



A STUDY ON WEAVERS COMMUNITY OF DEVANGA RESIDENT'S PERCEPTIONS ON ECONOMIC IMPACTS OF TOURISM IN KRISHNA DISTRICT

KURMA SANKARA RAO

Research Scholar

Department of Tourism & Hospitality Management
Acharya Nagarjuna University, Guntur Dt., Andhra Pradesh

Dr. P. PURNA CHANDRA RAO

Associate Professor, HOD, BOS Chairman

Department of Tourism & Hospitality Management
Acharya Nagarjuna University, Guntur Dt., Andhra Pradesh

Abstract: The study looked at the economic impact of tourism on the Devangas weaver's community in Krishna District. The economic impact of tourism on residents is measured using a five-point Likert Scale. The current study is based on primary data collected at random from residents of specific locations. A questionnaire was used to interview respondents. The quantitative data is analyzed using econometric and non-econometric methods to determine the significant impacts on residents of the chosen destinations. The findings indicate that tourism development has a significant impact on the income, employment, and asset generation of Krishna District residents. Furthermore, policy recommendations are made in the paper.

Keywords: Tourism, Local Resident, Economic Impact, Weaver's Community

1. INTRODUCTION

It is widely acknowledged that tourism development is a two-edged sword for the local residents of tourist destinations. Tourism is not only an important means of expanding cultural and social contacts; it is also an effective tool for promoting national and global economic development (Khan & Toh, 1995). Tourism's importance as a facilitator of economic development is recognized all over the world. Tourism has grown from a small industry to one of the world's largest and fastest growing industries (Khatik & Nag, 2012). It not only generates benefits, but it also imposes costs (Jafari, 2001). Following cost-benefit analyses, local residents form their perceptions and attitudes toward tourism. Tourism has a mixed socioeconomic and

environmental impact on the local economy and residents (Brougham & Butler 1981, Lankford 1994, Mason & Cheyne, 2000). Tourism has a significant impact on the environment, culture, society, and economy. Some are measurable and quantifiable, while others are qualitative and immeasurable. Tourism's effects are determined by a variety of factors. It varies according to the types of visitors and their activities. The majority of academic debate on the economic impacts of tourism revolves around the benefits, particularly in terms of employment, income, foreign exchange earnings, infrastructure development, and regional development.

The purpose of this research is to identify and quantify the economic impacts of tourism on specific destinations in Krishna District. An economic impact analysis will evaluate the contribution of tourism activity to the economy of a region. This study focuses solely on the economic impact of tourism on the local community of Devanga residents. Tourism generates new sources of income and creates a number of economic benefits via backward linkages. It both creates jobs and links to the informal sector. Tourism provides opportunities to earn money through a variety of tourism-related activities. Increased income has a direct effect on asset generation, which is an important indicator of how the poor are improving their ability to escape poverty. Improvements in infrastructure and social services have resulted in some basic benefits in tourist areas.

Handloom weavers have been present in Krishna district for over 200 years. Handloom products were once exported to many foreign countries. Machilipatnam's export and import trading headquarters. Machilipatnam's Bandar port is also well-known for international trade. Companies from the United Kingdom, France, and the Netherlands are more numerous. Handlooms and kalamkari paints are also exported to Western and African countries. Pedana, Kappaladoddi, Polavaram, Mallavolu, Challapalli, Machilipatnam, Kaza, Rayavaram, Kuchipudi, Movva, Ghantasala, Gannavaram, Pedda Gonnuru, Chinna Gonnuru, and other materials are used to make the products.

Master weavers, handloom cooperative societies, and handloom cluster units produce handloom and kalamkari products. Traditional and religious festivals are held throughout the year in many cities and towns in Andhra Pradesh, and the products are marketed and promoted through APCO, handloom exhibitions, and various melas. The products have been purchased by a large number of domestic and international tourists. Then there will be direct and indirect employment, as well as revenue generated for the government and industry.

There are numerous tourist attractions in Krishna District, including Bhavani Island in the Krishna River in Vijayawada, the famous pilgrimage destination Kanaka Durga Temple in Vijayawada, a bird sanctuary in Avanigadda, the Lake of Kolleru in Kaikaluru, popular tourist beaches in Manginapudi and Hamsaladeevi, and the ancient water way of Bandar Port.

2. REVIEW OF LITERATURE

On the subject of tourism and its effects, there is a substantial body of literature available at both the macro and micro levels. The review of literature aided in understanding and appreciating previous studies in the field of tourism, and it provided a broad framework for this study. Keeping the study's objectives in mind, sufficient literature relevant to the current study was reviewed at the international, national, and regional levels.

Sanjay Sharma et al (2021) investigated the socioeconomic conditions of weavers, difficulties, and prospects of Himachal Pradesh's handloom sector, which contributes considerably to the state economy and gives long-term livelihood options to the state's residents. The focus of this research is on the KULLU district of Himachal Pradesh, since despite a decline in the number of handloom weavers in the state, Kullu has managed to maintain and grow its status as Himachal Pradesh's handloom capital. This is an exploratory study that relies on both primary and secondary data. One of the most important findings of this research is that properly run cooperatives are the most effective safeguard for the handloom industry. Furthermore, the increase in tourism has indirectly aided in the promotion of Himachal's handloom products, consequently enhancing the socio-economic status of weavers in tourist-friendly regions. Competition from organized power looms is currently a clear threat to the handlooms business, but this can be mitigated if the handloom develops distinctive and high-value niche products that target several consumer categories, including tourists.

Vijay and Dr. S. Pratap (2020) stated that tourism is one of the world's fastest expanding industries. India is one of the few countries in the world having a diverse range of tourism resources, ranging from bio-cultural variety to a rich history and antiquities. India tourism contributes to national integration, the preservation of natural and cultural settings, and the enrichment of people's social and economic lives. The handloom business is one of the country's oldest and most historic enterprises. It is the country's second largest employment-oriented industry, behind agriculture, employing millions of weavers who labor on thousands of handlooms to produce one-third of the country's needs. The purpose of this study is to analyze the importance of Ikkat in terms of social perspective handloom cluster hamlet Koyyalagudem in Telangana's Yadadri district. It also depicts the village's handloom sector and highlights the village's overall socio-economic current trends as a result of the tourism business. Because of the peculiarity of this Ikkat weaving hamlet, an attempt was made to connect with the weavers to discuss various aspects of the recreation effect evaluation.

Jayachandra, K., and Subramanyam Naidu, L. (2018) focused on handloom weaver cooperative societies in the Chittoor district of Andhra Pradesh, emphasizing the importance of cooperative societies and their benefits to the weaving community. The study demonstrates how weaving communities have become jobless. It also emphasizes the operation of cooperative societies. The study's findings show how cooperative societies have been inactive in recent years for a variety of reasons. It concludes that the government must take care of the industry and provide the necessary support.

Naga Raju, G., and K. V. Rao (2014) conducted research on the socioeconomic conditions of the Andhra Pradesh handloom community. The study has been widely publicized throughout the Guntur district, and it also discusses the health conditions of the weavers. According to the study, the economic status of weavers is subpar due to their low income from their profession. In addition to the issues raised above, the study examines the perceptions of community members' youth and their attitudes toward their traditional profession. According to the study's findings, the majority of the weaving community's youth is hesitant to continue in the profession that they prefer or to change to other professions.

Potukuchi Thryambakam (2013) outlined a number of factors that must be considered in order for tourism to be sustainable in the state in the long run. In terms of economic, social, and environmental/physical elements, tourism has a wide range of impacts in Mareduilli, Andhra Pradesh's East Godavari District. There are also effects on population structure, changes in the shapes and types of jobs, changes in values, influences on traditional lifestyles, and changes in consumption patterns, as well as benefits to tourists. This research exposes the public's view and opinion of tourism, as well as its impact on various groups of people in Mareduilli and the surrounding surroundings. The emerging need for stakeholder synchronization for sustainable tourism development is then identified in this article.

Munish Tiwari (2012) investigated the various types and benefits of tourism that coexist for the most efficient use of resources, as well as the main strategies required for Indian tourism growth. The report went above and beyond in analyzing the problems and opportunities in the Indian tourism sector. Based on the recurring concepts in current literature, the paper concluded with several recommendations for how Indian tourism can help the economy grow.

Monika's (2012) goal was to investigate the impact of various potential areas of cultural heritage on socioeconomic growth processes and the partnership between heritage and tourism in the context of the complexities of sustainable development, while taking into account the diversity of potential areas of cultural heritage. This study looked into the circumstances and causes that make heritage tourism socially and economically valuable to the local community while not harming the natural ecosystem, the status of cultural heritage protection, and the need for future generations to preserve them.

3. OBJECTIVES OF THE STUDY

1. To study about the weavers community and their contribution to tourism sector among Devanga's residents in Krishna District
2. To identify significant variables that effect economic impact on Local Residents of selected destinations of Krishna District
3. To recommend policy suggestions for development of tourism sector in Krishna District

4. RELEVANCE OF THE PROPOSED STUDY

A review of various studies reveals that, while various scholars have worked on various aspects of the impact of tourism on local residents in various parts of the world, few such studies have been conducted on Andhra Pradesh tourism. A systematic assessment of the impact of tourism on the lives of local residents and the state's tourist resources is deemed necessary. This type of research can help not only with the theoretical aspects of tourism, but also with the growth and development of tourism as a state industry. Furthermore, the purpose of this research is to determine the relationship between tourism and economic development in Krishna District in terms of income generation, job creation, and asset creation in Andhra Pradesh.

5. SCOPE AND SIGNIFICANCE OF THE STUDY

Today, everyone is attempting to become wealthier than they were previously, at the expense of social, cultural, and natural resources. If everyone follows the same pattern, the result will be disorder within communities at a destination, place, city, and village. There has been a need or demand for responsible tourism as tourism has invaded every region of the world, including countries, states, cities, and villages. A comprehensive and detailed study was required to identify the responsibilities of various key players in the tourism industry, communities, and tourists, so that various sections, such as local stakeholders and local residents, could be studied and guided by remedial measures and precautions. Currently, the handloom weavers in Krishna District are benefiting from the tourism industry in terms of socioeconomic conditions. Andhra Pradesh's tourism industry is now the fastest growing in the country. The government has partnered with the tourism department to promote handloom products. The state government offers a variety of programs for weavers through the Department of Textiles, as well as tourism promotion and development through the Tourism Development Corporation. Many handloom and kalamkari paint products are promoted, sold, and marketed through handloom exhibitions and melas in tourist destinations in Andhra Pradesh's Krishna district. As a result, a comprehensive study was required to determine the extent of community-based tourism in Krishna District, with a focus on the role of local stakeholders, local residents' perceptions, and tourism's economic impacts.

Two tourist spots, Bhavani island and Manginapudi beach, were purposefully chosen for this study based on the nature of the tourist spots. The Krishna River is one of the most well-known in the state of Andhra Pradesh, attracting visitors from all over India. Bhavani Island, located in the Krishna River in Krishna District, is a popular tourist destination in Vijayawada. Manginapudi Beach, near Machilipatnam, is another popular tourist destination. It is also more appealing to tourists from the surrounding districts of Guntur and Godavari. In the Krishna district, the government has identified popular. Between September and February, a large number of tourists visit. The study's sample included 181 Devanga artisans from both of the two chosen locations, all of whom were primarily involved in the tourism industry.

6. PROFILE OF STUDY AREA

Krishna district is one of Andhra Pradesh's oldest British administered districts. It was previously known as Masulapatnam district, but after the Guntur district was disbanded in 1859, several taluks were transferred to this district, which was renamed Krishna district after the great river Krishna. Kalamkari craftsmanship is well-known in Masulipatanam. Kalamkari is an ancient method of hand painting with a tamarind pen on cotton or silk cloth using natural dyes. The word Kalamkari comes from the Persian word kalam, which means pen, and kari, which indicates craftsmanship.

6.1 Sample Design and Methodology

The study technique includes the following components: research design, target population, data collection instruments, data collection processes, and data analysis. The research is purely descriptive. For this investigation, simple statistical tools were used.

Sample Size: The questionnaire was sent to 210 people in total, with 181 people responding with complete information. For the current study, a sample size of 181 respondents was chosen using a simple random selection procedure.

Sampling method: The current study used a simple random sample strategy as its sampling method.

Population: The population of the current study is made up of residents who work in the weaver's hamlet of Devanga in Krishna District and are involved in tourism-related economic activities. Efforts were made to give both the male and female population equal importance.

Data Collection: This research is based on both primary and secondary sources of information. A survey was done among the local community of residents involved in tourism-related economic activities of the weaver's community of Devanga in Krishna District to acquire primary data. A self-structured questionnaire was used to collect data from the Manginapudi beach mela in Machilipatnam and the Bhavani Island exhibition. The participants were asked to score several items on a 5-point Likert Scale, with 5 representing Strongly Agree and 1 representing Strongly Disagree. The study's questionnaire was created to better evaluate the economic impact of tourism on the local community in terms of revenue production, job opportunities, and asset building. For the current study, secondary data was gathered from published and unpublished sources such as the internet, magazines, journals, books, research papers, and company websites, among others.

7. DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) version 20 was used to enter and analyze the data. Correlation and regression analysis were among the statistical tools used to assess the hypotheses.

Correlation Coefficient between Standard of Living, Income generation, Employment generation, Asset Creation and Increased community Participation

Table – 1: Pearson Correlation Coefficient

Factors	Standard of Living	Income generation	Employment generation	Asset Creation	Increased community Participation
Standard of Living	1	.683**	.671**	.725**	.730**
Income generation	-	1	.672**	.665**	.644**
Employment generation	-	-	1	.768**	.741**
Asset Creation	-	-	-	1*	.761*
Increased community Participation	-	-	-	-	1**

The Correlation Coefficient between standard of living and income generation factor is 0.683, indicating a 68 percent positive relationship between standard of living and income generation that is significant at the 1% level. The Correlation Coefficient between income generation and employment generation factor is 0.672, indicating a 67 percent positive relationship between income generation and employment generation and is significant at the 1% level. The Correlation Coefficient between employment generation and asset creation factors is 0.768, representing a 76% percentage positive relationship between employment generation and asset creation which is significant at the 1% level. The Correlation Coefficient between asset creation and increased community participation factors is 0.761, indicating an 76% positive relationship between asset creation and increased community participation which is significant at the 1% level.

Regression Analysis

H₀₁ – There is no significant relationship between income generation and employment generation with increased community participation

Table – 2

Model Summary

Model	R	R Square	Adjusted R Square	Std.Error
	.767 ^a	.588	.584	2.28024

a. Predictors: (Constant), employment generation, Income generation

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	1321.626	2	660.813	127.092	0.000 ^b
Residual	925.512	178	5.200		
Total	2247.138	180			

Dependent Variable: Increased community participation

Predictors: (Constant), employment generation, Income generation

Co-efficient

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std.Error	Beta		
(Constant)	2.259	1.051		2.149	0.033
Income Generation	0.299	0.073	0.267	4.110	0.000
Employment Generation	0.588	0.068	0.562	8.648	0.000

Dependent Variable: Increased community participation

Inference:

Income generation is independent variable increased community participation is a dependent variable. It is clear that the P Value is 0.000, Income generation influence the increased community participation, as the P value is lesser than 0.05. Hence null hypothesis is rejected.

Employment generation is independent variable increased community participation is a dependent variable. It is clear that the P Value is 0.000 Employment generation influence the increased community participation, as the P value is lesser than 0.05. Hence null hypothesis is rejected.

8. FINDINGS

- ❖ The Correlation Coefficient between standard of living and income generation factor is 0.683, indicating a 68 percent positive relationship between standard of living and income generation that is significant at the 1% level. The Correlation Coefficient between income generation and employment generation factor is 0.672, indicating a 67 percent positive relationship between income generation and employment generation and is significant at the 1% level. The Correlation Coefficient between employment generation and asset creation factors is 0.768, representing a 76% percentage positive relationship between employment generation and asset creation which is significant at the 1% level. The Correlation Coefficient between asset creation and increased community participation factors is 0.761, indicating an 76% positive relationship between asset creation and increased community participation which is significant at the 1% level.
- ❖ Regression analysis shows that Income generation is independent variable increased community participation is a dependent variable. It is clear that the P Value is 0.000, Income generation influence the increased community participation, as the P value is lesser than 0.05. Hence null hypothesis is rejected. Employment generation is independent variable increased community participation is a dependent variable. It is clear that the P Value is 0.000 Employment generation influence the increased community participation, as the P value is lesser than 0.05. Hence null hypothesis is rejected.

9. POLICY SUGGESTIONS

Based on the empirical findings of this study, the following policy recommendations for improving the tourism sector of the economy can be made.

1. Industrialized people and governments must take the lead in promoting the tourism industry among our society's young, talented generation.
2. Courses in travel and tourism should be made mandatory in higher secondary and undergraduate studies. The courses should be tailored to the industry's requirements.
3. The government should take steps to provide job opportunities for the poor through proper training, particularly for the low-skilled men and women who live near tourist attractions.

4. Providing opportunities to sell traditional handicrafts such as cotton lace, kalamkari paints, screen printing on cloths, and handmade coconut and basketry products, as well as pottery, Terracotta art products, and artwork at popular tourist destinations, can help generate demand for their products.

5. Tourism's success should be measured in terms of how it contributes to the overall development of local residents. Local residents' participation should be considered a prerequisite for the Krishna District of Andhra Pradesh's long-term tourism development.

10. CONCLUSION

The study's findings offer a glimpse into residents' attitudes toward tourism in the study area. It suggests that respondents have almost positive impressions of its economic impact on their livelihood. Enhancing tourism activities among the local community of the State is one of the most effective policies for a Krishna District where more than 83 percent of the population lives in rural areas (according to the 2011 Census). Tourism has the potential to be more effective in addressing the society's poverty and unemployment issues. To achieve sustainable tourism development in Krishna District, Andhra Pradesh, and the government should educate residents about the potential benefits of tourism and increase their participation in the industry. Furthermore, local stakeholders must promote local handicrafts as tourist souvenirs by directing tourists to local markets. Local handicrafts can also be promoted by including local market tours in tourist packages. As a result, it can be concluded that local communities in Krishna district play an important role in community-based tourism activities that benefit local people while also benefiting the destination's social and economic well-being.

REFERENCES

1. Athula Gnanapala and Sandaruwani (2016) Socio-economic Impacts of Tourism Development and Their Implications on Local Communities, *International Journal of Economics and Business Administration*, Vol. 2, No. 5, 2016, pp. 59-67, ISSN: 2381-7356 (Print); ISSN: 2381-7364 (Online)
2. Bhalla, P. (2004). *Potentia of tourism-A study of Himachal Pradesh*. New Delhi: Sonali Publications.
3. Bourgham, J. & Butler R (1981). A Segmentation Analysis of Resident Attitudes to the Social Impact of Tourism. *Annals of Tourism Research*, 7: 569-590.
4. *Cornall Hotel and Restaurant Administration Quarterly*, 36, 64-69.
5. Fotis Kilipirisa and Stella Zardava *Procedia* (2012) Developing sustainable tourism in a changing environment: issues for the tourism enterprises (travel agencies and hospitality enterprises), *Social and Behavioral Sciences* 44 (2012) 44 – 52.
6. Jafari, J (2001). The scientification of tourism. In S Valene, B Maryann (Eds.), *Hosts and Guests Revisited: Tourism Issues of the 21st Century* (pp. 28-41). New York: Cognizan Communication Corporation.
7. Jayachandra, K., and Subramanyam Naidu, L. (2018) Handloom Weaver's Cooperative Societies in Chittoor District: A case study, *Abhinav International monthly Referred Journal of Research in Management & Technology*, Vol. 3, No. 6, Hyderabad, pp-18-22.
8. Khan, H.S.P. & Toh, R (1995). The multiplier effect: Singapore's hospitality industry.

9. Khatik, S.K. & Nag, A.K. (2012). Role of tourism industry in economic development of India. *International Journal of Management and Business Affairs*, 2(3), 44-521.
10. Lankford, V. (1994). Attitudes and perceptions toward tourism regional development. *Journal of Travel Research*, 32(2): 35-43.
11. Mason, P & Cheyne, C. (2000). Resident's attitudes to proposed tourism development, *Annals of Tourism Research*, 27:391-411.
12. Mohammed, I. Eraqi. (2007). Local communities' attitudes towards impacts of tourism development in Egypt. *Tourism Analysis*, 12, 191–200.
13. Monika Murzyn-Kupisz (2012) Cultural, economic and social sustainability of heritage tourism: issues and challenges.
14. Mukhopadhyay, D., et al. (2008). Exploring linkage between tourism and community development. In S.S. Babu., S Mishra & B. B. Parida (Eds.), *Tourism development revisited, concepts, issues and paradigm* (pp. 240-255). New Delhi: Response Books.
15. Munish Tiwari: "Making of Indian Tourism in 21st Century: Challenges and Prospects", *International Journal of Physical and Social Sciences*, Vol.2, Issue – 5, 2012, pp.309-318.
16. Naga Raju, G. and Rao, K. V. (2014) A study on the Socio-Economic Conditions of the Handloom Weavers, *Journal of Rural Development*, NIRD, Vol. 33, No. 3, Hyderabad, pp. 308-328.
17. Potukuchi Thrymbakam (2013) Impact of Tourism on Community Development and Sustainability in Maredumilli, East Godavari District of Andhra Pradesh- A Case STUDY, *Global Journal of Management and Business Studies*. ISSN 2248-9878 Volume 3, Number 9 (2013), pp. 1013-1020
18. Sanjay Sharma, Binaya Bhusan Jena, and Dr. Rahul Chandra (2021) Socio Economic Study and Prospects of Handloom Sector of Himachal Pradesh, *International Journal of Business and Management Invention (IJBMI)*, ISSN (Online): 2319-8028, ISSN (Print):2319-801X
19. Tohamy, S., & Swinscoe, A. (2000). *The Economic impact of tourism in Egypt*. Cairo: The Egyptian centre for Economic studies.
20. Vijay and Dr. S. Pratap (2020) The Impact Of Tourism On Socioeconomic Developments Of Koyalagudem Handloom Cluster Village, Yadadri District Of Telangana State – A Study, *International Journal of Creative Research Thoughts (IJCRT)* www.ijcrt.org, | Volume 8, Issue 10 October 2020 | ISSN: 2320-2882
21. Walpole, M.J., & Goodwin, H.J. (2000). Local economic impacts of dragon tourism in Indonesia. *Annals of Tourism Research*, 27(3), 559-576.
22. <http://www.aptourism.gov.in/articles/1/arts-crafts-vibrant-traditions-of-andhra-pradesh>
23. <https://hellovizag.in/listing/andhra-pradesh-tourism-development-corporation-limited/>