

INTRODUCTION

Tourism is a form of mobility primarily for leisure, where a tourist finds leisure as an activity free of obligations (Dumazdier, 1967). It is a leisurely pursuit in which both the rich and poor alike from developed as well as developing countries participate. It is also viewed as a commercialized and industrialized form of hospitality (Leiper, 1979), where a visitor enjoys the status of a guest and residents play a role of a host at the places of tourists' destinations. In recent times, globalization has given further impetus to tourism and has created a new socio-psychological want for it supported by the government, the media, large multinational companies, and airlines that encourage mobility for leisure. A rapid increase in disposable income and advances in technology have increased the demand for recreation and holidays for a considerable number of people. This has resulted in increasing commodification of tourism services in the context of growing movement of people and expanding world trade.

Tourism is more than movement of people or creation of economic activities. It implies transfer of consumption patterns, values, and lifestyles across international boundaries and involves a high level of 'interpenetration' (Cochrane & Pain, 2000). Tourism provides foreign exchange, helps redress balance of payments, increase national income, creates new employment opportunities, and substitutes capital which is scarce in developing countries with labour in abundance. It requires little technological know-how and has a short gestation period too. On the positive side, tourism is considered a tool of economic regeneration and a medium for preservation of heritage and environment, creation of infrastructure, cultural communication and political stability (Ioannides, 1995; Squire, 1996). On the other hand, since the tourism product is consumed at the place of production, tourism development has also come under criticism for various social and environmental strains experienced by receiving destinations and host populations, such as environmental degradation, cultural pollution, commercialization of human relations and negative demonstration effect (Andriotis, 2000). In view of manifold economic benefits of tourism, and its rapid growth, there are pronounced environmental and socio-cultural effects, which are the end result of tourism development in the destination areas and, therefore, tourism has been referred to as a 'revolution' (Hague Declaration on Tourism, 1989).

1.1 Overview of tourism

Tourism has emerged as a major economic activity in many countries that contributes to economic development, international trade, inter-cultural understanding and international goodwill. A significant proportion of the world's population is dependent upon the growth of tourism for employment and income. Tourism has emerged as a driving force for world development and there is no single business as wide spread as that of tourism. It has begun to take its place besides more traditional economic activities like agriculture, mining, fishing etc. Its growth is faster than creation of wealth, particularly in developing countries. Not only is tourism the economic mainstay of many people around the world, but it also offers an excellent opportunity for cultural interaction. As a result, planners are increasingly turning to tourism as a viable economic development strategy, as many communities experience economic restructuring.

Tourism is not only one of the world's largest and fastest growing industries, but it also provides impetus to other sectors of the economy like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. to grow through its backward and forward linkages and cross-sectional synergies. There is an underlined competition among nations to attract tourists in view of increasing international tourist arrivals which has increased from 25 million to 903 million in the period 1950 to 2007. The international arrivals are expected to reach 1.6 billion by 2020. While in 1950, the top 15 destinations absorbed 98 percent of all international tourist arrivals, in 1970, the proportion was 75 percent, which fell to 57 percent in 2007, reflecting the emergence of new destinations, many of them in the developing countries. Between 1995 and 2007, its growth averaged over 4 percent a year, in spite of stagnation between 2001 and 2003 caused by terrorism, severe acute respiratory syndrome (SARS) and the economic downturn. The overall income generated by these arrivals (international tourism receipts and passengers transport) grew at a similar pace, outpacing the world economy, exceeding US\$ 1 trillion in 2007, or almost US\$ 3 billion a day. International tourism receipt rose to US\$ 865 billion in 2007, corresponding to an increase in real terms of 5.6 percent in 2006. For many destinations, visitors expenditure on accommodation, food and drink, local transport, entertainment, shopping, etc. is an important pillar of their economies in terms of creation of much needed employment and opportunities for development. Nearly 80 countries earned more than US\$ 1 million from international tourism in 2007.

India has also adopted tourism as a strategy for economic development like all countries. It has tremendous potential to become a major global tourist destination. Travel and tourism industry's contribution to Indian industry is significant. It has registered considerable growth in recent years. It is the second highest foreign exchange earning source for the country. Despite the slowdown in the economy, the foreign exchange earning from the tourism sector has increased from 7.6 percent to 8.7 percent. According to an estimate, the total direct employment in the tourism sector is around 20 million. India's tourism industry is thriving due to increase in foreign tourists' arrivals which is greater than ever before. Foreign tourist arrivals to India also touched 5 million this year. In recent years, however, the real growth has come from within the domestic tourism as around 30 million Indian travel within the country in a year. The aim now is to achieve 10 million tourists by 2012.

1.2 Tourism phenomenon

Tourism primarily consists of tourists, the business people, and the host community in which this industry operates. This is the reason why tourism is considered as a social event and is viewed as an expression of human behavior. When tourists feel that they are welcome by the host community, they are most likely to visit the destination again and recommend it to others as well. Therefore, study of residents' perception rather than the study of the tourists, has assumed special significance in tourism studies.

Residents' life, to a large extent, is affected by the outcomes of tourism development impacts after a region becomes a destination. Furthermore, development of tourism, in absence of proper planning with regard to quality infrastructure, and environment, and without consideration for socio-cultural values, can bring forth social, cultural, environmental, and economic damage to the host communities. Thus, unplanned growth of tourism has had an inevitable effect on community perspectives and attitudes towards tourism. However tourism continues to grow without adequate data regarding hospitability of the host community (Teye, Sonmez, & Sirakaya, 2002). Policy makers and travel advocates tend to overlook the fact that along with attractions and services, the industry also requires the hospitality of the local residents for its success. Tourists are reluctant to visit the places where they feel unwelcome (Fridgen, 1991) and are likely to face the community's anger, apathy or mistrust.

While established destinations continue to experience increasing volume of tourists, residents at new destinations are getting exposed to tourism for the first time. This has given rise to a new challenge, how the public will perceive tourism, and how to obtain their support for tourism projects and initiatives (Murphy, 1985). The support of the host population is essential for the development, successful operation, and sustainability of tourism as their attitude is crucial in creating hospitable and attractive environment for tourists in general. Thus, an extensive effort is required to gain a better understanding of local residents, and their reactions towards tourism development. It is expected that a thorough understanding of the local residents' view will enable the government and suppliers of tourism industry to plan it more carefully for the future of tourism.

In this backdrop study, residents' attitude towards tourism assumes special significance which has been well researched and documented in the western countries but somehow has not received sufficient attention in the context of developing countries. In 1997, with the debut of support model proposed by Jurowski, Uysal, and Williams (1997), researchers started using various residents' related attributes to outline perceived residents' support and modeled them together. The model developed by Jurowski et al. (1997) used psychological factors to understand residents' attitude and the same attributes were further explored in several studies (Gursoy, Jurowski, & Uysal, 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Jurowski & Gursoy, 2004; Ko & Stewart, 2002; Perdue, Long, & Allen, 1987). However, most of these attributes were of socio-demographic or psychological in nature suitable for studies in the developed countries. Residents in a developing country, may not, however, be able to comprehend these psychological factors and other attributes on account of their low socio-economic conditions and unplanned development of tourism in view of ever increasing number of tourists. In absence of a suitable model and in view of unabated growth of tourism, a need to study residents' attitudes toward tourism is urgently realized to check its haphazard growth and to ensure maximum benefits and minimum loss to the residents and other stakeholders accruing from it at the places of tourist destinations.

1.3 Statement of the problem

In the backdrop of challenges faced by the government, tourism planners and suppliers as discussed above, the present study examines the residents' attitude by assessing their acceptability of tourism development. The scope of the study is confined to the residents of Puri district, located on the east coast region of Odisha, India.

1.4 Research objectives

- To determine the influence of the socio-economic factors (community participation, quality of life, community awareness, and tourism dependency) on the developmental impacts of tourism (socio-cultural, economic and environmental).
- To examine the influence of the tourism developmental impacts (socio-cultural, economic and environmental) on residents' support for tourism development.
- To develop a model explaining the interplay of relationship among the antecedents of tourism on the host community's support for tourism.
- To recommend policy measures.

1.5 Organization of the thesis

The thesis has overall 5 chapters. In the first chapter, the subject of tourism has been introduced and the objectives of the study are outlined. The second chapter critically examines the relevant literature, identifies the gap area, and formulates the hypotheses. Chapter 3 explains methodology, the study site, sample of the study, measurement of the constructs, and descriptive profile of the respondents. Chapter 4 deals with the results obtained from the data analysis followed by section where the results are discussed. Chapter 5 specifies the implications, contributions, and limitations of the study and suggests scope for future research.