

## ECONOMIC AND SOCIO-CULTURAL IMPACT OF TOURISM ON THE HOST COMMUNITY AT YADAVINDRA GARDENS PANCHKULA

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### Abstract

The purpose of this study is to examine the effect of reduced tourism activity at Yadavindra Gardens on community members directly involved in the tourism business at or near the garden compound. For the analysis, a focus group survey was conducted for the shops, stalls, and canopies operated by the local community members at and near the Yadavindra Gardens, Pinjore. Findings reveal that reduction in tourism at the garden has led to community members to rely on locals for their livelihood. The intent of tourism development and income generation has shifted, however, the socio cultural aspect that tourism brings is still prevailing among community members.

*Keywords: Tourism, Yadavindra Gardens, community, economic & socio-cultural impacts*

### Introduction

The tourism industry is very imperative for the success of several countries around the world. The tourism industry has numerous paybacks for host destinations. Tourism produces income for the country's budget, generates loads of jobs, advances the infrastructures, and shapes a sense of cultural argument between voyagers and countries. The number of professions fashioned by tourism in many diverse areas is remarkable. These professions are not just a fragment of the tourism subdivision but may also embrace the numerous other segments such as agronomic, communication, health, and the edifying sector. A lot of travelers also travel to practice the hosting terminus's culture, civilizations, and gastronomy.

World Tourism Organization (WTO) defines a tourist as a provisional visitor who desires to sojourn for at least 24 hours in a nation for the following purposes:

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I. Leisure: regeneration, break, health, the study of faith and sports or

II. Corporate, family, work meetings.

Herman Von Schullard, an American economist accept as true, tourism encompasses all economic procedures, which unswervingly or ramblingly associated to the entrance, sojourn, and drive of traveler inside and outside a nation or province.

It is pertinent to mention here that present-day travel and tourism is no longer the same as the travels of the early period of human history. In today's world, tourism has emerged as an important socio-economic activity. Travel and Tourism have been recognized to generate several social and economic benefits globally. Tourism also promotes and strengthens national integration and international understanding. Tourism is an important contributor to the improvement in infrastructure, creating employment opportunities, and augmenting GDP. Thus, tourism is a very important part of the social-economic development of a country.

The tourism industry has the latent to recover outdoor regeneration services, gardens and transportations, and also socio-economic assistances to the the community. The socio-economic benefits can be achieved in terms of quicker monetary evolution, amplified engagement openings, overseas earnings, upliftment of weaker segments, and advanced income to the government. Travelers devote their coinage on a extensive diversity of belongings and facilities fluctuating from diet and brew, properties from trade channels, trip and travel amenities, transport, announcement, and theater services. The entire flow of money generates revenues for the locals as well the country at large. However, the true value of tourists visits the destination can be weighed through the socio-cultural exchanges. Tourists influence the behavioral change of the host population. Tourism is causing significant changes in the value system, family and individual behavior, collective lifestyles, safety norms, moral conduct, and community organization. The positive type of interaction between the host and tourists provides a favorable association between the tourist and their socio-cultural impacts. The main components of the tourism industry are attractions, accommodation, and other ancillary services.

Tourism in India is mounting quickly as an imperative fragment of the country's budget. According to the World Travel and Tourism Council, the tourism industry in India subsidized

9.2% of GDP in the year 2018. The tourism industry maintained 42.673 truckloadoccupationswhich are 8.1% of its total engagement. The tourism industry is predictable to produce at an annual rate of 6.9% to ₹32.05 lakh crore by the end of 2028. One of the earliestsocieties in the creation, India is a assortment of multiethnicinvolvements with a amusingartisticlegacy and diversemagnetisms. India has exclusivenaturalfeaturesnoticeablelayer an area of 32, 87,263 sq. km, fluctuating from the Himalayan elevations to the humid rain forests of the south. As the 7th majornation in the world, India is amid the most prevalent sightseer terminuses.

Haryana, a North Indian state represents the face of modern India. The state has a magnificent history and culture. The state of Haryana has occupied an important place on the tourist map of India. It has contributed to its immense contribution to the promotion of tourism all over India. The Haryana government has to date set up a grid of 42 tourist complexes in the State which are very widespread among the tourists. Other than this, there are beautiful sites, ponds, convention centers, golf courses, heritage rooms, and other services such as sleep outdoors sites and a total of 844 rooms. The government is at work in the direction of growing tourism in the state so that it becomes a chief engine of monetary growth and a compound for service cohort. The state of Haryana has declared its tourism policy in the year 2008. The tourism policy has approved the role of the private sector in tourism development and advancement with the government stand-in as facilitator and catalyst for future growth.

### **Yadavindra Gardens Pinjore**

Yadavindra Gardens also acknowledged as Pinjore Garden or Mughal Garden is positioned in Pinjore, Panchkula district in the Indian state of Haryana. The Yadavindra Garden was constructed in the 17th century by the planner NawabFidai Khan, during the premature sovereignty of his foster brother Aurangzeb, from 1658 to 1707. The Yadavindra Garden covers an area of about 100 acres and is known for its lush greenery, refreshing fountains, and serene water bodies. The garden is a fine specimen of terrace gardening in India. The garden is predominantly visited by the foreign and domestic tourists mainly on the occasion of Baisakhi, between April and June, when the gardens host the annual Mango Festival. The garden is lined with shops and clusters of stalls operated by the locals. The locals also install

canopies for selling items like food and beverages, souvenirs, and fashion. The garden has an ample parking area and provision to organize conferences and parties in the majestic surroundings.

The garden also has the mentioned below facilities:

- Mughal garden" Golden Oriole restaurant and Motel
- A diminutive zoo, children's gardens, camel jaunts
- Open-air-drama
- Japanese grounds
- Jai mahal teashop
- Bar, wine yards
- Art portico
- Conference rooms
- Finance service, shopping colonnade
- Budgerigar motel with piped-in-station music and conference hall,
- Foreign call/out city call phone booth.

The Garden is rich in cultural heritage due to its historical events. The state of Haryana organizes the "Pinjore Heritage Festival" with the support of the Ministry of Tourism, Government of India annually. The festival showcases Haryana's culture, folk songs, dance, food, and art craft. Several Competitions like face painting, rangoli, games, and mehndi applying are organized for the school students coming from Chandigarh and Panchkula. The students coming from The State Institutes of Hotel Management of Faridabad, Panipat, Rohtak, and Kurukshetra are invited to put up stalls for the sale of the Food and Beverages items. One more magnetism of the commemoration is the Crafts Bazaar, where craftsmen from diverse fragments of the country are asked to show their handlooms and handiwork to one side. Crafts bazaar permit sightseers to procure the get-ups of handicrafts from states such as Himachal Pradesh, Rajasthan, Punjab, UP, Haryana, and J&K.

The Haryana tourism department also organizes Mango Mela at Yadavindra Gardens, Pinjore on a grand scale. The Mela is organized to celebrate the Indian king fruit Mango and its various varieties. The mango mela is renowned to endorse India's status as the world's largest manufacturer of the king of fruits mango. The mela also inspires farmers to espouse knowhow for snowballing invention and superiority. During the mela, the garden witnesses the fiesta where

colors, music, dance, and other exciting competitions are organized. One of the main purposes of the mela is to showcase thousands of mango varieties to enthrall the tourist and locals. Several events are organized to provide a platform for artists and self-help groups to display and sell their products.

The Yadavindra garden in Panchkula, Haryana is comparatively more rushed and crowded than the other tourist centers in the Panchkula region. The locals at the Yadavindra garden provide facilities like food, transport, and other amenities to the tourist. The study is an attempt to evaluate economic, social, and cultural impacts for the local shop owners at Yadavindra garden in Panchkula, Haryana.

### **Literature review**

SM Rasoolimanesh (talks about how resident communal input offers residents with a (2016) range of occasions to partake successfully in tourism development activities. G Nagarjuna (2015) explains the part of the communities in tourism development and be certain of that the community is genuine and moral investors in tourism development. Aref, Fariborz, Gill, Sarjit S., & Aref, Farshid. (2010) opine that the community is the pivotal for tourism development. The community chains the stock of food, lodging, cuisine, material, transport amenities, and other services for the tourism sector. M Rahman (states that leisure industry has a (2010) noteworthy impression on the local community as it carries economic and socio-cultural variations. Steffi Phogat (2018) clarifies the tourism in Haryana and its part in providing openings and room to tourists and unwaged youth. The United Nations World Tourism Organisation (UNWTO) (2007) in its report stated that Tourism has extensive insinuations for the budget, atmosphere, tourism, and local population of the zone. Hence it turns out to be significant for all investors, especially the populace, to appreciate tourism and its insinuations for improved progress of the industry and towards maintainable incomes as a whole.

Social Exchange Theory (SET): The theory of Social exchange as placed forth by Lawler (2001) holds that individuals or societies incline to trade their sustenance for schemes in exchange for the assistances they hope to get from those wits. In other words, the inhabitants' care for tourism will largely hinge on to a large amount on the assistances that they are eager to grow or are likely to grow from tourism. It is for the reason that the monetary, societal, social, and ecological apprehensions, the community chooses whether to sustainance tourism projects or

not. If two actors in the conversation understand that they can attain something treasured and something that they each cannot achieve alone or lacking the hard work of their associates collectively, they feel a sagacity of appreciation and gratitude for being a reliable partner in their combined energy. Frequent achievement in the social conversations shapes positive energy with their conversation partners. The same can be applied to the connection between players tangled in tourism development, local community, and tourists. Active tourism development necessitates proper substructure and amenities. The administration and other private depositors identify this and therefore capitalize in advances in carriage, announcement, essential amenities, and cleanliness facilities. This aids the local community at large. Other segments such as finance, conveyance, and safekeeping are promoted from enlarged tourism activities. Therefore, there is a straight give-and-take association between tourism and the local community. According to (Curto, 2006) learning the awareness of the local community gives us a sight of those that are not else heard. (Diedrich & Garcia-Buades, 2009) believes that if inhabitants are not well conscious of the tourism development of their area, it turns out to be problematic to understand and uphold the sustainability and long-term victory of the tourism industry. One of the most significant matters emphasized by Johnson and Wilson (2000) “as most of the civic members are not mindful of the tourism arrangement and its influence, the outside employees group allied with tourism arrangement and implementation inclines to control the tourism expansion course, hence there is a crucial necessity for community capacity construction. The main idea overdue the participation of the local community in tourism development is to allow them to grow independently. The authorization comes when they are specified openings to partake and to make selections in the notice of one's own household and public. This also carries into explanation an answerability and regulator factor which upholds that “the rheostat over an act should stay with those who will tolerate its penalties.”

### **Research Methodology**

This study intends to examine the effect of reduced tourism activity at Yadavindra Gardens on community members directly involved in the tourism business at or near the garden compound. For the analysis, a focus group survey was conducted for the shops, stalls, and canopies operated by the local community members in and around Yadavindra Gardens, Pinjore.

A total of 22 local community business operators were operational in and around the garden. All the community members (100%) were surveyed.

### **Limitations of the research**

The design of the current study is subject to the following limitations.

First, the sample is collected in such a way that only members of the beset population have a higher or lower sampling probability. In this research, local shop owners at the Yadavindra Garden were intended to be chosen for the sampling. Hence there exists a sampling bias.

Second, the study is designed for local shop owners at Yadavindra Garden, due to which the sample size remained small and the study is only valid for the Yadavindra Garden area.

### **Objectives of the research**

1. To find out the intention of the community for getting into the tourism business.
2. To find out the contribution of natives and tourists towards revenue generation for community members owing to the tourism business.
3. To learn about the socio-cultural exchange between tourists and the community.

Hypothesis:

1. The local community's main intention for getting into the tourism business is income generation. (H1)
2. Tourists contribute more than locals in revenue generation for tourism businesses operated by the local community. (H2)
3. Interaction with tourists causes socio-cultural exchange. (H3)

### **Data Source**

Survey of tourism businesses owned by the community members, they include the owners of shops, stalls, and canopies in the Yadavindra Gardens Pinjore area.

### Instruments or Equipment

For analyzing the data, MS Excel Data Analysis Tool Pak is used. The present study is done using the Chi-square goodness of fit test, bar graph, and cross-tabulation since the variables are categorical in all the hypotheses.

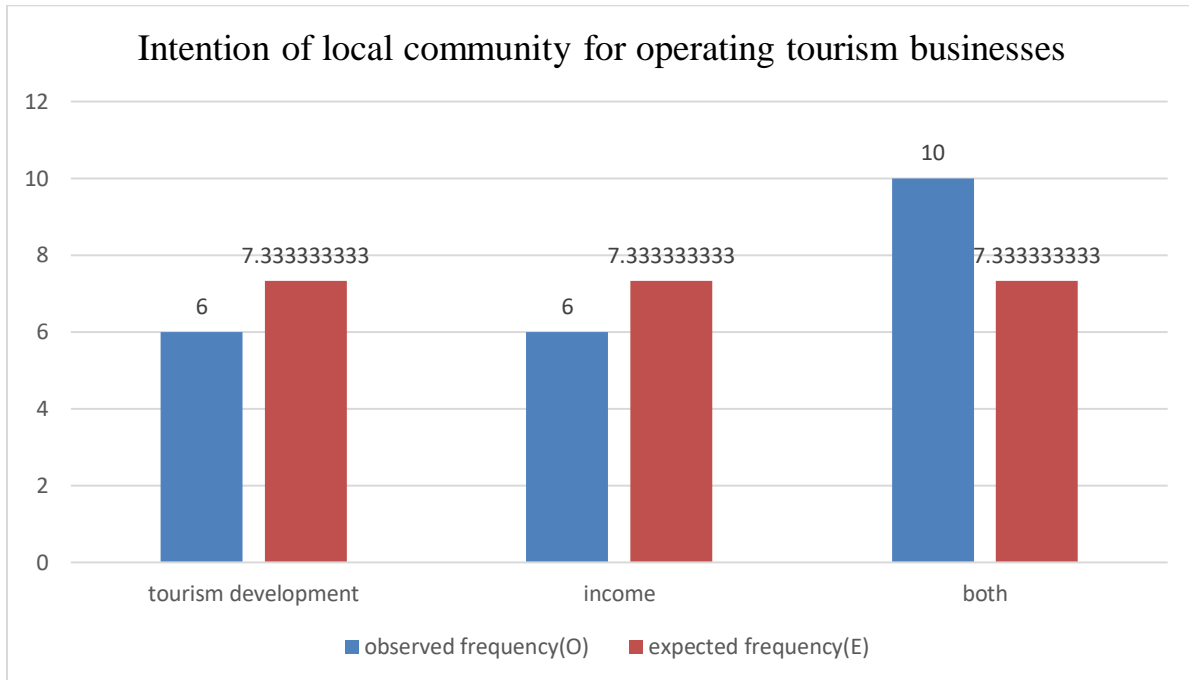
H1: Local community's main intention for getting into the tourism business is income generation.

There is only a single variable in this hypothesis which is the intention of the local community. For analyzing this hypothesis, the survey question was:

1. What is the main intention behind doing this business?
  - a. Income generation
  - b. Contribution to Tourism Development
  - c. both

The responses are given below under the observed frequency column. The Chi-square test results are also shown below:

<b>Intention</b>	<b>Observed frequency(O)</b>	<b>Expected frequency(E)</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup>/E</b>
<b>Tourism development</b>	6	7.333333	-1.33333	0.242424
<b>Income</b>	6	7.333333	-1.33333	0.242424
<b>Both</b>	10	7.333333	2.666667	0.969697
<b>Total</b>	22	22	0	1.454545
			Df(3-1)	2
			P value	0.483225



In the table and the graph above, the observed and expected frequency of the community is observed. The responses by community members for operating the tourism business are 6, 6 and 10 for tourism development, income generation, and both responses. The p-value for the chi-square test comes out to be 0.48 which is more than the 0.05 significance value. Hence, the observed and expected frequency has no significant difference, which means there is no conclusive result that the local community operates the tourism business for income generation only. Hence the alternate hypothesis is rejected.

H2: Tourists contribute more than locals in revenue generation for tourism businesses operated by the local community.

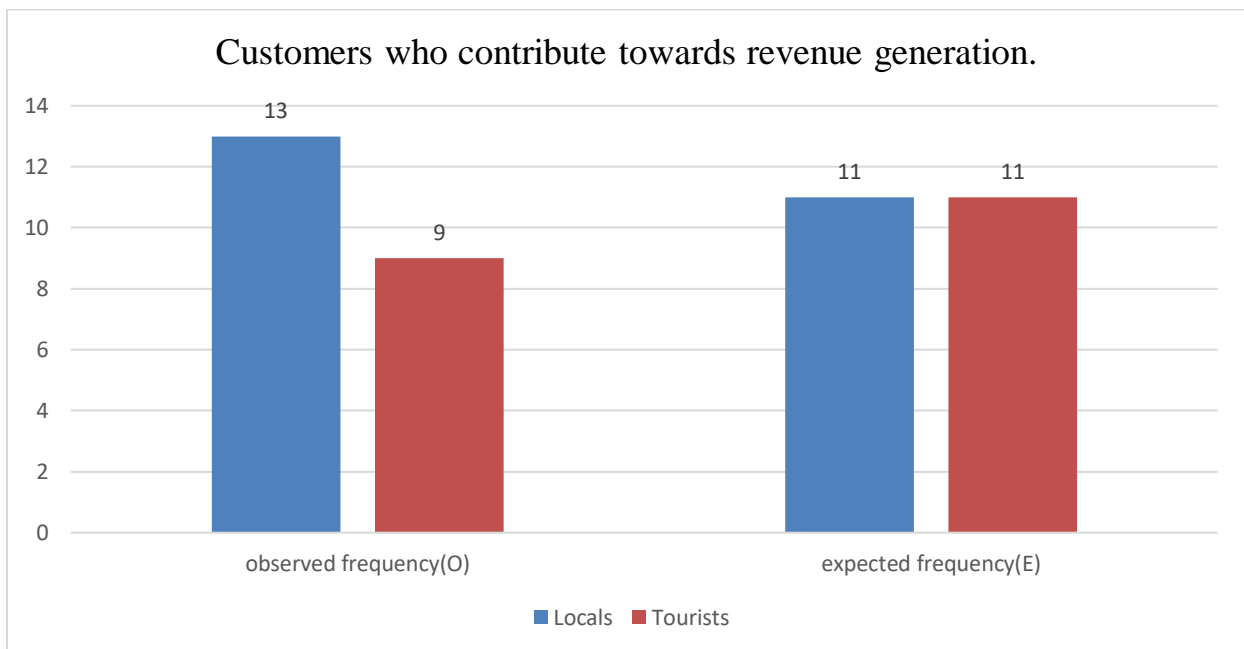
There is only a single variable in this hypothesis which is the intention of the local community. For analyzing this hypothesis, the survey question was:

2. Which customer contributes more towards your business's revenue generation?

- a) Locals
- b) Tourists

The responses are given below under the observed frequency column. The Chi-square test results are also shown below:

Revenue source	Observed frequency(O)	Expected frequency(E)	(O-E)	(O-E) <sup>2</sup> /E
Locals	13	11	2	0.363636
Tourists	9	11	-2	0.363636
Total	22	22	0	0.727273
Df(2-1)				1
P value				0.393769



In the table and the graph above, the observed and expected frequency of the community is observed. The responses by community members for locals and tourists are 13 and 9 respectively in revenue generation. The p-value for the chi-square test comes out to be 0.39 which is more than the 0.05 significance value. Hence, the observed and expected frequency has no significant difference, which means there is no conclusive result that tourists contribute more towards revenue generation. Hence the alternate hypothesis is rejected.

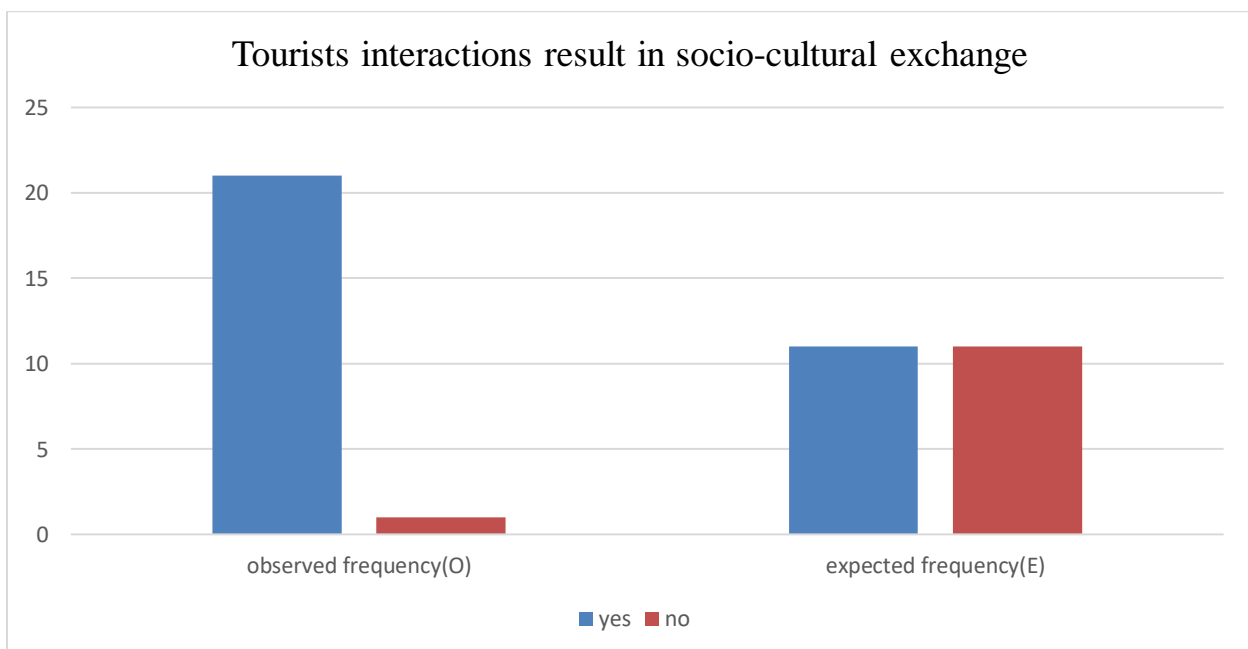
H3: Interaction with tourists causes socio-cultural exchange.

There is only a single variable in this hypothesis which is the intention of the local community. For analyzing this hypothesis, the survey question was:

3. Does interaction with tourists cause learning and exchange of each other's social and cultural habits? Yes/no

The responses are given below under the observed frequency column. The Chi-square test results are also shown below:

Socio-cultural exchange	Observed frequency(O)	Expected frequency(E)	(O-E)	(O-E) <sup>2</sup> /E	
Yes	21	11	10	9.090909	
No	1	11	-10	9.090909	
Total	22	22	0	18.18182	
				Df(2-1)	1
				P value	2.01E-05



In the table and the graph above, the observed and expected frequency of the community is observed. The responses by community members for question 3 are 21 and 1 for “yes” and “no” responses respectively. The p-value for the chi-square test comes out to be 2.01E-05 which is less than the 0.05 significance value. Hence, the observed and expected frequency significant difference between them, which means community business owners and tourist’s interaction, causes socio-cultural exchange. Hence the alternate hypothesis is accepted.

## Results and Discussion

The findings are as below:

1. The main purpose behind doing tourism businesses for the community is not just income generation, tourism development is also of significance.

Intention	observed frequency(O)	Percentage
tourism development	6	27.27273
income	6	27.27273
both	10	45.45455
Total	22	

As per the survey, it is observed that the intention of 27.27% of the community members involved in tourism business is for tourism development, 27.27% is for income generation and the majority of members, that is 45.45% of community members are in tourism business for both income generation and tourism business.

2. Both natives of the area and tourists contribute towards the revenue generations.

Revenue source	observed frequency(O)	Percentage
Locals	13	59.09091
Tourists	9	40.90909
Total	22	

As per the survey, the major revenue generated for the community members is via the local and native people than the tourists. For 59.09% community member, locals generate more revenue for their business, for the rest 40.91% community members, the major revenue is generated by tourists.

The number of tourists visiting the garden has decreased in the recent past. The reason behind the same as told by the local shop owner and tourists is due to the following reasons:

- a. The Yadavindra gardens had a mini zoo which was the prime attraction for children coming from different states such as Himachal Pradesh, Chandigarh, Punjab, and Delhi. The mini zoo was shifted from the garden to the zoological Park, ChhatBir Zoo, Zirakpur.
- b. The old Kalka highway railway was the second most popular destination to visit near the garden. The Kalka Shimla Railway was added to the mountain railways of India World Heritage Site by UNESCO in the year 2008. The rail line has the 96 km line passes through 102 tunnels and there are 33 major bridges. Even after getting UNESCO recognition, the number of tourists traveling through the Kalka highway railway has decreased in the past years. As told by the travelers, the scenery while traveling through the Kalka highway railway is lovely but not enough to endure the train ride for 7 hours.
- c. The quality of food served at the garden Motel and restaurants has deteriorated. The opening of wine and beer shops has led to too many people making too much noise. This is why the children are not seen visiting the place more often now.
- d. The garden has lost its historic charm. Tourists are of opinion that it is now more of a hotel than a monument. Initially, the garden used to have different varieties of flowers, nurseries, and trees, but nowadays, only marigold flowers and mango trees are visible. Most of the fountains are not functional.

Due to a decrease in tourism in the area, the shop and small business owners are now relying more on natives for the revenue generation along with the tourist.

3. Interaction with tourists causes learning and exchange of each other's social and cultural habits.

Socio-cultural exchange	Observed frequency(O)	Percentage
yes	21	95.45455
no	1	4.545455
Total	22	

As per the survey, 95.45% of community members operating tourism businesses agreed that tourism results in socio-cultural exchange. Only 4.55% of community members were against the opinion of socio-cultural exchange due to tourism.

When locals were asked about their interaction with tourists, they agreed that it has helped them in exchanging ideas and learn about different cultures. Locals were of opinion that tourists are always curious to learn more about the place in terms of culture and tradition. Their curiosity to learn also benefits locals in enhancing their capabilities in life. The most important thing which they learned from foreign tourists was to respect nature and become a responsible traveler. The locals admitted that some tourists were also seen throwing waste anywhere due to excessive flocking of tourists at peak season. These things should be taken care of by the governing authorities. They should manage the tourists' peak season by ensuring adequate arrangements for garbage disposal and the safety of the tourists.

### **Suggestions**

The places of cultural and historical heritage are an important asset of the modern cities. These assets can make a huge profit and significantly influence the host destination's economy. The cultural and social lifting of a destination also helps in the upliftment of the local population. Promoting such heritage sites can help in creating a favorable image of the destination. Branding of historical and cultural heritage is often used as a tool to increase tourists' arrival in many

countries. This is also used as a tool to build effective leadership on the tourist arena by various countries in the world.

The Yadavindra garden maintained by the Haryana Tourism Department is a good tourist attraction. The Gardens bring together great Mughal architecture and the best of nature. The state of Haryana is promoting Yadavindra garden within the country. However, promotion and marketing at the international level are not well thought about by the government. The International Surajkund fair invited many countries around the world to be a part of Haryana's unique cultural diversity. This is a great platform for the government to showcase the potential of tourism opportunities at the great Yadavindra gardens. The state government can also call upon private sector to open up new ventures in and around the area.

Secondly, The Knickknack shops around the garden should be upgraded to a more modern sort of outlet. This will also ensure better food quality and pricing. Future research shall focus on the quality of services being provided at the garden Hotel and Motel and quality of food and other services being provided by the local shop owners at the gardens.

Thirdly, tourist police outposts should be deployed at the gardens to handle matters related to women, children and tourists' security . This will also ensure that matters related to nuisance created by people at the spot, cleanliness and quality of services are being well take care of.

## **Conclusion**

Tourism development certainly has a substantial influence on the environment, budget, local population, and the tourists themselves. The destinations nowadays are experiencing more extreme changes than their areas in terms of cultural and economic aspects. The growth associated with any tourism development has a optimistic impression on the budget of the area. But the expansion of the tourism industry can have more deep undesirable communal and social paraphernalia when the locals start duplicating foreign visitors in their diet habits, sartorial, and other conducts. For this, both travelers and the community both need to be accountable and conscious of their interactive patterns. As the saying goes, "If you don't carry the beauty within yourself, you will never find it".

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