

**Socio Economic Aspects of Tourism and Its Impact on Local Community in
Palani**

**Project submitted in partial fulfilment of the requirement for the
Degree of Masters of Business Administration in
Tourism and Travel Management**

By

**PRASANNA DEVI P
(21PTA017)**

Supervisor

**Dr. K. Sathiyabamavathy
Department of Tourism Management**

**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore – 641043**

May 2023



**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER
EDUCATION FOR WOMEN**

**Deemed to be University, Estd, u/s 3 of UGC Act 1956 Category 'A' by MHRD, Re-
Accredited With 'A++' Grade by NAAC, Recognised by UGC under Section 12B,
Coimbatore, Tamil Nadu, India**

PROJECT

Entitled the name of

**Socio Economic Aspects of Tourism and Its Impact on Local Community in
Palani**

By

PRASANNA DEVI

21PTA017

Project Submitted

In partial fulfilment of the requirement for Master's Degree

In

**MASTER OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL MANAGEMENT)**

May, 2023

CERTIFIED AS BONAFIDE RESEARCH WORK

SIGNATURE OF HOD

**SIGNATURE OF
EXTERNAL EXAMINER**

**SIGNATURE OF THE
GUIDE**

DECLARATION

I declare that the project entitled “**Socio Economic Aspects of Tourism and Its Impact on Local Community in Palani**” submitted by me for the degree of Masters of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr. K. Sathiyabamavathy MBA, M.Phil., Ph.D., NET, SET**, Assistant Professor of Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other similar institution of Higher Learning.

Signature of the Supervisor

Signature of the Candidate

ACKNOWLEDGEMENT

The success of this project lies in the hands of many people who have helped and guided me in completing the project. The researcher takes this opportunity to express her thanks and gratitude to each one of them.

It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and helped me in this endeavour. After all the academic pursuit has led me to draw inspiration for many sources.

My sincere thanks to our beloved **Chancellor Dr. S. P. Thyagarajan, Vice Chancellor Dr. Bharathi Harishankar, Registrar Dr. S. Kowsalya, Dr. P. Chitramani Dean, School of Commerce & Management**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for allowing me to undertake the project work which forms the part of the curriculum.

I would express my sincere thanks to **Dr. Bindu V. T. MTA, M.Phil., PGDBA, Ph.D., NET, Head of the Department of Tourism Management**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

I wish to express my deep sense of gratitude and profound thanks to the project guide **Dr. K. Sathiyabamavathy MBA, M.Phil., Ph.D., NET, SET, Assistant professor Department of Tourism Management**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for being my inspiration and well-wisher for her keen interest, valuable guidance and consultant without whom this would have not taken shape. I would also like to thank all teachers of the Department of Tourism Management. I am also thankful to the respondents for their support in completing my research. Last but not least I wish to thank each one of my friends who have helped me in making this research success.

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
I	INTRODUCTION	1
1.1	Concept of Tourism	2
1.1.1	Significance of Tourism	2
1.2	Religious Tourism	3
1.2.1	Role of Religious Tourism in Socio-Economic Development	4
1.2.2	Socio-Economic Impacts Of Religious Tourism	4
1.2.3	Creation of Employment Opportunities in Religious Tourism	7
1.2.4	Religious Tourism Contribution to National Integration and Social Transformation	8
1.2.5	Religious Tourism Contribution to Local Residents	9
1.3	Study Area	9
1.4	Sri Dhandayuthapani Temple Palani	10
1.5	Mode For Climbing the Sri Dhandayuthapani Temple	11
1.5.1	Mode of Transportation To Palani	12
1.6	Need for the Study	13
1.7	Statement of the Problem	13
1.8	Objectives of the Study	14

1.9	Limitations	14
1.10	Chapterization	15
II	REVIEW OF LITERATURE	17
III	RESEARCH METHODOLOGY	30
3.1	Methodology	30
3.1.3	Definition	30
3.2	Research Design	30
3.3	Source of Data	30
3.3.1	Primary Source	31
3.3.2	Secondary Source	31
3.4	Questionnaire	31
3.5	Construct Measurement Likert Scale	31
3.6	Research Instrument	32
3.7	Sampling Design	32
3.7.1	Sample Size	32
3.7.2	Sampling Procedures	32
3.8	Tools for Analysis	33
3.8.1	Percentage Analysis	33
3.8.2	Descriptive Statistics	33
3.8.3	Anova	34
3.8.4	Oneway Anova	34
3.8.5	Kmo and Bartlett's Test	35
3.8.6	Chi-Square Test	36
3.9	Location of the Study Area	37

3.10	History of Sri Dhandayuthapani Temple	38
IV	DATA ANALYSIS AND INTERPRETATION	43
V	FINDINGS,SUGGESTIONS AND CONCLUSION	87
5.1	Findings	88
5.2	Suggestions	93
5.3	Conclusion	94
VI	BIBILOGRAPHY	96
VII	ANNEXURE	100
6.1	Questionnaire	101

LIST OF TABLES

TABLE NO	TABLE NAME	PAGE NO
4.1.1	Gender	44
4.1.2	Age	45
4.1.3	Marital Status	46
4.1.4	Education	47
4.1.5	Family Type	48
4.1.6	Type of Product Selling	49
4.1.7	Age of Business	50
4.1.8	Peak Season for Business	51
4.1.9	Average Monthly Income in off Season	52
4.1.10	Average Monthly Income in Peak Season	53
4.1.11	Nature of Residency	54
4.2	Descriptive Statistics of the Following Factor	55
4.3.1-4.3.6	Anova	58
4.4.1-4.4.3	Kmo and Bartlett's Test	70
4.5.1 -4.5.10	Chi-Square Test	77

LIST OF FIGURES

TABLE NO	TABLE NAME	PAGE NO
4.1.1	Gender	44
4.1.2	Age	45
4.1.3	Marital Status	46
4.1.4	Education	47
4.1.5	Family Type	48
4.1.6	Type of Product Selling	49
4.1.7	Age of Business	50
4.1.8	Peak Season for Business	51
4.1.9	Average Monthly Income in off Season	52
4.1.10	Average Monthly Income in Peak Season	53
4.1.11	Nature of Residency	54

INTRODUCTION

CHAPTER – 1

INTRODUCTION

1.1 CONCEPT OF TOURISM

Tourism refers to the act of travelling for leisure, recreational, or business purposes. It encompasses a wide range of activities including visiting friends and relatives, adventure travel, eco-tourism, cultural tourism, and more. The concept of tourism involves the movement of people from their place of residence to another location, with the intention of staying there for a limited period of time. The tourism experience involves not only the act of travel but also includes pre-trip planning, the trip itself, and post-trip activities such as sharing memories and purchasing souvenirs. The tourism industry involves a wide range of businesses and services, including transportation, accommodation, attractions, food and beverage, and more, all aimed at meeting the needs and desires of travellers. Tourism is one of the fastest growing industries in the world, and its impact goes beyond just the economy. The increasing popularity of tourism has led to the development of new destinations and the expansion of existing ones, creating new employment opportunities and contributing to the growth of local communities. At the same time, it has also resulted in the creation of a global interconnected network of people, cultures, and economies.

The world Tourism Organisation reports that receipts from international tourism grow by an average annual rate of 9% between 1988 and 1997. The number of international tourist arrival reached more than 664 million in 1999. In 2012, International tourist's arrivals grew by 4% surpassing record one tourist globally for the first time in history. Asia and Pacific saw the highest growth of all regions with 7% more international tourists. International arrivals reached 1035 million, up from 996 million in 2011. Demand held well throughout the year, with a stronger than expected fourth quarter. Despite ongoing economic challenges the growth of internal arrivals worldwide is expected to continue in 2013 at a similar to slightly slower pace and in line with UNWTO long term outlook tourism towards 2030, which projects an average growth of 3.8% per year between 2010 and 2020.

1.1.1 SIGNIFICANCE OF TOURISM

Tourism is significant because it can have a significant impact on both the economy and society of a destination. It can provide jobs, generate income, and promote the

development of local businesses and infrastructure. Additionally, tourism can also increase cultural exchange and understanding between different countries and peoples, and help to preserve cultural heritage and the environment. However, it can also have negative effects such as overcrowding, strain on resources, and cultural homogenization, so it is important for destinations to manage tourism responsibly and sustainably. Trip for passage and literacy has been an integral part of tourism and therefore several centuries of literacy and religious developed each over the country. Tourism plays a major part in profitable development of the country through tourism income, Promoting concerned central place for business and creation of a wide range of jobs.

1.2 RELIGIOUS TOURISM

Religious tourism is a significant segment of the global travel industry, attracting millions of visitors annually from all over the world. It often involves not just visiting religious sites but also participating in religious ceremonies, rituals, and festivals. Many religious tourist destinations have a rich history and cultural heritage, and visiting them can provide an educational experience for travellers. In addition to visiting religious sites, religious tourism can also encompass visits to spiritual retreats, meditation centres, and monasteries. This form of travel is often seen as a way to recharge and reconnect with one's faith, and can offer visitors a chance to participate in spiritual practices that they may not be able to access in their daily lives.

Religious tourism can take many forms, from large-scale pilgrimages to small-scale visits to local places of worship. Some religious tourists travel to seek spiritual guidance, while others go to learn about the history and cultural significance of a particular faith. Some religious tourists also travel for the purpose of participating in religious rituals and ceremonies, such as the Hajj in Islam or the Kumbh mela in Hinduism.

Religious tourism is practiced by people from all major religions, including Christianity, Islam, Judaism, Buddhism, Hinduism, and others. Some of the most famous religious destinations in the world include the Vatican in Rome, Mecca in Saudi Arabia, Jerusalem in Israel, the Western Wall in Jerusalem, the Golden Temple in India, and the Shwedagon Pagoda in Myanmar. Religious tourism can have a significant impact on local economies, as pilgrims and tourists often spend money on transportation, lodging, food, and souvenirs. It can also help to promote understanding and tolerance between different cultures

and religions, as people from different backgrounds come together to share their beliefs and experiences.

However, religious tourism can also have negative impacts, such as increased pressure on local infrastructure and resources, and the commercialization of sacred spaces. It's important for religious tourist destinations to strike a balance between preserving their cultural and religious heritage, while also accommodating the needs of the millions of visitors they receive each year. Overall, religious tourism is a complex and multifaceted industry that requires careful planning and management to ensure its benefits are maximized and its impacts are minimized.

1.2.1 ROLE OF RELIGIOUS TOURISM IN SOCIO-ECONOMIC DEVELOPMENT

Religious tourism can play an important role in socio-economic development in several ways: Religious tourism can generate income and employment opportunities in the hospitality, retail, and transportation sectors. It can also increase local spending, contributing to the overall economic growth of a region. Religious tourism can help to preserve cultural heritage sites and traditional practices, such as religious festivals and rituals, which are an important part of a community's cultural identity. Religious tourism can lead to the development of better transportation and accommodations, improving the overall standard of living in a region. Religious tourism can provide opportunities for local entrepreneurs to start small businesses and offer unique, cultural experiences to visitors. Religious tourism can encourage cross-cultural exchange and foster greater understanding and tolerance between different communities. However, it is important to manage religious tourism in a sustainable manner to ensure that its benefits are maximized while minimizing negative impacts. This includes considering the social and environmental impacts of tourism and balancing the needs of tourists and local communities.

1.2.2 SOCIO-ECONOMIC IMPACTS OF RELIGIOUS TOURISM

Religious tourism can have significant socio-economic impacts both positively and negatively.

Positive Impacts:

Economic Benefits: Religious tourism has a significant impact on local economies, and can bring a range of economic benefits to the communities and regions where it takes place. One of the key benefits is the generation of substantial revenue through spending by tourists on food, lodging, transportation, and other goods and services. This can result in increased income for local businesses, particularly in the hospitality and tourism sectors. For example, a surge in religious tourism can lead to an increase in demand for hotels, restaurants, and other tourist facilities, and boosting economic activity in these areas. In addition, religious tourism can drive investment in local infrastructure such as hotels, restaurants, and transportation systems. This can have a long-lasting impact on the local economy, as it can increase the overall quality of life and attract further investment and tourism. Moreover, religious tourism can also lead to an increase in tax revenue for local governments, which can be used to fund public services such as health care, education, and infrastructure development.

Job Creation: Job creation is one of the key socio-economic impacts of religious tourism, and can provide significant benefits to local communities. The tourism and hospitality sectors are among the industries that can see the greatest job growth as a result of religious tourism, with increased demand for hotel staff, tour guides, and restaurant workers. Furthermore, the growth of these industries can create spin-off jobs in related areas such as transportation, retail, and entertainment, as well as in supporting services such as cleaning and maintenance. Religious tourism can also bring new employment opportunities to rural areas, particularly in developing countries, where there are often limited employment opportunities. This can help to reduce poverty and improve the quality of life for local communities.

Preservation of Cultural Heritage: Religious tourism can help to promote local cultures and traditions, and encourage the preservation of traditional arts and crafts, music, and dance. This can increase cultural awareness and provide economic benefits to local communities by creating new markets for traditional products. Religious tourism can help to attract international visitors, who can bring their own culture and experiences, and create opportunities for cultural exchange and learning. This can help to broaden perspectives, and promote cultural understanding and tolerance. However, it's important to ensure that the preservation of cultural heritage is managed in a responsible and sustainable manner, and that the commercialization of sacred spaces and the exploitation of local communities are avoided.

Negative Impacts:

Overcrowding: Overcrowding is one of the potential negative impacts of religious tourism, and can have a range of negative effects on local communities and the environment. When large numbers of tourists converge on a particular area, it can lead to overcrowding, and put pressure on local infrastructure, such as transportation systems, public spaces, and tourist facilities. This can result in increased traffic, pollution, and noise, and can negatively impact the quality of life for local residents.

Displacement of Local Residents: The rapid growth of the tourism industry can result in the gentrification of areas, which can drive up prices and rents, making it difficult for local residents to afford to live in the area. This can lead to displacement, and the loss of traditional jobs and livelihoods. The displacement of local residents can result in the erosion of local cultures and traditions, as well as the loss of cultural heritage. Displacement can also have negative impacts on social cohesion, as local residents are forced to move to other areas and lose their social networks and support systems. This can result in the fragmentation of communities, and the loss of traditional knowledge and skills.

Commodification of Religion: Religious tourism can lead to the commodification of religious beliefs and practices, reducing the authenticity of religious experiences. When religious sites and practices are marketed as tourist attractions, they can be reduced to mere commodities, and their spiritual and cultural significance can be lost. This can result in the trivialization of religion, and the loss of traditional knowledge and skills.

Environmental Degradation: Increased tourism activity can also have significant impacts on the natural environment and the well-being of local communities. The rapid growth of the tourism industry can result in the over-extraction of natural resources, such as water, firewood, and other resources, as well as the degradation of ecosystems, such as forests and wetlands. The construction of tourist accommodations and infrastructure, such as roads and sewage systems, can result in the destruction of natural habitats and the displacement of wildlife. In addition, the over-extraction of natural resources can result in the depletion of important ecosystems, such as water sources, and can cause harm to local communities that depend on these resources for their livelihoods. In addition, the degradation of the natural environment can also result in the loss of cultural heritage, as the destruction of ecosystems can also result in the loss of important cultural and spiritual landmarks.

1.2.3 CREATION OF EMPLOYMENT OPPORTUNITIES IN RELIGIOUS TOURISM

Religious tourism can create a significant number of employment opportunities in a variety of industries, including hospitality, retail, transportation, and cultural and heritage preservation. The growth of the tourism industry can result in the creation of jobs in hotels, restaurants, shops, and tourist attractions, as well as in supporting industries, such as transportation and tour operators.

Hospitality Sector: The hospitality sector is one of the key industries that benefits from the growth of religious tourism, as tourists often require accommodations, such as hotels and guesthouses, when they travel. The construction of new tourist accommodations can result in the creation of jobs in the building and construction industry, as well as in the hospitality sector itself. The growth of religious tourism can result in the creation of jobs in hotels, motels, and guesthouses, as well as in restaurants, cafes, and bars. In addition, the growth of the tourism industry can result in the creation of new jobs in the service sector, as tourists will require transportation, tour guides, and other services while they are travelling.

Transportation Sector: The transportation sector is another key industry that benefits from the growth of religious tourism, as tourists often require transportation services when they travel. The growth of religious tourism can result in the creation of new jobs in the transportation sector, such as drivers, tour guides, and transportation operators. The growth of religious tourism can result in an increase in the demand for taxi and shuttle services, as well as for rental car and tour bus services. In addition, the growth of religious tourism can also result in the creation of new jobs in the aviation and tourism sectors, as more tourists may require air travel to reach their destination.

Retail Sector: The retail sector is another industry that benefits from the growth of religious tourism, as tourists often purchase souvenirs and other items while they are travelling. The growth of religious tourism can result in an increase in the demand for local goods and services, and this can create new job opportunities in the retail sector. The growth of religious tourism can result in an increase in the demand for local souvenirs and gifts, as well as for local food and beverages. In addition, the growth of religious tourism can also result in the creation of new jobs in the retail sector, as more shops and stores may be opened to meet the needs of tourists.

Support Services: As tourists often require support services while they are travelling. The growth of religious tourism can result in the creation of new jobs in support services, such as in the hospitality, transportation, and retail sectors. The growth of religious tourism can result in an increase in the demand for local hotels, restaurants, and shops, as well as for transportation and tour services. This increase in demand can result in the creation of new jobs in these industries, as well as in the support services that are required to support these industries.

Cultural Activities: The growth of religious tourism can result in the creation of new cultural attractions, such as museums, cultural centres, and festivals, which can provide new job opportunities for local residents. Religious tourists may visit local museums and cultural centres to learn about the history, art, and culture of the local area. The growth of religious tourism can also result in the creation of new festivals and events that celebrate local cultural heritage, such as religious holidays, music and dance festivals, and food and wine festivals.

In addition to creating direct employment, religious tourism can also stimulate the wider economy by increasing local spending, which can lead to the creation of indirect and induced jobs. However, it is important to ensure that employment opportunities created by religious tourism are fairly distributed and provide decent working conditions for employees. Additionally, to ensure the long-term sustainability of religious tourism, it is important to consider the environmental and social impacts of tourism and balance the needs of tourists and local communities.

1.2.4 RELIGIOUS TOURISM CONTRIBUTION TO NATIONAL INTEGRATION AND SOCIAL TRANSFORMATION

Religious tourism has the potential to play an important role in promoting national integration and social transformation. By bringing people from different regions, cultures, and religions together, religious tourism can encourage cross-cultural exchange and foster greater understanding and tolerance between different communities. This can help to break down barriers and promote unity and integration within a country. In addition, religious tourism can generate income and employment opportunities, which can help to reduce poverty and improve the standard of living for local communities. By preserving cultural heritage sites and traditional practices, religious tourism can also help to maintain cultural identity and promote cultural preservation. Moreover, the development of infrastructure and

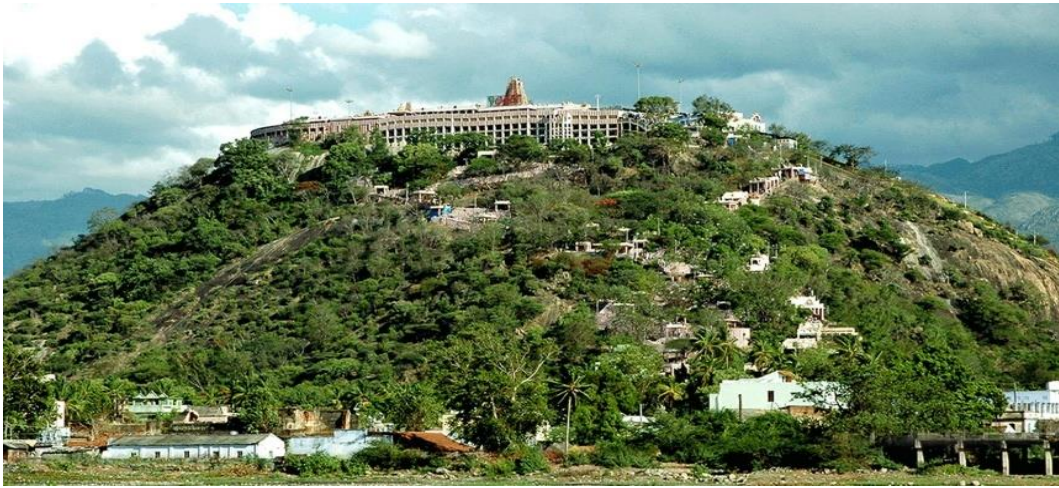
accommodations that accompany religious tourism can improve the overall standard of living in a region. However, it is important to manage religious tourism in a sustainable manner to ensure that its benefits are maximized and negative impacts are minimized. This includes considering the social and environmental impacts of tourism and balancing the needs of tourists and local communities.

1.2.5 RELIGIOUS TOURISM CONTRIBUTION TO LOCAL RESIDENTS

Religious tourism can have a significant impact on the lives of local residents in several ways. Firstly, it can generate income and employment opportunities, especially in the hospitality, retail, and transportation sectors. This can help to reduce poverty and improve the standard of living for local communities. Secondly, religious tourism can help to preserve cultural heritage sites and traditional practices, which are an important part of a community's cultural identity. By doing so, religious tourism can also help to boost local pride and cultural appreciation. In addition, religious tourism can lead to the development of better transportation and accommodations, improving the overall standard of living in a region. Furthermore, religious tourism can provide opportunities for local entrepreneurs to start small businesses and offer unique, cultural experiences to visitors. However, it is important to manage religious tourism in a sustainable manner to ensure that its benefits are maximized while minimizing negative impacts. This includes considering the social and environmental impacts of tourism and balancing the needs of tourists and local communities.

1.3 STUDY AREA

Palani is a town located in the Indian state of Tamil Nadu. It is well-known for its ancient Hindu temple, the Sri Dhandayuthapani Temple, which is dedicated to Lord Murugan, the Hindu god of war. The temple attracts a large number of devotees and tourists from all over India, making Palani an important religious and cultural centre. The town is also known for its Palani Hills, which are considered sacred by devotees of Lord Murugan. In addition to the temple, Palani is also home to several other religious and cultural sites, including the Pazhamudircholai Murugan Temple and the Adivaraga Cave Temple. The town's location at the foot of the Palani Hills also makes it a popular destination for trekking and other outdoor activities.



(Source: <https://www.eastcoastdaily.in/wp-content/uploads/2018/11/palani-temple-68x403.jpg>)

Hindu mythology, Lord Murugan chose Palani as his abode, making it one of the six abodes (Arupadai Veedu) of Lord Murugan. The temple has been renovated and expanded several times over the centuries and today, it remains an important center of Hindu worship and pilgrimage. The temple is also known for its unique architecture and the impressive idol of Lord Murugan, which is made of a mixture of nine metals. The town has also been associated with several important historical and cultural events, including the Mahavir Chakra ceremony held annually during the Panguni Uttiram festival at the Sri Dhandayuthapani Temple.

1.4 SRI DHANDAYUTHAPANI TEMPLE PALANI

The Sri Dhandayuthapani Temple, also known as the Palani Temple, is a Hindu temple located in the town of Palani in the Indian state of Tamil Nadu. It is dedicated to Lord Murugan, the Hindu deity of youth, strength, and victory, and is one of the most important and revered Murugan temples in South India. The temple is situated on a hill and reaching the main shrine requires a climb, which is considered a symbol of spiritual ascent by pilgrims. The temple complex is known for its unique architecture, sculptures, and rich history, attracting large numbers of devotees and tourists from across India and abroad. In addition to its religious significance, the Sri Dhandayuthapani Temple plays an important role in the local community and economy, providing employment and support to many people. The temple is also known for its practice of offering “Vibhuti,” or sacred ash, to devotees. Overall, the Sri Dhandayuthapani Temple in Palani is a major religious and tourist destination, attracting millions of visitors each year.

1.5 MODE FOR CLIMBING THE SRI DHANDAYUTHAPANI TEMPLE

Visitors to the Sri Dhandayuthapani Temple in Palani, Tamil Nadu, India can reach the temple either by climbing the stairs or taking the rope way. Climbing the stairs is a popular option among devotees, as it is considered a spiritual journey to the temple. The climb is about 600 steps and takes about 45 minutes to an hour to complete, offering panoramic views of the surrounding hills and town along the way. Those who prefer not to climb the stairs or have mobility issues can take the rope way, which is a cable car service that runs from the base of the hill to the temple. The rope way journey takes about 5 minutes and provides an alternative option for reaching the temple. Visitors can take their time to participate in the various poojas (worship rituals) and other religious activities once they reach the temple.



(Source: <https://tse3.mm.bing.net/th?id=OIP.ul6NNkoN3y70tauc3KgtAHaEK&pid=Api&P=0&h=180>)

1.5.1 MODE OF TRANSPORTATION TO PALANI

BY ROAD

By Car:

If you're travelling by car, you can reach the temple by taking the National Highway 7, which connects Chennai and Madurai. The temple is located approximately 60 km from Madurai and the drive takes around 4-5 hours. You can also hire a taxi or book a cab to reach the temple.

By Bus:

The temple is well connected by road, and there are frequent buses available from major cities and towns in Tamil Nadu, such as Chennai, Coimbatore, and Madurai. Tamil Nadu State Road Transport Corporation (TNSRTC) operates regular bus services to Palani, and the journey usually takes around 4-5 hours.

By Rail:

The nearest railway station to the temple is the Dindigul Railway Station, which is located approximately 90 km from Palani. From the railway station, you can take a taxi or a bus to reach the temple. The train journey from Chennai to Dindigul takes approximately 8 hours.

Once you reach Palani, you can take an auto-rickshaw or walk to the temple, which is located at the top of the hill. The temple is surrounded by lush green hills and offers panoramic views of the surrounding countryside. Visitors are required to follow strict dress codes and adhere to the temple's customs and traditions.

BY AIR

The nearest airport to Sri Dhandayuthapani Temple is the Madurai Airport, which is located approximately 50 km from Palani. From the airport, you can take a taxi or a bus to reach the temple. There are regular flights from major cities in India, such as Bangalore, Chennai, and Delhi, to Madurai.

1.6 NEED FOR THE STUDY

The success of tourism development in any country is determined by the multiple roles that it plays in terms of economic, socio-cultural and environmental aspects and its ability to create positive impacts on the survival of local residents living in and around the tourism destination. A study on tourism development from socio-economic aspects is one of the components of sustainable tourism development. Further the determinant of sustainable tourism development falls on local community's welfare and support for tourism. The study explored the deeper understanding of the 'Palani Town Residents' attitude on Tourism impacts. Moreover tourism brought little economic benefit to the local residents which sometime create a sense of antipathy towards tourism and the policy makers. The impact of tourism whether positive or negative, it is experienced mostly by the local residents. The development must start with people of the destination because their support is essential to ensure long-term success in tourism development and this is particularly important in regional destinations.

The studies have been carried out thoroughly in the context of developing countries. However, the existing researches on tourism impact studies from local residents' perception are found to be inadequate in India especially in Tamil Nadu. The present research therefore is an attempt to understand the local resident's attitude towards support for tourism development in economic, socio-cultural and environmental aspects in Tamil Nadu with special reference to Palani. Thus, this research is critical for destination makers, tourism development strategies and policy makers to seriously enquire into the perceptions of Local residents towards development of tourism in their respective communities in order to gain their support.

1.7 STATEMENT OF THE PROBLEM

Local resident's attitude towards impacts of tourism can differ according to the nature of tourism development from one place to other place and it is significant to study the problems of local residents. The success of tourism in terms of economic, socio-cultural and environmental aspects are always depends on the acceptability of the local residents in a tourism destination. The local resident should be more aware about various types of tourism impacts. Therefore it is important to conduct a research about local residents in developing country like India in particular religious place like Palani in Tamil Nadu. Tourism play vital

role in developing the destination in terms of providing employment, awareness on environmental protection, maintaining socio cultural interaction and preserving culture and natural resources. The main purpose and scope of the study is to identify various dimensions of tourism impacts on local residents to influence their involvement in tourism related activities. The study also tested the importance of resident attitude towards support for future tourism development. The study utilized social exchange theory framework to guide the research. It is hoped that the study will provide a clear idea of local residents attitude towards tourism impacts and their support for further tourism development also encourage tourism planners and developers to frame an appropriate tourism policies to improve the livelihood of people residing in the tourism destination, this in turn will minimize the problems and optimize the benefits in relation to tourism impacts.

1.8 OBJECTIVES OF THE STUDY

The study has the following objectives.

1. To study the demographic profile of the residents in Palani.
2. To analyze the socio economic aspects of tourism development in Palani.
3. To find out the relationship between profile of the respondents and other study factors in Palani.
4. To suggest appropriate strategies to promote tourism development in Palani.

1.9 LIMITATIONS

The selected sample size is 250 because the research was carried out in the short span of time Resident's attitude towards impacts of tourism development in Palani town analyzed in this research would be biased as women participation in this research is very limited. The research regarding attitude of women with respect to impacts of tourism development should be recommended in future. This study concentrates only, the local residents but not the tourists. Tourist's opinion about impacts of tourism should also be taken for consideration. The scope of the study is limited to Palani town. The nature of the destination, geographical location, climate, tourism resources, development of tourism, lifestyle of local residents and their perceptions towards tourism development may differ. Thus the findings cannot be generalized to other tourist spots in Tamil Nadu.

1.10 CHAPTERIZATION

CHAPTER 1- INTRODUCTION

The first chapter deals with the concept of tourism, Significance of tourism, religious tourism, role of religious tourism in Socio economic development, Socio economic impacts of religious tourism, creation of employment opportunities in religious tourism, religious tourism contribution to national integration and social transformation, religious tourism contribution to local residents, area of the study, need of the study, statement of the problem, objectives and limitations of the study.

CHAPTER 2- REVIEW OF LITERATURE

The second chapter presents a detailed review of literature on Tourism, Religious tourism, Socio economic aspects of tourism, Impact of local Residents

CHAPTER 3- RESEARCH METHODOLOGY

This chapter, briefs on Research instrument, Sample size, Data collection method, Construct measurement (Scale), Tools for analysis and Location of study area.

CHAPTER 4- ANALYSIS AND INTERPRETATION

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

CHAPTER 5- FINDINGS, SUGGESTIONS AND CONCLUSION

In this chapter, the research is concluded and explores the findings, suggestions and conclusions.

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

2.1 TOURISM

Saleem Batcha et al., (2017) stated in their paper that since ages travellers visits Chennai frequently from all parts of the world due to its strategic location being endowed with a Port and an International Airport. In the era of globalisation apart from business purposes large number of travellers visits Chennai for medical purposes too because of mushrooming large numbers of Speciality Hospitals equipped with latest medical equipment's getting imported from technologically advanced developed nations. Gone are the instances travellers across the globe visiting Chennai solely for medical purposes.

Isa et al., (2019) focused on the attributes that can influence revisit intention in a tourist destination. Researchers used the Stimulus- Organism- Response model in this study and investigated the attributes like “environment”, “attachment of the destination” and ‘intention to revisit. The survey site of the research was Batam Island, Indonesia. Structural equation modeling was done in this research and total sample of 445 tourists were taken. Convenience sampling was used. Researchers revealed that “atmosphere environment is positively related to place attachment”. On the other hand it was not positively related to “place social bonding” and “place identity”.

Gani et al., (2019) investigated the tourist experience of the destination of Malaysia and evaluate their likelihood to enhance revisit intention at the similar destination. The study was conducted on both domestic and international tourists. Furthermore, 150 respondents were selected for data collection. The technique used in this research was Pearson co relation coefficient to analyze the variables. The results from the study revealed that aesthetics, entertainment and escapism were the factors that affect revisit intention. In contrast, education factor does not have positive effect on revisit intention.

2.2 PILGRIMAGE TOURISM

Robert Stefko et al., (2015) The paper discusses the pilgrimage tourism as one of the oldest forms of tourism. Although it is often considered as marginal, the pilgrimage tourism is indeed one of the most widespread forms of tourism. Due to the historical context all the necessary prerequisites for the use of its potential are developed in Slovakia. However deficiencies in marketing communication, infrastructure and other areas hinder the

development of pilgrimage and religious tourism in Slovakia. To determine the current state of marketing communications in pilgrimage tourism questionnaire survey was conducted. In achieving the purpose of the research, two hypotheses were formulated. Because, the relationship between a dependent variable was examined, and the interval variable is one, Single Factor Analysis of Variance ANOVA was used. Homogeneity of variance was verified using Bartlett's and Levene's test. Recommendations for the development of communications strategy are formulated based on the results of the analysis.

Yogesh Hole et al., (2019) This proposed study has analyzed the issues and challenges of pilgrimage tourism and offered significant solutions to attain sustainable measures towards negative impact mitigation in India. The research methodology used for the proposed study integrated an inductive design through the use of case study or journal analysis in order to attain qualitative data. The major gap that has been identified in the past studies is they primarily focused on the significance of sustainable development in tourism but did not focus on pilgrimage tourism which this study has significantly fulfilled. The findings of the study revealed that increasing accommodation facilities, dumping of waste in water bodies and landfills are creating significant threats to the environment. Hence, it is recommended that both governmental bodies and local agencies must align their objectives to develop sustainable practices. In addition, sustainable policies and strategies must be developed which must be followed explicitly by each individual.

Mats Nilsson et al., (2018) This study has two objectives. First, to fill the research gap in studies of tourism and post-secularism and second, to show that post-secular tourism is one of the key spaces where the post-secular is articulated. This article is based on interviews of pilgrims in the Galicia region. The findings indicate that the post-secular tourist transcends conventional dichotomies between religious pilgrimage and tourism, journeying as affirmation of denominational faith and pure leisure. Post-secular tourism is about ontogenesis, that is, it is performative rather than injunctive. The study concludes that it is sense that one can speak of post-secular tourism as something open, unfolding and in constant becoming.

Vishwambhar Prasad Sati et al., (2015) This paper examines socio-economic and environmental implications of pilgrimage tourism in the Garhwal Himalaya. The pilgrimage circuit 'Char Dham' has been divided into five pilgrim routes and socio-economic and environmental impact of pilgrimage tourism has been illustrated. Data on pilgrimage tourism

were collected from the primary and secondary sources and as well as from observation after rapid field visit of the pilgrimage centres. A case study of the four villages/service centres was conducted to compare income of the people earned from practicing agriculture and from the services, providing to the pilgrims. It was noticed from the case study that the number of people involving in providing services to pilgrims are although less in these villages yet the income earned from its practices is higher than practicing agriculture. This study reveals that the socio-economic development of the region can be attained through practicing pilgrimage tourism along with keeping the environmental sustainability is mind.

Agoes Tinus Lis Indrianto et al., (2022) This quantitative study investigates predictors of intention to partake in pilgrimage events in Indonesia. This study adopts the purposive sampling technique in collecting data from the respondents. A total of 189 respondents participated in filling out the online questionnaire. The findings of this study indicate that the four hypotheses proposed in this study are not entirely acceptable. Attitudes do not significantly affect the intention to partake in pilgrimage events. Behavioral beliefs on attitudes, motivation to comply with subjective norms, and subjective norms on intentions to partake in pilgrimage events are three hypotheses that have significant influence. Several recommendations for future research are also outlined at the end of this study. One of them recommends exploring more predictors to identify the intention to partake in pilgrimage events as a big potential to develop pilgrimage tourism in Indonesia further.

Ramesh Raj Kunwar et al., (2022) The purpose of this study is to highlight the culture, religion, belief, ritual, pilgrims behavior and heritage of the Hindu, Tibetan Buddhist and Kirati communities through the traditions that play an important role for shaping the universe of power, place and people. Apart from these aspects of culture in Halesi, this research investigates how pilgrimage site has been commoditized into tourism destination which is what pilgrimage tourism talks about. This is a preliminary study of pilgrimage tourism in Halesi, Khotang, Nepal and provides room for further exploration. The study used qualitative grounded theory to analyse pilgrimage tourism in Halesi, Khotang, which is a polyethnic pilgrimage place for three diverse groups with the respective religious beliefs executing holy rituals in accordance with their own customs. In order to carry out the research, a fieldwork was done for 38 days in Halesi. Data were gathered from different respondents including key informants, locals, hoteliers, priests, lamas, pilgrims, and visitors. The major data sources were open-ended inquiries and informal conversations. As a result, the holy site attracted more numbers of pilgrims, thereby improving the economic situation of

the local communities who were involved in the tourism industry which began to attract the attention of different stakeholders when they were able to know the significance of Halesi as a polyethnic pilgrimage tourism destination.

Jessica Joyce Christie et al., (2019) This study analyzed the landscape constructions through the eyes of political and religious authorities as well as through those of the common pilgrims in a bottom-up perspective from Inka to Colonial times and to the present. Methodologies used are study of pertaining archaeological data and Colonial documents complemented by ethnographic interviews and participant observation. The data demonstrate how the past is redefined in the present as local heritage in a landscape perceived as Andean as well as Christian. Ethnographic fieldwork was conducted in early August 2015 and 2017 during one of the pilgrimages. Discussions centre on the limited spatial control of the Catholic Church and on the growing practice of making new in Andean terms to the Virgin at selected landscape features outside of town as a form of popular heritage. Findings demonstrate that local Aymara people are not passive Colonial victims but selectively adopt from their conquerors what they hope may help alleviate poverty.

Bona Kim et al., (2020) This study examines evolving themes in the scholarly literature on religious tourism and identifies research gaps that provide a basis for future investigations. The researchers evaluate a total of 84 studies of religion-induced tourism using content and thematic analyses. The findings show a plurality of approaches, both disciplinary and interdisciplinary, that extend to diverse methods, themes, applications, geographical foci and manifestations of the phenomenon. Understandings of religious tourism have evolved beyond pilgrimage and now encompass the meaningfulness of a destination. This paper contributes to knowledge by embracing infrastructure and the activities which occur in and around religious places as a legitimate study domain.

Hsiao-Hsien Lin et al., (2021) The purpose of the research is to explore how to reach a consensus on the development of cultural tourism and the sustainability of the entire rural environment from the perspective of different rights holders. Using Beigang Township in Taiwan as a case study, they first conducted a questionnaire survey and analyzed 600 respondents by statistical verifications method, then used an interview method to compile suggestions from experts and scholars, and finally conducted a field survey to collect actual information. After summarizing, organizing, and analyzing all the data, the study was examined in a multivariate manner. This study concludes that creating parking spaces,

providing a comfortable resting place, facilitating the exchange of ideas, and improving the environmental literacy of the public will increase the public attention to issues such as village visibility, people interaction, ancient architecture, culture and totems, public health and transportation, and entrepreneurial development, as well as address the concerns of local residents and some men and people over 31–40 years old. The study concludes that it could be improved community building and security, enrich cultural resources, build and develop sufficient industries, stabilize prices, obtain a safe and hygienic village environment, increase the desire to revisit, become a recommendation for family travel, and achieve the goal of sustainable development of rural environment and health.

Habib Alipour et al., (2017) This study aims to examine residents perceptions of the environmental impact of mass religious tourism in Mashhad, Iran. Although numerous studies have examined residents perceptions regarding the impact of mass religious tourism, there is a paucity of research specifically assessing the spatial pattern of the environmental impact of religious tourism with a focus on areas surrounding the shrine. 300 questionnaires were distributed to those living around the holy shrine, and an analysis of variance was performed to compare the mean scores of the environmental dimensions against educational level, income level, and residency length. A geostatistical technique using geographic information system software was applied to map spatial variations in environmental impact, indicating that although religious tourism has resulted in environmental improvement, it is limited to those areas immediately surrounding the shrine, and this improvement does not extend to the whole city. Based on statistical results, residents perceptions generally were negative in terms of the environmental impact of religious tourism. Moreover, respondent's perceptions appeared to be colored by their income and the length of their residency.

Curran et al., (2019) This study investigates the concept of play and its relationship with self-expression and hedonism in an Islamic tourism context. Using data collected from 538 Iranian tourists undertaking the religious pilgrimage of Umrah. By testing a theoretically derived structural model, the findings suggest that self-expression strongly influences tourists' sense of play. Here, play is realized when tourists feel that they can express themselves freely and augment their self-image while travelling, irrespective of the religious context. Finally, the study suggests that pilgrimage managers and marketers should focus on the importance of play, enabling their destinations to heighten the intensity of the 'enjoyable' elements of religious travel alongside their inherent religious benefits.

2.3 IMPACT ON LOCAL RESIDENTS

Liz Fredline et al., (2013) The study compares the host community perceptions of the impacts of the Australian Formula Grand Prix over time to determine whether there were changes in resident perceptions of the event's influence on residents. The same methods were used in each of two separate data collection phases spaced three years apart. Using postal surveys, 279 responses were received each year, although these represent different response rates. The findings suggest that, over time, the number of respondents in the “unconcerned” category had grown and those with extreme positive and negative perceptions had decreased. The respondents to Phase 2 of the study had an increased appreciation of the economic contribution of the event and the impact on residents appeared to be less damaging. The paper concludes with a discussion of the implications for event organizers and local tourism authorities in managing events for improved residents.

Kaowen Grace Chang et al., (2018) To recognize which tourism impacts are most anticipated and concerning, the study determined which and to what extent tourism impacts affect indigenous hosts' support of alternatives for tourism plans. Here the researchers used discrete choice modelling in the experiment design for empirical data collection and used mixed-logistic regression to evaluate the influence of each impact on local residents' perceptions. Andranked the effects of socio-culture, economic, and environmental tourism impacts. Their findings suggest that culture-related impacts most improve indigenous residents' tourism development support. The residents expect economic impacts on both the regional and local scales. The results show a willingness to accept pollution following increased tourism. The residents have an adverse opinion of practices that are likely to cause environmental damage. The potential for conflict between local residents and tourists is not important to the local residents. This study contributes essential information to the understanding of tourism impacts from an indigenous perspective.

Wantanee Suntikul et al., (2016) This research seeks to understand the impacts of tourism on the quality of life of citizens of Hue, Vietnam, to investigate residents opinions on various aspects and their attitudes toward tourism development on issues such as tourism-related employment, tourism knowledge, and perceived personal benefits from tourism. Intercept interviews were conducted with 480 Hue residents. The findings show that tourism provides Hue residents with a sense of community well-being and community pride. However, while tourism brings jobs, there is dissatisfaction with the quality of employment

available and residents lack empowerment in policy-making and local government participation.

Yejin Yoon et al., (2015) This study is studied on empirically examined the influence of both successful and unsuccessful film tourism destinations on the local residents' perceptions of film tourism impacts. It was contextualized in seven film tourism destinations in South Korea associated with popular Korean films and TV dramas. It was found that the majority of residents perceived the impacts of film tourism positively, particularly for those related to the positive socio-cultural life and positive economic impacts. The findings of the article also confirmed that there were statistically significant differences between successful and unsuccessful film tourism destinations, regarding their residents perceptions towards film tourism impacts. Important practical implications for destination stakeholders and marketers are offered in relation to a better understanding of film tourism phenomena and local residents' perceptions towards their impacts. This will lead to more sustainable film tourism planning and development.

Sandra Mariaet al., (2014) This study analysed the perceptions and attitudes of residents in an emerging tourist destination: the island country of Cape Verde (Africa). A survey and multivariate analysis is used for the analysis. More specifically, they focus on the island of Sao Vicente, an enclave that has remained relatively isolated from foreign tourism until fairly recently, and which is currently experiencing a tourism boom that is altering the way of life of local residents. The results reveal that, in general terms, the local community perceives that tourism brings economic opportunities especially for a population whose traditional fate was to emigrate and has other positive impacts such as increased investments in infrastructures and higher quality hospitality and retail establishments.

Felix G Bello et al., (2017) This study revealed two major negative socio-cultural impacts of tourism: the migration of people to the area in search of jobs and the influence of Western visitors on local culture and "the way of life" of local people due to the demonstration effect. The paper indicates the degree to which local residents perceive different socio cultural impacts of tourism development in an African local community setting. Therefore, the paper assist tourism planners and local government in the planning and implementation of tourism development strategies for the area aiming at consolidating local residents' support for tourism.

Iulia C Muresan et al., (2016) This research analyzes rural residents perceptions of the impact of tourism development and examines the factors that influence the support for sustainable tourism development in the region of Nord-Vest in Romania. Descriptive and inferential statistics were used to analyze the data. Principal component analysis grouped the first 22 variables into 4 factors, and the following 8 variables into 2 factors (sustainable development, destination development). The natural, economic, and social-cultural environment as well as infrastructure, age, gender and education are factors that influence the sustainable development of tourism. Findings indicate that residents see tourism as a development factor.

Pham Minh Huong et al., (2017) This study was to examine local residents attitudes and participation in tourism, and to explore factors which affect residents support and participation in tourism in Ba Be National Park, Vietnam. Study findings suggest strategies to improve support from local people for additional tourism activities and participation in tourism. The results of factor analyses of tourism impacts identified five factors: Social and Environmental Benefit, Personal Economic Benefit, Local Benefit, Negative Social and Environmental Impacts, and Negative Economic Impacts. The hypotheses testing tells that, in rural areas, the community depends on natural resources, and community attachment of local residents significantly affects their perception of the positive tourism impacts.

Esmat Zaidan et al., (2016) This study discusses the importance of understanding cultural differences between tourists and hosts for developing positive cross-cultural tourist interaction and its influence on the host's perception of socio cultural impacts of tourism. A logistic regression model is used to identify the significant positive as well as negative impacts perceived by hosts who view a significant cultural distance between them and tourists versus those who do not. It is found that there is a significant relationship between the perceived cultural differences and the perceived socio cultural impacts of tourism. In the study the majority of respondents who do not perceive cultural differences agree to most of the perceived positive impacts of tourism. The results of running the regression model have identified improved quality of life as the largest positive impact. The study found that higher prices for goods and services are the largest perceived negative impact. The implications of the results for tourism industry managements and marketers are presented as well as areas for future research.

2.4 SOCIO ECONOMIC ASPECTS OF TOURISM

Nilufar K Komilova et al., (2021) This article aims to cover the theoretical issues of gastronomic tourism, its current state, its role in tourism of different countries and regions, as well as the features of the Uzbek national cuisine, cooking. As far as Uzbekistan is implementing a number of reforms to develop the tourism sector, it is very important to identify natural, socio-economic factors and objects that are the basis for the development of tourism in the Khorezm region. The study used statistical, questionnaires, geographical comparisons, regional analysis, extrapolation, ecological and systematic approaches, and expert evaluation. The article also describes gastronomic travels and its types, economic and social aspects. It was concluded that Khorezm region is one of the most ancient and beautiful regions of Uzbekistan, which has long been distinguished by gastronomic tourism.

Gulbaram et al., (2018) This article deals with the variants of providing digital nomadism with tourist services and service under conditions of global normalization. In order to increase the mobility of this category of tourists, the authors offered a model of information support in accordance with the strategy of global geoinformation supporting of travel infrastructure. The navigation system of information depository is focused on the localization of life support system points with optimal combination of infrastructure objects. For choosing the above-mentioned objects, the authors proceeded from the following founding principles: accessibility of objects to Internet system sources; consumer preferences; security. To ensure quality of tourist services and service the analysis of the state of global tourist information system infrastructure is carried out in the paper. Following the findings, proposals for the implementation of information depository model are developed. In general, the offered model, according to authors, will contribute to comfortable and safe movement of digital nomads on tourist route.

Kulakhmetova et al., (2018) In this study the researchers reviewed and analyzed the driver's forces, pressures, and impacts of the tourism sector development in the Mediterranean countries environment and economy by using the D (Driver) P (Pressure) S (State) I (Impact) R (Responses) analytical framework. The analysis highlights the critical social and economic roles the coastal tourism industry plays while the steady and uncontrolled growth of this sector and related activities compromise these coastal countries ecology and environmental quality. This requires the decision-makers and stakeholders attention toward adopting new strategies and approaches toward greening the blue tourism

industry to ensure sustainable economic, social and environmental growth of this industry. In this perspective, they pointed out the necessity to incorporate environmental issues with economic and socio-cultural needs to obtain complete and harmonized sustainable tourism indicators in the Mediterranean.

Geethika Nayomi et al., (2015) This study considers the main social and economic impacts on local community through tourism development in Kandalama area of Sri Lanka. The study mainly target to identify the social and economic impacts on local community and their perception towards the tourism development in the neighbourhood. The study is adapted the mixed methodology and the data is generated through structured questionnaire survey, personal interviews and discussions. The study identified that community has developed positive attitudes about the tourism development and the community is accepted tourism as a major income source through active and passive participations. The hotel also has taken numerous policy decisions and practices to ensure the delivery of benefits of tourism to the local community. As usually the industry has generated both positive and negative impacts in the area. However, the negative impacts are at a minimum level when compare with the positive impacts. It is suggested that to have more community awareness and education programs in order to obtain positive benefits and to minimize the negative impacts of tourism.

Kai Kronenberg et al., (2022) This study is about the tourism's impacts over a nine-year period, and considered macro-and meso-level perspectives and disaggregate tourism's impact on regional employment and income for particular occupational areas in the Swedish region of Jutland. Traditional measurements of tourism's economic impact refer to primary and secondary effects that are typically quantified through input–output methodology. From a sustainable regional development perspective, however, economic impact analyses are criticised for one-dimensional analysis focussing mainly on growth-oriented effects represented by aggregates for output, employment, income or tax. Results indicate weakening employment effects, relatively low but increasing income-inequalities; and increasing shares of elementary positions with precarious working conditions despite para-industrial initiatives from tourism institutions to develop the industry. By enhancing traditional tourism economic impact methodology, their approach is supportive in putting the tourism workforce at the heart of the regional development and tourism sustainability discourse.

Robert Kiss et al., (2016) This study observed the consumption of four elite-called leisure time sport activities (sailing, golf, skiing and tennis) in Hungary, during travels and staying at home, within the recreational zone. Authors compared these leisure activities following the four sport tourism dimensions: geographic environment, participation of the consumers, type of sport activity and motivations of tourists, and many more minor variables related to these dimensions. Based on these variables some of the sport activities found typical as generating foreign travels among Hungarians, such as ski and partly golf, but others, like sailing, and golf meant mostly domestic travels towards the lakes of the country. Meanwhile, tennis was taken rather recreational leisure activity among these sports. Authors also made comparison between the cost of these amateur level done sport activities and their popularity, so they observed the number of their followers as well as on the length of their season, just to name a few. They also weighted the socio-economic sensitiveness, and ranked them by their cost of the initial investment of the equipment, and annual costs of activities and finally their total costs.

D Azhari et al., (2021) The research is related to how optimal has the relationship between the main components of sustainable tourism (ecology, socio-economy, and hospitality industry policy in Pandeglang. After the 2018 Sunda Strait Tsunami, the hospitality and tourism industry has been severely impacted. Based on the Indonesia 2010-2025 National Tourism Development Master Plan, one of the visions is sustainable tourism. Sustainable tourism is expected to support the recovery from the tsunami impact on the hospitality industry, improving the current approach and enhance resilience of the tourism area. The study uses the qualitative method to describe the main strategy for sustainable tourism based on in-depth interview and secondary data. The findings indicated that the relationship between the main components of sustainable tourism which are ecology, socio-economy, and socio-culture have not been integrated optimally in Pandeglang. Sustainable tourism can provide the preservation and conservation of the sanctity of tourism in Indonesia, especially Pandeglang.

Svitlana Kryshchanovych et al., (2020) The purpose of the study is to identify and assess the main threats to the socio-economic development of the tourism business in the mountainous territories of Eastern Europe. The tourism business is developing rapidly and the mountainous territories are not inferior in competition to other tourist territories. For the development of the tourism business, it is necessary to conduct effective management of socio-economic development. In this study the researchers have applied the methods of

synthesis, analysis, deduction, induction, mathematical methods, of expert research. The importance of research on the management of socio-economic development of the mountains in the conditions of increasing the efficiency of the tourism business is proved. Peculiarities of managing the socio-economic development of the mountains in the conditions of increasing the efficiency of the tourism business are considered. As a result of the study, threats were identified that most negatively affect the management system of the socio-economic development of the tourism business in the mountains. The novelty of the study is the formation of coordinate systems in the trust or distrust of the management and executive staff of travel companies in making management decisions.

Sadyrbek Kozhokulov et al., (2019) Based on the quantitative assessment methodology, the study examined the socio-economic impact of tourism in the region. The study proposed and tested on the example of the Issyk-Kul region, as it is the most visited region of Kyrgyzstan. Accordingly, economic and social efficiency was estimated by the integral indicators formed at the use of the weight coefficients calculated on the statistical data, and the forecast for tourism development in this study show that the impact of tourism on economic and social growth in the Issyk-Kul region is positive. Tourism in the region as a whole supports the growth of the economy, and the economic sphere of tourism has a strong impact on the social. This study promotes a new understanding of the socio-economic impacts of tourism in the region.

Temur Gugush vili et al., (2017) The main purpose of the article is to analyse the peculiarities of tourism development and linkages between tourism sector and other branches of economy, especially agriculture, in the selected areas of Kazbegi Municipality – the town of Stepantsminda and villages of Sno and Juta. The research is focused on the socio-economic aspects of tourism development, in particular, tourism services provided by local communities with emphasis on the influence of the family farming to the visitor's outlook with reference to the local agricultural products. It is notable that participant observation of stakeholders and in-depth interviews with native and inbound tourists was used to study the current stage and potential of the host communities in terms of tourism development. Based on the research it is observed that rapid growth of tourist sector in the areas under investigation triggers economic growth. The research combines Innovative and well established methodological approach for collecting and analysing qualitative data with help of MAXQDA and MAXApp.

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology defined as the activity of research is how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studious inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover and answer the question through the application of scientific procedure. Research methodology is a way to systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such question are answered when a well-structured methodology concerning the research problem is devised.

3.1.1 DEFINITION

According to Waltz & Bausell (1981) “Research is a systematic, formal, rigorous and precise process employed to gain solution to problems (or) to discover and interpret new facts and relationships.

Kothari (2006) defines “Research is the pursuit of truth with the help of study, observation, comparison and experiment; the search for knowledge through objective and systematic method of finding solutions to a problem.

3.2 RESEARCH DESIGN

Research design stands for planning of the methods to be adopted for collecting the relevant data and technique to be used in the analysis. Descriptive research design is used for the study where the questionnaire was given to the respondents to gather information systematically. For a better understanding, concerning the behavioural styles of the respondents, analytical research is also we utilized for the study where hypothetical relation between the variables could be established.

3.3 SOURCE OF DATA

The primary and secondary data are used for the study. Questionnaire has been designed as a primary research instrument. Questionnaire was distributed to respondents for

their feedback. Further coding and analysis was done for each question's responded to reach the finding suggestion and finally to conclusion of the topic.

3.3.1 PRIMARY SOURCE

The primary data are those which are collection of fresh and for the first time and thus happen to be original in character, the questionnaire is considered to collect the survey opinion. The primary data has been collected through a structured questionnaire and multiple choice questions. Thus the sample includes local residents in Palani.

3.3.2 SECONDARY SOURCE

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process such as published books, articles, journals, Internet, and published survey reports of various countries on religious Tourism, Socio economic impacts and Local Residents impacts of tourism.

3.4 QUESTIONNAIRE

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

The respondents filled the multiple choice questions especially on five point likert's scale questions are used to collect the attitudinal measures. The scaling technique used in the research method for the questionnaire is five point likert's scale. It is considered of the points like strongly agree, agree, neutral, disagree, strongly disagree ranging from 5 to 1.

3.5 CONSTRUCT MEASUREMENT (SCALE) LIKERT SCALE

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement are presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORE
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.6 RESEARCH INSTRUMENT

For the purpose of studying the objectives and testing the hypotheses, structure questionnaire was used as an instrument to collect the data. The questionnaire for the tourists has been divided into three aspects so as to fulfil the objectives of the respondents. The first section captures the demographic characteristics and second section captures about the Socio economic tourism impacts and the third section captures the local resident's impacts of tourism in Palani.

3.7 SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting item for the sample. Sample design deals with the method of selecting item to be observed with the given study. Sample design is determined before data are collected.

3.7.1 SAMPLE SIZE

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size for the study is 250. The local residents were considered for the study. Approximately 250 respondents were interviewed from the Palani.

3.7.2 SAMPLING PROCEDURES

The sampling procedure used is convenience sampling. The sampling is selected on the Basis of convenience in and around Palani which served as Main factor for the selection

of the sampling procedures. The convenience sampling is a non-Probability technique where subjects are selected because of their convenient.

3.8 TOOLS FOR ANALYSIS

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 20version.

- Percentage Analysis
- Descriptive Statistics
- ANOVA
- KMO and Bartlett's Test
- Chi-Square Test

3.8.1 PERCENTAGE ANALYSIS

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondent's response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education.

3.8.2 DESCRIPTIVE STATISTICS

Statistical tools such as mean and standard deviation allow for the objective measure of opinion, or subjective data, and provide a basis for comparison. Low standard deviation means data are clustered around the mean, and high standard deviation indicates data are more spread out. A standard deviation close to zero indicates that data points are close to the mean, whereas a high or low standard deviation indicates data points are respectively above or below the mean.

3.8.3 ANOVA

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

3.8.4 ONEWAY ANOVA

1. To obtain each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples

2. Work out the mean of sample mean as follows:

$$X = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - X)^2 + n_2(X_2 - X)^2 + \dots + n_k(X_k - X)^2$$

4. To find Mean Square (MS)

$$M = \frac{\text{SS between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$\text{MS within} = \frac{\text{SS within}}{(n-k)}$$

7. Sum of squares for total variance:

$$\text{SS for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where $I = 1, 2, 3, \dots$ $J = 1, 2, 3, \dots$

$$\text{SS for total variance} = \text{SS between} + \text{SS within}$$

8. F ratio worked out as:

$$\text{F ratio} = \frac{\text{MS between}}{\text{MS within}}$$

3.8.5 KMO AND BARTLETT'S TEST

The Kaiser–Meyer–Olkin (KMO) test is a statistical measure to determine how suited data is for factor analysis. The test measures sampling adequacy for each variable in the model and the complete Model. The statistic is a measure of the proportion of variance among variables that might be common variance. KMO measure of sampling adequacy is a test to assess the appropriateness of using factor analysis on the data set. Bartlett' test of sphericity is used to test the null hypothesis that the variables in the population correlation matrix are uncorrelated. Bartlett's test (Snedecor and Cochran, 1983) is used to test if k samples have equal variances. Equal Variances across samples is called homogeneity of variances. Some statistical tests, for example the Analysis of variance, assume that variances are equal across groups or samples. The critical value of Chi square is 9.488. If the Bartlett test statistic is greater than this critical value, there is a significant Difference in the variances. If the Bartlett test statistic is less than this critical value, there is not a Significance difference. This test statistic follows a Chi-Square distribution with k-1 degrees of Freedom. That is, $B \sim X^2 (k-1)$. If the p-value that corresponds to the test statistic is less than some

Significance level (like $\alpha = 0.05$) then we can reject the null hypothesis and conclude that not all Groups have the same variance

3.8.6 CHI-SQUARE TEST

The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them. The test is named after the British statistician Karl Pearson, who developed it in the late 19th century.

The formula for the chi-square statistic is:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where:

χ^2 is the chi-square statistic

Σ is the summation symbol

O_i is the observed frequency for cell i

E_i is the expected frequency for cell i under the null hypothesis of independence

The chi-square statistic follows a chi-square distribution with $(r - 1) \times (c - 1)$ degrees of freedom, where r and c are the number of rows and columns in the contingency table, respectively.

The Pearson chi-square test can be used for a variety of applications, such as:

- Testing the independence of two categorical variables
- Testing goodness-of-fit for a categorical distribution to a theoretical distribution
- Testing homogeneity of two or more categorical distributions

In SPSS the output shows the observed and expected frequency table, as well as the chi-square statistic, degrees of freedom, and p-value. The p-value represents the probability of observing a chi-square statistic as extreme as the one calculated if there was no relationship between the variables. If the p-value is less than the chosen level of significance (usually 0.05), we can reject the null hypothesis and conclude that there is a significant relationship between the variables.

3.9 LOCATION OF THE STUDY AREA

Palani is a bustling town that offers a rich cultural and religious experience to visitors. Palani is a historic town located in the western part of Tamil Nadu, India. It is situated on a hillock and surrounded by the scenic beauty of Western Ghats. The Sri Dhandayuthapani Temple, which is dedicated to Lord Murugan, is the most famous landmark of the town and attracts a large number of pilgrims from all over the world. In addition to the Sri Dhandayuthapani Temple, there are several other shrines and places of interest in the town, including the Kuzhanthai Velappar Temple, the Adivaraha Temple, and the Idumban hill. Palani is also famous for its production of "Palani Panchamirtham", which is a sweet dish made of jaggery, dried fruits, and spices, and is offered to Lord Murugan at the temple. The sweet dish is famous for its unique flavor and is considered to be a symbol of devotion and piety.

The town is also known for its traditional festivals, the most important of which is the PanguniUthiram Festival, which is celebrated in March-April and marks the wedding of Lord Murugan and Deivanai. During this festival, devotees perform various rituals and offer prayers at the temple. Palani is also known for its palm-leaf manuscripts, metal icons, and traditional handicrafts, which are widely sought after by collectors and art lovers. The most famous festival is the Thaipooam Festival, which is held in January or February, and is celebrated with great fervor and devotion by the people of Palani. Palani is also known for its production of Kavadi, which is a wooden arch decorated with flowers, peacock feathers, and other embellishments. The Kavadi is an important part of the rituals performed by devotees during the temple festivals. The town has several educational institutions and is an important centre for commerce, industry, and agriculture in the region. Apart from the religious significance, Palani is also a popular tourist destination because of its natural beauty and scenic surroundings. The town of Palani is surrounded by lush green hills and offers several scenic spots, such as the Palani Hills, which are ideal for trekking and camping. The hills are also home to several species of rare and exotic birds and animals, making it a popular destination for bird-watchers and nature lovers. Palani is well connected by road, rail, and air, and is easily accessible from major cities in Tamil Nadu and neighbouring states. Visitors to Palani can choose from a range of accommodation options, including budget lodges and guesthouses, as well as luxury hotels and resorts. There are also several restaurants and food joints in the town that offer a range of traditional and international cuisines. Palani is a unique

blend of history, religion, and nature, and is a must-visit destination for anyone interested in experiencing the rich cultural heritage of Tamil Nadu.



(Source: <https://www.worldatlas.com/img/locator/city/003/1051287-palani-locator-map.jpg>)

3.10 HISTORY OF SRI DHANDAYUTHAPANI TEMPLE

Sri Dhandayuthapani Temple, located in the town of Palani in the Indian state of Tamil Nadu, is a renowned Hindu temple dedicated to Lord Murugan, also known as Dhandayuthapani. The Sri Dhandayuthapani Temple is believed to have been built by the great saint and poet, Arunagirinathar, in the 15th century. The temple is considered one of the six important abodes of Lord Murugan and is a significant centre for Hindu pilgrimage. The temple has a rich history and cultural significance, with origins believed to be over 1,500 years old. The temple complex comprises several shrines, mandapams, and gopurams, and the deity of Lord Murugan is housed in the main sanctum sanctorum. The temple is visited by thousands of devotees every day, who come to offer prayers and seek blessings from Lord Murugan. The temple is situated on a hill and devotees need to climb 600 steps to reach the main shrine or rope way for visitors who prefer a less strenuous mode of reaching the temple, there is a rope way that connects the base of the hill to the temple. The rope way offers breathtaking views of the surrounding countryside and is a convenient way of reaching the temple.

The temple is also famous for its production of "Palani Panchamirtham", which is a sweet dish made of jaggery, dried fruits, and spices, and is offered to Lord Murugan at the

temple. The sweet dish is famous for its unique flavor and is considered to be a symbol of devotion and piety. The temple's main shrine is made of 9 kilograms of pure gold and is a sight to behold. The temple's architecture is a mix of Dravidian and Rajput styles and is considered one of the most beautiful temples in South India. The temple is known for its musical tradition and several musical events are held here throughout the year, including classical music concerts and devotional music programs.

The temple's musical tradition is said to have been started by the great saint and musician, Arunagirinathar, and continues to this day. The temple also has a rich cultural heritage, with several festivals and ceremonies being held throughout the year. The temple's main festival, the Chittirai Thiruvizha, held in April/May, attracts large crowds of devotees. The festival is celebrated with great fervor and devotion, with devotees coming from all over India to offer their prayers. During the festival, the deity is adorned with beautiful flower garlands and decorated with lights. The temple premises come alive with the sound of devotional music and the air is filled with the fragrance of incense and flowers and devotees perform a procession with Lord Murugan's idol, and the streets of Palani are filled with music, dance, and devotion. The temple is managed by the Hindu Religious and Charitable Endowments Department of the Tamil Nadu government and is well-maintained, with the authorities taking great care to preserve the temple's cultural and historical heritage.

The temple provides several amenities for the devotees, including accommodation, food, and medical facilities. The temple also provides free meals for the poor and the elderly. In addition to its religious and cultural significance, the temple provides a serene and peaceful environment for meditation and devotion. The temple provides a respite from the hustle and bustle of daily life and offers a unique and unforgettable experience. It is a rich in cultural heritage of India, a temple that should be visited once in a lifetime .Sri Dhandayuthapani Temple is a unique blend of history, culture, and spirituality, attracting thousands of devotees every year. The temple provides a glimpse into the rich spiritual and cultural traditions of India and offers a unique and unforgettable experience.



(Source:

<https://tse4.mm.bing.net/th?id=OIP.sXajj8dgCdKfN7akL71FwHaFj&pid=Api&P=0&h=180>)



(Source: <https://tse2.mm.bing.net/th?id=OIP.cQjPSI8C9MJ60PVuES>)



(Source: primary data)



(Source: primary data)



(Source: primary data)



DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The previous chapter outlined the profile of the study area with population growth, stages of development, and resources of tourism and growth of tourism arrivals. In spite of being considered as a successful tourism destination, Palani is currently attempting to deal with adverse impacts. Local residents are the victims who are mostly affected. It is vital to take into account the views of the local residents regarding tourism development and its impacts in terms of economic, socio-cultural and environmental aspects to analyze their attitude towards support for further tourism development.

This chapter presents a description of the sample and the results of analysis based on the well structured questionnaire distributed to the genuine residents in Palani city, one of the famous temple in Tamil Nadu. A detailed analysis of the collected data has been attempted according to the objectives stated earlier. It provides an analysis to evaluate the local resident's attitude towards impacts of tourism development in economic, socio-cultural and environmental aspects and their support for further tourism development. Furthermore, the chapter proves how resident's understandings towards tourism development and impacts are consistent with the reality of the status of tourism in Palani.

The aim of the analysis is to organize, classify and summarize the collected data and Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation and interpretation cannot be processed without analysis. Hence, both analysis and interpretation are inter-dependent and central steps in the research process.

The sample data was organized and evaluated with the help of SPSS software version. Hypotheses were also tested based on the findings of the study and interpretations. Conclusions were also drawn. In this chapter the following statistical techniques were employed for the analysis of the data gathered for the present study. Descriptive analysis (Frequency distribution, percentage, Mean and Standard deviation), ANOVA, Chi-square test, KMO and batters test.

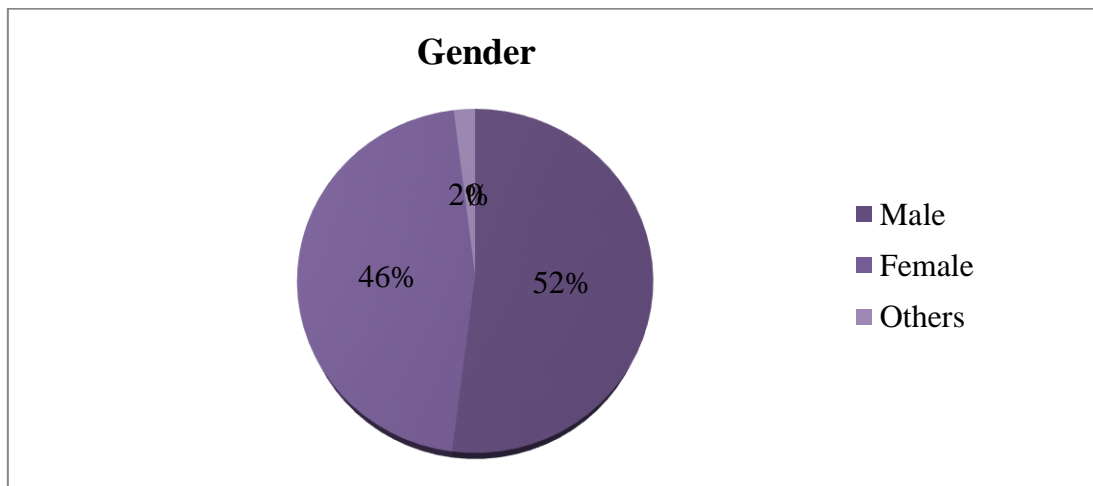
4.1 DEMOGRAPHIC PROFILE

Table 4.1.1 Gender of the respondents

Gender	Frequency	Percentage
Male	130	52
Female	115	46
Others	5	2
Total	250	100

(Source: primary data)

Figure 4.1.1 Gender of the respondents



Interpretation

The above table 4.1.1, shows the gender of the respondents. About 52% of the respondents are male, about 46% of the respondents are female and 2% of the respondents belong to other category.

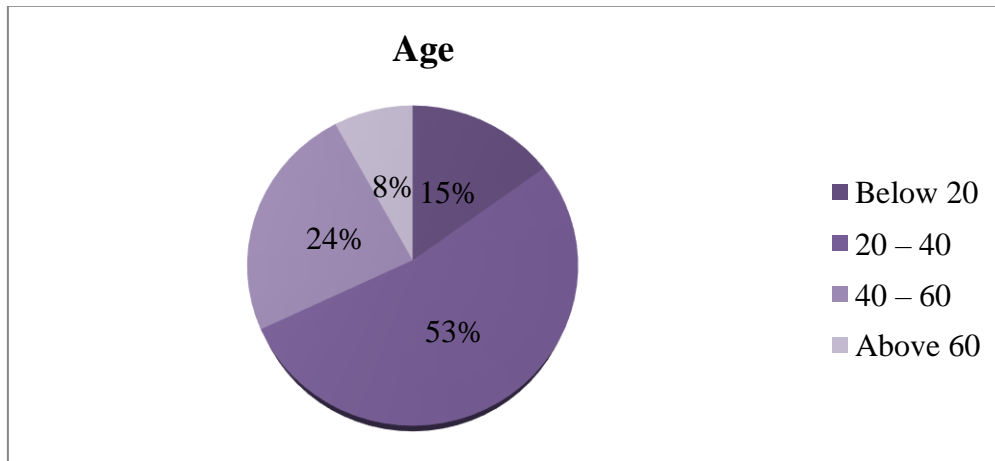
Thus, the majority of the respondents are male.

Table 4.1.2 Age of the respondents

Age Group	Frequency	Percentage
Below 20	37	15
20 – 40	133	53
40 – 60	60	24
Above 60	20	8
Total	250	100

(Source: primary data)

Figure 4.1.2 Age of the respondents



Interpretation

The above table 4.1.2, shows the age group of the respondents. About 15% of the respondents are below 20 years of age, 53% of the respondents are between 20 to 40 years of age, about 24% of the respondents are between 40 – 60 years of age and about 8% of the respondents are above 60 years of age.

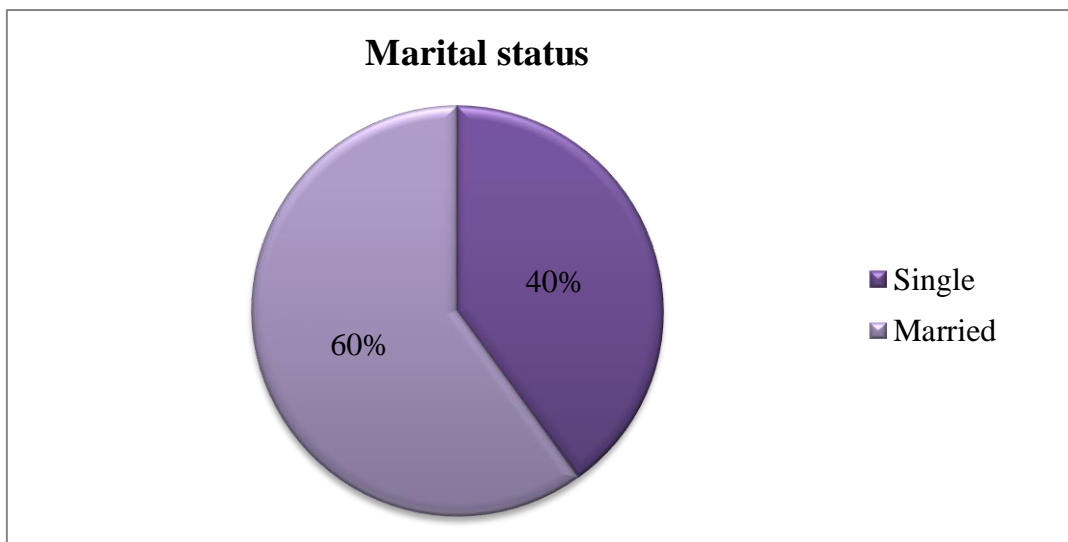
Thus, the majority of the respondents are between 20 to 40 years of age.

Table 4.1.3 Marital status of the respondents

Marital status	Frequency	Percentage
Single	100	40
Married	150	60
Total	250	100

(Source: primary data)

Figure 4.1.3 Marital status of the respondents



Interpretation

The above table 4.1.3, shows the marital status of the respondents. About 40% of the respondents are single and about 60% of the respondents are married.

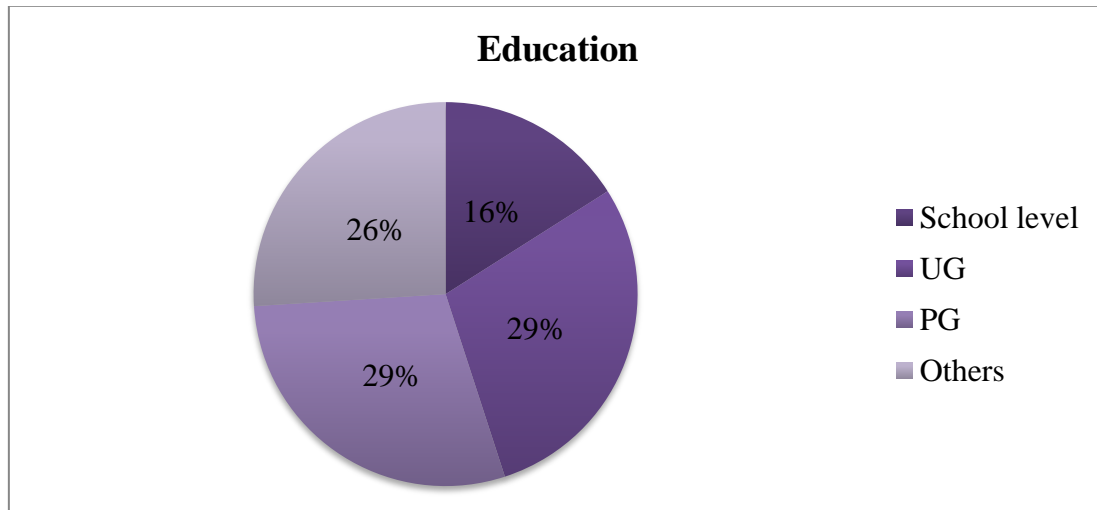
Thus, the majority of the respondents are married.

Table 4.1.4 Education of the respondents

Education	Frequency	Percentage
School level	40	16
UG	73	29
PG	72	29
Others	65	26
Total	250	100

(Source: primary data)

Figure 4.1.4 Education of the respondents



Interpretation

The above table 4.1.4, shows the education details of the respondents. About 16% of the respondents have completed school level, about 29% of the respondents are UG graduates, about 29% of the respondents are PG graduates and 26% of the respondents comes under other category.

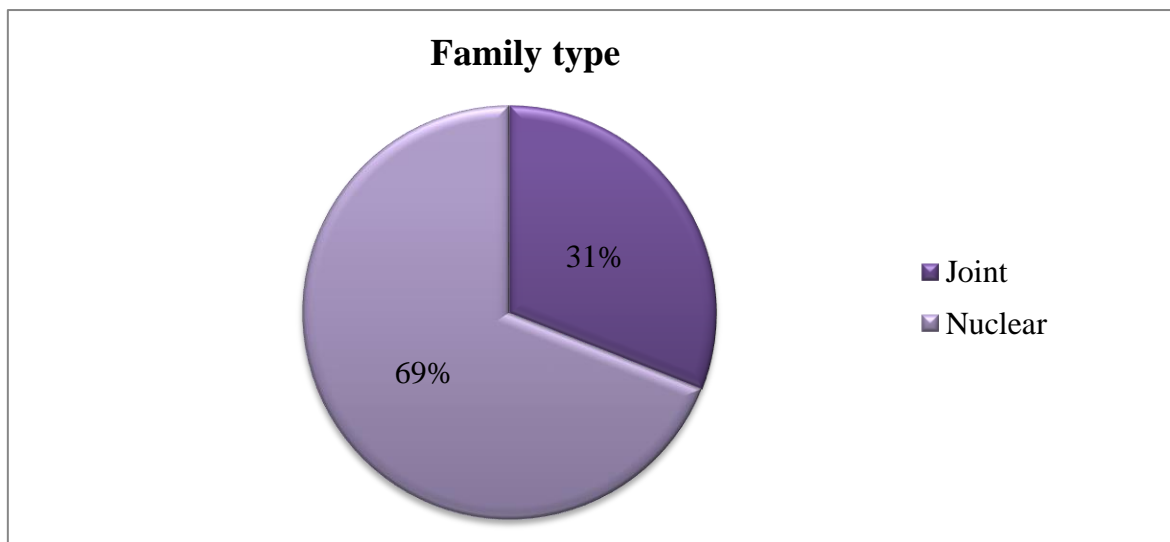
Thus, the majority of the respondents are UG and PG graduates.

Table 4.1.5 Family type of the respondents

Family type	Frequency	Percentage
Joint	77	31
Nuclear	173	69
Total	250	100

(Source: primary data)

Figure 4.1.5 Family type of the respondents



Interpretation

The above table 4.1.5, shows the family type details of the respondents. About 31% of the respondents live in a joint family and about 69% of the respondent live in a nuclear family.

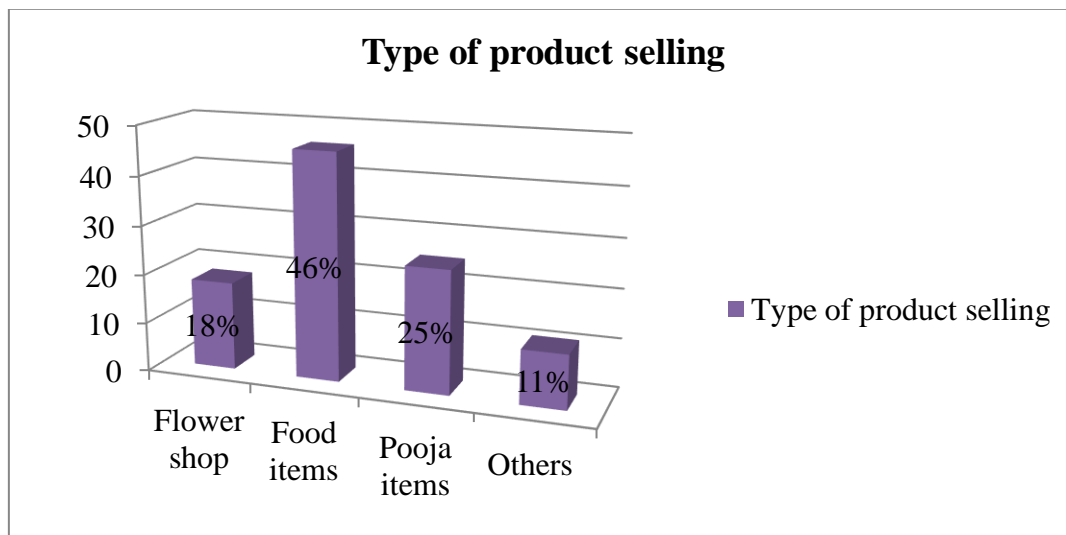
Thus, the majority of the respondent live in a nuclear family.

Table 4.1.6 Type of product selling of the respondents

Type of product selling	Frequency	Percentage
Flower shop	45	18
Food items	115	46
Pooja items	63	25
Others	27	11
Total	250	100

(Source: primary data)

Figure 4.1.6 Type of product selling of the respondents



Interpretation

The above table 4.1.6, shows the type of products sold by the respondents in Palani. About 18% of the respondents have a flower shop, about 46% of the respondents have a food items shop, about 25% of the respondents have a pooja items shop and about 11% of the respondent have other categories shop.

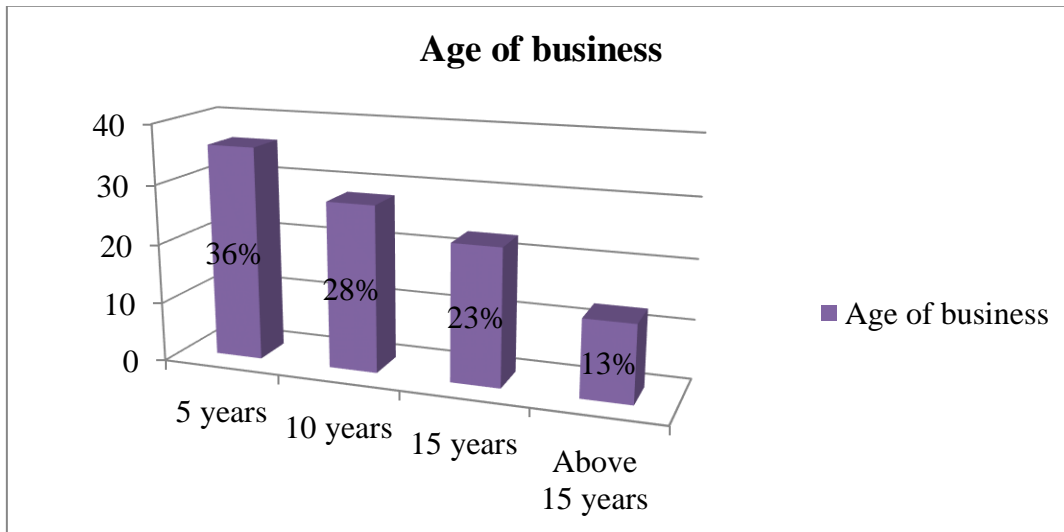
Thus, the majority of the respondents have a food items shop.

Table 4.1.7 Age of business of the respondents

Age of business	Frequency	Percentage
5 years	90	36
10 years	70	28
15 years	57	23
Above 15 years	33	13
Total	250	100

(Source: primary data)

Figure 4.1.7 Age of business of the respondents



Interpretation

The above table 4.1.7, shows the respondent's age of business. About 36% of the respondents are doing business for 5 years, about 28% of the respondents are doing business for 10 years, about 23% of the respondents are doing business for 15 years and about 13% of the respondents are doing business for more than 15 years.

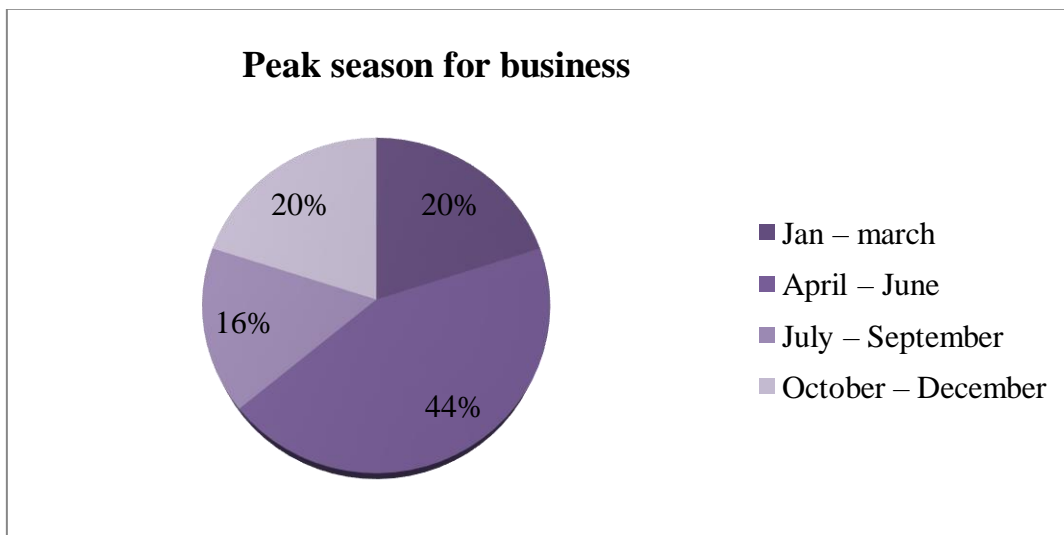
Thus, the majority of the respondents are doing business for 5 years.

Table 4.1.8 Peak season for business

Peak season for business	Frequency	Percentage
Jan – march	50	20
April – June	110	44
July – September	40	16
October – December	50	20
Total	250	100

(Source: primary data)

Figure 4.1.8 Peak season for business



Interpretation

The above table 4.1.8, shows the respondent's view regarding the peak season for their business. About 20% of the respondents consider that Jan – march is the peak season for their business, about 44% of the respondents consider that April - june is the peak season for their business, about 16% of the respondents consider that July – September is the peak season for their business and about 20% of the respondents consider that October – December is the peak season for their business.

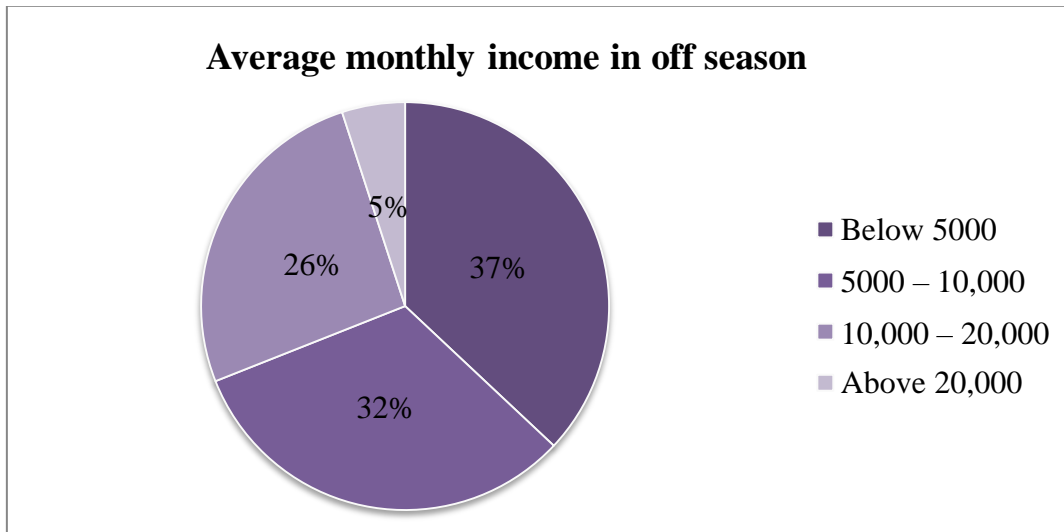
Thus, the majority of the respondent consider that April – June as the peak season for their business.

Table 4.1.9 Average monthly income in off season

Average monthly income in off season	Frequency	Percentage
Below 5000	93	37
5000 – 10,000	80	32
10,000 – 20,000	65	26
Above 20,000	12	5
Total	250	100

(Source: primary data)

Figure 4.1.9 Average monthly income in off season



Interpretation

The above table 4.1.9, shows the respondent's view regarding their average monthly income during off season. About 37% of the respondents earns below Rs.5000 as average monthly income during the off season, about 32% of the respondents earns Rs.5000 – Rs.10,000 as average monthly income during the off season, about 26% of the respondents earns Rs.10,000 – Rs.20,000 as average monthly income during the off season and about 5% of the respondents earns above Rs.20,000 as average monthly income during the off season.

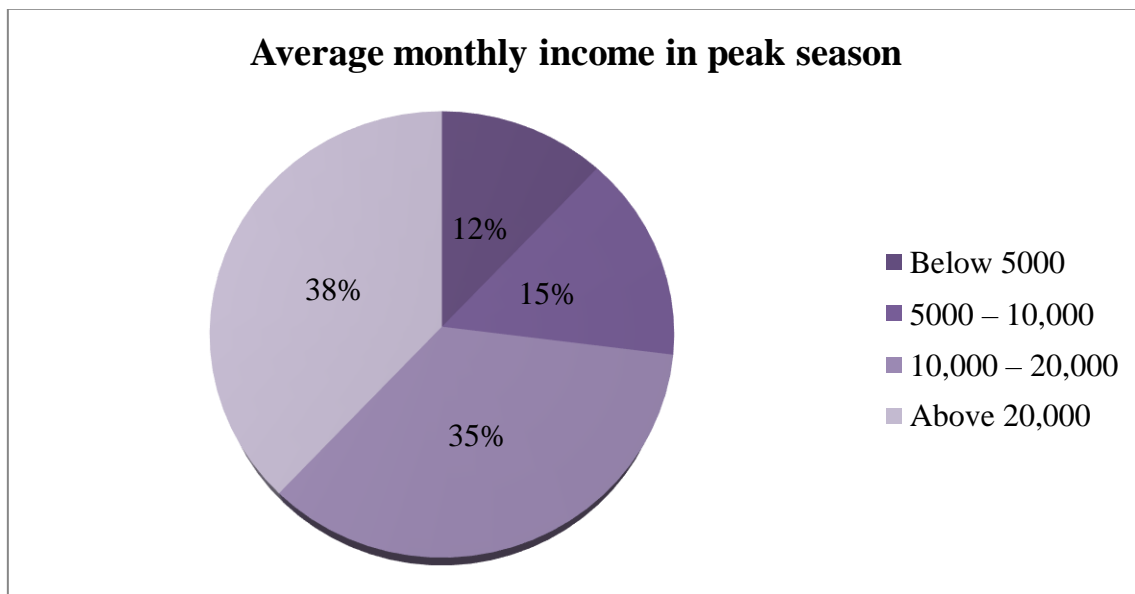
Thus, the majority of the respondents earns below Rs.5000 as average monthly income during the off season.

Table 4.1.10 Average monthly income in peak season

Average monthly income in peak season	Frequency	Percentage
Below 5000	30	12
5000 – 10,000	37	15
10,000 – 20,000	88	35
Above 20,000	95	38
Total	250	100

(Source: primary data)

Figure 4.1.10 Average monthly income in peak season



Interpretation

The above table 4.1.10, shows the respondent's view regarding their average monthly income during peak season. About 12% of the respondents earns below Rs.5000 as average monthly income during the peak season, about 15% of the respondents earns Rs.5000 – Rs.10,000 as average monthly income during the peak season, about 35% of the respondents earns Rs.10,000 – Rs.20,000 as average monthly income during the peak season and about 38% of the respondents earns above Rs.20,000 as average monthly income during the peak season.

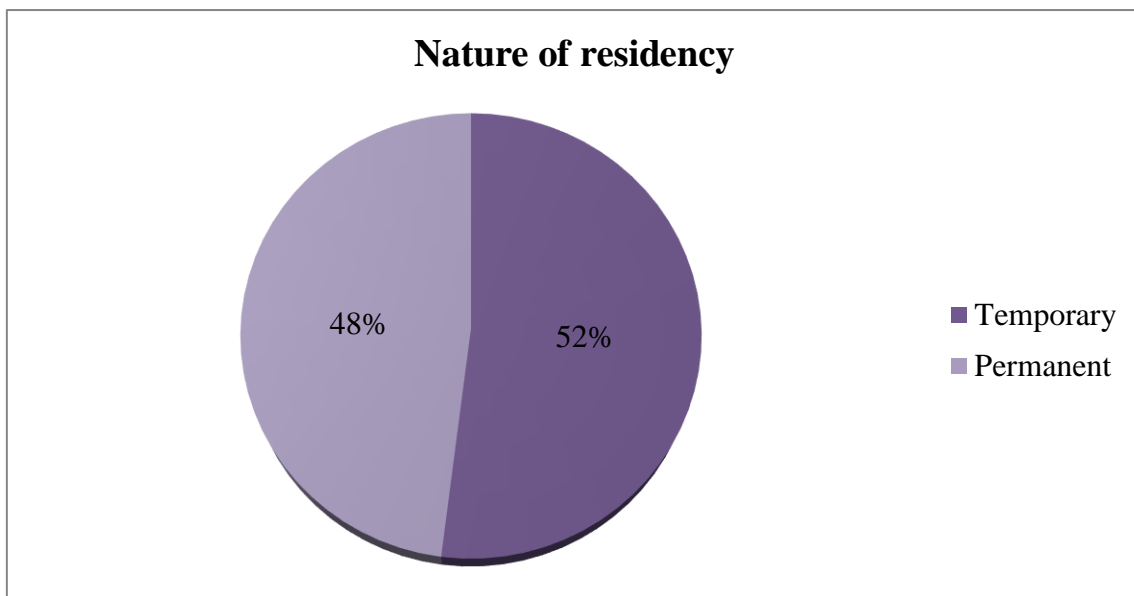
Thus, the majority of the respondents earns above Rs.20,000 as average monthly income during the peak season.

Table 4.1.11 Nature of residency

Nature of residency	Frequency	Percentage
Temporary	130	52
Permanent	120	48
Total	250	100

(Source: primary data)

Figure 4.1.11 Nature of residency



Interpretation

The above table 4.1.11, shows the respondent's nature of residency. About 52% of the respondents live in a temporary residence and about 48% of the respondents live in a permanent residence.

Thus, the majority of the respondents live in a temporary residence.

4.2 DESCRIPTIVE STATISTICS

Table 4.2.1 shows the descriptive statistics of the following factors

Descriptive Statistics	N	Min	Max	Mean	Std. Deviation
Tourism enhances many employment worthwhile opportunities	250	1	5	2.38	1.250
Increasing number of tourist arrival is the good sign for the prosperity of the local residents	250	1	5	1.41	0.696
Income generating opportunities are evenly distributed among the locals	250	1	5	3.35	1.243
Our standard of living has increased because of tourism	250	1	5	3.23	1.213
Tourism causes increase in investment at the destination	250	1	5	3.68	1.077
Tourism benefits only a few people in this area	250	1	5	3.75	0.947
Tourism creates job more for externals than residents	250	1	5	4.06	0.815
Tourism development in the local area interferes with the residents daily economic activities	250	1	5	4.25	0.946
The area is losing a number of shops that served the interest of local people	250	1	5	4.01	0.869
Tourism improves the quality of life for the local people	250	1	5	3.82	0.980
Tourism improves the local community hospitality towards foreign tourists	250	1	5	3.71	0.858
Tourism protects the moral and ethical values of local residents	250	1	5	3.56	0.989
Tourism has increased pride in community among local residents	250	1	5	4.10	0.975
Tourism ensures safety and security to the local residents and tourists	250	1	5	4.20	0.821

Local residents are the people who suffer from living in a tourist destination	250	1	5	4.02	0.891
Tourism damages local culture	250	1	5	4.36	0.771
Overflow of tourists arrival change the life style of local people	250	1	5	4.23	0.828
Tourism causes security problems in my area	250	1	5	3.78	1.036
Displacement of residents due to developmental activities.	250	1	5	3.90	0.960
Tourism preserves the physical environment and improves the image of the destination	250	1	5	3.91	0.936
Tourists are very cooperative in protecting the environment of the tourist area	250	1	5	4.07	0.952
Tourism helps to spread environmental consciousness among local residents	250	1	5	3.92	0.934
Tourism helps to protect and conserve the natural areas and wildlife	250	1	5	4.25	0.938
Improves living utility infrastructure such as water, electricity and communication	250	1	5	3.70	0.966
Sewage water pollution due to lack of proper drainage system	250	1	5	3.90	0.882
Undesirable change in air causing air pollution	250	1	5	4.04	0.884
Deforestation due to construction activities	250	1	5	4.03	0.993
Tourism poses potential threats to natural environment and landscape	250	1	5	4.20	0.884
Destruction of vegetation through gathering of wood and plants	250	1	5	3.49	1.166
I believe that the benefits of tourism exceeds the cost to the people in my area	250	1	5	3.14	1.122

I think tourism development brings more benefit than harm	250	1	5	2.66	1.274
I think tourism development in my area produces more negative impact than positive impact	250	1	5	2.88	1.111
I support the development of tourism in my area	250	1	5	3.73	0.980
Tourists are very friendly to the local residents	250	1	5	2.79	1.137
I am willing to see more tourist as guests in my area	250	1	5	3.38	1.085
I am willing to extend cooperation for tourism planning and development initiatives in my area	250	1	5	3.77	0.950
The tourism authorities do an excellent job in balancing the needs of the local residents with the desire to increase tourism	250	1	5	3.84	0.986
Suggestions	250	1	5	4.24	0.843
Valid N (list wise)	250				

(Source: primary data)

The above table (4.2.1) shows that descriptive statistics on the factors mean value. The mean value ranges from 1.41 to 4.36. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table 4.36 is the highest range. Thus it shows that tourism damages local culture has the highest mean value mean value of 4.36 and for increasing number of tourist arrival is the good sign for the prosperity of the local residents has the lowest mean value of 1.41. Tourism development brings more benefit than harm has the highest standard deviation of 1.274 and increasing number of tourist arrival is the good sign for the prosperity of the local residents has the lowest standard deviation of 0.696. Thus the result has showed that more people had agreed that for increasing number of tourist arrival is the good sign for the prosperity of the local residents.

4.3 ANOVA

4.3.1 To Examine the Gender Variation of the Respondents with the Tourism's Positive Economic Impacts

Null Hypothesis (H0): There is no significant difference between the gender of the respondents with positive economic impact of the tourism.

Table 4.3.1

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Tourism enhances many employment	Between Groups	7.683	2	3.842	2.488	0.085	Accepted
	Within Groups	381.453	247	1.544			
	Total	389.136	249				
Increasing no of tourist arrival	Between Groups	0.401	2	0.201	0.412	0.663	Accepted
	Within Groups	120.163	247	0.486			
	Total	120.564	249				
Income generating opportunities	Between Groups	3.718	2	3.859	3.205	0.049**	Rejected
	Within Groups	381.006	247	1.543			
	Total	384.724	249				
Increased standard of living	Between Groups	3.272	2	4.636	3.112	0.043**	Rejected
	Within Groups	363.272	247	1.471			
	Total	366.544	249				

Tourism causes increase in investment	Between Groups	1.012	2	0.506	0.434	0.648	Accepted
	Within Groups	287.744	247	1.165			
	Total	288.756	249				

(Source: primary data)

From the above of table (4.3.1) is inferred that the significance value is less than 0.05 for Income generating opportunities, Increased standard of living the null hypothesis is rejected. This indicates that there is statistically significant relation with gender. The significant value Tourism enhances many employment, Increasing no of tourist arrival, Tourism causes increase in investment is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with Gender.

4.3.2 To Examine the Age of the Respondents with the Tourism's Negative Economic Impacts:

Null Hypothesis (H0): There is no significant difference between the age of the respondents with the negative economic impacts of the tourism

Table 4.3.2

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Tourism benefits only a few people in this area	Between Groups	6.854	2	3.427	3.914	0.021**	Rejected
	Within Groups	216.270	247	0.876			
	Total	223.124	249				
Tourism creates job	Between Groups	3.924	2	1.962	3.004	0.051	Accepted
	Within Groups	161.292	247	0.653			
	Total	165.216	249				
Tourism development in the local area	Between Groups	4.296	2	2.148	2.430	0.090	Accepted
	Within Groups	218.328	247	0.884			
	Total	222.624	249				
Local residents may be taxed	Between Groups	.345	2	.572	0.430	0.692	Accepted
	Within Groups	371.339	247	1.153			
	Total	371.684	249				

The area is losing a number of shops that served the interest of local people	Between Groups	3.859	2	1.930	2.589	0.077	Accepted
	Within Groups	184.125	247	0.745			
	Total	187.984	249				

(Source: primary data)

From the above of table (4.3.2) is inferred that the significance value is less than 0.05 for Tourism benefits only a few people in this area, thus the null hypothesis is rejected. This indicates that there is statistically significant relation with age. The significant value increasing no of Tourism creates job, Tourism development in the local area, Local residents may be taxed, The area is losing a number of shops that served the interest of local people in Investment is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with age.

4.3.3 To Examine the Marital Status of the Respondents with the Tourism's Positive Socio Cultural Impacts:

Null Hypothesis (H0): There is no significant difference between the marital status of the respondents with the factors of positive socio cultural impact of tourism.

Table 4.3.3

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Tourism improves quality of life	Between Groups	1.752	2	0.876	0.913	0.403	Accepted
	Within Groups	237.148	247	0.960			
	Total	238.900	249				
Hospitality towards foreign tourist	Between Groups	2.273	2	1.137	1.551	0.004**	Rejected
	Within Groups	180.991	247	0.733			
	Total	183.264	249				
Tourism protects the moral and ethical value	Between Groups	1.256	2	0.628	0.640	0.528	Accepted
	Within Groups	242.220	247	0.981			
	Total	243.476	249				

Tourism has increased pride in community among local residents.	Between Groups	1.549	2	4.227	4.594	0.011**	Rejected
	Within Groups	234.951	247	0.951			
	Total	236.500	249				
Tourism ensures safety and security to the local residents and tourism.	Between Groups	0.895	2	0.448	0.662	0.517	Accepted
	Within Groups	167.105	247	0.677			
	Total	168.000	249				

(Source: primary data)

From the above of table (4.3.3) is inferred that significance value is less than 0.05 for Hospitality towards foreign tourist, Tourism has increased pride in community among local residents, thus the null hypothesis is rejected. This indicates that there is statistically significant relation with marital status. The significant value increasing Tourism improves quality of life, Tourism protects the moral and ethical value, Tourism ensures safety and security to the local residents and tourism is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with marital status.

4.3.4 To Examine the Educational Background of the Respondents with the Tourism's Negative Socio Cultural Impacts:

Null Hypothesis (H0): There is no significant difference between the educational background of the respondents with the tourism's negative socio cultural impacts of the tourism.

Table 4.3.4

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Local people suffer from living in a tourist destination	Between Groups	.055	1	0.055	0.069	0.793	Accepted
	Within Groups	197.801	248	0.798			
	Total	197.856	249				
Tourism damages local culture	Between Groups	0.302	1	0.302	0.507	0.477	Accepted
	Within Groups	147.574	248	0.595			
	Total	147.876	249				
Overflow of tourist arrival change the lifestyle of local people.	Between Groups	0.079	1	0.079	0.116	0.734	Accepted
	Within Groups	170.465	248	0.687			
	Total	170.544	249				

Tourism causes security problem	Between Groups	11.972	1	11.972	11.622	0.001**	Rejected
	Within Groups	255.484	248	1.030			
	Total	267.456	249				
Displacement of resident due to developmental activities	Between Groups	2.259	1	2.259	2.464	0.118	Accepted
	Within Groups	227.437	248	0.917			
	Total	229.696	249				

(Source: primary data)

From the above of table (4.3.4) is inferred that the significance value is less than 0.05 for Tourism causes security problem, thus the null hypothesis is rejected. This indicates that there is statistically significant relation with educational background. The significant value Local people suffer from living in a tourist destination, Tourism damages local culture, overflow of tourist arrival change the lifestyle of local people, Displacement of resident due to developmental activities is more than 0.05 thus, null hypothesis is accepted. This indicates that there is no statistically significant relation with Educational background.

4.3.5 To Examine the Type of Product Selling of the Respondents towards the Tourism's Positive Environmental Impacts:

Null Hypothesis (H0): There is no significant difference between the type of product selling of the respondents with the tourism's environmental impacts.

Table 4.3.5

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Preserves the physical environment and improves the destination.	Between Groups	2.944	2	2.472	3.690	0.022**	Rejected
	Within Groups	215.120	247	0.871			
	Total	218.064	249				
Cooperative in protecting the environment	Between Groups	3.604	2	1.802	2.003	0.137	Accepted
	Within Groups	222.240	247	0.900			
	Total	225.844	249				
Helps to spread environmental consciousness among local residents	Between Groups	2.151	2	2.576	2.235	0.032**	Rejected
	Within Groups	215.085	247	0.871			
	Total	217.236	249				

Protects and conserve the natural areas and wildlife.	Between Groups	2.598	2	1.299	1.482	0.229	Accepted
	Within Groups	216.526	247	0.877			
	Total	219.124	249				
Improves living utility infrastructure	Between Groups	0.653	2	0.327	0.348	0.707	Accepted
	Within Groups	231.847	247	0.939			
	Total	232.500	249				

(Source: primary data)

From the above of table (4.3.5) is inferred that no significance value is less than 0.05 for preserves the physical environment and improves the destination, helps to spread environmental consciousness among local residents. This indicates that there is statistical significant relation with product selling type. The significant value for cooperative in protecting the environment ,cooperative in protecting the environment, protects and conserve the natural areas and wildlife, improves living utility infrastructure. is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with product selling type.

4.3.6 To Examine the Peak Season of the Respondents with the Tourism's Negative Environmental Impacts:

Null Hypothesis (H0): There is no significant difference between the peak season of the respondents with the tourism's negative environmental impacts.

Table 4.3.6

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Sewage water pollution due to lack of proper drainage system	Between Groups	4.354	7	0.622	0.795	0.002**	Rejected
	Within Groups	189.342	242	0.782			
	Total	193.696	249				
Undesirable change in air causing air pollution	Between Groups	8.131	7	1.162	1.508	0.165	Accepted
	Within Groups	186.385	242	0.770			
	Total	194.516	249				
Deforestation due to construction activities	Between Groups	12.697	7	1.814	1.884	0.003**	Rejected
	Within Groups	233.047	242	0.963			
	Total	245.744	249				

Poses potential threats to natural environment and landscape	Between Groups	2.854	7	0.408	0.515	0.823	Accepted
	Within Groups	191.742	242	0.792			
	Total	194.596	249				
Destruction of vegetation through gathering of wood and plants	Between Groups	14.599	7	2.086	1.558	0.149	Accepted
	Within Groups	323.865	242	1.338			
	Total	338.464	249				

(Source: primary data)

From the above of table (4.3.6) is inferred that the significance value is less than 0.05 for Sewage water pollution due to lack of proper drainage system, Deforestation due to construction activities. Thus the null hypothesis is rejected. This indicates that there is statistical significant relation with peak season. The significant value Undesirable change in air causing air pollution, poses potential threats to natural environment and landscape, Destruction of vegetation through gathering of wood and plants is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with peak season.

4.4 KMO AND BARTLETT'S TEST:

Kaiser-Meyer-Olkin (KMO) Test is a measure of how our data is suited for factor analysis. The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance.

The Kaiser-Meyer-Olkin is the measure of sampling adequacy, which varies between 0 and 1. The values closer to 1 are better, and the value of 0.6 is the suggested minimum. Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix has an identity matrix. KMO value is identified with the below-given equation.

$$KMO = \frac{\sum_{i,j} r_{ij}^2}{\sum_{i,j} r_{ij}^2 + \sum_{i,j} a_{ij}^2}$$

Table 4.4.1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.753
Bartlett's Test of Sphericity	Approx. Chi-Square	4032.414
	Df	741
	Sig.	0.000

(Source: primary data)

Kaiser-Meyer-Olkin Measure is an index which define of sampling adequacy. The KMO test value is 0.752 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique.

The Bartlett's test of Sphericity significant to a level of significance is 0.000(<0.001) which shows that there is a high level of correlation between variable, which make it adequate to apply factor analysis

COMMUNALITIES:

Table 4.4.2

Communalities		
	Initial	Extraction
Tourism enhances many employment worthwhile opportunities	1.000	0.735
Increasing number of tourist arrival is the good sign for the prosperity of the local residents	1.000	0.573
Income generating opportunities are evenly distributed among the locals	1.000	0.644
Our standard of living has increased because of tourism	1.000	0.716
Tourism causes increase in investment at the destination	1.000	0.686
Tourism benefits only a few people in this area	1.000	0.674
Tourism creates job more for externals than residents	1.000	0.739
Tourism development in the local area interferes with the residents daily economic activities	1.000	0.611
The area is losing a number of shops that served the interest of local people	1.000	0.610
The area is losing a number of shops that served the interest of local people	1.000	0.565
Tourism improves the quality of life for the local people	1.000	0.765
Tourism improves the local community hospitality towards foreign tourists	1.000	0.656
Tourism protects the moral and ethical values of local residents	1.000	0.542
Tourism has increased pride in community among local residents	1.000	0.713

Tourism ensures safety and security to the local residents and tourists	1.000	0.717
Local residents are the people who suffer from living in a tourist destination	1.000	0.662
Tourism damages local culture	1.000	0.641
Overflow of tourists arrival change the life style of local people	1.000	0.647
Tourism causes security problems in my area	1.000	0.763
Displacement of residents due to developmental activities.	1.000	0.569
Tourism preserves the physical environment and improves the image of the destination	1.000	0.754
Tourists are very cooperative in protecting the environment of the tourist area	1.000	0.696
Tourism helps to spread environmental consciousness among local residents	1.000	0.682
Tourism helps to protect and conserve the natural areas and wildlife	1.000	0.626
Improves living utility infrastructure such as water, electricity and communication	1.000	0.629
Sewage water pollution due to lack of proper drainage system	1.000	0.626
Undesirable change in air causing air pollution	1.000	0.684
Deforestation due to construction activities	1.000	0.581
Tourism poses potential threats to natural environment and landscape	1.000	0.579
Destruction of vegetation through gathering of wood and plants	1.000	0.716
I believe that the benefits of tourism exceeds the cost to the people in my area	1.000	0.718

I think tourism development brings more benefit than harm	1.000	0.783
I think tourism development in my area produces more negative impact than positive impact	1.000	0.705
I support the development of tourism in my area	1.000	0.733
Tourists are very friendly to the local residents	1.000	0.815
I am willing to see more tourist as guests in my area	1.000	0.698
I am willing to extend cooperation for tourism planning and development initiatives in my area	1.000	0.689
The tourism authorities do an excellent job in balancing the needs of the local residents with the desire to increase tourism	1.000	0.725
Suggestions	1.000	0.633
Extraction Method: Principal Component Analysis.		

(Source: primary data)

The above table (4.4.2) shows that every variable in the communality initially is expected to share 100% variance. Hence initially every item is having value 1.000 which means 100% variance share by each item. The extraction ranging from 0.542 to 0.815. Which shows that minimum variance share of item after extraction is 54.2% and maximum variance share of item is 81.5%.

TOTAL VARIANCE:

Table 4.4.3

Total Variance Explained						
Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.115	18.244	18.244	7.115	18.244	18.244
2	4.134	10.601	28.846	4.134	10.601	28.846

3	2.254	5.780	34.626	2.254	5.780	34.626
4	2.040	5.232	39.857	2.040	5.232	39.857
5	1.773	4.547	44.404	1.773	4.547	44.404
6	1.633	4.188	48.592	1.633	4.188	48.592
7	1.468	3.764	52.356	1.468	3.764	52.356
8	1.354	3.472	55.829	1.354	3.472	55.829
9	1.285	3.294	59.122	1.285	3.294	59.122
10	1.133	2.905	62.027	1.133	2.905	62.027
11	1.072	2.748	64.776	1.072	2.748	64.776
12	1.035	2.654	67.429	1.035	2.654	67.429
13	0.990	2.537	69.966			
14	0.911	2.336	72.303			
15	0.835	2.142	74.444			
16	0.833	2.135	76.579			
17	0.745	1.909	78.489			
18	0.733	1.880	80.369			
19	0.670	1.717	82.087			
20	0.629	1.612	83.699			
21	0.572	1.467	85.166			
22	0.545	1.398	86.563			
23	0.522	1.339	87.902			
24	0.463	1.188	89.090			
25	0.440	1.129	90.219			

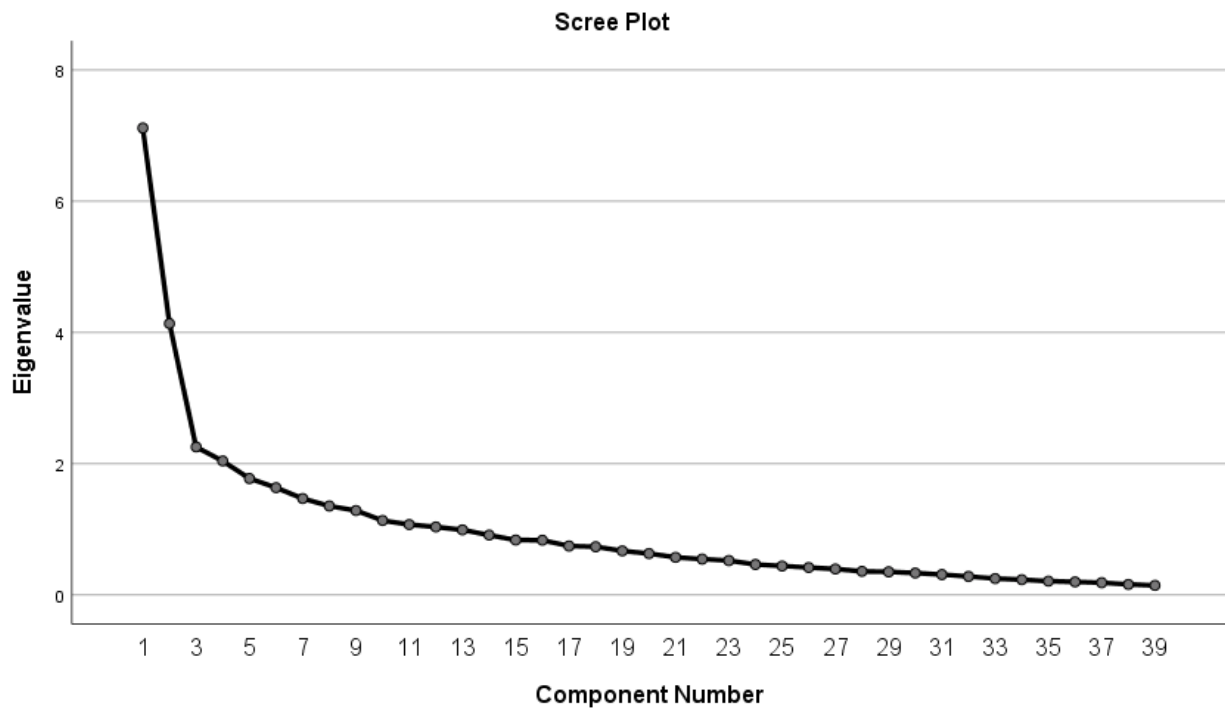
26	0.417	1.068	91.287			
27	0.394	1.011	92.298			
28	0.358	0.918	93.216			
29	0.351	0.900	94.116			
30	0.332	0.852	94.968			
31	0.309	0.792	95.760			
32	0.280	0.719	96.478			
33	0.248	0.637	97.115			
34	0.232	0.594	97.709			
35	0.209	0.535	98.244			
36	0.197	0.505	98.749			
37	0.185	0.475	99.224			
38	0.159	0.408	99.632			
39	0.143	0.368	100.000			

Extraction Method: Principal Component Analysis.

(Source: primary data)

The above table (4.4.3) shows that the total variance contributed by first component is 18.244, by second component 28.846, by third component 36.298, by the fourth component 39.857, by the fifth component 44.404, by sixth component 48.592 and by seventh component 52.356. The Eigen value for a given factor measures the variance in all the variables which is accounted for by that factor. It is also clear that there are total seven distinct components having Eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 7.115, for the factor 2 is 4.134 and for factor 3 is 2.254.

SCREEN PLOT



(Source: primary data)

The above figure (4.4.1) shows that components as the X axis and the corresponding Eigen values as the Y axis. First seven components are considered whose Eigen values are 7.115, 4.134, 2.254, 2.04, 1.773, 1.633, 1.468. Since all these seven factors are having Eigen value greater than 1 and sharing maximum variance hence they are essential in the present study.

4.5 CHI-SQUARE TEST

4.5.1 Chi-Square Tests for Association between Gender of Respondents with the Physical Environment and Image of Destination:

Null Hypothesis (H0): There is no significant association between gender of respondents with the physical environment and image of destination.

Table 4.5.1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.207 ^a	8	0.041
Likelihood Ratio	11.628	8	0.169
Linear-by-Linear Association	4.140	1	0.042
N of Valid Cases	250		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .02.			

(Source: primary data)

As shown in table 4.5.1. The results of chi-square test help to indicate the association between gender of respondents with the physical environment and image of destination. Since P value is 0.041 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. Hence, there is association between gender of respondents the physical environment and image of destination.

4.5.2 Chi-Square Tests for Association between Gender of Respondents with Tourists are very Cooperative in Protecting the Environment:

Null Hypothesis (H0): There is no significant association between gender of respondents with tourists are very cooperative in protecting the environment.

Table 4.5.2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.095 ^a	8	0.036
Likelihood Ratio	8.376	8	0.398
Linear-by-Linear Association	.098	1	0.754
N of Valid Cases	250		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .02.			

(Source: primary data)

As shown in table 4.5.2. The results of chi-square test help to indicate the association between gender of respondents with tourists are very cooperative in protecting the environment. Since P value is 0.036 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between gender of respondents with tourists are very cooperative in protecting the environment.

4.5.3 Chi-Square Tests for Association between Gender of Respondents with Tourism Helps to Spread Environmental Consciousness among Local:

Null Hypothesis (H0): There is no significant association between gender of respondents with tourism helps to spread environmental consciousness among local.

Table 4.5.3

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.935 ^a	8	0.154
Likelihood Ratio	13.563	8	0.094
Linear-by-Linear Association	.000	1	0.984
N of Valid Cases	250		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .03.			

(Source: primary data)

As shown in table 4.5.3. The results of chi-square test help to indicate the association between gender of respondents with tourism helps to spread environmental consciousness among local. Since P value is 0.154 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between gender of respondents with tourism helps to spread environmental consciousness among local.

4.5.4 Chi-Square Tests for Association between Gender of Respondents with Tourism Helps to Protect and Conserve the Natural Areas and Wildlife:

Null Hypothesis (H0): There is no significant association between gender of respondents with tourism helps to protect and conserve the natural areas and wildlife.

Table 4.5.4

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.158 ^a	8	0.630
Likelihood Ratio	6.663	8	0.573
Linear-by-Linear Association	.726	1	0.394
N of Valid Cases	250		
a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .05.			

(Source: primary data)

As shown in table 4.5.4. The results of chi-square test help to indicate the association between gender of respondents with tourism helps to protect and conserve the natural areas and wildlife. Since P value is 0.630 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between gender of respondents with tourism helps to protect and conserve the natural areas and wildlife.

4.5.5. Chi-Square Tests for Association between Gender of Respondents with Tourism Improves Living Utility:

Null Hypothesis (H0): There is no significant association between gender of respondents with tourism improves living utility.

Table 4.5.5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.220 ^a	8	0.015
Likelihood Ratio	10.635	8	0.223
Linear-by-Linear Association	.028	1	0.868
N of Valid Cases	250		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .04.			

(Source: primary data)

As shown in table 4.5.5. The results of chi-square test help to indicate the association between gender of respondents with tourism improves living utility. Since P value is 0.015 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between gender of respondents with tourism Improves living utility.

4.5.6 Chi-Square Tests for Association between Age of Respondents with Sewage Water Pollution:

Null Hypothesis (H0): There is no significant association between age group of respondents with sewage water pollution.

Table 4.5.6

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.423 ^a	8	0.965
Likelihood Ratio	2.752	8	0.949
Linear-by-Linear Association	.054	1	0.817
N of Valid Cases	250		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .42.			

(Source: primary data)

As shown in table 4.5.6. The results of chi-square test help to indicate the association between age of respondents with sewage water pollution. Since P value is 0.965 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between age of respondents with sewage water pollution.

4.5.7 Chi-Square Tests for Association between Age of Respondents with Undesirable Change in Air:

Null Hypothesis (H0): There is no significant association between age group of respondents with undesirable change in air.

Table 4.5.7

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.252 ^a	8	0.409
Likelihood Ratio	10.161	8	0.254
Linear-by-Linear Association	.246	1	0.620
N of Valid Cases	250		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .14.			

(Source: primary data)

As shown in table 4.5.7. The results of chi-square test help to indicate the association between age of respondents with undesirable change in air. Since P value is 0.409 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between age of respondents with undesirable change in air.

4.5.8 Chi-Square Tests for Association between Age of Respondents with Deforestation:

Null Hypothesis (H0): There is no significant association between age group of respondents with deforestation.

Table 4.5.8

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.801 ^a	8	0.213
Likelihood Ratio	12.226	8	0.141
Linear-by-Linear Association	3.454	1	0.063
N of Valid Cases	250		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .42.			

(Source: primary data)

As shown in table 4.5.8. The results of chi-square test help to indicate the association between age of respondents with deforestation. Since P value is 0.213 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between age of respondents with deforestation.

4.5.9 Chi-Square Tests for Association between Age of Respondents with Tourism Poses Potential Threats to Natural Environment and Landscape:

Null Hypothesis (H0): There is no significant association between age group of respondents with tourism poses potential threats to natural environment and landscape.

Table 4.5.9

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.485 ^a	8	0.045
Likelihood Ratio	6.866	8	0.551
Linear-by-Linear Association	.241	1	0.624
N of Valid Cases	250		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .14.			

(Source: primary data)

As shown in table 4.5.9. The results of chi-square test help to indicate the association between age of respondents with tourism poses potential threats to natural environment and landscape. Since P value is 0.045 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between age of respondents with tourism poses potential threats to natural environment and landscape.

4.5.10 Chi-Square Tests for Association between Age of Respondents with Destruction of Vegetation:

Null Hypothesis (H0): There is no significant association between age group of respondents with destruction of vegetation.

Table 4.5.10

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.336 ^a	8	0.019
Likelihood Ratio	20.065	8	0.010
Linear-by-Linear Association	10.930	1	0.001
N of Valid Cases	250		
a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.40.			

(Source: primary data)

As shown in table 4.5.10. The results of chi-square test help to indicate the association between age of respondents with destruction of vegetation. Since P value is 0.019 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between age of respondents with destruction of vegetation.

FINDINGS, SUGGESTION AND CONCLUSION

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

5.1.1 DEMOGRAPHICS

- By using frequency analysis it is found that 52 percent of the respondents are male, and 46 percent of the respondents are female and 2 percent of the respondents belong to other category.
- It is found that 15 percent of the respondents are below 20 years of age, 53 percent of the respondents are between 20 to 40 years of age, and 24 percent of the respondents are between 40 – 60 years of age and 8 percent of the respondents are above 60 years of age.
- Among the respondents 40 percent of the respondents are single and 60 percent of the respondents are married.
- It is found that 16 percent of the respondents have completed school level, and 29 percent of the respondents are UG graduates, and 29 percent of the respondents are PG graduates and 26 percent of the respondents come under other category.
- Among the respondents 31 percent of the respondents live in a joint family and 69 percent of the respondent live in a nuclear family.
- It is found that 18 percent of the respondents have a flower shop, 46 percent of the respondents have a food items shop, and 25 percent of the respondents have a pooja items shop and 11 percent of the respondents have other categories shop.
- Among the respondents 36 percent of the respondents are doing business for 5 years, and 28 percent of the respondents are doing business for 10years, and 23 percent of the respondents are doing business for 15 years and 13 percent of the respondents are doing business for more than 15 years.
- It is found that 20 percent of the respondents consider that January – March is the peak season for their business, and 44 percent of the respondents consider that April - June is the peak season for their business, and 16 percent of the respondents consider

that July – September is the peak season for their business and about 20 percent of the respondents consider that October – December is the peak season for their business.

- Among the respondents 37 percent of the respondents earns below Rs.5000 as average monthly income during the off season, and 32 percent of the respondents earns Rs.5000 – Rs.10,000 as average monthly income during the off season, and 26 percent of the respondents earns Rs.10,000 – Rs.20,000 as average monthly income during the off season and 5 percent of the respondents earns above Rs.20,000 as average monthly income during the off season.
- It is found that 12 percent of the respondents earns below Rs.5000 as average monthly income during the peak season, and 15 percent of the respondents earns Rs.5000 – Rs.10,000 as average monthly income during the peak season, about 35% of the respondents earns Rs.10,000 – Rs.20,000 as average monthly income during the peak season and 38 percent of the respondents earns above Rs.20,000 as average monthly income during the peak season.
- Among the respondents 52 percent of the respondents live in a temporary residence and 48 percent of the respondents live in a permanent residence.

5.1.2 DESCRIPTIVE STATISTICS

- By using descriptive statistics, it is found that tourism damages local culture has the highest mean value mean value of 4.36 and for increasing number of tourist arrival is the good sign for the prosperity of the local residents has the lowest mean value of 1.41. Tourism development brings more benefit than harm has the highest standard deviation of 1.274 and increasing number of tourist arrival is the good sign for the prosperity of the local residents has the lowest standard deviation of 0.696. Thus the result has showed that more people had agreed that for increasing number of tourist arrival is the good sign for the prosperity of the local residents.

5.1.3 ANOVA

- The significance value is less than 0.05 for Income generating opportunities, Increased standard of living the null hypothesis is rejected. This indicates that there is statistically significant relation with gender. The significant value for Tourism enhances many employments, increasing no of tourist arrival, Tourism causes

increase in Investment is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with Gender.

- The significance value is less than 0.05 for Tourism benefits only a few people in this area, thus the null hypothesis is rejected. This indicates that there is statistically significant relation with age. The significant value increasing no of Tourism creates job, Tourism development in the local area, Local residents may be taxed, The area is losing a number of shops that served the interest of local people in Investment is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with age.
- The significance value is less than 0.05 for Hospitality towards foreign tourist, Tourism has increased pride in community among local residents, thus the null hypothesis is rejected. This indicates that there is statistically significant relation with marital status. The significant value for increasing Tourism improves quality of life, Tourism protects the moral and ethical value, Tourism ensures safety and security to the local residents and tourism is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with marital status.
- The significance value is less than 0.05 for Tourism causes security problem, thus the null hypothesis is rejected. This indicates that there is statistically significant relation with educational background. The significant value for Local people suffer from living in a tourist destination, Tourism damages local culture, overflow of tourist arrival change the lifestyle of local people, Displacement of resident due to developmental activities is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistically significant relation with Educational background.
- The significance value is less than 0.05 for Preserves the physical environment and improves the destination, helps to spread environmental consciousness among local residents. This indicates that there is no statistical significant relation with product selling type. The significant value for cooperative in protecting the environment, protects and conserve the natural areas and wildlife, Improves living utility infrastructure is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with product selling type.

- The significance value is less than 0.05 for Sewage water pollution due to lack of proper drainage system, Deforestation due to construction activities. Thus the null hypothesis is rejected. This indicates that there is statistical significant relation with peak season. The significant value for Undesirable change in air causing air pollution, poses potential threats to natural environment and landscape, Destruction of vegetation through gathering of wood and plants is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with peak season .

5.1.4 KMO and BARTLETT'S TEST

- The KMO test value is 0.752 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique. The Bartlett's test of Sphericity significant to a level of significance is 0.000(<0.001) which shows that there is a high level of correlation between variable, which make it adequate to apply factor analysis
- Every variable in the communality initially is expected to share 100% variance. Hence initially every item is having value 1.000 which means 100% variance share by each item. The extraction ranging from 0.542 to 0.815. Which shows that minimum variance share of item after extraction is 54.2% and maximum variance share of item is 81.5%.
- The total variance contributed by first component is 18.244, by second component 28.846, by third component 36.298, by the fourth component 39.857 , by the fifth component 44.404, by sixth component 48.592 and by seventh component 52.356. The Eigen value for a given factor measures the variance in all the variables which is accounted for by that factor. It is also clear that there are total seven distinct components having Eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 7.115, for the factor 2 is 4.134 and for factor 3 is 2.254.

5.1.5 CHI SQUARE TEST

- The results of chi-square test help to indicate the association between gender of respondents with the physical environment and image of destination. Since P value is 0.041 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level.

Hence, there is association between gender of respondents with the physical environment and image of destination.

- The results of chi-square test help to indicate the association between gender of respondents with tourists are very cooperative in protecting the environment. Since P value is 0.036 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between gender of respondents with tourists are very cooperative in protecting the environment.
- The results of chi-square test help to indicate the association between gender of respondents with tourism helps to spread environmental consciousness among local. Since P value is 0.154 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between gender of respondents with tourism helps to spread environmental consciousness among local.
- The results of chi-square test help to indicate the association between gender of respondents with tourism helps to protect and conserve the natural areas and wildlife. Since P value is 0.630 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between gender of respondents with tourism helps to protect and conserve the natural areas and wildlife.
- The results of chi-square test help to indicate the association between gender of respondents with tourism improves living utility. Since P value is 0.015 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between gender of respondents with tourism improves living utility.
- The results of chi-square test help to indicate the association between age of respondents with sewage water pollution. Since P value is 0.965 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between age of respondents with sewage water pollution.
- The results of chi-square test help to indicate the association between age of respondents with undesirable change in air. Since P value is 0.409 which is greater

than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between age of respondents with undesirable change in air.

- The results of chi-square test help to indicate the association between age of respondents with deforestation. Since P value is 0.213 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between gender between age of respondents with deforestation.
- The results of chi-square test help to indicate the association between age of respondents with tourism poses potential threats to natural environment and landscape. Since P value is 0.045 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between age of respondents with tourism poses potential threats to natural environment and landscape.
- The results of chi-square test help to indicate the association between age of respondents with destruction of vegetation. Since P value is 0.019 which is lesser than 0.05. Hence null hypothesis is rejected at 5 per cent level. There is association between age of respondents with destruction of vegetation.

5.2 SUGGESTION

- Tourism impact and the support for tourism highly depend on the income of the respondents. Tourism acts as an income generating source for the local residents, therefore tourism should be developed in a healthy manner.
- During the development of tourism, the main concern of the respondents is the protection of the environment. More security measures and road safety measures should be implemented in these areas.
- Certain difficulties faced by the local residents like non-availability of local goods, cleanliness issues, etc need to be addressed by the authorities and the service providers.
- The young residents of Palani town have a negative concern regarding environmental impacts. This should be addressed by the tourism department of the town.

- The male gender has more positive impact on environment. This may be because of the income they generate from tourism. So the department of tourism needs to take measures on bringing positive impacts within female gender.

5.3 CONCLUSION

This research is conducted to study the Socio-Economic Aspects of Tourism and its Impact on Local Community in Palani. The data was collected using a structured questionnaire, sample size being 250. The collected data was analysed using various test.

The result shows that the local residents of Palani town have benefited from tourism. The main impact is the environmental impact. The young respondents think that there is much environmental destruction because of tourism. Environmental impact is more than the social impact, as the impact of the social aspects can only be seen in the long-run. Though they suffer during the peak season due to cleanliness, heavy traffic, congestions, non-availability of necessities, the factor which makes them enthusiastic during this peak season is the increase in their average monthly income. Therefore, the tourism should be developed keeping in mind the concerns of the local residents.

BIBILOGRAPHY

CHAPTER 6

BIBILOGRAPHY

Abbas, E. W., Jumriani, J., Handy, M. R. N., Syaharuddin, S., & Izmi, N. (2021). Actualization of Religious Values through Religious Tourism on the River As a Source of Social Studies Learning. *Al-Ishlah: Jurnal Pendidikan*, 13(3), 1663-1669.

Atsiz, O., & Akova, O. (2019). Sociocultural impacts of tourism development on heritage sites.

Ali, S., Maharani, L., & Untari, D. T. (2019). Development of religious tourism in Bandar Lampung, Indonesia. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1-8.

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2022). *Events management: An introduction*. Taylor & Francis.

Biagi, B., Ladu, M. G., Meleddu, M., & Royuela, V. (2020). Tourism and the city: The impact on residents' quality of life. *International Journal of Tourism Research*, 22(2), 168-181.

Bond, N., Packer, J., & Ballantyne, R. (2015). Exploring visitor experiences, activities and benefits at three religious tourism sites. *International Journal of Tourism Research*, 17(5), 471-481.

Chang, M. X., Choong, Y. O., & Ng, L. P. (2020). Local residents' support for sport tourism development: The moderating effect of tourism dependency. *Journal of Sport & Tourism*, 24(3), 215-234.

Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D., & Han, H. (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel & Tourism Marketing*, 36(9), 1061-1079.

Eusebio, C., Vieira, A. L., & Lima, S. (2018). Place attachment, host-tourist interactions, and residents' attitudes towards tourism development: The case of Boa Vista Island in Cape Verde. *Journal of Sustainable Tourism*, 26(6), 890-909.

Frent, C. (2016). An overview on the negative impacts of tourism. *Revista de turism-studiisiceretari in turism*, (22).

Gazta, K. (2018). Environmental impact of tourism. *AGU International Journal of Professional Studies & Research*, 7-17.

Griffin, K., & Raj, R. (2018). The importance of religious tourism and pilgrimage: Reflecting on definitions, motives and data. *The international journal of religious tourism and pilgrimage*, 5(3), 2-9.

Hassan, T. H., Salem, A. E., & Abdelmoaty, M. A. (2022). Impact of Rural Tourism Development on Residents' Satisfaction with the Local Environment, Socio-Economy and Quality of Life in Al-Ahsa Region, Saudi Arabia. *International journal of environmental research and public health*, 19(7), 4410.

Huo, T., Yuan, F., Huo, M., Shao, Y., Li, S., & Li, Z. (2023). Residents' participation in rural tourism and interpersonal trust in tourists: The mediating role of residents' perceptions of tourism impacts. *Journal of Hospitality and Tourism Management*, 54, 457-471.

Harun, R., Chiciudean, G. O., Sirwan, K., Arion, F. H., & Muresan, I. C. (2018). Attitudes and perceptions of the local community towards sustainable tourism development in Kurdistan regional government, Iraq. *Sustainability*, 10(9), 2991.

HeydariChianeh, R., Del Chiappa, G., & Ghasemi, V. (2018). Cultural and religious tourism development in Iran: prospects and challenges. *Anatolia*, 29(2), 204-214.

Kushwaha, A. K., Kar, A. K., & Dwivedi, Y. K. (2021). Applications of big data in emerging management disciplines: A literature review using text mining. *International Journal of Information Management Data Insights*, 1(2), 100017.

Kim, B., Kim, S., & King, B. (2020). Religious tourism studies: evolution, progress, and future prospects. *Tourism Recreation Research*, 45(2), 185-203.

Mikayilov, J. I., Mukhtarov, S., Mammadov, J., & Azizov, M. (2019). Re-evaluating the environmental impacts of tourism: does EKC exist. *Environmental Science and Pollution Research*, 26(19), 19389-19402.

- Michailidou, A. V., Vlachokostas, C., Moussiopoulos, N., & Maleka, D. (2016). Life Cycle Thinking used for assessing the environmental impacts of tourism activity for a Greek tourism destination. *Journal of Cleaner Production*, 111, 499-510.
- Muresan, I. C., Harun, R., Arion, F. H., Fatah, A. O., & Dumitras, D. E. (2021). Exploring residents' perceptions of the socio-cultural benefits of tourism development in the mountain area. *Societies*, 11(3), 83.
- Mamrasulovna, T. Z., & Tohirovich, T. K. (2021). Etymology Of Some Terms and Concepts Belong to Religious Tourism. *Texas Journal of Multidisciplinary Studies*, 3, 1-4.
- Nejati, M., Mohamed, B., & Omar, S. I. (2015). The Influence of Perceived Environmental Impacts of Tourism on the Perceived Importance of Sustainable Tourism. *E-review of Tourism Research*, 12.
- Peters, M., Chan, C. S., & Legerer, A. (2018). Local perception of impact-attitudes-actions towards tourism development in the Urlaubsregion Murtal in Austria. *Sustainability*, 10(7), 2360.
- Pramanik, P. D., & Ingkadijaya, R. (2018, April). The impact of tourism on village society and its environmental. In *IOP Conference Series: Earth and Environmental Science* (Vol. 145, No. 1, p. 012060). IOP Publishing.
- Rashid, A. G. (2018). Religious tourism—a review of the literature. *Journal of Hospitality and Tourism Insights*, 1(2), 150-167.
- Raj, R., & Griffin, K. A. (Eds.). (2015). *Religious tourism and pilgrimage management: An international perspective*. Cabi.
- Shinde, K. A., & Olsen, D. H. (Eds.). (2020). *Religious tourism and the environment*. Cabi.
- Su, M. M., Wall, G., Wang, Y., & Jin, M. (2019). Livelihood sustainability in a rural tourism destination-Hetu Town, Anhui Province, China. *Tourism Management*, 71, 272-281.
- Tomljenovic, R., & Dukic, L. (2017). Religious tourism—from a tourism product to an agent of societal transformation. *Religious Tourism and the Contemporary Tourism Market*, 6164, 1-8.

Terzidou, M., Scarles, C., & Saunders, M. N. (2018). The complexities of religious tourism motivations: Sacred places, vows and visions. *Annals of Tourism Research*, 70, 54-65.

Taks, M., Chalip, L., & Green, B. C. (2015). Impacts and strategic outcomes from non-mega sport events for local communities. *European sport management quarterly*, 15(1), 1-6.

Wong, A. K. F., Wu, H., & Kim, S. (2022). Residents' perceptions of tourism influence and intention to support tourism development: Application of the theory of planned behavior. *Journal of China Tourism Research*, 18(4), 710-734.

Zaidan, E., & Kovacs, J. F. (2017). Resident attitudes towards tourists and tourism growth: A case study from the Middle East, Dubai in United Arab Emirates. *European Journal of Sustainable Development*, 6(1), 291-291.

<https://www.worldatlas.com/img/locator/city/003/1051287-palani-locator-map.jpg>

<https://tse3.mm.bing.net/th?id=OIP.ul6NNkoN3y70tauc3KgtAHaEK&pid=Api&P=0&h=180>

<https://www.worldatlas.com/img/locator/city/003/1051287-palani-locator-map.jpg>

<https://tse4.mm.bing.net/th?id=OIP.sXajj8dgCdKfN7akL71FwHaFj&pid=Api&P=0&h=180>

<https://tse2.mm.bing.net/th?id=OIP.cQjPSI8C9MJJa60PVuES>

https://r.search.yahoo.com/_ylt=AwrOsBLcSWRkX4IGpRZXNyoA;_ylu=Y29sbwNncTEEcG9zAzEEdnRpZANDQ0FEU1IDVF8xBHNIYwNzcg--/RV=2/RE=1684322909/RO=10/RU=https%3a%2f%2fen.wikipedia.org%2fwiki%2fPalani/RK=2/RS=I98o2DQA.UHEFsPAuAIE026GNEU-

https://r.search.yahoo.com/_ylt=Awrjedy0SmRk4SEFyPtXNyoA;_ylu=Y29sbwNncTEEcG9zAzEEdnRpZANDQ0FEU1IDVF8xBHNIYwNzcg--/RV=2/RE=1684323125/RO=10/RU=https%3a%2f%2fwww.palani.in%2fpalani-murugan-temple%2fpalani-murugan-temple-history/RK=2/RS=7DtKG5Vzfx6VdYAnsFeb092Jyrg-

https://r.search.yahoo.com/_ylt=AwrgMQr3SmRkRK8F7mpXNyoA;_ylu=Y29sbwNncTEEcG9zAzQEdnRpZANDQ0FEU1IDVF8xBHNIYwNzcg--/RV=2/RE=1684323191/RO=10/RU=https%3a%2f%2fwww.census2011.co.in%2fdata%2ftown%2f803576-palani-tamil-nadu.html/RK=2/RS=6x5JsTV5bAn4bGDw6B4j8g0mxhk-

ANNEXURE

CHAPTER 7

ANNEXURE

7.1 QUESTIONNAIRE

Dear Respondents,

I am Prasanna Devi P as a part of my Master of Business Administration (MBA) in Tourism and Travel Management, I need to complete a project. I am doing a study on “**Socio Economic Aspects of Tourism and Its Impact on Local Community in Palani**”. I will be happy if you provide the appropriate information. The information provided will be used only for research and academic purpose. I assure that your response will be kept confidential.

PART A

PROFILE OF THE RESPONDENTS

1. Gender

a) Male b) Female c) Others

2. Age

a) Below 20 b) 20-40 c) 40-60 d) Above 60

3. Marital status

a) Single b) Married

4. Educational background

a) School b) Under graduate c) Post graduate d) Others

5. Family type

a) Joint b) Nuclear

6. Type of products selling

a) Flower shop b) Food items c) Pooja items d) Others

7. Age of business

a) 5 years b) 10 years c) 15 years d) Above 15 years

8. Peak season for business

a) January-March [] b) April-June [] c) July-September [] d) October –December

9. Average monthly income in off season

a) Below 5000 [] b) 5000-10,000 [] c) 10,000-20,000 [] d) Above 20,000 []

10. Average monthly income in peak season

a) Below 5000 [] b) 5000-10,000 [] c) 10,000-20,000 [] d) Above 20,000 []

11. Nature of residency

a) Temporary [] b) Permanent []

PART B

PLEASE READ EACH OF THE STATEMENT BELOW AND SHOW YOUR LEVEL OF AGREEMENT OR DISAGREEMENT

(SA-Strongly agree A-Agree N- Neutral DA-Disagree SDA-Strongly disagree)

12. POSITIVE ECONOMIC IMPACTS:

S. No	IMPACTS	SA	A	N	DA	SDA
		(5)	(4)	(3)	(2)	(1)
1	Tourism enhances many employment worthwhile opportunities					
2	Increasing number of tourist arrival is the good sign for the prosperity of the local residents					
3	Income generating opportunities are evenly distributed among the locals					
4	Our standard of living has increased because of tourism					
5	Tourism causes increase in investment at the destination					

13. NEGATIVE ECONOMIC IMPACTS:

S. No	IMPACTS	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1	Tourism benefits only a few people in this area					
2	Tourism creates job more for externals than residents					
3	Tourism development in the local area interferes with the residents daily economic activities					
4	Local residents may be taxed more heavily to cover the added infrastructure and service taxed					
5	The area is losing a number of shops that served the interest of local people					

14. POSITIVE SOCIO CULTURAL IMPACTS:

S. No	IMPACTS	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1	Tourism improves the quality of life for the local people					
2	Tourism improves the local community hospitality towards foreign tourists					
3	Tourism protects the moral and ethical values of local residents					
4	Tourism has increased pride in community among local residents					
5	Tourism ensures safety and security to the local residents and tourists					

15. NEGATIVE SOCIO CULTURAL IMPACTS:

S. No	IMPACTS	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1	Local residents are the people who suffer from living in a tourist destination					
2	Tourism damages local culture					
3	Overflow of tourists arrival change the life style of local people					
4	Tourism causes security problems in my area					
5	Displacement of residents due to developmental activities.					

16. POSITIVE ENVIRONMENTAL IMPACTS:

S. No	IMPACTS	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1	Tourism preserves the physical environment and improves the image of the destination					
2	Tourists are very cooperative in protecting the environment of the tourist area					
3	Tourism helps to spread environmental consciousness among local residents					
4	Tourism helps to protect and conserve the natural areas and wildlife					
5	Improves living utility infrastructure such as water, electricity and communication					

17. NEGATIVE ENVIRONMENTAL IMPACTS:

S. No	IMPACTS	SA	A	N	DA	SDA
		(5)	(4)	(3)	(2)	(1)
1	Sewage water pollution due to lack of proper drainage system					
2	Undesirable change in air causing air pollution					
3	Deforestation due to construction activities					
4	Tourism poses potential threats to natural environment and landscape					
5	Destruction of vegetation through gathering of wood and plants					

18. OVERALL TOURISM IMPACTS:

S. No	IMPACTS	SA	A	N	DA	SDA
		(5)	(4)	(3)	(2)	(1)
1	I believe that the benefits of tourism exceeds the cost to the people in my area					
2	I think tourism development brings more benefit than harm					
3	I think tourism development in my area produces more negative impact than positive impact					

19. SUPPORT FOR TOURISM:

S. No	IMPACTS	SA (5)	A (4)	N (3)	DA (2)	SDA (1)
1	I support the development of tourism in my area					
2	Tourists are very friendly to the local residents					
3	I am willing to see more tourist as guests in my area					
4	I am willing to extend cooperation for tourism planning and development initiatives in my area					
5	The tourism authorities do an excellent job in balancing the needs of the local residents with the desire to increase tourism					

20. Any other suggestions would you like to provide.....