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## The Impact of Tourism on Indian Culture

(A study with special reference to tourists in Andhra Pradesh)

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### Abstract

In India, tourism is one of the most important sources of revenue. In addition, tourism provides financial incentives for the development of various local crafts and cultures, affecting the income of local artisans and artists. Tourism also contributes to the preservation, retention, and enrichment of our cultural heritages. Furthermore, tourism will expand the scope of multi-sociocultural activities. The preservation of historical, cultural, and religious sites is important at all times, especially in terms of exposing traditions and customs. Any visit to India by a foreign visitor is a sort of cultural tourism. Those with a clear interest in historic heritage, religious heritage, natural heritage, traditional arts and crafts, music and dance, and those who assist in the formulation of its scope in Indian tourism. Since many studies on the impact of tourism on Indian culture have been conducted, there has been no research on visitors, particularly in Andhra Pradesh. Srikakulam and Visakhapatnam districts were chosen for this reason, and visitors in these districts were used as responders to express their opinions on the subject. Priority based rank analysis and perceptible score difference analysis among distinct demographic groups respondents are examined during the data perceptible analysis procedure. As a result, it is concluded that middle-aged visitors (20-40 years) and government employees in the Visakhapatnam district have a substantially stronger impact on Indian culture than other groups.

Keywords: Tourism, Indian culture, tourists.

## Introduction

Tourism has evolved into the world's largest industry in the twenty-first century. In the new millennium, technology, telecommunications, and tourism will govern the global economy. The tourism industry has the greatest potential for creating new jobs. Tourism is a substantial, if not crucial, source of revenue for many regions and governments. As a result of its direct impact on national societies' social, cultural, educational, and economic elements, as well as their international relations, tourism is today recognised as a critical activity in the life of nations. (World Tourism Conference, 1980)<sup>1</sup>. Tourism has developed into the world's greatest industry in the twenty-first century. The new millennium's global economy will be dominated by technology, telecommunications, and tourism. Tourism offers the greatest potential for job creation. Tourism is a substantial, if not crucial, source of revenue for many regions and governments. As a result, tourism is recognised as a critical activity in the life of nations, as it has a direct impact on the social, cultural, educational, and economic components of national communities, as well as their international relations. (Herbert, 1995)<sup>2</sup>. According to Smith (1989)<sup>3</sup> While individual travel incentives are numerous and varied, tourism is fundamentally constructed on three components: leisure time, discretionary cash, and positive local sanctions. As a result, tourism has developed into a significant source of revenue for a number of countries, benefiting both the source and host economies. Despite a strong link between cultural norms and tourism ideals, the tourist flow gradually embraced contemporary history, the world's rapid modernization processes, globalisation, and uniformity of environment and infrastructure. As a result, culture and tourism have a mutually beneficial relationship that can amplify the attractiveness and competitiveness effects on regional and national growth. Culture is gradually becoming an integral part of the tourism industry, resulting in new metamorphoses of the local, regional, and national tourist product on a worldwide agglomerated market. Simultaneously, tourism is a critical tool for cultural consolidation and revenue generation, as it can help sustain and consolidate cultural heritage, cultural production, and creativity. Establishing a strong connection between tourism and culture can help new locations become more appealing and competitive as places to live, visit, work, or invest in their long-term growth.

Tourism's contribution to national integration and the establishment of a harmonious social and cultural environment is a distinguishing feature. (Chowla, 2004)<sup>4</sup>. Additionally, it supports the preservation and respect for monuments and historic properties. A series of profound and difficult challenges concerning our ability to deal with issues of political participation, social fairness, economic transformation, belonging, identity, and purpose. (Smith & Robinson, 2006) exist at the intersection of culture and tourism. As previously stated, tourism should contribute to national integration and cultural and subcultural respect. In practise, however, tourism has wreaked havoc on culture, subcultures, and microcultures. Many microcultures have gone from the face of the earth. A thorough investigation of the impact of tourism on Indian culture is required. (Pratheep, 2018)<sup>5</sup>.

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<sup>1</sup> World Tourism Conference. Manila Declaration on World Tourism, Manila, Philippines. 10 October 1980

<sup>2</sup> Herbert T. D. (1995). *Heritage, tourism and society*. London: Mansell Publishing Limited

<sup>3</sup> Smith, L. V. (1989). *Hosts and guests: The anthropology of tourism*. Philadelphia: University of Pennsylvania Press

<sup>4</sup> Chowla R. (2004). *Terrorism and tourism development*: Sonali Publications, New Delhi, 2004

<sup>5</sup> Pratheep P. S. (). *The Impact of Tourism on Indian Culture*, <https://knepublishing.com/>

## Tourism and Culture

Tourism is a cultural phenomenon that shapes both cultures and society. When it comes to the relationship between tourism and society, distinguishing cause and effect is frequently challenging. This is complicated further by the fact that cultures evolve through time, and despite preservationists' and environmentalists' best attempts to preserve the authenticity of monuments and landscapes, this will never be possible.. (Hall & Lew, 2009)<sup>6</sup>.

Tourists and tourism have a major impact on tourism hotspots. As a result, tourism is a really unique and powerful catalyst for community transformation. Tourism has the biggest impact on the private family, domestic lives, emotional experiences, deeply held values, and the moral fibre of the community's group of people. The influence of social and cultural concepts on the younger generation is particularly obvious among those who have had close contact with foreign tourists.. (Macleod, 2006)<sup>7</sup>.

As a result of this mutual benefit, culture and tourism can assist cities, regions, and countries boost their attractiveness and competitiveness. In a global economy that is growing increasingly crowded, culture is becoming an increasingly significant component of the tourism product. Simultaneously, tourism is a critical source of cash that contributes to the preservation and enhancement of cultural heritage, cultural output, and creativity (Richards, 2007). Culture and tourism are inextricably intertwined due to their obvious synergy and growth potential. Cultural tourism is one of the most rapidly growing parts of the global tourism business, and the creative and cultural industries are increasingly being used to market destinations.

### Definition of Tourism and Culture

Due to the fact that culture can be defined in a variety of ways, the United Nations Educational, Scientific, and Cultural Organization (UNESCO, 2002) defined it as "the collection of distinctive spiritual, material, intellectual, and emotional characteristics of a society or a social group, and that it includes, in addition to art and literature, lifestyles, ways of living together, value systems, traditions, and beliefs." Geertz (1973) defines culture as "society," which encompasses both the organisation of social connections within a group and shared beliefs and symbols between groups. As a result, culture is defined as the accumulation of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, time, roles, geographic relationships, and cosmic notions. 'Culture is the process of becoming acquainted with the greatest that has ever been known or said in the world,' Mathew Arnold (1894) noted in his study.

### Indian Culture

India is one of the few countries in the world with a very ancient culture and civilisation. On the other hand, India's cultural history, spanning several thousand years, offers a subtle but powerful thread of continuity, highlighted by the culture's capacity for absorption and its singular display of 'unity in diversity.' Due to India's ecological and cultural diversity, it is impossible to analyse the effects of tourism on culture by focusing on a single location or tourist experience. Tourism would be promoted in such a way that our cultural expression and legacy would be highlighted in all of its manifestations, including financial support for the arts and crafts.

Since ancient times, India has been renowned for its culture, legacy, and custom. Tourism growth is intrinsically related to India's illustrious history and diverse cultural heritage. Its magnificent monuments attract a large number of visitors from all over the world. India's tourism industry benefits from natural

<sup>6</sup> Hall C. M. and Lew A. A. (2009). Understanding and Managing Tourism Impacts: An Integrated Approach: 1-365, 2009, DOI: <http://dx.doi.org/10.4324/9780203875872>

<sup>7</sup> Macleod D. V. L. (2006). Tourism, globalisation and cultural change: Viva Books, New Delhi.

landscapes, architectural marvels, music, dance, paintings, cultures, and languages. As a result, Indian culture is composite in nature, mostly reflecting people's inner wants and cumulative beliefs gathered through years of experience. The strength, character, and capacity of the nation to survive as an integrated living reality in the face of adversity, as well as its continuous march forward on the path of progress, all contribute to the nation's strength, character, and capacity to survive as an integrated living reality in the face of adversity. Keeping this in mind, State policy objectives include the preservation of cultural history, the instillation of art consciousness in the public, the establishment of high standards in the creative and performing arts, as well as the dissemination of culture (Singh, 2000). The most distinguishing feature of Indian culture is its adaptability. Indian culture has evolved over time due to its adaptability. As a result, India's centuries-old culture attracted the bulk of tourists. The tourism business in India has had a profound effect on the country's culture. Tourism contributes as much as possible to the country's and people's economic and sociocultural well-being, while also providing travellers with pleasurable recreational and cultural experiences. These tourist operations benefited a small number of individuals in the tourism business. The great majority of people live outside of this magical circle and are frequently hurt by growing sociocultural misconceptions. In light of this, study on 'The Impact of Tourism on Indian Culture with Special Reference to Tourists in Andhra Pradesh' is vital at the moment. As a result, the current research report has concentrated on the following objectives:

### Objectives

1. To study the demographic profiles of the tourists who are visiting tourism places in the study area
2. To analyse the impact of tourism on Indian culture with reference to perceptions of the tourists
3. To examine the priority based preference given by the tourists towards various aspects of Indian culture
4. To find out the level of significance difference in the perceptions of various demographic group tourists towards impact of tourism on Indian culture

### Methodology

This research paper is written in a descriptive style. The data collection method is mostly based on primary and secondary data. The primary data was gathered from tourists visiting tourist destinations in the Srikakulam and Visakhapatnam regions, and the impact of tourism on Indian culture was studied. Secondary data was gathered via surveys, reports, published material, tourism journals, research papers, and articles, among other sources. The survey instrument (questionnaire) for this purpose is divided into two parts, the first of which deals with socio-economic variables of tourists, and the second of which deals with the impact of tourism on Indian culture in terms of various aspects such as social, economic, educational, cultural, and so on. The items in the opinion poll were created using a five-point Likert scale. Non-proportional judgement quota sampling was employed to pick the number of respondents. In terms of known features, qualities, or targeted phenomena, quota sampling is a non-probability sampling technique in which the assembled sample has the same proportions of individuals as the overall population. In non-probability quota sampling, the initial step is to split the population into exclusive subgroups (two districts i.e. Srikakulam and Visakhapatnam). The researcher then calculated the proportions of these categories in the population, which will be used in the sampling process, which will include 150 tourists from each district. Finally, the researcher chose people from the various categories while keeping the proportions from the previous phase in mind. Thus, the overall sample size of tourists for this research article is 300, with 150 from each of the districts of Srikakulam and Visakhapatnam. As a result, the following table shows the distribution of sample tourists.

As a result, for the purposes of this study, tourists from two selected districts were considered, with a stratified random sampling approach used to choose equal samples of tourists from each area. As a result, demographic information on the respondents was obtained as part of the data gathering procedure. District, gender, marital status, age group, caste, education, occupation, and annual income levels are among them. As a result, the distribution of the sample tourists across various groups of the above-mentioned demographic factors is provided in the tables below, and the analysis of the distribution follows.

**Table-1: Distribution of sample tourists in the study area**

Sl.No.	Demography Profile	Variables	N	percentage
1	Districts	Visakhapatnam	150	50.0
		Srikakulam	150	50.0
2	Gender	Male	212	70.7
		Female	88	29.3
3	Marital Status	Unmarried	128	42.7
		Married	272	57.3
4	Age – group	Below 20 years	88	29.3
		20-40 years	40	13.3
		40-60 years	89	29.7
		Above 60 years	83	27.7
5	Caste	Scheduled Caste	32	10.7
		Scheduled Tribe	24	8.0
		Backward Caste	140	46.7
		Other Community	104	34.7
6	Education	Secondary	188	62.7
		Higher Secondary	42	14.0
		College level	70	23.3
7	Occupation	Government employee	25	8.3
		Private employee	51	17.0
		Self-employed	87	29.0
		Students	67	22.3
		Professionals	23	7.7
		Others	47	15.7
8	Annual income	Below 5,000	50	16.7
		Rs.5,000 to 10,000	42	14.0
		Rs.10,000 to 15,000	87	29.0
		Rs.15,000 to 20,000	98	32.7
		Above 20,000	23	7.7
		Total	300	100.0

The Table-1 shows the distribution of sample tourists considered in the selected two districts i.e. Visakhapatnam and Srikakulam, where equal number of respondents i.e. 50.0 from each district considered under quota sampling method by random. The gender-wise distribution of the respondents shows 70.7 percent male and 29.3 percent females. Whereas the marital status of the respondents indicate a dominate group of 57.3 percent are married and the rest 42.7 percent are unmarried. As per their age it is found that 29.3 percent are below 20 years age group, 13.3 percent are 20-40 years age group, 29.7 percent are 40-60 years age group and the remaining 27.7 percent are above 60 years age group.

According to the caste-wise distribution the data shows 10.7 percent of the tourists are Scheduled Caste group, 8.3 percent are Scheduled Tribes, 46.7 percent are Backward Communities and 34.7 percent are from other communities. Whereas education qualifications of the sample respondents of tourists it is found that a predominant group studied up to secondary standard and from the rest 14.0 percent are studied higher secondary and 23.3 percent studied up to collage level.

The occupational distribution of the respondents revealed that 8.3 percent are government employees, 17.0 percent are private employees, 29.0 percent are self-employed, 22.3 percent are students, 7.7 percent are

professionals and the remaining 15.7 percent are from other occupations like patricians, wage labours, agriculturists, etc. Whereas, income-wise distribution of the respondents shows that 16.7 percent are in less than 5 thousand income group who are also including nil income group like students, old people, etc., from the rest 14.0 percent are in 5-10 thousand income group, 29.0 percent are in 10-15 thousand income group, 32.7 percent are in 15-20 thousand income group and 7.0 percent are in above 20 thousand rupees income group.

**Table-2: Perceptions of the tourists on impact of tourism on Indian Culture**

SL No.	Statement	Strongly Disagree	Disagree	Un-Decided	Agree	Strong Agree	Total
1	Cultural growth is possible through tourism	18 (6.0)	28 (9.3)	51 (17.0)	30 (10.0)	173 (57.7)	300 (100.0)
2	Tourists flow increases the cultural development among the communities	8 (2.70)	11 (3.7)	48 (16.0)	128 (42.7)	105 (35.0)	300 (100.0)
3	Tourism create cultural awareness among people	80 (26.7)	18 (6.0)	14 (4.7)	38 (12.7)	150 (50.0)	300 (100.0)
4	Tourism cultivate the guidelines for modernization of traditional culture	18 (6.0)	7 (2.3)	25 (8.3)	57 (19.0)	193 (64.3)	300 (100.0)
5	Infrastructural facilities in tourism areas will be developed through inflow of tourists	2 (0.7)	15 (5.0)	67 (22.3)	71 (23.7)	145 (48.3)	300 (100.0)
6	Tourists improve the self image of communities	32 (10.7)	39 (13.0)	115 (38.3)	67 (22.3)	47 (15.7)	300 (100.0)
7	Tourism provides opportunities to learn new things to local people	1 (0.3)	9 (3.0)	24 (8.0)	108 (36.0)	158 (52.7)	300 (100.0)
8	The life style of the local people will be change through tourism development	25 (8.3)	24 (8.0)	30 (10.0)	81 (27.0)	140 (46.7)	300 (100.0)
9	The exposure of traditional culture is possible through tourism	75 (25.0)	22 (7.3)	16 (5.3)	24 (8.0)	163 (54.3)	300 (100.0)
10	The social interaction of the tourists with local people boost up the culture	58 (19.3)	63 (21.0)	53 (17.7)	62 (20.7)	64 (21.3)	300 (100.0)
11	The more inflow of tourists leads to development of local area	43 (14.3)	65 (21.7)	17 (5.7)	94 (31.3)	81 (27.0)	300 (100.0)
12	The development of tourism leads to improvement of infrastructure facilities in the local area	3 (1.0)	6 (2.0)	17 (5.7)	141 (47.0)	133 (44.3)	300 (100.0)
13	Increased tourists inflows the capital for purchase of traditional goods	2 (0.7)	10 (3.3)	23 (7.7)	135 (45.0)	130 (43.3)	300 (100.0)
14	Tourism provide employment to the cultural programmers	2 (0.7)	5 (1.7)	23 (7.7)	128 (42.7)	142 (47.3)	300 (100.0)
15	Most of the people in India improve their culture through tourism	8 (2.7)	2 (0.7)	12 (4.0)	29 (9.7)	249 (83.0)	300 (100.0)

The perceptions of the tourists on various statements related to impact of tourism on Indian culture are presented in the Table-2. It is found that 57.7 percent strongly agreed and 10.0 percent agreed that cultural growth is possible through tourism. Whereas, 35.0 percent strongly agreed and 42.7 percent agreed that tourists flow increases the cultural development among the communities. The data shows 50.0 percent strongly disagreed and 12.7 percent agreed that tourism create cultural awareness among people in the country.

According to the perceptions of tourists 64.3 percent strongly agreed and 19.0 percent agreed that tourism cultivate the guidelines for modernization of traditional culture. Therefore, 48.3 percent strongly agreed followed by 28.7 percent agreed that infrastructural facilities in tourism areas will be developed through tourists flow. And also it is observed 15.7 percent strongly agree and 22.3 percent agreed that tourists improve the self image of communities, but 38.3 undecided in this regard.

It is found 52.7 percent of the tourists strongly agreed and 36.0 percent agreed that tourism provides opportunities to learn new things to local people; it can be seen from the data that the life style of the local people will be change through tourism development, for which 46.7 percent strongly agreed and 27.0 percent agreed. Thus, 54.3 percent strongly agreed and 8.0 percent agreed that the exposure of traditional culture is possible through tourism.

As per the perceptions of the tourists it is observed that 21.3 percent strongly agreed and 20.7 percent agreed that the social interaction of the tourists with local people boost up the culture, but 20.0 percent disagree and 19.3 strongly disagree with this. Thus, 27.0 percent strongly agreed and 31.3 percent agreed for more inflow of tourists leads to development of local area. The data shows 47.0 percent agreed and 44.3 percent strongly agreed that the development of tourism leads to improvement of infrastructure facilities in the local area.

According to the perceptions of respondents 45.0 percent agreed followed by 43.3 percent strongly agreed that increase tourists inflows the capital for purchase of traditional goods. Therefore, 47.3 percent strongly agreed followed by 42.7 percent agreed that tourism provide employment to the cultural programmers. Finally it is observed that 80.3 percent strongly agreed and 9.7 percent agreed that most of the people in India improve their culture through tourism.

**Table-3: Perceptive score analysis on Impact of tourism on Development of Culture**

SL No.	Statement	Strongly Disagree	Disagree	Un-Decided	Agree	Strong Agree	Total
	Scale Value (SV)	1	2	3	4	5	
1	Cultural growth is possible through tourism	18	28	51	30	173	300
	<b>Frequency x Scale Value</b>	18	56	153	120	865	1212 – VIII
2	Tourists flow increases the cultural development among the communities	8	11	48	128	105	300
	<b>Frequency x Scale Value</b>	8	22	144	512	525	1211 – IX
3	Tourism create cultural awareness among people	80	18	14	38	150	300
	<b>Frequency x Scale Value</b>	80	36	42	152	750	1060 - XII
4	Tourism cultivate the guidelines for modernization of traditional culture	18	7	25	57	193	300
	<b>Frequency x Scale Value</b>	18	14	75	228	965	1300 – IV
5	Infrastructural facilities in tourism areas will be developed through inflow of tourists	2	15	67	71	145	300
	<b>Frequency x Scale Value</b>	2	30	201	284	725	1242 – VII
6	Tourists improve the self image of communities	32	39	115	67	47	300
	<b>Frequency x Scale Value</b>	32	78	345	268	235	958 – XIV
7	Tourism provides opportunities to learn new things to local people	1	9	24	108	158	300
	<b>Frequency x Scale Value</b>	1	18	72	432	790	1313 – II
8	The life style of the local people will be change through tourism development	25	24	30	81	140	300
	<b>Frequency x Scale Value</b>	25	48	90	324	700	1187 – X
9	The exposure of traditional culture is possible through tourism	75	22	16	24	163	300
	<b>Frequency x Scale Value</b>	75	44	48	96	815	1078 – XI
10	The social interaction of the tourists with local people boost up the culture	58	63	53	62	64	300
	<b>Frequency x Scale Value</b>	58	126	159	248	320	911 – XV
11	The more inflow of tourists leads to development of local area	43	65	17	94	81	300
	<b>Frequency x Scale Value</b>	43	130	51	376	405	1005 – XIII
12	The development of tourism leads to improvement of infrastructure facilities in the	3	6	17	141	133	300

	local area							
	<b>Frequency x Scale Value</b>	3	12	51	564	665	<b>1295 – V</b>	
13	Increased tourists inflows the capital for purchase of traditional goods	2	10	23	135	130	<b>300</b>	
	<b>Frequency x Scale Value</b>	2	20	69	540	650	<b>1281 – VI</b>	
14	Tourism provide employment to the cultural programmers	2	5	23	128	142	<b>300</b>	
	<b>Frequency x Scale Value</b>	2	10	69	512	710	<b>1303 – III</b>	
15	Most of the people in India improve their culture through tourism	8	2	12	29	249	<b>300</b>	
	<b>Frequency x Scale Value</b>	8	4	36	116	1245	<b>1409 – I</b>	
	Total score for						<b>17765</b>	
	Maximum Possible Score	5 (Maximum score points) 300 (number of respondents) X 15 (number of statements)						<b>22500</b>
	Percentage of score of	Total score for general working condition display/Maximum Possible Score X 100						<b>78.9</b>
	Average							<b>1184</b>

The Table-3 represents the perceptive score analysis of tourists towards impact of tourism on Indian culture. There are fifteen statements under this category and each one is carrying an individual score on the basis of perceptions calculated by Likert's five-point-scale method. It is noticed from the data that 1<sup>st</sup> rank is given to the statement "Most of the people in India improve their culture through tourism", with a scale value of 1409. The 2<sup>nd</sup> rank is given to the statement "Tourism provides opportunities to learn new things to local people", with a scale value of 1313. In this process the 3<sup>rd</sup> and 4<sup>th</sup> ranks are given to the statements "Tourism provide employment to the cultural programmers" and "Tourism cultivate the guidelines for modernization of traditional culture" with scale values of 1303 and 1300 respectively. In the next order the 5<sup>th</sup> rank has been given "The development of tourism leads to improvement of infrastructure facilities in the local area", with a scale value of 1295 and 6<sup>th</sup> rank is given to the statement "Increased tourists inflows the capital for purchase of traditional goods" with a scale value of 1281.

From this data, it can be implicit that the 7<sup>th</sup> rank has been given to the statement "Infrastructural facilities in tourism areas will be developed through inflow of tourists", which is secured a scale value of 1242. It is mentioned in the above table data that 8<sup>th</sup> rank is given to the statement "Cultural growth is possible through tourism", with a scale value of 1212, and the 9<sup>th</sup> rank is given to the statement "Tourists flow increases the cultural development among the communities", with a scale value of 1211. The data reveals that 10<sup>th</sup> rank is given to the statement "The life style of the local people will be change through tourism development", with a scale value of 1187, and the 11<sup>th</sup> rank has been given to the statement "The exposure of traditional culture is possible through tourism" with a scale value of 1078.

According to the data 12<sup>th</sup> rank is given to "Tourism create cultural awareness among people" statement with a scale value of 1060 and 13<sup>th</sup> rank is given to the statement "The more inflow of tourists leads to development of local area", which is carrying a scale value of 1005. The 14<sup>th</sup> rank has been given to the statement "Tourists improve the self image of communities", with a scale value of 958 and the 15<sup>th</sup> rank is given to the statement "The social interaction of the tourists with local people boost up the culture" with a scale value of 911.

According to the scores of the fifteen statements the total score obtained was 17765 and the average score is 1184. Hence, the statements are separated by more positive and less positive statements according to their individual scores.



**More positive statements:**

1. Most of the people in India improve their culture through tourism
2. Tourism provides opportunities to learn new things to local people
3. Tourism provide employment to the cultural programmers
4. Tourism cultivate the guidelines for modernization of traditional culture
5. The development of tourism leads to improvement of infrastructure facilities in the local area
6. Increased tourists inflows the capital for purchase of traditional goods
7. Infrastructural facilities in tourism areas will be developed through inflow of tourists
8. Cultural growth is possible through tourism
9. Tourists flow increases the cultural development among the communities
10. The life style of the local people will be change through tourism development

**Less positive statements:**

1. The exposure of traditional culture is possible through tourism
2. Tourism create cultural awareness among people
3. The more inflow of tourists leads to development of local area
4. Tourists improve the self image of communities
5. The social interaction of the tourists with local people boost up the culture

From the above analysis, it is noticed from the data that due to of perceptive score analysis on impact of tourism on Indian culture it is found that highest number of respondents felt people in India improve their culture through tourism. It is also found that dominated group of tourists opined tourism provides opportunities to learn new things to local people, and it also provides employment to the cultural programmers to exhibit their talent. The data shows tourism cultivate the guidelines for modernization of traditional culture and it leads to improvement of infrastructure facilities in the local area. While the increased tourist population inflows the capital for purchase of traditional goods, the infrastructural facilities in tourism areas will be developed through inflow of tourists. Therefore, cultural growth is possible through tourism due to tourists flow will increase the cultural development among the communities. Hence, the life style of the local people will be change through tourism development.

On the other hand it is found that some of the tourists felt the exposure of traditional culture is possible through tourism because tourism create cultural awareness among people. So more inflow of tourists leads to development of local area, where tourists improve the self image of communities. Thus, the social interaction of the tourists with local people boosts up the Indian culture.

**Table-4: Perceptive score differences among various demographic group tourists on impact of tourism on Indian culture**

Demography Profile	Variables	N	Mean	Std. Dev	Std. Err	f-value	p-value
Districts	Visakhapatnam	150	62.19	5.383	0.44	7.878**	0.000
	Srikakulam	150	56.24	7.529	0.615		
Gender	Male	212	58.89	6.952	0.477	1.185	0.238
	Female	88	60.01	7.690	0.82		
Marital Status	Single	128	59.05	7.577	0.864	0.444	0.658
	Married	272	59.58	6.785	0.817		
Age – group	Below 20 years	88	60.93	5.984	0.638	9.750**	0.000
	20-40 years	40	62.55	7.075	1.119		
	40-60 years	89	58.64	6.849	0.726		
	above 60 years	83	56.41	7.681	0.843		
Caste-groups	Scheduled Caste	32	60.44	7.260	1.283	0.767	0.514
	Scheduled Tribe	24	58.83	6.907	1.41		
	Backward Caste	140	59.54	7.253	0.613		
	Other Community	104	58.50	7.145	0.701		
Education	Below Secondary	188	59.06	7.482	0.546	0.568	0.567
	Higher Secondary	42	60.31	6.859	1.058		
	Graduation and above	70	58.97	6.554	0.783		
Occupation	Government employee	25	62.08	4.873	0.975	2.326*	0.043
	Private employee	51	60.65	6.729	0.942		
	Self-employed	87	59.55	7.183	0.77		
	Students	67	57.51	7.622	0.931		
	Professionals	23	59.17	8.055	1.68		
	Others	47	57.98	7.073	1.032		
Income levels	Below 5,000	50	58.04	6.940	0.981	0.420	0.794
	Rs.5,000 to 10,000	42	59.60	6.801	1.049		
	Rs.10,000 to 15,000	87	59.55	7.183	0.77		
	Rs.15,000 to 20,000	98	59.37	7.331	0.741		
	Above 20,000	23	59.17	8.055	1.68		
	Total	300	59.22	7.182	0.415		

\* Significant level @ 5% \*\*Significant level @ 1%

The perceptive score differences among various demographic group tourists on impact of tourism on Indian culture are presented in the Table-4. It observed that among the tourists of study two districts the average perceived score of Visakhapatnam district is 62.19 found significantly higher than and the average perceived score of Srikakulam district (56.24), and their respective standard deviations are 5.383 and 7.529. Therefore the calculated f-value 7.878 indicates significant at 1% level because the p value is 0.000. This infers that there is a significant difference in the perceptions of tourists between Visakhapatnam and Srikakulam district towards impact of tourism on Indian culture.

Between male and female tourists, the perceptive score difference towards impact of tourism on Indian culture shows an average of 58.89 perceived by male found less than the average of female (60.01), and their respective standard deviation are 6.952 and 7.690. Since the calculated f-value 1.185 indicates not significant because p-value is 0.238. This infers that there is no significant different in the perceptions of male and female tourists towards the impact of tourism on Indian culture.

As per the marital status of the tourists it shows that the maximum average score of 59.58 perceived by married group found little higher than the average score of unmarried (59.05) and their respective standard deviations are 6.785 and 7.577. Hence, the calculated f-value 0.444 found no significant because the p-value is 0.658. This indicates that there is no significant difference between married and unmarried tourists in their perceptions towards impact of tourism on Indian culture.

Among various age-group tourists the perceptible score differences towards impact of tourism on Indian culture infer that the maximum average score of 62.55 perceived by 20-40 years found significantly higher than the other age groups and the least average score of 56.41 was perceived by above 60 years age group and their respective standard deviations are 7.075 and 7.681. Since the calculated f-value 9.750 indicate significant at 1% level because the p-value is 0.000. This shows that there is significant difference among various age-group tourists in their perceptions towards impact of tourism on Indian culture.

According to the caste groups the average perceived score of Scheduled Caste tourists is 60.44 found higher than other caste groups and the least average score of 58.50 was perceived Other Caste Groups, and their respective standard deviation 7.260 and 7.145. Thus, the calculated f-value 0.767 is not significant because the p-value is 0.514. This infers that there is no significant difference among various caste group tourists in their perceptions towards impact of tourism on Indian culture.

As per the educational levels of the tourists it is found that the average score of 60.60 was perceptible by Higher Secondary level education category tourists found higher than other groups and the least average score of 58.97 perceived by Graduation and above education category tourists and their respective standard deviation 6.859 and 6.554. Therefore, the calculated f-value 0.568 found not significant because the p-value is 0.567. This indicates that there is no significant difference among various educational qualification group tourists in their perceptions towards impact of tourism on Indian culture.

According to the occupation levels the perceived score of tourists found that the maximum average score of 62.08 perceived by government employees found significantly higher than the remaining groups and the least average score of 57.51 perceived by student category tourists and the standard deviations are 4.873 and 7.622 respectively. With these mean and standard deviation differences the calculated f-values 2.326 indicate significant at 5% level because the p-value is 0.043. This infers that there is a significant difference in the perceptions of various occupational group tourists in their perceptions towards impact of tourism on Indian culture.

With reference to the monthly income levels of the tourists the perceptible score differences shows that the maximum average score of 59.60 was perceived by Rs.5,000 to Rs.10,000 income group and the least average score of 58.04 perceived by below Rs.5,000 income group, and the standard deviations are 6.801 and 6.940 respectively. Since the calculated f-values 0.420 is no significant difference because the p-value is 0.794. This indicates that there is no significant difference in the perceptions of various income group tourists towards impact of tourism on Indian culture.

## Discussion

The examination of data pertaining to tourists' impressions of the impact of tourism on Indian culture reveals that the vast majority of respondents believe that tourism helps people in India develop their culture. As a result, they believe that tourism provides possibilities for locals to learn new things while also providing work for cultural programmers to showcase their ability. The research also demonstrates that tourism fosters the development of standards for the modernization of traditional culture and leads to improvements in local infrastructure. The infrastructural facilities in tourism areas will be enhanced, since an increase in tourists into the country influences financial inflows for the purchase of traditional goods. Furthermore, tourism allows for cultural expansion among communities, as well as a shift in the local people's lifestyle. As a result, tourism allows traditional culture to be exposed, and the social contact of tourists with locals helps to promote Indian culture.

The perceptive score disparities among various demographic groups of tourists about the impact of tourism on Indian culture reveal that tourists from the Visakhapatnam district found the impact of tourism on Indian culture to be the greatest. 20-40 year old tourists and government employees were found to be significantly higher than the rest of the demographic categories among total tourists of various age groups and occupational groupings.

## Conclusions

The analysis of data with reference to the perceptions of tourists on impact of tourism on Indian culture shows that majority group of respondents felt people in India improve their culture through tourism. So they opined tourism provides opportunities to learn new things to local people, and it also provides employment to the cultural programmers to exhibit their talent. The data also shows that tourism cultivates the guidelines for modernization of traditional culture and it leads to improvement of infrastructure facilities in the local area. Since, increase of tourists into the country influence the inflows of capital for purchase of traditional goods, the infrastructural facilities in tourism areas will be developed. Moreover, cultural growth among communities is possible through tourism, the life style of the local people will be change. Therefore, exposure of traditional culture is possible through tourism, and the social interaction of the tourists with local people boosts up the Indian culture.

The perceptive score differences among various demographic group tourists towards impact of tourism on Indian culture reveals that the tourists of Visakhapatnam district found more impact of tourism on Indian culture. Among the total tourists of various age groups and occupational groups 20-40 years tourists and government employees found significantly higher than the rest of other demographic groups.

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