



The Impact Of Tourism On Local Community And Its Economic, Social, And Environmental Conditions

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Abstract:

This study clarified how the village's surrounding residents' society was impacted by tourism. This study detailed the "economic, sociocultural, and environmental" components of the impact. Chhatrapati Sambhajnagar, where hotels, villas, and tourist attractions are constructed, is the Ajantha tourist destination. Every weekend, residents of out-of-state communities and those from downtown areas like Nashik, Pune, and Mumbai travel to Chhatrapati Sambhajnagar for recreation. The local community is impacted by this tourism industry. They highlight the advantages and disadvantages of the environment, socio-culture, and economy. This involved both descriptive analysis and quantitative study. The study was carried out at Ajantha. Three hundred Ajantha locals participated in this study as respondents. According to the study's findings, creating tourist attractions in the neighborhood has benefits. The environmental, sociocultural, and economic factors all have benefits and drawbacks.

Keywords: Tourism, Demography, Economic, Cultural, Environmental.

1. Introduction:

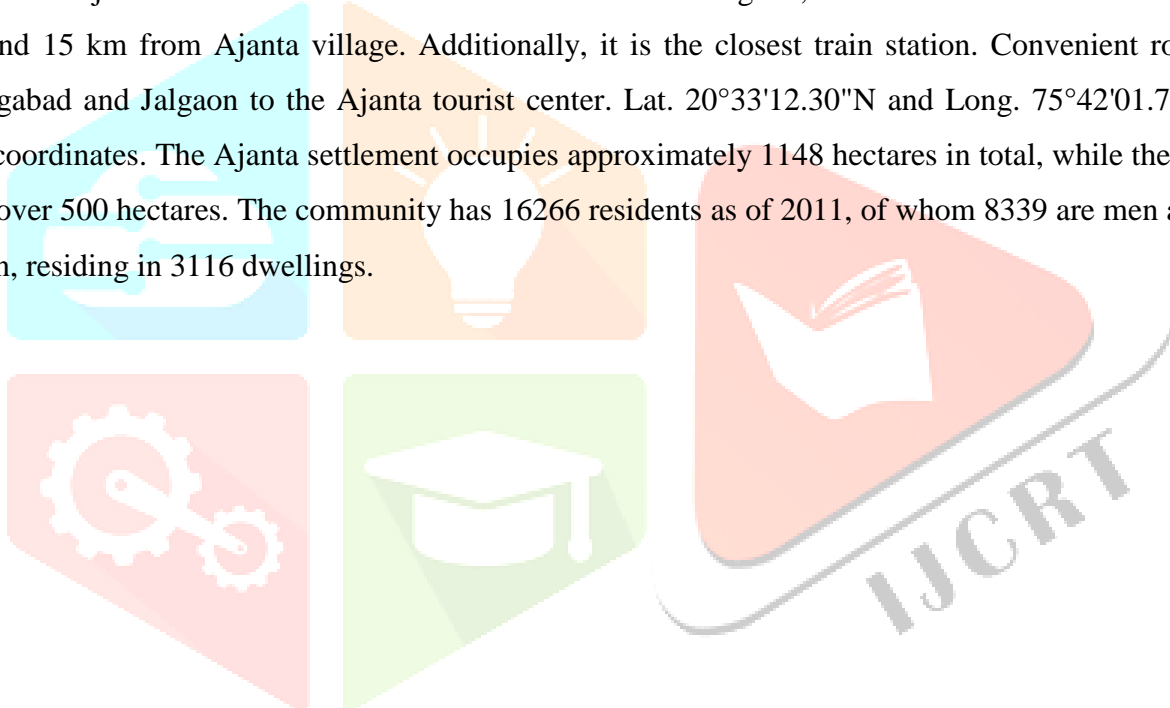
To accommodate tourists at tourist destinations, hotels and restaurants must be built. In this instance, the existence of the tourist destination affects the local community. The effects of tourism may be felt concerning environmental, sociocultural, and economic factors (Stylidis D, 2014)¹⁰. Both of those have advantages and disadvantages (Garcia F A, 2015)³. Those elements that affect the sustainability and well-being of tourist destinations (Mathew P V 201)⁷. The study conducted at Ajantha Village discovered that to preserve the sustainability of a tourism site, there needs to be a solid plan in place to safeguard the environment surrounding it (Choi H 2006)¹ and to encourage societal engagement. In the current state of the economic crisis, gaining the support of society will be challenging (Vadell J B G, et al. 2016)¹³. Because of

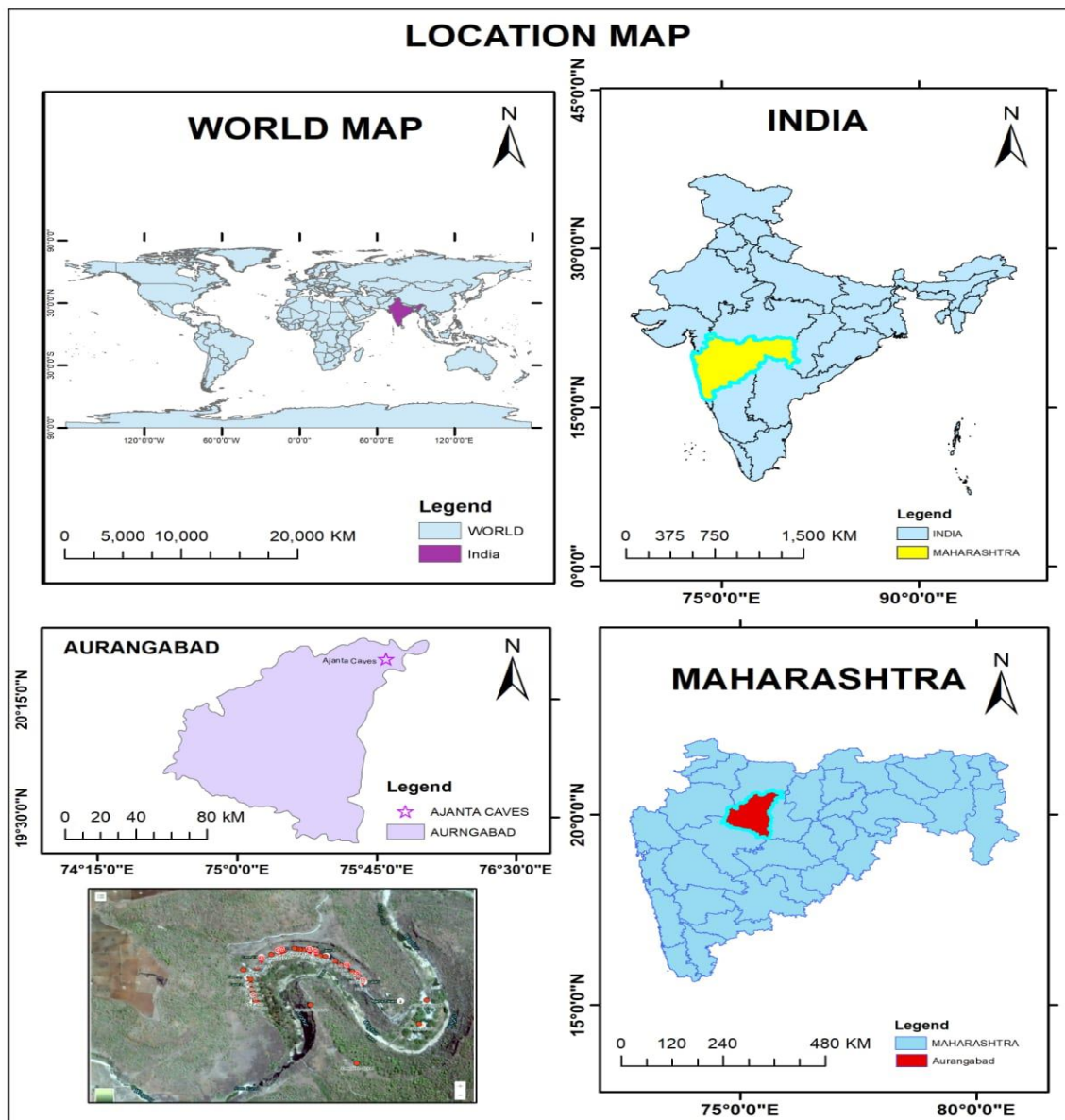
this, societal conceptions have to be upheld before the construction of the tourist site. If a tourism location has a good impact on society, then it will be supported (Zaei M E 2013)¹⁶.

The Ajantha people lead extremely impoverished lives. There are roughly 231 people in the community who are of working age. The majority of their jobs are as construction, agricultural, or garden laborers. A portion of them earn less than Rs. 10000 per month as motorbike riders or retailers. Regretfully, they haven't been incorporated into the lodging, dining, or entertainment facilities that surround the hamlet. Although the village's kids are eager to work in the hotels in the Ajantha village, they lack the necessary skills. Given the background information provided, it is critical to determine how tourism affects the residents of Ajantha village. The study's output will provide information that may be utilized to develop initiatives to raise the standard of living in Ajantha Village. The purpose of this study was to examine how tourism affects Ajantha village society.

2. Study area:

The Ajanta tourist destination is situated 55 km from Jalgaon, 101 kilometers north of the Aurangabad city, and 15 km from Ajanta village. Additionally, it is the closest train station. Convenient roads connect Aurangabad and Jalgaon to the Ajanta tourist center. Lat. 20°33'12.30"N and Long. 75°42'01.70" E are the exact coordinates. The Ajanta settlement occupies approximately 1148 hectares in total, while the Ajanta cave spans over 500 hectares. The community has 16266 residents as of 2011, of whom 8339 are men and 7927 are women, residing in 3116 dwellings.





3. Objectives:

1. To observe the effects of tourism center on the environmental situation.
2. To study the impact of Ajanta tourism center on social condition of the area.
3. To Identify the influence of Ajanta center on economic activities.
4. To develop the future planning of Ajanta tourism center on the basis of conservation.
5. To study the environmental relationship to Ajanta tourist center.

4. Literature Review

Research indicates that tourism destinations can have an impact on environmental, sociocultural, and economic elements. First and foremost, the benefits of the economy include increased income in the local community surrounding the destination. Because there are work employment opportunities, it is feasible. Additionally, there is accessibility to transit and solid infrastructure. It also creates new companies. The establishment of a tourism attraction may have unfavorable economic effects, such as increased costs for goods and services, recurring costs, more expensive real estate, and the influx of non-residents who utilize the village's amenities. (Li S N, 2017)⁶.

Second, there could be sociocultural effects. It is challenging to quantify this effect. The quality of life, morals, conventions, social structure, and environmental harm are occasionally linked to socio-cultural consequences (Deery M, Jago L, 2012)². Both beneficial and detrimental effects of sociocultural influences exist. Positively, the communities surrounding popular tourist destinations are healthier, accustomed to interacting with visitors, have a more open-minded mindset, model good behaviour, respect others' customs, are willing to preserve their own culture (traditional dances, cuisine, and heritage), are accepting of differences, can meet their basic needs (clothes, food, and shelter), and encourage others to participate in tourist activities.

The last few sentences give examples, such offering tourist activities (like a coffee tour in the village), having women make traditional foods using the village's resources for raw materials, and letting visitors stay in homestays. (Zach F J 2017)¹⁵ Adopting poor habits of behaviour by tourists that are in opposition to the locals' customs (prostitution or drunkenness) and investigating underage labour are two things that have a negative influence (Tirasattayapitak S, 2015)¹². Thirdly, the effects of tourism on the environment may result in things like improved views in particular places. However, the study discovered that there are some detrimental effects on the environment, such as environmental degradation, poor sanitation and hygiene, a decline in air freshness, a reduction in the availability of clean water, an increase in noise and air pollution, the conversion of fields and trees into tourist attractions, a reduction in open spaces, and poorly maintained plants and animals.

5. Methods

Both a descriptive approach and a quantitative strategy were used in the research. The cross-sectional period used was January–June 2023. Questionnaires with two sections were used to gather the data. The respondent profile was covered in the first section, and the economic, sociocultural, and environmental implications were covered in the second. The Ajantha village's 200 or so residents served as the research's analytical unit. Utilizing convenience sampling, the respondents were selected. A variety of publications from government agencies, academic journals, research organizations, and magazines about the socio-cultural effects of tourism were gathered for the study. Interviews with social scientists, analysts, and experts have also been conducted to gather data and facts. The government's sociocultural survey on the travel and tourism sector should be included in the research paper.

6. Results:

Data concerning respondent profiles are analyzed using frequency analysis. Table 1 displays the frequency analysis of the respondents' profile and mean. Only 29% of respondents were female, compared to 71% of respondents who were male. The respondents' ages ranged from 18 to more than 50. 42 percent of the respondents were between the ages of 18 and 30; 35 percent were between the ages of 31 and 40; 13 percent were between the ages of 41 and 50; and 10 percent were over the age of 50.

Respondents who were married made up 54% of the sample, while single respondents made up 46%. The percentage of married respondents without children was 48%, married respondents with one to two children was 21%, and married respondents with more than three children was 31%. 13 percent of

respondents had no formal education, 37 percent had completed elementary school, 30 percent had completed high school, 11 percent had completed junior college, and 9 percent had completed senior college.

Table No. 1 Profile of the Respondents of the Ajantha Tourist Place

Sr. No.	Demographic Variables	Respondents (%)
1	Gender	
	1) Male	71
	2) Female	29
2	Age	
	1) 18-30	42
	2) 30-40	35
	3) 41-50	13
	>50	10
3	Status	
	Unmarried	46
	Married	54
4	Number of children	
	None	48
	1-2	31
	>3	21
5	Education	
	None	13
	Primary School	37
	High School	30
	Junior College	11
	Senior College	09
6	Occupation	
	1) Tourism Hotel: Employee	04
	2) Non-tourism	
	Farms/ gardens laborers	18
	Construction laborers	22
	Farmers	5
	Employee (non-formal)	12
	Seller	4
	Unemployed	25
	Others	10
7	Income per month	
	Fix income	
	<5000	6
	5000-10000	4
	10000-15000	3
	15000-20000	2
	> 20000	1
	Temporary income	
	<5000	49
	5000-10000	23
	10000-15000	8
	15000-20000	2
	> 20000	2

Source: Computed by researcher,2023

The respondents were categorized into two groups: those employed in the tourism industry and those not. Four percent of them are employed by hotels, with the remaining persons working in non-tourism industries. Just 4% of the workforce was employed in hotels, with the remaining workers being employed in non-tourism-related industries. The following categories of workers were employed in non-tourism: 18% were farm or garden laborers; 22% were construction workers; 5% were farmers; 12% were employees; 4% were order sellers; 25% were jobless; and 10% were other professionals.

Based on the gathered data, the respondents are classified as either having a fixed or non-fixed monthly income. 6 percent of respondents reported having a fixed income of less than Rs. 5000 per month; 4 percent reported having an income between Rs. 5000 and less than Rs. 10,000 per month; 3 percent reported having an income between Rs. 10,000 and less than Rs. 15,000 per month; and 2 percent reported having an income between Rs. 15,000 and more than Rs. 20,000 per month.

Respondents with temporary incomes of less than Rs. 5000 per month made up 49% of the sample; those with incomes between Rs. 5000 and less than Rs. 10000 per month made up 23%; those with incomes between Rs. 10000 and less than Rs. 15000 per month made up 8%; and those with incomes between Rs. 15000 and 20000 per month made up 2% of the sample.

A statistical description was performed to gather and compile the information. The central trend of the sub-variables among the strongly agree and strongly disagree statements was counted. The mean was computed in this instance (Yusuf M 2014)¹⁵. $L = [k(n+1)]/n$ is the formula, where k is the location's size and n is the number of data. highly disagree is defined as an interval value of 1.00 up to 1.25, disagree as 1.26 up to 2.50, agree as 2.51 up to 3.75, and highly disagree as 3.76 up to 4.00.

Table No. 2 Tourism Impact on Social, Economic, and Environmental Conditions

Sr. No.	Sub- Variables	Mean
1	Economic Impact	
	a. People have good income	2.98
	b. Availability of transportation	1.02
	c. Generate businesses	3.8
	d. Cheaper goods & services	1.57
	e. Least incoming people	2.1
2	Socio-Cultural impacts:	
	a. People healthier	3
	b. People are using to interact to tourists	4
	c. Thinking development	3
	d. Understanding other people habits	2.6
	e. Accepting differences	2.8
	f. Satisfied people needs	2.5
3	Environmental impacts:	
	a. Protected environment	1.12
	b. No vandalism	2.1
	c. nice view	3.98
	d. Clean	2.98
	e. Fresh air	1.3
	f. More trees	3.5
	g. More spaces	1.87
	h. Protect plants & animals	1.1

Source: Computed by researcher,2023

Descriptive analysis reveals that people's income increased (mean 2.98) following the establishment of tourist attractions, hotels, and restaurants. Additionally, respondents (mean 3.8) concurred that it created work chances. Additionally, there were fewer outsiders employed in the hamlet, which reduced the number of rivals (mean 2.1). Sadly, the study's mean of 1.02 indicated that there existed no transportation facilities. Additionally, the price of goods and services increased (mean 1.57). This ailment caused issues with people's overall health.

The following are the socio-cultural effects of building the hotel, restaurants, and tourism destination: People are using to interact with tourists (mean 4); they were able to accept differences (mean 2.8); they also had an improved comprehension of other people's habits (2.6); they were able to meet their basic needs, including clothing, food, and a place to live (mean 2.5); they were healthier (mean 3); regrettably, the people's ability to develop their thought processes was not met (mean 3).

The following are the environmental impacts: some regions had appealing designs (mean 3.98), hygiene was upheld (mean 2.98), and farms and trees were protected (mean 3.5). However, there was less open space (mean 1.87), slight harm to the natural environment (mean 1.12), an increase in air pollution (mean 1.1), less protection for plants and animals, and an improvement in vandalism (mean 1.3) in both the village and the tourist attraction (mean 2.1). Ultimately, enabling people to increase their capacity to generate higher incomes could be the solution to the exorbitant costs of products and services. Encouraging them to engage in tourism activities could help them earn a higher income.

7. Discussion:

Every nation's economy depends heavily on the tourism industry to grow. However, the tourism sector and the environment are closely linked (Rabbany G, 2013)⁸. Tourism development needs to be handled carefully and thoughtfully; it shouldn't be focused on immediate financial gain but rather on development sustainability. In other words, while the current generation can benefit from it, it should not be forgotten that future generations are equally entitled to utilize natural resources (Warpani S 2007)¹⁴. The effects of tourism may have both beneficial and negative effects on sociocultural, economic, and environmental elements.

The purpose of this study was to determine how tourism affected the locals of Ajantha. The study's main conclusions were that the establishment of tourist attractions, lodging facilities, and dining establishments had an impact on the local economy, sociocultural landscape, and environment. The influence of economics affected both the good and the bad. Positively, there was an increase in people's income and the creation of job prospects for those living in the vicinity of Ajantha village. There was a distinction from the findings of the earlier study.

This study discovered that neither the transportation system nor the infrastructure were improving enough. The study's conclusion about the detrimental effects of the economy was that prices for products and services increased. It's intriguing that, in terms of employment or labor, none of the residents benefited from the village. It implied that there would only be competition between the residents, despite earlier study showing that tourism would increase the number of outsiders who come to enjoy the village's amenities (Yoon Y, 2001)¹⁶.

From a socio-cultural perspective, it was discovered that the presence of tourist attractions, lodging facilities, and dining establishments enhanced the disposition of locals towards interacting with visitors. In addition, they were tolerant of differences, had a greater comprehension of the customs of others, were able to meet their basic requirements (clothing, food, and a place to live), and had healthier lives. According to earlier research, tourism has the potential to expand a community's perspective (Deery M, 2012)², however, the quality of the thinking of the residents of Ajantha village did not improve throughout this study. Their lack of education had an impact on this disease. Only a few of them completed elementary school.

Tourism depends on the state of the natural and artificial environments. The connection between tourism and the environment is nuanced, though. The detrimental effects of tourism growth include the potential for pollution, reduced outdoor space, vandalism, and the slow destruction of environmental resources. However, tourism can also have a positive impact on the environment by supporting environmental conservation and protection, appealing design in some places, hygienic practices that are upheld, and well-protected farms and trees (Sunlu U 2003)¹¹. This result was consistent with earlier studies showing that tourism exacerbated vandalism, squandered cleanliness and hygiene, reduced air freshness, and reduced access to clean water. The study also discovered that a lot of yards were converted into villas owned by people who didn't live nearby.

8. Conclusions:

The Ajantha village community's economic, sociocultural, and environmental aspects were impacted by tourism. Both good and negative effects were present. Positive economic indicators demonstrated that people's incomes were higher. Additionally, the tourism attraction created new work opportunities, and outsiders were less likely to come to Ajantha hamlet in search of wealth. The unfavorable economic factors suggested that the growth of lodging and tourism sites didn't always result in better transit options. In addition, the cost of products and services in the Ajantha hamlet would be higher.

The sociocultural effects of the development of hotels and tourism revealed that people were used to interacting with visitors. They also had a greater grasp of the customs of those living outside of their town and were able to accept differences. Additionally, the locals could meet their basic necessities (food, shelter, and clothing). Regrettably, the locals' mentality has not changed despite the growth of tourism. From an environmental perspective, respondents thought certain locations looked better. They firmly concur that the area designated for cleanliness was kept up nicely. There was no tourism attraction built among the meadows and forests. The neighborhood's history of scratching, its lack of open spaces, its natural surroundings' poor maintenance, the fresh air it provided, and the way it treated its plants and animals were all detrimental effects.

The study's findings indicate that local government, businesses, and educational institutions all have a significant role to play. The local government is responsible for developing policies that benefit the community. The industry must set an example by providing a space for commerce, hiring locals to work in the sector, and improving community access. Additionally, the sector promotes corporate social responsibility (CSR) to strengthen community attitudes. In this instance, the business sector can work with academic or

other non-profit establishments. They could offer instruction to raise the community's capability. Enhancing their ability would facilitate the people's absorption into the tourism sector.

The local government should promote industry involvement in infrastructure rehabilitation as a way to address transportation issues. In addition, they need to adopt an entrepreneurial mindset and start making crafts like trinkets and regional foods and drinks instead of thinking like employees. In terms of environmental sustainability, the village chief needs to organize residents to keep the community tidy. Not only that, but individuals also need to be taught the value of cleanliness and how to maintain it. The advice to not dispose of trash recklessly needs to be posted in numerous locations. The trash cans need to be conveniently located. Garbage cans must be present in every 100 meters, at the very least. A moratorium on the construction of new hotels, restaurants, and industries may be the best course of action at the local government level to prevent environmental issues.

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