

Measuring Environmental Impact of Tourism at Shekhawati Region

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ABSTRACT

In this 'ex-post-facto' study, the researcher tried to understand how tourists currently think about the shekhawati region, its main attractions, and any issues they encountered during their trip without interfering with the situation as it currently stands. As a result, the study relies heavily on empirical evidence. In addition to the stated goals, this study also emphasises analysis; specifically, it analyses the data we gathered from tourists regarding their experiences on the shekhawati tour and other pursuits in Havalies. In order to achieve this goal, we surveyed 500 people about the environmental impacts in the shekhawati region on 13 different variables. Multiple regression analysis was utilised to determine which factors contributed to visitors' happiness in terms of environmental impact. Most respondents agreed that humans have a need to safeguard the natural world because everything with a pulse deserves to be protected.

KEYWORDS

Environmental, Tourism, global economic, ex post facto

I. INTRODUCTION

As a result of the worldwide economic collapse, the travel industry has shifted its attention to the BRIC (Brazil, Russia, India, and China) countries. These economies, particularly India's, held up quite well throughout the recession. The Indian tourist industry mitigated the effects of the economic slump by concentrating heavily on the vast domestic market. The sector has a fantastic chance to reach the full potential of Incredible India with the world economy on the verge of a thorough recovery this year and travel rising up across segments, as well as the Commonwealth Games coming place in Delhi in October this year. However, there are still a number of challenges the country must overcome if it hopes to expand its tourism industry. Ten of the biggest problems in the business world have to do with a lack of effective rules and implementation, single-window clearance, security, Public-Private Partnerships, and circuits. Now is the time for the government to take action and collaborate with the tourism sector to help put India on the world tourism map.

In this 'ex-post-facto' study, the researcher tried to understand how tourists currently think about the shekhawati region, its main attractions, and any issues they encountered during their trip without interfering with the situation as it currently stands. As a result, the study relies heavily on empirical evidence. In addition to the stated goals, this study also emphasises analysis; specifically, it analyses the data we gathered from tourists regarding their experiences on the shekhawati tour and other pursuits in Havalies.

OBJECTIVES

To measure the environmental impact of tourism activities on shekhawati circuits.

II. REVIEW OF LITERATURE

Tyrrell, Williams & Johnston (2003)

Ticketed attendees at a multi-event may freely move between venues, hence methods of identifying them were discussed. Researchers discussed what information was needed for their study and how it would be gathered. To forecast the quantity and composition of attendees at a multi-location gathering, a visitor count model was developed.

Vaughan, Farr & Slee (2000)

economic effects of tourism spending were explored, along with issues of validity, relevance, interpretation, and analysis of the resulting data. A three-year research strategy from Exmoor National Park is discussed. Methods for sampling and creating questionnaires are discussed in detail in this study. Analysis techniques for direct, indirect, and induced effects were extensively discussed.

Jithendran & Baum (2000)

outlined how the tourism sector, the host community, and the visitors themselves all need to participate in a variety of human resources development (HRD) techniques that are grounded by sustainable ideas and methods. The foundation of a sustainable tourist industry was a commitment to a "sustainability-based work culture," a code of professional ethics, and sound business practises. Inadequacies in human resource development have contributed to the slow growth of India's tourism industry, despite the country's huge untapped potential. This study proposes a systematic and all-encompassing method of human resource development, one that meets the diverse learning requirements of India's tourist industry's key demographics. The study also addresses the critical problems facing HRD in Indian tourism and suggests approaches to fixing them from a sustainable perspective.

Meghani (2011)

noted that recently, a growing number of people from affluent countries have travelled to less developed ones in search of affordable medical care. They were "medical tourists," and they were going to the global South because they couldn't get the care they needed at home. This essay provides a thorough, particularist ethical evaluation of the common practise of people from more developed countries going to less developed ones for medical care.

Connell (2011)

showed the extremely uneven, and sometimes worsening, access to health care in developing countries, the primary destinations of medical tourism. This development has been made worse by medical tourism, urban bias, and privatisation. This was seen in both Thailand and India, where local communities were harmed by the movement of medical professionals to hospitals catering to foreign patients, and where national funding for medical tourism (and related tourism campaigns) was provided on a neoliberal basis, despite scant evidence of trickle-down benefits. Medical tourism places a strain on domestic health care systems, presents important ethical, legal, and policy problems, and competes with domestic providers.

Smith (2012)

determined that health care in an increasing number of developing nations has been privatised and marketized extensively over the previous two decades. In this context, medical tourism was advocated for as a stopgap solution to the rising waiting lists and skyrocketing expenditures of health care in rich countries, while also providing a boost to the economies of some poor countries. This study discusses the importance of problematizing medical tourism in order to get past the simplistic neoliberal discourses that have dominated the field up to this point. This paper examines the phrase "medical tourism," a concept with multiple meanings, and places it within the context of the neoliberal economic development of health care around the world. The paper draws on critical medical anthropology and health and human rights perspectives to examine the assumed autonomy between the medical tourism industry and local populations experiencing critical health issues, where social, cultural, and economic inequities were widening in terms of access, cost, and quality of care. Finally, the Indian setting for medical tourism was discussed, questioning the blurring roles of the public and private sectors and tying these changes to global market forces.

Thimm, T. (2016)

indicated that Eco-tourism in Kerala was on the upswing. As a result, the sustainable tourism criteria of the Strasdas et al. (2007) framework were applied to this state in southern India. Although there are individual success stories at the NGO and government level, Kerala as a whole does not qualify as a sustainable tourist destination. This theoretical article examines the ecological, economic, and social-cultural facets of Kerala's tourist model in depth and addresses the topic of whether or not it can be exported to other developing nations.

Münster & Münster (2012)

ethnographically investigated how tourism, conservation, and agriculture are contributing to the neo-liberalization of nature. The article uses the Wayanad area of Kerala as a case study to delve into a variety of topics. The article first demonstrates how the increasing popularity of domestic nature tourism has turned Wayanad into a landscape designed for the enjoyment of sightseers. Second, it analyses the ways in which tourism in Wayanad interacts with and is contested by efforts of neoliberalizing forest and wildlife conservation. Third, it claims that agricultural capitalism's monetization of nature was a precursor to the modern tourism and conservation industries. Since gaining their independence, violent appropriation of forested land for cash crops has been a common occurrence. Land has become a (fictitious) commodity as a result of capitalist agrarian development, leading to a precarious and contentious boundary of farming and wildness. Farming grew more speculative as farmers experimented with new forms of accumulation in out-of-state ginger cultivation after agrarian capitalism hit ecological limits and faced a crisis of accumulation. In this future, wildlife and nature tourism have become an important source of income in a post-agrarian society. They contend that the agrarian

crisis and new forms of speculative farming were more significant factors in the neoliberalization of nature in Wayanad than did new forms of regulation.

Scheyvens (2011)

found that the tourist industry's growth and potential to aid in sustainable development were heavily influenced by questions of power and politics. A case study on the development of tourism in the Maldives, a popular destination for wealthy travellers, showed that the country's government is committed to a long-term strategy of "quality tourism," which has been held up as a model of environmentally responsible travel. But recently, issues of environmental degradation, human rights abuses, links between the political and economic elite, and massive economic inequities have been identified as potential drawbacks to the region's tourism industry. Recognising the state's central role in steering tourist growth and taking into account how states balance the competing interests of other significant tourism stakeholders is essential to sustainable tourism research.

Chen & Flood (2013)

found that there was a lack of evidence in the literature about how medical tourism affects countries with low and intermediate incomes as destinations. Based on an assessment of the available evidence, the authors draw the conclusion that medical tourism may be contributing to the growth of private, technology-intensive health care in LMICs, which has hitherto been out of reach for the vast majority of local patients. They point to the health care disparity between locals and medical tourists in LMICs as evidence that the government has a legitimate interest in seeking to regulate this industry to guarantee a positive net effect for its citizens. Moreover, sending countries, especially those in the developed world, have the duty to implement public policies to reduce demand for medical tourism among their citizens and to collaborate with LMICs to prevent the expansion of medical tourism from negatively impacting the world's poorest people.

According to Hampton (2003), with over 690 million annual foreign arrivals (World Tourism Organisation figures), international tourism is becoming an increasingly important source of income and employment for many developing countries. This article examines the effects of tourism on the Javanese city of Yogyakarta and explores the question of whether or not the backpacker subset of international tourism offers locals a way to break into the increasingly internationalised service sector. This research looks at the impact that bottom-up, small-scale tourism had on a once-disadvantaged kampung (urban village). It was argued that small-scale, locally owned tourism firms could be a helpful component of local economic development initiatives for low-income regions due to their nature and the low initial investment needed to get started. As a result of globalisation, particularly the rise in the number of foreign visitors to poor nations, small-scale tourism development may be considered as a viable local response.

Gill (2012) found that tourism geography, like many other types of geographical scholarship, has developed as a distinct subfield of inquiry within geography, although the contributions of tourism geographers were perhaps more readily acknowledged in the interdisciplinary field of tourism studies. I analyse the development of tourism geography and its connections to geography and tourism studies. While doing so, I consider how institutional variables, paradigm shifts, technological developments, and other contemporary issues impact the production and administration of geographical knowledge. The purpose of this article was twofold: first, to use current debates in tourism studies and geography to reflect on issues of disciplinarily, interdisciplinary, transdisciplinary, and even post-disciplinarily; and second, to appeal to geographers for greater recognition of the importance of tourism as a quintessential component of geographic study that in today's world warrants integration into core aspects of geographic enquiry.

Based on the Incredible India campaign, Edwards & Ramamurthy (2016) provided a political-economic, postcolonial analysis of nation branding. They illustrate how cosmopolitan notions of belonging and community pay the price for the promotion of internal hegemonies and external market interests inherent in country branding. Colonial identities were restricted under Incredible India, with India's periphery brought in line with the needs of global markets and Western imagination given top billing. The campaign also reflected internal political hegemonies that sought to promote India as a Hindu nation at the expense of its minorities. The attempt to build a unified nation, however, draws attention to the presence of the "other," who challenges the limits of the story. The research verifies that nation branding is a politically charged procedure that contributes to the origin and maintenance of inequality.

From the end of WWII (1939-1945) until the fall of the Soviet Union in 1989, decolonization occurred at a breakneck pace, as stated by Kim & Prideaux (2012). The tourism sector has been called the "peace industry" by numerous studies. However, studies analysing colonialists' interactions with their formerly colonised subjects during postcolonial tourism are scant. The purpose of this research was to examine the evolution of postcolonial tourist interactions between Japan and South Korea from 1946 to 2010. Today, bilateral flows between Korea and Japan are much higher than they were in the years immediately following

Korea's independence from Japan, suggesting that many of the issues of the past are no longer seen as relevant by modern Koreans and Japanese. In this paper, we propose a method for examining postcolonial currents.

DATA COLLECTION

For primary data collection a survey method were used by structured questionnaire of target respondents. The sample for the survey has covered 500 respondents.

The respondents profile was shown in table-1 as under:

Table 1: Respondents Profile

		Frequency	Percent			Frequency	Percent
Gender	Male	310	62.0	Occupation	Self –Entrepreneurial farmer, owner of the shop, merchandiser, specialist	84	16.8
	Female	190	38.0		Self-employed in manufacturing / handicraft, Service, Business	220	44.0
Age	18—29	72	14.4		Office Worker/ services / non-manual work [university graduate employee	59	11.8
	30-39	49	9.8		Housewife, Student, Retired, Seeking work & others	137	27.4
	40-49	190	38.0				
	50-59	189	37.8				
Education	X	53	10.6				
	XII	248	49.6				
	Graduate	21	4.2				
	P.G.	154	30.8				
	Professional	24	4.8				

The variables used under the study with their SPSS names are provided in table-2 as under:

Table 2: Variables used under the study with their SPSS names

Q. No.	Question	SPSS Name
Dependent variables		
1	How satisfied you are with Env Benefits/Impacts of tourism in shekhawati region	Sat
Env Benefits/Impacts		
1	Public facility are kept in better standards with tourism	Env_1
2	Tourism causes crowded places of public importance	Env_2
3	It provides incentives for restoration of heritage	Env_3
4	Pollution increases due to tourism	Env_4
5	It destroyed the natural environment	Env_5
6	Tourists normally give no weightage for clean environment	Env_6
7	Humans need to follow the laws of nature in order to live in harmony	Env_7
8	Plants and animals primarily exist for the benefit of people	Env_8
9	In my opinion, extra charge for ecological tourist services is just an excuse to charge more (rip off tourists)	Env_9
10	Humans should protect nature because it has the same right to exist as everything is alive	Env_10
11	Nature is important, but neither has a soul, nor is sacred	Env_11
12	People should protect nature because it provides recreation and peace	Env_12
13	Local authorities should ensure that tourism development in Shekhawati region, does not damage the natural and cultural heritage	Env_13

As per the objective (to measure the Impact of tourism for improvement in shekhawati area) the agreement of the respondents related with the various areas are checked with the broader hypothesis. For this purpose following hypothesis was developed

H1: the attributes configuring Environmental impact of tourism has significantly impact on the growth of shekhawati region.

To identify key variables in Environmental impact at shekhawati region multivariate regression analysis has been used with SPSS-19 software and results were shown in table 5.4 as under:

Table 3: Multiple regression analysis for Satisfaction

a. Descriptive Statistics															
		Mean					Std. Deviation					N			
Sat		3.7740					.98634					500			
Env_1		3.5600					.60592					500			
Env_2		3.9600					.87173					500			
Env_3		3.5600					.98404					500			
Env_4		3.5400					.98506					500			
Env_5		3.8200					.99478					500			
Env_6		1.8200					.38457					500			
Env_7		1.9600					.19616					500			
Env_8		1.7400					.43907					500			
Env_9		1.7800					.41466					500			
Env_10		2.8400					.98811					500			
Env_11		3.2000					.74908					500			
Env_12		3.4800					.64064					500			
Env_13		1.8800					.76601					500			
b. Correlations															
		Sat	Env_1	Env_2	Env_3	Env_4	Env_5	Env_6	Env_7	Env_8	Env_9	Env_10	Env_11	Env_12	Env_13
Pearson Correlation	Sat	1.0	-.401	.132	.300	.474	.222	.178	.129	.243	.148	.911	.308	.023	-.195
	Env_1	-.401	1.00	.118	-.023	-.071	.068	.003	-.148	.096	-.067	-.453	-.026	-.229	.231
	Env_2	.132	.118	1.00	.400	.422	.038	.158	-.009	.130	-.302	.132	.288	-.181	-.157
	Env_3	.300	-.023	.400	1.0	.618	.492	.320	.116	.477	-.041	.298	.500	-.014	-.575
	Env_4	.474	-.071	.422	.618	1.00	.508	.469	.319	.233	-.003	.521	.234	-.189	-.259
	Env_5	.222	.068	.038	.492	.508	1.00	.229	.168	.076	.147	.236	.129	.167	-.291
	Env_6	.178	.003	.158	.320	.469	.229	1.00	.436	-.040	-.249	.188	.195	-.055	-.073
	Env_7	.129	-.148	-.009	.116	.319	.168	.436	1.00	-.121	-.108	.174	-.218	-.166	-.032
	Env_8	.243	.096	.130	.477	.233	.076	-.040	-.121	1.00	.346	.227	.524	-.054	-.331
	Env_9	.148	-.067	-.302	-.041	-.003	.147	-.249	-.108	.346	1.00	.158	.077	-.130	.043
	Env_10	.911	-.453	.132	.298	.521	.236	.188	.174	.227	.158	1.00	.260	-.005	-.184
	Env_11	.308	-.026	.288	.500	.234	.129	.195	-.218	.524	.077	.260	1.00	.259	-.482

Sig. (1-tailed)	Env_12	.023	-.229	-.181	-.014	-.189	.167	-.055	-.166	-.054	-.130	-.005	.259	1.00	-.291
	Env_13	-.195	.231	-.157	-.575	-.259	-.291	-.073	-.032	-.331	.043	-.184	-.482	-.291	1.00
	Sat	.	.000	.002	.000	.000	.000	.000	.002	.000	.000	.000	.000	.304	.000
	Env_1	.000	.	.004	.305	.056	.065	.469	.000	.016	.067	.000	.277	.000	.000
	Env_2	.002	.004	.	.000	.000	.199	.000	.417	.002	.000	.002	.000	.000	.000
	Env_3	.000	.305	.000	.	.000	.000	.000	.005	.000	.179	.000	.000	.378	.000
	Env_4	.000	.056	.000	.000	.	.000	.000	.000	.000	.474	.000	.000	.000	.000
	Env_5	.000	.065	.199	.000	.000	.	.000	.000	.044	.001	.000	.002	.000	.000
	Env_6	.000	.469	.000	.000	.000	.000	.	.000	.184	.000	.000	.000	.108	.050
	Env_7	.002	.000	.417	.005	.000	.000	.000	.	.003	.008	.000	.000	.000	.238
	Env_8	.000	.016	.002	.000	.000	.044	.184	.003	.	.000	.000	.000	.113	.000
	Env_9	.000	.067	.000	.179	.474	.001	.000	.008	.000	.	.000	.042	.002	.169
	Env_10	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.	.000	.455	.000
	Env_11	.000	.277	.000	.000	.000	.002	.000	.000	.000	.042	.000	.	.000	.000
	Env_12	.304	.000	.000	.378	.000	.000	.108	.000	.113	.002	.455	.000	.	.000
	Env_13	.000	.000	.000	.000	.000	.000	.050	.238	.000	.169	.000	.000	.000	.
	N	500	500	500	500	500	500	500	500	500	500	500	500	500	500

c. Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Env_10	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Env_11	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Sat

d. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.911 ^a	.829	.829	.40775	.829	2421.895	1	498	.000
2	.914 ^b	.835	.834	.40156	.005	16.461	1	497	.000

a. Predictors: (Constant), Env_10

b. Predictors: (Constant), Env_10, Env_11

e. ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	402.664	1	402.664	2421.895	.000 ^a
	Residual	82.798	498	.166		
	Total	485.462	499			
2	Regression	405.319	2	202.659	1256.772	.000 ^b
	Residual	80.143	497	.161		

		Total		485.462		499					
a. Predictors: (Constant), Env_10											
b. Predictors: (Constant), Env_10, Env_11											
c. Dependent Variable: Sat											
f. Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.192	.056		21.463	.000					
	Env_10	.909	.018	.911	49.213	.000	.911	.911	.911	1.000	1.000
2	(Constant)	.926	.085		10.838	.000					
	Env_10	.889	.019	.891	47.199	.000	.911	.904	.860	.932	1.072
	Env_11	.101	.025	.077	4.057	.000	.308	.179	.074	.932	1.072
a. Dependent Variable: Sat											

III. Result:

Overall Model Fit Evaluation Almost 83.4% of the variance in the improvement impact of tourism according to Env conditions during their visit to the shekhawati region is explained by the final Regression model with two independent variables (Env_10, Env_11). The margin of error for Improvement impact is .7870576 (1.96 X.40156) at the 95% confidence level, thanks to the reduction in standard errors of the estimate to 0.40156. At the 0.05 level, both regression coefficients and the restrictions hold true. Multicollinearity's effect on the variable is significant. All of them have tolerance values lower than 0.764, which means that other factors in the equation account for more than 23% of the total effect.

IV. Conclusion

The F Ratio, a statistical measure of overall model fit, can be calculated by an ANOVA study. Squared error due to using the mean of Env impact of tourism to forecast the dependent variable equals the whole sum of squares (485.462). Errors of this kind can be cut by 83.49 percent when the values of the environmental impact of tourism are used (405.319/485.462). The F ratio for this decline was 125.772, making it statistically significant at the 0.000b level. Based on the data presented above, it appears that tourism in the shekhawati region has a sizable positive effect on environmental quality.

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