Implication of Tourism Traits on Jharkhand Tourism with special reference to perception of local residents

Pranjal Kumar
Assistant Professor, Department of HMCT, Birla Institute of Technology, Ranchi, India
Email: pranjalbit@gmail.com
Ashutosh Mishra
Assistant Professor, Department of Management, Birla Institute of Technology, Ranchi, India

Abstract

Jharkhand is popular for tribal culture and uniqueness of its inherent natural beauty attributing significantly on Tourism Industry of Jharkhand. There has been visible change and impact on socio-economic factor because of tourist influx in the Jharkhand state. The inherent beauty and nature has made the state popular for tourism. The attraction towards various important tourist spots revolves mostly within the domestic tourism. The paper attempts to ascertain the impact of tourism traits, like economic Development, Cost of living, Infrastructure Development, Socio-Cultural and the Environment affect through primary data collected from the responses of residents of six dominant tourist circuits of Jharkhand. The respondent's views were ascertained on five point Likert Scale. The data so collected was subjected to analysis for identifying the impact of various tourism traits on the prospects of Jharkhand Tourism.

Keywords: *Jharkhand Tourism, Category, Economic Development, Cost of living, Infrastructure Development, Socio-Cultural and the Environment.*

1. Introduction

Tourism Industry is sprawling industry globally as well as in India with an Incredible India campaign of "Atithi Devo Bhavah". After the struggle for freedom India got its separate identity and with rich heritage of ancient history. The first Indian prime minister Pandit Jawaharlal Nehru often remarked, "Welcome a Tourist and send back a friend". That was the essence of India's approach to tourism in the post-Independence era. Tourism was seen as an important instrument for national integration and international understanding. Indian is world fame for its rich culture heritage and Indian society sets the example for other country. Indian believes in relationship. Each and every relationship has its meaning. The hospitality of Indian is best in the world. The culture of family and its importance still exit in this part of the world. The feeling of concern is here even if Indian interacts to any citizen of the world. In Nano second the people of the country becomes friend and associate to serve without any self-interest. The culture triumph from the Indian history and documented evidence exists to support above mentioned statements to be true. The great epic of Ramayana and Mahabharata showcase the cultural heritage and meaning of passion of the relationship and obedience. Lord Rama went to exile for 14 years to keep the promise of his father an excellent example of Indian commitment.

Jharkhand is also amongst one of the places quoted for its religious identity and cultural diversity with documentary evidence of its presence in the epic age as well as in ancient history. Jharkhand state after registering its identity on 2000 is struggling to portray as a tourist state due to certain policy paralysis and local resistance supported by Maoist

and Naxal menace. However one can't ignore after visiting the state that it can cater an important tourist destination comprising all important and popular tourism category. As per the welfare annual plan 2010-2011, Jharkhand has 11.3 % as the Scheduled castes population and 26.61 % as the Scheduled Tribes population of the total population of 26.90 million. The dominance of tribal culture in the state has been always a matter of study about their culture, craft, language, food etc. The 24 districts of Jharkhand is spread over 74,677 Sq. Km with almost 360 peoples residing per square Km.

2. Review of Literature

Hall and Jenkins (1995) states, that the main reason why governments, particularly in developing countries encourage tourism investment is because of the expectations that it will contribute to economic development. It is also argued that tourism should be seen as a means of development in a broader sense. Various economic analysts have also described the broader sense of tourism to mean the potential of the industry to have direct socio-economic impacts on destination regions. This issue is made clear by Douglas (1987), who states that development should not only refer to economic matters but should encompass social, economic, environmental and ethical considerations such that its measurement may incorporate indicators of poverty, unemployment, inequality and self-reliance.

The economic impacts reported in the study of Guam Visitors Bureau (Christoper, 2007) shows that Tourism in Guam generated $140.5 million in local taxes in 2005. Payroll taxes, income taxes, the gross receipts tax and the hotel tax make up the majority of the taxes received. It has also added if tourism did not exist each of the 38,769 households on Guam would have to pay an additional $2,577 in taxes in order to maintain the current level of tax

receipts. Study also illustrated the fact that certain industries not directly involved in travel and tourism saw significant economic benefits.

Sharma (1995) has prescribed the following guidelines for establishing monitoring parameters for assessing the impacts of tourism.

1. - Parameters for monitoring socio-cultural impacts like (demographic changes, social mobility, social cohesion, attitudes and values, practice of cultural traditions and rituals and cultural heritage).

2.-Parameters for monitoring Economic impacts(contribution to cash income and livelihood options, land ownership, asset formation, wage rates, prevalence of child labor, reinvestment of tourism earnings in the locality and qualitative perception of linkages within the productive sectors resulting from tourism).

Axel and Patricia (1998) have defined the term social indicators and have given the framework of indicators that include socio-economic indicators, Socio-cultural indicators, Socio-spatial indicators and socio-ecological indicators. The framework has simplified the task by dividing it as area of concern and Performance indicators.

Economic development and tourism development often occur in a parallel fashion. Robinson (1996) distinguished five stages of economic development, which Cooper et al., (1998) linked to certain levels of tourism development. Romila (2004) has examined economic impacts of tourism according to some key economic areas; such as employment, income generation, tax generation and induced investment due to the movement and concentration of people in popular tourist areas.

Lama (2006) has given more weightage on contribution of tourism in women development.

He stated in his literature that tourism has more effects on women's lives in destination communities. The lack of gender sensitivity in government tourism development strategies and socio-economic inhibitions of women perpetuated by society have constrained women from fully benefiting from opportunities offered by mountain tourism in Nepal.

Goodwin (2006) has presented brief review & critique of current ways of measuring and reporting the economic impacts of tourism on national economies in the context of changing policy environment of tourism & development. He has specifically mentioned that the tourism satellite account and multipliers are unable to measure the impact of tourism on local economic development in general and poverty reduction in particular.

Brida et al. (2011) have provided a planner for those people concerned about, or opposed to, tourism planning and development in their communities. They have used PCA to group attitudes and perceptions variables to obtain uncorrelated factors. This study also presented models that explain how the hosts' opinions about tourism influence factors representing tourism development policies. They have defined the roles of public and private sectors in the context of sustainable tourism planning and development; their findings have suggested the need for a more cohesive interaction amongst implementing stakeholders, in the consideration of sustainable development. According to their study the economic, social and environmental aspects of sustainable development must include the collective interests of all stakeholders. They have stressed to collect more information about the attitude of local residents towards the possibility to implement tourism, using again the instrument of public discussions or workshops with experts.

Styns (1997) has contributed to decide reliable study approaches and to design proper assessment tools to measure economic impact of tourism with special reference to economic concept & methods. He added that the variety of methods from general framework to mathematical methods; are used to estimate tourism economic impacts. He pointed that the studies vary extensively in quality and accuracy. According to his view, technical reports are often filled with economic terms and methods that non-economists do not understand. On the other hand, media coverage of these studies tend to oversimplify and frequently misinterpret the results, leaving decision makers and the general public with some distorted and incomplete understanding of tourism economic effects. He has discussed suitability of input –output model and presented different kinds of multipliers reflecting secondary effects also and which measure economic activity like sales, income or employment. Stynes and Propst (1996) have developed a fairly complete microcomputer- based system for estimating economic impacts of recreation and tourism. MI-REC spreadsheets estimate visitor spending within up to 33 categories based on the number and types of visitors attracted to an area. Spending is then bridged to the IMPLAN model sectors to estimate direct, indirect and induced effects in terms of sales, income and employment. Users may estimate spending via visitor surveys or use the MIREC database of spending profiles, compiled from previous studies.

Cooper et al. (2005) in their book "Tourism – Principles and Practice" suggest international tourism demand can be assessed by three factors as (i) Volume statistics – the total tourists might's (ii) Value (Expenditure)statistics – total visitor expenditure and (iii) Visitor Profile Statistics – related to the visitor and those of the visit.They also makes scientific suggestions for assessing domestic tourism demand. They presented four factors to measure domestic tourism demand

namely (i) Household Surveys – using questionnaire to see the travel pattern of the residents. (ii) En Route Surveys – surveys of travelers during the course of their journey, by using questionnaire. (iii) Destination surveys – conducted at popular tourist destinations or in areas where there are high levels of tourist activity. (iv) Survey of suppliers – conducted on suppliers of tourism services as hotels and airlines.

Kumar (1996) in his book, "Tourism and Economic Development" presented the tourism potential of Himachal Pradesh as an instrument of economic development in the state. The text clearly state how the government can partner with the private entrepreneurs to promote the cause of tourism as well as boost the economy of the locality.

Davidson (1993) in his book, "Tourism" presents the basic structure of tourism in England and details its development and the impact of it on the nation. He cites various cases to drive home the point that tourism creates wonderful International understanding among nations and especially between the European and Asian regions. Entrepreneurs should develop this sense of international relationship to be able to deal successfully with their overseas clients.

Bull (1995) discusses the economic importance of Tourism's contribution to Gross Domestic Product (GDP) of a Nation. He suggests ways and means to improve the role of tourism in the aspect of Balance of Payment of a Nation. The literature gave important clues on the national economy building capacity the tourism entrepreneurs possess.

Tourism traits as identified through review of literature are summarized in Table 1.

Table1. Identification of Tourism Traits

Authors & Year	Name of the Topic	Tourism Traits
Hall and Jenkins (1995).	Tourism, Ecotourism and Protected Areas.	Economic Development, Socio Cultural Impact.
Douglas, P. (1987).	Tourism Today- "A Geographical Analysis".	Economic Development, Socio Cultural and Environmental Development Impact.
Christoper, P. (2007).	Guam Tourism Economic Impact. Eddyston: Guam Visitors Bureau	Economic Development Impacts.
Sharma, P. (1995).	Tourism for Local Community Development in Mountain Areas.	Economic Development, Socio Cultural Impact.
Axel, S. (1998).	'Social Indicators of Sustainable Tourism'.	Socio Cultural Impact
Robinson, H. (1996).	Geography of Tourism.	Economic Development Impacts.
Romila, C. (2004).	Economics of Tourism & Development.	Cost of living and Infrastructure development impacts.
Lama, B. &. (2006).	Community Bases Tourism for Conservation & Women's Development.	Socio-cultural and Environment Development impacts
Goodwin, H. (2006).	Measuring & Reporting the impact of tourism on Poverty.	Cost of living and Economic Development impacts.

Authors & Year	Name of the Topic	Tourism Traits
Brida, J. (2011).	Tourism influence factors representing tourism development policies.	Economic Development, Socio Cultural and Environmental Development Impact.
Styns, P. &. (1997).	Tourism –Economic Approaches & Methods.	Cost of living and Economic Development impacts.
Chris cooper, J. F. (2005).	Tourism-Principles and Practice.	Cost of living impacts.
Kumar, N. (1996).	Tourism and Economic Development.	Economic Development and Infrastructure development impacts.
Davidson, R. (1993).	Tourism.	Economic Development and Cost of living impacts.
Bull, A. (1995).	The economics of Travel and Tourism.	Economic Development, Infrastructure Development and Cost of living impacts.

3. Objective

1. Explore the impact of tourism traits on six dominant tourist circuit of Jharkhand.

2. Analyse and identify the impact of various tourism traits on the prospects of Jharkhand tourism.

4. Research Methodology

Responses of 50 residents' from each of the five districts Ranchi, Jamshedpur, Hazaribagh, Deoghar, Dhanbad and Saranda totalling to 300 responses were taken on the basis of convenient non-probability sampling method. These five districts are imperative from the perspective of various types of tourism attracting the domestic as well as foreign tourists. The districts names are Ranchi, Jamshedpur, Hazaribagh, Deoghar, Dhanbad and Saranda. The analysis of the data is done considering the prospects of Jharkhand tourism as Depended Variable over tourism traits which are Economic Development, Cost of living; Infrastructure Development; Socio-Cultural and the Environment termed to be Independent Variables. The variables under each constructs

were derived through literature survey with the residents belonging to the above mentioned important tourist circuits. The chi-square test was applied via cross-tab for the test of independence. One way Anova, Correlation & Regression followed by Durbin-Watson test for Auto correlation. Further VIF test was conducted to explore the multicollinearity amongst the identified tourism traits as Independent Variable and t-test application for measuring the significance of Regression Parameters. The entire above mentioned statistical test were applied to find the impact of tourism traits over prospects of Jharkhand tourism.

5. Analysis and Interpretation

The Analysis of Variance technique is used when the independent variables are of nominal scale (categorical) and the independent variable is metric (continuous).

One way Anova Test has been conducted between prospects of Jharkhand Tourism and different Districts which is represented in Table No. 2

Table 2. ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Prospects of Jharkhand Tourist * District	Between Groups (Combined)	31.000	5	6.200	14.700	.000
	Within Groups	124.000	294	.422		
	Total	155.000	299			

As the value of p in the above Anova table is less than 0.05, so we conclude that prospects of Jharkhand Tourism is significantly different in various districts of Jharkhand at 5% significance level.

Table 3. Correlations

Prospects of Jharkhand Tourist		Prospects of Jharkhand Tourist	Economic Development	Socio Cultural	Cost of Living	Infrastructure Development	Environmental Quality
Economic Development	Pearson Correlation	1	.850**	.544**	.451**	.853**	.201**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
Socio Cultural	Pearson Correlation	.850**	1	.492**	.294**	.746**	.234**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
Cost of Living	Pearson Correlation	.544**	.492**	1	.430**	.498**	.178**
	Sig. (2-tailed)	.000	.000		.000	.000	.002
	N	300	300	300	300	300	300
Infrastructure Development	Pearson Correlation	.451**	.294**	.430**	1	.552**	.225**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
Environmental Quality	Pearson Correlation	.853**	.746**	.498**	.552**	1	.179**
	Sig. (2-tailed)	.000	.000	.000	.000		.002
	N	300	300	300	300	300	300
	Pearson Correlation	.201**	.234**	.178**	.225**	.179**	1
	Sig. (2-tailed)	.000	.000	.002	.000	.002	
	N	300	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation and Regression are generally performed together. The application of correlation analysis is a measure the degree of association between two sets of quantitative data. Correlation is usually followed by Regression Analysis.

The above table represents the Pearson correlations coefficient among various variables.

From the above it is evident that there is a very high positive correlation between prospects of Jharkhand Tourism and two independent variables Economic development and Infrastructure development.

6. Regression Model

The main objective of Regression Analysis is to explain the variation in one variable (called dependent variable), based on the variation in one or more other variables (called the independent variables).

Dependent variable Y = Prospects of Jharkhand Tourism
Independent variables:
X_1 = Economic Development
X_2 = Socio Cultural
X_3 = Cost of Living
X_4 = Infrastructure Development
X_5 = Environmental Quality

Input Data set consisting of 300 observations (50 each from 6 different districts)

Looking at correlation coefficient from Table No. 3 it was found that variable Infrastructure development and Economic development are strongly correlated with prospects of Jharkhand Tourism.

Regression equation obtained from the Analysis are:

Prospects of Jharkhand Tourism = -3.453 + 0.473 (Economic Development) + 0.075 (Socio Cultural) + 0.035 (Cost of Living) + 0.511 (Infrastructure Development)   -0.013 (Environmental Quality).

$$Y = -3.453 + 0.473 X_1 + 0.075 X_2 + 0.035 X_3 + 0.511 X_4 - 0.013 X_5$$

Table 4: Descriptive Statistics

	Mean	Std. Deviation	N
Prospects of Jharkhand Tourist	.50	.720	300
Economic Development	3.6200	.71892	300
Socio Cultural	3.4643	.72892	300
Cost of Living	3.6037	.76320	300
Infrastructure Development	3.7153	.62527	300
Environmental Quality	3.4980	.62004	300

Table 5: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Environmental Quality, Socio Cultural, Cost of Living, Economic Development, Infrastructure Developmentb		Enter
a. Dependent Variable: Prospects of Jharkhand Tourist			
b. All requested variables entered.			

Table 6: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.914 [a]	.836	.833	.294	.836	299.461	5	294	.000	2.569
a. Predictors : (Constant), Envoirnmental Quality, Socio Cultural, Cost of Living, Economic Development, Infrastructure Development										
b. Dependent Variable: Prospects of Jharkhand Tourist										

Table 7: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.560	5	25.912	299.461	.000[b]
	Residual	25.440	294	.087		
	Total	155.000	299			
a. Dependent Variable: Prospects of Jharkhand Tourist						
b. Predictors: (Constant), Envoirnmental Quality, Socio Cultural, Cost of Living, Economic Development, Infrastructure Development						

From the Model Summary and Anova Table, it is found that Regression Model is statistically significant as the value of p is less than 0.05.

The R^2 (Coefficient of determination) value is 0.836 and adjusted R^2 value is 0.833, this indicates that 83% of regression model is explained by all the 5 independent variables taken together. Also, the impact of multicollinearity on regression model is not significant because the difference between R^2 value and adjusted R^2 value is negligible.

Effect of multicollinearity is also obtained from collinearity statistics test (variance inflation factor, VIF) which is evident from Table No.8. From the table it is found that VIF of all the parameters are less than 5 which implies that impact of multicollinearity on regression model is not severe.

Application of t test as indicated in Table No.8 for significance of individual independent variable indicates that Economic development, Infrastructure development, Socio Cultural as well as constant term are statistically significant. Only Cost of living and Environmental quality are not significant.

Table 8: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-3.453	.133		-25.987	.000					
	Economic Development	.473	.038	.473	12.331	.000	.850	.584	.291	.380	2.632
	Socio Cultural	.075	.029	.076	2.630	.009	.544	.152	.062	.666	1.502
	Cost of Living	.035	.029	.037	1.197	.232	.451	.070	.028	.595	1.681
	Infrastructure Development	.511	.048	.444	10.584	.000	.853	.525	.250	.318	3.149
	Environmental Quality	-.013	.029	-.011	-.444	.657	.201	-.026	-.010	.909	1.100

a. Dependent Variable: Prospects of Jharkhand Tourist

It is also evident from above table that all the parameters coefficient of regression model except Environmental Quality has positive impacts on the prospects of Jharkhand Tourism. The parameter coefficient of Infrastructure Development and Economic Development possess high numeric values as compared to three Tourism traits.

Durbin-Watson test from Table No.6 shows that effect of auto correlation on the regression is very insignificant (value of Durbin-Watson test is 2.569 which indicate that serial correlation is not present).

7. Forward Stepwise Regression Model

The above regression model undertakes one variable at a time, starting with one which explains most of the variation in dependent variable (prospect of Jharkhand Tourism), and adding one more independent variable to it, reassessing the model to see that both variables form a good model.

Results below show that only three variables (Infrastructure Development, Economic Development and Socio Cultural) is taken up in depicting the regression model. Again, it is evident that two most significant variable namely Infrastructure Development and Economic Development together explain about 83% of variation in dependent variables (prospects of Jharkhand Tourism).

Prospects of Jharkhand Tourism = -3.456 + 0.459 (Economic Development) + 0.540 (Infrastructure Development) + 0.084 (Socio Cultural)
$$Y = -3.456 + 0.459\,X_1 + 0.084\,X_2 + 0.540\,X_4$$

From the Model Summary and Anova Table, it is found that Regression Model is statistically significant.

The R^2 (Coefficient of determination) value is 0.835 and adjusted R^2 value is 0.833, this indicates that 84% of regression model is explained by all the 3 independent variables taken together. Also, the impact of multicollinearity on regression model is not significant because the difference between R^2

value and adjusted R^2 value is negligible.

Effect of multicollinearity is also obtained from collinearity statistics test (variance inflation factor, VIF) which is evident from Table No.11. From the table it is found that VIF of all the parameters are less than 5 which implies that impact of multicollinearity on regression model is not severe.

Application of t test as indicated in Table No.11as implicit considering forward regression model only significant independent variables were considered which are Economic development, Infrastructure development and Socio Cultural.

It is also evident from above table that all the parameters coefficient of regression model has positive impacts on the prospects of Jharkhand Tourism. The parameter coefficient of Infrastructure Development and Economic Development possess high numeric values as compared to three Tourism traits.

Durbin-Watson test from Table No.10 shows that effect of auto correlation on the regression is very insignificant (value of Durbin-Watson test is 2.642 which indicates that serial correlation is not present).

Table 9: Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Infrastructure Development	.	Forward (Criterion: Probability-of-F-to-enter <= .050)
2	Economic Development	.	Forward (Criterion: Probability-of-F-to-enter <= .050)
3	Socio Cultural	.	Forward (Criterion: Probability-of-F-to-enter <= .050)
a. Dependent Variable: Prospects of Jharkhand Tourist			

Table 10: Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.853[a]	.727	.726	.377	.727	795 .000	1	298	.000	
2	.911[b]	.830	.829	.298	.103	178 .981	1	297	.000	
3	.914[c]	.835	.833	.294	.005	9.271	1	296	.003	2.642
a. Predictors: (Constant), Infrastructure Development										
b. Predictors: (Constant), Infrastructure Development, Economic Development										
c. Predictors: (Constant), Infrastructure Development, Economic Development, Socio Cultural										
d. Dependent Variable: Prospects of Jharkhand Tourist										

Table 11: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-3.149	.131		-23.996	.000					
	Infrastructure Development	.982	.035	.853	28.196	.000	.853	.853	.853	1.000	1.000
2	(Constant)	-3.357	.105		-31.973	.000					
	Infrastructure Development	.569	.041	.494	13.728	.000	.853	.623	.329	.443	2.258
	Economic Development	.482	.036	.481	13.378	.000	.850	.613	.320	.443	2.258
3	(Constant)	-3.456	.109		-31.830	.000					
	Infrastructure Development	.540	.042	.469	12.871	.000	.853	.599	.304	.420	2.379
	Economic Development	.459	.036	.458	12.629	.000	.850	.592	.298	.424	2.361
	Socio Cultural	.084	.028	.085	3.045	.003	.544	.174	.072	.719	1.391

a. Dependent Variable: Prospects of Jharkhand Tourist

Table 12: Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Economic Development	.481[b]	13.378	.000	.613	.443	2.258	.443
	Socio Cultural	.158[b]	4.691	.000	.263	.752	1.330	.752
	Cost of Living	-.029[b]	-.793	.428	-.046	.695	1.438	.695
	Envoirnmental Quality	.050[b]	1.624	.105	.094	.968	1.033	.968
2	Socio Cultural	.085[c]	3.045	.003	.174	.719	1.391	.420
	Cost of Living	.056[c]	1.903	.058	.110	.664	1.507	.322
	Envoirnmental Quality	.000[c]	-.003	.997	.000	.945	1.058	.432
3	Cost of Living	.034[d]	1.137	.256	.066	.615	1.626	.321
	Envoirnmental Quality	-.006[d]	-.232	.817	-.013	.940	1.064	.416

a. Dependent Variable: Prospects of Jharkhand Tourist

b. Predictors in the Model: (Constant), Infrastructure Development

c. Predictors in the Model: (Constant), Infrastructure Development, Economic Development

d. Predictors in the Model: (Constant), Infrastructure Development, Economic Development, Socio Cultural

Application of Chi Square Test

In the case of cross-tabulations featuring two variables, a test of significance called the Chi-squared test can be used to test if the two variables are statistically associated with each other significantly.

H_0: Prospects of Jharkhand Tourism is independent of Tourist circuits.

H_1: Prospects of Jharkhand Tourism is dependent of Tourist circuits.

Table 13: Prospects of Jharkhand Tourist * Disctrict Cross tabulation

			Disctrict						Total
			Ranchi	Jamshedpur	Dhanbad	Deoghar	Hazaribag	Saranda	
Prospects of Jharkhand Tourist	Not Good	Count	0	0	10	0	10	20	40
		% within Prospects of Jharkhand Tourist	0.0%	0.0%	25.0%	0.0%	25.0%	50.0%	100.0%
		% within Disctrict	0.0%	0.0%	20.0%	0.0%	20.0%	40.0%	13.3%
		% of Total	0.0%	0.0%	3.3%	0.0%	3.3%	6.7%	13.3%
	Neutral	Count	10	10	10	10	20	10	70
		% within Prospects of Jharkhand Tourist	14.3%	14.3%	14.3%	14.3%	28.6%	14.3%	100.0%
		% within Disctrict	20.0%	20.0%	20.0%	20.0%	40.0%	20.0%	23.3%
		% of Total	3.3%	3.3%	3.3%	3.3%	6.7%	3.3%	23.3%
	Good	Count	40	40	30	40	20	20	190
		% within Prospects of Jharkhand Tourist	21.1%	21.1%	15.8%	21.1%	10.5%	10.5%	100.0%
		% within Disctrict	80.0%	80.0%	60.0%	80.0%	40.0%	40.0%	63.3%
		% of Total	13.3%	13.3%	10.0%	13.3%	6.7%	6.7%	63.3%
Total		Count	50	50	50	50	50	50	300
		% within Prospects of Jharkhand Tourist	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%	100.0%
		% within Disctrict	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%	100.0%

Table 14: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.406[a]	10	.000
Likelihood Ratio	82.369	10	.000
Linear-by-Linear Association	40.179	1	.000
N of Valid Cases	300		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.67.			

Asymptote test from the above table indicates that prospects of Jharkhand Tourism is not independent on the Tourists circuits.

From the Chi Square test it is evident that the null hypothesis is rejected and the alternate hypothesis

H_1 accepted which indicates that prospects of Jharkhand Tourism are dependent on Tourists circuit. That is there is a significant association between Prospects of Jharkhand Tourism and different Tourist circuits.

Fig. 1: Mean Responses of Residents of Different Districts

Legend:
- Prospects of Jharkhand Tourist
- Socio Cultural
- Cost of Living
- Infrastructure Development
- Envoirnmental Quality
- Economic Development
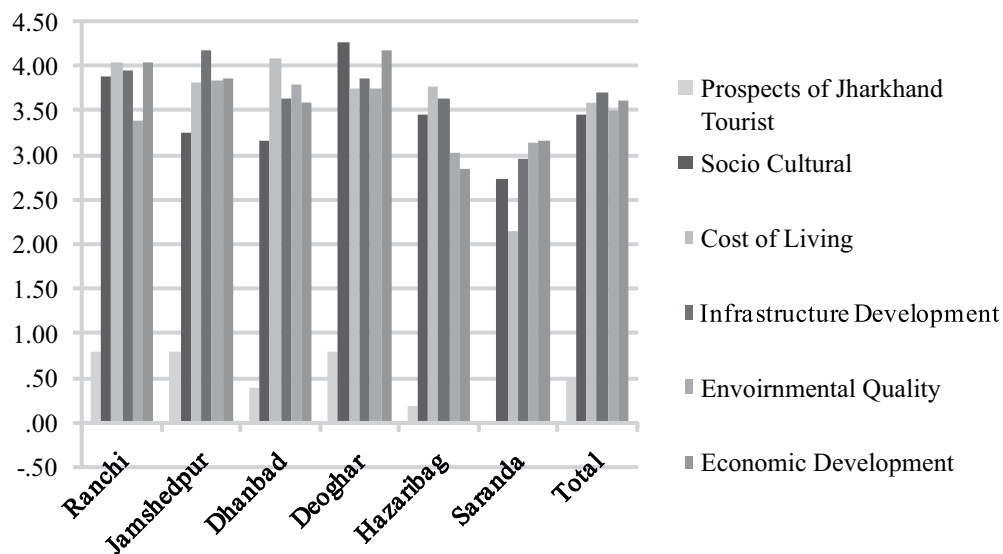
8. Conclusion

From the above study it is apparent that Jharkhand has developed a considerable image as a tourism destination. It offers all the popular types of tourism however few categories of tourism need more awareness and marketing. The study analyses that prospects of Jharkhand tourism is dependent on Tourism traits identified as Economic Development, Cost of living, Infrastructure Development, Socio-Cultural and Environment. However, the study concludes that the prospects of Jharkhand tourism exist though heavily dependent on Economic and Infrastructure Development. Jharkhand tourism is a portfolio of tourism delight by its composition of 24 districts having demographic uniqueness. Nonetheless, Jharkhand tourism is dependent on important Tourists circuits

as identified in the study Ranchi, Hazaribagh, Jamshedpur, Dhanbad, Deoghar and Saranda amongst the 24 districts. Prospects of Saranda Tourism need more emphasis to increase the influx of tourists. The visit to the state is more preferred in winter season, festival seasons and season favourable for religious tourism. This implies that Jharkhand is gaining reputation as one of the important tourist destination in the country. Therefore there is strong need of increasing the facilities, safety and infrastructure conducive for tourists to enjoy different tourism category available at popular tourist circuits in the state. The implementation of the draft proposed tourism policy of the year 2014 is under quagmire of political consideration which needs serious efforts in order to promulgate Jharkhand tourism.

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