

Perceptions of tourism among the natives at tourist destinations in Kozhikode District

ISSN 2321 – 371X
Commerce Spectrum 6(1) 1-4
© The Authors 2019
Reprints and Permissions
drsanstpeters@gmail.com
www.commercespectrum.com

Shaji E. V.

Assistant Professor, Pazhassi Raja NSS College, Mattannur, Kerala.

Dr. Venugopalan K. V.

Associate Professor & Research Guide, St. Peter's College, Kolenchery, Kerala.

Abstract

Tourism indeed creates some social perceptions in the minds of natives residing in and around the tourist destinations. Natives residing in and around the tourist destinations being one of the stakeholders of tourism industry, it is very much imperative to collect their opinion regarding the concept of tourism. A well defined interface between the tourists and natives is the precondition of the sustainable tourism policy. A resident in fact almost witness the tourist visit to a destination and at times they directly come in contact. At this juncture the attitude of locals to tourist gains significance. Some of the residents maintain a favourable attitude to tourism whereas some may not. The attitude maintained by the natives to an extent is based on how they perceive the concept of tourism. The various social perceptions of the natives are elicited by issuing questionnaire and the statistical test 't' test and 'F' test is performed as part of statistical analysis.

Keywords

Natives, Tourism, Social perception

I. Introduction

Native people at tourist destination forms an integral part of the host community as their very settlement itself is in and around the tourist spots. They happen to witness the tourist visit in the area and get to notice the things that happen in their near surroundings. People belonging to such destinations who witness the tourist arrivals and their movement tend to be aware of tourism and its scope of operations. This in turn leads to perceiving the term tourism amongst the natives. In this context it is noteworthy to mention that the way of perceiving tourism may vary from person to person owing to the differences in the demographic profile.

II. Objectives

- 1) To analyse the social perception of tourism among the natives.
- 2) To analyse the significant difference in the social perceptions of tourism among the natives based on demographic profile.

III. Methodology

The study is totally based on the primary data. Multi stage sampling technique is adopted in the study. In the first phase of sampling, destinations that are visited by both domestic and foreign tourists in Kozhikode districts are selected based on the tourism statistics report 2017. Accordingly Vadakara Craft Village, Kappad Beach, Kadalundi Bird Sanctuary and Thusharagiri Waterfalls were selected. In the second phase the wards in which tourist destination is situated are identified. Subsequently, questionnaires are distributed to the households using random sampling method. The sample size for the study is 50 households.

¹ Corresponding author:

Shaji E. V.
Assistant Professor, Pazhassi Raja NSS College,
Mattannur.evshajiev2011@gmail.com, 9947733227.

IV. Data Analysis

A. Age

Age wise distribution of natives is given in table 6.1

Table 1: Age wise distribution of the Respondents

Sl. No.	Age category	Number	Percentage
1	Upto 30	3	6
2	30 – 40	6	12
3	40 – 50	26	52
4	50 – 60	8	16
5	Above 60	7	14
	Total	50	100

Source: Survey Data

As exhibited in table 1 it is evident that among the respondents 52 per cent are in the age group of 40-50, 16 per cent are in the age group of 50-60, 14 per cent fall in the age group of above 60, 12 per cent fall in the age category of 30-40 and the remaining 6% fall in the age group of upto 30. The analysis infers that the dominant age group from among the respondents is 40-50.

B. Gender

Gender wise distribution of natives is given in table 2

Table 2: Gender wise distribution of the Respondents

Sl. No.	Gender	Number	Percentage
1	Male	31	62
2	Female	19	38
3	Total	50	100

Source: Survey Data

From the table 2 it is clear that 62 per cent of the respondents are male and the remaining 38 per cent are female.

C. Religion

Religion wise distribution of natives is given in table 3

Table 3: Religion wise distribution of the Respondents

Sl. No.	Religion	Number	Percentage
1	Hindu	23	46
2	Muslim	16	32
3	Christian	11	22
4	Total	50	100

Source: Survey Data

Table 3 clearly depicts that out of 50 residents 46 per cent are Hindus, 32 per cent are Muslims and the remaining 22 percent are Christians. It is unequivocally seen that majority of the natives belong to Hindu religion.

C. Marital status

Marital status wise distribution of natives is given in table 4

Table 4: Marital status wise distribution of the Respondents

Sl. No.	Category	Number	Percentage
1	Married	37	74
2	Unmarried	13	26
3	Total	50	100

Source: Survey Data

The table 4 reveals that out of a total of 50 sample natives 74 per cent are married and the remaining 26 per cent are unmarried.

D. Education

The distribution of sample respondents based on educational qualification is given in table 5.

Table 5: Educational qualification wise distribution of Respondents

Sl No	Education	Number	Percentage
1	School level	7	14
2	Higher secondary	12	24
3	Graduate	26	52
4	Post graduate	3	6
5	Technical education	2	4
	Total	50	100

Source: Survey Data

As the table 5 reveals that 52 per cent are graduates, 24 percent are at higher secondary level and 14 percent are at the school level. Only 4 percent of the respondents are having technical qualification.

E. Occupation

The pattern of the occupation of the selected sample is shown in table 6.

Table 6: Occupation wise distribution of Respondents

Sl. No.	Occupation	Number	Percentage
1	Business	4	8
2	Retired	2	4
3	Agriculture	7	14
4	Driver	5	10
5	Vendors at tourist spot	6	12
6	Salaried class	4	8
7	Coolie	22	44
	Total	50	100

Source: Survey Data

It is evident from table 6 that of the sample respondents 44 percent are coolies, 14 percent do agriculture, 12 percent are doing business at tourist place and 10 percent is engaged as drivers. Only 4 percent of the respondent is retired.

F. Income

Natives of all categories of income level forms part of the sample respondents selected for the study. Distribution of sample respondents based on their income level is shown in table 7.

Table 7: Income wise distribution of Natives

Sl. No.	Income group(Rs)	Number	Percentage
1	0-15000	17	34
2	15001 – 20000	21	42
3	20001 – 35000	7	14
4	35001 – 50000	3	6
5	50001 >	2	4
	Total	50	100

Source: Survey Data

As the table shows 42 per cent of respondents belong to the income group 15001 – 20000 followed by 34 per cent in the income group 0 – 15000 and 14 percent in the income group 20001 – 35000. Only 4 percent of the respondent belongs to the income group of 50001 and above.

Table 8: Social perception on Tourism

Statement	Mean	SD	Test value	t-value	p-value
Tourism has some social significance	2.71	0.96	3	-9.23	0.000
Tourist needs to be treated with courtesy	3.25	1.06	3	18.10	0.000
Tourism helps cultural exchange	2.95	0.84	3	-1.97	0.050
Tourism brings recognition to the local culture	3.68	0.95	3	15.70	0.000
Tourism helps existence of folk arts	4.10	0.84	3	27.02	0.000
Tourism causes liquor and drugs problems in my area	2.56	1.15	3	-7.72	0.000
Tourism creates unhealthy social practices	3.42	0.88	3	5.23	0.000
Tourism impairs family values	2.62	0.89	3	-6.67	0.000
Social perception	25.52	3.54	24	8.61	0.000

Source: Survey Data

Table 8 makes it evident that the average score of the statement, “Tourist needs to be treated with courtesy” (Mean score 3.25), “Tourism brings recognition to the local culture” (mean score 3.68), “Tourism helps existence of folk arts” (mean score 4.10), “Tourism creates unhealthy social practices” (mean value 3.42) are above the test value (3) so perception of the natives regarding these statements are significantly high, since p-values are less than 0.05. With regard to the statements “Tourism has some social relevance” (mean score 2.71), “Tourism causes liquor and drug problems (mean score 2.56)”, “Tourism impairs family values” (mean score 2.62); these mean values are significantly less than test value (3). Natives opine that tourism brings recognition to local culture, and helps sustenance of folk arts. They mention that tourism creates unhealthy social practices in their area. At the same time natives opine that tourism does not cause liquor and drugs problem, cultural exchange, and deterioration of family values.

E. Comparison of social perceptions of tourism based on demographic profile.

The social perception of tourism maintained by the natives based on age, gender, educational qualification and occupation are explained here. Analysis of variance and ‘t’ test are used for the analysis.

Table 9: Social perceptions of tourism based on age category

Age category	Number	Mean	SD	F-value (p-value)
Upto 30	3	24.45	4.06	
30 – 40	6	25.97	2.81	
40 – 50	26	27.04	3.35	14.91
50 – 60	8	23.85	3.44	(p=0.000)
Above 60	7	23.86	3.15	
Total	50	25.52	3.54	

Source: Survey Data

The table 9 shows that the mean score of the age group 40–50 (27.04) is high. This is followed by 30–40 age category (25.97), Up to 30 age category (24.45), above 60 age category (23.86) and 50–60 age category (23.85). The mean social perception score of the age group 50–60 is seen as least (23.85). Analysis of variance reveals that there exists significant difference in the natives’ social perceptions of tourism among various age groups as the p value is less than 0.05.

Table 10: Social perceptions of tourism based on gender category

Gender	Number	Mean	SD	t-value (p-value)
Male	31	25.73	3.96	0.935
Female	19	25.39	3.22	(p=0.350)
Total	400	25.52	3.54	

Source: Survey Data

It is evident from the table that the mean perception score of female respondents is 25.73 followed by male respondents (25.39). The p value (0.350) is greater than 0.05, Hence it is inferred that there is no significant difference between male respondents and female respondents with regard to the social perceptions of tourism.

Table 11: Social perceptions of tourism based on educational qualification

Education	Number	Mean	SD	F-value (p-value)
School level	7	25.50	3.21	
Higher secondary	12	27.00	2.97	
Graduate	26	24.74	3.88	6.206
Post graduate	3	28.00	.00000	(p=0.000)
Technical education	2	25.75	2.500	
Total	50	25.52	3.53	

Source: Survey Data

The table 11 shows that the mean perception score of the respondents who are at school level, higher secondary, graduate, post graduate and technical education are 25.50, 27, 24.74, 28 and 25.75 respectively. The mean score of the respondents who are post graduates is the highest and graduates is the lowest. Analysis of variance reveals that there exists significant difference in the social perceptions of respondents based on their educational qualifications as the p value is less than 0.05.

Table 12: Social perceptions of tourism based on Occupation

Occupation	Number	Mean	SD	F-value (p-value)
Business	4	25.56	2.76	
Retired	2	24.14	3.48	
Agriculture	7	24.56	3.61	
Driver	5	23.19	2.03	20.328
vendors at Tourist spot	6	27.46	2.47	(p=0.000)
Salaried class	4	23.11	2.56	
Coolie	22	22.56	3.55	
Total	50	25.52	3.53	

Source: Survey Data

The result of one way ANOVA reveals that mean score of social perceptions of the vendors at tourist spot (27.46) is high followed by business people (25.56), agriculturist (24.56), and retired people (24.14). As the p value is less than 0.05 it is evident that there exists significant difference in the social perceptions of tourism amongst the respondents based on their employment.

V. Findings

- 1) There exists significant difference in the natives' social perception of tourism among various age groups.
- 2) There is no significant difference between male respondents and female respondents with regard to the social perceptions of tourism.
- 3) There exists significant difference in the social perceptions of respondents based on their educational qualification.
- 4) There exists significant difference in the social perception of tourism among the respondents based on their employment.
- 5) Natives opine that tourism brings recognition to local culture, and helps sustenance of folk arts.
- 6) Natives mention that tourism creates unhealthy social practices in their area.
- 7) It is opined by the natives that tourism does not cause liquor and drugs problem and also does not cause cultural exchange and deterioration of family values.

VI. Conclusion

Analysis of the social perception of the natives clearly indicate their attitude towards the visitors and tourism industry. The industry being an interactive one, the authority should consider the opinion of the local people also while planning to implement tourism development projects. If natives opine that tourism creates unhealthy social practices, it needs to be seriously taken by the authorities concerned. In any case it should always be ensured that the social sentiments of the natives are not hurt during the run of the industry. For a progressive state like Kerala, the entertainment industry needs to be a sustainable one with wholehearted support of natives.

References

- Chakrvarti, P.K. 1994. Assessment of tourism in Sikkim: Society, Polity, Economy, Environment. Lama, M.P. (ed.). Indus Publi. Comp., New Delhi, pp. 221- 22
- Rai, S.C., Sundriyal, R.C. and Sharma, E. 1995. Eco-tourism Development in Sikkim Himalaya. A Report. G.B. Pant Institute of Himalayan Environment and Development, India
- Currie, R R (1997): 'A Pleasure-Tourism Behaviours Framework', Annals of Tourism Research, Vol 24, No 4, October, pp 884-97
- Bowen, D. (2002) Research through participant observation in tourism: A creative solution to the measurement of consumer satisfaction/dissatisfaction (CS/D) among tourists. Journal of Travel Research 41: 4 -14