




Behavioral and Attitudinal Constraints to Tourism: An Empirical Study of Local Residents in Badrinath Shrine, Uttarakhand

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Abstract: As the primary objective, this research paper is an attempt to identify the role and then to provide remedies against the Behavioral and Attitudinal Constraints to Tourism of the local residents as the secondary objective. The study was carried out in a period of 08 weeks of September and October 2023 enroute to Badrinath Shrine, Uttarakhand. A total of 168 local residents operating small businesses participated as respondents in the study on the basis of convenient sampling. The responses were recorded on a Likert scale of five and hypothesis was tested through Pearson's correlations. All the constraints witnessed significant associations ($p < .05$) with tourism development except Attitude of the local residents towards tourists. Gastronomic differences had the highest significant relationship with towards the development of tourism ($r = .768$; $p = .000 < 0.01$), followed by Varied lifestyle ($r = .742$; $p = .000 < 0.01$) and Cultural contrast ($r = .667$; $p = .0005 < 0.01$). It is evident that attitude of local residents towards tourists and tourism phenomenon as a whole is straightaway rejected as a constraint to tourism. The locals were found welcoming, open for the tourism and enjoying the various benefits associated with the same.

Keywords: Behavioral and Attitudinal Constraints, Cultural contrast, Linguistic barriers, varied lifestyle, Gastronomic differences.

1 Introduction

The Sanskrit verse Atithi Devo Bhava (guest is equivalent to the god) which is derived from Taittiriya Upanishad, Shikshavalli it has been prevailing as a concept since ages and the legacy has been carried forward from generations to generations. It has always been considered as an integral part of Indian culture and tradition. The same can be depicted from the ancient writings of Fa-Hien and Hiuen-Tsang who emphasized on the rich culture and tradition of India along with gave a deep insight of how they were treated and welcomed in India.

After the World war II, when the entire world experienced a subsequential growth in the tourist movement all across the globe due to technological advancements and enhancements; people were travelling more freely and frequently for one purpose or the other including business trips, personal trips and tours.

That is why locals should be persuaded that involvement can also mean updating their mindset along with tourist and recreational infrastructure, so enhancing one's own habitat, which can then be used by participants. Eliciting gratitude for one's current residence might be a significant aspect of the communication approach. Furthermore, there is the possibility to reflect the positivity. It's also crucial to emphasise that residents who aren't involved in tourism can contribute their knowledge pertaining to the local area. For this, if locals are consulted, policymakers will be able to obtain diverse perspectives from all stakeholders, allowing them to create tourism policies that reflect the community's opinions.

“Reverse migration” is suggested as a remedial measure to tackle the mammoth issue of migration; where the local resident leave their place of residence in order to seek better opportunities to make a living. Hilly areas have always been an example of a tough lifestyle where the residents have to manage with the factors like lack of transportation, infrastructure and unavailability of resources to manage the daily needs to sustain life. The education and job opportunities are quite less which force them to leave their native place to move to plains in order to seek a less difficult life and to get a job opportunity to led a fulfilled life.

2 Review of Literature

For overall development, the local citizens should be encouraged to pursue careers in tourism. Residents are in a better position to develop and offer tourist-friendly products and lodgings because they are more aware about the strengths, weaknesses, opportunities and threats associated with the business. A career in tourism sector will also help in to lessen the country's unemployment rate [1].

For example, Kumbh Fair in India is culturally significant and is known globally. It is a great contributor towards the socio-economic development of the country. Factors motivating the tourists in the modern scenario are ad-awareness, the image of the destination and popularity among online communities. Complementary mediation as based on the attitude of the tourists and mediating moderator as based on the spiritual stimuli have a favourable impact on the strong association between destination motivators and destination attachment [2].

On the other hand, genuineness and authenticity of the product and services are the driving force behind the decision of the consumers to adhere to the particular brand. The way a particular brand is perceived is very much dependent on the internet, especially on the social networking sites. Choosing a brand over and over again is dependent on its presence over the internet as well as the product and services must be in accordance with the same [3].

On the other hand, the authorities should have a clear vision about the destination and the policies should be designed to build an infrastructure in order to remain competitive. Various constraints pertaining to tourism including the attitudinal must be taken account of. Locals with authorities and government must work in collaboration. Awareness among masses and the various benefits associated with tourism should be conveyed well to the locals in order to facilitate tourism [4].

The lack of tourism development on culture and the subject is how to treat tourists is only defining, and if this thought is regarded not to modify the cultural barriers to tourism development and resolution will not be found. Because, if the locals are unfamiliar with the benefits of the tourism, foreign exchange profits and employment, the issue of tourism attitude will arise [5].

Even if a resident is not exposed to the tourism industry, he or she can evaluate tourism in terms of cost-benefit. If tourism-related investments are made, the public will support them; the public accepts the tourism industry. Residents who are involved in the tourism planning process are more likely to feel accountable as they are aware of what tourism can bring to them. Residents' perspectives can also decrease the adverse effects of tourism expansion while

increasing its benefits. Participation of locals can also help communities to prosper tourism [6].

In the future, there will be a greater need for local residents and municipal governments, working as well as with other stakeholders. Tourism development is strategic for destination planning since it allows for the creation of tourism pathways. Enhancing the products and services along with advancing the attraction of a location may impress the target audience [7].

Interactions between local residents and tourists occurring on the socio-cultural plane may result in several socio-cultural aspects but, at the same time it may cause negative attitude and emotions in residents at various points in their lives, effecting their socio-cultural identity and authenticity [8].

All tourism and social professionals who interact with tourists must be equipped with the necessary skills and training. As a result, these experts will be better equipped to support and decrease this dependency, which may negatively impact these travellers' involvement and preferences. It's critical to know how to connect with people who have special access needs and how to accommodate their demands if they want to travel [9].

As far as Indian tourism and hospitality business is concerned, it has received substantial attention from the world market with the hike in demand of international events staged in India. The tourism and hospitality business has seen substantial growth as a result of the change in modern youth, particularly the millennial generation, who value a high quality of life. Tourism in India has developed as a result of changes in people perception, choices while they travel [10].

Tourism has always been an exponential contributor of foreign exchange revenue and it is obvious that tourism growth can have an impact on rural residents' employment, as well as the sale of local artisan products and the same must be carried out without disturbing the natural environment. Both economic and social development in India is very much dependent on tourism. Lack of ability to communicate in other languages, ineffective coordination, and lack of community support for are the major constraints [11].

From the tourists' point of view, it is also necessary to investigate how motives and restrictions influence the stage at which tourists are ready to embark on their tourism adventure. Intrapersonal constraints, interpersonal constraints, and structural restrictions were the three types of leisure constraints introduced. Intrapersonal constraints are psychological states and characteristics, such as personality traits and attitudes that influence the development of leisure preferences. Interpersonal limitations arise from interactions with people around us, while structural constraints arise from variables such as a lack of possibilities or the expense of activities resulting from external conditions [12].

Intrapersonal, interpersonal, and structural restrictions are three sorts of restraints that can stifle a person's willingness to participate in tourism. In terms of behavioural constraints, intrapersonal, interpersonal and structural constraints are found respectively. Individual psychological characteristics are characterised as intrapersonal limits. Interpersonal limitations, on the other hand, are social elements that arise from social contacts and exchanges, whereas structural constraints are external barriers that interfere with a person's desire to participate in tourism activities [13].

Government funding, as well as skills and information gained via hands-on training, can influence local attitudes toward tourist planning and growth. Only community leaders were invited to the key meetings and conferences, where they were encouraged to share their views and opinions on tourism planning and development difficulties that the community was facing issues [14].

Having tourist settlements has a good impact on the local communities resulting in alternate arrangement of income, job generation and holds the potential to speed up the distribution of development, thereby increasing the local community's income and welfare. The lack of synergy between stakeholders and the local population in terms of infrastructure, the holistic development of the people associated, and capital, is one of the challenges that tourist villages encounter [15].

Promoting the education of locals and help them towards the development of local communities by adopting diverse approaches. It is must to include locals in the system including purchase, employment, promoting local art and craft. Locals' attitude towards the visitors must be positive for a positive impact and they should also be aware of the issues that local populations face [16].

So, the development of tourism activities has both beneficial and bad repercussions on the economy, society, environment, and communities. Increased revenue, jobs, and commercial prospects for the residents, as well as increased knowledge of the issue, could all be positive effects of the development. Tourism if done irresponsibly may lead to distorting the local artefacts by the tourists visiting the site which can diminish the surroundings as well [17].

The assessment of the linkage between the impact of tourism, perceptions of the ;locals local, and behaviour displayed has always been an important issue. Those that had a positive mindset toward tourist growth were in favour of it, and they also stated a clear preference for advantages above expenses for the local community. Residents' attitudes should be monitored and analysed more frequently, regardless of whether or not they intend to act. Simultaneously, allowing local residents to generate experiences for tourists by demonstrating and maintaining their affection is beneficial [18].

During the early stages of the decision-making process, consider the image of the destination as well as travel constraints. In addition to the three groups of

travel constraints provided in the hierarchical constraints model, a new category of travel constraints, namely unknown cultural limitations, has been uncovered [19].

As tourism creates job possibilities for local residents, thereby improving their socio-economic standing; but, it destroys the cultural and natural environments of the impacted communities. Tourism has a variety of effects on the local economy, since it enhances employment possibilities and people's living standards, resulting in a rise in national income [20].

The growth of the travel industry is influenced by variables in different domains of public life, including social, economic, legal, and cultural concerns, as well as civilization. Different visitor needs or the provision of a distinct type of service. This level is supplied by educational institutions with a broad profile and specialization (centres, schools, courses, and schools) that prepare employees in mass professions [21].

Tourist inflows in the state plainly show that 2013, 2014, and 2015 were the most difficult years for Uttarakhand state's tourism-dependent economy. The state's low revenue generation could be immediately deduced from the low visitor inflow in Chardham. Between 2012 and 2013, the number of tourists arrivals dropped by nearly half. In 2014, it fell by an additional 80% compared to the previous year. The decrease in footfall is due to the suspension of tourism after Kedarnath flood from 2013-15 along with the fear among the masses. After 2013, the state government's tourism efforts were successful [22].

Collaboration is a vital component that will affect tourism's long-term viability. Social well being of the local community, culture of the tourists, and effective communication with them can lead to sustainability of the tourism. Implementing accreditation for tourist industry professionals especially the locals can assist boost visitor satisfaction. The workforce's awareness and motivation in carrying out sustainable tourism should be strengthened through labour standards training [23].

This will allow the local community to have a say in the project's decision-making process. It may also improve community livelihoods by increasing employment options. Tourist specialists should be involved in the formation of tourism policies since they have extensive knowledge and experience with tourism development challenges and policy formulation. The local community has stressed the need for their active participation in issues concerning tourism development through consultation [24].

Interest as well as knowledge both contributes in the form of Intrapersonal restrictions in tourism. Rather of focusing on pull motives, tourist marketers should focus on push motivations. Proper emphasis must be given on the

experience and ambience of the destination. Tranquillity, calmness, fascination associated with the destination must also be emphasized rather than 'accommodation and locomotion, recreation and entertainment, and so on [25].

Tourism as a phenomenon is based on the fact that the local experience is of utmost significance. The visitors must be given persuasion that they are at absolutely right place [26].

Research Problem

Behavior and attitude of the local residents towards the tourists and tourism as a phenomenon has always been an important issue. Hindrance to tourism may occur if the idea itself is not welcomed by the locals. Therefore, there is a need for this study especially at this geographical area and demographic profile.

3.1 Objective of the Study

1. To analyze the perspective of the local residents towards tourists and tourism.
2. To identify factors behind the mindset of the local residents.
3. To suggest measures to minimize constraints to flourish tourism in the area.

3.2 Hypotheses

H0₁: *There is a significant relationship between Behavioral and Attitudinal Constraints of locals towards tourism development.*

H1₁: *There is no significant relationship between Behavioral and Attitudinal Constraints of locals towards tourism development.*

3.3 Study Area

This study emphasizes on the mindset of locals' towards the tourists focusing on Badrinath Shrine, Uttarakhand, India. The holy place of Hinduism is situated at an altitude of 3,300 kms above sea level and is dedicated to Lord Vishnu. The study was covered in 08 weeks of September and October 2021. A sample based on convenient sampling included 168 local residents owning, operating or working with businesses participated in the study.

The responses were recorded on a Likert scale of five and hypothesis was tested through Pearson's correlations. The study embarked upon the role of Cultural contrast, Linguistic barriers, varied lifestyle, Gastronomic differences and the Overall Attitude of the local residents towards the tourists and tourism phenomenon.

The responses from the respondents were recorded in a structured questionnaire which is used as a survey instrument. The first section of the

questionnaire mentioned questions on demographics (age, gender, education etc.). The second section had ratings given by the respondents on the Likert scale of 5.

3.4 Data Analysis

Table 1. Demographic Characteristics of Respondents.

Demographic Characteristics	No of Respondents	%
Age	21-30 years	66
	31-40 years	61
	41-50 years	24
	51 and above	17
Gender	Male	136
	Female	32
Education	Post graduate	16
	Graduate	51
	Senior Secondary	59
	Secondary	25
	Others	17
Experience	< 5 years	48
	5-10 years	41
	10-15 years	31
	15-20 years	28
	>20 years	20
Total Number of Respondents	168	100%

Data Analysis and Interpretation

Hypothesis-1_o: *There is no significant relationship between Behavioral and Attitudinal Constraints of locals towards tourism development.*

With the extensive literature review done, five significant Behavioral and Attitudinal Constraints of locals emerged as being crucial towards the development of tourism. These constraints are Cultural contrast, Linguistic barriers, varied lifestyle, Gastronomic differences and the Overall Attitude of the local residents towards the tourists and tourism phenomenon. In-order to test the above mentioned hypothesis, Pearson correlations between Behavioral and Attitudinal Constraints and development of tourism in the area is executed and the results are presented in the Table 2

2. Table 2. Pearson's Correlations.

Demographic Characteristics	No of Respondents	%
Attitude of the local residents towards tourists	Pearson Correlation	.282
	Sig. (2-tailed)	.500
	N	168
Cultural contrast	Pearson Correlation	.667**
	Sig. (2-tailed)	.002
	N	168
Linguistic barriers	Pearson Correlation	.520**
	Sig. (2-tailed)	.000
	N	168
Varied lifestyle	Pearson Correlation	.742**
	Sig. (2-tailed)	.000
	N	168
Gastronomic differences	Pearson Correlation	.768**
	Sig. (2-tailed)	.000
	N	168

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

* . Correlation is significant at the 0.05 level (2-tailed).

As evident from the table-2 above, all the constraints witnessed significant associations ($p < .05$) with tourism development except Attitude of the local residents towards tourists. Gastronomic differences had the highest significant relationship with towards the development of tourism ($r = .768$; $p = .000 < 0.01$), followed by Varied lifestyle ($r = .742$; $p = .000 < 0.01$) and Cultural contrast ($r = .667$; $p = .0005 < 0.01$). Therefore, the null hypothesis-1 is straightaway rejected except in case of Attitude of the local residents towards tourists. The resulting ramifications of the same are discussed in the conclusion and discussion section.

4 Discussion

As all the constraints witnessed significant associations ($p < .05$) with tourism development except attitude of the local residents towards tourists, it signifies that the local residents are absolutely aware of the various benefits associated with the tourism. As far as Gastronomic differences are concerned, the choice of food items available is found to be quite less. The geographical location and harsh winters effect

the crop yield. The nature of tourism is also seasonal as the flow of tourists remains there for few months i.e. from April-May to November. For rest of the months, locals have to remain indulged in traditional activities like agriculture or they chose to switch to other businesses or job in order to cope up with the cost of living. As tourists are coming from various parts of India, locals face issues in the form of varied lifestyle. Cultural contrast is quite obvious when people from different areas having a different mindset, speaking different languages visit the holy place. Apart from all the discussed constraints, the local residents were found totally aware of their role and significance to tourism. They found to be welcoming and coordinating even they showed their interest in the research as well. They found to be satisfied with what tourism has brought to them and that is why the attitude of local residents towards tourists and tourism phenomenon as a whole is straightaway rejected as a constraint to tourism.

Even government of the state and the central government is working on the anticipated project “all weather roads” so that the shrine can be accessed with ease. The medical, transportation, meals and the lodging establishments were found equipped with all the necessities throughout the route to the shrine. The locals were positive and full of warmth. They seemed to be aware of the dependency and significance of tourism to the local area. Last but not the least, they seem,es to curious, aware and hence ready to adapt and adopt to the changing requirements of the tourists.

5 Suggestions

As the major part of the economy of Uttarakhand state lies with the tourism, it is evident that the government is quite aware of the development of the entire Chardham route, out of which Badrinath dham is one. But still, there is a need to develop the infrastructure in the form of good roads, lodging establishments, variety in menu of local food outlets, mobile phone connectivity etc. With this, local residents can be more effective and efficient in catering the needs of the tourists. Some training program to the local residents associated with any of the travel and tourism product by the authorities can be of great help in this regard. It should be given a modest consideration to emphasize on the training needs of the businessman or the employees. The requirements may engulf technical aspects, soft skills along with that the basic knowledge of carrying out the business with great efficiency emphasizing on the sustainability of the business and the environment as well.

The study suggests implementing the outcomes to other Dhams including Kedarnath, Yamunotri and Gangotri as well along with the place experiencing the highest footfall i.e. Haridwar followed by Rishikesh, the yoga capital. As per the reports of Uttarakhand Tourism Development Board, out of total number of tourists that arrive in Uttarakhand state, more than 50% tourists stay in Haridwar as they commence their journey to the sacred Char Dhams after taking a holy dip in the pious river Ganges.

6 Conclusion

This research paper simply concludes that the attitude has been an issue in the mindset of the local residents. But here, they do believe that the diversified, culture, lifestyle, language and food habits somewhere are the constraints. But at the same time they seemed to be welcoming tourists and have adapted and adopted themselves what is required to nourish tourism in the area. They seemingly aware of the fact that what tourism can bring to their lives; For example, at few places we found residents English language proficient and serving food with common choices even serving the foreigner tourists.

7 Theoretical Implications of the Study

The study focuses on the constraints to the tourism in the form of attitudinal and behavioral aspects. The implication of the study can be done with the other places of tourist interests belonging to other typologies of tourism like pilgrimage tourism, adventure tourism, religious tourism, medical tourism etc. Wildlife tourism is also getting popular in the form of Wildlife safari organized by Jim Corbett National Park and Rajaji National Park to experience the activities of wildlife inside their natural habitat. It is also evident that Uttarakhand state in India is capable of offering majority of typologies of tourism as it can satisfy the tourists' preferences. Apart from religious and pilgrimage tourism, medical tourism and adventure tourism is also experiencing a huge response from the tourists hailing from different place in India as well as world. That is why training to the local residents and working a bit of more on infrastructural development can deliver good results for any tourist destination. After all, the responsibility on image building lies on the shoulders of the locals just with the kind of experience the tourist carry with them before they spread the same, whether positive or negative through word-of-mouth publicity.

With the outcomes of the research, the framework for the practical implications of the research in the form of suggestions to implement the concept of reverse migration can be done on the grounds. More business opportunity will definitely lure the non-residents as well those already migrated to come back and start the concept of their own. The outside agencies can invest and establish their businesses with the trained local manpower associated with any business like lodging, meals, transportation, artisan etc. providing them a job opportunity in their respective native places only. This will lead to the socio-economic development of the local residents and the right examples will spread the word-of-mouth publicity to attract more and more entrepreneurs to join the brigade, leading to set perfect examples acting as a catalyst for others to be associated with the business whether directly or indirectly.

8 Limitations of the current study and further Scope for Research in Future

The study can be carried out on a larger scale maybe on a bigger number of respondents along with a much wide spread geographical area with other places of interests as well. As Uttarakhand is well known for its religious and cultural heritage, further studies may encompass the various other typologies of tourism also. Apart from locals, the tourists can also be studied regarding their constraints. It is also important to get to know their mindset also in order to customize the product and services for their optimum satisfaction. This study can contribute towards the tourism management if carried out at other tourist destination with a larger sample size and more sophisticated statistical tools. The another limitation of the study is that the Badrinath Shrine is opened for the tourists for a limited period of time and is closed generally in November and it remains closed during the winters which are full of snowfall and harsh temperature conditions. The area remains accessible only in this period of time and rest of the time the mountains remain studded with heavy snowfalls and frequent landslides are the common hindrances to the transportation.

Disclosure of Interests

The authors have no competing interests to declare that are relevant to the content of this article.

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