

# Local Residents notion on the contribution of cultural tourism in Murshidabad, West Bengal

Ms. Rupa Sinha\* & Dr. Madhu Murdia\*\*

\*Research Scholar, Pacific Institute of Hotel Management, Pacific Academy of Higher Education and Research University, Udaipur (Rajasthan, India)

\*\*Associate Professor, Pacific Institute of Hotel Management Pacific Academy of Higher Education and Research University, Udaipur (Rajasthan, India)

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## ABSTRACT

*This paper aims to study the notion of local residents towards cultural tourism development and the local resident's contribution in promotion of cultural tourism by assessing their level of interest and awareness. As the cultural tourism concerned with community's way of life, art, religion, beliefs, history and other attributes that helped to shape their way of life, it is important to study the community's notion towards this kind of development in host region. Based on the survey of local residents in Murshidabad's particular area (Berhampur, Lalbagh), a questionnaire was constructed that yielded data by using purposive sampling. In this study 69 respondents were interviewed and descriptive statistics along with frequency analysis has been done through SPSS (Statistical Packages for social Sciences version 16) and find-out that residents have both positive and negative notions towards the cultural tourism development, although opinions differs in concerning of economic and social benefits and majorities are aware about the cultural attractions available in their locality but do not know or not even bother about their significance role in promotion of cultural tourism. Conclusions and recommendation are given for the considering the need of tourism planner, advisers and/or stakeholders to scatter the benefits more widely with the aim of increase the awareness within local people, hence chance to develop cultural tourism in Murshidabad, also engaging local people in different socio- cultural activities that will increase the level of interest.*

**Keywords:** Murshidabad, Community, Notion, Advisers, Culture, Tourism

## Introduction:

Tourism development has been perceived widely as an economic development tool for a local community, although it depends upon the goodwill of host community as their support plays a significant role for the development of any kind of tourism. In recent era, extensive studied has been made on host communities attitude, and their support for cultural tourism development, in addition number of studies has done on the impacts of cultural tourism development from the perspective of host community, moreover communities are the integral part of social science research and undoubtedly they play crucial role for any kind of tourism development.

An understanding of local residents' approach for tourism expansion and their determinants is essential in achieving a host community's support for tourism development (Perdue *et al.* 1990; Yoon *et al.* 2001). However, cultural tourism has the possibilities to create both positive and negative impacts, to address the appropriateness of a destination, it is necessary to study the resident's perception; conversely some other studies invested the community support in the cultural tourism development from their economic viewpoint and at the same time considering economic benefits from cultural tourism development, other impacts specially negative social & cultural impacts are neglecting. Communities' perception study is indispensable for the sustainable growth of cultural tourism in a host region, in this respect resident's expectation from such kind of development; their perspective and perception towards the natural and cultural value of the tourism resources play a significant role in the augmentation of cultural tourism. According to Lee *et al.* (2007), the study on local populations' perceptions of tourism development is helpful for developing measures to overcome problems due to antagonism between visitors and local populations (Sethna, 1980) and for making plans to gain resident support for further tourism development.

Apparently, it has been widely professed that cultural tourism development can have both favorable and unfavorable consequences for host communities. Not only does it generate benefits, but also it imposes costs (Jafari, 2001). By evaluating these benefits and costs, host community develop their perception toward tourism. Tourism is an industry which uses the host community as a resource, sells it as a product, and in the process affects the lives of everyone (Murphy, 1981). Resident's attitudes will be positive if they can use cultural resources such as recreational facilities or if they perceive that cultural tourism development will protect or preserve the environment and it can sustain the well being of local people, then only they will support for cultural tourism development and they will be more hospitable with the tourist. And a destination receives more tourists when its host community is friendlier and more hospitable.

Conversely attitudes towards tourism will be negative if residents perceived the impacts as negative, or if the resources within a community exploits because of tourism activity.

The community itself is a product; amalgamation of the destination's resources. As such the tourism industry is dependent on the host community's hospitality, and therefore it should be developed according to the community's needs and desires. Before any kind of tourism development in host community, it is essential to gain an understanding of host's opinions regarding development, local acceptability should be considered regarding development and furthermore, ultimately host community will conclude which impacts are acceptable and which are problems.

Tourism can also be a force to preserve and revitalize the cultural identity and traditional practices of host communities and act as a source of income to protect heritage sites (Easterling, 2004). So, to ensure long term success in cultural tourism development in a certain destinations community involvement is utmost thing, although development involves on strong pressure on environment. For this reason a strong policy and strategy should be implicated on that area as environmental degradation is opposed to development of tourism. Accordingly, to reach out the aims a descriptive analysis has been conducted in the collected data set, possess from residence of Murshidabad.

### Objectives

1. To study the level of awareness about the cultural attractions available in Murshidabad, WB.
2. To assess the level of interest of local communities in promotion of cultural tourism at Murshidabad.
3. To Study the Pros and cons of perceived cultural tourism development.

### Literature Review:

Subsequently several studies have been conducted to investigate the resident's perceptions and attitudes towards cultural tourism development. According to Mason and cheyne (2000), the majority of study has focused on measuring perceptions of residents in areas where tourism is already a significant contributor of local economy. Plenty of excellent works already has an existence; the interest in resident attitudes does not seem to be declined, primarily for three reasons. First, assessing residents 'perceptions and attitudes toward tourism and tourists is crucial for the development of a successful tourism sector' (AP 1992).

Over the years, it has been emerged from various studies that without the community's cooperation, support, and participation, it is difficult to establish a sustainable tourism industry. Second, resident attitudes vary during various stages of community development. Doxey's irridex index (1975) and Butler's destination life cycle model (1980) suggest that over the time period resident's attitude and perceptions as well as involvement can be changed. Third, residents' attitudes toward tourism vary in space. Depending on the location of communities, residents exhibit varying forms of attitudes (Faulkner and Tides well 1997).

Allen et al., (1988) noted that there is an observable relationship between the impacts and the stage of tourism development in the host community. Butler (1980) described tourism development as a series of stages through which a destination evolves—exploration, involvement, development, consolidation, stagnation and decline or rejuvenation. Residents' attitudes depend, in part, on these stages. In each life cycle stage over the time there are changes in resident's attitudes towards tourism. Residents' attitudes are positive during the initial stages of tourism development because they have high expectations from the tourist in long term basis but become increasingly negative as the destination evolves towards stagnation.

Since the 70s, residents' attitudes and perceptions toward tourism impacts on their community has been broadly analyzed by managers of the tourism industry, policy makers and community academicians (Andereck et al. 2005; Andereck and Vogt 2000; Jurowski et al. 1997; Lankford 1994; Perdue et al. 1987; Doxey 1975; Young 1973). In this regard AP (1992) suggested a theoretical formation, namely 'social-exchange theory' to perceive the attitudes of local people towards tourism development.

In this regard number of theory has been developed to understand the community's perceptions towards tourism development. The social exchange theory presumes that potential outcomes will create a positive attitude towards tourism development. According to AP (1992), this is "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation". From perspective of the social exchange

theory, local residents are more likely to take part of exchange in terms of support for cultural tourism development as long they perceive that they will be benefited from the cost (investment for tourism development), will consider that they have positive perceptions towards development, and they will have a higher willingness to participate in an exchange process with visitors. On the contrary, residents are likely opposed the tourism development when they perceive more cost than benefits. Therefore, resident's

satisfaction with an exchange interaction is acquired by the evaluation of the outcomes, which can be both economic and social, and the interaction itself.

Juan Gabriel Brida (2011) has explored resident's perceptions of tourism impacts and how they affect towards local tourism policies. His finding reveals that residents who perceive positive tourism impacts are more willing to support future tourism development policies, furthermore, he stated that native born residents perceive negative and are less willing to support for any development.

Dr. Nuray Turker et al. (2013) in their study have recognized the significance of tourism in rural areas in developing countries and identified the perceptions of host communities. Study reveals that the residents of study area has a positive perceptions towards tourism development as they acknowledges the economic benefits from tourism, the cultural and social benefits are also perceived as an advantage by residents, but comparatively in low degree. At the same time study reveals that tourism development creates various problems including environmental degradation and traffic congestion, but residents are tolerant for tourism development in the study area.

According to Murphy(1981)'s point of view, Tourism is an industry which uses the host community as a resource, sells it as a product, and in the process affects the lives of everyone. So, Community itself is a product, as the development depends on the community's attitude as well as involvement.

Dr. Tembi Maloney Tichaawa and Mr. Oswald Mhlanga (2015) in their study assessed the resident's perceptions towards impacts of tourism development, environmental, cultural and economic development has been measured to analyze the resident's perceptions. Furthermore, they stated that if the negative impacts of tourism development do not taken into consideration, with consequent decline in support (resident's support) of the development of tourism activity. The implications for the study policy makers should redefine their policy to ensure the factors currently impacting negatively on tourism development are addressed.

Again, ZhangMin, Pan Xiaoliv and Wu Bihu (2012) acknowledged that residents have distinctly different perceptions on impacts of tourism development and impacts are not unified. But more emphasizes has been given on socio cultural and environmental impacts rather economic impacts for tourism development.

### **Cultural Resources availability in Murshidabad**

Murshidabad is a district of West Bengal; and a grand heritage site of Bengal, situated on the bank of river has good hold up to grow as a cultural tourism destination near future as plenty number of cultural resources availability in terms of both tangible and intangible. Some of the tourist places are Hazarduari Museum, Nizamat Imambara, Clock Tower, Futi Mosque, Wasif Manzil, Jagat Seth's House, Nasipur Rajbari, Cossimbazar Palace, Katra Mosque, Karnasubarna, New Motijheel, Kathgola Bagan, Jiagunj Museum, and Murshidabad Dist. Museum, Kiriteswari temple, Pataleswari, Cemetery of Warren Hestings and his daughter and so on. Murshidabad witnesses' continuous evolution n of rich cultural heritage through foot-prints of different ruling dynasties under various religious communities like Buddhism, Brahmanism, Vaishnavism, Islam and Christianity for centuries.

In this era, Murshidabad draws certain amount of history, and cultural tourist. Whereas it has tremendous potential for Cultural tourism but due to lack of government's initiatives it remains unexplored.

### **Methodology**

For measuring local resident's notion towards cultural tourism development by assessing their awareness, level of interest and perceived pros and cons for cultural tourism development, the respondents were asked a set of questions which addressed their perception towards cultural tourism development. The research instrument has been divided into three phase, First phase constitutes the questions about demographical characteristics of the residents in terms of their residence status, occupation, age, income level etc and the second part comprises the statements to assess the level of awareness based on 'Yes/No' answers. The third part of the questionnaire represents two objectives which comprise 15 variables or statements to know the interest level of local population and their perceived impacts of cultural tourism development. To experiment the reliability of questionnaire a pilot test was carried out and Cronbach Alpha coefficient .76 is showed that research tool is reliable as because if Cronbach  $\alpha$  coefficient is higher than 7 is acceptable (Pietersen & Maree, 2007)

The study has carried out field- research approach, samples were gathered from targeted area namely Lalbagh, Berhampur by using purposive sampling while 69 respondents were interviewed. A five- point Likert scale was used. The five response alternatives were (5) Strongly agree,(4) Agree, (3) Neutral (2) Disagree (1) Strongly Disagree, participants were been requested to specify their perceptions and view point.

### Data Analysis

Data drawn from targeted population, residing in Murshidabad. A descriptive and partly analytical study has been done to achieve the stated objectives of the paper by using SPSS (Statistical Package for Social Science 16.00 version, which allows for generating descriptive statistics in terms of Mean score and Standard deviation. Demographical profile of the residents has been analysis by generating frequency analysis; further frequency analysis has been done to assess the level of awareness of the local residents about the cultural attractions available in Murshidabad.

In addition following criteria is used for analysis the level of interest and their perceived impacts:

The mean score from 1.00- 1.8 means **Strongly Disagree**

The mean score to 1.8-2.6 - means **Disagree**

The mean score from 2.6 - 3.4 means **Neutral**

The mean score among 3.4 - 4.2 means **Agree**

The mean score among 4.2 - 5.00 means **Strongly Agree**

The final scores for various factors are presented in the following table:

**Table 1.1**

| <b>Demographic Profile of Respondents</b> | <b>Frequency</b> | <b>Percentage</b> |
|---|------------------|-------------------|
| <b>Gender</b>                             | <b>(N=69)</b>    |                   |
| Male                                      | 28               | 40.57             |
| Female                                    | 41               | 59.42             |
| <b>Age</b>                                |                  |                   |
| Less than 25                              | 8                | 11.59             |
| 26 yrs to 35 yrs                          | 16               | 23.18             |
| 36 yrs to 45yrs                           | 11               | 15.94             |
| 46 yrs to 55 yrs                          | 13               | 18.84             |
| Above 55 yrs                              | 21               | 30.43             |
| <b>Education</b>                          |                  |                   |
| Higher secondary                          | 8                | 11.59             |
| Graduate                                  | 42               | 60.86             |
| Post graduate or doctorate-               | 19               | 27.53             |
| <b>Occupation:</b>                        |                  |                   |
| Tourism industry                          | 13               | 18.84             |
| Non tourism industry                      | 45               | 65.21             |
| Unemployed                                | 11               | 15.94             |
| <b>Income level (in RS.)</b>              |                  |                   |
| Bellow 20,000                             | 18               | 26.08             |
| 21,000 - 40000                            | 31               | 44.92             |
| 41,000- 60,000                            | 13               | 18.84             |
| 61,000 and above                          | 7                | 10.14             |
| <b>Language</b>                           |                  |                   |
| Bengali                                   | 56               | 81.15             |
| Hindi                                     | 8                | 11.59             |
| Jain                                      | 5                | 7.24              |
| <b>Length of stay of the residence</b>    |                  |                   |
| Bellow 10 yrs-                            | 9                | 13.04             |
| 10 yrs to 20 yrs                          | 21               | 30.43             |
| Above 2o yrs                              | 39               | 56.52             |

**Table: 1.2**

Following table represents the frequency analysis to assess the level of awareness about cultural attractions available in Murshidabad based on Yes/No:

| S.No | Variables  | Yes       | No | Yes        | No    |
|------|--|-----------|----|------------|-------|
|      |  | Frequency |    | Percentage |       |
|      |  |           |    |            |       |
| 1.   | Cultural tourism only involves with leisure  | 47        | 22 | 68.11      | 31.88 |
| 2.   | Cultural tourism involves with preservation and it depends on a person's cultural needs  | 19        | 50 | 27.53      | 72.46 |
| 3.   | Do you know what cultural attractions are?   | 10        | 59 | 14.49      | 85.50 |
| 4.   | Have you heard about these places such as Hazarduari palace, Kathgola Bagan, Nizamat Imambara, Katra Mosque, Cossimbazar Rajbari | 63        | 6  | 91.30      | 8.69  |
| 5.   | Have you visited above mentioned places  | 58        | 11 | 84.05      | 15.94 |
| 6.   | Do you know about Heritage walk?   | 7         | 62 | 10.14      | 89.85 |
| 7.   | Have you ever attended in any community campaign or road shows?  | 3         | 66 | 4.34       | 95.65 |
| 8.   | Do you know about baluchari silk, ivory work, Kansa, sholawork?  | 61        | 8  | 88.40      | 11.59 |
| 9.   | Have you ever heard about Alkaap, Raibenshe (folk dance, folk music)?  | 13        | 56 | 18.84      | 81.15 |
| 10.  | Do you know about Bera Utsav those are celebrating here?   | 55        | 14 | 79.71      | 20.28 |
| 11.  | Have you ever heard about heritage festival, that is conducting here on the month of Dec/ Jan                                    | 8         | 61 | 11.59      | 88.40 |
| 12.  | Do you think protections of available cultural attractions are necessary?  | 62        | 5  | 89.85      | 7.24  |

**Table 1.3 Mean score and Standard Deviation to assess level of interest and the perceived impacts towards cultural tourism development of local people:**

|                                   | Level of Interest  | Notions    |                   |                    |
|-----------------------------------|--|------------|-------------------|--------------------|
|                                   |  | Mean Score |                   | Standard Deviation |
| V1                                | Local community is attending Cultural tourism related seminar, conference, workshops.                        | 2.52       | Disagree          | 0.94               |
| V2                                | Local residents are ever participated in promotional activity like campaigning.                              | 1.71       | Strongly Disagree | 0.78               |
| V3                                | Communities are taking any initiatives to preserve or maintain with the collaboration of local stakeholders. | 2.33       | Disagree          | 0.81               |
| V4                                | NGO's role in promoting cultural tourism   | 3.21       | Neutral           | 1.15               |
| V5                                | Local communities are involving in any fair or festivals to showcase their cultural resource.                | 3.62       | Agree             | 0.88               |
| Overall mean Score of 5 variables |  | 2.67       |                   | 0.91               |



| To study the pros and cons of perceived cultural tourism development |  |      |         |      |
|--|--|------|---------|------|
| V1   | Cultural tourism will ensure more revenue generation   | 3.84 | Agree   | 0.71 |
| V2   | Cultural tourism may act as community development tool   | 2.91 | Neutral | 0.65 |
| V3   | Improvement of accessibility   | 4.20 | Agree   | 0.65 |
| V4   | Government sector or any stakeholders will contribute for the betterment   | 3.15 | Neutral | 0.84 |
| V5   | Facilitate different cultural events to increase tourist flow  | 3.98 | Agree   | 0.67 |
| V6   | Cultural tourism plays pivotal role in poverty alleviation in local community by enabling more direct or indirect job. | 2.98 | Neutral | 0.67 |
| V7   | For the development of cultural tourism, if there is a chance to loss of originality of local culture                  | 3.84 | Agree   | 0.73 |
| V8   | Cultural tourism can effect on existing resources by increasing pollution and create also traffic and congestion       | 3.69 | Agree   | 0.87 |
| V9   | Cultural tourism may increase of gambling and sexual activity  | 3.49 | Agree   | 0.71 |
| Overall Mean Score for 9 variables                                   |  | 3.56 |         | 0.72 |

### Result and Discussion:

In this study 69 respondents were been interviewed during the survey, among them 28 (40.57%) were male and 41 were female (59.42). The studies revealed that largest proportion of the respondents were above 55years age group (30.43%), whereas smallest age group was less than 25 years (11.59%). It can be said that respondents were well educated as the highest percentage was received in the education level was Graduate (60.86%). But only 18.84% respondents involved in tourism industry business such as Travel agency, Ticketing, Hotel, Restaurant, Car rental etc whereas 65.21% involved in non- tourism industry. It can be perceived that locals are not aware about the benefits of tourism industry and/ or there is not enough infrastructures are available to start up new venture. The monthly incomes of 44.92% respondents were 21k to 40k, whereas 7.24% respondents were above 61k. Most of people's language was Bengali (81.15%), only (7.24%) people were jain. 56.52% respondents were staying above from 20years and 13.04% people were staying from below 10 years over there.

As well as, to know the level of awareness about cultural attractions available of local people, they were been asked some questions based on YES/ NO answer. Among 69 respondent 68.11% people stated 'Yes' on the statement that 'cultural tourism only involves with leisure tourism' and on the other hand 72.46 % people said 'NO' on this statement 'Cultural tourism involves with preservation and it depends on a person's cultural needs', so they are not really aware about the term 'Cultural Tourism'. From the statement it can be understood 'Do you know what cultural tourism is?', only 14.59% respondents said 'YES' whereas when they were been asked if they heard about the local places namely Hazarduari palace, Kathgola Bagan, Katra Mosque, Nizammat Imambara, Cossimbazar Rajbari, 91.30% people were stated 'YES' even 84.05% people visited those place also. But the other attributed like heritage walk when they are being asked whether they know about heritage walk 89.85% people stated 'NO'. 95.65% respondents stated 'NO' on the statement of 'Have you ever attended in any community campaign or road shows?', although when they were being inquired whether they know about baluchari silk, ivory work, Kansa, sholawork, 88.40% affirmed 'YES' but when were being asked about if they ever heard about Alkaap, Raibenshe (folk dance, folk music), 81.15% people were state 'No'. So it can be understood that people are responsive and familiar with local handicrafts but least bothered about its importance along with immediate benefit, hence there is a potentiality to grow if properly promote, however people are not actually aware not even know about the folk dances, folk music available in their locality as because these all are in extinct state due to lack of promotion, proper management, if government and stakeholders can be able to adopt some strategy to preserve these precious resources also by accumulating artisans, the destination can be endorsed as a cultural tourism destination. 79.71% were stated 'YES' while inquired about Bara Utsav but they are not aware about heritage festival which is conducting on the month of Dec/Jan month, only 11.59% respondents were stated 'YES'. However, they are not educated about cultural tourism, but while they were

being inquired whether there is a necessary to preserve existing resources 89.85% people were stated YES. Hence, if promoted in a proper way like adopting some tool to educate local people the destination can be generate as a cultural tourism destination in near future.

To find out the level of interest five variables were taken and measured by Likert five point scales. At preliminary glance the data revealed that overall mean score for the interest variables was 2.67 and SD was 0.91, denotes a neutral attitude in terms of interest level in promotion of cultural tourism, and their opinion was not so speckled with each other. The highest score was received on if 'local communities are involving in any fair or festivals to showcase their cultural resources'(3.62) , which expresses that local people have interest to showcase or promote their resources but due to lack of collaboration, financial assistance, proper planning and management, the destination is lacking to be promoted as a prominent cultural tourism site. Whereas, the lowest score was received while they were inquired if Local residents are ever participated in promotional activity like campaigning (1.71), indicating from this statement local residents were strongly disagreed as no one is aware about any kind of promotional activity or any community campaign where they can learn or educate themselves about the potential benefits and importance about this kind of development, subsequently can enhance their economic status. However, local people were said that some of the NGOs are working to promote and preserve tourism resources in Murshidabad, such as Daricha Foundation, Murshidabad Heritage Development society, but lack of financial assistance they are not able to promote upto that level and not all aware about NGO's role also. The variable 'NGO's role in promoting cultural tourism 'received 3.21, indicating 'neutral' so, more NGO should be involved, Govt. and other stakeholders should come together for the betterment of this destination. Other variable like local community is attending **Cultural** tourism related seminar, conference, workshops received mean score 2.52 that indicates 'disagree' , so the local people are not attending in any conference, or seminar for educational exchange, moreover such types of activities are not conducting, so destination planner and or other stakeholders should take necessary steps to enhance the knowledge about cultural tourism by conducting such types of activities, followed by this variable 'Communities are taking any initiatives to preserve or maintain with the collaboration of local stakeholder' received 2.33, that denotes 'disagree, this means communities are not doing such kind of activities as they are not been aware about its importance to maintain the resources for sustainability.

Residents' perceptions towards the pros and cons of cultural tourism development were measured by five point Likert type scales. To address the stated objective and assess their perceived notion, carries 9 variables among them two statements was negative and rest are carried a positive phase. The result shows overall mean score was 3.56, indicating their perception was 'agreed' regarding the pros and cons of cultural tourism development, on the other hand highest score was received on the statement improvement of accessibility (4.20), they were agreed and believe that if cultural tourism can flourish communication system and other infrastructure will get better. Whereas the lowest score was for the statement cultural tourism may act as community development tool (2.91), although their perception was neutral as because they were not really sure about this kind of development's outcome. Other statements like 'Facilitate different cultural events to increase tourist flow '(3.98), they were agreed and believe that if cultural tourism can be enhanced there will be more chance to carry out number of cultural events that will lead to increase more tourist flow, also they stated it is obvious if properly developed they can generate more revenue by creating more direct and indirect job and the statement '**Cultural tourism will ensure more revenue generation**' (3.84). However, they believe and agreed on the statement 'for the development of cultural tourism, if there is a chance to loss of originality of local culture (3.84), so if properly not promoted and plan there is a chance of acculturation effect, for the sake of development and generate more revenue local people may distract and to meet the need of tourist need they can inflate their traditional resources to attract more tourist, so there is a need of more planning, management of awareness to detain from this kind of impact On the negative impacts like 'Cultural tourism can effect on existing resources by increasing pollution and create also traffic and congestion' () and 'Cultural tourism may increase of gambling and sexual activity '() respondents were agreed , indicating that there is a chance to increase pollution, congestion, and different types of crime by increasing tourist flow, whether the destination can be develop as a cultural tourism site, requirement for proper management to restrain this kinds of impacts. Moreover, their perception was neutral on the statements of 'Government sector or any stakeholders will contribute for the betterment'() and 'Cultural tourism plays pivotal role in poverty alleviation in local community by enabling more direct or indirect job'(), people are not aware about the role of the government in promotion and betterment of cultural tourism development and whether this kind of development will create more job and reduce poverty alleviation but if it really happens they believe it will help to enhance economic and

socio- cultural benefits, having a potentiality the place and the communities are not able to get its benefits, so there is a requirement for immediate action to promote its resources.

### **Recommendation:**

Since the study reveals people of Murshidabad are not truly responsive or aware about the cultural attractions available in Murshidabad, not even familiar with the term, as because they haven't get any kind of benefits and /or not aware about its benefits, they are least interested about the cultural tourism development. So, to increase awareness of local people, stakeholders, destination management Company, and government should join their hand by establishing some strategies such as educational programme should be implement on the grass route level and many workshop, seminar should conduct on monthly basis with the focus to enhance knowledge about the importance of their destination in the tourism perspective and the potentiality to grow as a cultural tourism destination, at least one member in a family should be participate. Stakeholders should take some initiative to increase local's interest to promote cultural tourism in a sustainable way, while local people can get some short term benefits .Young generations should involve in various kinds of promotional activity by participated in international and also national standard events, fairs etc. If residents get enough benefits from their destination itself that can improve their quality of life and strengthen their economy too, they will be more curious to involve in this industry. Statistics says, 40% tourist are cultural tourist, as the destination has enough cultural resources, although some resources are on ruin status , that can be preserve in a sustainable way with the collaboration of government and private stakeholders also community should join their hand, moreover study reveals that locals are aware about the importance of preservation. By conducting more heritage events in their locality where they can get the chance to participate in heritage walk, and learn about the history, significance of the cultural resources in world history in the tourism perspective, as well as locals can feel pride, in addition they can see the live performance of folk dance like Raibenshe and folk music like Alkaap and can learn its significance. In every events performance art should be facilitate and more artisans should be involved, also they should get the recognition from the government itself, so that they can be more motivated to perform well and can generate revenue too. In this way local people's awareness can be increased and will be more interested to pursue new venture of tourism and active participation in promotion of cultural tourism development.

As study indicates that some negative impacts such as increase of pollution, congestion etc. may affect the existing resources and local population, also increase of gambling, prostitution means deterioration of environment, as well as socio- cultural while developing cultural tourism. Local people are already conscious about these kinds of impacts, government should implement some tool like pollution control tool, and before developing certain resources environmental impacts should be implemented to assess the impact level also establish some security infrastructure that will handle sort of problems so local people can restrain from these kinds of issues at the same it should be taking into consideration so that their daily life should not be hampered.

### **Conclusion**

Thus, cultural tourism is a good hold up as an alternative livelihood of local people. Although the people of Murshidabad are not really aware about the cultural tourism and not even interested to promote cultural tourism but study reveals that they have positive attitudes towards cultural tourism development. So if awareness can be increased among them by implementing different strategies, subsequently they will be known about the benefits of cultural tourism and will be more interested to promote their destination. So we can say they will strongly support for the development in the near future as because they will be benefited economically and socio-culturally. The study emphasizes previous research findings and additionally above statements have great influence on the notions of residents by analyzing awareness level, level of interest in promotion as well as their perceived impacts towards cultural tourism development in Murshidabad, WB.

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