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Residents' perceived benefits of heritage and support for tourism development in Pragpur, India

Abstract

Heritage is an important part of the international tourism market. As with any resource, sustainable management practices are required to maintain the long-term value of heritage assets. It is claimed that sustainable heritage tourism provides quality experiences for the tourists while protecting the environment and improving the quality of life for local residents. Yet, irrespective of how tourism is introduced and developed in a community, residents' perceptions of heritage tourism benefits are the key to the success or failure of the local tourism industry. This paper deals with heritage tourism in the village of Pragpur in Himachal Pradesh, India which is popular for its ancient heritage and culture and is registered in the list of heritage sites in India. Thus, the purpose of this study was twofold: to investigate residents' perceived benefits of heritage; and to assess the residents' support for sustainable heritage tourism development. A questionnaire was designed for this research and various related literature were used to develop the items for questions. A factor analysis was performed to derive four exogenous constructs dealing with socio-cultural, environmental, economic benefits and heritage benefits. Significant differences have been found on the basis of perceived benefits and support for heritage tourism development. The implications for tourism practitioners, academicians and local community are discussed.

Key words: tourism benefits; support for tourism; heritage; residents; India

Introduction

The Himalayas in India covers five major states of the country such as Himachal Pradesh, Jammu and Kashmir, Sikkim, Uttaranchal, and the North Eastern States. It is the home for major Hindu pilgrimages and has become a perfect holiday destination for different kinds of tourists, attracting mountaineers, trekkers, adventurers, tourists, skiers, geologists and anthropologists not only from India but also from abroad to scale its lofty peaks, wander in the remote valleys and explore new vistas of adventure (Gupta & Shah, 1999). The Himachal Pradesh government targets to achieve 15 percent contribution from tourism to the state GDP by 2016. Presently, the state tourism contributed 8 per cent to the GDP, which is expected to double in coming years (HP Govt, 2011).

The communities that inhabit this infinitely tough terrain reside in a scatter of small villages across the valleys and plateaux, cut off from the world due to climatic and infrastructural adversities. They

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suffer multiple forms of poverty, exacerbated by environmental vulnerability (Singh, 1989). However, the sustainable tourism approach which has emerged during the last decade or so, stresses the need for local participation and a 'fit' between strategies, the existing livelihoods of the poor, builds on poor people's assets and environmental limitations (Carney, 1999). Thus, for tourism to become an effective poverty reduction strategy, it should provide an opportunity for economic diversification without disrupting or substituting existing livelihoods (Ashley, 2000). According to UNWTO tourism can contribute to development and poverty reduction in a number of ways. Although the focus is usually on economic benefits, there can also be social, environmental and cultural benefits (Simpson, 2008).

Snaith and Haley (1999) state that a happy community is more likely to support tourism development and welcome tourists. They further support that cultural, historical and other types of heritage can be explored and preserve if local people are the part of developmental process. Today, heritage is an important part of the international tourism market. As with any resource, sustainable management practices are required to maintain the long-term value of heritage assets. Sustainable tourism provides quality experiences for the tourists while protecting the environment and improving the quality of life for local residents (Moscardo, 1998). It indicates that irrespective of how tourism is introduced and developed in a community, residents are important players who can influence the success or failure of the local tourism industry.

Among many scholars (Haley, Snaith & Miller, 2005; Nicholas, Thapa & Ko, 2009; Gilbert & Clark, 1997; Uriely, Israeli & Reichel, 2003) it is claimed that heritage resources have a profound impact on global tourism. However, this vital resource is often ignored as a component of tourism product, which can be seen in the case of Pragpur heritage village in Himachal Pradesh, India. In essence, heritage tourism is a good example of pro-poor tourism because it can generate good tourism income, develop the local economy, and bring about other possible benefits such as employment and local access to outside goods and services. However, the excitement of making profit from heritage tourism should not be allowed to overshadow its traditional role of promoting local cultural heritage (Gyan & Poudel, 2011; Bastias-Perez & Var, 1996; Huttasin, 2008). In fact, a sustainable tourism model will increase the interest in heritage and culture, strengthen local pride, allow tourists to further appreciate the local Indian culture, and provide economic benefit to the local communities (Drshti, 2003). Further, author points out that NGOs have a more personalized role in spreading awareness. These organizations are stakeholders because they have a role in making tourism sustainable and environmentally friendly (Drshti, 2003). Yet, despite many claims of potential positive impacts of heritage tourism on local livelihoods, the empirical evidences of residents' perceptions still lag behind.

This paper takes this challenge into the empirical context of the rural community's perceptions of heritage tourism development in the Himachal Pradesh of India. The neglect of the study of heritage tourism in the Himachal Pradesh can be attributed to two main reasons. First, the latter is marketed as a hill destination where rural attractions are considered to be a small component of the Himachal's tourism offer. Second, the nature of heritage tourism is such that within the city, tourist activities are not easily definable as they would be in the hill areas. Thus, understanding the benefits of heritage to people living in and around Pragpur Village is fundamental to balancing conservation goals and needs of local populations. Benefits to local residents from heritage can be substantial, ranging from basic services such as heritage diversity, environmental, economic and cultural. Thus, using Pragpur

heritage village in Himachal Pradesh, India as a study area, this article investigates residents' perceived benefits of heritage; and to assess the residents' support for sustainable heritage tourism development.

Literature review and hypothesis development

Residents' perceptions have been studied extensively in the tourism management literature (Marzuki, 2011; Nunkoo & Gursoy, 2012; Bishnu Sharma & Pam Dyer, 2009). However, in the recent years, scholars and policy-makers have increased their attention to the study of small economies (village/area) because of the unique characteristics shared by most of such small economies in the process of tourism development (Glasson, 1992, 1994; Gilbert & Clark, 1997; Uriely *et al.*, 2003). Andrew Lepp (2008) investigates the relationship between tourism and dependency in Bigodi and points to the importance of understanding the social-psychological context into which any tourism development intervention will be injected. Similarly, Gyan and Poudel (2011) point out that tourism helps change local people's attitudes toward the conservation of biodiversity and reduce people's dependence on natural resources and locally owned ecotourism ventures are significant to enhance their livelihoods.

Yoon, Gursoy and Chen (2001) suggest an integrated model to evaluate the structural effects of four tourism-impact factors (i.e. economic, social, cultural and environmental) on total perceived impact and on local residents' support for tourism development of the Norfolk–Virginia Beach–Newport News area of Virginia. They have found that tourism not only leads to positive outcomes, but also has potential negative outcomes in all impact dimensions at the local level. In similar vein Uriely *et al.* (2002) are of the opinion that residents' participation in planning and development stages is a fundamental necessity for sustainability of development in heritage sites.

Gursoy, Jurowski and Uysal (2002) propose a tourism support model to examine both direct and indirect causal effects of various factors on host community's attitudes towards support for tourism development from five counties surrounding the Mount Rogers National Recreation Area (USA). They found that host community support is affected by the level of community concern, eco-centric values, utilization of tourism resource base, and perceived costs and benefits of the tourism development. However, more research is needed to test whether these affecting factors could apply to other communities in terms of different stages of tourism development. Further, Ho and Mc Kercher, (2006) suggest that the cultural significance of a site is often more important to the local community than to tourists. Therefore, residents' perceptions are pivotal to sustain cultural heritage sites. According to (Wall & Mathieson, 2006; Andriotis, 2004) residents' attitudes should be included in the tourism development process as tourism is one of the most rapidly growing industries in the world. Impacts need to be anticipated, comprehended, planned for and managed to enable timely actions.

Andriotis (2004) in his study on attitudes of residents of Crete has found out that key influences were: level of education, employment and economic benefits together with perceived cultural and infrastructural benefits. Inbakaran and Jackson (2006) drawing on mixed findings regarding demographics and tourism, emphasized the importance of knowledge of the local situation in decision-making processes at the regional level. Although Tomljenović and Faulkner (2000) find no difference between the aged and the general population in attitudes towards tourism, while Canosa, Brown and Bassan (2001) find a difference in response to tourists between adolescents and older groups.

Meleddu (2013) suggests that there is a relationship between residents and tourism activity, as well as consumer theory and economic choice. Ultimately, residents have to support the tourism sector externalities while producing and consuming at the same time, sharing their territory and resources with tourists. Residents' latent preferences are determined by their perceptions of externalities that contribute to determine the choices that maximize residents' utility and profits. Further, many studies indicate that tourism support improvements in the economic system performance not only by giving economic support but also regulating environmental and socio-cultural impacts that will lead towards a sustainable tourism development (Harril, 2004; Hampton & Christensen, 2007; Chen, 2006). Thus, the literature emphasizes if residents recognise the importance of tourism development it becomes crucial for the long-term success and sustainability of tourism in a destination (Andriotis & Vaughan, 2003; Vernon, Essex, Pinder & Curry, 2005; Meleddu, 2013).

The main findings of all those studies conducted on the perceptions of residents towards perceived benefits of heritage and support for tourism development are summarised in Table 1. The table also clearly shows that most studies on residents' attitudes toward tourism conducted to date have been from the developed world perspective, whereas practically none has been carried out in the context of Indian particularly Pragpur heritage village.

Table 1
Research on residents' perceived benefits of heritage and support for tourism development

Author(s)	Study site	Main findings reported
Glasson (1992, 1994)	Oxford, UK	Employment in the tourism industry positively influenced attitudes toward tourism. Moreover, residents noted that costs of tourism exceeded the benefits derived from the industry.
Bastias-Perez and Var (1996)	Darwin, Australia	Age was found to be a determinant of attitudes toward tourism with middle-aged residents more inclined to accept the positive economic impacts of tourism development.
Gilbert and Clark (1997)	Canterbury and Guildford, UK	Most residents (around 75%) noted that tourism led to the generation of employment in the city, though this economic benefit was not valued by the residents. Overall, residents did not believe that their standard of living has improved as a result of tourism.
Chen (2000)	Virginia, USA	Respondents from different age and gender groups had different attitudes toward tourism development. Loyal residents noted that benefits from tourism should outweigh the costs whereas non-loyal ones were more concerned with land value and traffic congestion.
Tosun (2002)	Urgup, Turkey	Residents of Urgup were found to be less supportive of the tourism industry than those in Nadi and Central Florida.
Uriely, Israeli and Reichel (2003)	Nazareth, Israel	Identification with heritage promoted for tourism should be considered as determinant of residents' attitudes toward tourism.
Andriotis (2004)	Crete, Greece	Reliance on tourism and education level were found to strongly influence attitudes toward tourism. Economic, cultural and infrastructural benefits derived from tourism were important for residents.
Haley, Snaith and Miller (2005)	Bath, UK	Level of income and employment in the industry was found to influence attitudes toward tourism. Distance of resident from major tourist zones were also found to be a determinant of attitude.
Ritchie and Mikko Inkari (2006)	Lewes District, Southern England	Although residents are generally supportive of tourism development and cultural tourism development, there are differences in opinion concerning the perceived economic and social benefits.

Table 1 Continued

Author(s)	Study site	Main findings reported
Andrew Lepp (2007)	Bigodi village, Uganda	Results show residents have consistently positive attitudes towards tourism. Positive attitudes result from resident's belief that tourism creates community development, improves agricultural markets, generates income, and finally, that tourism brings random good fortune.
Huttasin (2008)	Baan Tawai, the first OTOP Tourism Village, Thailand	The finding is that the residents positively perceive social impacts in term of job creation for women in the village. Additionally, they do not see any social changes brought in by tourism and do not think that tourism leads to an increase in prostitution, vandalism, burglary, or drug abuse.
Bishnu Sharma, and Pam Dyer (2009)	Sunshine Coast, Australia	Findings indicate notable differences in residents' attitude according to the type of benefit they receive from tourism.
Nicholas, Thapa and Ko (2009)	The Pitons Management Area (PMA), St. Lucia	Community Attachment positively influences their support behaviours, and Environmental Attitudes indirectly influence the support behaviours through Perceptions about PMA. Level of Involvement in the PMA was not found to have any significant relationships. The notable lack of involvement of residents presented critical implications for the sustainability of the site.
Leena Mary Sebastian and Rajagopalan (2009)	Kumily and Kumarakom in Kerala, India	Residents perceive that tourism have increased alcoholism and immoral activities, brought undesired changes in the value orientation of children, altered community structure due to large-scale out-migration and increased the price of essential food products.
Mostafa and Zainab(2010)	Bisotun, Iran	Results showed that residents perceived social benefits more favourably than economic benefits. Residents believe that tourism has not created enough jobs for local people yet, but they agree that tourism can help the economy in Bisotun.
Aref, Fariborz (2010)	Shiraz, Iran	According to the results, the favorable attitudes are found to be linked with its sociocultural impacts, while environmental and economic matters are found to be the least favorable in terms of the perceived impacts of tourism.
Azizan Marzuki (2011)	Langkawi Islands, Malaysia	Findings from data analysis suggested that tourism development in Langkawi has provided more benefits that costs to the residents.
Nunkoo and Gursoy (2012)	Village and town, Mauritius	Results indicate that one's identity has a direct bearing on support, but may not always influence attitudes. Findings confirm the relevance of the social exchange theory and the identity theory in explaining community support for tourism in island economies.

Although numerous previous studies have focused on this issue, most studies are descriptive and largely theoretical (Sebastian & Rajagopalan, 2009; Huttasin, 2008; Gursoy *et al.* 2002; Andriotis, 2004; Haley *et al.*, 2005; Sirakaya & Sonmez, 2002; Chen, 2000; Tosun, 2002). More research effort is needed to understand the residents' perceived tourism benefits and support for tourism development.

To address these objectives and on the basis of the reviewed literature, the following hypotheses were developed:

Hypothesis 1: The residents living in the Pragpur heritage village have a positive attitude towards tourism.

Hypothesis 2: Residents' perceptions of tourism benefits are influenced by residents' demographic characteristics such as age, income level, gender, occupation and level of education.

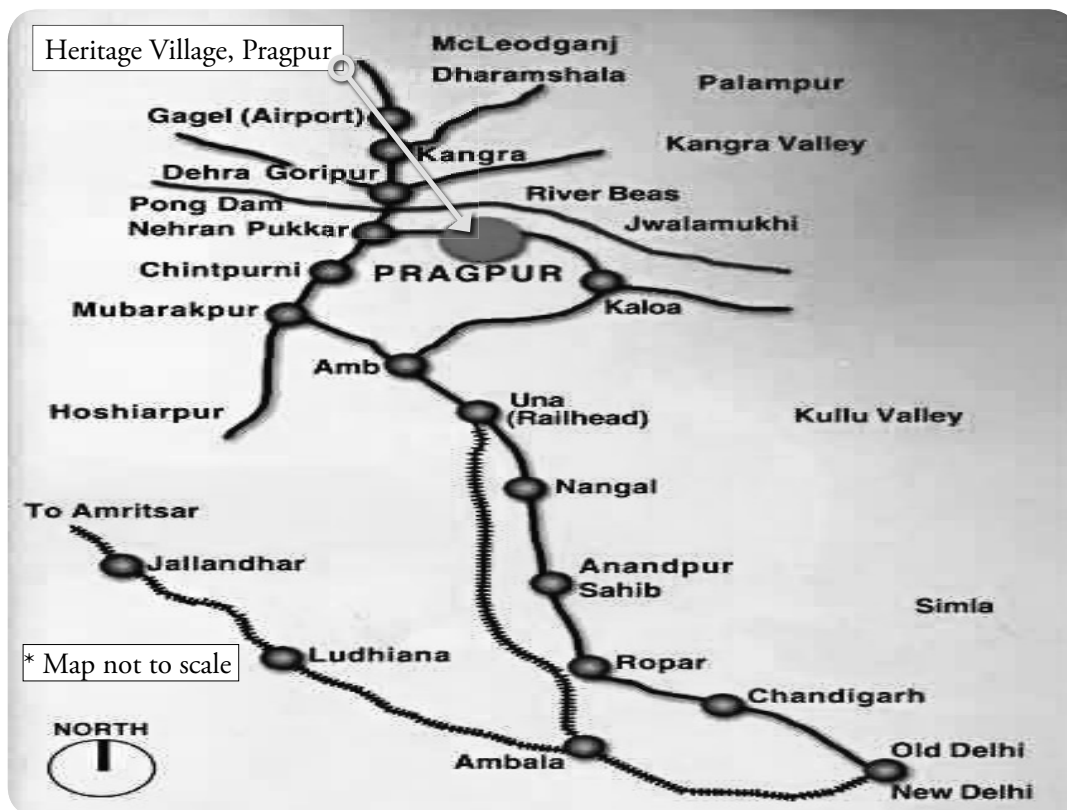
Research methods

Study site

Due to its rich historic, religious and cultural heritage value, Pragpur heritage village has its own unique comparative advantage for developing tourism in Himachal Pradesh. Pragpur has a rich heritage legacy and is famous for its ancient cultural assets: 'The Judge's Court' - Indo-European tradition, 'The Taal' - it is surrounded by heritage structures and natural land beauty are the most famous heritage sites in Pragpur and categorized as first heritage village in India. Local people possess traditional Himachal's cultural customs and beliefs. Moreover, the village has unchanged shops, cobbled streets, ornamental village tank, mud plastered and slate roofed houses, giving it a unique old world charm. Chosen locations are identified in Figure 1.

Figure 1

Sketch map showing the location of the Pragpur heritage village and data collection sites



Source: www.123himachal.com

Data collection

Sample respondents were identified from the highly respected directory of the local, Govt. Kangra (Pragpur) of Himachal Pradesh. If the respondent was over 20 years of age and agreed to participate out of total 2500 residents, the purpose of the visit was explained and the questionnaire was given out

to be collected the following day. From the 250 questionnaires which were distributed, 130 responses were received which indicated a response rate of around 58%. However, even though a high response rate is noted, the small sample can minimize the generalization of the findings, even though the latter is consistent with previous research in the field. It is therefore important for readers to consider this limitation and evaluate the findings of this research cautiously.

Research instrument

A structured questionnaire was developed consisting of two parts. The first part contained six questions on resident's demographics and the second part of 49 items of residents' perceptions with respect to heritage, cultural, environmental and economic benefits related to tourism development in the village. The statements used to understand attitudes toward tourism were developed out of a comprehensive review of existing literature on host attitudes toward the tourism given in the Table1. Likert-type scale values assigned 1 to "strongly agree", 2 to "agree", 3 to "neither agree nor disagree", 4 to "disagree" and 5 to "strongly disagree". Respondents were asked to give their level of agreement that mostly closely corresponded with their perception of these statements.

Analysis of data

Data analysis was conducted using the Statistical Package for Social Sciences (SPSS Version 12.0). Factor analysis was used to investigate residents' perceptions of the economic, heritage, cultural and environmental benefits of tourism development in the study area. To investigate the relationship between attitudes toward tourism and residents' demographic characteristics, a series of one-way analysis of variance (ANOVA) and t-test were conducted.

Results and discussion

Table 2 presents the distribution of sample respondents with respect to the demographics used in the study. From this distribution it is seen that there are 130: 115 (88.46%) male and 15(11.54%) female amongst the respondents. The main age group is younger than 50 years representing 53.84% of the respondents, (30-40 group with 30.76%; 50 and above group with 7.70%). Majority of the respondents (46.15%) have attended high school, 38.46% respondents have bachelor while 15.40% respondents have post graduation. Most of the respondents were 38.46% service, followed by 30.76% professional, 15.40% Self-employed, 11.54% students and 3.84 % housewives.

Table 2
Demographic profile of respondents (N= 130)

Demographic characteristics	Number of respondents	Percentage
<i>Age</i>		
20-30	10	7.70
30-40	40	30.76
40-50	70	53.84
50 above	10	7.70

Table 2 Continued

Demographic characteristics	Number of respondents	Percentage
Sex		
Male	115	88.46
Female	15	11.54
Occupation		
Service	50	38.46
Professional	40	30.76
Self-employed	20	15.40
Students	15	11.54
Housewives	05	3.84
Marital status		
Single	40	30.76
Married	90	69.23
Education		
High school or less	60	46.15
College	50	38.46
University	20	15.40
Income (lac)		
Less than 10	115	88.46
10-20	10	7.70
≥ 20	05	3.84

Factor analysis

In order to assess the perceptions of resident's towards benefits of heritage and support for tourism development Pragpur-The Heritage Village, India, or in other words to be able to test H1, a factor analysis with varimax rotation on the 49 items was performed categorised into the four groups of "environment benefits", "cultural benefits", heritage diversity benefits" and "economic impacts".

The overall mean value of all 49 statements was 3.51 with 0.42 SD. This implies that most respondents perceived these 49 statements as being of moderate importance in general. The perceived importance of the 49 statements was factor analysed, using principal component analysis with varimax rotation to determine the underlying dimensions (see Table 3). The Kaiser-Meyer-Olkin test of sphericity and the Bartlett's test of adequacy provided support for the factor analysis. Furthermore, the requirements followed in this study were the following: eigenvalues > 1, cut-off points > 0.40, cross-loadings > 0.10, and Cronbach's alpha > 0.70. Thus, pursuant to the results of factor analysis, this study successfully identified the underlying dimensions of heritage and support for tourism development as perceived by the residents of Pragpur-The Heritage Village, India. The following four factors were derived:

- Factor 1: *Environment benefits* (eigenvalue=3.60, alpha reliability=0.80)
- Factor 2: *Cultural benefits* (eigenvalue=4.70, alpha reliability=0.78)

- Factor 3: *Heritage diversity benefits (eigenvalue=4.80, alpha reliability=0.82)*
- Factor 4: *Economic benefits (eigenvalue=3.68, alpha reliability=0.75)*

Four underlying factors

1. *Factor 1*, labelled as '*Environment benefits (EB)*' consists of six statements such as conserve natural environment and landscape, preserve local ecosystem, introduction of exotic species, nature-based development, the diversity of nature valued and protected, improves living utilities infrastructure supply of water, electric and telephone, etc. The item with the highest factor loading is preserve local ecosystem (0.79).

2. *Factor 2*, labelled a '*Cultural benefits (CB)*' includes thirteen items such as diversification and improvement in cultural offer, festivals and cultural shows gain, increased importance and become more profitable as well, rediscovery of local values and traditions, residents give more importance to their local values, increased interest in crafts, local gastronomy and handicrafts, benefits of cultural exchange, cultural enrichment through contact between hosts and guests, pride in the region and development of the notion of identity, towns and cities become more famous because of tourism, pride and sense of identity for the residents, sense of common history for residents, utilisation of local services and products, positive attitudes towards creative and innovative work etc. The item with the highest factor loading is utilisation of local services and products (0.85).

3. *Factor 3*, labelled a '*Heritage diversity benefits (HDB)*' consists twelve statements such as desire to protect buildings and landscapes, public spaces are better cared for and cleaned, provision of better lightning, better safety and security, improvement in heritage interpretation, better signage to thematic path, infrastructure provision-sports and concert halls, tourist offices, kiosks, transport development, development of minor cultural/heritage sites, small buildings can be brought to light, public spaces reorganized according to tourist pre-occupations, tastes and preferences and tourism improves public utilities in our community etc. The item with the highest factor loading is desire to protect buildings and landscapes (0.85).

4. *Factor 4*, labelled a '*Economic benefits (ECB)*' includes eighteen items such as increases cost of living, improves local economy, increases employment opportunities, improves investment and development, increases opportunities for shopping, creation of job opportunities, local people are employed in different sectors of the tourism industry, opportunities for women, new fields for commercial activities, tourism opens up new possibilities for ventures, attracts new investment in the city, tourist spending are spread in different sectors and create jobs and revenues indirectly related to the tourism, contribution to local wealth, economic development and regeneration, tourist spending provides the necessary income for preserving and managing places of attraction. Such spending also becomes a source of revenue for municipal councils (e.g. parking, tourist taxes, etc.), new or community-run small scale business, local entrepreneurs becoming investors, expanding businesses, lease fee or revenue share to local communities for use of land etc. The item with the highest factor loading is local people are employed in different sectors of the tourism industry (0.84).

Table 3
Factor analysis results for the perceptions of residents towards benefits of heritage and support for tourism development items

	Mean	Factor loading	Factor and overall mean	Cumulative variance
Environment benefits (EB)			3.51	
Conserve natural environment and landscape	3.78	0.75		24.56
Preserve local ecosystem	3.45	0.79		
Introduction of exotic species	3.59	0.70		
Nature-based development	3.56	0.64		
The diversity of nature valued and Protected	3.40	0.73		
Improves living utilities infrastructure	3.28	0.71		
Cultural benefits (CB)			3.59	30.12
Diversification and improvement in cultural offer	3.45	0.62		
Festivals and cultural shows gain importance and become profitable	3.59	0.71		
Rediscovery of local values and traditions	3.56	0.63		
Residents give more importance to their local values	3.42	0.82		
Increased interest in gastronomy and handicrafts	3.26	0.59		
Benefits of cultural exchange	3.53	0.60		
Cultural enrichment through contact between hosts and guests	3.48	0.58		
Pride in the region and development of the notion of identity	3.65	0.79		
Towns and cities become more famous because of tourism	3.77	0.60		
Pride and sense of identity for the residents	4.40	0.87		
Sense of common history for residents	3.51	0.80		
Utilisation of local services and products	3.56	0.85		
positive attitudes towards creative & innovative work	3.47	0.79		
Heritage diversity benefits (HDB)			3.58	31.34
Desire to protect buildings and landscapes	3.66	0.85		
Public spaces are better cared for and cleaned	3.64	0.78		
Provision of better lightning and	3.20	0.80		
Better safety and security	2.47	0.78		
Improvement in heritage interpretation	3.49	0.82		
Better signage to thematic path	3.52	0.79		
Infrastructure provision: Sports and concert halls	3.54	0.80		
Tourist offices; kiosks; transport development	3.44	0.83		
Development of minor cultural/heritage sites	3.70	0.79		
Small buildings can be brought to light	3.50	0.77		
Public spaces reorganized as tourist pre-occupations, tastes and preferences	3.45	0.81		
Tourism improves public utilities in our community	4.15	0.77		

Table 3 Continued

	Mean	Factor loading	Factor and overall mean	Cumulative variance
<i>Economic benefits (ECB)</i>			3.54	25.60
Increases cost of living	3.56	0.81		
Improves local economy	4.34	0.78		
Increases employment opportunities	4.00	0.82		
Improves investment and development	3.35	0.65		
Increases opportunities for shopping	3.72	0.70		
Creation of job opportunities	3.81	0.76		
Local people are employed in different sectors of the tourism industry	3.32	0.84		
Opportunities for women	3.07	0.79		
New fields for commercial activities	3.83	0.81		
Tourism opens up new possibilities for ventures	3.85	0.87		
Attracts new investment in the city	2.88	0.82		
Tourist spending are spread in different sectors and create jobs and revenues indirectly related to the tourism	3.73	0.65		
Contribution to local wealth	3.98	0.70		
Economic development and regeneration	3.61	0.76		
Tourist spending provides the necessary income for preserving and managing places of attraction	2.25	0.80		
New or community-run small scale business	3.74	0.79		
Local entrepreneurs becoming investors, expanding businesses	2.98	0.80		
Lease fee or revenue share to local communities for use of land	2.61	0.81		

The four empirically factors derived coincide with the conceptually derived perceptions of resident's towards benefits of heritage and support for tourism development discussed in review of literature. Thus, we can conclude that the conceptually derived variables (items) have been empirically validated with the four factors in the Pragpur-The Heritage Village, India context.

Summarising the findings, we may say that the overall mean value of all 49 statements was 3.51, with standard deviation (0.42). Further, after analysing the overall mean value of these four factors, all the respondents ranked factor cultural benefits, as the most important factor among all of the four identified factors followed by heritage diversity benefits. The results of this study confirm those of Mostafa and Zainab (2010), Brent W. Ritchie and Mikko Inkari (2006) and Uriely, Israeli and Reichel (2003) who discovered that residents put great emphasis on cultural benefits. Moreover, comparing these results to other similar international research data lies beyond the scope of this study but such a task could be considered an interesting contribution to the academic discussion regarding the view of heritage tourism development.

In light of these results we may accept H1, supporting that there is a set of benefits of heritage which is significant for heritage tourism development.

The impact of demographic characteristics on the four identified factors of benefits of heritage tourism development

In order to gain a better understanding of the significance of the four identified factors of perceptions of residents towards benefits of heritage and support for heritage tourism development to different demographic variables or in other words to be able to test Hypothesis 2, independent t-test and ANOVA (Analysis of variance) were conducted (see Table 4).

Table 4
Summary of respondent's demographic impact on identified five factors by independent T-test and ANOVA analysis

Demographic characteristics	Factor -1 (EB)		Factor-2 (CB)		Factor-3 (HDB)		Factor -4 (ECB)	
	Mean	F-value	Mean	F-value	Mean	F-value	Mean	F-value
Gender		0.92*		2.32**		0.90*		2.41**
Male	4.56		3.98		3.73		3.57	
Female	4.40		3.58		3.92		3.04	
Age		1.56**		0.88		1.04**		0.89*
20-30	3.50		3.90		3.55		3.66	
30-40	3.46		3.98		3.95		3.48	
40-50	3.34		3.32		3.49		3.50	
50 above	3.45		3.56		3.43		3.78	
Education		0.88		1.78		1.21		3.31**
High school or less	3.75		3.05		3.63		3.99	
College	3.34		3.37		3.89		3.51	
University	3.20		3.13		3.40		3.21	
Income (lac)		1.22		1.18		0.43		0.20*
Less than 10,	3.04		3.52		3.07		3.55	
10-20	3.39		3.30		3.09		3.56	
≥ 20	3.44		3.02		3.04		3.40	
Occupation		0.76*		1.34*		0.65**		2.45***
Service	3.64		3.52		3.29		3.30	
Professional	3.78		3.90		3.23		3.90	
Self-employed	3.54		3.50		3.37		3.55	
Students	3.47		3.00		3.05		3.00	
Housewives	3.04		3.52		3.07		3.55	

Table 4 Continued

Demographic characteristics	Factor-1 (EB)		Factor-2 (CB)		Factor-3 (HDB)		Factor-4 (ECB)	
	Mean	F-value	Mean	F-value	Mean	F-value	Mean	F-value
Marital status		0.70*		1.34		2.74		1.75
Single	3.79		3.70		3.80		3.51	
Married	3.63		3.73		3.97		3.40	

Note: Economic benefits = ECB; Environmental benefits =EB; Heritage diversity benefits =HDB and Cultural benefits=CB
 Note: *p<0.1; **p<0.05; ***p<0.01

First of all, in the gender, female respondents scored significantly lower than male respondents in terms of factor 1, 2, and 4, whereas in third factors female respondents more than their counterparts. However, there is a significant difference between gender and all other identified factors. In the case of age, except factor 2, all other factors found significant while looking education we found only fourth factor significant at 0.5% level. Surprising results were found according to the occupation of respondents. This demographic variable reveals that all factors are significantly related with identified four factors. It means that whatever may be the occupation, respondents believe that tourism creates community development, improves cultural, generates income, protect and conserve heritage and finally, that tourism brings numerous benefits to the locals. Summarising, the findings from the ANOVA analysis it is seen that in almost all cases significant differences are found between demographic variables and residents' perceptions towards benefits of heritage and support for tourism development in Pragpur-The Heritage Village, India. It is however, surprising that no significant differences are found between demographic variables and identified factors in terms of age (factor 2), education (factor 1, 2 and 3), income (factor 1, 2, and 3), and marital status (all factors), hence these findings partially confirm H2.

Conclusions

The central objective of this study was twofold: first, to investigate residents' perceived benefits of heritage; and to assess the residents' support for sustainable heritage tourism development. The major finding with respect to the first objective may be summarised as following: our data found that there is a set of perceived benefits of heritage that are the most common. This result is important considering that there exists an unlimited range of alternative benefits of heritage and that research until now had only a limited success in identifying the most common benefits. In the case of Pragpur heritage village respondents ranked cultural benefits, as the most important among all of the four identified factors followed by the heritage diversity benefits. The major finding with respect to the second objective may be summarised as following: findings have revealed that the community is heterogeneous in their attitudes toward tourism with different benefits they perceived. Results indicated that no significant differences were found between demographic variables and identified factors in terms of age, education, income and marital status. These findings are also supported by the previous studies such as Azizan Marzuki(2011), Nara Huttasin (2008) Andriotis, (2005) and Glasson (1992, 1994).

To sum up, understanding residents' attitudes toward heritage benefits in Pragpur heritage village are important for government and policy-makers because the sustainable development of tourism requires

the active participation and support of the local community. Moreover, development can only be sustainable if it is based on and grown out of economic, environmental, heritage diversity and cultural benefits reported in this study. Thus, to ensure high levels of support for tourism development, tourism planners need to realise that the local residents are not homogeneous and may not perceive, or indeed receive, many of the reported benefits from heritage. It is suggested that future research may use more alternative measurements such as dependence on tourism, ethnic background, and other stakeholders etc.

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