

Attitudes of Residents Towards Tourism: An Insight into West Bengal's Coastal Tourism Sites, India

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The main purpose of this paper is to assess the residents' attitude toward the impacts of tourism development on physical, economic and social environment at Mandarmani and Tajpur tourism destinations of Purba Medinipur district, West Bengal, India. This study also tries to find out the residents' support for tourism development. The study is completely based on primary survey and data have been collected from total 648 respondents of the total 24 surrounding villages (358 from Mandarmani and 290 from Tajpur) including the tourism destination villages during October 2018 to January, 2019. Perceptions of respondents were taken on different environmental, economic, social and cultural impact variables to measure their attitudes. Principal Component Analysis (PCA) technique and Cronbach's Alpha index were applied to validate the data reliability. Residents of both destinations were strongly agreed that eco system and bio-diversity of both destinations were affected due to tourism development. The residents of both tourism destinations not primarily depend on tourism and related activities. According to their perceptions, the benefits of the tourism development have concentrated to the groups and companies who established the hotels and resorts, and only few groups of local people gain the economic benefits of tourism. The tourism has introduced a number of economic opportunities to the residents such as employment opportunities in both direct and indirect ways, growth of markets, renting houses etc. Residents expressed positive view point that these destinations receive a cultural identity and provide opportunities for cultural exchange. The residents of these destinations have been categorised as 'In-betweeners' and their responses remain in 'tolerance level'. Following the Doxey's Irridex model, these destinations were in the stage of apathy when there is a steadily increasing visits and some residents start to take commercial advantages of the newly tourism development.

Key words: Cultural exchange, Doxey's Irridex model, economic opportunities, in-betweeners, stage of apathy, tolerance level

1. Introduction

Tourism is currently becoming an important segment of economic development in and around the world (Harril, 2004). Many national and local government institutions promote tourism as this sector has potentiality of positive impacts and economic benefits, such as increasing total income and tax receipts, generating direct and indirect jobs for local communities (Lankford and Howard, 1993; Miyakuni, 2012). Tourism is currently becoming an important segment of economic development in and around the world (Harril, 2004). Many national and local government institutions promote tourism as this sector has potential positive effects and economic benefits, such as increas-

ing total income and tax receipts, generating direct and indirect jobs for local communities (Preister, 1980). Quality of life increases with a rise in per capita spending by improving local infrastructure, public amenities and local leisure facilities and growing shopping opportunities (Pizam, 1978; Miyakuni, 2012; Pizam, 1978; Miyakuni, 2012). Tourism also has negative consequences, despite of positive impacts, such as road congestion, litter, noise and vandalism, higher prices of products and services, higher personal taxes, infrastructure tension, substance abuse and alcoholism (Pizam, 1978; Miyakuni, 2012).

According to Allport (1966), an individual's state of mind is an attitude towards meaning. One built on the perceptions and belief of reality, but these perceptions and beliefs are closely related to deeply held values and personality. According to Lankford et. al. (1993), the attitudes of resi-

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dents are simply expressed in the expectations of residents about the effects of tourism, as well as in the relationship between the perception of residents and the factors influencing their attitudes. A number of earlier researches have already been done on the resident's attitude to tourism, and these studies have revealed significant impacts of tourism and identified related variables, but no recognized theory has been established. Resident attitudes towards tourism have been examined by several researchers on the basis of different socio-economic factors such as income, age, duration of residence, gender, etc. Researchers have tried to forecast behaviours based on economic gain and economic status within the society (Allen et al., 1993; Broughum and Butler, 1981; Cavus and Tanrisevdi, 2002; Wales and Var, 1984; Girard and Gartner, 1993; McCool et al., 1994; Tonljenovic and Faulkner, 1994). In this sense, the principle of social exchange can be used to demonstrate that the greater reliance of individuals or societies on tourism dollars contributes to a more positive growth of tourism. This has been confirmed by many researchers including Jordon (1980), Evans-Prichard (1989), Akis et al. (1996), Cooke (1982), Husbands (1989) etc. The Irridex model of Doxey (1975) is very important on the basis of the Residents' typology. It indicates that the attitude of residents ranges in a variety of stages from 'euphoria' to 'apathy' and 'irritation' to 'antagonism', as perceived costs outweigh the anticipated benefits. Davis et al. (1988) divided into five categories based on the attitudes of residents. The researchers revealed that the relationship between awareness of the positive impacts of tourism on the economy and the appreciation of the tourism industry is high.

In a spatial sense, people living closer to the concentration of tourism activities are presumed to have a more negative view of tourism growth. This has been confirmed by Pizam (1978), Gursoy and Jurovski (2002), Harrill and Potts (2003). This is because of negative attitudes, which can often be the product of the apprehension of residents, if visitors increase, the opportunity to use leisure can be diminished. In the tourism center, the most negative attitude towards tourism was found to have more adverse impacts, while other communities with positive attitudes towards tourism were far from the core and had less effect. Harrill and Potts (2003) concluded that tourism growth attitudes are partly a result of spatial location and economic dependence.

The above-mentioned analyses are suitable to

find out the actual situation of resident's attitude towards the tourism industry developed in Mandarmani-Tajpur area in coastal West Bengal (Fig. 1). Specific objectives of the study are to:

- ✧ Evaluate of residents perception on impacts of tourism development on environment, economy, society and culture at these destinations.
- ✧ Measure the residents' attitude towards tourism development at these destinations.

2. Literature Review

One of the most consistent and commonly used approaches to determine the current condition of tourism in the local area is to analyze the resident attitude towards tourism (Cottrell and Vaske, 2006; Meimand et al., 2017). Local residents have been described as vital stakeholders and get affected by the growth of tourism (Aas et al., 2005). Studies have been conducted extensively around the world on this subject. Researchers have examined the relationship between the perception of tourism by residents and its positive and negative effects on society through various studies (Belisle and Hoy, 1980; Nunkoo and Gursoy, 2012; Nunkoo et al., 2013; Yeager et al., 2019). Another study by Spencer and Nsiah (2013) shows how the development of tourism due to the un-supportive role of residents was discontinued by political action. This incident was also found in the Solomon Island resort of Anuha island, where indigenous Melanesian communities went in aggressive activities during tourism growth (Spencer and Nsiah, 2013). In the Social Exchange Theory (SET), negative and positive effects of tourism have been observed for different types of tourism (Perdue et al., 1990; Dyer et al., 2007). A study by Naidoo and Ramseook-Munhurrun (2011) carried out on attitudes of residents to tourism development in Mauritius; three impacts of tourism, including social-cultural, economic, and environmental aspects, were covered by a small island developing state in Africa. Tourism is perceived by local residents as beneficial for the economic and socio-cultural aspects, particularly in terms of improving the quality of life. Local residents, however, have also professed negative environmental impacts, a serious concern for such development. Han et al. (2011) studied the perceptions of tourism by residents in the Tiantangzhai scenic area of China when the growth of tourism was at its initial stage. In terms of tourism development and economic well-being, a close relationship

has been found from the view-points of the residents. Study by Kumar et. al. (2013) suggested that prosperity and cost of living with the growth of the tourism industry were improved by the benefited people who are likely to be interested in promoting village tourism in Kumbalangy, Kerala. In Cape Cod, Massachusetts, an empirical study conducted by Pizam (1978) and suggested that adverse effects of tourism were identified. The investigator used 'Attitude-Index' to compare respondents' attitudes towards tourism with their reliance on tourism for a livelihood.

This present study examined the impacts of coastal tourism in Mandarmani-Tajpur according to three dimensions, namely environmental, economic, and social-cultural aspects, based on existing literature as discussed above. In addition to these dimensions, attitudes were also highlighted to support tourism development from the end of the residents' view points. This work also assessed the impacts of coastal tourism in Mandarmani-Tajpur. In addition to these dimensions; attitudes were also highlighted to support tourism development from the end of the residents.

3. Methodology

3.1 Study Site

Mandarmani and Tajpur are newly developed coastal tourism destinations in Purba Medinipur of West Bengal (Fig. 2a and b). Mandarmani and Tajpur are the third and second Digha resorts in Purba Medinipur district chain of resorts, respectively. Mandarmani tourism belt ($87^{\circ}38'49''$ – $87^{\circ}43'19''$ E; $21^{\circ}39'30''$ – $21^{\circ}40'15''$ N) spreads over the mouzas of Mandarmani, Silampur, Sonamuhi, Dadanpatra between Jaldha and Pichuaboni inlet and Tajpur tourism destination ($87^{\circ}37'00''$ – $87^{\circ}38'48''$ E and $21^{\circ}38'48''$ – $21^{\circ}39'16''$ N) comprising of two mouzas of Tajpur and Barakhana are located in the western side of Jaldha inlet. Mandarmani and its surrounding villages were the villages of the fishing community before the establishment of tourist resorts. The temporary settlements of fishermen in Dadanpatrabar and Mandarmani have been established; the practice has been a tradition for the last 35–40 years. Fishermen of Orissa, Medinipur (both Purba and Pachim), and South 24 Parganas, come here to trade. Before the development of tourism, the Tajpur mouza was known for its fishing activities and salt production. Temporary fishing community settlements began to develop in two mouzas of Tazpur and Barakhanas in dispersed form (Pahari, 2013).

The current study of interest is consisted of two areas, one is the Mandarmani region and the other is the Tajpur region. These two destinations have placed themselves in a good position on the tourist map of West Bengal as well as in India within a very short period of time, i.e. a period of ten years. The development of tourism in these areas can add a new dimension to economic development, but rampant growth of hotels and resorts in CRZ creates an area of vulnerability to the biotic kingdom and local people's livelihood strategies. In these situations, the analysis of the attitude of tourists and their satisfaction with tourism practices, facilities and services, in very specific tourism requirements. In order to formulate the potential growth plan for these destinations, the findings of study would be very useful to the decision-maker. Based on these theoretical reviews, it was attempted to find out the trend of perception and attitude of residents towards the effects of tourism growth at coastal tourism destinations in Mandarmani and Tajpur.

3.2 Variable Measurement

The variables tested in this study were resident's perception on environmental, economic and socio-cultural impacts due to tourism development and support for tourism development. The variables were summarized in Table 1. The items of each variable were chosen after reviewing various literatures and empirical observations.

3.3 Survey Methods

The information was gathered through a standardized questionnaire and the 5 point Likert scale was used to assess the attitude of the residents towards tourism growth where 1 was 'strongly disagree' and 5 was 'strongly agree'. Researchers have largely used this form of measurement scale to examine the experiences of residents in different studies.

3.4 Data Collection and Sampling

The research is essentially based on the primary data for which the heads of households are interviewed with the help of questionnaires (close-ended method) reaching them by door-to-door survey from October 2018 to January 2019. The method of random sampling was adopted for data collection. For the purposes of the research, supplementary data and knowledge from different sources, such as seminar articles, conversations in seminars, journals and some periodicals relating to the effect of tourism on environmental issues, were consulted for literature review and secondary data.

3.5 Sample Size Selection

Sample size selected on basis of Morgan's table for sample size selection based on the following formula given by Krejcie and Morgan (1970) which is as follows:

$$S = x^2NP(1 - P)/d^2(N - 1) + x^2P(1 - P)$$

where, S = required sample size, x^2 = the table value of chisquare for 1 degree of freedom at desired confidence level (0.10 = 2.71, 0.05 = 3.84, 0.01 = 6.64, 0.001 = 10.83), N = the population size, P = the population proportion (assumed to be 0.50) and d = the degree of accuracy expressed as a proportion (0.05).

In this analysis, 358 households from twenty Mandarmani area villages and 290 households from four Tajpur area villages were selected as samples at a 95 per cent confidence level and a 5 per cent error margin. The responses of residents were obtained from one person from one household and a random sampling procedure was used to select sample households. The scale of the village wise samples was demonstrated in the Appendix Table 1.

3.6 Statistical Data Analysis

The statistical data analysis was carried out in two stages and was performed through the statistical software package SPSS (20.0 version). In the first phase, descriptive analysis was performed to classify the features of the sample profiles. The mean score and standard deviation of items were first analyzed under the main variable of environmental, economic, social and cultural impacts and support for the growth of tourism. To reconstruct the measurement objects, the second stage consists of factor analysis. To optimize the clarification of the variance, the principal component factor analysis with a varimax rotation approach was applied. The Kaiser-Meyer-Olkin calculation of sampling adequacy measures the variables' partial correlations. As an appropriate factor analysis, a greater than 0.6 KMO value and a relevant Bartlett test ($p < 0.005$) will be considered. In order to determine the number of factors and the variance of the factors, an equivalent value greater than 1 is required. Chronbach's alpha was also tested for the reliability of the scale.

4. Findings

4.1 Socio-Economic Profile of the Respondents

Table 2 summarizes the demographic details of the sample population. 75 percent male and

24 percent female represented the overall sample population. The majority of respondents were 18–36 years of age and 36–54 years of age and their proportions are 45.81 percent and 40.34 percent respectively. The majority of respondents (54.42%) had an education level up to primary, only 2.84% were graduates and 0.40% completed post-graduate level. Only Hindu (82.80 percent) and Muslim (17.20 percent) people are found there. Occupations in agriculture and fisheries accounted for the majority of respondents (67.13%); only 5.39% people are engaged in transport sector followed by 6% in hotel and tourism sector and 5.40% in industry sector. The highest share of respondents (76.05 percent) had a monthly income of less than 10,000 rupees and a monthly income of 10,000 to 20,000 rupees was found among 20.70 percent.

76 percent of the respondents in Tajpur were males and 24 percent were females. The respondents were 18 to 36 years of age and the age group of 36 to 54 years was 38 percent and 48 percent, respectively. The majority of respondents (50.67%) were educated up to primary level and 21.67% completed secondary level. The Hindu group accounted for 99.33% of the respondents. The majority of respondents (78.67%) were involved in agriculture and fishing, 6.67% were involved in transport (i.e. toto rickshaw, motor van, trekker, car) and only 1% were employed in the hotel and tourism sectors. 79.67% of respondents had a monthly income of less than 10000 rupees and 19.33% of respondents had a monthly income in between 10000 and 20000 rupees.

4.2 Descriptive Statistics

Residents' evaluation of impacts of tourism on environment

The mean score of the perceptions of residents on the environmental impacts of tourism in the region of Mandarmani ranges from 2.15 to 3.87 (Table 3). "Tourism causes the destruction of Mandarmani's ecosystem and biodiversity" ($M = 3.87$), "Tourism causes damage to the natural environment and the countryside" ($M = 3.85$), the mean value of "Tourism growth improves the physical appearance of Mandarmani" ($M = 3.50$) was higher than the average value, i.e. 3. Residents therefore accepted that the Mandarmani coastal area's physical appearance improved as a result of tourism growth, but tourism destroyed the Mandarmani coast's ecology and biodiversity and harmed the natural environment. They did not accept that "tourism generates noise pollu-

tion" ($M = 2.15$) and "too much pollution and waste is generated by tourism" ($M = 2.24$).

Like Mandarmani, the perception of the residents of Tajpur and its surrounding villages on the environmental, economic and social-cultural effect of tourism was assessed. The variables of 'Tourism causes harm to the natural environment and to the countryside' have reported the highest score of tourism effects on the environment and Tourism is causing the degradation of Tajpur's ecology and biodiversity ($M = 4.14$). The highest mean ratings on the variables suggested that respondents agreed to (Table 3). On the statements' Tourism creation improves Tajpur's physical appearance' ($M = 2.56$), Tourism generates noise pollution' ($M = 2.61$), Tourism generates too much pollution and waste' ($M = 2.63$), the lowest scores were reported. Therefore, the inhabitants of these villages were not in agreement with these claims.

Residents' evaluation of impacts of tourism on economy

For the argument of 'Tourism benefits only a small number of residents in Mandarmani' ($M = 3.97$) and 'profits created by tourism activity end up with companies and individuals from outside of Mandarmani' ($M = 3.97$), the highest mean score of perceptions on economic impacts of tourism was reported (Table 4). The mean score varied from 3.97 to 1.99. Other statements such as 'Tourism Raises Income in Mandarmani Locally Owned Small Businesses' ($M = 3.94$), so they decided that only small numbers of people who owned small businesses in Mandarmani benefited from tourism, but most of the tourism profits go to businesses or outsiders. They also agreed with statements such as 'Tourism stimulates local demand growth' ($M = 3.34$), 'Tourism raises resident income' ($M = 3.14$), 'Tourism provides local residents with job opportunities' ($M = 3.12$), and disagreed with the statements, i.e. 'Tourism creates increased the cost of land and housing' ($M = 2.35$), 'Rental houses become a source of income due tourism development' ($M = 2.20$), 'Tourism development creates scarcity of essential goods during tourist season' ($M = 1.99$).

Economically, residents of Tajpur and its neighbouring villages agreed with the statements' profit created by tourism operation ends up with companies and individuals from outside Tajpur' ($M = 3.86$), Tourism raises profit from small businesses locally owned in Tajpur' ($M = 3.82$), Tourism

only benefits a small number of residents in Tajpur' ($M = 3.82$), 'Tourism creates job opportunities for local people' ($M = 3.81$), Tourism creates more industries in Tajpur for local people and small businesses' ($M = 3.810$), Tourism raises resident income' ($M = 3.28$), Rental homes become a source of income due to tourism growth' ($M = 3.28$). They disagreed with the 'Tourism Raises Land and Housing Expense' claims ($M = 2.61$), 'Tourism development creates scarcity of essential goods during tourist season' ($M = 1.30$).

Residents' evaluation of impacts of tourism on environment, society and culture

The average views of residents on the socio-cultural effect of tourism ranged from 3.26 to 1.95 (Table 5). "Tourism facilitates improvement in the quality of roads and public services", "Tourism has a positive effect on the cultural identity of the Mandarmani region", "Tourism increases alcohol consumption", "Tourism enhances social security", and "Tourism improves social security", "Tourism increase the quality of live", "Tourism reduce the poverty of local residents' were 3.24, 3.25, 3.26, 3.06, 3.03 and 3.00 respectively i.e. higher than average mean score ($M = 3$). This outcome demonstrates that they have agreed with these assertions. They disagreed with the statements like, 'Tourism increases unpleasant overcrowding and traffic congestion' ($M = 2.55$), 'Tourism creates strain on public utility services and recreational facilities' ($M = 2.24$), "Tourism enhances cultural exchange between tourists and residents' ($M = 2.96$), "Tourism increases the prostitution activities" ($M = 2.81$), 'Tourism increases the crime' ($M = 2.12$), 'Tourism decreases the social cohesiveness' ($M = 1.96$), etc.

In the context of socio-cultural impact of tourism developments, the mean score ranges from 1.94 to 3.57. Highest mean score recorded in the statements of Tourism has positive impacts on cultural identity of Tajpur area' ($M = 3.57$). They were agreed with the statements of 'Tourism enhances cultural exchange between tourists and residents' ($M = 3.55$), 'Tourism encourages improvement in quality of roads and public facilities' ($M = 3.51$), 'Tourism increase of prostitution activities' ($M = 3.47$), 'Tourism increase alcohol consumption' ($M = 3.50$). The lowest scores were recorded for the statements 'Tourism decrease of social cohesiveness' ($M = 1.94$), 'Tourism increases of crime' ($M = 2.71$), 'Tourism increases unpleasant overcrowding and traffic congestion' ($M = 2.82$).

Support for Tourism Development

The mean scores ranged from 3.95 to 3.98 for the items related to support for tourism growth (Table 6). All mean scores above the average value of 3.00 have been found. For the items of 'I support that tourism plays a vital role in' Mandarmani region ' $(M = 3.98)$ ', the highest mean value score was reported. The products' Tourism can be one of the most significant economic development choices for the Mandarmani region 'scored average value of 3.97', Mandarmani can try to attract more tourists 'and' Additional tourism facilities can help Mandarmani expand in the right direction 'obtained a mean value of 3.95 and 3.95 respectively. This result was an indicator of the support of residents for tourism growth (Table 6). The mean ratings for tourism development support products range from 3.97 to 3.89. The highest mean score was recorded in the 'Tajpur should try to attract more tourists' statement ($M = 3.97$) and the lowest score of 3.89 was recorded in the 'Tourism can be one of the most significant economic growth choices for the Tajpur region' statement. Therefore the attitude of the resident to tourism development was positive.

4.3 Factor Analysis

Factor analysis for environmental impact

The five environmental impact items of tourism innovations were extracted with a two-factor framework that clarified the total variance of 77.14 percent (Table 7). The accepted index of 0.629 was surpassed by the Kaiser-Meyer-Okin (KMO = 0.629). The Bartlett test ($P < .000$) is substantial. Furthermore, the individual value of two component variables was greater than 1, i.e. 2,213 and 1,644. These three indices showed that there was an appropriate and true two-factor framework for the study. Factor one and factor two, 44.257 per cent and 32.887 percent of the total variance was clarified. The things that reflected the negative impacts of tourism growth at Mandarmani were both factors one and two. Residents agreed with the first factor, but factor two was not agreed with. For the two elements, the Cronbach's alphas were 0.818 and 0.777, which were suitable for the reliability of the scale.

Component factor analysis was used to measure the four elements for estimating the effect of tourism on the environment; two components were extracted. The value of 98 per cent of the total variance was clarified by the total variance, and the structure was certified as correct (KMO

= 0.860; Bartlett $p < .000$; Eigen value > 1). The alpha of the Cronbach's was measured at 0.984 and 0.984 respectively, reflecting the reliability of two-factor loading structure.

Factor analysis for economic impact

After the main component factor analysis of the economic impact of tourism development was carried out, 7 out of 10 items remained and a two-factor structure was obtained (Table 8). 62.892% of the overall variance was explained by two variables. The acceptance of the factor structure was confirmed by the KMO (0.743) and Bartlett's test ($p < .000$) eigen value (all larger than 1). The Cronbach's alphas of these two variables were 0.979 and 0.839, which verified the variables' reliability.

The four items that determined that most of the benefits of tourism growth went to 'businesses and individuals from outside Mandarmani' referred to as 'economic benefits' in factor 1. Factor 2 was referred to as 'economic opportunities' relating to income opportunities, work opportunities, business opportunities, etc. The two variables accounted for 32,602% and 30,290% of the overall variance, respectively.

6 items remained after the main component factor analysis and two factor structure were obtained. 78.582% of the total variance was explained by two factors. The KMO (0.878) and Bartlett's ($< .001$) test and eigenvalue (greater than 1) verified the acceptance of the factor structure. The first factor includes the items of 'Tourism benefits only a small number of residents in Tajpur', 'Tourism increases profits locally owned small businesses in Tajpur', 'Profits generated by tourism activity end up with companies and persons from outside Of Tajpur'. The second factor includes 'Rental houses become a source of income due tourism development', 'Tourism creates Growth of local market', 'Tourism increase in the income of residents'.

Factor analysis for social and cultural impact

Of the 12 socio-cultural impacts of tourism development, 10 items were extracted using key component factor analysis and a three-factor structure was obtained (Table 9). The individual values of these three variables were more than 1 and 69.139% of the total variance was explained. The acceptance of the factor structure was verified by the KMO (0.772) and Bartlett test (< 0.000). As discussed in the previous section, residents agreed on the items or statements under factor-1 and

factor-2, while residents did not agree on items of factor-3. Of these three variables, the Cronbach's alphas were 0.885, 0.875, 0.611, which were acceptable on a reliability scale.

Out of 12 socio-cultural impacts of tourism development, 10 items were extracted using the key component factor analysis and a three-factor structure was obtained. The individual values of these three variables were more than 1 and 69.139% of the overall variance was clarified. The acceptance of the factor structure was confirmed by the KMO (0.772) and Bratlett test ($< .000$). As mentioned in the previous section, residents agreed on the items or claims under factor-1 and factor-2, although residents did not agree on items of factor-3. Of these three variables, the Cronbach's alphas were 0.885, 0.875, 0.611, which were appropriate on a reliability scale.

7 things remained and a two-factor structure was obtained after the key component factor analysis was carried out (Table 9). The two variables clarified a total of 82.17 percent of the total variance. KMO = 0.860, Bratlett p , .000, Eigenvalue 0.1 certified the structure to be accurate. The reliability alpha was equivalent to 0.985 and the reliability of the two-factor loading structure was 0.951.

Factor analysis for support for Tourism development

Support from locals for tourism growth has also been submitted to the key component factor review. Also, with KMO equal to 0.732, one variable was extracted and the Bartlett's p -value is lower than .000. The 4 things clarified the overall 93.709 percent variance (Table 10). The alpha value of the Cronbach's is 0.978, acknowledging the structure's stability. Resident support for tourism growth in Tajpur was also submitted to the component review of the Principle. With a KMO of 0.886 and a Bratlett p value $< .000$, one component was extracted from this analysis. 93.548% of the overall variance was clarified by this one-factor structure. The Cronbach's alpha 0.977 proved the one-factor structure's reliability.

5. Conclusion

The results of the following research suggest a constructive or supportive attitude towards the growth of tourism in the Mandarmani and Tajpur regions. The newly established coastal tourism destinations are Mandarmani and Tajpur. The climate is very much affected by the rapid growth of hotels and resorts. In the case of both countries, people's views were negative, while tourism

affects some coastal areas. Due to tourist production, floral and faunal diversity has been lost. From the demographic profile of the respondents, it is clear that agriculture and fishing are the main occupations of the population of those regions. It is true that the benefits of tourism growth have reached few groups of local people in these areas for both tourism destinations, as people in these areas do not depend solely on tourism and related activities, and most of the benefits have been based on the groups and companies that developed the hotels and resorts. But tourism provides them a wide range of economic opportunities, such as direct and indirect job opportunities, business growth, renting homes, etc. Mandarmani and Tajpur acquired a cultural identity due to the growth of tourism and created opportunities for cultural exchange. It has been decided by the residents of both destinations that tourism enhances road conditions. Some negative shifts, on the other hand, often occur such as consumption of alcohol by tourist, prostitution activities rise in hide and sick conditions. Despite the negative views on environmental, economic and socio-cultural effects, tourism projects are welcomed by the people of these two destinations because they feel that tourism can be part of economic growth in their areas and should aim to draw more tourists.

Based on these results, residents of these destinations have been classified as 'In-betweeners' with moderate views on the benefits of tourism and the continued development of the industry (Devis et. al. 1988). Their responses stay at the level of 'tolerance' where people have mild approval, which means they absorb inconveniences or the costs associated with the impacts of tourism (Ap and Crompton 1993). The Mandarmani and Tajpur remain in the stage of apathy following the Doxey's Irridex model (Doxey 1975; Fridgen 1991), when there is a gradually increasing visitation and some residents begin to take commercial advantage of the new tourism growth, while others criticise the perceived and real changes in the city.

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Table 1: Measurement of Variables to Study the Impact of Tourism in Mandarmani and Tajpur Belt, Purba Medinipur

Variables	Statements/Assertion	References
Environmental impacts	Tourism development improves the physical appearance of Mandarmani/Tajpur. Tourism causes damage to the natural surroundings and to the countryside. Tourism causes damage of ecosystem and biodiversity of Mandarmani/Tajpur. Tourism creates noise pollution at Mandarmani/Tajpur. Tourism creates too much pollution and waste at Mandarmani/Tajpur	Miyakuni, K., 2012
Economic impacts	Tourism increases the income of local residents Tourism creates employment opportunity for local people. Tourism creates increased cost of land and housing Rental houses become a source of income due to tourism development Tourism creates growth of local market Tourism development creates scarcity of essential goods during tourist season Tourism brings more businesses for local people and small business in Mandarmani Tourism benefits only a small number of residents in Mandarmani/Tajpur	Miyakuni, 2012,
Socio-Cultural Impacts	Tourism increases profits locally owned small businesses in Mandarmani/Tajpur Profits generated by tourism activity end up with companies and persons from outside of Mandarmani Tourism increases unpleasant overcrowding and traffic congestion Tourism encourages improvement in quality of roads and public facilities Tourism creates strain on public utility services and recreational facilities Tourism increases alcohol consumption Tourism increases prostitution activities Tourism increases crime Tourism decreases social cohesiveness Tourism increases the quality of live	Meimand, et al., 2017

Variables	Statements/Assertion	References
Social Cultural Impacts	Tourism enhances cultural exchange between tourists and residents Tourism has positive impacts on cultural identity of Tourism reduces the poverty of local residents Tourism improves the social security	
Support for tourism development	I support that tourism plays vital role in the Mandarmani and Tajpur area Tourism can be one of the most important economic development options for Mandarmani and Tajpur areas Mandarmani and Tajpur should try to attract more tourists Additional tourism facilities would help Mandarmani/ Tajpur to grow in right direction	Meimand, et al., 2017, Miyakuni, 2012

Table 2: Demographic, Socio-Economic Attributes of the Respondents of Mandarmani and Tajpur Belt, Purba Medinipur

Variable	Category	Mandarmani	Tajpur
Gender	Male	75.30	76.00
	Female	24.70	24.00
Age	Below 18	0.85	0.01
	18-36	45.81	0.38
	36-54	40.34	0.48
	Above 54	13.00	0.13
Education	Illiterate	17.3	0.16
	Primary	54.42	0.51
	Secondary	17.5	0.22
	Higher Secondary	7.54	0.06
	Graduation	2.84	0.04
Religion	Post-Graduation	0.4	0.02
	Hindu	82.8	0.99
Caste	Muslim	17.2	0.01
	General	52.96	0.56
	SC	32.41	0.38
	OBC	13.40	0.02
Occupation	ST	1.23	0.04
	Agriculture and fishing	67.13	0.79
	Transport sector	5.39	0.07
	Working in hotels and tourism sector	6.00	0.01
	Job (Govt. & Pvt.)	3.46	0.01
	Business	5.4	0.02
	Labour	8.08	0.07
Monthly Income (in Rs.)	Other	4.54	0.04
	Below 10000	76.05	0.80
	10000-20000	20.7	0.19
	20000-30000	1.62	0.01
	30000-40000	0.77	0.00
40000-50000	0.46	0.00	
Above 50000	0.4	0.00	

Source: Primary Survey, October, 2018 to January 2019.

Table 3: Environmental Impacts on Coastal Tourism at Mandarmani-Tajpur Area

Variables	Statements	Area of Study	4	Mean	Standard Deviation
Environmental Impacts	Tourism development improves the physical appearance of Mandarmani/Tajpur.	Mandarmani		3.50	0.62
		Tajpur		2.56	0.54
	Tourism creates noise pollution	Mandarmani		2.15	0.53
		Tajpur		2.61	0.51
	Tourism creates too much pollution and waste	Mandarmani		2.24	0.54
Tajpur			2.63	0.51	
Tourism causes damage to the natural surroundings and to the countryside	Mandarmani		3.85	0.59	
	Tajpur		4.14	0.60	
Tourism causes destruction of ecosystem and biodiversity of Mandarmani/Tajpur	Mandarmani		3.87	0.59	
	Tajpur		4.14	0.60	

Source: Calculated by authors based on Primary Survey during October, 2018 to January, 2019.

Table 4: Economic Impacts on Coastal Tourism at Mandarmani-Tajpur Area

Variables	Statements	Area of Study	Mean	Standard Deviation
Economic Impacts	Tourism increase in the income of residents	Mandarmani	3.27	0.84
		Tajpur	3.28	0.55
	Tourism brings more businesses for local people and small business	Mandarmani	3.11	0.70
		Tajpur	3.81	0.64
	Tourism creates employment opportunity for local people	Mandarmani	3.12	0.83
		Tajpur	3.81	0.63
	Tourism increases the cost of land and housing	Mandarmani	2.35	0.63
		Tajpur	2.61	0.80
	Rental houses become a source of income due tourism development	Mandarmani	2.00	0.59
		Tajpur	3.28	0.55
Tourism development creates scarcity of essential goods during tourist season	Mandarmani	1.99	0.71	
	Tajpur	1.30	0.46	
Tourism creates growth of local market	Mandarmani	3.34	0.83	
	Tajpur	3.28	0.55	
Tourism increases profits of locally owned small businesses	Mandarmani	3.94	0.66	
	Tajpur	3.82	0.62	
Profits generated by tourism activity end up with companies and persons from outside	Mandarmani	3.97	0.68	
	Tajpur	3.86	0.57	

Source: Calculated by authors based on Primary Survey during October, 2018 to January, 2019.

Table 5: Socio-Economic Impacts on Coastal Tourism at Mandarmani-Tajpur Area and Support for Tourism Development

Variables	Statements	Area of Study	Mean	Standard Deviation
Socio-Cultural Impacts	Tourism increases unpleasant overcrowding and traffic congestion	Mandarmani	2.55	0.64
		Tajpur	2.82	0.79
	Tourism encourages improvement in quality of roads and public facilities	Mandarmani	3.24	1.14
		Tajpur	3.51	0.68
	Tourism creates strain on public utility services and recreational facilities	Mandarmani	2.44	0.61
		Tajpur	2.71	0.76
	Tourism enhances cultural exchange between tourists and residents	Mandarmani	2.96	1.18
		Tajpur	3.55	0.66
	Tourism increases alcohol consumption	Mandarmani	3.26	1.15
		Tajpur	3.50	0.68
	Tourism increases prostitution activities	Mandarmani	2.81	0.87
		Tajpur	3.47	0.76
Tourism increases crimes	Mandarmani	2.12	0.70	
	Tajpur	2.71	0.47	
Tourism decreases social cohesiveness	Mandarmani	1.95	0.52	
	Tajpur	1.94	0.40	
Tourism increases the quality of live	Mandarmani	3.03	0.75	
	Tajpur	3.01	1.09	
Tourism has positive impacts on cultural identity	Mandarmani	3.25	1.14	
	Tajpur	3.57	0.66	
Tourism reduce the poverty of local residents	Mandarmani	3.00	0.81	
	Tajpur	3.18	1.20	

Source: Calculated by authors based on primary survey during October, 2018 to January, 2019.

Table 6: Support for Tourism Development at Mandarmani-Tajpur Area

Variables	Statements	Area of Study	Mean	Standard Deviation
Support for Tourism Development	I support that tourism plays vital role	Mandarmani	3.98	0.67
		Tajpur	3.94	0.61
	Tourism can be one of the most important economic development options for	Mandarmani	3.97	0.67
		Tajpur	3.89	0.64
	Mandarmani should try to attract more tourists	Mandarmani	3.95	0.64
		Tajpur	3.97	0.59
	Additional tourism facilities would help Mandarmani to grow in right direction	Mandarmani	3.95	0.66
		Tajpur	3.92	0.64

Source: Calculated by authors based on Primary Survey during October, 2018 to January, 2019.

Table 7: Factor Analysis of Environmental Impacts of Tourism Development at Mandarmani-Tajpur area

Mandarmani Area		Factor loading	
Factor-1 Physical impact on environment		1	2
Tourism causes damage to the natural surroundings and to the countryside	0.922		4.1
Tourism causes destruction of ecosystem and bio-diversity of Mandarmani	0.869		4.2
Tourism development improves the physical appearance of Mandarmani	0.762		4.3
Factor -2 Pollution			
Tourism creates too much pollution and waste			0.903
Tourism creates noise pollution			0.891
Eigen value	2.213		1.644
Variance (%)	44.257		32.887
Cumulative Variance (%)	44.257		77.144
Reliability alpha	0.818		0.777
Number of items (total 5)		3	2
TAJPUR AREA		Factor loading	
Factor loading Factor-1 Physical impact on environment		1	2
Tourism causes damage to the natural surroundings and to the countryside	0.995		4.4
Tourism causes destruction of ecosystem and bio-diversity of Tajpur	0.995		4.5
Tourism development improves the physical appearance of Tajpur	0.652		4.6
Factor -2 Pollution			
Tourism creates noise pollution			0.984
Tourism creates too much pollution and waste			0.984
Eigen value	2.371		1.585
Variance (%)	49.989		48.911
Cumulative Variance (%)	49.989		98.900
Reliability alpha	0.998		0.977
Number of items (total 5)		2	2

Source: Calculated by authors based on Primary Survey during October, 2018 to January, 2019.

Table 8: Factor Analysis of Economic Impacts of Tourism Development at Mandarmani Area

MANDARMANI AREA	Factor loading	
	1	2
Factor-1: Economic Benefit		
Tourism benefits only a small number of residents in Mandarmani	0.982	4.7
Profits generated by tourism activity end up with companies and persons from outside of Mandarmani	0.980	4.8
Tourism increases profits locally owned small businesses in Mandarmani	0.948	4.9
Factor-2 Economic Opportunities		
Tourism increase in the income of residents		.869
Tourism creates employment opportunity for local people		.866
Tourism brings more businesses for local people and small business in Mandarmani		.808
Tourism creates Growth of local market		.721
Eigen values	2.934	2.726
Variance (%)	32.602	30.290
Cumulative variance (%)	32.602	62.892
Reliability alpha	0.979	0.839
Number of items (total 7)	3	4
TAJPUR AREA	Factor loading	
	1	2
Factor-1: Economic Benefit		
Tourism benefits only a small number of residents in Tajpur	0.989	
Tourism increases profits locally owned small businesses in Tajpur	0.967	
Profits generated by tourism activity end up with companies and persons from outside of Tajpur	0.922	7
Factor-2 Economic Opportunities		
Rental houses become a source of income due tourism development		.989
Tourism creates Growth of local market		.989
Tourism increase in the income of residents		.989
Eigen values	4.911	2.952
Variance (%)	47.548	31.035
Cumulative variance (%)	47.548	78.582
Reliability alpha		
Number of items (total 7)	3	3

Source: Calculated by authors based on primary survey during October, 2018 to January, 2019.

Table 9: Factor Analysis of Social and Cultural Impacts of Tourism Development at Mandarmani area

MANDARMANI AREA	Factor loading		
Factor-1	1	2	3
Tourism encourages improvement in quality of roads and public facilities	0.947	7.1	7.2
Tourism has positive impacts on cultural identity of Mandarmani area	0.945	7.3	7.4
Tourism increase alcohol consumption	0.913	7.5	7.6
Tourism enhances cultural exchange between tourists and residents	0.865	7.7	7.8
Factor-2			
Tourism increase the quality of live		0.892	7.9
Tourism improve the social security		0.865	10
Tourism Reduce the poverty of local residents		0.862	11
Factor-3			
Tourism increase of prostitution activities			0.760
Tourism increase of crime			0.753
Tourism decrease of social cohesiveness			0.588
Eigen values	3.489	2.490	1.626
Variance (%)	31.721	22.638	14.780
Cumulative variance (%)	31.721	54.359	69.139
Reliability alpha	0.885	0.875	0.611
Number of items (total 10)	4	3	3
TAJPUR AREA	Factor loading		
Factor-1	1	2	
Tourism encourages improvement in quality of roads and public facilities	.970	7.12	
Tourism increase alcohol consumption	.968	7.13	
Tourism has positive impacts on cultural identity of Mandarmani area	.960	7.14	
Tourism enhances cultural exchange between tourists and residents	.955	7.15	
Factor-2			
Tourism increase the quality of live			.962
Tourism improve the social security			.962
Tourism Reduce the poverty of local residents			.899
Eigen values		4.530	2.048
Variance (%)		47.513	34.661
Cumulative variance (%)		47.513	82.174
Reliability alpha		0.985	0.951
Number of items (total 7)		4	3

Source: Calculated by authors based on primary survey during October, 2018 to January, 2019.

Table 10: Factor Analysis of Support for Tourism Development at Mandarmani-Tajpur Area

MANDARMANI AREA		Factor loading
Factor-1		1
Tourism can be one of the most important economic development options for Mandarmani area		0.972
I support that tourism play a vital role in the Mandarmani area		0.969
Mandarmani should try to attract more tourists		0.966
Additional tourism facilities would help Mandarmani grow in right direction		0.964
Eigen value		3.748
Variance (%)		93.709
Cumulative variance (%)		93.709
Reliability alpha		0.978
Number of items (total 4)		4
TAJPUR AREA		Factor loading
Factor-1		1
Tourism can be one of the most important economic development options for Tajpur area		.981
I support that tourism play a vital role in the Tajpur area		.965
Additional tourism facilities would help Tajpur grow in right direction		.963
Tajpur should try to attract more tourists		.960
Eigen value		3.742
Variance (%)		93.548
Cumulative variance (%)		93.548
Reliability alpha		.977
Number of items (total 4)		4

Source: Calculated by authors based on primary survey during October, 2018 to January, 2019.

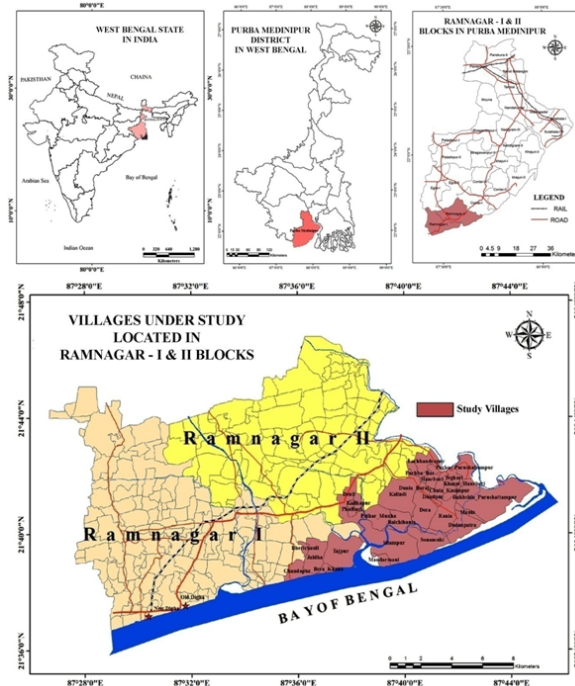


Fig. 1. Showing Location of the Study Area

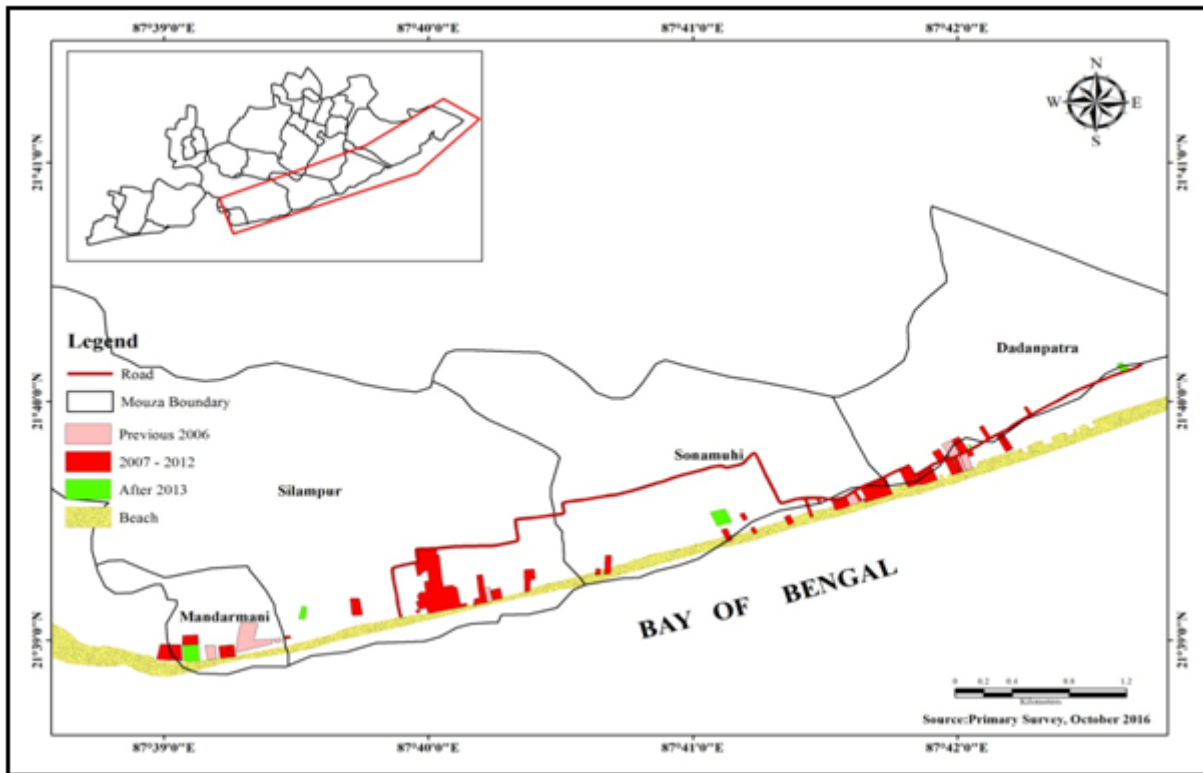


Fig. 2a. Showing Growth of Hotels in Mandarmani Belt during 2006 to Present

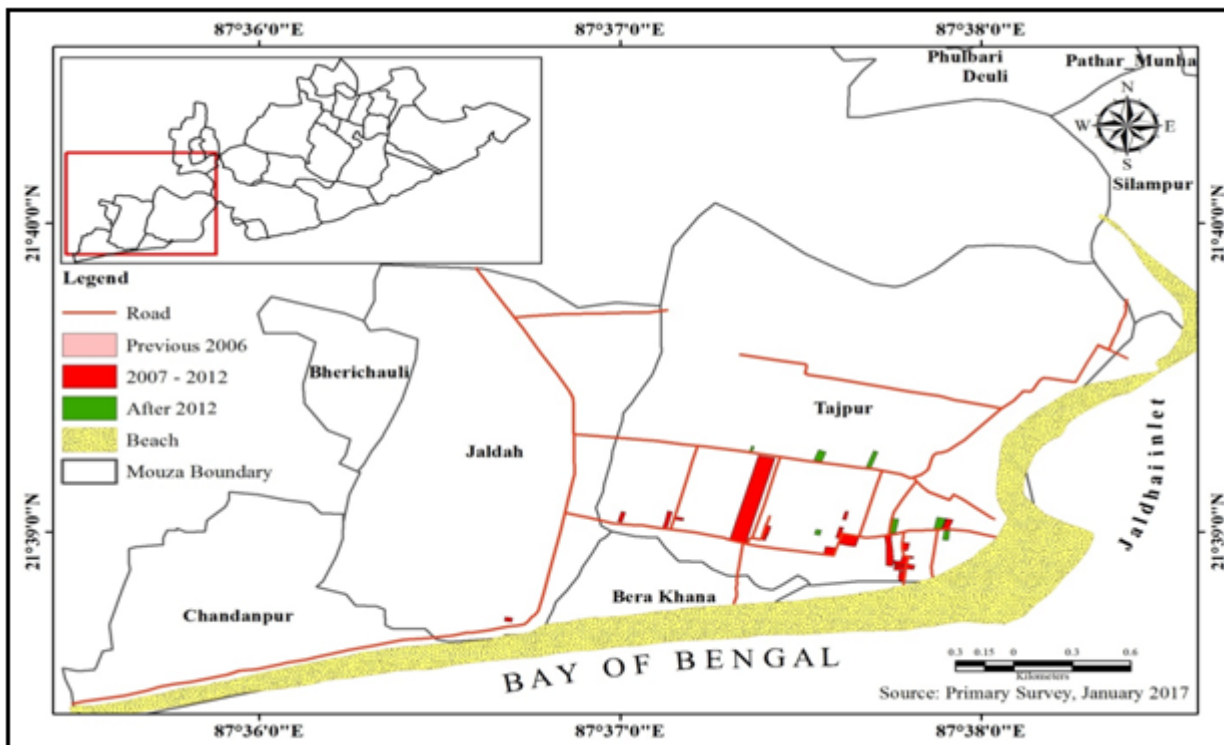


Fig. 2b. Showing Growth of Hotels in Tajpur Belt during 2006 to Present

Appendix 1

Table 1: Village Wise Sample Size Determination at Mandarmani–Tajpur Area

Mandarmani Area		
Village	Total households	Sample households
Mandarmani	97	7
Dadanpatrabar	301	21
Silampur	169	12
Sona Muhi	122	8
Rania	494	34
Dakshin Purushattampur	476	33
Dera	730	51
Daudpur	29	2
Dhunia Baraj	63	4
Haurbari	47	3
Kishmat Haurbari	72	5
Teghari	270	19
Kalindi	980	68
Purba Purushattampur	265	18
Bishnupur	68	5
Purbabar	223	15
Lachandarpur	165	11
Deuli	472	33
Phulbari	124	9
Mania	2	0
Total	5169	358
Tajpur Area		
Tajpur	209	51
Jaldah	431	106
Chandapur	443	109
Bherichauli	96	24
Total	1179	290