

Role of Host Population in developing Holistic Heritage Tourism – A Case Analysis of the temple city Bhubaneswar

Shruti Mohanty¹, Dr. Sitikantha Mishra², Dr. Sasmita Mohanty³

¹Research Scholar, Faculty of Hospitality & Tourism Management, SOA, Deemed to be University

²Advisor Cum Dean, Faculty of Hospitality & Tourism Management, SOA, Deemed to be University

³Associate Professor, Faculty of Hospitality & Tourism Management, SOA, Deemed to be University

Email: ³smohanty@soa.ac.in

ABSTRACT

This study highlights the role of the host population in terms of Holistic Heritage Tourism. As per the present day needs there has been a focus shift from just preserving and conserving to a more integrated approach. The holistic heritage tourism development helps in benefitting the social well-being, especially in improving the personal identities for which it becomes a requisite for modern day preservation practice. The temple city of Bhubaneswar has a huge potential for holistic heritage tourism and for developing it holistically, the role of the host population is crucial. Exploring the host population perception in terms of the city level development and community level development is important as it affects their attitude towards heritage tourism. In this study, further the questions were based on two broad categories city level that was related to the development of the city and community level that was related to the host population benefits associated with holistic heritage tourism development. They were further sub-divided into socio-cultural, economic and environmental perceptions to have a deep insight about the host population's keenness regarding holistic heritage tourism. A sample of 200 people were taken through random sampling technique. From the data collected, the interpretation was made through factor analysis. The study reveals that the host population role is a significant one in terms of holistic heritage tourism.

Keywords

Holistic, heritage, tourism, host population,

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Introduction

Heritage tourism provides a platform for the individual and the community as a whole where they can establish their own identities. For a persisting holistic heritage tourism development, it is essential to know the perception of the host population (Ritchie and Inkari, 2006). The host population for any tourism destination have a major role to play as they are one of the main stakeholders in holistic heritage tourism development (Byrd, Bosley, Dronberger, 2009). Without the involvement of the host population, in holistic heritage tourism, it would overlook the repercussions of it related to the society as a whole. For this reason, the policy-makers, planners, preservationists and the decision-makers of the city should involve the community in heritage management activities which will further help in protecting the relationship between heritage and the people. For a holistic approach, the role of the host population is crucial especially in a developing economic city like Bhubaneswar. According to Allen et al (1988), "the degree of tourism development directly affects residents' perceptions of tourism impact on community life". The World Heritage Convention held in 1972 by UNESCO, propagated that heritage is, "a function in the life of a community", and the protection of all the World Heritage sites should be the "duty of the international community as a whole". The 'Living Heritage' model given by Poulis (2014) is a people centered approach. It administers the concept by recognizing that the heritage of a place shapes the life of the community and that it, "strengthens core-community's identity, pride, self-esteem, structure and well-being". There has been a focus shift from the, 'conventional material-

based approach' to a new paradigm that considers continuity as the central theme. The principles associated with this concept are: -

- "Recognizing communities as the true long-term custodians of their heritage sites
 - Empowering communities in the conservation and managing process, and benefiting from their traditional (and established) values, management systems and maintenance practices
 - Linking conservation to the holistic and sustainable development of the communities by developing a process to manage change by making heritage relevant to the needs of the contemporary communities"
- "More than 83 academic studies were found related to residents' perceptions regarding the impact of tourism which reflects the importance of understanding their perceptions regarding tourism development" (Andriotis and Vaughan, 2003). The host population is one of the keystone of holistic heritage tourism and mapping their perception is predominate for the success of tourism site but to dismay the host population perceptions of the temple city Bhubaneswar is not known to many. The study attempts to investigate the perception of the residents and their relationship with that of holistic heritage tourism.

Literature Review

The heritage tourism all over the world have many strategies for development, but one thing they have in common that makes the major growth areas is, they are used as a medium for the upliftment of local culture. The overall growth of heritage tourism has led to the increase of tourism demand

for which the policy makers are more aware and are anxious to develop (Mckercher Bob and Ducros Hilary, 2002). To access the holistic approach towards holistic tourism three key stakeholders, are to be taken into consideration, "resource administration, local community and tourists" (Chia, Ho and Ramchandran, 2017). According to Urry (1990), "Heritage tourism is often cited as a means to help offset economic restructuring and establishing new markets". The host population's perception regarding tourism development, can be theoretically explained through Social Exchange Theory. According to this theory, "people evaluate an exchange on the basis of the resulting benefits and costs of that exchange" (Pham and Kayat, 2011). Dyer et al (2007), opined that the host population has a vital role in heritage tourism development.

To achieve the full potential of holistic heritage tourism, the heritage management requires the allurements of the host population. Previous studies, suggest that host population get involved in holistic heritage tourism due to their social well-being. That includes not only the economic facet such as exchange of foreign currency or job opportunities but there also exists an environmental as well as social-cultural constituent. According to Travis (1984), "the socio-cultural benefits include modernization and exchange among cultures, social change, enhanced image of host community, improved public health, social and amenity improvements, education and conservation". Liu (2003), believed that holistic heritage tourism development also helps in improving the lifestyle of the host population. Zhang (2006), proposed that the socio-cultural benefits has been proved to be fundamental for a holistic development in heritage tourism. The Environmental benefits like improved recreational facilities and enhanced infrastructure are perceived benefits of holistic heritage tourism development. Choi and Sirakaya (2005), say that on the whole it revamps the social and individual well-being of a tourist destination.

To emphasize on the role played by the host population, Cole (2008) has said that, "the tourism services, mostly depend on local institutions and participation of local citizens, support and pride in tourism development are especially important in the case of heritage tourism where the community is part of a product". According to Bjeljac et al (2013), in the economic oriented world it becomes quite impossible to maintain a balance among the host population, tourism development and conservation of the resources. In order to develop a place holistically, the above three elements need to have a balance. Holistic heritage tourism cannot be achieved without the support of the host population. The entity of the resources of a tourist destination is attached to the host population participation and only if it is admired, supervised and utilized by the people locally, it has greater prospect for protection and preservation. Xiang and Wall (2005), suggest that there are certain aspects of holistic heritage tourism development that is related to the host population which considers sustainability as its core theme like, "decent livelihood opportunities, numbers of tourism business owned and operated by the locals, local communities' share of profits

from tourism; training of locals to acquire competence and skill for participating in heritage conservation and heritage tourism; respect for local intellectual property; locals accessibility to heritage as tourism resource and use of tourism facilities; local community participation in decision-making relating to tourism development of heritage resources (involvement in the planning, research and decision-making process, community satisfaction with tourism practice and heritage conservation etc.).

There are many problems related to heritage tourism development in Bhubaneswar. One of the problems is that of related to fiscal matter and another is responsibility avoidance by the local people. If there is separation of heritage sites from the main settlement, the repercussions would be, "poor infrastructure, uncontrolled and illegal constructions, demolitions and excavations" (Stanojlovic, Ivkov- Dzigurshi and Dragin, 2010). The above situation might lead to ignorance of the host population and further develop to low standards of living and education of most of the residents. The need for a holistic heritage tourism development has revitalized the concept of conservation that can only happen with the help of the host population.

Methodology

Study Site

Bhubaneswar, the ancient city, is the capital of the state of Odisha. The city lies in the coastal region and is one of the largest cities in Odisha. People from various part of the globe come to Bhubaneswar to explore the magnificence of Kalinga art and architecture. It is one of the major cities of Eastern India that is considered to be the centre of Cultural and economic importance. With the diverse range of Heritage Resources, it was earlier known as 'EkamraKshetra' i.e. 'The Temple City' along with the old town. It specializes in showcasing the sacred cultural landscape that has evolved with the support of the existing natural resource base and cultural set up. It is a combination of Jain, Hindu and Buddhist heritage boasting of some of the outstanding Kalingan temples. Along with Puri and Konark, it forms the Golden triangle or the "Swarna Tribhuj", which makes it one of the most visited destinations of eastern India. It is one of the India's first modern planned city along with Jamshedpur and Chandigarh. Bhubaneswar has a population of 929,717. It is one of the fastest developing cities with emerging information technology and educational hub. 'Bhubaneswar' comes from the name "Tribhubaneswar" which signifies the Lord (Eeswar) of the Tribhuban (The Three World) which refers to Lord Shiva. The city is bounded by the Kuakhai river to the east and Daya river to the south, located in the Khordha district. Heritage tourism is a major industry in Bhubaneswar attracting more than 2 billion tourists every year. As Bhubaneswar is the gateway to all the major destinations of Odisha, it needs to be developed holistically.

Table 1

Domestic & Foreign Tourist Visits to Odisha

Year	Domestic		Total	% growth	Foreign	% Growth	Grand Total	% Growth
	From Odisha	Outside Odisha						
2014-15	66,30,499	44,20,852	1,10,51,351	9.81	72,215	7.14	1,11,23,566	9.79
2015-16	72,40,304	48,27,391	1,20,67,695	9.20	67,364	6.72	1,21,35,059	9.09
2016-17	78,67,321	52,45,407	1,31,12,728	8.66	77,496	15.04	1,31,90,224	8.69
2017-18	85,56,603	57,04,943	1,42,61,546	8.76	1,02,995	32.90	1,43,64,541	8.90
2018-19	93,05,282	62,04,247	1,55,09,529	8.75	1,13,721	10.41	1,56,23,250	8.76

Source-Annual Activities Report (2018-19)

The above table gives a detailed statistic about the domestic and foreign tourist visits to Odisha where one can see the growth rate of the foreign tourists as well as the domestic tourists shows an increasing trend, showing the potential of Bhubaneswar as a major tourist destination.

Data Collection

The study is based on a quantitative methodological approach for which a questionnaire was prepared with respect to the review of literature on host population role in the development of heritage tourism. The Questionnaire consisted of 31 statements and the participants were asked to map their perception towards the holistic heritage tourism development in the city of Bhubaneswar and it how it helped in their well-being socio-culturally, environmentally and economically, by rating each statement on a five-point Likert scale starting from 1 representing Strongly Disagree to 5 representing Strongly Agree. Apart from it, characteristics like age, gender, level of education, income and occupation were recorded as demographic information in the questionnaire. Around 200 people participated in the study and the sample was chosen through random sample sampling. The survey was undertaken in the Old town area of Bhubaneswar where majority of the heritage sites and places of national importance are located and the questionnaire was distributed to the people residing in those areas. The survey period was April-July, 2019. The data that was collected from the survey were further analysed by using the method of t-test, mean and standard deviation through descriptive statistics. To reduce the number of host population attributes an exploratory factor analysis was performed that helped in reduction to a few correlated

dimensions and further the VARIMAX rotation methodology was used.

Results and Discussions

Demographic Profile

The demographic profile of the respondents from the survey reveal that 16% of the population were less than 18 years, 40 % were between the age group of 18-35 years, 39% were from 36-50 years and the remaining were more than 50 years old. From the survey, it was found out that the male dominates the sample with 56% representation. The literacy level of the sample was as follows, 20% were illiterate, 36% were matriculated, 14% obtained 10+2, 21% were graduates 9 % were post graduates and above. The marital status was split between married and unmarried where majority of the sample interviewed were married and the income level per annum in the sample was 25% who had less than Rs. 1,00,000 per annum. 38% had an annual income between Rs. 1,00,000 – 5,00,000, 28% of them had an annual income between Rs. 5,00,000-10,00,000, the rest of the sample that is 9% had an annual income of more than Rs. 10,00,000. The above details are given in Table 2 below.

Table 2 (Demographic Profile)

Dimen sions	Vari ables	No. of respon dents	Dimen sions	Vari ables	No. of respon dents
Age	Belo w 18	32	Gende r	Male	112
	18-35	80		Female	98
	36-50	78	Marit al status	Marrie d	106

	Above 50	10		Unmarried	94
Literacy Level	Illiterate	40	Income level (Per Annum)	Below Rs.1,00,000	50
	Mettric	72		Rs1,00,000-5,00,000	76
	10+2	28		Rs,5,00,000-Rs10,00,000	56
	Graduate	42		Rs 10,00,000 and above	18
	Post Graduate	18	Total Number of respondents		200

In Table 3, it projects the host population's view on holistic heritage tourism development that was measured by 30 impact factors. Those 30 impact factors were further divided into three categories of economic factors, socio-cultural factors and environmental factors. The results that were found from the descriptive statistics reveal that some of the factors have a stronger impact on the host population while some of the factors did not have much impact. The sample taken for host population survey responded in the following manner towards the factors. They believed that holistic heritage tourism development helped in increasing the income of the local residents (3.16), it also helped increase in the number of jobs (3.46) and attracted investment opportunities (3.70). At the same time, the respondents didn't agree that it improved the local services (2.53) neither did it create a market for local products (2.86). It generates substantial tax revenue (3.36) but it doesn't provide better shopping conditions (2.96). From the economical aspect it helped in providing opportunities in financial incentives (3.13) and better foreign exchange (3.23). It greatly helped in reducing the poverty (3.30).

From the socio-cultural factors, the respondents perceived that holistic heritage tourism development helped in improving the destination's image (3.16) and also the public infrastructure (3.46). It helped in enhancing the opportunity for cultural exchange (3.40) and so also it increased the awareness about the local culture (3.26). But it did not have much impact on the lifestyle and living standard of people (3.14) or neither it helped in improving the safety and security (3.11) of the host population. On the other hand, it helped in creating a sense of place (3.53) and creating an urban identity and pride among the residents (3.63).

With respect to the environmental factors the respondents perceive that holistic heritage tourism development helped in better city planning (3.40) and also it helped in improving the environment for future generations (3.53). While it did

not have much impact on the development of roads (3.01) not it helped in enhancing the quality of natural environment (3.00). Many of them were not satisfied with the development of heritage tourism in their region (3.12). But there was surely, an increase in urbanization due to holistic heritage tourism development (3.43).

Table 3

Factors	Mean	Standard Deviation
Economic factors		
1.Income of the local residents	3.16	1.41
2.Increase in the number of jobs	3.46	1.27
3.Attracts investment opportunities	3.70	1.57
4.Helped in improving the quality of the local services	2.53	1.22
5.Helped in creating a new market for the local products	2.86	1.45
6. Generates substantial tax revenue	3.36	1.51
7.Better shopping conditions	2.96	1.45
8.Opportunities in financial incentives	3.13	1.30
9. Helped in poverty reduction	3.30	1.62
10.Helped in foreign exchange earning	3.23	1.43
Socio-cultural factors	Mean	Standard Deviation
11.Helped in improving destination's image	3.16	1.17
12.Helped in improving public infrastructure	3.46	1.45
13.Increase in standard of living	3.26	1.20
14.Potential to strengthen and rejuvenate local values	3.12	1.40
15.Enhanced the opportunity for cultural exchange	3.40	1.31
16.Increase the local awareness and recognition of the local culture and heritage	3.26	1.64
17.Opportunities to restore and protect historical structures	3.30	1.23
18.Change in lifestyle and living standard	3.14	1.21

of the host		
19.Helped in improving safety and security	3.11	1.31
20.Helped in creating a 'sense of place'	3.53	1.31
21.Helped in creating an urban identity and pride among the residents of the city	3.63	1.52
Environmental factors	Mean	Standard Deviation
22.Encourages heritage and environmental conservation	3.00	1.32
23.Led to the developments of roads and other public services	3.01	1.37
24.Helpes in better city-planning and improvement of quality of buildings	3.40	1.47
25.Quality of natural environment has been enhanced	3.00	1.52
26.Host population benefits from recreation and sports facilities	3.02	1.38
27.Helps in improving the environment for future generations	3.53	1.45
28.There is an increase in urbanization in the city	3.43	1.35
29.Heritage tourism in well-developed in my region	3.12	1.52
30.Helped in creating awareness about local environment	3.14	1.54

Overall reliability of Co- efficient

The reliability method is adopted to know a scale that would consistently reflect the construct as per the measurement. The test accepted for social science and management is known as the Cronbach Alpha's Reliability test where the value of 0.8 and 0.9 is highly recommended while 0.7 and 0.8 is moderately recommended. The consolidated Alpha for 30 indicators is given in the table below. In the present study, the overall scale reliability found is .886 which confirms the consistency across all the indicators.

Reliability (Table – 4)

Cronbach's Alpha	Number of samples	Indicators
0.886	200	30

Factor Analysis

Factor analysis is mainly used for data reduction and summarization. Further, the factor loadings are explained to substantiate the importance of particular dimensions that are closely associated. Usually absolute value 0.60 is taken as an indicator of loading. Out of 30 factors used in the present study only 19 factors remained in the final analysis and further Principal Component Analysis (PCA) was performed.

KMO and Barlett's Test of Sphericity

To measure whether the sample is adequate for the factor analysis or not, this test of KMO and Barlett's test of sphericity is used.

Table – 5 (KMO and Barlett's test)

	KMO and Barlett's test Kaiser- Meyer- Olkin Measure of sampling Adequacy	0.676
Barlett's Test of Sphericity	Approx. Chi Square	810.466
	Df	640
	Sig.	.000

When the value is 0.500 in the Barlett's test of sphericity, then it is rejected, whereas in this study, the KMO statistics value is 0.676 for which, factor analysis can be used as an appropriate technique for analysing the data further.

Communalities

Communalities can be referred as, "as the degree of variance that a variable share with the rest of the variables present". In the present study factor analysis is used to find the factors that have an impact on the host population as a result of holistic heritage tourism development. The table below shows the communalities output that presents the relationship among the factors.

Table 6 (Communalities)

Factors	Initial	Extraction
1.Income of the local residents	1.00	.855
2.Increase in the number of jobs	1.00	.946
3.Attracts investment opportunities	1.00	.966
4.Helped in improving the quality of the local services	1.00	.953
5.Helped in creating a new market for the local products	1.00	.984

6. Generates substantial tax revenue	1.00	.955
7. Better shopping conditions	1.00	.919
8. Opportunities in financial incentives	1.00	.956
9. Helped in poverty reduction	1.00	.948
10. Helped in foreign exchange earning	1.00	.898
11. Helped in improving destination's image	1.00	.938
12. Helped in improving public infrastructure	1.00	.867
13. Increase in standard of living	1.00	.899
14. Potential to strengthen and rejuvenate local values	1.00	.904
15. Enhanced the opportunity for cultural exchange	1.00	.963
16. Increase the local awareness and recognition of the local culture and heritage	1.00	.926
17. Opportunities to restore and protect historical structures	1.00	.917
18. Change in lifestyle and living standard of the host	1.00	.896
19. Helped in improving safety and security	1.00	.871
20. Helped in creating a 'sense of place'	1.00	.931
21. Helped in creating an urban identity and pride among the residents of the city	1.00	.972
22. Encourages heritage and environmental conservation	1.00	.958
23. Led to the developments of roads and other public services	1.00	.913
24. Helped in better city-planning and improvement of quality of buildings	1.00	.961
25. Quality of natural	1.00	.954

environment has been enhanced		
26. Host population benefits from recreation and sports facilities	1.00	.979
27. Helps in improving the environment for future generations	1.00	.895
28. There is an increase in urbanization in the city	1.00	.937
29. Heritage tourism in well-developed in my region	1.00	.962
30. Helped in creating awareness about local environment	1.00	.952

Principal Component Value

In the present study, the proportion of common variance needs to be found out in order to conduct factor analysis. There exists a range of communalities that exists between .855 to .984. The results depict that each of the factor share is significant with that of other factors.

Factor Analysis, Eigen Values and Variation

Table 7 presents the output related to the factor loadings, Eigen values and variance percentage. The factor loadings that had a value of more than 0.1 were chosen as the individual indicators to make the interpretation easier. The 19 factors that were extracted were income of the local residents, increase in the number of jobs, attracts investment opportunities, generates substantial tax revenues, opportunities in financial incentives, helped in poverty reduction, helped in foreign exchange earnings, helped in improving public infrastructure, increase in standard of living, enhance the opportunity for cultural exchange, increased the local awareness and recognition of the local culture and heritage, opportunities to restore and protect historical structures, helped in creating 'a sense of place', helped in creating an urban identity and pride among the residents of the city, encourages heritage and environmental conservation, helps in better city-planning and improvement of quality of buildings, helps in improving the environment for future generations and there is an increase in urbanization in the city.

Table 7 (Total Variance Explained)

Comp onent Total		Initi al Eige n Valu es			Extra ction Sums of Squa re Loadi ng	
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	Tot al	% of Vari ance	Cumu lative %	Tot al	% of Varia nce	Cumu lative %
1	10.560	54.507	54.507	10.560	54.507	54.507
2	9.796	4.874	59.381	9.796	4.874	59.381
3	8.556	4.257	63.638	8.556	4.257	63.638
4	7.002	3.484	67.121	7.002	3.484	67.121
5	6.086	3.028	70.149	6.086	3.028	70.149
6	5.245	2.609	72.759	5.245	2.609	72.759
7	5.187	2.580	75.339	5.187	2.580	75.339
8	4.689	2.333	77.672	4.689	2.333	77.672
9	4.012	1.996	79.668	4.012	1.996	79.668
10	3.715	1.848	81.516	3.715	1.848	81.516
11	3.485	1.734	83.250	3.485	1.734	83.250
12	3.172	1.578	84.828	3.172	1.578	84.828
13	3.018	1.502	86.330	3.018	1.502	86.330
14	2.782	1.384	87.714	2.782	1.384	87.714
15	2.615	1.301	89.014	2.615	1.301	89.014
16	2.493	1.240	90.255	2.493	1.240	90.255
17	2.291	1.140	91.394	2.291	1.140	91.394
18	2.261	1.125	92.519	2.261	1.125	92.519
19	2.052	1.021	93.540	2.052	1.021	93.540

From the Table 7, 19 factors are extracted on the basis of factor loadings and then those factors named on the basis of their impact on host population that their impact on host population that the holistic heritage tourism development has which is reflected in the table below.

Table 8 (Table for factor with Eigen Values and variables)

Factors		Initial Eigen Values	
	Total	% of Variance	Cumulative %
1.Income of the local residents	10.560	54.507	54.507
2.Increase in the number of jobs	9.796	4.874	59.381
3.Helped in improving destination's image	8.556	4.257	63.638

4.Helped in creating 'a sense of place'	7.002	3.484	67.121
5.Helps in improving the environment for future generations	6.086	3.028	70.149
6.Helped in creating urban identity and pride	5.245	2.609	72.759
7.Increased standard of living	5.187	2.580	75.339
8.Helps in better city-planning	4.689	2.333	77.672
9.Enhanced the opportunity for cultural exchange	4.012	1.996	79.668
10.Opportunities in financial incentives	3.715	1.848	81.516
11.Attracts investment opportunities	3.485	1.734	83.250
12.Encourages heritage and environment conservation	3.172	1.578	84.828
13.Opportunities to restore and protect historical structures	3.018	1.502	86.330
14.Increased in local awareness	2.782	1.384	87.714
15.Helped in poverty reduction	2.615	1.301	89.014
16.Helped in foreign exchange earnings	2.493	1.240	90.255
17.Helped in improving public infrastructure	2.291	1.140	91.394
18.Generates substantial tax revenue	2.261	1.125	92.519
19.Increase in urbanization	2.052	1.021	93.540

It can be seen from Table 8, that the income of the local residents shows an increasing trend when there is a holistic heritage tourism development with eigen value of 10.560, followed by an increase in the number of jobs with eigen value of 9.796, the next factors being it helped in improving destination's image, helped in creating 'a sense of place', helps in improving the environment for future generations, helped in creating an urban identity and pride and increased

the standard of living with eigen values of 8.556,7.002,6.086,5.245 and 5.187. The next preferred factors according to the host population views were , it helps in better city-planning, it enhanced the opportunity for cultural exchange, it provided the opportunity for financial incentives, it attracts investment opportunities, it encourages heritage and environmental conservation, and it also provides opportunities to restore and protect historical

structures with eigen values of 4.689, 4.012, 3.715, 3.485, 3.172 and 3.018. The third priority factors were it increases the local awareness and recognition of the local culture and heritage, it helped in poverty reduction, it helped in foreign exchange earnings, it helped in improving public infrastructure, it generates tax revenue and lastly it increases urbanization in the city, their eigen values being 2.782, 2.615,2.493,2.291,2.261 and 2.052 respectively.

Table 9(Component Matrix)

	ILR	INJ	AIO	GST	OFI	HPR	HRE	HDI	HPI	ISL	EDC	ILA	ORP	HSP	HUD	EHE	HPE	HIE	IUC
ILR	.474	-.051	-.014	.475	.000	-.113	-.064	.172	-.190	-.158	-.148	-.324	.051	-.195	.318	.030	.106	-.046	.181
INJ	.655	-.082	-.056	.265	-.090	-.260	-.090	.261	-.181	-.089	-.127	-.290	-.094	.100	.149	-.055	.017	-.261	-.159
AIO	.833	.163	-.014	-.147	-.049	-.222	-.183	.112	-.041	-.162	.217	-.030	.107	.049	-.011	.007	-.009	-.062	.253
GST	.810	.292	.076	-.179	.037	-.133	-.028	.074	.082	.072	.123	-.167	-.095	-.121	.059	-.103	-.023	-.043	.148
OFI	.808	.329	.007	-.225	.037	-.131	-.015	.005	.310	-.056	.144	-.065	.064	.104	-.100	.079	-.037	.002	.031
HPR	.704	.309	.050	-.284	.131	-.110	.092	.156	.207	.139	.137	-.135	-.044	.057	-.017	-.041	-.159	-.234	-.046
HRE	.769	.328	.018	-.049	-.049	.193	-.064	-.161	.243	-.099	-.121	.017	.062	-.108	-.106	.199	-.116	-.082	-.063
HOI	.789	.092	.081	-.215	.170	-.160	.016	.036	.073	-.233	-.056	.167	.031	-.113	.051	.050	-.285	-.117	-.026
HPI	.705	.128	.050	.261	.070	.189	-.304	-.081	.072	-.252	-.071	.234	.079	-.163	-.019	.133	-.241	-.019	-.039
ISL	.691	-.036	.294	.093	.260	.060	-.046	.062	.146	-.254	.083	-.069	.072	-.107	.160	.034	-.303	-.023	.013

EDC	.764	-.011	.072	.245	.087	.099	-.295	-.065	.006	-.210	.145	-.104	-.012	-.044	.082	.152	-.172	-.038	.214
ILA	.803	-.105	.167	-.129	.233	.019	-.114	-.134	-.127	-.091	.145	-.024	.081	.082	.082	-.010	-.102	-.034	-.091
ORP	.684	.069	.291	-.024	.058	.361	-.057	-.085	-.086	-.050	.222	-.181	-.065	.192	.009	.229	.051	.158	.119
HSP	.739	.001	.184	-.110	.056	.108	-.214	-.113	-.147	-.083	-.023	.126	.195	-.047	.124	-.059	-.009	.083	.302
HUD	.614	.110	.314	.037	-.187	.252	-.106	.264	.012	-.125	.194	-.035	-.135	.094	-.060	.271	.198	.004	.197
EHE	.612	.103	.477	.026	-.108	.101	.241	.264	-.090	-.031	.128	.077	-.059	-.104	.135	-.021	.237	.157	.142
HPR	.512	-.058	.552	.024	-.116	.244	-.158	.149	-.008	-.187	.221	.070	.012	-.057	-.145	.234	.216	.036	.050
HIE	.571	.380	.428	.230	-.029	-.058	-.150	.044	-.047	-.136	.211	.146	-.125	.054	.177	.087	.068	.093	.054
IUC	.724	.063	.257	.070	.145	-.334	-.075	.132	-.164	-.088	.082	.036	-.212	-.129	.048	.089	-.014	-.011	.041

ILR- Income of the local residents, **INJ-**Increase in the number of jobs, **AIO-** Attracts investment opportunities, **GST-** Generates substantial Tax Revenue, **OFI-** Opportunities in financial incentives, **HPR-** Helped in poverty reduction, **HFE-** Helped in Foreign exchange earnings, **HDI-** Helped in improving destination's image, **HPI-** Helped in improving public infrastructure, **ISL-** Increased in standard of living, **E0C-** Enhanced the opportunity for cultural exchange, **ILA-** Increased the local awareness and recognition of the local culture and heritage, **ORP-** Opportunities to restore and protect historical structures, **HSP-** Helped in creating 'a sense of place', **HUD-** Helped in creating an urban identity and pride among the residents of the city, **EHE-** Encourages heritage environmental conservation, **HPB-** Helps in better city-planning and improvement of quality of buildings, **HIE-** Helps in improving the environment for future generations, **IUC-** There is an increase in urbanization in the city.

Discussion

Bhubaneswar, being the state capital of Odisha is known for its magnificence of Kalinga art and architecture. It has a population of 929,717 with a growth rate of 8.76 per year according to India population statistics 2017-18. As there is a constant change in the social and cultural society in Bhubaneswar, there is a greater demand for conserving the heritage as a stop against unwanted change. As "Heritage is one of the mainstays of culture, art and creativity" and the city of Bhubaneswar mostly depends on heritage tourism, there needs to be a holistic approach in the development and it should be done in a comprehensive manner. Adopting a holistic paradigm is not only a peripheral matter; but it can also be a medium for proper town and country planning. The view and opinions from the host population would help in developing a better heritage destination that can be applied in the temple city of Bhubaneswar. "The host population or residents who perceive greater levels of personal benefits

from tourism are more supportive of tourism development than those who do not feel they receive benefits" (Anderleck and Nyaupane, 2011). The primary data was collected from 200 residents residing in the old town area in Bhubaneswar. According to the results found, "economic benefits are the most important factors sought by local residents for holistic tourism development" (Ritchie, 1988, Husband 1989, Akis et al, 1996). In other words, they believe that tourism is the best alternative for local residents for gaining economic benefits. The economic benefits include, the income of the local residents, increase in the number of jobs, opportunities in investment, generating substantial tax revenue, opportunities in financial incentives, poverty reduction and foreign exchange earnings. The holistic heritage tourism development not only covers the economic aspect but it also supports the socio-cultural and environmental factors. The socio-cultural benefits that the host population experiences as a part of holistic approach are, it helped in improving the destination's image and public infrastructure, so also the standard of living of the local residents. It enhanced the opportunity for cultural exchange and increased the awareness for culture and heritage that helped in protecting the historical structures. It developed 'a sense of place' and helped in creating an urban identity among the residents in the city. The social development has been "recognized as support for tourism development within host communities and fundamental precondition for sustainable industry" (Zhang et al, 2006). The environmental context includes that it helps in better city-planning and improvement of quality of buildings. It also helps in improving the environment for future generations. There is also an increase in urbanization in the city. The environmental benefits are also an important aspect as it consists of enhanced recreation facilities and improved infrastructure. So according to Choi and Sirakaya (2005), "the perceived benefits of holistic heritage tourism development have several pillars and its development should be such that it should protect local and national culture, improve social and individual well-being, and preserve the surrounding environment".

However, the host population were not satisfied with the upkeep of the heritage tourism sites for which many of them didn't agree that, 'heritage tourism is well-developed in my region'. It is seen from the survey and interaction with the host population that not much work is done in terms of development of roads, sewage and waste disposal nor in maintaining proper signage at the heritage sites. It did not benefit the host much on safety and security aspect not it helped in improving the quality of services. It also failed in providing a new market for the local products to be sold. To overcome such difficulties there should be a focus shift on systematic infrastructure development. In order to improve the perception of host population towards holistic heritage tourism development, social welfare schemes should be rationalized, soft skills should be imparted to local people, there should be proper provision for the conservation of culture and environment, there should be more local linkages from tourism operations. Many of the local residents were in favor of them being involved in the development and planning process of tourism, though many other believe that they should be not be involved as their reasons were not realistic enough for the tourism department to follow. The host population being relevant stakeholders

should participate in the development process of tourism to make sure that everyone constructively contributes in the managing and planning of holistic tourism development opportunities. In order to determine activities and strategies which are both supportive and beneficial to the conditions, requirements and culture of the community the host population support should be encouraged. According to Andriotis and Vaughan (2003), they perceive that, "hosts' perceptions and acceptance of tourism development is considered important to the industry's long-term success". The results suggest that the host population perceive an increase in the economical, socio-cultural and environmental features in the city and for which the attitude of the local people stay more positive towards tourism development. Their support for tourism development indicates that there are higher chances of holistic heritage tourism development to succeed in the tourism industry.

Conclusion

This study was undertaken to investigate the role of host population in developing holistic heritage tourism with special reference to Bhubaneswar. This study gave a deeper insight to understand the perception and attitude of the residents, from which useful information and suggestions were found out that led to a holistic development. The factors covered in the study were linked to economic, environmental and socio-cultural dimensions. The results show that the host population positively inclined towards holistic tourism development as they got benefits in terms of economic and socio-cultural aspects. Understanding the host populations' views and opinions would help the destination developers and the Government who make tourism policies for overall tourism development. It is seen that the host population is keen to increase the heritage tourism gains. It was also seen that the demographic characteristics have different views on economic, environmental and socio-cultural aspect of holistic heritage tourism development. The older residents showed less interest towards tourism development while younger residents showed more interest. The male and the female residents showed neutral attitudes towards tourism development. The educated residents were more supportive and had positive opinions about holistic development in tourism. That further indicates higher the number of educated residents higher will be the improvement of facilities and infrastructure in the city and so also heritage preservation and conservation. If the factors are properly channelized and monitored then it may enhance the economic empowerment of the host destination and its residents. There will be improvement in training and jobs, tourism education, better quality of life and standard of living, psychologically the residents will have a certain level of pride regarding their heritage sites. In socio-cultural terms there will be "empowerment by strengthening, rejuvenating and exchanging culture and traditions and bringing the residents closer towards each other and further political empowerment by active participation". Managing the expectations of the host population and understanding the ever-changing needs of the residents of the host destination can lead to a reasonable, effective and a holistic tourism development. This multidimensional approach can address heritage tourism development holistically that will be

socially acceptable, economically capable and environmentally sustainable.

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