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THE IMPACT OF TOURISM ON SOCIO-ECONOMIC DEVELOPMENTS OF KOYYALAGUDEM HANDLOOM CLUSTER VILLAGE, YADADRI DISTRICT OF TELANGANA STATE – A STUDY

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ABSTARCT

Tourism is one of the fastest growing industries in the world. India is one of the few countries of the world endowed with an array of tourism resources from bio-cultural diversity to a wealth of histories and antiquities. India tourism contributes towards the national integration, preserves the natural as well as cultural environments and enriches the social and economical lives of people. The handloom industry is one of the oldest and heritage industries in the country. It is the second largest employment oriented industry next to the agriculture providing full time or part time employment to millions of weavers working on lakhs of handlooms, producing one third of the country's needs. The present paper attempts to discuss the significance of ikkat in terms of social perspective handloom cluster village Koyyalagudem in Yadadri district of Telangana state. It also showcases the image of handloom sector of the village and discusses the overall socio- economic contemporary developments due to the tourism industry. In view of the uniqueness of this ikkat weaving village, an attempt has been made to discuss various dimensions of the recreation impact assessment by interacting with the weavers.

Key Words: Tourism, Social Development, Koyyalagudem, Ikkat Handloom Cluster Village.

INTRODUCTION:

The travel and tourism industry has emerged as one of the largest and fastest growing industries in the world. Tourism industry in India richly endowed with unique culture, nature, heritage, historical monuments, lively markets, traditional hospitality, cuisine, and pilgrimage. India's tourism is one of the flourishing sectors in terms of its scope. Tourism is related to the social and cultural aspects of human life. It is described as a social contact between the tourists and host community. It directly or indirectly contributes to the social and cultural exchanges between the tourists and the host societies. Each region has its own uniqueness in terms of welcoming and hosting tourists. Mingling of various cultures brings forth changes in value systems and ethics, traditional indigenous lifestyles, and relationships between family members or the community structure. Remarkable changes can be felt only when a vast difference in terms of social and cultural aspects.

The handloom sector of India is known all over the world for its uniqueness and intricate designs. It has established its reputation as a timeless facet of the rich cultural heritage of India. So far as the contribution of the sector to the Indian economy is concerned, it occupies a place next to the agriculture in providing livelihood for the masses. It not only plays a pivotal role in generating huge employment opportunities but also represents generational legacy and exemplifies richness and diversity of the country and the artistry of weavers. The most of the handloom clusters belongs to rural areas and hence it plays a crucial role for eradicating poverty in rural India and bridging the gap between urban and rural along with facilitating gender equality as about 40 percent of the work force in this sector are women. A cluster is a group of something but here it denotes that a group of handloom makes handloom cluster. In India we see different types of handloom cluster like that of.1) Small handloom cluster 2) Medium handloom cluster 3) Mega handloom cluster. As of now there are 470 handloom clusters in India, out of which 240 clusters have less than 1000 handlooms and 230 clusters have more than 1000 handlooms. Since these clusters are very large, they would not be covered under the Integrated Handlooms Development Scheme, which caters to the small clusters in the range of 300-500 looms. Tradition of hand weaving is a part of our country's cultural heritage and symbolizes ability of the weavers to design intricate artistic and attractive products by use of handlooms.

Koyalagudem is a small village in Choutuppal Mandal of Yadadri district in Telangana, located 35 km from Hyderabad. Koyalagudem is popular centre for *ikkat* (A dyeing technique used to pattern textiles that employs resist dyeing on the yarns prior to dyeing and weaving the fabric) products and hand woven silk sarees after **Pochampally** (The most typical weaving village and popularly known as Silk City of India) which is in Yadadri district. In this weaving village threads and colours find their way into the hands of skilful weavers and meander into the market as beautiful sarees and dress material.

This handloom cluster village for the last thirty years has been weaving mercerized cotton sarees, dress materials and silk as well. The marketing is done through the **cooperative society which is called *The Koyyalagudem Handloom Weavers Cooperative Society Ltd.*** and sells their products **online** through **gocoop.com**. Tourism has a much broader impact on civil society than just the economic contribution. The basic principle of tourism is to improve the quality of the local people. In the part and parcel of 2002 Tourism Policy, the Ministry of Tourism, Govt. of India has identified the Pochampally as Rural Tourism Project village which is nearby village and it became as an asset for the weavers of the village. The large scale of tourists has been visiting this cluster village around the year from Pochampally, keeping in view the unique weaving potentiality. The researchers made an attempt to discuss various impacts of tourism in the social developments of Koyyalagudem by interacting with the weavers and their personal observations.

OBJECTIVES OF THE STUDY:

The research paper is outlined in the following objectives:

1. To study the significance of social aspects of tourism.
2. To identify the brief Geographical profile of the study area.
3. To examine the tourism influence on socio economic development of Koyyalagudem.

METHODOLOGY:

The methodology for the study encompassed both primary and secondary sources. In the primary source of data collection, the field survey was conducted to capture some of the important aspects. The questionnaire containing proving questions were scientifically designed. The questionnaire was then pre-tested to examine the consistency of the questions and their applicability to cull out the required information to study the defined objectives after pre testing; the questionnaires were further refined and used for the data collection. A simple random sampling procedure was adopted to select the weaving households for collecting information on the manufacturer engaged in production of textiles, support of tourism in social development, tourism enhances the standard of living of the local community, tourism inspire community pride, tourism & infrastructural development etc. In the research study, a sample size of 100 villagers was considered sufficient to provide micro information on Koyyalagudem.

The data collection from the secondary sources were carried out in the important libraries such as *Textiles Committee, Tata Institute of Social Sciences, Office of the Textile Commissioner, Silk and Art Silk Manufacturers Industries Research Association (SASMIRA)*. The researcher has also referred relevant books, journals, magazines and gone through news papers, proceeding publications and concern reports.

HYPOTHESIS:

The study endeavors to test the following hypothesis evolved in the light of the said objectives.

H0: There is no Impact of tourism on socio-economic, cultural and infrastructural development of Koyyalagudam cluster village.

SOCIAL ASPECTS OF TOURISM:

Tourism is related to the social and cultural aspects of human life. It is described as a social contact between the tourists and host community. It directly or indirectly contributes to the social and cultural exchanges between the tourists and the host communities. Each region has its own uniqueness in terms of welcoming and hosting tourists. Mingling of various cultures brings forth changes in value systems and ethics, traditional indigenous lifestyles, and relationships between family members or the community structure. Remarkable changes can be observed when these factors have vast differences in terms of social and cultural aspects. When tourists visit any destination for a short or long stay, they are bound to come in contact with the local people and behavior of the tourist will have much influence on the behavior of the local people. In most studies, it is mentioned that the local tend to follow the lifestyle of the tourists. More importantly, younger people imitate language, dress, and food habits of tourist. As a result, it leads to creating a mixed society and culture in the host country. The social implications of tourism in a society are again numerous. Some of the important social implications are:

1. Improvement in Quality of Living
2. Positive Influence on Values and Attitudes of People
3. Positive Influence on Arts and Crafts
4. Positive Influence on Culture
5. Change in Traditional Social Arrangement

PROFILE OF THE STUDY AREA:

Koyyalagudem is a village of Choutuppal revenue division in the Yadadri district in Telangana state. This village is known for its *cotton handloom industry, Tie & Dye Ikkat varieties*. The weavers are almost all Padmashalis with no access to agricultural land. There are a number of other weaving villages in the vicinity, within a radius of 5-25 kms. The below table number 01 showcase the Cluster villages with their hand loom strength.

Table - 01
Cluster Villages and their Hand Looms Strength

SL. No.	Cluster Villages	Manufactured Products	Estimated No. of Looms
01	Lakkaram	Cotton Saris, Shirting Material	775
02	Devalamma Nagaram	Cotton Saris & Dress Material	643
03	Choutuppal	Cotton Saris, Fabrics and Shirting Material	531
04	Yallagiri	Silk Saris & Exportable Fabrics	834
05	Peepal Pahad	Silk Saris, Fabric Material	692

Source: Office of the Handloom Society, Koyyalagudem

Typically the above cluster villages produce silk saris, cotton saris, shirting materials, furnishings, bed sheets and so on. Prior to 1947, telia rumals and khaki cloth were being produced at Koyyalagudem. Telia rumals were red colored head cloths that were used by some section of the people, but there is no longer a demand for this. For many years after that, cotton saris were the main items being woven. Since the mid 1980's there has been a demand for bed sheets, which needs a much wider double loom. This cluster village has started producing the Ikkat saris right from 1994. The clothes manufactured in this village are well-known worldwide. These clothes are exported to many states in India and many countries around the world.

The village of Koyyalagudem is near to Pochampally and is representative of the architectural tradition of this region. The Plan of a weaver's house developed from the livelihood needs of the inhabitants. Every member of the family is involved in the process of weaving and most of the time is spent in the weaving room, the largest of all the rooms. During construction, attention is given to details pertaining to functional needs, such as positioning of pits built into the floor of the house for placing of the weaving looms, and lighting requirement for the loom through window/ skylight. Wet areas for handling dyes are open-to-sky for sunlight. Similarly, details are incorporated for yarn preparation, such as a peg at the end of room for passing the yarn while weaving, niches at a low level for keeping weaving-related articles, and storage spaces for threads. The marketing is done through *The Koyyalagudem Handloom Weavers Cooperative Society Ltd.* which was established in the year 1950. Currently there are 600 looms & 520 weavers who have mastered the Ikat weaving technique. The society has received many awards from the state & central governments over the years for their outstanding achievements.

Table - 02
Products of Koyyalagudem Cluster

Cotton Products	Silk Products
Sari	Sari
Dress Material	Dress Material
Fabrics	Fabrics
Dupattas	Dupattas
Bed Sheets, Pillow Covers	-----
Handicrafts	-----

Source: Office of the Handloom Society, Koyyalagudem

MANUFACTURING PRODUCTS:

The Koyyalagudem Ikat evolved as a renowned tie and dye product in the whole of the country particularly in South India before independence and started producing headscarf called **Telia Rumal**. These Telia Rumals are used by the Arabian countries to cover their head to save themselves from the scorching heat, since the Telia Rumal used to contain oil (tel), which saves the head from the heat wave. In the subsequent period, the product traveled ahead for diversification and the weavers started producing saris, ladies dress material (LDM), home furnishing (HF), fabrics and others, which received popularity from the domestic consumers. Today, the Koyyalagudem saris form a major manufacturing product of the Nalgonda and Warangal districts of Telangana. The randomly selected samples of 302 enterprises tell a story of the product domain of the industry.

Table - 03
Manufacturers Engaged in Production of Textiles

SL. No.	Product Category Manufactured	No. of Manufacturers	% Distribution
1	Sari	210	73.04
2	Ladies Dress Material	32	10.15
3	Home Furnishing	21	6.64
4	Fabrics	10	2.73
5	Others	08	1.56
6	Sari +LDM	08	1.56
7	Sari +HF	--	0
8	Sari +Fab	--	0
9	LDM+HF	3	0.78
10	LDM+Fab	2	0.39
11	HF+Fab	--	0
12	LDF+Others	1	0.39
13	Sari+LDM+HF	2	0.78
14	Sari+Others	2	0.78
15	All	3	1.17
	Total	302	100

Source: Office of the Handloom Society, Koyyalagudem

TOURISM INFLUENCE ON SOCIAL DEVELOPMENT OF KOYYALAGUDEM:

Tourism in Koyyalagudem plays as integral part of their economy. Tourism is credited for bringing several positive developments in the region. Host community is an integral part of tourism system at the destination and thereby development of society and its people have profound influence in the overall tourist experience. The majority of the tourists have been visiting Koyyalagudem from Ramoji Film City, which is one of the world's prestigious Genies Book record holder establishment and Pochampally cluster village. Due to the huge tourist traffic, tourism became the promoter of employment in and around of the village. The host community of Koyyalagudem is enthusiastic and thrilled by the development of the tourism in the village. They welcome the domestic and foreign tourists whole heartedly and extend their assistance in dignified manner. People took lot of pride in serving the tourists. One of the key observations in the local community is their positive attitude towards tourism development. Another factor of demonstration effect is the adoption of tourist behavior and consumption patterns of local residents, especially young people. Keeping in view the grand handloom image of this cluster village, the tourist arrivals growth has been increasing year by year. The below table showcase the statistical figures on tourist arrivals to Koyyalagudem from 2015 to 2019.

Table – 04
Tourist Arrivals to Koyyalagudem (2015-2019)

Year	Domestic Tourists	International Tourists
2015	152218	152
2016	251174	235
2017	445620	251
2018	554420	327
2019	767152	373

Source: Office of the Handloom Society, Koyyalagudem

Tourism is undergoing a stage of drastic transformation. There is a noticeable change in the number of tourist arrivals in the above table. The tourists have been spending and consumption patterns of facilities, duration of stay. Most of the tourists involves in weaving activity for joy and pleasure. The promotion of Ethnic Tourism we observe in this cluster village.

There is increase in disposable income of the rural artisans in the cluster due to the tourist arrivals and purchase. The increase in the income seems to be quite promising due to the fact that when almost all clusters in the country are increasingly experiencing declining income during the past years, but this cluster is able to provide better income to the manufacturers.

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Table – 05

Number of Sarees and Associated Material Purchased by Tourists, 2017 – 2019

SL. No	Year of Purchasing	Name of the Item	Number of Items Purchase	Sales Amount in Rs.
01	2017	Cotton and Silk Sarees	15289	Rs. 249861
		Dress Material	18095	Rs. 492520
		Fabrics	12964	Rs. 347724
02	2018	Cotton and Silk Sarees	18963	Rs. 545186
		Dress Material	23022	Rs. 894231
		Fabrics	16842	Rs. 841975
03	2019	Cotton and Silk Sarees	22997	Rs. 1038743
		Dress Material	21863	Rs. 761490
		Fabrics	18961	Rs. 1097421

Source: Office of the Handloom Society, Koyyalagudem

The above table showcases the tourists purchasing of Koyyalagudem products, where we can assess the annual sales scenario of this cluster village. During the weekends and holidays the tourist crowd will be more to this cluster village. The society made all the arrangements for the products sales.

MULTIPLE IMPACTS OF TOURISM ON STUDY AREA:

Due to huge tourist arrivals to this handloom cluster village, the following infrastructural developments have taken place.

1. Quality Roads:

The double line quality roads were constructed in the year 2018 from Vijayawada - Hyderabad main high way road (45 KMs) and in between other neighboring villages for the convenient travel of tourists, easy transportation and to improve good marketing facilities. Earlier there was a single line road from this village which was in very poor condition. Presently the TSTRC buses, local taxis, and autos are available in good number due to these quality roads.

2. Better Communication System:

In the communication system, a rapid development took place. Earlier BSNL was the only one source of mobile communication for the villagers. Whereas now, keeping in view the tourists and customer's convenience, almost all private communications mobile networks are extending their services.

3. Friendly and Cultured Village People:

The villagers are so cultured and friendly to tourists and customers. They have been assisting to tourists and customers by giving the right guidance and information accordingly. The behavioral attitudes of the villagers are quite appreciable. They have realized that due to the tourism, their hidden village has become so popular at national level. They want to preserve this pride heritage handloom waving activity for the benefit of next coming generations.

4. Hotel Service:

To fulfill the food requirements of tourists, a hygienic UDUPI Hotel is located here. This hotel was established in the year 2017 and since then it has been functioning well with good standards. Here in the hotel, various tasty recipes and good quality food is being served. The huge tourism impact is the behind reason of this hotel establishment in the village.

5. Employment Opportunities to Local Youth:

In the village 30% Postgraduates, 45% Undergraduates and remaining 25% School/College drop outs are present. Most of the youth in the village benefited a lot due to tourism impact and got the employment opportunity in the Co-Operative Handloom Society as employs at various levels, Mineral Water plant, Cab drivers in Local Travels, Private shop keepers in handloom product selling points, and Auto drivers. Tourism has provided the direct and indirect employment opportunities to local youth at different levels and improved their living standards.

Table-06

Impact of Tourism on Socio –Economic Infrastructural Development of Koyyalagudem Cluster Village

Response	Impact of tourism On			Total
	Socio-Economic	Culture	Infrastructure	
Positive	40	25	15	80
Negative	10	05	05	20
Total	30	11	9	100

Source: Field survey

The above table reveals the Questionnaire respondents on issue of the tourism impact on the Koyyalagudem cluster village socio-economic, cultural and infrastructural development. The questionnaire was served to 100 villagers as sample size. As respondents to the questionnaire majority of the villages accepted the tourism have been supporting well in the overall development of the cluster village in general and bringing the rapid change in the handloom wavers family life styles in particular.

H0: There is no Impact of tourism on socio-economic, cultural and infrastructural development of Koyyalagudem cluster village.

In order to find the association between the tourism and socio-economic, cultural and infrastructural status of Koyyalagudem, a chi-square test was used and result of the test is shown in the following table.

Chi square Test

Pearson	Table Value	Calculated Value	df	P value	Remark
Chi-Square	5.99	12.36	2	0.00	Highly Significant

It is noted from the above table that the ‘P’ value is less than 0.05 and hence the result is highly significant. Hence the hypothesis “there is no Impact of tourism on socio-economic, cultural and infrastructural development” does not hold well. From the analysis it is concluded that there is highly significant association between the tourism and socio-economic, cultural and infrastructural development of Koyyalagudem cluster village.

RESEARCH FINDINGS:

A survey on scenario and potentiality of Koyyalagudem cluster village in Yadadri district with a sample size of 100 was conducted with the support of questionnaire. All the 100 respondents were found to be involved in the effective utilization of rural human resource and organizing the available funds (study reveals). The majority of the respondents agreed that the community is also economically benefited from the visits of the tourists as they indulge in lavish local purchases of the indigenous handloom items. The research findings are as follows.

1. Tourism – A Vehicle for Social Development:

The overall result indicates that the tourism is a vehicle of social development. Out of 100 respondents 80 were expressed their positive statement about social development in Koyyalagudem due to tourism industry.

2. Tourism Enhances the Standard of Living of the Local Community:

Most of the respondents expresses that the tourism helped in improving their standard of living and through disposable income with better lifestyle and educational facility. The host community showed positive attitude towards tourism which in turn increased their involvement in the way they have treated tourist. They are enthusiastic and thrilled by the development of the tourism and increased tourist flow in the village.

3. Tourism Inspire Community Pride:

Respondents have expressed a sense of pride about their historical significance of handloom products. The host community is so proud that the people from the various parts of the world come to see the weaving activity in the village. The host community is proud that the tourist appreciates their skills of weaving making to the perfection and buys silk saris, dress materials, bed sheets, furnishing fabrics and wall hangings etc., as a souvenir.

4. Tourism & Infrastructural Development:

Majority of the respondents have agreed that tourism helped in enhancement of the local infrastructure with better connectivity such as increased frequency of buses from Hyderabad, Ramoji Film City and nearby areas.

SUGGESTIONS:

In the light of the above discussed facts and figures regarding the brand image of Koyyalagudem and role tourism in the social development, the present study has the following relevant suggestions to curb and overcome the various constraints and difficulties in the study region

- The Department of Tourism, Government of Telangana has to design an effective action plan to develop this cluster village.
- Current focus is on Saris and local markets. Their competencies are in design and it should focus on Men, Women and Children (both Indian & Foreign) dresses and use its social capital to link into the global value chain.
- Protect the heritage and skill of weaving Koyyalagudem saris by training people in other villages and encouraging more innovation rather than keeping it in house.
- Should follow advances in design and weaving automation and environmentally friendly techniques.

- The Department of Tourism, Government of Telangana should try and elevate the image in the minds of the people and tourists through marketing and other initiatives.
- The State Government must have serious concern over the sustainable socio-economic development of this cluster village.
- The Telangana State Tourism Development Corporation (TSTDC) and Private Travel Agencies has to design the Special Package tours to Koyyalagudem for the benefit of tourists, school children and college students.
- The Telangana State Tourism Development Corporation (TSTDC) and Private hoteliers has to construct a Cafeteria or Restaurant to fulfill the visitors and tourist requirements.

CONCLUSION:

Tourism, if planned, controlled and properly monitored, can help in achieving the desired stages of development, but at the same time it has tremendous possibilities to cause deleterious impacts on the socio-cultural environment of the destination. There is no mark on the image and brand value of Koyyalagudem products in the society. Tourism is also playing the vital role in the socio-cultural development of this cluster village. To achieve the integrated development, this cluster village still has to work hard at national and international level. The Sustainable Development is possible through this cluster village, which is a cohesive, self-managing and competitive socio-economic unit. So attempts must be focused towards protection of traditional and heritage handloom weaving, which is an asset to Koyyalagudem cluster village.

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