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Tourism as a Development Tool: A Study on Role of Tourism in Economic Development, Employment Generation and Poverty Reduction: Special focus on Kachchh

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Abstract: Tourism has been a major societal event, which is motivated by the natural desire of every human being for new knowledge education, exploration & leisure. The main challenge for any country's economy is to battle against poverty and Unemployment. In many developing country tourism is considered as main resource to diminish poverty at considerable level and also important for economic development. Tourism is not a direct link to reduce poverty and economic development but it mainly depends on the fact that tourism may provide employment opportunities, it catalyze the growth of basic infrastructure – roads, port, airport and provide financial facility which is eventually give benefit to economy at large. National tourism policies, rules, guideline also play very important role in tourism development This paper examines the role of tourism in economic development of Kachchh special focus on Bhachau Talkua. The primary and secondary data has been collected to find out the direct and indirect livelihood impacts of tourism and its implication on Poverty and Employment. Paper also study to identify resources that can be used for rural tourism development in Bhachau and perception of residents relating to rural tourism development as a means for economic development in their area. Survey method coupled with observation have been adopted with the help of a well-structured questionnaire. Results revealed that the tourism has a positive effect on employment. Bhachau has rich cultural and heritage resource for tourism development. Which is yet unexplored. If it developed and maintained properly than it surely boost livelihood of people of East Kachchh.

Keywords: Tourism, Pro poor Tourism, Employment Opportunities, Kachchh Tourism, Rural development

I. INTRODUCTION

“Tourism is a collection of activities, service and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment, business and other hospitality services provided for individual or group traveling away from home”(Macintosh & Goeldner). UNTWO define tourism as “Tourism comprises the activities of persons travelling to and staying In place outside their usual environment for not more than one consecutive year for leisure, business and other purpose. According to the World Travel and Tourism Council (WTTC), travel and tourism:“Generate about 12% of global GDP, and contributes to an average of 40% of GDP in developing economies. Accounted for more than 235 million jobs in 2010(equivalent to about 8% of total employment) and is forecasted to increase to 324 million (or 9.7% of total employment by 2012 , equivalent to one in ten jobs) ,Account for 36% of service exports in advanced countries and 66% in developing economies, Is the main source of foreign exchange for 47 of the World's 50 least developed countries”. Tourism is an important and flourishing industry in the country. It is termed as a useful measure for employment generation, poverty alleviation and suitable human development in India. It accounts for one third of the foreign exchange earning of India and also gainfully employs the highest number of people compared to other sector (Mishra M and Padhi P). For steadiness and sustainability of any nation require continue surge of new earnings, which helps to fight against

inflation and also beneficial to meet increased demand. In current situation tourism sector may play significant role to get new revenue. Tourist visit country, spend their currency and go back to their native but these income is useful to develop fundamental infrastructure which promotes new business which directly raise employment opportunity, which is ultimately generate source of income for growing population. In border meaning tourism is directly or indirectly related with social actions. Complete tourism practice include Tour operators, travel agency, tourist guide, transportation, entertainment, accommodation facilities. Tourist activities also make impact on the business which may not directly related to tourism at first glimpse e.g., cultural, sports, agricultural, fishery, gas, electricity, water, business, construction, communication etc may impact on entire economy. World tourism business is become more fascinating for employment among people worldwide. In India during year 2002-2003 tourism sector contributed 5.8% in GDP(Tourism ministry, India).As per Economic survey 2011-2012 tourism provided employment opportunity direct, indirect small and at large scale to skilled, semiskilled and unskilled people. Directly 6 -7 % and indirectly in a thousand numbers. World's employment provided by Tourism sector only (UNWTO). According to 12th five year plan probability of employment 7.5 million, which was 53 million in 2010. According to annual report of labor and employment ministry in 2009 Gujarat provide employment to 2.14lakh people, which is in comparison of 3.9lakh employment all over INDIA and its mainly provided by tourism sector. Gujarat government is planning to introduce more eight tourism hubs which will surely increase employment opportunity in this region. As per planning commission tourism ministry employment in hospitality industry which include classified and non classified hotel, tour operators, travel agents, medical etc is given below (Approximate figure)

TABLE I

YEAR	EMPLOYMENT(LAKH)
2011-12	43.84
2012-13	47.26
2016-17	63.79

Against this,

TABLE II

YEAR	REQUIRMENT	SUPPLY	GAP
2011-12	5.83	0.52	5.32
2012-13	6.26	0.56	5.70
2016-17	8.29	0.75	7.54

(Source: Report of 12th working group on tourism for five year plan 2012-2017, Ministry of Tourism, Government of INDIA) 2011 survey revile the requirement of skilled employee in tourism and hospitality sector is given below.

TABLE III

YEAR	TOTAL EMPLOYMEN(lakh)	YEARLY REQUIRMENT
2012-13	47.26	6.26
2013-14	50.94	6.71
2014-15	54.91	7.20
2015-16	59.18	7.72
2016-17	63.79	8.89
Total		36.18

Tourism industry is the most vibrant tertiary activity and a multi billion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socioeconomic magnitude. Travel and Tourism is expected to generate 24,931,000 jobs directly in 2011(5% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services. It also includes, for example, the activities of restaurant and leisure industries directly supported by tourists. By 2021, Travel and Tourism account for 30,439,000 jobs directly, an increase of 5,508,000 (22.1%) over next ten years. (Kakkar & Sapana, 2012). This statistic shows that there is plenty of opportunity for employment in India in tourism sector, which may contribute in reduction of poverty.

II. STUDY ON KACHCHH TOURISM

The district Kachchh is situated in the extreme west of India between 22° 44' 8" and 24° 41' 30" north latitude and 68° 7' 23" and 71° 46' 45" east longitude. It is surrounded on south by the Gulf of Kachchh, on west by the Indian Ocean, in the north-east and south-east by the districts of Banaskantha and Mehsana. The Gulf of Kachchh is separated from Kathiawar Peninsula. Kachchh is also separated from Pakistan by the Great Rann of Kachchh. Kachchh is divided into five distinct regions.

1. The great Rann or Uninhabited wasteland in the North.
2. The Grasslands of Banni
3. Mainland Consisting of Planes, hills and dry river beds
4. The cost line along the Arabian Sea in the South and
5. Creeks and Mangroves in the west.

Kachchh has all the ingredients to become one of India's leading travel destination- nature, beauty, rich heritage, ancient archeological sites and colorful culture as well. Apart from an extremely rich cultural heritage, Kachchh has a lot to offer historically. It also has varied wild life, pilgrimage etc. (Jethi P,2008) . Kachchh has potential to become worldwide famous like Goa and Italy if proper tourism initiative will be taken (Dholakiya H,2011). The tourism sector is experiencing a strong revival. The Historical places of interests, sea beaches, bird sanctuary, fossil park and temple, wildlife, fairs and festivals of the district are witnessing a large influx of national and international tourists There are also a number of handicraft industry such as handloom, cutlery, etc. which produce goods which are purchased by tourists. Increase tourist demand for these products can increase income & employment through ought region. The Kachchh region is now emerging as a major tourist hub in Gujarat. The Rann is known for its traditional culture. Its role in tourism development also should not be ignored. The development of resorts helps in the direct and indirect employment to the local people. More than 80% of those employed in the resort including the manager receptionist, kitchen staff, drivers, maids and housekeeping cleaner, waiter, cleaner, and housekeeping staff, In food preparation and serving jobs, including waiter and waitress, bartenders, fast food and counter workers. Larger hotels employ chefs and head cooks who create menus, develop recipes and oversee food preparation operation and personnel. The region is benefited by the tourist coming to the resort as guest of Rann Riders are taking camel cart rides, horse riding, bullock rides etc, and paying for music and dance programs. The development has plan for upliftment of the local community and promote craft and tradition of the place. (Shukla & Ansari, 2013)

Impact assessment of Rannutsav done by Kachchh tourism department reveals the income generation during 2011 as No of tourist visited white ran during Rannutsav 2011were 66656 tourist including Foreigner,NRI, Non Gujarati and Gujarati. Only entry fee collection amount was 516955 Rs. Hot air balloon and all terrain vehicles rides (116&2000 tourist participate respectively) together generated 2.24 lakh income.(Source:Industries Commissionerate,Government of Gujarat: 2007). Rannutsav 2012 assessment reviles that at Dhordo in mission mangalam park 243 sakhi mandal from 13 districts of Gujarat state participated and sold approx Rs 97,50,534 handicraft product. Kachchhi 207 sakhi mandal participated and artisans sold worth Rs 9087364 item.

a) *Objective of the study:*

West Kachchh Tourist places are developed after Rannutsav which indirectly contributed to livelihood of people. Researchers were interested to find out if tourism developed in East Kachchh area will make any changes in upgrading life of communities of study area. The broad aim of the study is to analyze the direct and indirect livelihood impacts of tourism and its implication on Employment in Bhachau Taluka. Tourism is one of the largest segments in the economy, we are keen to identify more about its benefits to rural communities at large and in particular the poor and unemployed.

The main purpose of the study was streamline into the following research objective:

1. To identify the resources that can be used for rural tourism development in East Kachchh
2. To determine the perception of East Kachchh residents relating to rural tourism development as a mechanism for economic development in their area.

b) Theoretical frame work:

Tourist arrivals in rural areas can create a flow of outside currency into a rural economy and therefore indirectly contribute to business development, household incomes and employment. There are hidden benefits from tourists known as multiplier effect. There are two critical areas of tourism which are directly linked to rural poverty. Firstly, tourism comes with labor – intensive and small scale opportunities and second it also values natural resources and cultural heritage, which are assets that normally belong to the poor (Luvanga & Shitundu 2003). International and domestic tourism have significant and positive role for regional economic growth (Cortes, 2008). Tourism sector is not only a major contributor to the growth of the economy but a generator of employment opportunities as well (Hjalager A and Andersen S, 2001). Researcher from different countries also tried to identify role of tourism in economic development. Tourism contributes significantly to the improvements of the standard of living Southern Europeans (Greece, Italy, Spain etc) – (Proenca et al., 2008). Rural Tourism Development is considered a viable formula for poverty alleviation in Bergville. Study analyses the direct and indirect impact of tourism development and implication on poverty reduction in Bergville (Mthembu M, 2012). Promotion of small-scale soft rural tourism may thus constitute a legitimate element of strategy in providing an alternative source of wellbeing for households that are likely to experience diminishing returns from their land based activities in the future. Emphasis was given to determining how tourism contributes to national objectives of employment generation, income distribution, regional development, and the earning of foreign exchange and to analyzing the role of government in the development and promotion of tourism (BURGER, V 1978). Few researcher also argue that impact of tourism on economy is not measurable. According to them service factor is very important in tourism sector which is also known as hospitality sector. Tourism facilities benefit from manpower greatly both in producing product and presenting them. Tourism sector is directly connected with various industries such as accommodation, transport, entertainment, travel agents, management, finance, health. so its difficult to measure influence of tourism on employment. (Vellas and Becherel, 1995). Tourism was found to be very capital intensive - three times more capital being required per job than in the industrial sector. Tourism's impact on regional development appears to be very small, but in this respect trekking tourism offers a much larger scope than pleasure tourism. There are adverse cultural, social, and environmental aspects of expanded tourism which should be carefully monitored and controlled. However, since tourism in Nepal has been shown to be an effective earner of foreign exchange it was concluded that tourism should be developed, to the extent that it is consonant with foreign exchange requirements for development purposes. (Walton, J.; Hitchcock, M.; King, V. T.; Parnwell, M. J. G. 1993) the studies suggest that with regard to foreign exchange earnings, their net effect appears to be of significant benefit to ASEAN countries. In terms of income generation and employment creation the various studies show not only the important direct effects but also powerful linkages to other sectors and therefore strong indirect effects. Effect of tourism sector on the employment in TURKEY: An econometric Application tested whether there is a long term relationship between tourism and employment, and to display the possible contribution of the sector of employment. Result of empirical finding that there is a long term correlation between the two variables (Kubra & Ayese)

Tourism and Poverty

What is pro poor tourism? PPT is tourism that generates net benefits for the poor. Reducing poverty requires pro poor growth. Tourism is pro poor if it provides Economic gain through the creation of full or part time employment, other livelihood benefits such as access to potable water, roads, improved access to markets, health and education. Certain characteristics of tourism enhance its pro poor potential. It can be labor intensive, inclusive of women and the informal sector. Based on natural assets and cultural assets of the poor and suitable for poor areas. (Ashley et al, 2001) Private Player, government, poor, NGO and other stake holder have important role and link for reducing poverty. The Role of tourism in poverty reduction: an empirical

assessment: (Robertico Croes. (2014), Hazari and Sgro,(1995)) claimed that tourism spending would have a positive impact on the long –run growth of a small economy. Tourism appears as growth enhancing irrespective of the size of the country.(Lanza and Pigliaru,2000) .(Brau et al ,2003) compare the growth performance of 143 countries conducting that countries more specialized in tourism tend to grow faster than non specialist countries.(Croes 2014) in his study assess how tourism affects absolute poverty beyond its effect on growth in two developing countries. Nicaragua and Costa Rica during 1980-2010.He estimate the relationship between poverty and tourism spending result of this study reveals that tourism does matter for the poor but that it does not appear to have systematic effects. According to his study tourism is an important determinant of poverty reduction under certain condition: a) Lower level of economic development b) a high incidence of extreme poverty c) tourism sector in its developing stage.(Dilys Roe,Caroline Ashly, Shelia page and Dorothea Meyer(2004)).Tourism is an important opportunity to diversify local economies. It can develop in poor and marginal areas with few other export and diversification option.(Caroline Ashley, Chariolle Boyd and Harold Goodwin (2000))

Tourism does have some advantages over sectors for delivering propoor growth. (Delotte and Touche, ODI 1999, Ashley,Roe and Goodwin 2001, WTO/OMT 2002) As shown Below:

- » Tourism has considerable potential for linkage with other economic sectors- particularly agriculture and fisheries. Realising this linkage will increase the proportion of tourism revenue retained in the host country.
- » Demand for tourism may add sufficiently to another sector's demand for the combination to provide a basis for introducing local provision of goods or services e.g, transport
- » Tourism provide opportunities for off farm diversification. Tourists are often attracted to remote areas with few other development options because of their high cultural, wildlife, and landscape value.
- » Tourism provides relatively labor intensive opportunities.
- » Tourism employs a relatively high proportion of women and can contribute to generate equality.
- » Tourism product can be built on natural resources and culture, which are assets that some of the poor have.
- » The infrastructure associated with tourism development (road, electricity, communication) can provide essential services for rural communities which would otherwise be excluded from general infrastructure provision.
- » Contribution of tourism to poverty alleviation: pro poor tourism and the challenge of measuring Impact. (Walter Jamieson, Harold Goodwin and Christopher Edmunds (2004)
- » Traditionally the impact of tourism has been measured in terms of its contribution to Gross National Product and employment created. Often tourism's overall impact on the economy is estimated by looking at the effect of tourism expenditure through direct, indirect and induced spending using a multiplier effect approach. Tourism growth is most often measured through increases in international arrivals, length of stay, tourism expenditures and the value of tourism spending.

Tourism and Employment

Employment is one of the most important issue in a country .Since tourism sector is labor augmented sector, it is relatively more effective in creating jobs than other sector. Consumption expenditures of tourists provide direct or indirect employment opportunities in this sector. Tourism create three types of employment in regional and national economies(Mathieson and Wall)

1. Direct employment: It refers to the type of employment provided in tourism facilities such as accommodation, food, drink, transport, travel agents which exist in tourism sector and meet touristic need directly.

2. **Indirect employment:** It covers the employment in other sector which do not serve for touristic consumer directly but get income from expenditure done in touristic relations, mainly the other sectors which provide input for tourism sector.
3. **Induced Employment:** It refers to the additional employment in economy arising from re-spending of the income which has been gained through direct and indirect employment method. Multiplier effect of tourism plays an important role in the emergence of induced employment.

The high employment rate in this sector is depended upon four main reasons (Icoz and Kozak, 2002) are: a) Labor intensity b) Existence of many low paying jobs c) Existence of many part –time and temporary jobs d) Seasonal intensity. Fifth and one third of total tourist turnover in destination is captured by the poor; tourism can have important pro poor impact & it is suggested that these can be strengthened by deliberate public policy interventions. (Mitchell J and Ashley C, 2007) (Roy k and Tisdell C, 1998)- India's tourism Industry has remained at a dormant stage despite the fact that tourism can offer enormous benefits both directly and indirectly to the country and that India has many touristic product to offer to each category of domestic & International tourists. (Govt. of India, 1994). A large number of ancillary industries both in formal and informal sector in India depends on tourism, hence its impact of income generation and employment creation is quite considerable. (Shukla & Ansari, 2013) Labor is a factor of production and is generally associated with an establishment in which usually various products are produced. Therefore it's a complex issue in measuring tourism direct employment. The total employment in terms of jobs in tourism industries is estimated at 234.20 lakh out of the total of 5355.39 lakh jobs in the country. The share of jobs in tourism industries is 4.4 % of total jobs in the economy. Tourism direct and indirect shares in India's GDP in 2002-0 was 4.8% and its share in India's employment was 8.2%. ((Indian Tourism Statistic 2012: Government of India, Ministry of tourism, Market research division.) The percentage of tourism jobs filled by women varies from over 60% in some countries such as Bolivia , to 10% in some Muslim countries (UNED, 1999). The service nature of the industry and high proportion of low skill domestic type jobs increases accessibility to women. Often women are most involved in informal sector activities, particularly hawking (Shah, 2000).

The tourism sector is the cluster of production units in different industries that provide goods and service typically demanded by visitors. Such industries are called tourism industries because visitors acquisition represents such a significant share of their supply of goods and services that, in the absence of visitors, their production of these goods and services would cease to exist in meaningful quantity relationship between tourism and employment that most interests or concern to different countries were Canada: Fostering an adequate supply of skills and labor, China: attract large number of employee, Jermany & Indonesia , Japan, Turkey: Job creation, & employment. Canada, Indonesia, Maxico and Turkey recognized that economic and social development goes hand in hand with the development of skills, knowledge and employability. Youth, unskilled, low skilled workers and women stand to gain opportunities from tourism development. (UNWTO, 2010)

c) **Methodology:**

Survey method was used in the study. Sampling method used by researcher was Convenience sampling which helped to target respondents, who happen to be available at prominent point such as temples, archeological site, public gathering were targeted for the survey. On the basis of available literature review questionnaire was prepared. The questionnaire contained both structured and unstructured question. Personal interview, observation was also used to arrive at final conclusion related to stated objectives. Researcher collected 50 data from- Chobari, Dholavira, Jangi, Kanthkot, Vondh, Shikarpur Five Villages of Bhachau Taluka during Time period of one month. (February 2014) .

III. FINDINGS

Perception on rural Tourism: 50 Respondents:

TABLE IV

Positive Perception	Disagree	Neutral	Agree
The quality of life in the community can improve because of tourism	18%	16%	66%
East Kachchh has a good potential for tourism development	12%	12%	76%
Tourism development can encourage the preservation of local skills traditional ways of life and traditional belief systems	16%	4%	80%
Tourism helps to develop basic facility like road, transportation, water, health, education	16%	10%	74%
Tourism helps to generate employment opportunities	10%	4%	86%

TABLE V

Negative Perception:	Disagree	Neutral	Agree
Tourist increase the rate of crime in the community	54%	16%	30%
Tourism cause a lot of damage to indigenous societies and culture	56%	6%	38%
Tourism cause greatly to traffic problem in our area	62%	4%	44%
Tourism can result in pollution in our area , making it untidy	18%	10%	72%
The private sector exploits local resources through tourism	16%	8%	76%

The findings of the study show that Bhachau has a potential for tourism development as a viable formula for Employment generation .It was revealed that it has resources that can make tourism development a success. Bhachau has both tangible and intangible tourism resources that can be used for tourism development. Places like Kanthkot, Gedi, Shikarpur, Mekarandada Temple etc have historical stories behind its origin from ancient time. Tourists come to visit Dholavira world heritage site but they were not aware about the other places in near by Taluka'a or Villagesas these places are not in limelight and also not promoted by tourism department in any campaign. "Kachchh nahi Dekha toh Kuch nahi Dekha " promotion exposure is limited to only White rann as per respondents views. Secondly, rural tourism in Bhachau can contribute to job creation and poverty alleviation if increased participation of the local people in economic activities, entrepreneurship related to tourism activity. From table IV and table V revealed that the respondents have positive and negative attitudes towards tourism development. This means that they view tourism development as an activity that needs some precautions in certain areas. This shows that East Kachchh does not only have a potential for tourism development, but also an opportunity of using tourism as a mechanism for employment generation and poverty reduction. Respondents positive perception about tourism development was based on last five year development of West Kachchh after Rannutsav and increased tourism activity which indirectly help community for better living standard. Researcher found after Personal interview with girls doing embroidery –mirror work at Shikarpur that they sell those product to purchase utensil from vendor at cost of Rs 20-40 only. In market this handicraft product small piece cost minimum 500 Rs and above. Girls are not able to pursue their academics after 7th Std because no school and colleges are at near place and there is less frequent transportation available. If tourism is developed in these areas than transportation facility, education and market for handicraft also developed. The majority of the respondents in the study area perceive farming as an economic activity. Robinson and Mazzoni (2004) argue that small land holdings and their low productivity are the main cause of rural poverty among rural families which depend on land-based activities for their livelihoods. Farming and tourism share the same environmental, cultural, and physical and natural resources. This relationship favours tourism development as an alternative economic activity. In East Kachchh More than 80% of the respondents in Bhachau believe that tourism development should be promoted. They consider that Bhachau has a good potential for tourism development, the majority of the respondents view tourism development as having the potential to improve the quality of life in Kachchh. Another important benefit which the respondents identified is the fact that tourism development can bring about social cohesion and integration as well as international recognition. The preservation of the local culture and skills is very important. From the study, it is clear that

Bhachau has both tangible and intangible resources. Tangible resources are an important aspect for tourism development in East Kachchh.

IV. CONCLUSION

Tourist arrivals in rural areas can generate a flow of outside currency into a rural market, and therefore indirectly contribute to business expansion, household incomes and service. Tourism is a key driver of economic development globally. Forward and backward linkages with other segment helps in Generating Income and employment, Source of Foreign earnings, conservation of national Heritage, tradition and Environment, Developing infrastructure, promoting harmony and stability .“ Tourism’s ability to generate socioeconomic opportunities and help reducing the gap between rich and poor is more important than ever.” (Kushugal, 2014). While assessing the effect of tourism on employment ,it is compulsory to consider sources, economic development, political and social structure of each country which are peculiar to itself.(Barutcugil,1989) The importance of creating and maintaining the enthusiasm of a society in order to achieve success in poverty reduction and employment generation require proper management. Effect of tourism affected by many exterior factors as well. they are economic growth, coordination and co relation between tourism and allied industry for employment opportunities, because tourism is integrated with national economy. Government use Income generated by tourism sector used how much percentage on Basic facility, encouragement to small and medium enterprise, skill development also depended. It also depends on how competent is Tourism Ministry to satisfy and accomplish economic, social and environmental goal set by nation. Different type of tourism like heritage,craft,medical,sports, cultural, beach, adventure, Ecotourism offers wide range of opportunities for employment. Tourism activities from accommodation to entertainment also generate employment .ex, sports and health complex in resorts, safari ,amusement park, handicraft etc. Bhachau area has the most critical tangible resources for tourism development. These are historical attractions cultural attractions, natural attractions, historic sites and a unique landscape. Such resources are responsible for the enhancement of the image of the destination and the attraction of visitors. They can attract visitors and create job opportunities for the local people This study, like many other studies was not without limitation .Village customs, language problem ,time constrain were main limitation of this study.

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