



A Study on Impact and Outlook of Cultural Heritage Sites in Tourism Industry

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ABSTRACT

Tourism is a multidisciplinary theme and it can be focus and link with any other disciplinary. This paper reviews and evaluates the available literature in the research of content of tourism, focally on tourism industry towards cultural and environmental aspects. The review of literature is the base to explore the new productive materials of worldwide research scholar. Also, this helps to narrow the research topics and context for the present study with the outlook of various academic works in tourism field. The appraisal of literatures have been extracted from various academic sources includes books, journals, reports, articles, proceedings, dissertations and websites. The aim of study is to describe the view of research scholar in the field of tourism, segmented in the form of adopted methodology, research findings, recommendations and limitations. Also, the review work will highlight the remarks of various literatures and help to exhibit the research findings of the present study. The study reveals cultural heritage tourism is been new impact for tourism development in recent decades.

Keywords: Tourism, Cultural Heritage sites, Economic growth and Education.

INTRODUCTION

Tourism is one of the most recognized free time and recreational behaviors in modern culture (Muller, 2002). It is a temporary displacement of people for health, sport, entrainment, travel and holiday (Lanur, 1999). A survey was done by National Productivity Council (NPC) over foreign tourist on the expenditure of handicrafts to find out there spending habits. It was considered that those handicrafts were considered as deemed export of the country. Those purchases were mostly made on Indian rupee. Through the survey it was found that female spent more than female counterparts and as per profession more on handicraft items. McKercher (2002) narrates that cultural tourism has been fragmented into five markets. For some segment, culture plays a major role in decision making while for others culture plays a minor role in selection of spot.

Aim and Objectives

- ✚ To describe the motive and economic significance of cultural heritage tourism in the field of tourism Industry.
- ✚ To analyze the contribution of cultural heritage in education field.

CLASSIFICATION OF CULTURAL HERITAGE TOURISM

Aluza (1998) has discussed about five distinct segments with each having different characteristics of trip and signifying that all cultural and a heritage tourist are same but has to be targeted differently. Three types of tourist were identified by Shifflet (1999). They were core, moderate and low which demonstrates different behavior and spending patterns respectively. Stebbins (1996) claims two types of cultural tourist one is general and other is specialized depending on their depth of engagement in cultural attraction and how the centre of attraction was their choice. It was discovered by Poon (1993) that with apt strategy destination image and competitiveness can be achieved, by good worth of the organized tourist. As mentioned by Bitner and Hubbert (1994) customer satisfaction is a feeling or thought of a consumer which they develop after using the service. Philip and Hezlett (1996) that success of leisure firm for competitive edge is increased through the strategy of customer satisfaction. It also seems to be agreeing the fact, that selection of destination, consumption of goods and services with the decision of return are result of customer satisfaction.

Glasson (1994) in his work he explained his overview of heritage tourism and management from the responses of tourist visited to oxford. Peleggi (1996) explained the relevance of international and domestic tourist for Thailand's heritage attraction. His relevance also put light for the promotion of agencies in state tourism for heritage and ideological implication of the spots with reference to official historical narrative. His work also provided various points such as traditional villages, monuments, museums and temples. Few other attributes were also noted by Andersen, Prentice and Guerin (1997), which includes historical buildings, museums, galleries, theatres, festivals and events, shopping, food, palaces, famous people, castles, sports, and old towns in a destination.

With relevance to cultural heritage destination few other attributes were chosen by Richards (1996), to investigate European cultural tourism. To investigate the perspective of tourist from Indonesia to Singapore, Pawitra and Tan (2003) used SERVQUAL. They monitored its use in observing the destination image and modified to assure that data should reflect the distinctive attribute observed in the destination. Acharya and Panda (2011) scrutinized an encouraging image that excelled in the minds of tourist visiting to Odisha. Total of 197 tourists were surveyed and parameters like security, responsiveness and communication was suggested to be improved. The marketing strategy of the destination emphasizes on clear and precise replica that would intensify the attention of potential tourist.

Selvam (1993) explained that tourism results from extensive social impacts. Tourism benefits socially the cultural heritage of the country. Improving people's knowledge is added benefit. Travelling makes person very knowledgeable. Educative value is obtained from tourism. International understandings, exchange of cultural values are added social values that are benefitted from tourism. The biological gifts that are availed are flora and fauna. Various tourism like youth, sport, and adventure are promoted to involve youth to come forward and coalise and contribute towards its further betterment. Tourism can be boon or bane as it includes ecological and environmental depletions, commercialization of culture, damage of livelihood of local population, increase in social tensions and mounting of unplanned tourism growth. Hence tourism can be named as 'Smokeless Industry'.

Seth (1985) claims tourism as invisible exchange earner. In sixth plan document it shimmers and states that its contribution towards balance of payments, restoration of villages, developing handicraft industries, regional development, international understanding and national integrity is promoted. Some rapid development is planned in beach tourism, conference (or) convention tourism, wildlife, trekking, holiday and incentive tourism and winter sports. Southern and eastern region will have more of promotion in visitor loop.

MODELS AND THEORIES OF CULTURAL HERITAGE TOURISM

A model was developed by Gursoy et al. (2002) with resident support for development of tourism. five countries were selected surrounding Virginia, USA for primary data. The findings revealed that factor which selects the host community support for tourism development” are observed costs and the benefits of tourism. The main concept of his study is based on eco-centric values the utilization of resource base to analyze the host community support for tourism development”.

An entire depiction of history and culture was given by Basham (1991) before advent of Muslims of Indian sub-continent. It starts with Geographical background, and throws light over state, society, everyday life, religion, arts and language and literature of the country at glance. Andereck (2005) explored various impact of tourism using theory of social exchange, foundations, and residents. Results of positive and negative consequences of tourism following the attitude of people as tourism said to be one of the important economic tool. Also educational awareness is important for people who are not so awarded of tourism and its related advantages. Hence this contributes towards negative perspective of tourism.

Gursoy and Kendall (2006) formulated a model with their study to judge the important factors which influences the support for tourism. It was measured by perceptions of different tourism impacts. The impact was judged taking Olympic as an important event for tourist. A study suggests that resident support for 2002 Winter Olympic was manipulated directly and indirectly by five major constructs eco-centric values, the level of community concern, perceived benefits, perceived costs and community attachment. The important discovery of study is assessment of benefits tourism that act as an important determinant than cost of tourism.

In study of Etsuko (2008) he reviewed the main theories that are used for discussion in community participation, which includes the ladder of participation of citizens, redistribution of power, process of collaboration and creation of social capital. Paper talks about how various community participation models can be used to access the participation level in study of the sites and suggested further actions required. The Community Based Tourism (CBT) model was applied for biosphere reserve in Palawan, the Philippines. For identifying the state of Tagbanua Foundation (a community based organization of indigenous people of Tagbanua) of Coron island tourism project (TFCI), qualitative and quantitative interviews were conducted during 2002 to 2003. Primary data was mostly availed by conducting interviews and questionnaires. Based on collection of data the position of TFCI (Tourism Finance Corporation in India) was assessed and it concluded by providing suggestion for its betterment.

Nicholas et al (2009) through their study analyzed factors that influence local residents support on Pitons Management Area (PMA) as a World Heritage Site and also examined their support for sustainable tourism development. The attributes it used for study environmental attitudes, community attachment and involvement in PMA as independent variables. For structural equation modeling analysis data collection was done through 319 resident samples. It was mentioned after the study that community attachment provides positive influence whereas environmental attitudes contributes to negative. But the study couldn't

able to reveal any significant relationship between Level of Involvement in the PMA and their support for PMA.

On the basis of social exchange theory another model was developed by Nunkoo and Ramkissoon (2011). The models contained of 14 hypothetical relationships and were tested by LISREL package. Residents of Grand Bail (Mauritius) were primary samples selected through random sampling method and self administered questionnaire to collect. As per the result it was seen that factors have positive influence through the factors “perceiving benefits”, “perceived costs” and “community satisfaction”. It also analyzed that “perceived cost” of tourism was remain untouched by “community satisfaction” and “neighborhood conditions” and the “power to influence tourism” and got no effect upon the “community satisfaction”. Further the impacts were categorized into two they were benefits and costs.

Sanchez et.al (2011) designed a model that explained attitudes of resident regarding tourism in Spanish province of Huelva. The model undertook 15 hypothesis and methods of sampling was applied by random multistage by quotes of age, sex and locality of residents. Data collection was done from total of 400 residents and questionnaire was used as tool. Through multivariate analysis technique the model was tested. For analysis of structural equation modeling was done by using AMOS 7 and SPSS 15. The important variable that were used as input were “behaviour of tourists”, “density of tourists” and “level of tourism development” as perceived by the residents. These set of variables were least important for evaluation of the models. Therefore the study proved that residents are strongly affected from their perspective towards tourism.

A model was developed by Kim (2013) with the objective to connect residents perception on impacts of tourism (economic impacts, social impacts, cultural impacts and environmental impacts) on context of resident satisfaction with domains of life community well-being, health and safety well-being, material well-being and emotional well-being and the overall life satisfaction. The study was projected for finding stable relationship among the variables. An important achievement of this study was to gain knowledge about tourism impacts were explained by four impacts s: social, economic, cultural, and environmental and those perceptions had a impact on influence on the sense of well being in domains of life. Teo Carol et al (2014) sais that, Tourism is one of the most thriving industries in many countries around the world and Malaysia is no exception. The tourism industry has become the second biggest contribution to Malaysia's economic growth. based on his report tourist arrival of Melaka increased to 13.7 million in 2012 and the state government is highly optimistic of the tourist numbers and extrapolations indicate the number will reach 14 million by 2013 (Malacca Tourism Association, 2013). Methodology utilized survey as the primary methodology of this study. The population of the study comprises tourists who had visited Melaka. The target sample was 505 tourists' local and foreign tourists who had experience heritage tourism at Melaka as a World Heritage City. The sampling procedure utilized quota sampling in which the tourists as the respondents was maintained with 291 local tourists and 214 as foreign tourists and almost equal in gender distribution. The quota sample ratio of 60 percent of local tourists to 40 percent tourists was based on past data on the distribution of tourist arrival to Melaka. Quota sampling based on the composition of gender, local and a foreign tourist was used to ensure sample representativeness. He used descriptive Statistics and Factor Analysis of Visitor Behavior to Cultural Heritage Site and finally his paper contributes as a significant step towards understanding visitor behaviors to Melaka in the context of a World Heritage Sites (WHS).

ECONOMIC PERCEPTION OF TOURISM INDUSTRY

India's tourism industry was explained by Menon (1993) he talked about tourism was primarily seen in angle of economy and earning required foreign currency with employment opportunity. He also comments that other than all these factors various complex factors are brought by tourism. other than economic projects it contrasts people of various culture and economic background. An important cause for conflict of culture and social problems is least awareness of tourism as in India it manners in various levels. The study revealed further that too much attention over fiscal and administrative controls, control over levels of policies, but a laissez faire attitude to its implementation at the field level. As the level of power varies from central to state so it tends to be separated. Hence for perfunctory regularism mechanism of cultural broker has to be monitored who renders services like tour, travel agents, guides, managers of small hotels and restaurants and the transport agents and have direct dealing with tourists.

Author Kumar (1999) published a book "Tourism and Economic Development" and examined the economic development of tourism in Himachal Pradesh. He marked the Himachal Pradesh Tourism Development Corporation and other government agencies in development of tourism in Himachal Pradesh also provided some important measures and suggestions for development of tourism at Himachal Pradesh.

The book "Tourism Development: Principles and Practices" authored by Bhatia (1982) has unraveled some important concept of tourism, that promotes tourism and how is it important for developing country's economy along with early history and development of tourism; tourism psychology and motivations for travel, cultural tourism and social tourism; how tourism is planned, organized, developed and promoted; tourism research and benefits. He also gave ideas about how international tourism should be organized and planned. He also stated that 54 percent of tourist enjoys their visits because of "beautiful creations of man buildings, temples and churches".

The author of the book "Tourism Development in India" Babu, a taken Andhra Pradesh as his area of study has evaluated the important policy decisions like control of government, implementation of project in co ordinate of other tourism promoting agencies with other important factors like Tourism development, structure, Department of Tourism, Travel, Corporation, operation, marketing, finance and human resource.

Sharma (1985) in his book "Tourism and its Socio-Economic Importance" talks about tourism with relation to income, foreign exchange, investment returns, maintenance of resources, employment beside development of economy, he claims that tourism has come up to be important and potential tools of social exchange and foreign exchange earner.

In his article "Promoting Indian Tourism" Bhat (1990) highlights that both central and state governments should take care of tourism. This is essential for creation of new environmental packages with improved infrastructural planning. The tourism export oriented industry should be treated with par and their main foreign exchange earners consequently have benefits to increase. In an article "Implications of Tourism in India" by Wilson (1980), He identified three important factors for Indian tourism and its effect on economy. The social implications come up with various kinds of tourist with varying lifestyle and language. Economic factor deals with employment opportunity, balance of payment, multiplier effect and national income. With excessive circulation of culture it has its effect on due course of time.

Sangadharan (1995) in his study "Needs for Promotion of Tourism in India" characterizes different classification of Indian economy recipients through systematic tourism development. Its mainly scheduled through travel agents, airlines, transporters, hotel, banks, guides, manufacturers, artists and artisans. "Tourism Industry in India" article written by Settu (1989) talks about tourism industry and its spreading as well as how it effect the worldwide export of goods and services and has 12 percent share in global income.

They also deals about tourism policy, transporter and mechanism coordinating between centre and state to check the malfunction of profits earned by non-tourist transporters.

CONCLUSION

The present study reviews the various literatures in the form of articles, research content, books, journals paper, proceeding paper, etc., from above view the status of heritage cultural tourism in India more developing in nature. The study discovered that positive view of economic growth were common expectation in resident with a feeling of material well-being; positive perceptions of social impact were found to significantly predict residents', community well being, positive perceptions of cultural impact were mostly found in residents and sense of emotional well being but negative perceptions existed for environment, health and safety amongst residents. From this reviewed study undoubtedly exposed the importance of cultural heritage sites are recent and major attractions among the people and one of valued economic factor in tourism industry in recent decades.

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