



Understanding the Socio-Economic Impact of Tourism on Local Communities- A Case Study of Jaisalmer

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Abstract

Tourism affects the life of people in the city or town where it develops and change the economic and social structure of that place. This study is an effort to understand the perspective of tourism development in Jaisalmer and its impacts on the life of local people. It also identifies the responsible factors and measures the relationship between tourism development and local communities. The Primary data is collected through survey and secondary data has been taken from various govt. agencies. Various quantitative and qualitative techniques are used to show trend pattern of socio-economic characteristics of Jaisalmer.

Key Words: Tourism Development, Cartography, Purchasing Power, Municipal Solid Waste, Rainwater Harvesting

Introduction

In today's globalized world where interconnectedness among the countries is a great achievement for development perspective, that also put forth new business opportunities for the nations. This connectivity makes the whole world local and give ways to invent the new terms like—Glocalization. This term was first appeared in late 1980 in Harvard Business Review. Sociologist Roland Robertson defined it as the simultaneity- co-presence- of both universalizing and particularizing tendencies. It is the adaptation of globally marketed products and services to local market. By relating to this approach we infer that the whole world become local where global services are available locally. Tourism industry has witnessed this fact where every year lakhs of people visit the different

countries for business and trade visits, study purpose, medical tourism, cultural visits, to see natural beauty, sports events and for many more socio-cultural and economic purposes. We can take the example of Singapore which is located strategically and developed due to trade and business.

The golden city of Jaisalmer in the lap of Thar Desert, is situated on the yellowish sandstone in the western part of Rajasthan state of India. Rocky terrain with sand domination is the soil texture of the district. Its maximum temperature is 49 degree C in summer and 5 degree C in winter. The annual rainfall is even less than 25 cm. Its area is 38410 sq.km and has population of 669919 as per 2011 census. Jaisalmer is third biggest district of India and famous for its sand dunes, arid climate, historic fort and Havelis and unique culture. It attracts tourist from all over world and became world class destination in past few years. It is the part of desert circuit named, Jodhpur-Jaisalmer-Bikaner-Barmer. As tourism is the main industry in Jaisalmar hence it impacted socio economic life of its people in many ways.

Review of Literature

Brian et. al. (1993) in his study Social Impacts of Tourism has concluded that the

people dependent on tourism can clearly identify the differences between economic benefits and social costs but even this awareness does not stop the further development of tourism.

Peggy.T, in her study (1994) Assessing socio-cultural impacts: the case of Singapore highlights both positive and negative impacts of tourism. This study examine how far these effects are tilting perceptions of tourism from an acceptable to an unacceptable manner and suggest the ways to reduce negative impacts.

Shackley in her study “Community Impact of the Camel Safari Industry in Jaisalmer (1994)” has stated that camel safari in Jaisalmer gives economic strength to local people either financially or they bought more camels to their fleet but poor regulation threatens to its sustainability with worrying implication for employment and environment management.

Bhasin (1999) suggested that to understand the heterogeneous society of the Rajasthan we need a holistic approach which contains socio-cultural and environmental factors completely. This book gives a deep understanding of social and cultural fabric of Rajasthan.



Haley in his study” The Social Impacts of Tourism – A case study of Bath, UK (2004)” try to understand whether socio economic and demographic characteristics are useful in predicting the residents’ attitude or not?

Nazma (2008) in her study “Socio-cultural impacts of Tourism on the rural areas within the world Heritage sites”, has suggested various approaches to protect the local culture from degradation. And also this study focuses on the ways to manage the impacts of socio-cultural change.

Objectives

- To analyze and examine tourism development in Jaisalmer and its socio economic impacts in spatio-temporal perspective.
- To identify responsible factors of social-economic impacts.
- To understand people’s perception and review the government policies.

- To suggest inclusive and sustainable development model.

Methodology

The data is collected through primary survey and secondary sources like- District statistical abstract, Dept. of Tourism, Govt. of Rajasthan, Local Tourist centers in Jaisalmer. Various statistical techniques like- personal interview, group discussions, percentage, mean distribution and cartographic techniques like bar and pie diagram etc. are used to show trend pattern of socio-economic characteristics of Jaisalmer. To understand tourism and its impacts a questionnaire is prepared which has three parts- Tourist Basic Information, Infrastructure Development and Impacts of tourism. Number of respondents are 480 which consists local people and tourists.



View of different Touristic Sites of Jaisalmer



Result and Discussions

Tourism has risen in Jaisalmer if we look at the data of last 20-25 years. It is accommodating domestic as well as international tourists. The natural beauty of sand dunes and Gadisar Lake, old temples and havelis, desert national park, handicrafts and folklore etc. are the attraction points of tourists. It is confirmed that tourism has

become a job generating industry in the district. The table 1 shows the no. of tourist visited Jaisalmer from 1991 to 2015. And by analyzing the table we can infer that around the year 2013 the no. of tourist has increased tremendously which is attributed to the tourism promotion by state and national government, medical tourism, visa friendly policies, trade and business visits, study visits and natural beauty of Jaisalmer.

Table 1.

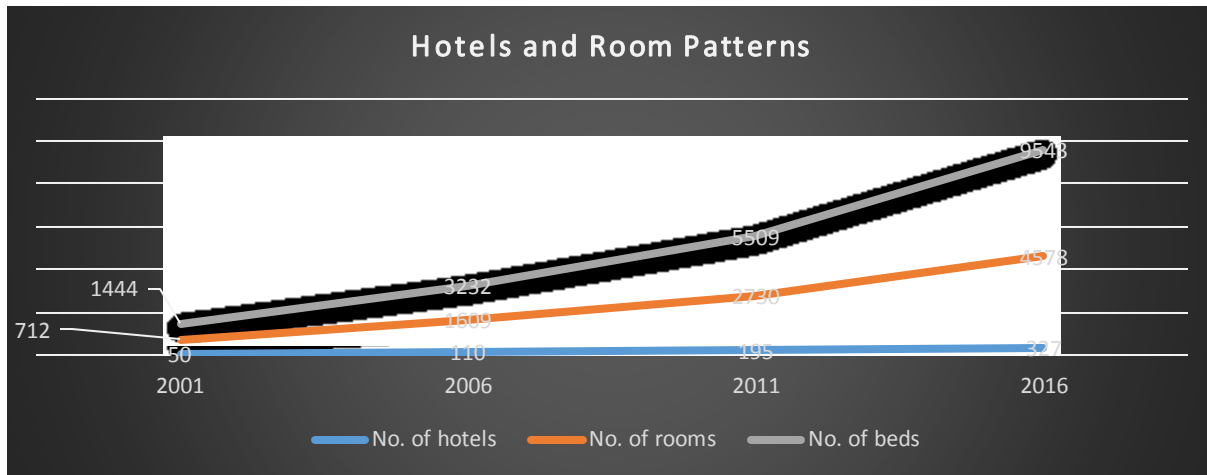
Tourist Influx in Jaisalmer			
Year	Domestic Tourist	International Tourist	Total
1991	104610	38103	142713
2001	103109	46107	153233
2011	113259	62969	174128
2012	126490	73299	199789
2013	122883	73607	196490
2014	250716	91759	342475
2015	266175	84533	350708

Source- MoTAC- Dept. of Tourism, Government of Rajasthan

Hotels and Occupancy Pattern

Chart 1 shows that the no. of hotel has increased from 2001 to 2016 is 654 percent. And the same has witnessed in no. of rooms and no of beds. This shows the development of hotel infrastructure in Jaisalmer to accommodate the increasing strength of no. of tourist every year. We can also conclude that along with hotel development road network, security personnel, taxi services etc. and other peripheral services also developed. No. of beds per hotel has also increased to accommodate large no. of tourists.

Chart 1.



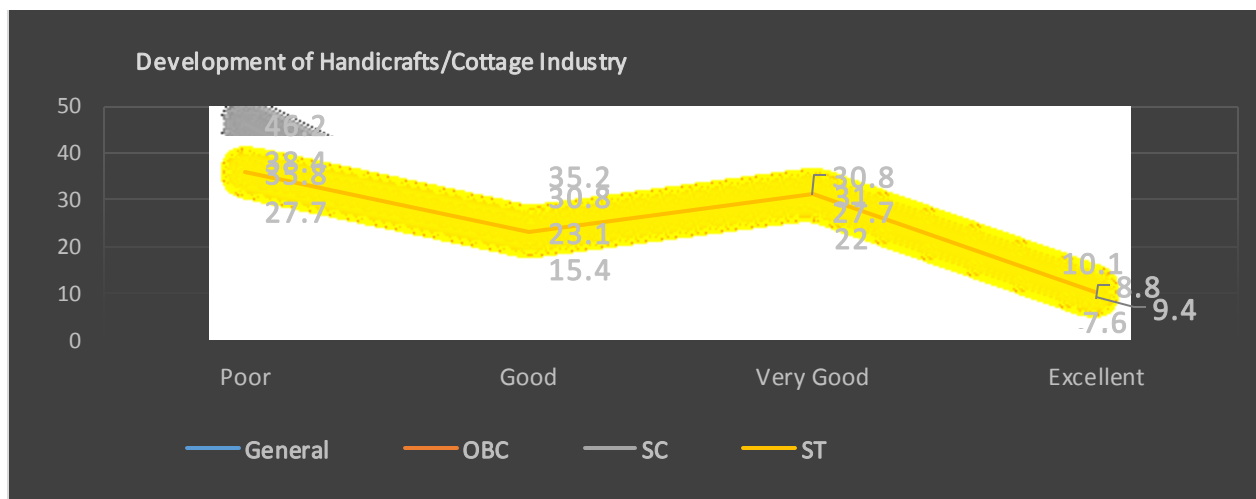
Source- MoTAC- Dept. of Tourism, Government of Rajasthan, Social Networking Sites

Development of Handicrafts and Cottage Industry

The respondents are divided in different categories- General, OBC, SC,ST and on the bases of their responses we can conclude that 46% from SC category are saying that handicrafts industry did not developed well

while 35 % general accept that it is developed well and created the employment also. It means that maximum benefits has been drawn by general community rather than other categories. And over all, all communities accepted that the sale of handicraft products has increased due to tourism.

Chart 2

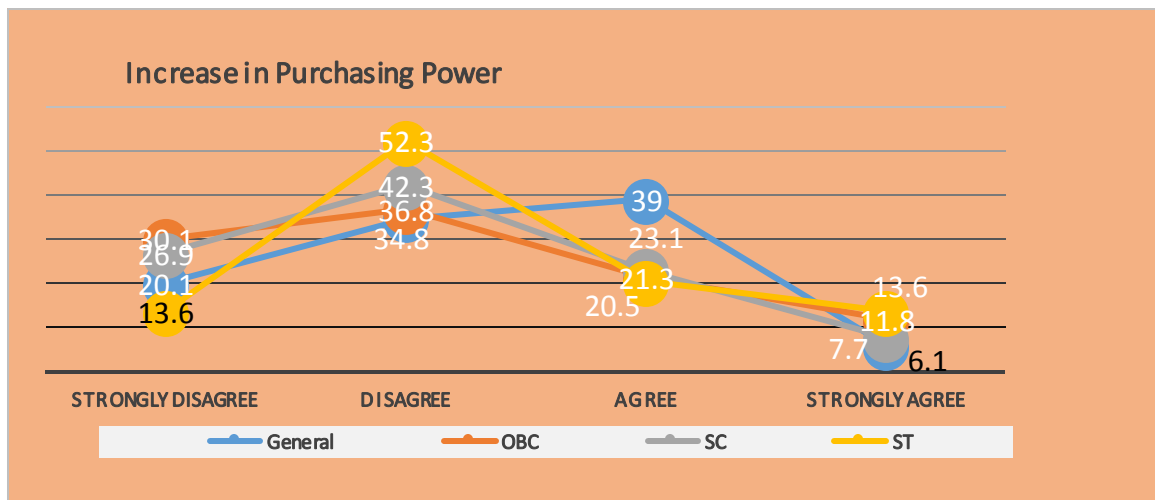


Source: Primary Survey

Impacts on Purchasing Power

The chart 3 depicts the relation of tourism with purchasing power of local people. 52 % of SC people are disagreeing that purchasing power has not impacted which might means

Chart 3



Source: Primary Survey

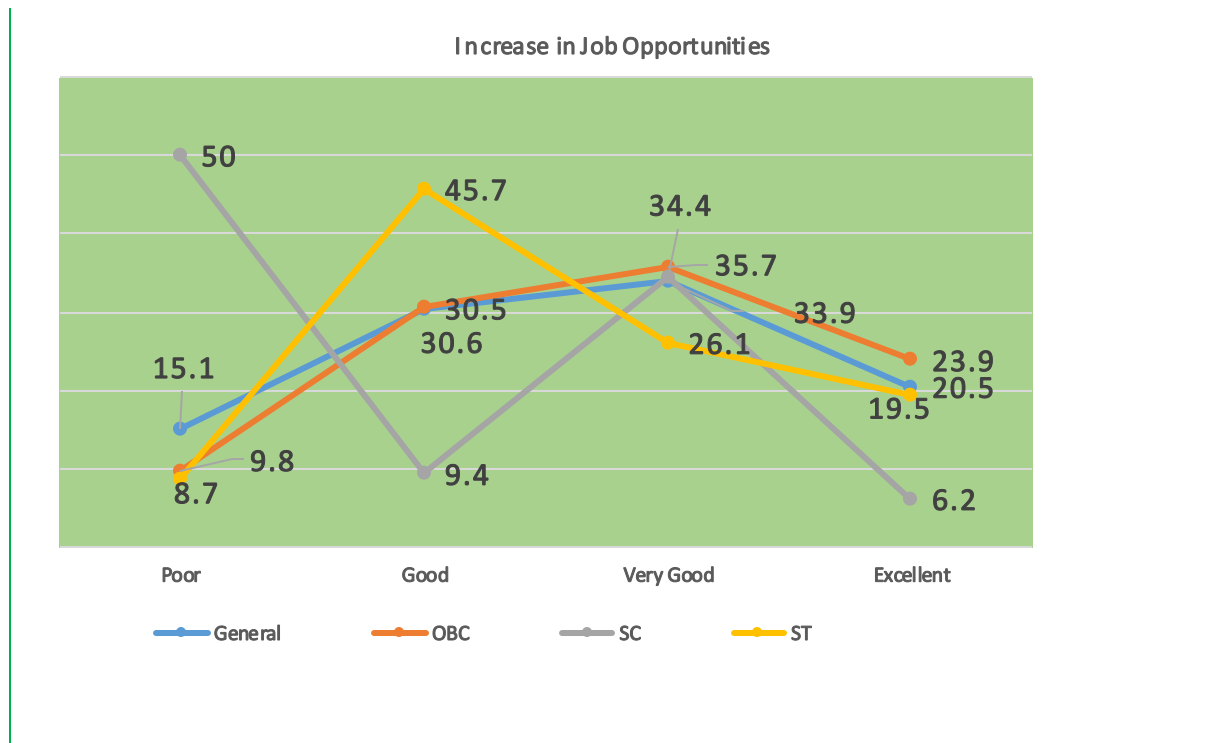
Employment Status

This chart shows very positive impact on employment generation in Jaisalmer. All four categories except SC, are accepting the fact that employment has increased in Jaisalmer along with tourism development. 50% people in SC category are saying that very poor

they are not directly benefitted by tourism industry. Overall around 25 % people are agreeing that it has changed the economic situation of people and provided employment to them.

progress in employment generation. This is cause of worry and some intervention is required from govt. as well as private sector to work on the issue. This clearly highlights the issue of less participation and marginalization of SC people in this economic process.

Chart 4



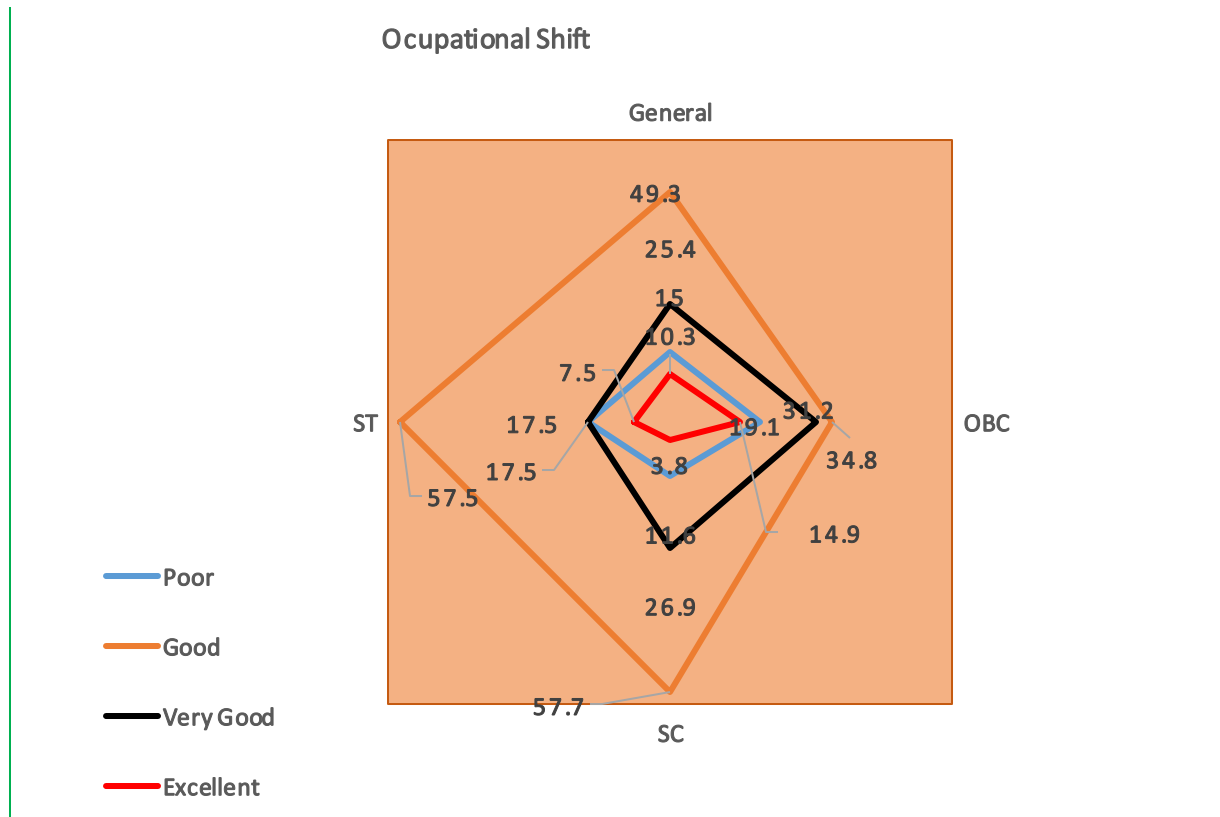
Source: Primary Survey

Occupational Shift

This chart depicts that occupation change or job change which means people have changed their job from one type of employment to another. It can be from traditional primary activity like- agriculture, mining, animal husbandry etc. to secondary

or tertiary activity like- handicrafts, box making, transportation, trade, hotel worker/owner, tourist guide, liaison officer, folk musician etc. In all categories more than 80 % people accepting that tourism gave many opportunity to people to change their job and now they are actively participating in different occupations of their choice.

Chart 5



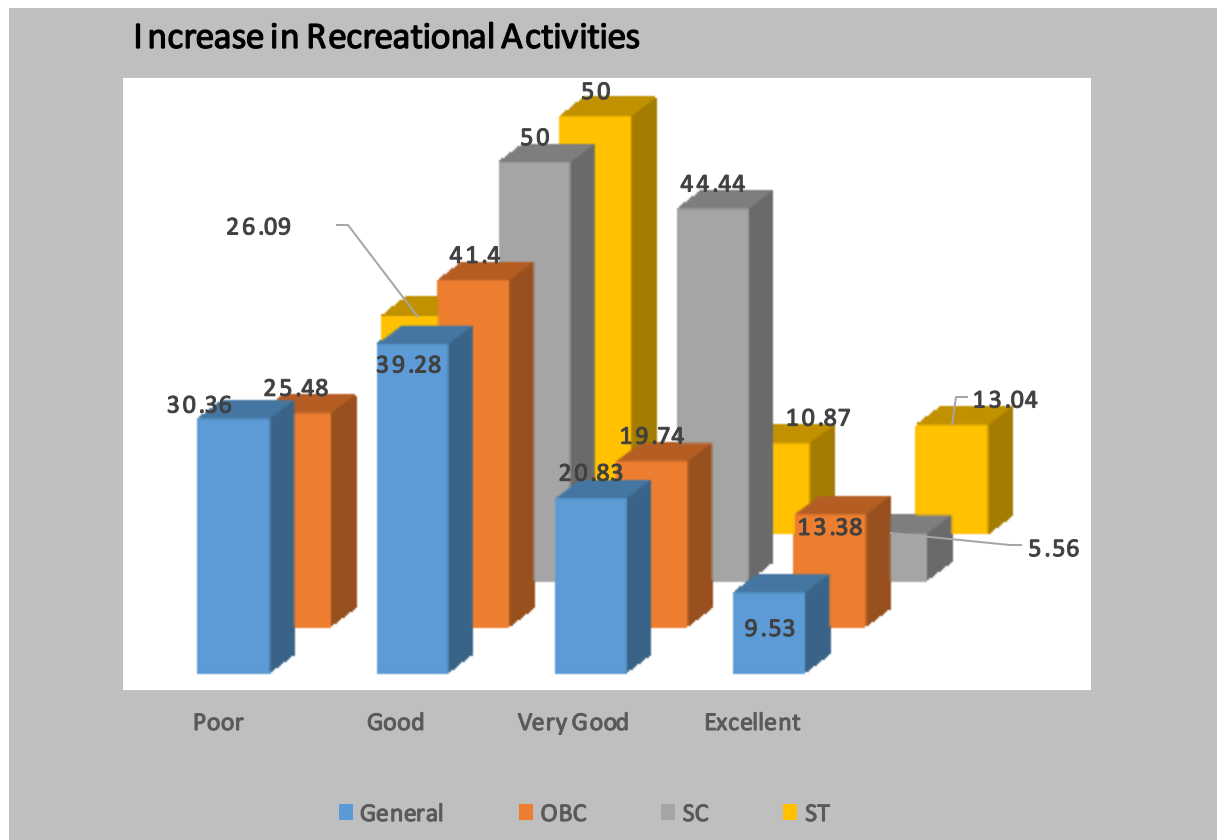
Source: Primary Survey

Impact on Folklore

Chart 6 indicates that earlier those people who have some knowledge or skill of their traditional folklore but they did not able to harness the benefits of their talent. But now

they are doing well economically and also earning their living by presenting folk music and by recreating tourists. Tourism has created many opportunities in Jaisalmer where people use their rich culture and heritage as means of employment.

Chart 6

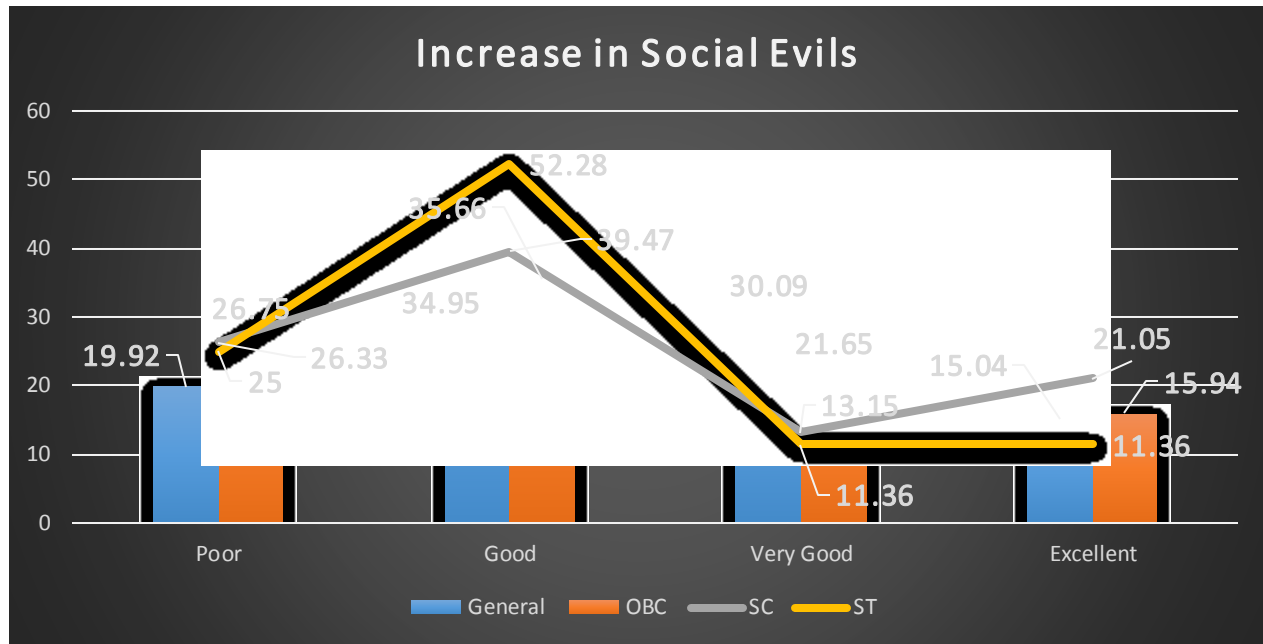


Source: Primary Survey

Chart 7 presents the picture where some negative points of tourism has been highlighted. This shows that more than 65% people in all categories are agreed that some social evils like- drinking, criminal activity, loot and theft, pollution, garbage and solid waste problem, exploitation of water

resources, threat to wild life etc. has increased. So by highlighting these problems we expect intervention from local administration and state govt. to issue guidelines and create conducive environment for tourists.

Chart 7



Source: Primary Survey

Conclusion:

The study found that the people of Jaisalmer are very hospitable and the town has a huge tourism potential especially Sam sand dunes, Bada Bagh, Gadisar Lake, Jaisalmer Fort, Old Havelis, Desert National Park, camel safari etc. The research marks that the flourishing tourism has its impacts as- better road network in and around city, development of hotels and guest houses, taxi services, long street market in fort area, increasing employment opportunities and purchasing power, educational opportunities, mode of communication, changing dressing

sense from traditional to western styles, dietary habits etc. On the other side, over exploitation of water resources, huge heaps of garbage and municipal solid waste, threats to wildlife due to increasing tourism etc., are some of the challenges which need to be addressed. In spite of all these findings there is a lot of scope to improve on certain points like- to adopt rainwater harvesting techniques (Tanka system), recycling of water resources and proper management of municipal waste, minimum intervention in wild life areas, proper training of guides, opening of information kiosks, rent control for



accommodation, maintenance of old buildings, availability of medical services

and preservation of the rich cultural heritage of Jaisalmer folklore.

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