



Influence of Negative Social Aspects on Mayapur Tourism: A Comprehensive Analysis and Strategic Solutions

Lovely Biswas¹, Dr. Malay Kr. Ghosh²

¹Research Scholar, SKBU

²Associate Professor, Department of Commerce, SKBU

ABSTRACT

The tourism business plays an important part in the global economy, attracting visitors from all walks of life looking for distinctive and spiritually enlightening experiences. Mayapur in West Bengal, India, stands out as a significant centre of spiritual and religious significance, attracting a large number of people throughout the year. This research dives into the intricate interaction of negative social aspects on Mayapur's tourist business, with an emphasis on economic, socio-cultural, environmental, and technical components. The researcher employed a mixed-methods strategy, collecting primary data via surveys, interviews, and participant observation and supplementing it with secondary data from literature and reports. The study explores the significant influence of various influencing elements using this methodological approach. The study examines and tests these contributing elements. The research analyses these influencing factors and also tests hypotheses regarding their significance. It also emphasizes on understanding of how these factors interact and their impact on the tourism industry of Mayapur. Ultimately, this study contributes a comprehensive analysis and suggests control measure what should be taken to arrest the growth of these influencing factors so that they can be nipped in the bud.

Keyword: Tourism Industry, Environment, Exploitation on tourist, Overpricing, Non biodegradable, commercialisation, Negative aspect.

Introduction

People are travelling more often as a result of the economic development and social change. Tourism development raises the living standards of inhabitants in tourism locations, but it also has a number of negative consequences. The advent of a significant number of visitors, for example, disrupts the tranquil living environment of local inhabitants and causes tensions between modern culture and folk practises (Joseph and Maiwa, 2011). With the development of tourism, Mayapur, nadia districts become tourism destinations. However, a historic district is not a tourism product in the full sense because a considerable number of individuals reside in such district as relatively independent, stable social groups with their own cultural traditions and lifestyles (Anglin, 2015). The tourism effect represents the social interaction of tourists and inhabitants in the attraction's spatial context, i.e., the social exchange that occurs at the tourism attraction. This is a tourist impact or attraction conversion exchange method. Changes to the attraction, which are also changes to the inhabitants' living environment, generally include an unmet public expense and the particular interests of the residents, and hence possible social conflicts (Mindy and Edward, 2016). The International Society for Krishna Consciousness (ISKCON) in Mayapur, West Bengal, India, is a renowned religious and cultural destination that has gained prominence on the global tourism map. This paper explores the multifaceted impact of influencing factors on the tourism industry of ISKCON Mayapur. By examining the various aspects that affect tourism in this sacred destination, this research sheds light on the complex interplay between spirituality, culture, infrastructure, marketing strategies, and the global tourism environment. This paper aims to provide a comprehensive understanding of the impact of economic, socio-cultural, environmental, and technological factors on the tourism industry of ISKCON Mayapur. By analyzing these influences, the research contributes to the broader discourse on tourism and offers insights that can inform tourism development strategies for Mayapur and similar destinations.

Review of literature

The study of D.P.T Harcombe (1999) concludes that the economic benefits of tourism normally outweigh what negative features there may be. But it also acknowledges that the situation is much less clear-cut when considering environmental and socio-cultural issues as opposed to economic ones.

D. N. Konar (2004) identified the remarkable feature of the tourism industry is that it employs a large number of both educated and uneducated women. Both skilled and unskilled women are employed in this industry. As a labour intensive industry tourism in India has a great potentiality to absorb many unemployed people. He also argued that the development of this industry is mainly depends on country wide infrastructural development.

Studying about the Critical Success Factors for Tourism Development in Less Developed Countries (LDCs), P. Dieke (2005) experienced that the tourism literature much has been written about tourism planning, more is being written about policy but implementation strategies are often neglected. Perhaps this is symptomatic of the fact that most tourism academics never become practitioners and the gap between theory and practice has yet to be satisfactorily bridged.

Understanding Tourist Destination Growth Through a Systems Approach, A. Espinoza (2006) opines that while describing the components of the system such as the Traveler Generating Regions (TGR), the Transit Routes (TR) and the Tourist Destination Regions (TDR) one must analyze them under the influence of diverse environments. Tourism growth in a specific destination cannot be comprehensively understood unless the other regions, TGRs and TRs, as well as the environments influencing in each region are studied.

Choi and Murray(2010) in their research identify tourists generally visit an attraction for a short period, they form a large new social group as an entity and intervene in the life of the residents in various ways that cause their behavior to change. From the perspective of social exchange, this socialspace interaction mechanism converts tourism from an embedded space activity into endogenous change in the socio-culture or lifestyle of the historic district.

Mindy and Edward(2016) The study reveals that tourism impact reflects the social interaction of tourists and residents in the spatial environment of the attraction, i.e., the social exchange between the residents and visitors that occurs at the tourism attraction. This exchange process is one of tourism impact or attraction conversion. Because of the asymmetry of the tourism impact, changes to the attraction, which are also changes to the living environment of the residents, typically involve an unmatched public cost and the individual interests of the residents and thus potential social conflicts.

In the present research work the author desires to identify the negative aspects of tourism on the basis of opinion of tourists vis-à-vis opinion of local people which hinders the tourism development and well being of the studied area. So far knowledge goes, such type of research work has not been undertaken in the area earlier.

Concept of negative aspects of tourism

The negative aspects of tourism are the result of the undesirable characteristics of tourism. Tourism is one of the world's most important growing businesses. Because of its multiple economic benefits, this industry is regarded as the most promising for emerging countries. The key economic benefits of tourism are the generation of foreign exchange, the generation of income, the generation of employment, the contribution to state revenue, and the accompanying regional development. However, the experience of nations where tourism has developed demonstrates that as tourism grows, certain negative characteristics emerge as well. Because of the sensitive nature of tourism, the consequences of undesirable features of tourism are sometimes believed to be more severe than the effects of negative aspects of other businesses.

Overpricing

It is very often that a large number of moving visitors visit in Mayapur, West Bengal per day that pushes up the price of goods and services. Therefore, the local people have to pay more for food, drinks, transport etc. It is often the case that in popular tourist areas shops provide products for tourists more than they do for local people in Mayapur. However the number of opening of hotels, parking zone and restaurants has increased rather than shops providing goods and services for people living in the area. Local people often have to pay additional taxes to help finance additional services which are provided for tourists, such as water treatment facilities and tourist information centres. Some elements are being explored, and their main points are outlined here.

Commercialisation of culture and customs

As there are more involvement of multinational tourists, local people of Mayapur recognise that tourism bring about a loss of an area's cultural identity, especially in an area which has rapid development of mass tourism. It is easier to provide international food and drink with which tourists are familiar rather than encouraging them to eat foods associated in Mayapur's culture. As most of the visitors are starting living However, more and more tourists are becoming aware of their potential impact on the culture and heritage of the area they are visiting, and visitors are less willing to support activities which exploit local traditions and culture.

Exploitation of tourists

These negative social impacts include; social change; changing values; increased crime and gambling; changes in moral behaviour; changes in family structure and roles, problems with the tourist-host relationship and the destruction of heritage. However, more and more tourists are becoming aware of their potential impact on the culture and heritage of the area they are visiting, and visitors are less willing to support activities which exploit local traditions and culture.

Polluting the tourist spot by non biodegradable waste

Any feature that causes annoyance to tourists or discontent to the host community, hence impeding tourism growth, is termed a negative tourism aspect. The different negative aspects are expected to impede the expansion and survival of the tourism industry. Unless and until these negative aspects are identified and addressed, well being of that area will be slowed. Tourism frequently overconsumes natural resources, especially in areas where resources

are already limited. Tourism places significant strain on local land usage, potentially resulting in soil erosion, increased pollution, natural habitat loss, and greater pressure on endangered species.

Statement of the problem

The tourism industry has emerged as a significant driver of economic growth and cultural exchange worldwide. Within this industry, the tourism industry in Mayapur has faced influences that affect tourism at large. This study aims to investigate the negative social aspects of tourism industry of Mayapur, West Bengal. The tourism industry in Mayapur is marked by its unique blend of spirituality, cultural heritage, and modern amenities. Thousands of tourists from diverse backgrounds visit this destination annually, contributing to its socio-economic development. However, The problem to be studied can be stated as follows:

“Identification of negative aspects of Mayapur Tourism on the basis of opinion of tourists vis-à-vis opinion of local people which impedes the social development and well being of the studied area”.

Objective of the study

The main objective of this paper is to study the negative social aspects of tourism industry in Mayapur, West Bengal. The sub-objectives of the study are mentioned below:

- I. To study the variance of opinion regarding the exploitation of tourist of local people and tourist of Mayapur, West Bengal.
- II. To study the variance of opinion regarding the commercialisation of culture/customs of local people and tourist of Mayapur, West Bengal.
- III. To study the variance of opinion regarding the overpricing of local people and tourist of Mayapur, West Bengal.
- IV. To study the variance of opinion regarding pollution of the tourist spot by non- biodegradable waste of local people and tourist of Mayapur, West Bengal.

Methodology

This study used a mixed-methods of research design to comprehensively investigate the negative social aspects of influencing aspects on the tourism industry of ISKCON Mayapur.

Sample : A sample of 122 tourists has been selected at random out of tourists and local people of Mayapur, West Bengal as shown in Table 1.

Table 1
Break of Sample Tourist and Local people

	Frequency	Percent	Valid Percent	Cumulative Percent
Local People	69	56.6	56.6	56.6
Valid Tourist	53	43.4	43.4	100.0
Total	122	100.0	100.0	

Selection and Description of Tool:

The tool that has been selected to collect the opinion of tourists and local people is a structured questionnaire.

Questionnaire Details:

The questionnaire has been prepared to get the opinion of tourists and local people regarding the negative social aspects of tourism that hinders the sustainable tourism development. The questionnaire is structured and close ended. There are nine items, subjects to four options viz. Very high, high, moderate and negligible having different scores for each of them. Respondents are requested to give their opinion considering the degree of intensity of each negative aspect according to their perceptions.

Collection of Data:

A sample of 122 tourist has been selected at random out of tourists who visited Mayapur, West Bengal. The data for this study is collected through a combination of primary and secondary sources. Primary data gathered through surveys, interviews, observations. In surveys, Structured questionnaires is administered to tourists visiting ISKCON Mayapur. The survey will include questions related to travelers, demographics, expenditure patterns, and overall satisfaction with their experience. In-depth interviews was conducted with key stakeholders, including ISKCON Mayapur management, local community members, and tourism industry professionals. These interviews will focus on understanding the perceptions and experiences of various stakeholders regarding the influence of different factors on tourism in ISKCON Mayapur. Secondary data is collected from existing literature, reports, and relevant documents related to ISKCON Mayapur and the broader tourism industry. This secondary data will include historical data, financial reports, government publications, and academic studies.

TABULATION AND SCORING:

The data that have been collected through questionnaire are compiled on suitable tabulation sheet, which is also prepared for the purpose.

The data obtained from the tourists and local people are scored, keeping in mind the 'Likert Scoring System'. Score four is allotted to each 'Very high' response. Score three is allotted to each with 'high' response, score two to each with 'moderate' response and score one to each 'negligible' response.

Statistical Technique Used:

Rank correlation coefficients (ρ) are calculated to study the degree of relationship between opinion of tourists and opinion of local people regarding the negative aspects of tourism of mayapur. 'F- test' has been used to study whether the variance of opinion of tourists and also local people regarding the negative aspects of tourism are significantly consisted or not. The test has been made at 1% significance level.

Hypothesis

In order to realize that objective of the study, the following null hypotheses have been formulated.

H₀: Variance of opinion of tourists and opinion of local people regarding negative social aspects of tourism viz. (a) Exploitation on tourists, (b) over pricing,

(c)commercialization of country's culture/customs,

(d) polluting the tourist spot with non biodegradable waste

not different significantly.

Alternative hypotheses are

H_a: Variance of opinion of tourists and opinion of local people regarding negative social aspects of tourism viz. (a) Exploitation on tourists,

(b) over pricing,

(c)commercialization of country's culture/customs,

(d) polluting the tourist spot by non biodegradable waste

Are different significantly.

Findings and Analysis:

Table 2 (Item No. A) reveals that the variance of opinion of tourists and local people regarding 'exploitation on tourists' are consistent as the calculated value of 'F' (i.e. 1.16) is lower than table value of 'F' (i.e. 1.53) at 1% significance level with 120/120 degrees of freedom (i.e. H₀ accepted). So it is established that 'exploitation on tourists' is a negative aspect of tourism. The degree of relationship (ρ) between opinion of tourists and local people regarding 'exploitation on tourists' is very high i.e. 0.83 which implies the factor plays an imperative role to the growth of tourism industry. So it can be identified as a major negative factor of Mayapur tourism.

Table 2

Results of Statistical Analysis

Attributes	Rank Correlation Coefficient (ρ)	Calculated Value of 'F'	T.V. of F at 1% sig. Level	Degrees Of Freedom	Hypothesis Accepted H ₀ / H _a
Tourists' Opinion Vs. Local People Opinion Regarding:					
A. Exploitation on tourists	.83	1.16	1.53	120/120	H ₀
B. Over pricing	.77	1.23	1.53	120/120	H ₀
C. Commercialization of culture/customs	.81	1.42	1.53	120/120	H ₀
D. Polluting the tourist spot with non biodegradable waste	.42	1.29	1.53	120/120	H ₀

Table 2 (Item No. B) reveals that the variance of opinion of tourists and local people regarding 'over pricing' are unswerving as the calculated value of 'F' (i.e. 1.23) is lower than table value of 'F' (i.e. 1.53) at 1% significance level with 120/120 degrees of freedom (i.e. H_0 accepted). So it is established that 'over pricing' is a negative factor of tourism. The degree of relationship (ρ) between opinion of tourists and local people regarding 'over pricing' is very high i.e. 0.77 which entails the factor plays a crucial role to spoil the growth of tourism industry. So it can be highlighted as a major negative factor of Mayapur tourism.

Table 2 (Item No. C) portrays the variance of opinion of tourists and local people regarding 'Commercialization of country's culture/customs' are not significantly different as the calculated value of 'F' (i.e. 1.49) is lower than table value of 'F' (i.e. 1.53) at 1% significance level with 120/120 degrees of freedom (i.e. H_0 accepted). So it is established that 'Commercialization of country's culture/customs' is a negative factor of tourism. The degree of relationship (ρ) between opinion of tourists and local people regarding 'Commercialization of country's culture/customs' is very high i.e. 0.81 which indicates the factor plays a vital role to obstruct the growth of tourism industry. So it can be identified as a major negative factor of Mayapur tourism.

Table 2 (Item No. D) depicts the variance of opinion of tourists and local people regarding 'polluting the tourist spot with non biodegradable waste' are consistent as the calculated value of 'F' (i.e. 1.29) is lower than table value of 'F' (i.e. 1.53) at 1% significance level with 120/120 degrees of freedom (i.e. H_0 accepted). So it is established that 'polluting tourist spot with non biodegradable waste' is a negative factor of tourism. The degree of relationship (ρ) between opinion of tourists and local people regarding 'polluting the tourist spot with non biodegradable waste' is moderate i.e. 0.42 which indicates the factor plays a key role to impede the growth of tourism industry. So it can be identified as not a major negative aspect of Mayapur tourism.

Conclusion

The study establishes the hypotheses that variance of opinion of tourists and opinion of local people regarding negative aspects of tourism viz. (a) Exploitation on tourists, (b) over pricing, (c) commercialization of country's culture/customs, (d) polluting the tourist spot with non biodegradable waste are not different significantly. Which confirms that the primarily identified negative aspects of tourism are definitely hinders the growth of tourism industry of Mayapur, West Bengal extremely. On the basis of degree of relationship of bipolar opinion the 'major negative factors' of tourism are identified. These are 'exploitation on tourists', 'over pricing', 'commercialization of country's culture/customs' and 'polluting the tourist spot with non biodegradable waste'. But the factor 'polluting the tourist spot with non biodegradable waste' is comparatively has less negative impact on this region due to the difference of statistical analysis of rank correlation 0.42 than the other factors has much higher rank correlations which is above 0.77.

On the basis of informal talk with the tourists and local people, the author identified a number of negative factors of tourism such as over crowding, spread of AIDs and STDs, drug trafficking, male prostitution, child prostitution, pornography, growth of illegal money changer, exploitation of natural resources, alcoholism, increase in land value in tourists centers and off seasonal unemployment which affects the industry sporadically as per their capacity. These factors are termed as 'other negative factors' of Mayapur tourism.

Hence, the study reveals that there is a growth of negative factors of tourism of Mayapur, which needs to be focused to controlled and sustain the tourism industry of Mayapur, West Bengal.

Recommendation

The government should take the necessary steps to check the negative social factors as far as possible for the tourism development and smooth growth of the industry at Mayapur. The role of the host community in this regard may not be ignored. In this context we may suggest the government to apply or implement a sound policies to control the customs and culture of Mayapur. Local authorities should promote public participation through organizing some polices for tourist guidance. The spot should be transformed into a 'smart tourism'. The local communities, and the demands of residents should be carefully considered in order to provide actual welfare benefits to residents along with tourism development. In addition, management and remediation should be strengthened, and appropriate traveller behavior should be advocated to minimize the negative effects of tourism development and to create a quiet, peaceful living.

References

- Aall, C. (2014). Sustainable Tourism in Practice: Promoting or Perventing the Quest for a Sustainable Development ?. *Sustainability*, 6, 2562-2583.
- Biswas, L., Chakraborty, A.K., Ghosh, M. K. (2021). A Study on Impact of Covid-19 on Employment Opportunities in Hospitality and Tourism Industries of India. *RAY: International Journal of Multidisciplinary Studies*, 2, 114-122.
- Biswas, L., Ghosh, M. K. (2022). Does Ecotourism Induce Sustainable Development? *GIS Science Journal*, 440-451. DOI:20.18001.GSJ.2022.V9I3.22.38811
- Chakrabarty, A. K. (2006). Unemployment and Development of Tourism Industry in India. *JOHAR*, 1(2), 14-21.
- Dieke, P. U. C. 'Critical Success Factors for Tourism Development in Less Developed Countries (LDCs), Paper presented at the 'Debate on Tourism in the Toolbox of Development Projects', University of Leuven, Belgium, 11 October, 2005.
- Dieke, P. U. C. (2005). Critical Success Factors for Tourism Development in Less Developed Countries (LDCs). Paper presented at the 'Debate on Tourism in the Toolbox of Development Projects. University of Leuven, Belgium.

- Espinoza, A. R. R. (2000). Understanding Tourist Destination Growth Through a Systems Approach. www.ecoturismolatino.com.
- [Harcombe, D.P.T.](#) (1999). The Economic Impacts of Tourism. *ABAC Journal*, 19 (2), 10-22. [Harrill, R. & Potts, T. D.](#) (2011). Tourism Planning in Historic Districts: Attitudes Toward Tourism Development in Charleston. *Journal of the American Planning Association*, 69(3), 233-244.
- Hazra, G. (2018). Indian Tourism: Present and Future Scenarios. *Annals of Art, Culture & Humanities*, 3(2), 63-69.
- Hole, Y., Khedkar, E. B. & Pawar, S. (2019). The significance of pilgrimage tourism to sustainable development with special reference to the Indian context. *African Journal of Hospitality, Tourism and Leisure*, 8(3).
- Haib, C., Ayumba, E. C., Udimal, T. B., Agyemang, O.A., Ruth, A. (2020). Tourism and Sustainability Development in China. *Environment Science and Pollution Research*, 27, 39077- 39093.
- Jucan, C. N., Jucan, M. S. (2010). Social Responsibility in Tourism and Sustainable Development. *WSEAS Transactions on Environment and Development*, 6, 677-686.
- Konar, D. N. (2004). *The Scenario of Population Growth in India*. New Delhi: Akansha Publishing House.
- Kumar, K. A. & Sudheer, S. V. (2007). Identification of Negative Factors Tourism: A Case Study. *Southern Economist*, 46(7), 5-9.
- Kumar, Y. (2007). Tourism Sector and Sustainable Development. *Southern Economist*, 46(9), 19-24.
- Kumbhar, M. (2015). *Growth and Performance of Tourism Industry in India*. Conference paper, Feb 2015. Conference: Int. Conference on Recent Trends in Commerce, Economics and Management at Satara, Maharashtra, India.
- Mammooty, T.P. & Raveendran, P.T., Promoting Malabar a Tourism Destination: Perceptions of Tourists Visting the Region, Conference of Tourism on India Challenges Ahead, IIMK, 15-17 May, 2008.
- Postma, A. and Schmuecker, D. (2017). Understanding and Overcoming Negative Impacts Of Tourism in city destinations. Conceptual Model and Strategic Framework. *Journal of Tourism Futures*, 3(2), 144-156.
- Payal, M. and Jangid, A. K. (2021). Overview Of Tourist Behaviour With Respect To Environmental Sustainability Of Tourism In The Context Of A Developing Economy A Case Study Of Mussoorie, India. *Journal of Tourism*, XXII(1), ISSN No. 0972-7310.
- Qian, J., Shen, H. & Rob, L. (2018). Research in Sustainable Tourism: A Longitudinal Study of Articles between 2008 and 2017. *Sustainability*, 10, 1-13.
- Rasul, F., Fatima, U., & Sohail, S. (2016). Religion tourism and entrepreneurial development (A case study Hazrat Data GanjBakhsh Shrine). *South Asian Studies*, 31(1), 275- 289.
- Rusi, J. F. (2007). Development of Tourism needs Security Systems Management. *Southern Economist*, 46(12), 27-32.
- Simm, C. (1998). Rural Tourism in Nepal. *USA Today*, 36(2), 322-327.
- Taiminen, S. (2018). The negative impacts of over tourism on tourism destination from environmental and social-cultural perspectives. https://www.theseus.fi/bitstream/handle/10024/158561/Thesis_SaaraTaiminen.pdf?isAllowed=y&sequence=1
- Valerlu and Manuela, E. (2007). Cultural Tourism and Sustainable Development. *Romania Journal of Economic Forecasting*, 1, 89-96
- Zhao, J. and Li, S. M. (2018). The Impact of Tourism Development on the Environment in China. *Acta Scientifica Malaysia*, 2(1), DOI: <https://doi.org/10.26480/asm.01.2018.01.04>.