

A study on Socio-Economic Status and Sustainable Village Tourism Development in Coastal Gobindabasan, Purba Medinipur

Chapter-I

1.1 Introduction

The socio-economic household survey conducted in Gobindabasan Village provides a detailed examination of the community's living conditions, economic activities, and perceptions of tourism's impact. This chapter presents a comprehensive analysis of the survey findings, including demographic profiles, education levels, income sources, housing conditions, and access to basic amenities. Additionally, the survey explores the community's perspectives on tourism development and its various effects on local life. India's robust economic growth has consistently aimed to include rural populations, particularly those in areas where rain-fed subsistence agriculture predominates. However, despite these efforts, socio-economic vulnerabilities persist due to limited and inequitable access to productive resources such as land, water, improved inputs and technologies, microfinance, and fair marketing practices. These constraints exacerbate the community's susceptibility to economic shocks, climate change, and natural calamities such as droughts and floods (Serrat & Serrat, 2017; Patidar, 2019). Livelihood security refers to the accessibility and sustainability of essential resources such as food, drinking water, medical care, educational opportunities, and housing conditions. The leading indicators of livelihood security include economic, health, habitat, educational, and food security. Livelihood vulnerability is a critical concept in understanding the socio-economic challenges faced by the residents of Gobindabasan Village. This concept encompasses the risks and uncertainties associated with various livelihood activities, highlighting how factors such as environmental hazards, economic instability, and social inequalities impact the community's ability to sustain their livelihoods.

The coastal zones of Purba Medinipur, South 24 Parganas, and North 24 Parganas districts, which hold 12% of the total population of West Bengal, face similar challenges. These regions are particularly vulnerable to marine hazards and climatic stress, which endanger the livelihoods of the coastal population (Paul, 2002; Paul & Paul, 2022). As the distance from the sea increases, there is a change in livelihood options and adaptive strategies to deal with climate variability. Despite these challenges, there are opportunities for improvement, including access to microfinance, training programs, and sustainable tourism practices that can enhance livelihoods and promote inclusive growth. By addressing livelihood vulnerabilities, the community can better withstand economic and environmental shocks, ensuring a more sustainable and equitable development trajectory.

By investigating these aspects, the study aims to shed light on the intricate dynamics of rural livelihoods, poverty, and development within Gobindabasan Village. It offers insights into the challenges and opportunities faced by the community in the context of economic growth and tourism expansion, emphasizing the need for targeted interventions to address socio-economic and livelihood vulnerabilities and promote sustainable development.

1.2 The study area

According to the Census 2011, the location code or village code of Gobindabasan village is 346980. Gobindabasan is situated in the Ramnagar I subdivision of the Purba Medinipur district in West Bengal, India. Tamluk serves as the district headquarters, while Ramnagar is

the sub-district headquarters for Gobindabasan village. As per the 2009 statistics, Padima II is the gram panchayat of Gobindabasan. The village covers a total geographical area of 53.82 hectares and has a population of 1,007 people, with 512 males and 495 females. The literacy rate in Gobindabasan is 75.87%, with 81.45% of males and 70.10% of females being literate. There are approximately 246 houses in the village. The postal code for Gobindabasan is 721428. Contai, located about 11 km away, is the nearest town to Gobindabasan and serves as the hub for major economic activities.

1.3 Objectives

1.3.1 To Assess the Socio-Economic Conditions of Households in Gobindabasan Village.

1.3.2 To Analyze the Perceptions and Impact of Tourism Development on the Local Community.

1.4 Methodology

1.4.1 Survey Design

The study employed a mixed-methods approach, combining quantitative and qualitative data collection techniques to gain a comprehensive understanding of the socio-economic conditions and perceptions of households in Gobindabasan Village.

1.4.2 Sampling

A stratified random sampling technique was used to select a representative sample of households from Gobindabasan Village. This approach ensured the inclusion of households from various socio-economic backgrounds, education levels, and occupations.

1.4 Data Collection

1.4.1 Household Survey

Structured Questionnaires: A detailed structured questionnaire was designed to collect quantitative data on demographic profiles, education levels, income sources, housing conditions, caste distribution, family structures, and access to basic amenities. The questionnaire also included sections on the perceptions of the respondents regarding access to basic amenities and sustainable development initiatives.

1.4.2 Interviews and Focus Group Discussions (FGDs)

Qualitative Data Collection: In-depth interviews and focus group discussions were conducted with key informants, including village leaders, educators, healthcare providers, and community members. These discussions provided qualitative insights into the community's perceptions of access to basic amenities and sustainable development initiatives.

1.4.2 Qualitative Data

- **Thematic Analysis:** The qualitative data from house-hold survey and FGDs were analysed using thematic analysis (diagrams, maps & field photographs). This involved representation of the data to identify themes and patterns related to perceptions of access to basic amenities and sustainable development initiatives.

1.5 Sampling Procedure

- The sampling procedure involved selecting a representative sample from the total population of Gobindabasan village. The sample size was determined using the following equation of Cochran, W.G. (1977):
- $$n = \frac{N \cdot Z^2 \cdot p \cdot (1-p)}{(N-1) \cdot e^2 + Z^2 \cdot p \cdot (1-p)}$$
- Where:
- n = sample size
- N = total population of the village (1007)
- Z = Z-value (e.g., 1.96 for 95% confidence level)
- p = estimated proportion of the population with the characteristic of interest (assumed to be 0.5 for maximum variability)
- e = margin of error (e.g., 0.05 for 5%)

1.6 Review of existing literature

Research on coastal vulnerability has intensified in recent decades, driven by predictions from various climate models indicating increased exposure to extreme climatic events such as cyclones and storm surges (Gormitz et al. 1994; IPCC CZMS 2002; Shaw et al. 1998; Turner et al. 1993; UNEP 2005). The Intergovernmental Panel on Climate Change (IPCC) Working Group II Report on vulnerability assessment provides a comprehensive overview of the vulnerabilities faced by different coastal regions worldwide due to sea-level rise and increased storm surge threats (IPCC 1997, 2007). The coastal regions of India are particularly threatened by tropical cyclones, especially those originating from the Bay of Bengal, one of the core areas of cyclogenesis. Vulnerability indexing of these areas has been attempted by various researchers (Jayanthi 1998; Kavi Kumar 2003; Patwardhan et al. 2003; Sharma and Patwardhan 2007), aiming to quantify the risks and identify the most vulnerable regions to aid in disaster management and mitigation planning.

However, several common limitations are observed in existing studies on coastal vulnerabilities. Vulnerability is often assessed at larger spatial units, such as districts, while evacuation and rescue operations are typically conducted at the village level. This mismatch can lead to inadequate preparedness and response (Das 2007b). Additionally, the factors used to calculate vulnerability indices are often averaged over districts, failing to capture micro- or local-level discrepancies (Carmen et al. 2006). The indices, being either multiplicative or average values, do not highlight the importance of individual factors impacting vulnerabilities. Socio-economic factors are often represented by population density or total population, overlooking the diverse characteristics of the population (Patwardhan et al. 2003). Furthermore, there is an underlying assumption of uniform population distribution and linear response of different population groups over the macroregion, which may not hold true, especially in developing countries where population groups vary widely in terms of access to information, asset holding, and coping capacity to disasters. The role of natural environments, such as mangrove forests, in mitigating the impacts of natural calamities and enhancing

regional resilience is often overlooked in vulnerability assessments (Das 2007b; Carmen et al. 2006). Mangroves, for instance, act as natural barriers against storm surges and help in stabilizing coastal ecosystems, thereby reducing the overall vulnerability of coastal regions. The socio-economic impacts of cyclones on coastal communities are profound, causing significant damage to infrastructure, housing, and livelihoods, particularly affecting the most vulnerable populations. Studies have shown that the recovery process is often slow, and the economic losses can be long-lasting, exacerbating poverty and inequality in affected regions (UNEP 2005; IPCC 2007).

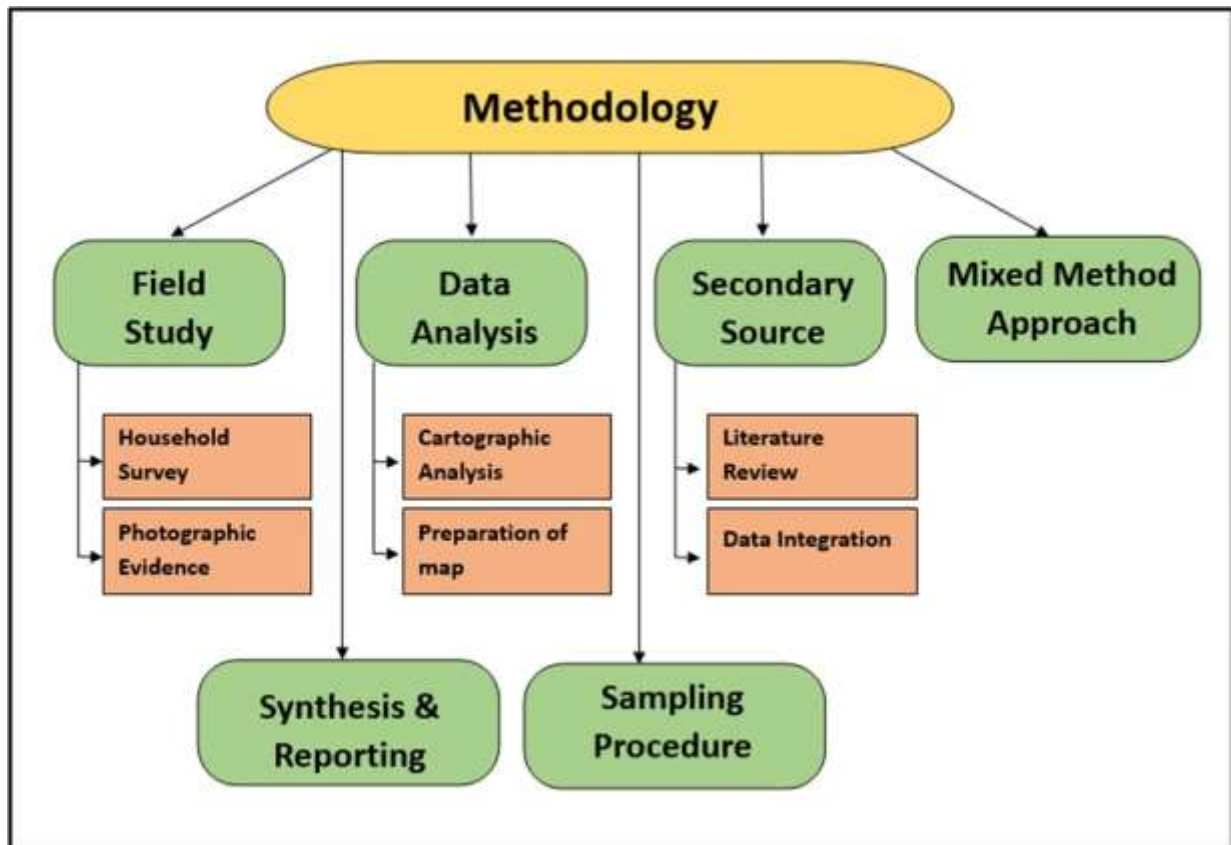


Figure 1.3 Methodological flow diagram of the work.

Chapter-II

Socio-Physical Set up of the Study Area

2.1 Rivers and Topography

The main rivers in Purba Medinipur are Rupnarayan, Kangsabati, Cossey, Keleghai, Haldi, and Rosulpur. Among these, the longest is the Kangsabati River, although only a portion of it lies within the district. This is followed by the Rupnarayan and Haldi rivers. O'Malley's Gazetteer provides detailed descriptions of these rivers. The Rupnarayan River enters Purba Medinipur from Paschim Medinipur Ghatal area, then flows in a southeast direction to Tamluk. From Tamluk, it bends eastward and eventually joins the Hooghly River. The Haldi River, a significant tributary of the Hooghly River, is formed by the confluence of the Kasai and Keleghai rivers opposite Tengrahal, on the western side of Tamluk. It flows south-eastward

to the sea. The Kasai River is the principal tributary of the Haldi River, entering the district from the northwest, originating in Bankura. The Keleghai River is the second major tributary of the Haldi River. The Rasulpur River, the third tributary of the Haldi, originates as the Bagda River in Paschim Medinipur and flows through Purba Medinipur to join the Hooghly River.

The district's major canal is the Midnapore Canal, whose construction began in 1866 by the East India Irrigation and Canal Company. According to O'Malley's Gazetteer, the main canal consists of four sections, with two sections falling within Purba Medinipur. The first section starts from Midnapore near the Kasai River and ends at the same river in Panskura, spanning about 25 miles. The second section extends from Panskura to Dainan on the Rupnarayan River, covering about 12 miles. The Midnapore Canal was a significant source of irrigation for the predominantly non-deltaic region to the left of Panskura. The Hijli Tidal Canal extends from Geonkhilai near the junction of the Rupnarayan and Hooghly rivers to the Haldi River, and then to the Rasulpur River at Kalinagar. This canal spans a total length of 29 miles. Construction of the Hijli Tidal Canal began in 1868 and was completed in 1873.

2.2 Climatic Profile of Purba Medinipur

Purba Medinipur district experiences a tropical climate. The average temperature ranges from 25.5°C to 38.6°C, and rainfall occurs unevenly during the monsoon season, with an average annual rainfall of 1,752.6 mm. The district consists of five coastal C.D. Blocks—Khejuri-II, Deshapran, Contai-I, Ramnagar-I, and Ramnagar-II—that are particularly susceptible to cyclones and floods.

Table 2.1 Rainfall and Temperature Data

Sl. No	Month	Average Rainfall (in mm)	Actual Rainfall (in mm)	Max Temp (°C)	Min Temp (°C)
1	January	11.8	0.0	25	11
2	February	29.1	8.2	29	16
3	March	39.4	10	34	21
4	April	50.5	13.1	34	24
5	May	139.8	110	37	26
6	June	314.4	89.9	37	26
7	July	317.1	267.075	33	25
8	August	330.8	247.0	32	25
9	September	327.3	396.2	31	25
10	October	140.4	1.125	31	23
11	November	38.9	1.30	31	17
12	December	8.5	43.8	28	15

Source: IMD. Govt. of India.

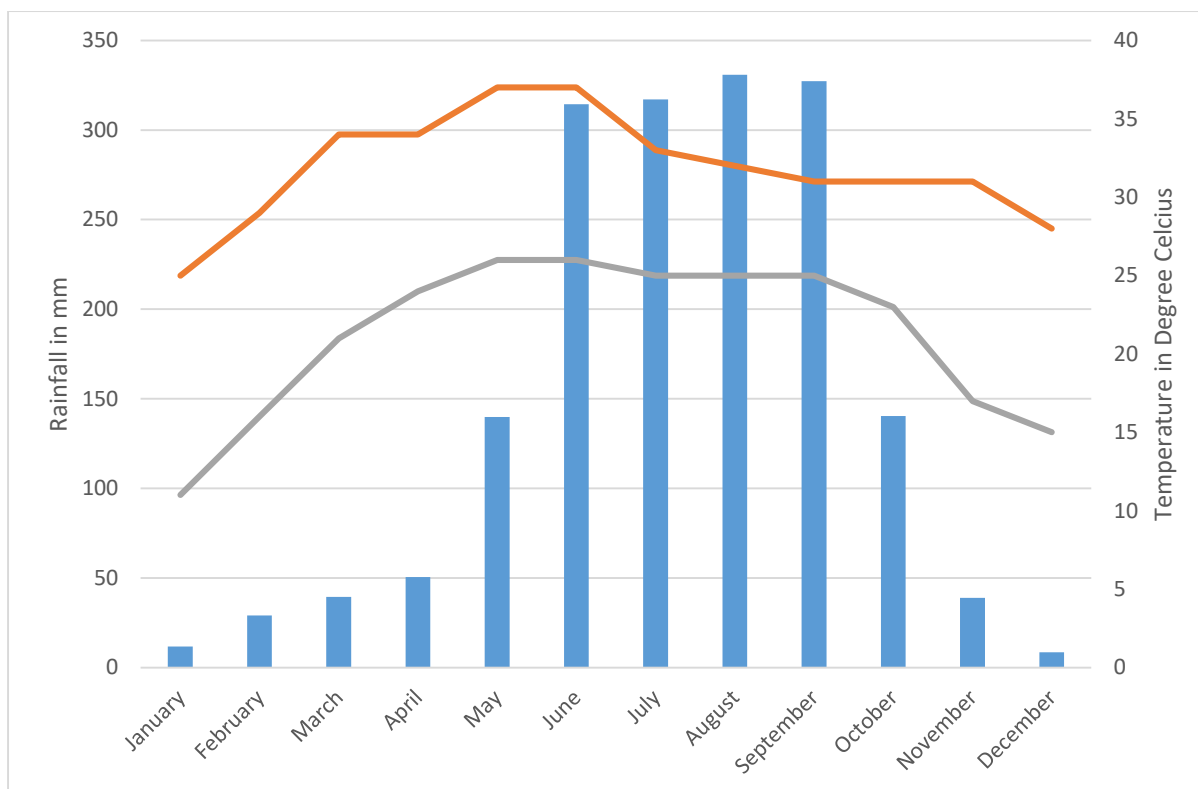


Figure 2.1 Climatic diagram of the district.

2.3 Administrative Set-Up

The current administrative set-up of Purba Medinipur district is as follows:

Table 2.2 Administrative Set-Up of Purba Medinipur

Administrative Unit	Number
Number of Sub-divisions	4
Number of CD Blocks	25
Number of Blocks/Panchayat Samiti	25
Number of Municipalities	5
Number of Gram Panchayats	223
Number of Sansads	2,531
Number of Municipal Wards	93

Source: Wikipedia.com

The four sub-divisions of Purba Medinipur district are Tamluk, Haldia, Contai, and Egra. The CD Blocks within each sub-division are as follows:

Table 2.3 Sub-divisions and CD Blocks in Purba Medinipur

Sub-division	CD Blocks

Tamluk	Tamluk, Sahid Matangini, Panskura, Moyna, Nandakumar, Chandipur, Mahisadal, Haldia
Haldia	Sutahata, Haldia, Nandigram-I, Nandigram-II
Contai	Bhagawanpur-I, Bhagawanpur-II, Khejuri-I, Khejuri-II, Contai-I, Contai-II, Contai-III, Ramnagar-I, Ramnagar-II
Egra	Egra-I, Egra-II, Patashpur-I, Patashpur-II, Bhupatinagar

Source: District Statistical Handbook, 2011.

2.4 Purba Medinipur (East Midnapore) District-Population 2011-2024

The official Census 2011 details of Purba Medinipur (East Midnapore), a district of West Bengal, have been released by the Directorate of Census Operations in West Bengal. Key demographic data was also collected by census officials in Purba Medinipur District.

In 2011, Purba Medinipur had a population of 5,095,875, comprising 2,629,834 males and 2,466,041 females. This represents a significant increase from the 2001 census, when the district's population was 4,417,377, with 2,268,322 males and 2,149,055 females. Purba Medinipur's population accounted for 5.58 percent of the total population of West Bengal in 2011, up from 5.51 percent in 2001. The district experienced a population growth of 15.36 percent from 2001 to 2011, compared to a 14.87 percent increase from 1991 to 2001.

2.5 Purba Medinipur Literacy Rate

The average literacy rate in Purba Medinipur in 2011 was 87.02 percent, unchanged from 2001. Gender-wise, male literacy stood at 92.32 percent, while female literacy was 81.37 percent. In the 2001 census, these figures were 89.13 percent for males and 70.70 percent for females. The total number of literate individuals in the district in 2011 was 3,923,194, with 2,149,073 males and 1,774,121 females. In 2001, the total number of literates was 2,806,250.

2.6 Purba Medinipur Sex Ratio

The sex ratio in Purba Medinipur in 2011 was 938 females per 1000 males, a slight decrease from 947 per 1000 males in 2001. The national average sex ratio in India, according to the latest Census 2011 reports, is 940 females per 1000 males. The child sex ratio in Purba Medinipur in 2011 was 946 girls per 1000 boys, compared to 951 girls per 1000 boys in 2001.

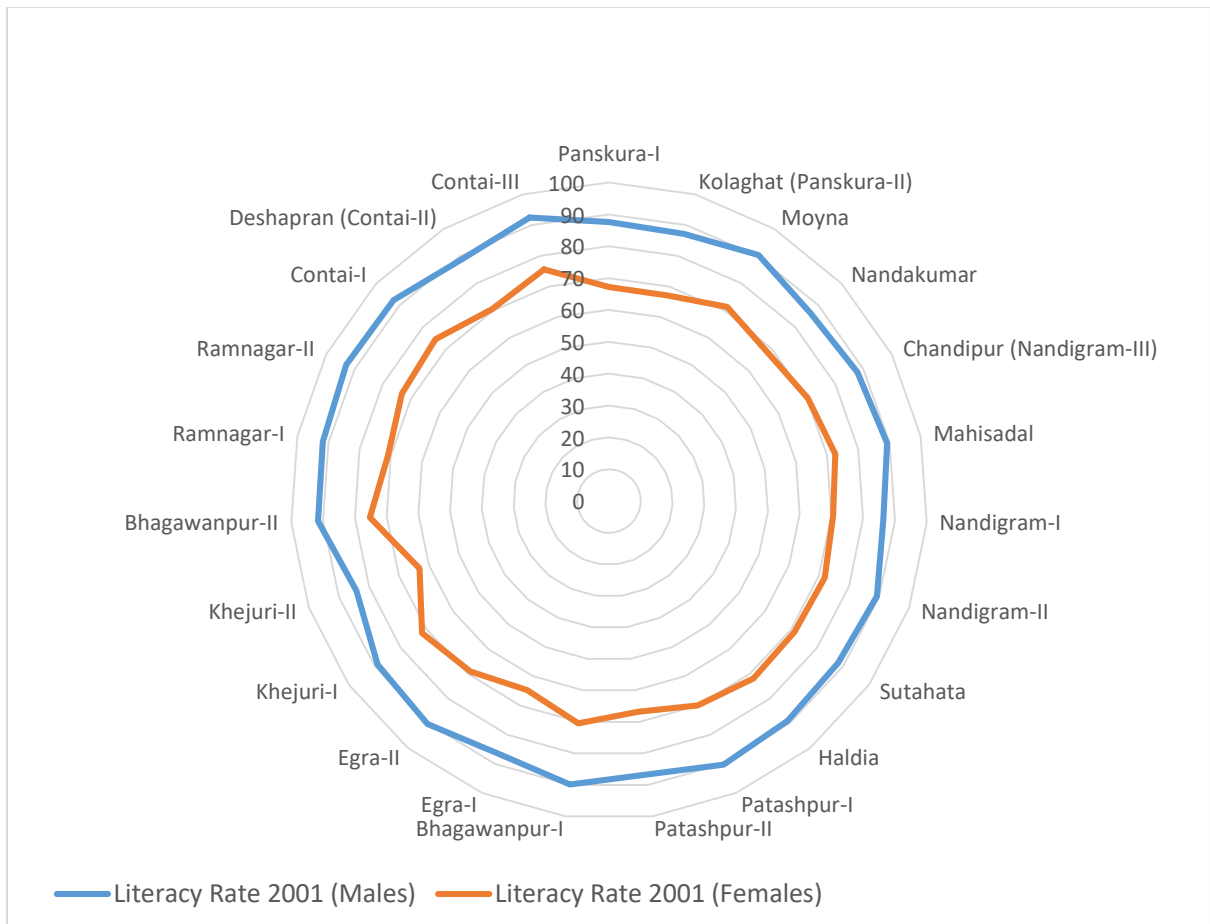


Figure 2.2 Gender wise Literacy Rates (2001) in CD Blocks of Purba Medinipur.

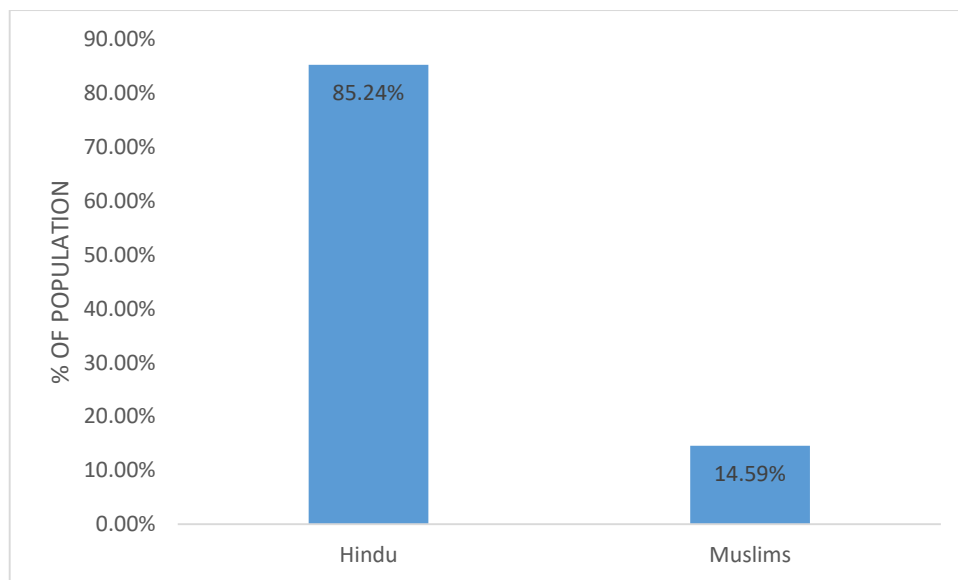


Figure 2.3 Religious distribution of Population.

Table 2.4 Religious Demographics of Purba Medinipur (2011)

Religion	Population	Percentage
Hindu	4,343,972	85.24%

Muslims	743,436	14.59%
Christian	2,648	0.05%
Sikh	746	0.01%
Buddhist	317	0.01%
Jain	574	0.01%
Others	359	0.01%
Not Stated	3,823	0.08%

Source: District Statistical Handbook, 2011.

Table 2.5 Projected Population of Purba Medinipur (2011-2031)

Year	Projected Population	Population (in Lakhs)
2011	5,095,875	50.96 Lakhs
2021	5,760,000	57.61 Lakhs
2022	5,820,000	58.25 Lakhs
2023	5,880,000	58.80 Lakhs
2024	5,920,000	59.27 Lakhs
2025	5,960,000	59.68 Lakhs
2026	6,000,000	60.02 Lakhs
2027	6,030,000	60.32 Lakhs
2028	6,050,000	60.57 Lakhs
2029	6,070,000	60.79 Lakhs
2030	6,090,000	60.97 Lakhs
2031	6,110,000	61.13 Lakhs

Source: Census of India, 2011.

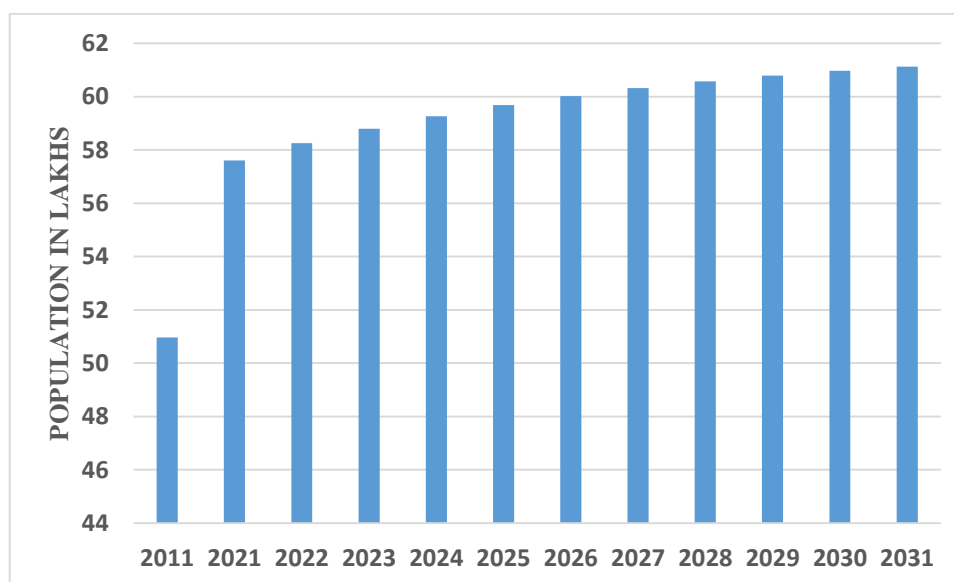


Figure 2.4 Projected trend of population in Purba Medinipur.

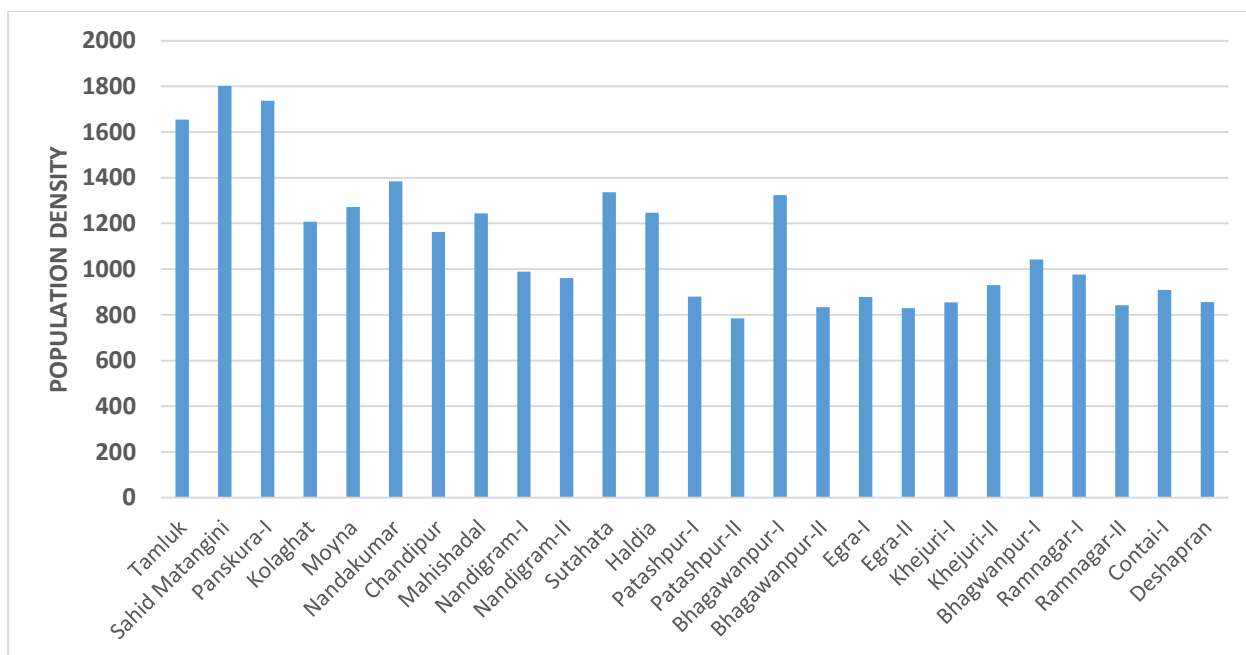


Figure 2.5 Density of Population per Sq. Km, 2011 in Purba Medinipur.

Table 2.6 Population Statistics of Purba Medinipur (2011 vs. 2001)

Description	2011	2001
Population	50.96 Lakhs	44.17 Lakhs
Actual Population	5,095,875	4,417,377
Male	2,629,834	2,268,322
Female	2,466,041	2,149,055
Population Growth	15.36%	14.87%
Area Sq. Km	4,713	4,736
Density/km ²	1,081	933
Proportion to West Bengal Population	5.58%	5.51%
Sex Ratio (Per 1000)	938	947
Child Sex Ratio (0-6 Age)	946	951
Average Literacy	87.02%	80.16%
Male Literacy	92.32%	89.13%
Female Literacy	81.37%	70.70%
Total Child Population (0-6 Age)	587,654	628,459
Child Proportion (0-6 Age)	11.53%	14.23%

2.7 Rural Household Electrification in Purba Medinipur

Despite being one of the higher-ranked districts in West Bengal, the progress of rural household electrification in Purba Medinipur has been slow. As of the end of the 2007-08 period, only 7.67 percent of rural households in the district had electricity. This represents an increase of just 3 percent from the figures recorded in 2004. This slow pace of electrification highlights a significant challenge in the district. The limited increase over the four-year period underscores the grim reality of rural electrification efforts. One contributing factor to this sluggish progress is the unauthorized use of electricity, which is a widespread issue in rural areas throughout

West Bengal. This unauthorized usage not only hampers the official electrification drive but also results in a lower official count of households with electricity connections.

2.8 Health Infrastructure

It is often argued that the quality and quantity of human capital play an equally important, if not more significant, role in the development of an economy. While we have focused on physical infrastructure in Purba Medinipur compared to other districts in West Bengal, it is essential to also highlight the development of human capital-related infrastructure, often referred to as social infrastructure. Purba Medinipur is primarily a rural district in West Bengal, and when examining health-related infrastructure, the number of sub-health centers (SHCs) is a critical indicator. In Purba Medinipur, the number of SHCs stands at West Bengal's average of 1.61 per 5000 rural population. Although districts with lower rural population densities might have an advantage in terms of SHC distribution, this fact presents a unique challenge for Purba Medinipur.

2.9 Banking Infrastructure

Financial infrastructure, particularly the commercial banking system, is closely linked to the economic development of a region. While it is debatable whether financial development precedes economic development or vice versa, the focus here is on the nature and variety of banking in a developing region. In any district in India, including Purba Medinipur, one finds a mix of commercial bank branches and specially designated rural banks (known as Gramin Banks), which are managed by a scheduled lead commercial bank of the district. Additionally, there are cooperative banks that collect small savings from the local population and provide loans to small borrowers.

The process of credit creation also involves Self-Help Groups (SHGs). SHGs are based on the principle of small group formation and group lending, which is highly effective in generating savings within a locally formed group, sometimes as small as 10 persons, on a rotating basis.

2.10 Electrification and Drinking Water

The availability of power is a crucial ingredient for the development of any region. Therefore, rural electrification is of great significance in any district of West Bengal, particularly in a predominantly rural district like Purba Medinipur. However, it is important to recognize that while the quantity of infrastructure is often emphasized, the quality is equally important. This has been highlighted in the literature (Raychaudhuri and De, 2010) and plays a vital role in alleviating regional poverty and developing human capital. One significant issue in this context is that the frequency and voltage of power supply in rural areas are not always stable. This instability can lead to power outages and the malfunctioning of equipment such as electric pump sets. Unfortunately, secondary data on these qualitative aspects are rarely available, forcing us to rely more on standard quantitative measures of rural electrification, despite their limitations.

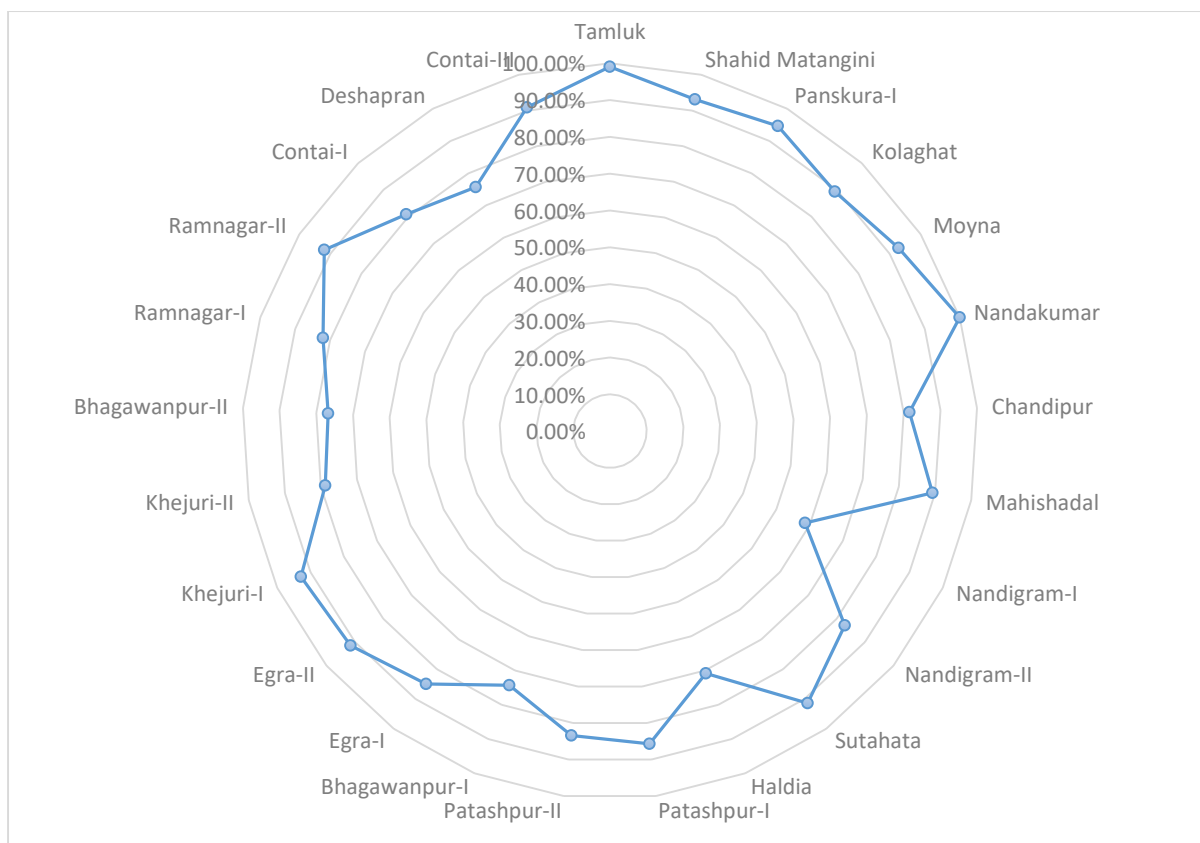


Figure 2.6 Percentage of people getting Drinking water and Electricity.

Source: Government of West Bengal, Bureau of Applied Economics and Statistics, 2011.

2.11 Block Profile of Ramnagar-I

2.11.1 Geography

Purba Medinipur district is part of the lower Indo-Gangetic Plain and the Eastern coastal plains. Topographically, the district can be divided into two distinct parts: (a) nearly flat plains in the west, east, and north, and (b) coastal plains in the south. The district's vast expanse of land is formed from alluvium, comprising younger and coastal alluvial deposits. The elevation of the district is within 10 meters above mean sea level. Purba Medinipur has a long coastline of 65.5 km along its southern and southeaster boundary.

Five coastal CD Blocks, namely, Khejuri II, Contai II (Deshapran), Contai I, Ramnagar I, and Ramnagar II, are occasionally affected by cyclones and tornadoes. Tidal floods are quite common in these five CD Blocks. Generally, floods occur in 21 of the 25 CD Blocks in the district. Major rivers such as Haldi, Rupnarayan, Rasulpur, Bagui, and Keleghai flow in a north-to-south or southeast direction, serving as important sources of irrigation. The district has a very low forest cover of 899 hectares, which is only 0.02% of its geographical area. Ramnagar is located at 21°40'18"N 87°33'01"E. Ramnagar I CD Block is bounded by Egra I CD Block in the north, Ramnagar II CD Block in the east, the Bay of Bengal in the south, and Bhograi Block/Tehsil in Balasore district of Odisha in the west. It is located 92 km from Tamluk, the district headquarters. Ramnagar I CD Block has an area of 139.43 km². It consists of 1 panchayat samity, 9 gram panchayats, 125 gram sansads (village councils), 150 mouzas, and 137 inhabited villages. Ramnagar (part), Digha, and Digha Mohana police stations serve

this block. The headquarters of this CD Block is at Ramnagar. The gram panchayats of Ramnagar I block/panchayat samiti are: Basantapur, Gobra, Haldia I, Haldia II, Padima I, Padima II, Badhia, Telgachhari I, and Telgachhari II. Present Savapati Nitai Charan Sar and former BDO Tamojit Chakraborty have triumphed thrice nationally to win Best Panchayat Samity Awards. Debabrata Das, as Savapati, won the award for the first time.

2.11.2 Demographics

2.11.2.1 Population

According to the 2011 Census of India, Ramnagar I CD Block had a total population of 167,330, with 161,986 residing in rural areas and 5,344 in urban areas. The population consisted of 85,230 males (51%) and 82,100 females (49%). The population under 6 years of age was 18,609. Scheduled Castes numbered 22,047 (13.18%), and Scheduled Tribes numbered 766 (0.46%). As per the 2001 census, Ramnagar I block had a total population of 145,418, with 74,043 males and 71,375 females. Ramnagar I block registered a population growth of 12.15 percent during the 1991-2001 decade, while the combined Midnapore district recorded a growth rate of 14.87 percent. The decadal growth rate for West Bengal was 17.84 percent. The census town in Ramnagar I CD Block (2011 census figure) is Khadalgobra (5,344). Large villages (with 4,000+ population) in Ramnagar I CD Block (2011 census figures) include Badhia (5,979), Damadarpur (4,236), and Mukundapur (5,054). Other villages in Ramnagar I CD Block (2011 census figures) are: Haldia (3,370), Gobra (2,661), Basantapur (1,364), Ramnagar (1,914), Padima (1,548), and Telga Chhari (3,421).

2.11.2.2 Literacy

According to the 2011 census, the total number of literates in Ramnagar I CD Block was 130,639 (87.84% of the population over 6 years), with 70,863 males (54%) and 59,776 females (46%). As per the 2011 census, the literacy rate in Purba Medinipur district was 87.02%. Purba Medinipur had the highest literacy rate among all districts in West Bengal in 2011.

2.11.3 Economy

2.11.3.1 Livelihood

In 2011, total workers in Ramnagar I CD Block constituted 34.36% of the total population. Within this workforce, cultivators made up 19.62%, agricultural labourers 34.26%, household industry workers 2.54%, and other workers 43.58%.

2.11.3.2 Infrastructure

Ramnagar I CD Block comprises 137 inhabited villages, all of which have power and drinking water supply (100%). Of these villages:

- 22 (16.06%) have post offices.
- 125 (91.24%) have telephones, including landlines, public call offices, and mobile phones.
- 49 (35.77%) have a pucca (paved) approach road.
- 42 (30.66%) have transport communication, including bus services, rail facilities, and navigable waterways.
- 30 (21.90%) have agricultural credit societies.

- 8 (5.84%) have banks.

As of 2007-08, approximately 40% of rural households in the district had electricity. In the fiscal year 2013-14, the CD Block had 39 fertilizer depots, 11 seed stores, and 30 fair price shops.

Chapter-III

Results & Discussion

3.1 Results

The household and tourism perception survey conducted in Gobindabasan Village reveals a comprehensive view of the community's socio-economic conditions and the impact of tourism development

3.1.1 Household Survey Results

The gender distribution in the village shows a slightly higher female population, with 67 males and 72 females. Education levels among the respondents indicate that 29% have elementary education, 17% have completed middle school, 13% have high school education, and 16% have pursued higher education.

The primary sources of income are diverse, with 7% engaged in agriculture, 1% in fishing, 13% in business, 5% in employment, and 11% in other activities. Monthly household expenditures reveal that 10% of the households spend less than ₹5000, 22% spend between ₹5000 and ₹10000, and 5% spend more than ₹10000.

Caste distribution shows that 8% of the respondents belong to the general category, 15% to OBC-B, 12% to SC, and 1% to ST. Family structures indicate that 21% live in joint families, while 16% are in nuclear families.

The types of houses include 10% kacha houses, 24% pacca houses, and 3% semi-pacca houses, with the majority having either two or four rooms. Regarding building construction, 16% are storied and 21% are non-storied.

Economic conditions of the respondents vary, with 14% classified as having a high economic environment, 13% as moderate, and 10% as poor. Access to drinking water is varied, with 6% relying on river water, 24% on tanks, 2% on ponds, and 5% on tube wells. The majority of households (35%) have access to electricity, with only 2% lacking this essential service.

Households in Gobindabasan village cite skilled labour (7%), access to natural resources (8%), and strong community ties (3%) as key strengths, while financial constraints (7%) and limited educational opportunities (9%) are notable weaknesses. Opportunities for improving living conditions include access to microfinance (9%) and training programs (10%), while challenges such as climate change (10%) and market fluctuations (12%) remain significant.

3.1.2 Tourism Perception Survey Results

The tourism perception survey indicates that 12% of the respondents strongly agree that tourism brings significant economic benefits to the household and community, while 10% agree, 5% are neutral, 2% disagree, and 1% strongly disagree. Additionally, 13% strongly agree that tourism has diversified livelihood opportunities, with 11% agreeing, 4% neutral, 1% disagreeing, and 1% strongly disagreeing.

Tourism is also seen as creating more job opportunities, with 12% strongly agreeing and 11% agreeing. However, tourism has also led to increased prices of goods and services, as noted by 10% who strongly agree and 10% who agree. Social infrastructure improvements due to tourism are acknowledged by 12% strongly agreeing and 10% agreeing, while 11% strongly agree and 10% agree that tourism has increased the availability of education and medical services.

On the downside, 13% strongly agree and 9% agree that tourism has increased criminality, alcoholism, and vandalism. Negative impacts on local traditions and culture are felt by 12% who strongly agree and 8% who agree. Community solidarity has been positively influenced by tourism, with 11% strongly agreeing and 9% agreeing, but trust within the community has decreased according to 10% who strongly agree and 10% who agree. Environmental concerns are significant, with 12% strongly agreeing and 10% agreeing that tourism causes local pollution. The economic benefits from eco-tourism fairs are seen as fairly distributed among locals, with 12% strongly agreeing and 10% agreeing. Tourism has also improved the status of women, as indicated by 13% strongly agreeing and 8% agreeing.

3.2 Discussion

3.2.1 Gender Distribution and Education

The gender distribution in Gobindabasan Village shows a slight predominance of females over males, with 51.8% females and 48.2% males. This gender ratio is indicative of a balanced population, which is essential for the socio-economic development of the village. The educational attainment levels suggest a reasonable spread across different levels of education, with the highest proportion (29%) having elementary education. However, the decline in numbers for higher levels of education, with only 16% having pursued higher education, highlights a potential area for intervention. Increasing access to higher education could be pivotal in empowering the community, fostering more informed decision-making, and improving overall quality of life.

3.2.2 Income Sources and Economic Conditions

The primary income sources in the village are varied, with a significant portion engaged in business (13%) and agriculture (7%). Employment and other miscellaneous activities contribute to 5% and 11% respectively. This diversity in income sources is beneficial for economic resilience, but the reliance on traditional sectors such as agriculture and fishing (1%) suggests a need for diversification and modernization. The monthly expenditure patterns indicate that a majority of households have modest expenditures, with 22% spending between ₹5000 and ₹10000 and only 5% spending more than ₹10000. This expenditure pattern underscores the limited economic capacity of the households, which could be improved through better economic opportunities and support systems.

3.2.3 Caste Distribution and Family Structure

The caste distribution shows a mix of social groups, with the OBC-B category being the largest at 15%, followed by SC at 12%. The presence of diverse social groups within the village highlights the need for inclusive development policies that cater to the needs of all sections. The family structure, with 21% living in joint families and 16% in nuclear families, suggests a blend of traditional and modern living arrangements. Joint families often provide better social support systems, which can be advantageous in rural settings.

3.2.4 Housing and Infrastructure

Housing types in Gobindabasan are predominantly pacca (24%), which indicates a move towards more permanent and safer housing structures. However, the presence of kacha (10%) and semi-pacca (3%) houses indicates that there is still room for improvement in housing quality. The number of rooms per household shows a concentration in smaller dwellings, with 18% having two rooms and only 3% having eight rooms. This limited space per household could affect living conditions, especially in larger families.

3.2.5 Building Construction and Economic Environment

The building construction types, with 16% storied and 21% non-storied, reflect the economic status and possibly the aspiration of the villagers towards better living standards. The economic environment, classified as high by 14% of the respondents and moderate by 13%, suggests a relatively balanced economic condition with pockets of affluence. However, the presence of 10% in the poor category indicates that economic disparities exist and need to be addressed through targeted interventions.

3.2.6 Access to Basic Amenities

Access to drinking water is predominantly from tanks (24%), which is a positive sign of water storage and management. However, reliance on river (6%) and tubewell (5%) suggests that water security could still be a concern, especially during dry seasons. The high availability of electricity (35%) is encouraging, yet the 2% without access indicates the need for further infrastructure development.

3.2.7 Perception of Tourism Impact

Tourism is perceived to have brought significant economic benefits, with 12% strongly agreeing and 10% agreeing. This positive outlook is crucial for supporting tourism development initiatives. However, the concern about increased prices of goods and services, as noted by 10% who strongly agree and 10% who agree, indicates that while tourism brings economic benefits, it also raises the cost of living, which could negatively impact low-income households.

3.2.8 Social and Cultural Impacts of Tourism

Tourism has diversified livelihood opportunities, with 13% strongly agreeing and 11% agreeing. This diversification can lead to economic resilience. However, the increase in criminality, alcoholism, and vandalism (13% strongly agree, 9% agree) and the negative influence on local traditions and culture (12% strongly agree, 8% agree) highlight the need for managing tourism sustainably. Efforts should be made to mitigate these negative impacts through community engagement and responsible tourism practices.

3.2.9 Community and Environmental Impacts

Tourism has improved community solidarity (11% strongly agree, 9% agree), which is a positive outcome. Yet, the decrease in trust within the community (10% strongly agree, 10% agree) suggests underlying social tensions that need to be addressed. Environmental concerns are significant, with 12% strongly agreeing and 10% agreeing that tourism causes local pollution. This underscores the importance of implementing eco-friendly tourism practices to preserve the local environment.

3.2.10 Economic Distribution and Women's Empowerment

The distribution of economic benefits from eco-tourism fairs is seen as fair, with 12% strongly agreeing and 10% agreeing. This equitable distribution is crucial for garnering local support for tourism initiatives. Furthermore, tourism has improved the status of women, as indicated by 13% strongly agreeing and 8% agreeing. Empowering women through tourism can lead to broader socio-economic benefits for the entire community.

3.2.11 Strengths, Weaknesses, Opportunities, and Challenges (SWOC)

The strengths of households, such as skilled labor (7%) and access to natural resources (8%), provide a solid foundation for further development. However, weaknesses like financial constraints (7%) and limited educational opportunities (9%) need to be addressed to unlock the full potential of the community. Opportunities for improvement, including access to microfinance (9%) and training programs (10%), are crucial for enhancing livelihoods. The major challenges faced by households, such as climate change (10%) and market fluctuations (12%), require comprehensive strategies to ensure sustainable development.



Figure 3.1 SWOC analysis.

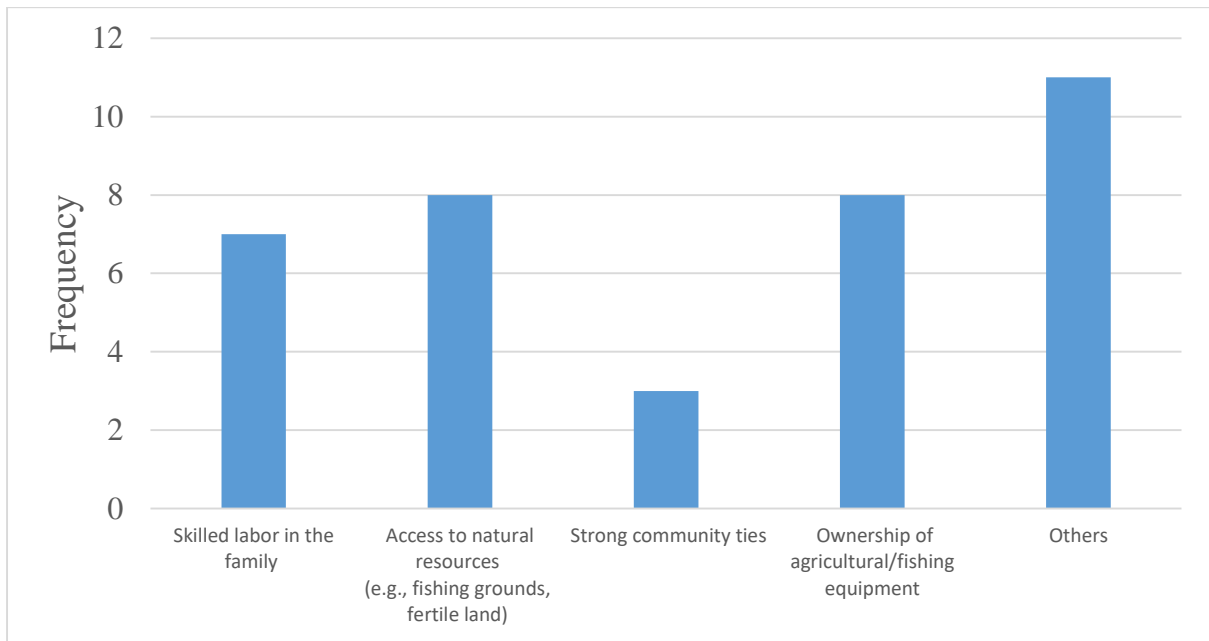


Figure 3.2 Response analysis of Strength.

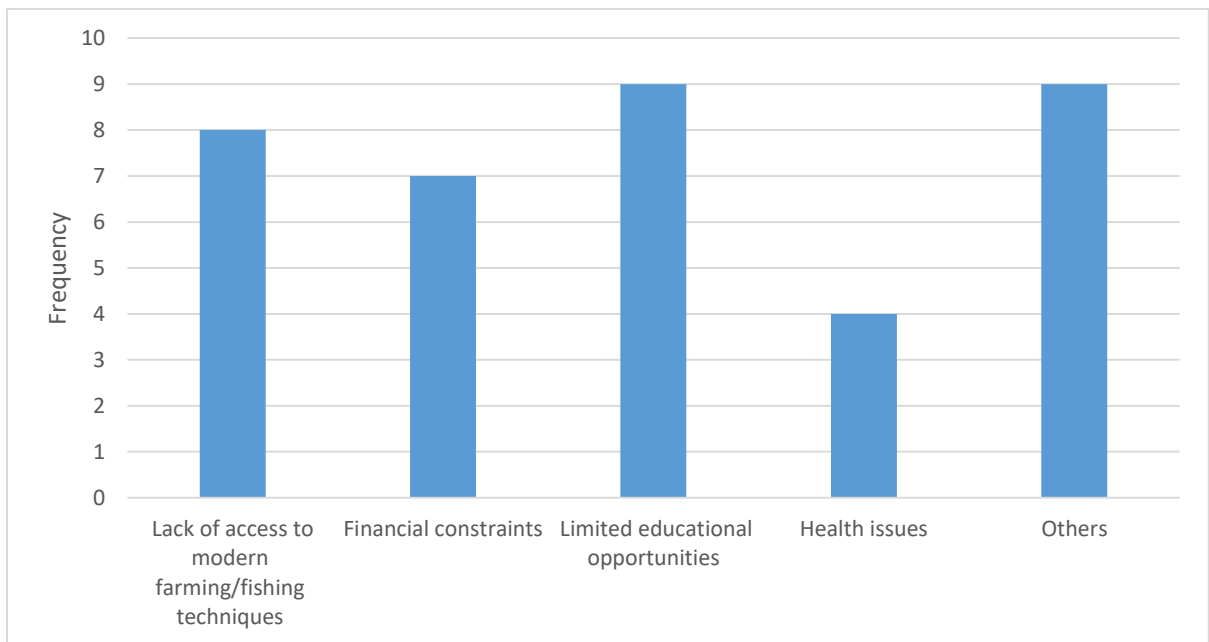


Figure 3.3 Response analysis of Weakness.

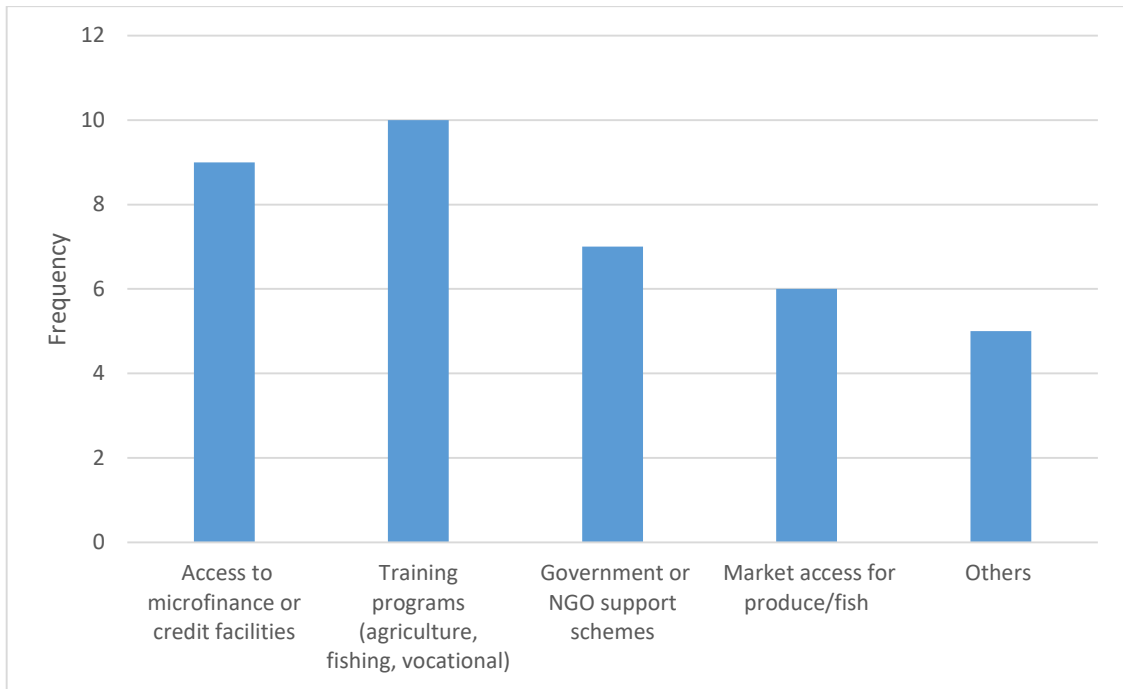


Figure 3.2 Response analysis of Opportunity.

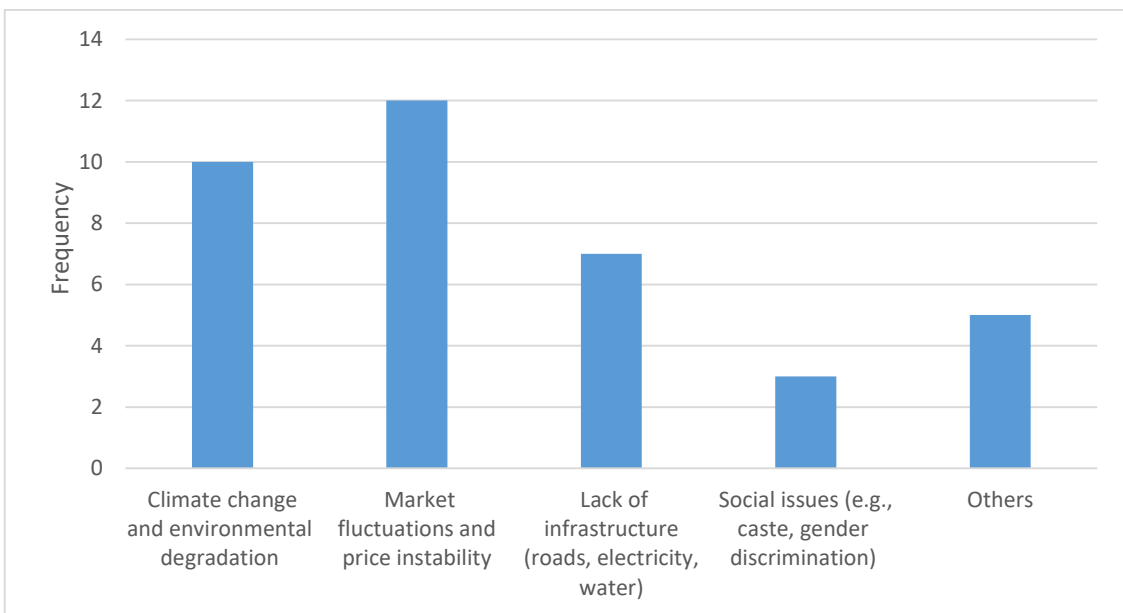


Figure 3.2 Response analysis of Challenges.

Chapter-IV

Problems and Prospects of Tourism on Rural Household and Occupation

4.1 Problems

4.1.1 Economic Disparities

One of the significant problems identified is the economic disparity created by tourism. While tourism brings economic benefits to some, such as business owners and those employed in tourism-related jobs, it can increase the cost of living for others. The rise in prices of goods and services can negatively impact low-income households, who may not directly benefit from the tourism boom.

4.1.2 Social and Cultural Impact

Tourism can also have adverse social and cultural impacts. The increase in criminality, alcoholism, and vandalism reported by 13% of the respondents indicates that the influx of tourists can sometimes lead to social problems. Additionally, 12% of respondents feel that tourism negatively influences local traditions and culture, leading to a loss of cultural identity and traditional values.

4.1.3 Environmental Concerns

Environmental degradation is another critical issue. The survey shows significant concern over pollution caused by tourism, with 12% strongly agreeing and 10% agreeing that tourism has led to environmental pollution. This environmental impact can affect local agriculture, water resources, and the overall health of the community.

4.1.4 Infrastructure Strain

Tourism can strain existing infrastructure. While tourism can lead to improvements in infrastructure, such as roads and public facilities, it can also lead to overcrowding and overuse of these resources, making them less effective for the local population. This strain is particularly significant in small rural communities that may not have the capacity to handle large numbers of tourists.

4.2 Prospects

4.2.1 Economic Opportunities

Despite the challenges, tourism presents significant economic opportunities. It can diversify income sources and provide new job opportunities, as indicated by 12% of respondents who strongly agree and 11% who agree that tourism creates more jobs. This diversification can make the local economy more resilient to traditional economic activities like agriculture and fishing.

4.2.2 Social Infrastructure Improvement

Tourism can drive improvements in social infrastructure. The survey indicates that tourism has led to better social infrastructure and increased availability of education and medical services. These improvements can enhance the quality of life for the local population and provide better opportunities for future generations.

4.2.3 Community Solidarity

Tourism has also positively influenced community solidarity. By working together to develop and promote tourism, communities can strengthen their social bonds. This increased solidarity can lead to more effective community initiatives and a stronger collective identity.

4.2.4 Women’s Empowerment

Tourism can play a crucial role in empowering women. The survey shows that tourism has improved the status of women, with 13% strongly agreeing and 8% agreeing. By providing job opportunities and supporting women's participation in the economy, tourism can help reduce gender disparities and promote gender equality.

4.2.5 Skill Development and Training

The need for skilled labor to support the tourism industry can lead to increased training and skill development opportunities. Programs focused on hospitality, management, and other tourism-related skills can provide valuable education and employment opportunities for local residents, enhancing their employability and economic prospects.

Table 4.1 Key Outcomes in Percentage

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Tourism has improved the status of Women	3.33%	6.67%	0.00%	0.00%	36.67%
Tourism causes pollution of the local area	10.00%	0.00%	0.00%	0.00%	43.33%
Distribution of economic benefits from eco-tourism	6.67%	0.00%	0.00%	0.00%	40.00%
Tourism development has resulted in better social infrastructure	10.00%	0.00%	0.00%	0.00%	33.33%
Tourism has resulted in more availability of education and medical services	3.33%	0.00%	3.33%	0.00%	40.00%
Tourism has increased criminality, alcoholism, vandalism	13.33%	0.00%	0.00%	0.00%	36.67%
Tourism development has negatively influenced local tradition and culture	3.33%	3.33%	0.00%	0.00%	43.33%
Tourism has diversified household and community livelihood opportunities	10.00%	0.00%	0.00%	0.00%	33.33%
Tourism development has created more job opportunities	6.67%	0.00%	0.00%	0.00%	36.67%

Source: Primary survey.

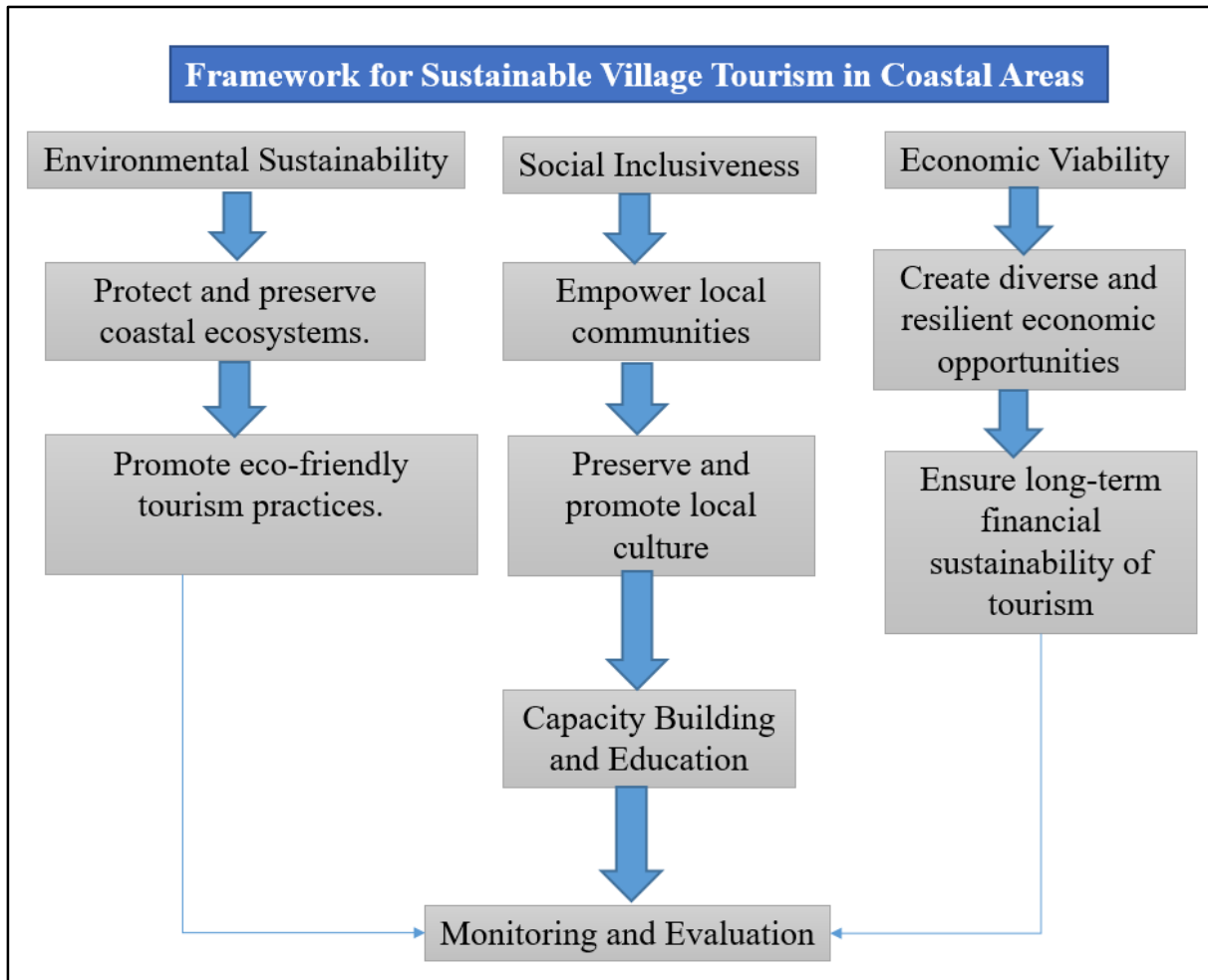


Figure 4.1 Framework for Village Tourism development in Coastal area of Purba Medinipore.

4.2.6 Conclusion

The socio-economic and tourism perception survey conducted in Gobindabasan Village provides an insightful overview of the community's living conditions, economic activities, and the impact of tourism development. The results illustrate a village with diverse income sources, varied educational attainment, and a balanced gender distribution. However, the village faces significant challenges, including limited access to higher education, economic disparities, inadequate housing quality, and uneven access to basic amenities. The analysis highlights the importance of targeted interventions to address these socio-economic vulnerabilities. Sustainable development initiatives, such as improving access to education, enhancing economic opportunities through skill development and microfinance, upgrading housing and infrastructure, and promoting sustainable tourism, are crucial for the holistic development of Gobindabasan Village. Additionally, efforts to empower women and strengthen community resilience against environmental and economic shocks are essential to fostering sustainable growth.

Tourism presents both opportunities and challenges for the village. While it brings economic benefits and job opportunities, it also raises the cost of living, causes social and cultural disruptions, and poses environmental risks. Managing these impacts through responsible and community-based tourism practices is vital to ensuring that tourism development benefits all

sections of the community equitably. Overall, the survey findings provide valuable insights into the socio-economic landscape of Gobindabasan Village and identify key areas for improvement. By addressing the identified challenges and leveraging the opportunities, the village can move towards a more resilient, inclusive, and prosperous future. Continuous assessment and adaptation will be key to achieving long-term socio-economic well-being and sustainability for the residents of Gobindabasan Village. The commitment to these efforts will ensure that the village can navigate the complexities of development and tourism impacts while improving the quality of life for all its inhabitants.

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