

UNLEASHING MANAGEMENT POTENTIAL

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UNLEASHING MANAGEMENT POTENTIAL:

The organizations of today are caught at the loggerheads when it comes to synchronizing with the modern trends of the hyper competitive business world. The stereotyped winning mantras are insignificant every hour that passes because the need of the next hour is a new strategy. So the sustainability of a strategy has become too short and the decision makers are forced to adapt every moment to the volatile global business environment.

Contents in this compendium will provide an opportunity to enhance knowledge and skills required to solve business problems and meet the challenges of a turbulent decision making environment. This book envisages innovative management strategies in various functional areas of business.

This book will have a say in all academic, research, and industry endeavors in the management profession and is compiled by the faculty of Berchmans Institute of Management Studies, SB College, Changanassery.

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Residents' Perceptions on Tourism development– A study on Community Support, Gender Differences and Participation in tourism industry

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Abstract:

The major objective of this study is to find out whether the gender difference has got any significance in the opinion of the resident's about tourism impacts and their subsequent support for tourism development. The study is also trying to find out whether the participation in tourism business has got any significance in predicting their support for tourism development. The Kumbalanghi village in Ernakulam district has been selected as the study area for primary data collection. The data was collected from the resident community of Kumbalanghi village using random sampling method. Data was collected from 2 wards of the village where tourism has been promoted. A total of 100 responses were analyzed. The study reveal that the gender differences and the participation in tourism business has got significance in predicting the opinion of the resident's about tourism impacts and their subsequent support for tourism development.

Key words: The tourism impacts, community support, gender differences.

Introduction

The participation and acceptance of the 'resident community' is crucial for tourism development. The importance of community involvement in tourism is highlighted in the 'World tourism leaders meeting' on the social impact of tourism which suggest that countries should as a first priority, support greater involvement of communities in the planning, implementation, monitoring and evaluation processes of tourism policies, programs and projects (Murphy Peter. E et al.,2006). It is important for the government to consider information about the impacts of tourism from the local community's perspective when planning for the industry. Recognizing the active participation of the local community as an inevitable part of sustainable tourism, researchers pay a great deal of attention to understand residents' perceptions and the support for the industry, resulting in numerous studies on the topic (e.g., Dong-Wan Ko et al. 2002, Byrd et al.2009; Gursoy et al, 2010; Lee et al. 2010; Robin Nunkoo et al. 2010; Yu et al, 2011; Robin Nunkoo et al2011, Robin Nunkoo et al 2012).

The results of these studies show that resident population is likely to support tourism if the perceived positive impacts of tourism outweigh the negative consequences (Allen et al., 1993; Gursoy et al., 2010). That means those who participate in tourism business will evaluate the exchange more beneficial than a person who is not getting benefits from tourism. The study of Chen (2000) found that for urban resident's gender and age did affect the views of residents on tourism. Similarly the study of Canosa *et al.* (2001: 57) reported gender-

based difference, with males more likely to express annoyance regarding tourists' behaviours. Considering this, the present study tries to find out whether the gender difference and the participation in tourism business has got any significance in the opinion of the resident's about tourism impacts and their subsequent support for tourism development.

Research Question

Research question: Whether the gender difference and the participation in tourism business has got any significance in the opinion of the resident's about tourism impacts and their subsequent support for tourism development?

Objectives

1. To find out whether the gender difference has got any significance in the opinion of the resident's about tourism impacts.
2. To find out whether the gender difference has got any significance in their support for tourism development.
3. To find out whether the participation in tourism business has got any significance in the opinion of the resident's about tourism impacts.
4. To find out whether the participation in tourism business has got any significance in their support for tourism development.

Hypothesis

H1: The gender difference has got no significance in resident's opinion about tourism impacts.

H2: The gender difference has got no significance in resident's support for tourism development.

H3: There is no significant difference in resident's opinion about the tourism impacts between those who participate in tourism business and those who are not.

H4: There is no significant difference in resident's support for tourism development between those who participate in tourism business and those who are not.

Study Methodology

This study is based on both primary and secondary data. The secondary data is based on the literature review which includes major tourism journals, PhD thesis and important tourism websites. The Kumbalanghi village in Ernakulam district has been selected as the study area for primary data is collection. Kumbalanghi village is promoted as the first model tourist village in Kerala as well as in India which is located along the coast of Kochi. The data was collected from the resident community of Kumbalanghi village using random sampling method. Data was collected from 2 wards of the village (Anjilithara and Kallencherry) where tourism has been promoted. Every 5th house in a street was selected as the sample. A structured self-administered questionnaire was used to collect data from 100 households in Nov-Dec 2012. The data collection instruments were developed to systematize the collection of data and to ensure that all the respondents are asked the same questions and in the same order. The questionnaires were developed with open-ended and close-ended questions. The questionnaire was personally administered with the respondents.

Limitations of the Study

- The sample size may not be very large to generalize the results.
- It is limited to information provided both by primary and secondary data.

Analyses and the Results

The analyses were done using SPSS 21. The perception of tourism impacts and support for tourism were examined by using Cronbach reliability. A total of 100 responses were analyzed. 34 respondents were male (34%) and 66 were female (66%). The age distribution of the sample was as follows below 20(n=11, 11%), 20-30(n=12, 12%), 30-40(n=24, 24%), 40-50(n=28, 28%), 50-60(n=16, 16%), above60 (n=9, 9%). The majority of the sample was studied up to 12th level (43%), followed by 10th (41%), then graduate (14%) and only 2% post graduate. Out of the total sample 77% were married, 14% were unmarried, 3% separated and 6% widow. 27% of the samples were employed in tourism related business and 73% were not engaged in tourism related business. The entire samples were native of Kumbalangi village.

The tourism impacts factor consist of two - the positive impacts and the negative impacts. Twenty three items were used to measure the perceived positive impacts of tourism and sixteen items were used to measure the perceived negative impacts of tourism. Ten items were used to measure the community support for tourism development. The reliability analysis result was presented in table 1.

Table 1. The Cronbach alpha value

The variables	The Cronbach alpha value
1. The perceived positive impacts of tourism	0.967 (n=23)
2. The perceived negative impacts of tourism	0.947(n=16)
3. The community support for tourism development	0.895(n=10)

In order to test the four hypotheses, t-test was used. The first hypothesis, (H1: The gender difference has got no significance in resident's opinion about tourism impacts) was tested using t-test and the result is presented in table 2. Since the tourism impacts consist of two impacts factors (the positive impacts and the negative impacts) the H1 hypothesis includes H1a and H1b.

H1a: The gender difference has got no significance in resident's opinion about positive tourism impacts.

H1b: The gender difference has got no significance in resident's opinion about negative tourism impacts.

From the table 2 it is clear that there exist significance difference in the opinion about the perceived positive impacts of tourism between the male and female members of the resident community. The result shows no significance difference in the opinion about the perceived negative impacts of tourism between the male and female members of the resident community. Hence H1b is accepted and H1a is rejected.

Table2- The result of t-test –Gender and tourism impacts

	Sex	N	Mean	Std.Deviation	F	P value
TPOSIMPS	Male	34	2.6330	1.25261	7.213	.009
	Female	66	3.3254	1.08043		
TNEGIMPS	Male	34	2.9706	1.08410	1.289	.259
	Female	66	3.3146	1.04218		

The second hypothesis (H2: The gender difference has got no significance in resident's support for tourism development) was tested using t-test and the result is presented in table 3.

Table 3- The result of t-test –Gender and community support for tourism

	Sex	N	Mean	Std.Deviation	F	P value
SUPPORTTSM	Male	34	3.3382	.81873	0.800	0.373
	Female	66	3.3530	.80694		

The table 3 shows that the gender difference has got no significance in resident's support for tourism development and hence H2 is accepted. The result of the third hypothesis, H3: There is no significant difference in resident's opinion about the tourism impacts between those who participate in tourism business and those who are not is presented in table 4. Since the tourism impacts consist of two impacts factors (the positive impacts and the negative impacts) the H3 hypothesis includes H3a and H3b.

H3a: There is no significant difference in resident's opinion about the positive tourism impacts between those who participate in tourism business and those who are not.

H3b: There is no significant difference in resident's opinion about the negative tourism impacts between those who participate in tourism business and those who are not

Table4- The result of t-test –Employed in tourism Sector and tourism impacts

	Employed in tourism Sector	N	Mean	Std.Deviation	F	P value
TPOSIMPS	Yes	27	3.5427	.24547	119.755	.000
	No	73	2.9226	1.33992		
TNEGIMPS	Yes	27	1.6558	.35433	2.168	.144
	No	73	3.7679	.53805		

From the result of t-test H3b is accepted and H3a is rejected. That means that there exist significance difference in the opinion about the perceived positive impacts of tourism between those who participate in tourism business and those who are not. The result also shows that there is no significant difference in resident's opinion about the negative tourism impacts between those who participate in tourism business and those who are not.

The fourth hypothesis (H4: There is no significant difference in resident's support for tourism development between those who participate in tourism business and those who are not) was tested using t-test and the result is presented in table 5.

Table 5- The result of t-test – Employed in tourism Sector and community support for tourism

	Employed in tourism Sector	N	Mean	Std.Deviation	F	P value
SUPPORTTSM	Yes	27	3.9963	.38778	20.148	.000
	No	73	3.1082	.79053		

From the table 5 it can be concluded that there exist significance difference in the opinion about the community support for tourism development between those who participate in tourism business and those who are not. Hence H4 is rejected.

Discussion and Conclusion

Tourism development is one of the important economic activities used to promote economic growth in local communities (Dong-Wan Ko and Stewart, 2002). The development or promotion of local tourism also creates employment, income, and tax revenue, as well as an opportunity to develop community infrastructure. In developing countries, the economic benefits of tourism development are often regarded as of primary importance (Dong- Wan Ko and Stewart, 2002), while it's social, cultural and environmental costs and impacts are of secondary importance. Usually the resident population is likely to support tourism if the perceived positive impacts of tourism outweigh the negative consequences. But these impact perceptions are also affected by the demographic variables of the resident community (B. Sharma & P. Dyer 2009). So the present study was conducted to identify whether the gender difference and the participation in tourism business has got any significance in the opinion of the resident's about tourism impacts and their subsequent support for tourism development.

The result of the study shows that there exists significance difference in the opinion about the perceived positive impacts of tourism between the male and female members of the resident community. The result shows no significance difference in the opinion about the perceived negative impacts of tourism between the male and female members of the resident community. The gender difference has got no significance in resident's support for tourism development. That means it is important for the tourism planners to consider the gender difference as a major variable for predicting the community attitude based on their perception of positive impacts of tourism and their subsequent support for tourism development while planning for the village tourism at Kumbhalanghi village. The study also found that there exist significance difference in the opinion about the perceived positive impacts of tourism between those who participate in tourism business and those who are not. The result also shows that there is no significant difference in resident's opinion about the negative tourism impacts between those who participate in tourism business and those who are not. The study found that there exist significance difference in the opinion about the community support for tourism development between those who participate in tourism business and those who are not. The participation in tourism business can also be considered as a major factor in predicting the community support and their opinion about the perceived positive impacts of tourism. Although results of this study reveal a statistically significance for the gender differences and the participation in tourism business in the opinion of the resident's about tourism impacts and their subsequent support for tourism development, researchers should not consider this finding as conclusive because it is limited to the resident community of Kumbhalanghi village. Therefore, scholars should conduct

further studies in different context of tourism development in other communities with varying dynamics of participation in tourism business. However the study has proven clearly the problem identified and also offers researchers the possibility of investigating community support through other perspectives.

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