

Tourism a Way to Bring Social Change: A Case Study of Jim- Corbett National Park

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Abstract: Tourism is generally described for its sustainability, economic viability as well as expansion and a means for restoration of happiness but few may have thought tourism as catalyst to bringing social equilibrium via social stratification. Tourism just like socialism rests in ending any kind of barriers among the citizens of the world. Tourism is a way of living, a way of learning, a way to thrive, a way to shift the frontiers of universal fraternity not only this, is the only way, to put an end in predatory, orthodox, fundamentalist thinking. Present study draws attention towards this. When one person feels urbanized, he wants to be socialized, next he starts moving to and fro, from inbound to outbound tourism and the level of satisfaction goes on in upward direction. Not only level of satisfaction but also mental stratification towards the existence, life-expectancy and expansion of one -self starts blinking. More advanced, urbanized, and developed a nation is; more uniform its citizens would be. The whole paper has been divided between three sections: section one starts with brief introduction, section II consists of objective, hypothesis and methodology, section III presents the analysis while section IV deals in with findings of the research work.

Keywords: Inbound, Outbound, Jim Corbett, Intercept, Family Size, Macro Level

1. Introduction

Tourism just like socialism rests in ending any kind of barriers among the citizens of the world. Tourism is a way of living, a way of learning, a way to thrive, a way to shift the frontiers of universal fraternity not only this, is the only way, to put an end in predatory, orthodox, fundamentalist thinking. The underpinning human rests in knowing and analyzing various social variables those inhibit healthy global growth. Human development report 2019 brings in new generation of inequalities [1] on the fore. One of the five key issues is low intergenerational mobility of income results in low human development index. The same judgment can be arrived with the people and their countries in terms of tourism. Tourism can cast its effect on development level the way in which urbanization does. Tourism is supreme form of urbanization. When one person feels urbanized, he wants to be socialized, next he starts moving to and fro, from inbound to outbound

tourism and the level of satisfaction goes on in upward direction. Not only level of satisfaction but also mental stratification towards the existence, life-expectancy and expansion of one -self starts blinking. More advanced, urbanized, and developed a nation is more uniform its citizens would be. The ultimate goal of socialism rests here. "All kinds of social customs and economic practices, affecting the distribution of wealth and of economic rewards and penalties, which we now maintain at all costs, however distasteful and unjust they may be in themselves, because they are tremendously useful in promoting the accumulation of capital, we shall then be free, at last, to discard. The strenuous purposeful money-makers may carry all of us along with them into the lap of economic abundance. But it will be those peoples, who can keep alive, and cultivate into a fuller perfection, the art of life itself and do not sell

themselves for the means of life, who will be able to enjoy the abundance when it comes" [2]. All our great philosophers and economists from Adam Smith, Hegel, Marx [3-5] have emphasized on the convergence of social beings into moral beings.

2. Methods

2.1. Objectives

Social stratification refers to the way people are ranked and ordered in society. Racism, sexism, heterosexism and education plays a vital role in social stratification. This stratification primarily occurs as a result of socioeconomic status in which a hierarchy determines the groups most likely to gain access to financial resources and forms of privilege. [6].

In this milieu objective of the present research paper is:

1. To know whether tourism can act as catalyst to social change.
2. Changes in economic level alone can boost tourism growth.

2.2. Methodology

The present piece of work with 100 respondents- twenty five foreign tourists and seventy five domestic tourists (from other states) were interviewed: at random over a period of nine months from November 2017 to July 2018, which are the months for peak tourism; in Jim Corbett National Park. A structured and validated questionnaire was used to interview the tourists to check their behavior across levels of income so that the discrepancies found, if any, can be analyzed in broader perspectives.

An attempt has been made to find out the association of tourist expenditure and annual income with the type of tourist. Analysis of Variance (ANOVA) is used to explain the main effects of factors and the interaction effect of the factor on the per day expenditure of the tourists. For Analysis purpose SPSS software version 20 was used.

2.3. Hypotheses: To Be Tested Were

Ho1: Type of tourist will have no significant effect on tourist expenditure.

Ho2: Annual income will have no significant effect on tourist expenditure.

Ho3: Type of tourist and Annual Income will have significant effect on tourist expenditure

3. Review of Literature

In 1759, Adam Smith published *The Theory of Moral Sentiments* in which he has thrown light on punishment, justice, virtues, prudence, constancy, morality, beneficence and social freedom. The literary work mainly concerned how human morality depends on sympathy between the agent and spectator. It shows that our moral ideas and actions are a product of our very nature as social creatures. It argues that this social psychology is a better guide to moral action than is reason. It identifies the basic rules of prudence and justice that are needed for society to survive, and explains the

additional, beneficent, actions that enable it to flourish. As we grow from childhood to adulthood, we each learn what is and is not acceptable to other people. Morality stems from our social nature. [3]

Social stability has many virtues it is true. But being unable to change for the better is not one of them. Adopting a Hegelian-Aristotelian perspective; viewing society as a quasi-organism and social concepts as quasi-autonomous ideas we might hazard that the 'dialectic of history' can get stuck instead of continuing to unfold its internal logic. We might also suppose that the organic development of the 'dialectic of history' can get prematurely arrested leaving a civilization or a society in a permanent state of adolescence. It is rather more plausible that certain stabilising mechanisms have been incorporated into the system that make it unable to change on any large scale, so it is inhibited from moving to any further stage of development. In Hegelian dialectical terms each of these big ideas and institutions of society must be living and moving ideas that continually develop and grow in our understanding and their application. Do we really want to remain stuck with a 19th century concept of Freedom rather than continuing to develop and expand it? [7].

So neither GDP nor EMP is the barometer of economic health rather its co-union of GDP and EMP. For the economies which are suffering from unemployment problem: a combination of raising the economic- freedom, managerial efficiency and either raising marriage age or social -freedom ought to be followed. [8]

A careful reading of 2020's World Happiness Report suggests that smaller, urbanized nations have the edge on happiness. A higher quality of social environment not only raises the average quality of lives directly, but also reduces their inequality. A strong social environment thus allows people to be more resilient in the face of life's hardships. Social environment means social- support and social -freedom [9] i.e. evolving trust in institutions and social-connections.

4. Result

4.1. Topology of the Land of GODs in Uttarakhand

The state ranks 19th in terms of area coverage and 20th most populous state in India. Nestled in the lap of Himalayas the state has 70% of area under forest cover which makes it an ideal destination for the natural traditional and new emerging avenues of tourism. Natural beauty abounds here in the form of glaciers, dense forests and rivers making it an ideal destination for adventure, leisure and ecotourism, yoga and wellness activities. It's topographical diversity makes it a heavenly place.

The ancient cultural and traditions of Uttarakhand are manifested in the music, dance, art forms and religious customs. The people of Uttarakhand share a divine bondage with the awe inspiring Himalayas. A journey to Uttarakhand is not only a religious and an adventurous journey, it is spiritual as well.

Uttarakhand is a land of Hindu temples. There are a number of holy Hindu shrines. Thousands of Hindu devotees visit the holy Ganga in hopes of attaining salvation and purification. The Char- Dhams are the most auspicious pilgrimage places. The Kumbh -Mela that is held after every twelve years witnesses some of the largest gatherings of devotees to be seen anywhere in the whole world.

Uttarakhand is endowed with a unique and diverse range

of biodiversity. From the snowbound peaks of the Himalayas to the moist Alpine scrub, sub Alpine forests, dry - temperate and moist- temperate forests to moist deciduous forests, the diversity is unique. Uttarakhand has a diversity of flora and fauna. Due to its mountainous topography, flowing rivers and glaciers, Uttarakhand also offers many adventure tourism opportunities in the form of trekking, skiing, paragliding, camping, angling, mountaineering and rock climbing. [10]

Table 1. Uttarakhand: sector-wise Contribution inSGDP(at current prices)

Uttarakhand		
Sector-wise contribution in SGDP		
at current prices		
Sector	2011-12	2018-19
Primary	14	10.57
Secondary	52.13	48.93
Tertiary	33.88	40.50
Total GSDP	100	100

Source: Directorate of Economics and Statistics, Planning Department, Uttarakhand. [11]

Table 2. State-wise Contribution of Tourism to Indian Economy (2015-16).

States	Gross Value added (GVA) at basic prices (Rs.Lakh)	Tourism Direct Gross Value Added (TDGVA in Rs. lakh)	Share of TDGVA in GVA	
			Direct (%)	Direct & indirect (%)
A & N Island	418325	30197	7.22	14.65
Andhra Pradesh	48166626	1856387	3.85	9.58
Delhi	22154351	937036	4.23	9.07
Goa	2958592	218577	7.39	16.86
Jammu & Kashmir	4912896	193346	3.94	7.59
Kerala	24164435	1130801	4.68	9.52
Karnataka	34348035	1097409	3.19	7.25
Maharashtra	87031584	2850738	3.28	7.46
Rajasthan	26989445	1003602	3.72	7.68
Tamil Nadu	48808673	1895119	3.88	8.1
Uttar Pradesh	53178944	1820425	4.42	6.84
Uttarakhand	7181027	292411	4.07	9.68

Table 2. Continued.

States	State Employment (in lakh numbers)	Tourism Direct Employment (in lakh numbers)	Share of Tourism Employment to Total State Employment	
			Direct (%)	Direct and indirect (%)
A & N Island	1.51	0.19	12.85	30.95
Andhra Pradesh	479.35	21.65	4.52	17.33
Delhi	52.4	4.49	8.58	17.64
Goa	4.68	0.74	15.86	32.77
Jammu & Kashmir	60.9	2.12	3.48	9.26
Kerala	142.43	14.07	9.88	23.52
Karnataka	301.96	15.55	5.15	15.71
Maharashtra	548.84	31.43	5.73	16.16
Rajasthan	331.48	8.9	2.68	10.01
Tamil Nadu	353.12	20.42	5.78	14.99
Uttar Pradesh	758.35	26.14	3.45	9.85
Uttarakhand	46.91	1.6	3.42	17.1

Source: NCAER Computations (Regional Tourism Satellite Account Uttarakhand, 2015-16) [12]

The economy of the State has been largely dominated by the services sector, including tourism, which contributes over 40% to the total Gross State Domestic Product from 2011-2012 to 2016-17 (table 1). As per a recent report by World Tourism and Travel Council (WTTC), India has been pegged

as 7th largest tourism economy globally and has forecasted it to grow by 7% between 2017 and 2027. Uttarakhand is expected to match this trend in terms of tourist arrivals. Uttarakhand holds 7th position in terms of TDGVA in GVA (table 2).

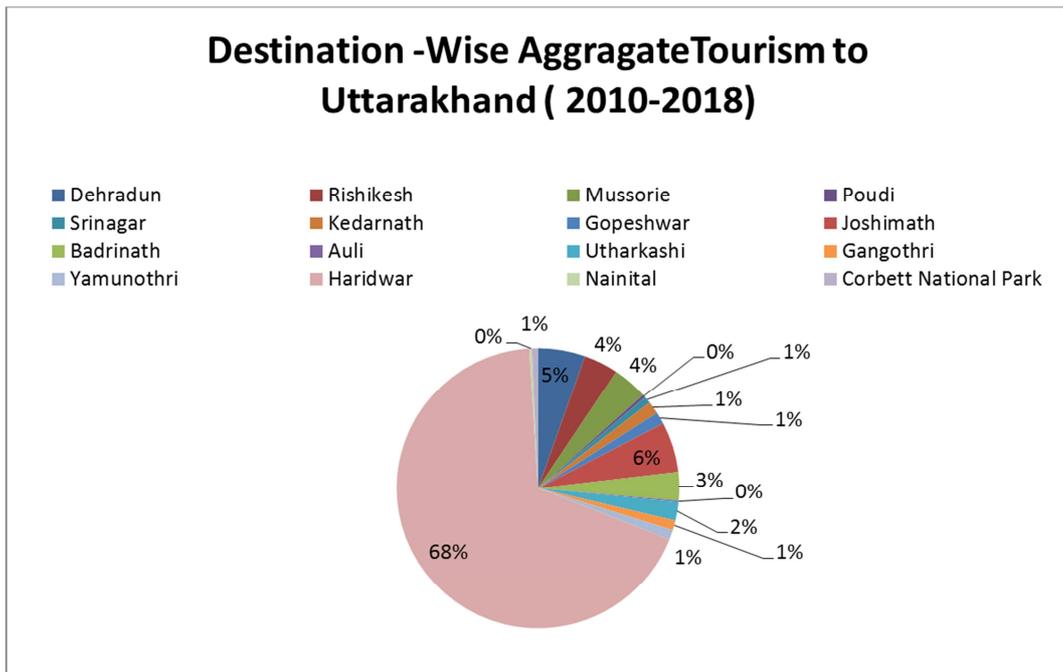


Figure 1. Destination-Wise Aggregate Tourism to Uttarakhand (2010-2018)

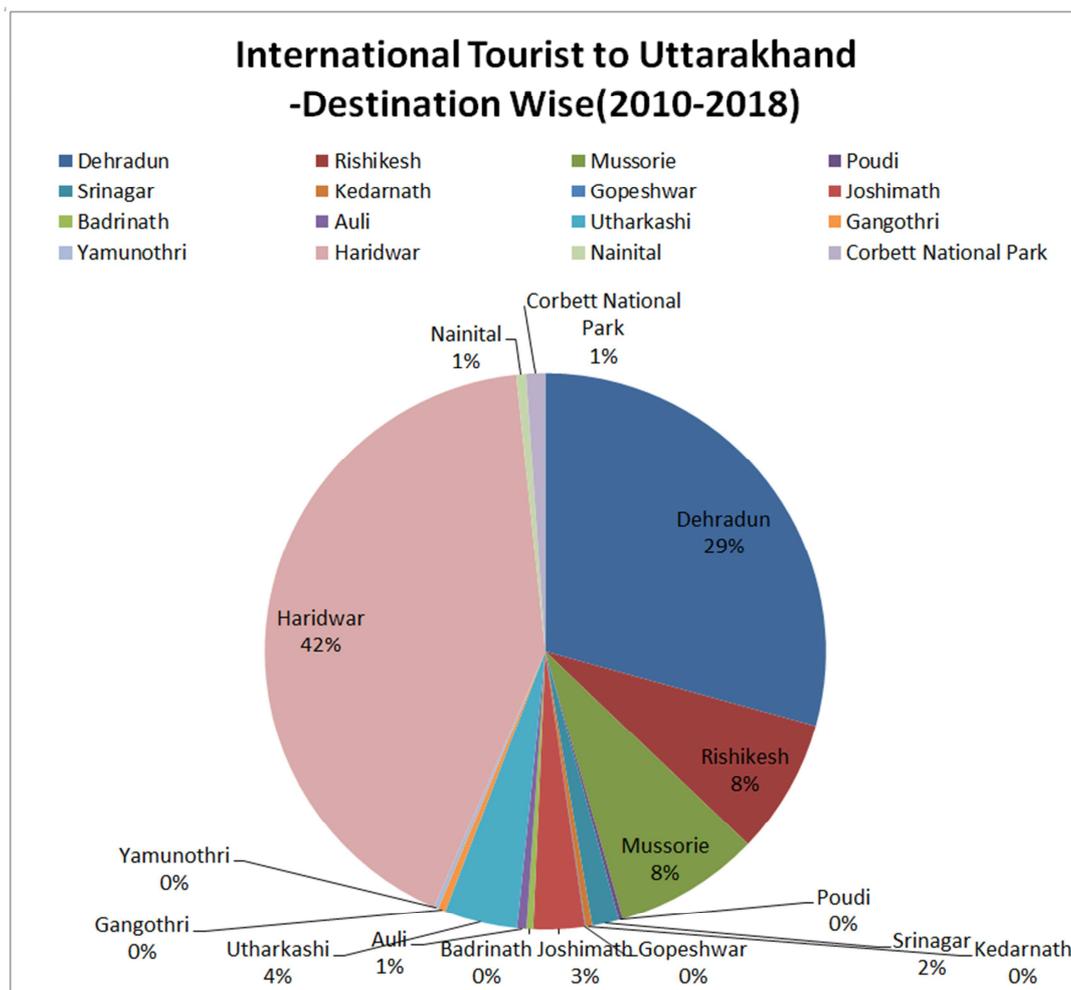


Figure 2. International Tourist to Uttarakhand-Destination Wise (2010-2018)

Table 5. Tests of Between-Subjects Effects.

Dependent Variable: Expenditure						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	149075028660.184 ^a	9	16563892073.354	15.591	.000	.609
Intercept	275873345312.192	1	275873345312.192	259.664	.000	.743
Typetourist	21320728664.616	1	21320728664.616	20.068	.000	.182
Annualincome	61132775851.949	4	15283193962.987	14.385	.000	.390
Typetourist * Annualincome	2485213954.555	4	621303488.639	.585	.674	.025
Error	95618049034.656	90	1062422767.052			
Total	457071560396.000	100				
Corrected Total	244693077694.840	99				

a. R Squared = .609 (Adjusted R Squared = .570)

On observation it can be seen that there is a significant main effect of the type of tourist (Foreign or Domestic) on the Expenditure as:-

1) the F value is significant (p<0.05) Hence our first hypothesis is rejected.

Similarly there is also significant main effect of Annual income on per day expenditure as

2) the F value is significant (p<0.05) Hence our second hypothesis is also rejected.

There is a non significant interaction between the Annual income and type of tourist on the per day expenditure

3) F= 0.0803, p>0.05. Hence our third hypothesis is accepted.

A look at the profile plots also clearly explains the main effects and the interaction.

5. Findings

Since:-

$$TE=f(Y_d) \text{ Equation}$$

$$TE=f(F_t, D_t) \text{ Equation}$$

$$TE=F [Y_d (F_t, D_t)] \text{ Equality } >1<$$

Where:

TE= Tourism Expenditure, Y_d= Disposable Income, F_t= Foreign Tourist, D_t= Domestic Tourist

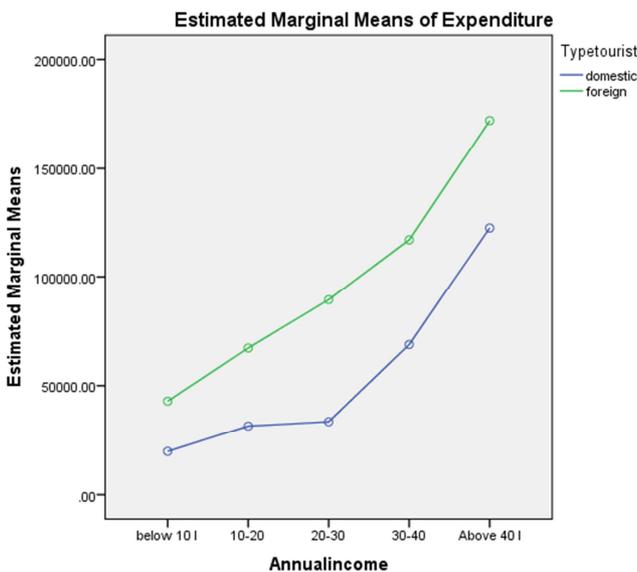


Figure 5. Estimated Marginal Means of Expenditure

The mean expenditure of foreigners is higher than that of domestic tourists which signifies that type of tourist is exerting significant effect. The means of expenditure across different categories of annual income of foreign tourists is higher than that of domestic tourists. As the annual income is rising the means of expenditure is also rising which shows that annual income is also exerting significant effect.

The interaction effect of both the independent variables is non significant as the lines are almost parallel to each other and do not cross anywhere.

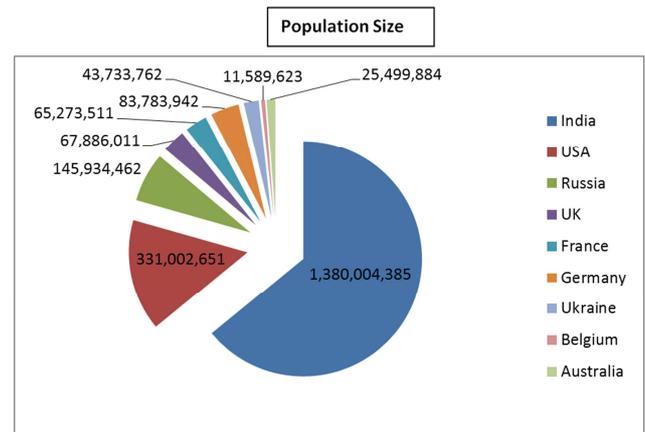


Figure 6. Population Size [16]

What are the factors responsible for this huge gap across levels of income? Certainly these are family size at micro level and population size at the macro level.

Since most of Type II tourist come from highly developed nations (Figure 1) one of them being U.K. and of course U.S.A. who are known for vast territory and very low population size (Figure 4). It's obvious when family size is low --- size of future uncertainties also tend to be low; so their expenditure part becomes strong. Further, when population intercept is low and gross domestic product (GDP) is very high; then national expenditure component of these countries, out of the tax revenue, also becomes very high. Higher expenditure on fewer people reflects in the not only in sound civic amenities/ common infrastructure they avail in their respective countries; but also, in the financial and physical securities which they can reap at a relatively lower cost i.e. heavenly old age homes, health packages, personal care takers etc., anything related till the end of life-cycle. Herein lies the rationale of best and soft governance. While

in India we think only in personal interest and personal welfare and continue expanding family size if not within the family then creating spectrum and strata: dependent variable, here, becomes passion for the institution of marriage; even if they don't have enough means of survival and revival across all strata of society.

So for the long term welfare of the national citizen it has now become pertinent to bring forth a change at attitudinal level. Because development can't alone occur only on the basis of GDP (Gross Domestic Product) rather this is ADP (Attitude of Persons) that calls forth development of human institution. Economic prosperity, at last, rests upon iconic prosperity which in turn lies not only on the educational quality but more importantly on human constitution which is the function of coupling herein lies the importance of right match of male and female to form the institution of marriage. So that even lesser number of people can produce as much as to give decent life not only to the dependents of their own nation, simultaneously, can create spread effect for the other nations also. When the peace will prevail all around; tourism in its true spirit will shine. Life is finite but the earth's beauty is infinite lets have everyone enough chance to perceive and conceive till synergies co-inside and energies revive; not for bloody revolutions rather to make blood relations. This will pave a way to make one nation, one world, one God Society: studded with good humans where neither country and race nor class and caste struggles play their role. This is the ultimate vision of our great philosophers and great "God Almighty".

6. Conclusion and Suggestions

Since annual income and tourist type have no association with regard to expenditure on tourism so it is strongly suggested to advertise [14] the benefits occurring through tourism. Since Indian mentality is largely based on frugality that needs to overcome.

People from middle income strata are skeptical about future well being in the absence of hefty savings; so there money is diverted towards savings which otherwise would have been invested for touring to and fro. So in order to raise their confidence level about future economic sustainability of their own-self state should act as catalyst. Proper tourism development policy is the need of the hour, and for this, the Govet. should do a thorough survey in the state.[15] Various *schemes* based on health -care, old age caretakers, funeral -rituals not only should be implemented but also *have variety*,

easier availability and made *compulsory* at least for those who come above certain *income brackets* and are *state employees*.

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