be promoted to stimulate visits to other locations or sites, the government should encourage paying a fixed sum to the people who are linked with tourism industry. This can remove the problem of residents feeling insure while working in tourism and will also remove the problem of overcrowding in particular season.
- The govt. should put check on the prices of the commodities, that they are not increased. As for methods of dealing with immoral behaviours as highlighted in the research, it is recommended that officials require activating strict laws and applying them to both tourists and local people when there are identified incidents of misbehaviour. .
- It has been suggested that in order to attract more and more foreign tourists, advertisement in foreign journals, magazines and newspapers should be

given in foreign languages. Besides, translation of tourist's literature in foreign language through different agencies is another positive steps in this direction

- This study has shown that the environment, local food and culture & social have a significant relationship with the satisfaction of tourists. This result can be useful to the tourism planners and marketers focus more on enhancing, improving and maintaining factors that contribute to tourists satisfaction. For environment, local authorities and planners should educate citizen to have a sense of protect life environment and tourism environment; behave to tourists culturally, friendly and condescending. For local food and culture & social, marketers should extend many kinds of tourism product such as swim underwater, climb up a mountain, casino, modern dance hall, building many shopping ward, eating and drinking, music and song place, so on. Especially, holding common people festival, eating and drinking cultural festival,

□ Based on the results of this study, it is recommended that a social marketing campaign be implemented to increase residents' awareness and tourism knowledge. Such a campaign should focus on economic knowledge and environmental knowledge of tourism; socio-cultural tourism knowledge should also be promoted due to the significance of sustainable tourism, and the low level of understanding about its components. The most common way residents said they would like to learn more about tourists.

- In order to decrease the negative effects

on local communities and increase tourist's arrivals following points can be checked while arranging an tourism activity in a region or taking part in it.

- Are local Communities involved in the tourism industry as employees?
- Does it have a respectful attitude to the local culture?
- Is there respect to nature and how is it protected?
- How much economic benefit will the local people get from tourism?
- Does the organisation cooperate with the local businesses?
- Are tour operators concerned about ecological hotels, transport, and restaurants?

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