

Chapter 5

Tourism Related Social Changes In Sikkim

Maitreyee Choudhury in her article Community Development and Tourism : The Sikkim Experience in the Eastern Himalayas (Online article Mountain Forum) has discussed the role that tourism can play in the community development of the state. She points out that the livelihood options of the people being limited ,the scope of agricultural development in the state having almost reached the saturation point and the scope of heavy industry almost ruled out, the people are turning towards tourism as an option of development. Maitreyee Choudhury has also given the reasons of wide acceptance of tourism by the people . These are –

- It generates income by providing direct as well as indirect employment to the local residents. For example, in villages like Pelling in West Sikkim or Lachung in North Sikkim, tourism has opened opportunities for earning a livelihood by means of lodge-keeping, portering and transport services where, even a decade ago, the local residents depended primarily on agriculture.
- It diversifies the economy by introducing tertiary activities and new infrastructures to areas that are basically rural. It helps develop local expertise in certain professional services, such as guides, interpreters, etc. Existing tertiary sectors like trade and transport receive additional impetus and become more organized. The village of Yuksom in remote West Sikkim amply supports this statement: Since the village is located on a mountaineering route, it stores most of the necessary provisions required by the trekking and mountaineering groups. The local residents have successfully diversified their economy by providing food (both processed and unprocessed), fuel (kerosene oil, gas cylinders, etc.), porters and pack animals (yaks), guides and interpreters, camping accessories and minor repair works. The local communities have wrought remarkable changes and improvements in the quality of life by tapping the opportunities offered by tourism.

- It stimulates the village economy by generating demand for additional agricultural produce and bringing welcome changes to the local market. In Sikkim, the farmers in most of the villages have taken keen interest in diversifying crops and increasing the output, especially during the peak tourist seasons. For example in the villages of Sombaria and Hilley, falling en route to the tourist destination Varsey in West Sikkim, farmers are producing vegetables in place of some traditional crops and have substantially increased the output.
- Tourism is believed to be a boon by many villagers since it promotes local industries, such as, food and beverage processing, souvenir and handicrafts, etc. The production of indigenous fermented food, viz. *churpi*, *kinema*, *gundruk*, etc. and local beverages, viz. *chang*, *janr*, *rakhshi*, etc. increases due to the influx of tourists and the subsequent rise in local purchasing power. Similarly, local handicraft industries, such as, carpet weaving, woodcarving, *thanka* [religious scroll] painting, mask making, artifacts, etc. grow to meet the demands of the tourists.
- The young educated segment of the Sikkimese, both rural and urban, consider tourism as the best prospective area of investment and opt for professional training in tourism management, hotel management, catering, etc. Even those who are less educated or uneducated are learning the skills of lodge operating, guiding, driving, cooking and serving for the tourists. Irrespective of locational, educational or financial backgrounds, an average Sikkimese feels that association with tourism activities makes him richer both financially and in terms of experience.

In the previous chapter we have also seen how far reaching the impact of tourism has been on the economy and how the people look forward to the expansion of tourism for their overall development. The situation being so, the impact of tourism is no more restricted to the economy alone. It has influenced the overall attitude and lifestyle of the people.

One social change that has emerged as a result of tourism is the emergence of host community and again this has been thoroughly discussed by Maitreyee Choudhury in the above-mentioned article. While a positive approach of the governmental agencies help create an environment conducive to the growth of tourism by improving the infrastructure

monitoring the quality of services marketing tourism products and sharing revenues between the local bodies and the central exchequer, the local communities and the N.G.O.s help develop the programmes and implement these. She refers to the collaborative Sikkim Biodiversity and Eco tourism Project of 1996 – A joint venture of the Government agency, an N.G.O. and the local communities of Yoksam in West Sikkim. On the basis of the inputs provided by the participants a full fledged tourism plan was developed wherein the local communities willingly participated, made their contribution and attended the training courses. This experience served as a model and the ball started rolling. The Yaksam community members even started acting as resource persons for other eco-tourism plannings for other destinations like in Khecheopalri Lake etc. The recent development in the Ro Ro village is another case in example. Ro-Ro Village, more popularly called Dhakal Goan is located on the bank of river Ro-Ro around half a kilometer from Ranipool on the Siliguri-Gangtok National highway. Very near to Gangtok city, but the village exhibits a perfect village traditions and cultures. Located on the bank of river ro-ro, the village is beautiful and very peaceful. The famous Rumtek Monastery is seen opposite of the village and the famous Epica Garden is at a walking distance from the village.

Ro Ro villagers have joined together to promote a kind of low-impact tourism (a combination of cultural tourism, sustainable agriculture and environmental conservation) that encourages foreigners to spend time among them, staying either in community built guest-houses or the homes of individual families. Tourism was very limited when the initiative was started; however the leaders of the villagers feared that their fragile culture might be damaged if a community-controlled infrastructure were not put in place. The villagers were also concerned about possible exploitation of their dances, festivals, and art by outsiders. The villagers of Ro-Ro Village have spared minimum one room for the visiting tourist some houses have up to five double bedded rooms for such guests. Ro-Ro village is the base camp for tracking to Pastenga, Kedi or Rumtek Monastery. The naturally beautiful Ro-Ro river offers riverbank playing, angling and riverbank rock garden for the visiting tourist. Tourist can try all traditional Sikkimees dishes, all traditional dresses; enjoy village tracking and angling in the river Ro-Ro. The popular Sikkimese foods that are served here are *Cel Roti*, *zero*, *khabjay*,

chewra, bhutayko makai, satu, gundruk ko jhol, kalo dal, makai ko roti, kodoko roti, phafad ko roti among others. Guests are offered varied types of houses to stay in viz. mud houses, wooden houses or standard cemented houses. Camp fire is made almost daily during the winter where people while enjoying the heat of the fire, sing songs turn by turn while some others dance as per the tune. Real Jhankri Dances (Witch Doctor's performance) are seen as and when. The villagers, as and when, any foreign tourists are staying in the village organize local cultural programmes. After a hectic tour and tracking schedule, its a good place to spend time fishing in the river or simply sleeping on the rocks on the river bank followed by an evening with local cultural programmes, Jhankri dance, bon fire and traditional hospitality

Income is shared amongst the community via a rotation system for housing and feeding visitors as well as craft production and sale. Further, a certain amount is directed towards community projects in the village that benefit all. The project is voluntary and entirely reliant on the goodwill of the people involved.

A definite change had taken place in the attitude of the people. This is naturally accompanied by some changes in the lifestyles. A good example to this can be illustrated by the case of tourists and host interactions as follows. A local tour leader met a family of native people using the traditional methods of running their small eatery shop. They hand made their noodles (Pasta) and gave a distinct shape to the momos (Dumplings) that was labour-intensive work. He asked if he could bring tourists to watch, and they happily said yes. He brought tour groups to visit the family throughout the tourist season, the tourists enjoyed their visits and paid the family extra money upon leaving with the conscious belief that the money would improve the lives of the family members. By the end of the season the family had earned quite a bit of money and were enthusiastic about the following year's tours, as was the tour leader.

When the first tour arrived the following year, led by an enthusiastic tour leader eager to show them the traditional style of food preparation he was surprised and disappointed to find that the family had used their money to improve their lives: they had purchased food

processors, blenders and employed help to save time and effort. They were still making the same noodles and momos, but the tourists were no longer happy or interested to visit, or give them money. The lives of the family were much improved, though in the process their tourism earning potential disappeared.

Lesson: one cannot prevent change, nor deny local people taking an opportunity for improvement when it arises. Cultures are constantly adapting and changing, with tourism and tourists contributing to change yet often desiring 'timelessness'

Accordingly, the objective of this chapter is to measure the level of awareness, attitudes, perception of the people etc, regarding the social impact of tourism. This has been attempted from the perspectives of the residents and the business communities. Though social impact is difficult to measure tourism does involve many a change. This is an empirical study based on survey and interviews. Tourism being a service industry involves more interactions between the host and the tourists. Influences on either side are bound to happen. It is true that majority of financial transactions like booking of the hotels rooms, travelling expenses etc and for even package tours are made outside Sikkim by the tourists and Sikkim is not much profited by the transactions. What Sikkim gains from tourist influx are the incidental expenses that the tourists carry at various places. Some job opportunities are created by the tourist influx. This money is repeatedly circulated in Sikkim enhancing the living standard of the common people. Indirectly it also brings about some changes in the attitudes and outlooks of the people and greater interaction with the people of the plains and states other than Sikkim. Moreover in some cases the interaction between the hosts and the tourists leads to the adaptation of behaviour by the host. The impression made by the tourists leaves an everlasting notion in the minds of tourist. There are only two cinema theater in the whole state of Sikkim, yet Hindi movies have a big fan following. These can be understood if one travels in taxi in any part of Sikkim. The taxi driver in all likelihood is going to tune to Hindi songs. The lifestyle of the people includes modern electronics gadgets say for example, cell phone, cable television, washing machine, microwave oven etc. The remote places where there is no cable connection DTH (Direct-to-Home) facilities are installed. Communications

have largely improved with the advent of mobile communication and internet connectivity. People can be seen flaunting the latest models of mobile phones. Younger generations are very fond of western dresses and usually seen in them with expensive perfume on them. These are the changes, which has been brought in the recent times. Though tourism is not the only cause of this, the overall impact of tourism cannot be altogether denied. We begin the following section with a profile of the tourists as they act as a catalyst of such social changes social changes.

5.1 REPRESENTATIONS BY TOURIST

Tourists are the central figure in this industry. It is for them to feel comfortable and relaxed for on them depends the success of the industry. Most of the questions (Annexure 1) were directed towards their trip and survey kept deliberately small as the tourist often objected from long interview as they perceived it to be interference in their indulgence. A subtle effort was made to find out the expenditure patterns of the tourist. Also, tourists are the ones who tend to give more vague answer as our pilot study showed. The survey thus had several questions which were twisted to give the same answer. This was done to reinforce the integrity of the tourist.

The tourists participated voluntarily in the survey and they agreed to complete the questionnaire when approached..

Data was collected from the four districts along with the help of volunteers. A combination of random and to certain extent convenience sampling was done to select the tourist, usually only group leaders, individuals, young couples etc were interviewed. Although approximately 550 questionnaires were administered, only 273 samples were included in the study as the tourists were giving synchronized answer. Moreover some questionnaires were incomplete.

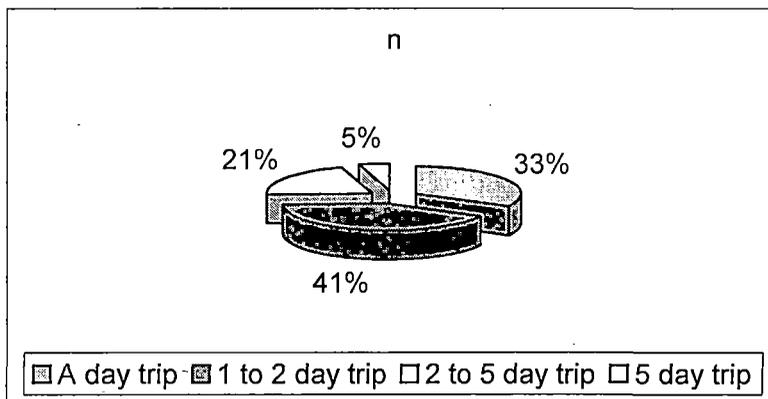
The administered questionnaire consisted of 6 pages including a small paragraph stating the general objectives of the study and requesting

the participants to complete the questionnaire. No personal information was solicited. The remaining pages of the questionnaire consisted of four sub heading namely Travel Planning, Travel Choice, Travel Opinion and Preference and Demographic

Table 5.1 – Duration of Stay

Duration	n	%
A day trip	76	32.9
1 to 2 day trip	96	41.55
2 to 5 day trip	48	20.77
5 day trip	11	4.76

Figure 5.1

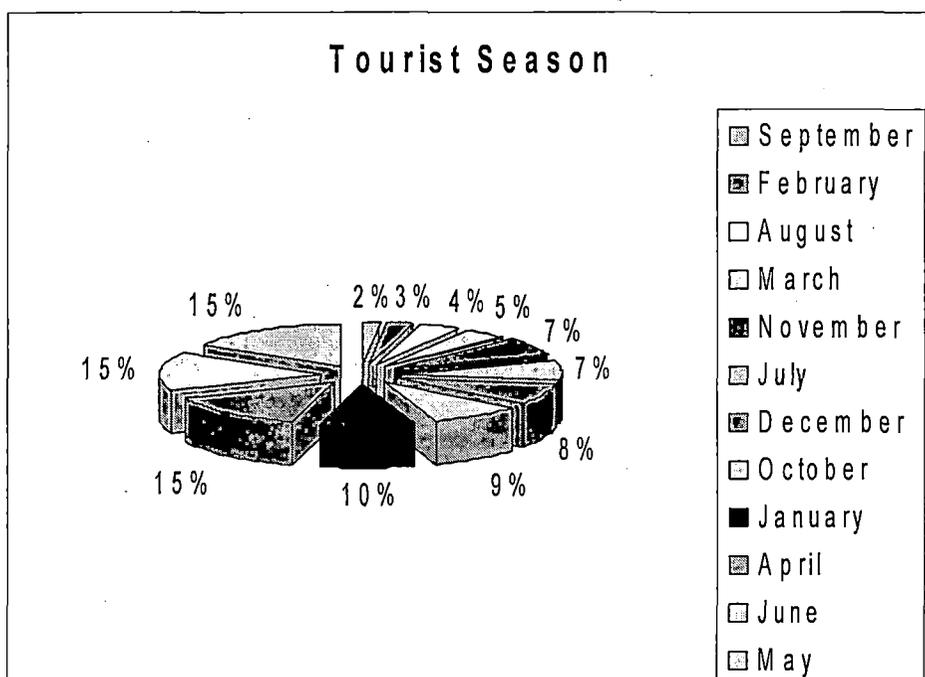


Any tourist who stays more than one day but less than five days is more likely to indulge in expenditure (cumulative 62%) than the tourist who either come for a day (32.9) or longer than five days (4.76%). This stems out from the fact that tourist wanting to make a day trip will not spend on anything except from food. Some of the tourists also carry food along with them. A tourist staying for more than five or longer would like exploring cheaper alternative for lodging and boarding. They often stay with their friends and families. It is the tourists who are stay more than 2 days but less than 5 days actually are spendthrift tourist indulging in all sorts of leisure activities.

Table 5.2 – Tourist Season

Duration	n	%
September	4	1.73
February	6	2.59
August	9	3.89
March	11	4.76
November	16	6.92
July	17	7.35
December	19	8.22
October	21	9.09
January	22	9.52
April	34	14.71
June	35	15.15
May	37	16.01
Total	231	100

Figure 5.2



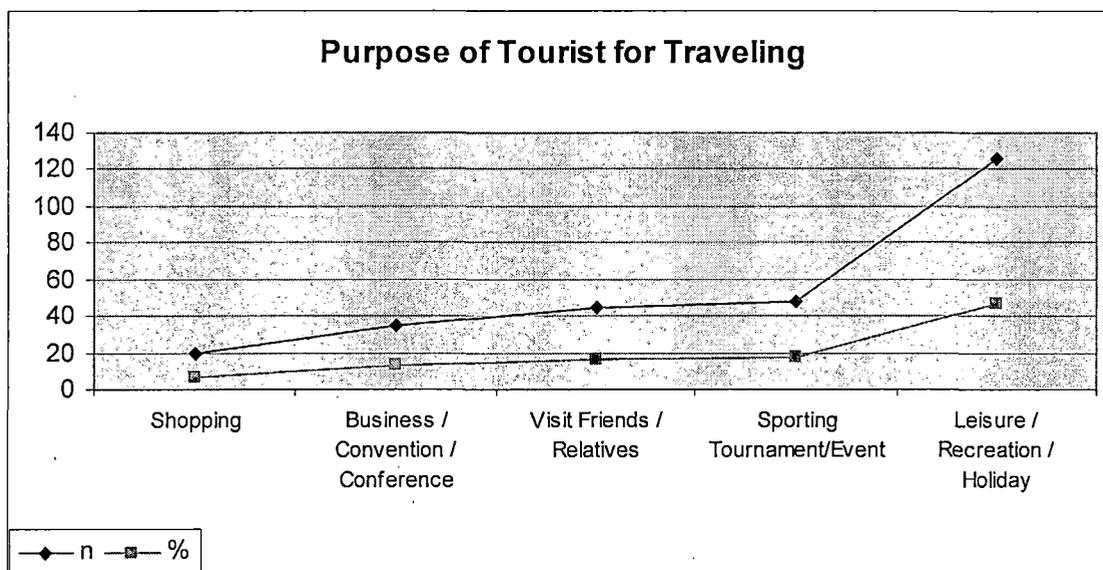
The survey easily point out on the basis of feedback from the tourist that the tourism season (cumulative 55%) is in full swing in month of May, June, April, January and October and in that order. The weather is pleasant during the month April, May, June and July. It also the

time for summer holidays and people take this opportunity takes shelter from the heat in plain and visits the mountain. In the month of January people visit Sikkim to experience snowing.

Table 5.3 - Different Purpose of Tourist for Travelling to Sikkim

Purpose	n	%
Shopping	19	6.81
Business / Convention / Conference	35	12.72
Visit Friends / Relatives	45	16.36
Sporting Tournament/Event	48	17.72
Leisure / Recreation / Holiday	126	46.16
Total	273	100

Figure 5.3



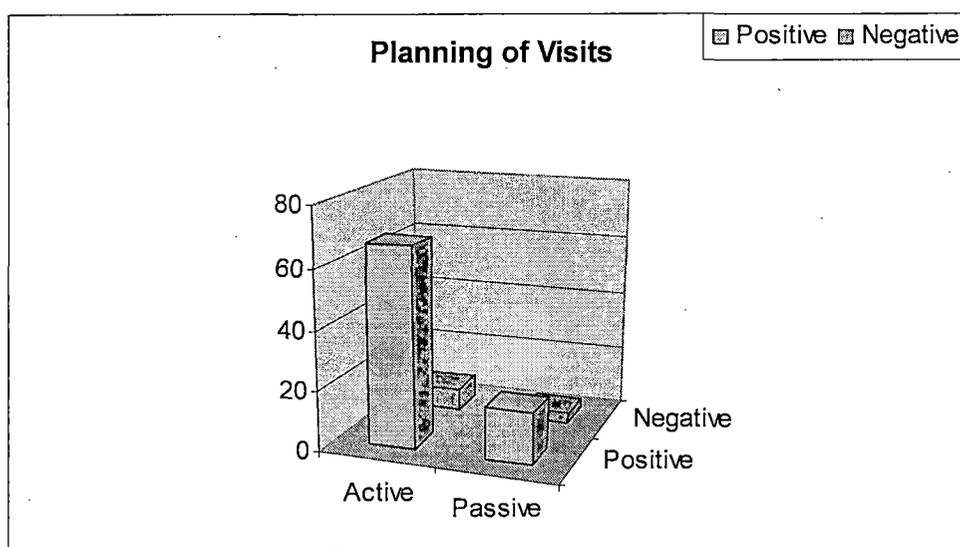
The survey indicated that the purpose of undertaking this trip varied from person to person. The reasons were strikingly different from what the study researcher had intended though most tourists were on a leisure trip (46.16) followed by family reason (16.36) or any other events in which they were involved (12.72). One prominent reason that the tourist cited was that they were on company expenses with their family on a travelling expense paid trip (LTC). This implied that both the government and non-government organization could play a

significant role in promoting tourism. The annual or biannual trip sponsored by their company to their employees actually as per the company rules. These trips help in sustaining tourism based economies as the tourist actually consummates in the destination thus spurring demand. The economy is rejuvenated by the presence of tourist and their activities.

Table 5.4 - Tourist Responses towards Planning of Visits (% of the Population)

Tourist Responses	Active	Passive
Positive	66.7	17.3
Negative	7.5	3.6

Figure 5.4

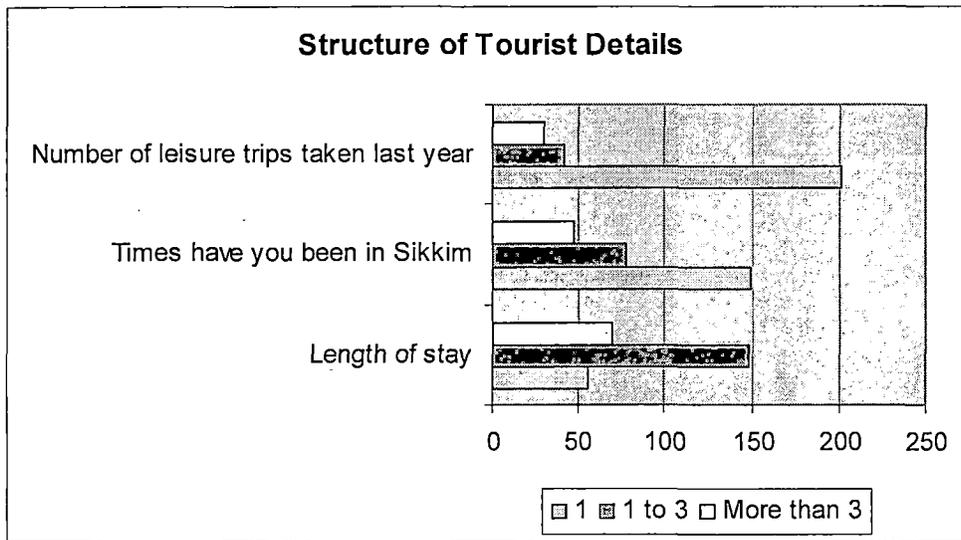


Tourists visiting Sikkim more often than not planned their itinerary as shown by the above figure.

Table 5.5 – Structure of Tourist Details-

Tourist details/Numbers	1	1-3	More than 3	Total
Length of stay	56	148	69	273
Times you have been in Sikkim	149	77	47	273
Number of leisure trips taken last year	201	42	30	273

Figure 5.5



The participants were requested to indicate the number of nights they intended to spend in Sikkim. The largest number of tourists stayed for two nights and second largest number stayed for more than three nights, in this case tourists visited two or more destinations of Sikkim and spent night at respective places.

The tourists indicated how many times they visited Sikkim including their present visit. The results are compiled in Table Number 5.3. The most notable findings are that Sikkim is frequented by a substantial number of first time tourists and most importantly that very large proportion of tourist was repeat visitors. Further investigation revealed that if the survey included only Indians then the proportion of the first time tourist would have been negligible compared with the number of repeat visits. The participant also reported that they are on their annual vacation trip.

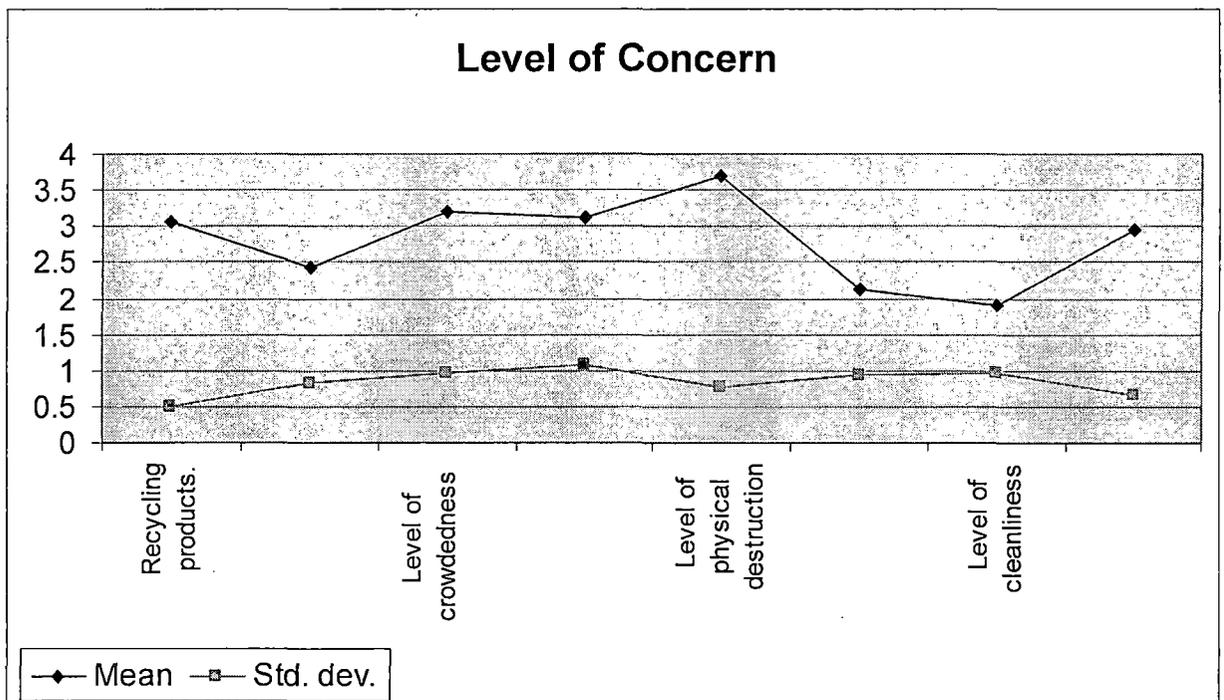
Repeat visit by tourists were not made to experience the mountain but because they appreciated the culture of Sikkim. The people, their dialect, their food, their attire etc. all infuse a sense of curiosity and belongingness in the tourist. To them Sikkim is a completely a different world which is enticing.

Table 5.6- Tourist' Mean Response to Level of Concern *

Variable	Mean	Std. dev.
The use of recycling products.	3.07	0.49
Level of physical destruction (erosion, tree cutting, etc.)	2.43	0.84
Level of crowdedness	3.19	0.96
Level of pollution (air, water, sound, etc.)	3.12	1.07
Level of physical destruction (erosion, tree cutting, etc.)	3.69	0.78
Souvenirs made from protected resources (coral reef, flora & fauna, etc.)	2.13	0.93
Level of cleanliness	1.89	0.97
Attitude of fellow travelers (speeding, spitting, queue, etc.)	2.96	0.65

* - Response range was 1-5
 1 = Don't Know or No Opinion
 2 = Strongly Disagree
 3 = Disagree
 4 = Agree
 5 = Strongly Agree

Figure 5.6



It is however clear that middle and upper middle-income tourists have dominant effect on this region, together they constitute more than 65% of the tourist population. Thus it can be easily said that products and service, which provides value for money, will be in demand. Sikkim should also try to position itself as an exotic destination rather than a hill state or home the highest peak of India Mt. Khachendzonga. This is amply clear by studying the demand of local handicrafts and reason of visits to Sikkim. Both the tables state that the tourists visit Sikkim as a viable and good tourist destination. The government can also promote Sikkim as religious tourist place for the Buddhist people.

Table 5.7 - Tourists' Mean Response to Travel Experience *

Variable	Mean	Std. dev.
Prefer and enjoy returning to the same and familiar destinations	1.89	0.97
Frequently went for travels during childhood and my school years	2.13	0.93
Preference of local residents to use standard Hindi rather than "their own dialect"	2.43	0.84
Prefer flying than driving to reach the destination	2.81	0.46
Prefer discovering new places where people don't usually go	2.96	0.65
Preference of destination with familiar atmosphere like my hometown	3.07	0.49
Prefer to participate in adventurous activities	3.12	1.07
Preference of buying souvenirs or common items sold at tourists shop	3.19	0.96
Prefer this destination because it's nearby	3.49	0.75
Prefer to travel in a big group or with tour guide	3.69	0.78
Enjoy meeting people from different background and culture	3.72	0.84
Prefer native crafts or arts which rare to find	3.86	0.39
Participate in local cultural performances or customs	3.91	0.91
Prefer staying at proper accommodation with full services & facilities	4.11	0.29

* - Response range was 1-5

1 = Don't Know or No Opinion

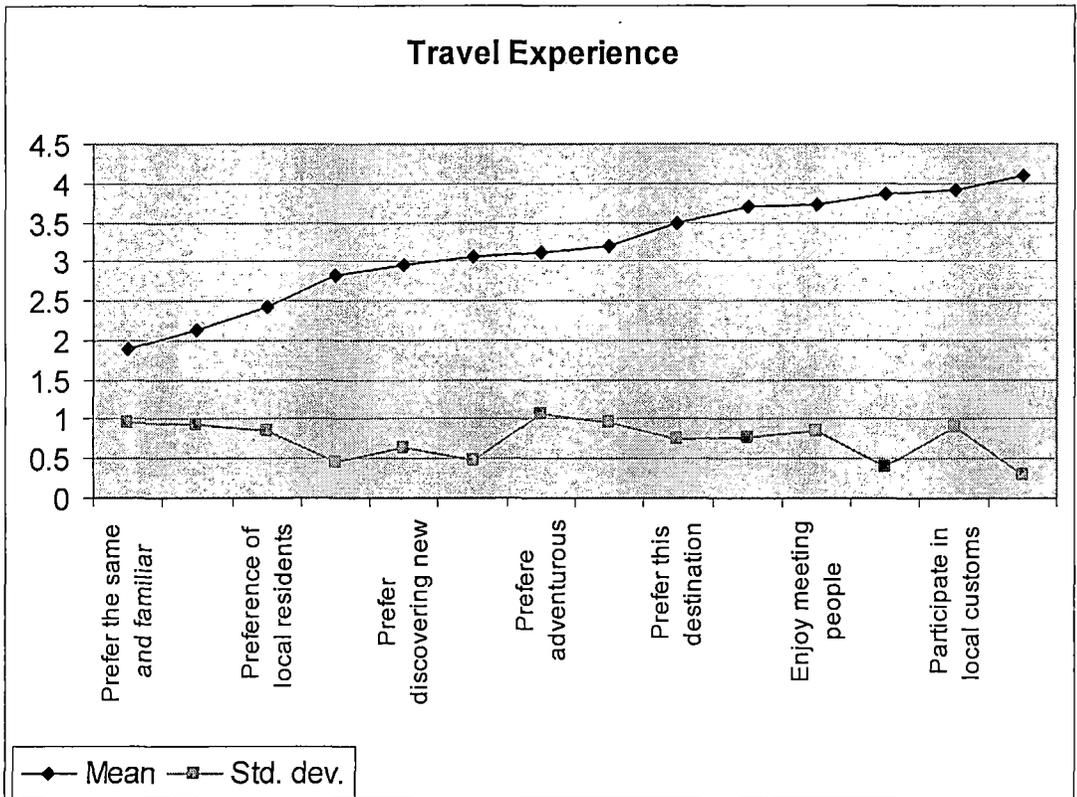
2 = Strongly Disagree

3 = Disagree

4 = Agree

5 = Strongly Agree

Figure 5.7



This table shows as to the preference of tourists. Their expectations and fondness for clean and secure environment (4.11) to stay along with the sense of enjoying the local culture (3.91) was the top most priority. They not only wanted to enjoy the environment of a new place but also preferred some precautions. Perhaps this is why tourists want to venture into new place but with a large group (3.69). Also the tourists enjoyed the nuances of the new language other than theirs (2.43). There were some tourist who definitely like to visit place which they are well acquainted with (3.07).

5.2 REPRESENTATIONS OF RESIDENTS

The local populations are the subject to this study. They are people who have experienced the changes that are taking place in the society due to spread of tourism. The survey (Annexure 3) was done to ascertain this fact. Most of the questions were directed in such a way so as to ascertain the changes that have taken place in the community or the society they live. The social structure of the society as perceived by the residents was recorded. The gender study and role of the children and old people were studied through observations.

The people participated voluntarily in the survey as they agreed to complete the questionnaire when approached. Approximately 60% of the sample completed the questionnaire in the month of December 2005 to February 2006 and the remaining 40% were completed in during March – April 2006.

Survey was carried on in the entire four districts. A combination of random and to certain extent convenience sampling was done to select the respondent, usually only one person per household was interviewed, responses being taken only from persons who has attained the age of 25 years. 220 samples were included in the study

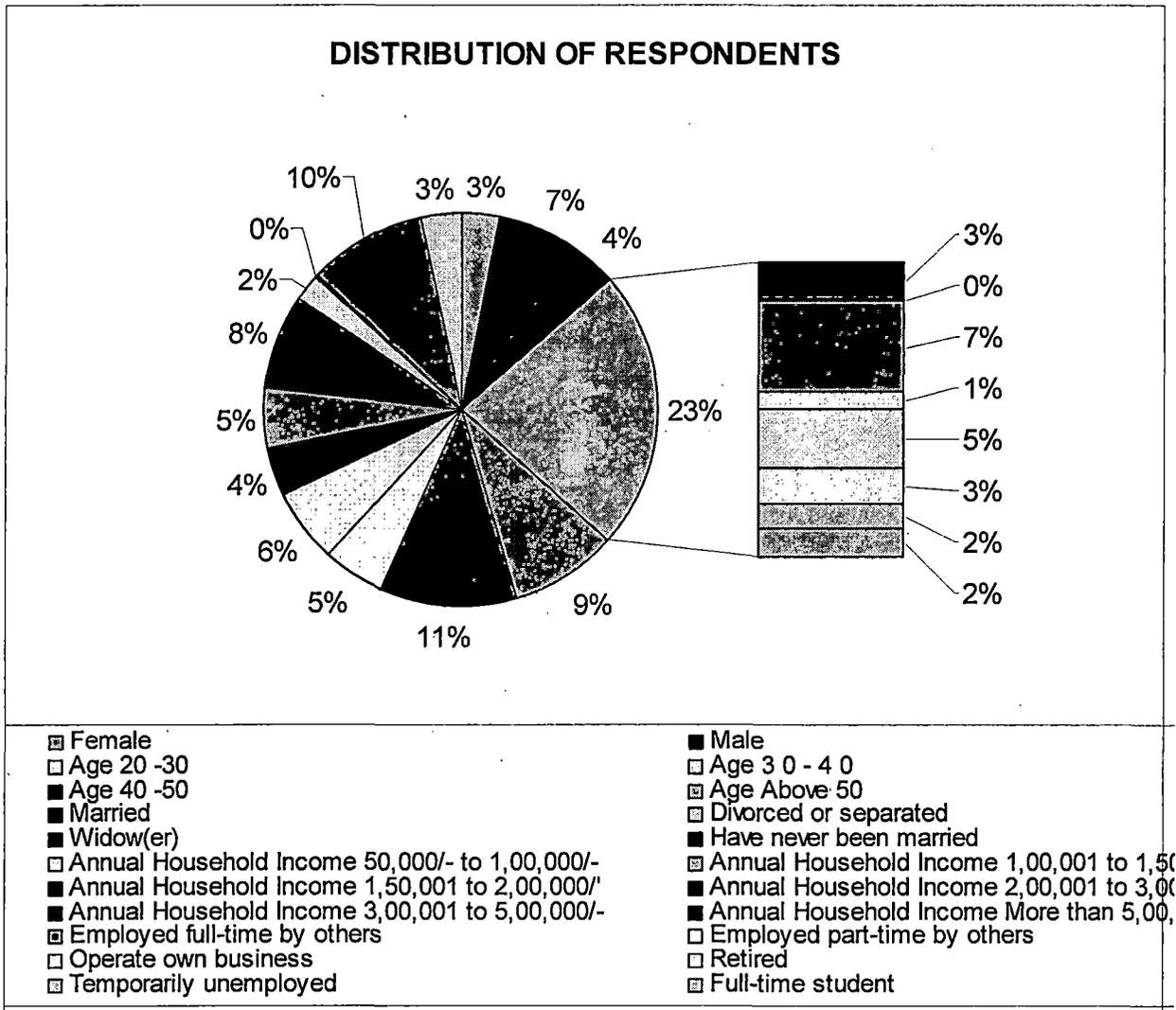
The administered questionnaire consisted of 10 pages (see Annexure I) including a small paragraph stating the general objectives of the study and requested the participants to complete the questionnaire. No personal information was solicited. The remaining pages of the questionnaire consisted of four sub headings namely General; Community; Demographics; and Employment.

Table 5.8– Distribution of Respondents According to Main Profile

0	Number
Female	98
Male	122
TOTAL	220
Age 20 -30	54
Age 30 – 40	67
Age 40 -50	43
Age Above 50	56

TOTAL	220
Married	87
Divorced or separated	24
Widow(er)	2
Have never been married	107
TOTAL	220
Annual Household Income 50,000/- to 1,00,000/-	36
Annual Household Income 1,00,001 to 1,50,000/-	35
Annual Household Income 1,50,001 to 2,00,000/	74
Annual Household Income 2,00,001 to 3,00,000/-	41
Annual Household Income 3,00,001 to 5,00,000/-	33
Annual Household Income More than 5,00,000/-	1
TOTAL	220
Employed full-time by others	78
Employed part-time by others	14
Operate own business	51
Retired	32
Temporarily unemployed	21
Full-time student	24
TOTAL	220

Figure 5.8



This chart depicts the profile of local population who has participated in the survey. It can be very well seen that there is no dominant group. Thus the survey or the sample is quite close to the state average or can be a representation of the total populations.

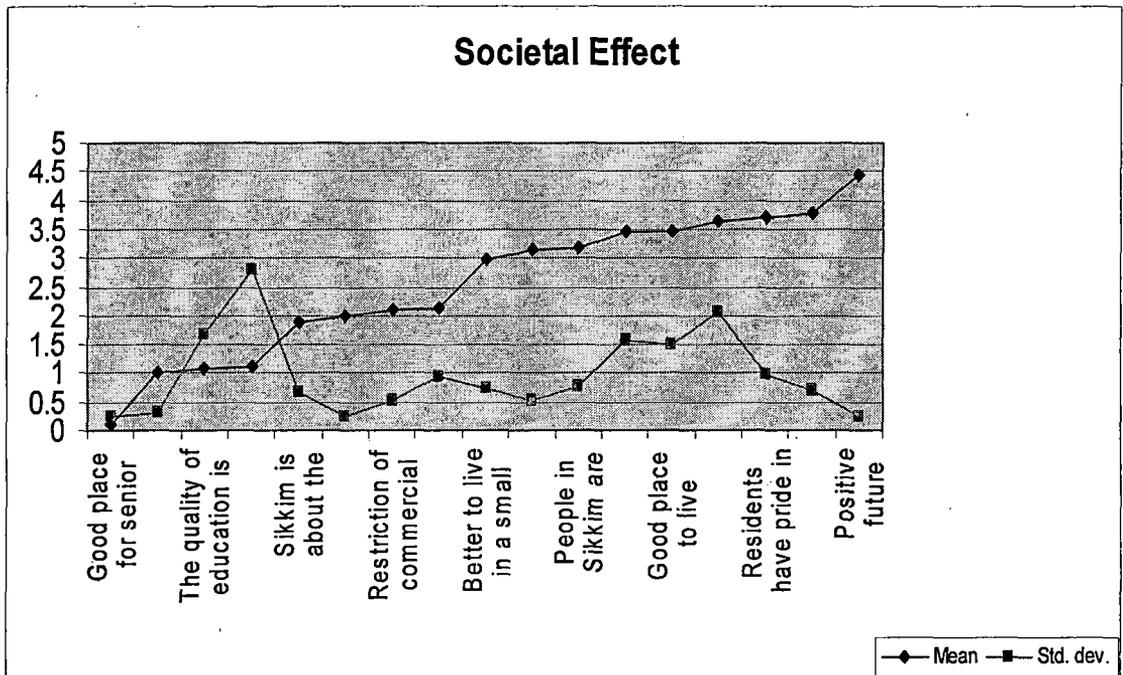
Table 5.9 - Residents' Mean Response to Societal Effect on the Region *

Variable	Mean	Std. dev.
Sikkim is a good place for senior citizens to live.	0.12	0.26
Sikkim is a good place to raise children.	1.01	0.32
The quality of education in our community is excellent'	1.09	1.67

Sikkim provides adequate services for senior citizens.	1.13	2.80
Sikkim is about the right size.	1.89	0.66
Sikkim should restrict industrial growth.	1.98	0.26
Sikkim should restrict commercial growth.	2.11	0.54
People work together to get things done for the community.	2.13	0.94
It is better to live in a small town than a larger city.	2.96	0.75
Sikkim should restrict residential growth.	3.13	0.51
People in Sikkim are satisfied with things as they are.	3.19	0.76
Adequate resources are being used to develop new jobs in the community.	3.45	1.56
Sikkim is a good place to live	3.47	1.49
Sikkim is good enough as it is without starting any new community improvement programmes.	3.62	2.07
Residents have pride in Sikkim.	3.69	0.98
Local government in Sikkim actively promotes industrial development.	3.76	0.69
Sikkim has a positive future	4.43	0.24

* Response range was 1-5
 1 = Don't Know or No Opinion
 2 = Strongly Disagree
 3 = Disagree
 4 = Agree
 5 = Strongly Agree

Figure 5.9

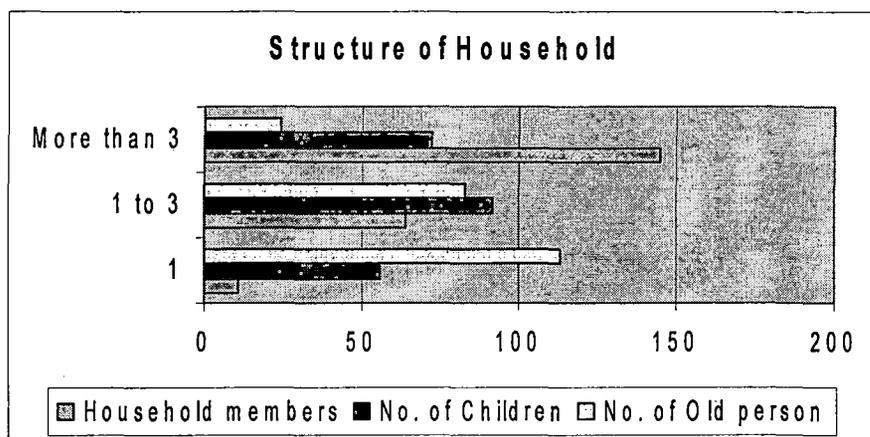


In the context of social impact, the citizens of Sikkim with a mean response of 3.47 agree to a certain extent that Sikkim is a good place to live. It is one of the most peaceful states. They agree the future is bright, but changes have to be made, new community programmes should be launched, a communal harmony is missing. People often make distinction between the Lepchas, Bhutias, Marwaries and Nepalis. The citizens are unsure about the current status of education systems prevailing in the state and feel the government is under utilizing its resources. They also feel residential growth should not be stalled and are unsure whether industrial growth should be actively pursued or not. Industrial growth will see an end to the green environment. The residents want eco-friendly development.

Table 5.10 - Structure of Household in Sikkim

Family Constitution	1	1 to 3	More than 3	Total
Household members	11	64	145	220
No. of child(ren)	56	92	72	220
No. of old person	113	83	24	220

Figure 5.10

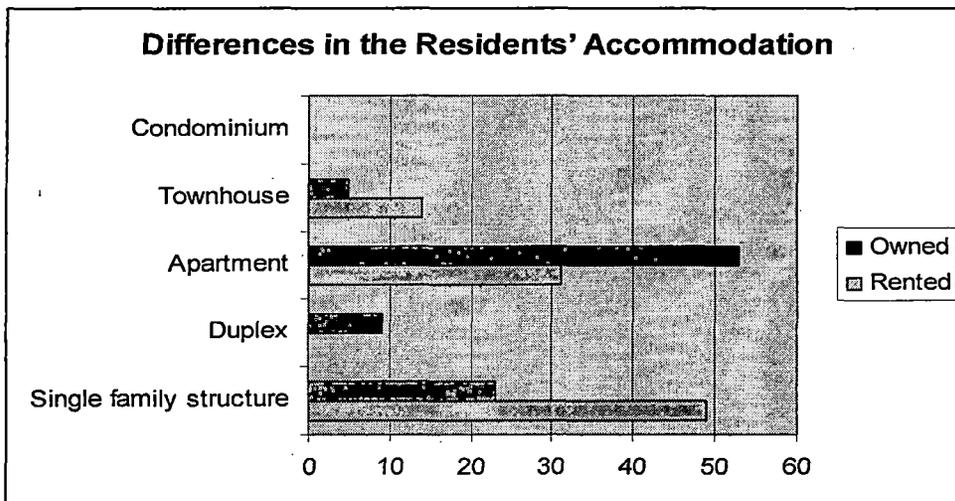


The local population had good family and community feeling. People stayed together as can be seen by number of household members 90% of household had more than two or more people and if within this population more 70% household comprised of more than 3 members. Also indicated are that the population is mix of both senior and junior members which means that the people take care of the invalids. The societal outlook of Sikkim is traditional wherein the parents take care of their children till the children have starts earning and children take care of their parents when the parents grow old.

Table 5.11- Differences in the Residents' Accommodation

Types of Accommodation	Rented	Owned
Single family structure	49	23
Duplex	0	9
Apartment	31	53
Townhouse	14	5
Condominium	0	0
Total	94	90

Figure 5.11



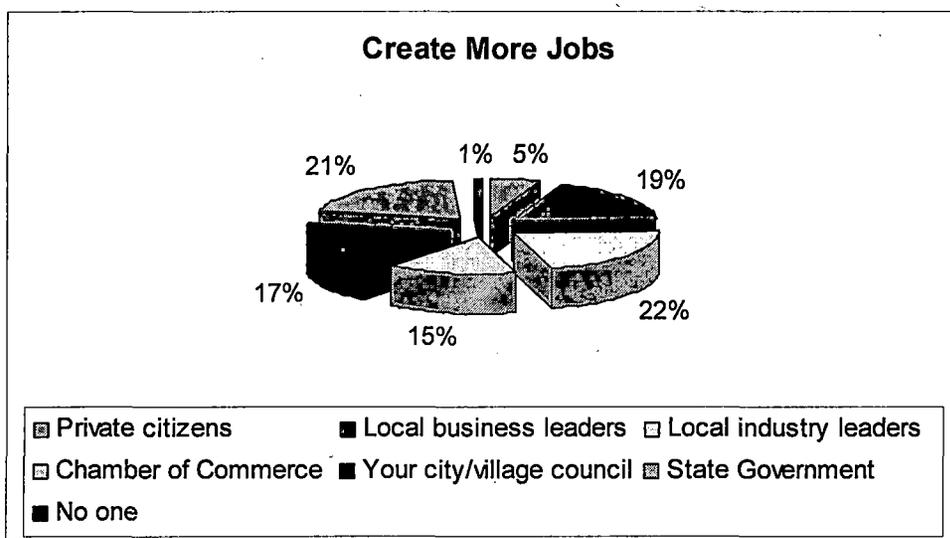
The local population comprised maximum of nuclear families. Please note that nuclear family here includes three generations. People preferred both rented and owned accommodation. The people who are staying in a rented accommodation usually are displaced due to employment. The duplex apartments are always owned because the owner

constructed a commercial space is in the ground floor and preferred staying on the first floor. Space is a constraint and not enough plain land is available to build houses. Even the rich people do not maintain any condominiums (summer or winter homes)

Table 5.12 – The Following Groups or Organizations Should Provide Economic Support to Create More Jobs in Sikkim

S. No.	Organizations	n	%
1.	No one	2	0.90
2.	Private citizens	12	5.45
3.	Chamber of Commerce	32	14.54
4.	Your city/village council	38	17.27
5.	Local business leaders	41	18.63
6.	State Government	47	21.36
7.	Local industry leaders	48	21.81
8.	Total	220	100

Figure 5.12



Out of 220 people interviewed, 5.45 percent feel private citizens should take initiatives in creation of jobs. Out of 220 people interviewed, 21.81 percent said local industrial leaders should support and out of 220 people interviewed 18.63 percent said local business leaders should also pitch in. Chambers of commerce, local village heads and State Governments should be willing to participate, plan and support job creation avenues. In short the resident

gives a true picture that if Sikkim is to become a developed state then there has to be increased public private participation. All the stakeholders have to contribute towards development and it is not possible for any one partner to pull everyone.

5.3 REPRESENTATIONS BY BUSINESSPERSONS

The business owners are basically migrants to Sikkim from other states namely Bihar, Rajasthan etc. They are the ones who have been instrumental in all the changes in the society because they brought new values into the system. Life has changed tremendously in the past thirty years when there were not motor able roads to Sikkim. Goods were often transported on the back of the mules, donkeys' etc. landslide could cripple the life in Sikkim but these are not the same any longer. In generally the survey (Annexure 2) was done to ascertain this fact. A subtle effort was made to find out the social changes due to tourism.

The business – owners participated voluntarily in the survey. They agreed to complete a questionnaire. In general their responses were positive. Approximately 30% of the sample completed the questionnaire in the month of December 2005 to February 2006 and the remaining 70% were completed in during March – April 2006.

Survey was carried on in the entire four districts. A combination of random and to certain extent convenience sampling was done to select the business persons, usually only shopping area; hotels, restaurants, taxi owners, travel agencies etc or the people who are in some way or other related to tourism were interviewed. Although approximately 550 questionnaires were administered, only 231 samples were included in the study as the businesspersons were doing business for more than 5 years in Sikkim moreover some questionnaire were not included because they were incomplete.

The administered questionnaire consisted of 7 pages (see Annexure 2) including a small paragraph stating the general objectives of the study and requested the participants to complete the questionnaire. No personal information was solicited. The remaining pages of the questionnaire consisted of four sub heading namely About your Business; Business Needs; Future Plans for Your Business and The Tourism Industry.

Table 5.13 – Types of Establishment

Types	Locally managed	Managed by someone who does not live in the area	Part of a franchise	A Not-for-profit Organization
Accommodation	5	34	2	9
Restaurant	4	22	7	0
Retail	14	15	8	4
Amusement or Recreation	4	9	4	0
Transportation	28	39	1	0
Travel Agency	8	15	2	0
Total	64	134	24	13

Figure 5.13

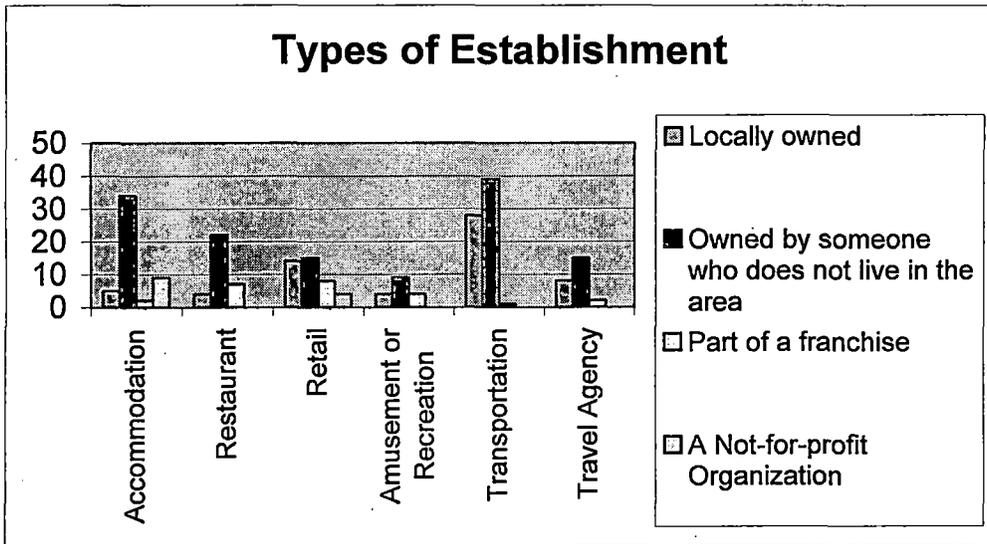
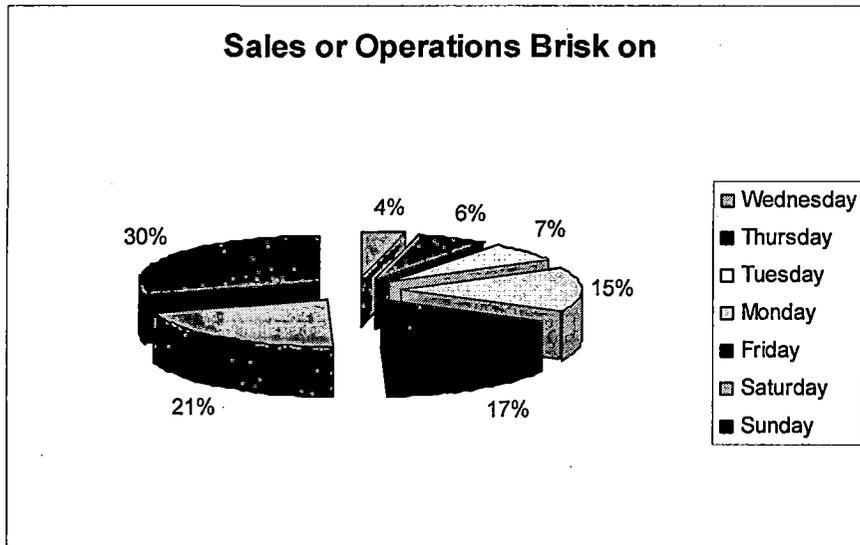


Table 5.14 – Sales or Operations Brisk on

Days	n	%
Wednesday	9	3.89
Thursday	15	6.49
Tuesday	16	6.92
Monday	35	15.15

Friday	39	16.88
Saturday	49	21.21
Sunday	68	29.43
Total	231	100

Figure 5.14

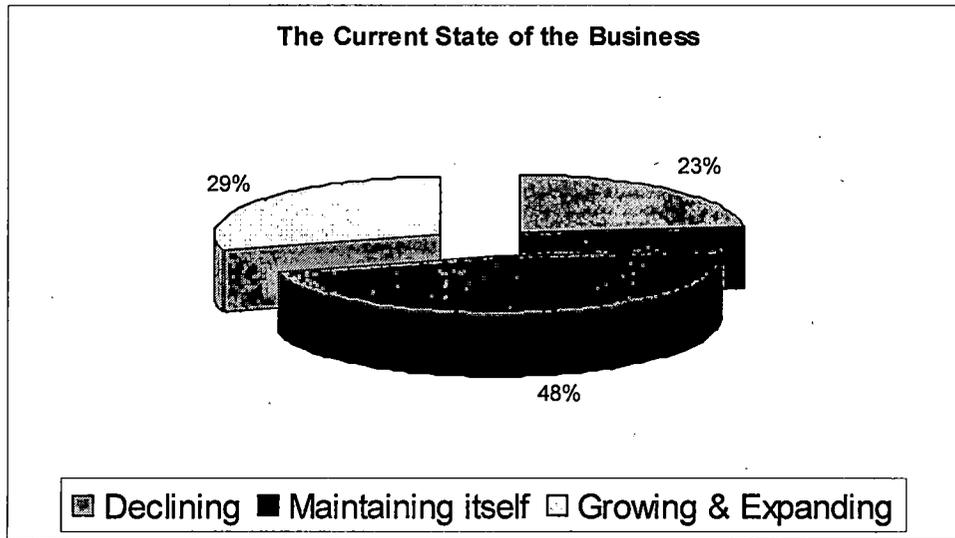


Based on the survey, one can further state that business establishments are busy (cumulative 68%) on the weekend i.e. Friday, Saturday and Sunday. It also means that the clients are either on a leisure mood or enjoying their holidays. This implies that businesses are tourist oriented. People from nearby plain areas visit the mountains to spend their weekend.

Table 5.15 – The Current State of the Business

State	n	%
Declining	53	22.94
Maintaining itself	110	47.61
Growing & Expanding	68	29.43
Total	231	100

Figure 5.15



Though the survey indicated that most of the businesses were faring moderately (47.61%)one is of opinion that business owners were conservative while recording their responses. Yet they are the very people who will acknowledge their growth in business. This is to ward off evil spirits that might negate the progress. Businessperson did not give a complete pessimistic answer but did not put forward the true picture also. The market has been renovated as their shops were sparkling. The inventories available in the shops were all the latest products and priced dearly. Definitely one safely business has improved. Perhaps businesses were not up-to the expectation of the owner but business have definitely picked up.

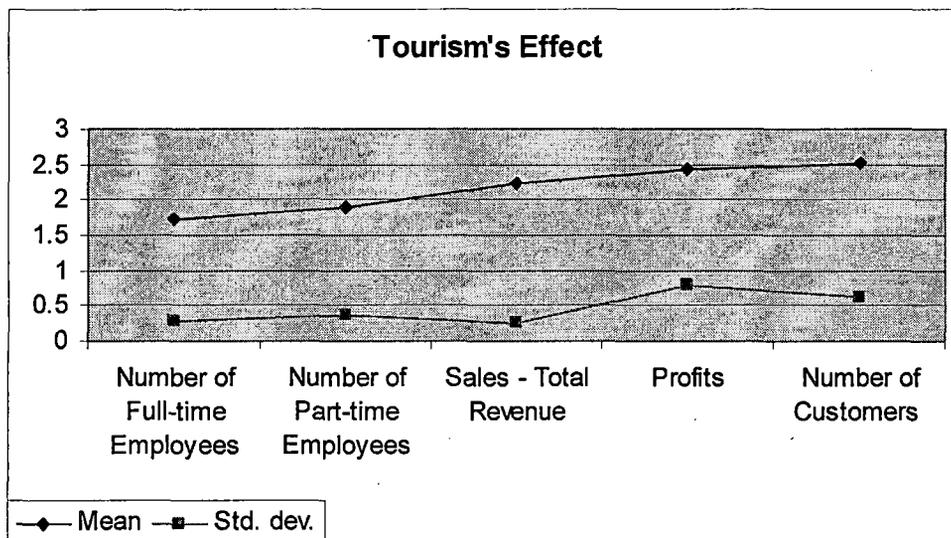
Table 5.16 - Businesspersons Mean Response to Tourism's Effect on the Region *

Variable	Mean	Std. dev.
Number of Full-time Employees	1.74	0.29
Number of Part-time Employees	1.89	0.38
Sales - Total Revenue	2.23	0.25
Profits	2.42	0.78
Number of Customers	2.51	0.63

* - Response range was 1-3
1 = Declined

2 = Stayed the same
 3 = Increased

Figure 5.16



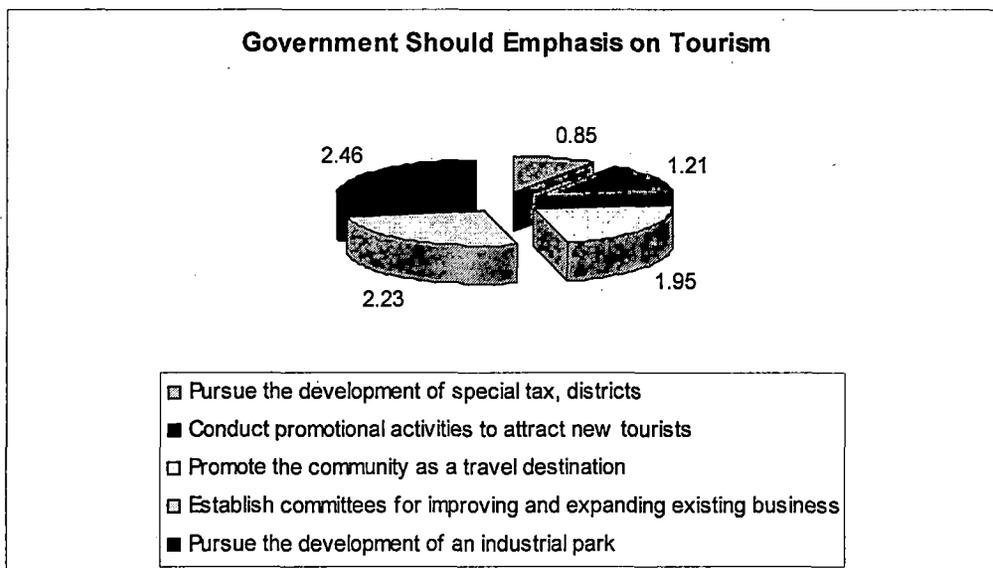
The business owners definitely agree on the increase in the number of customers (2.51). Not only sales have increased (2.23) but also the margins have improved (2.42). The (mean) agreement among the participant that the profit (0.78) have increased and increase in the number of customers (0.63) is though not uniform. The improved business translates into better living standard both for the businessperson and the residents. More money is circulated in the economy meaning more employment opportunities. The resident people also have become fashion conscious.

Table 5.17 - Government Should Emphasis on Tourism

Suggestions	Weightage*
Pursue the development of special tax, districts	0.85
Conduct promotional activities to attract new tourists	1.21
Promote the community as a travel destination	1.95
Establish committees for improving and expanding existing business	2.23
Pursue the development of an industrial park	2.46

- $\sum(\text{Number of Respondents} * \text{Ranking}) / \text{Sample Size}$
- On a scale rating of 5

Figure 5.17



On the basis of the survey, the business-owners clearly want government to give top priority to facilitate business (2.23). The business –owners clearly wants abstinence from levying any new taxes (0.85) and development of industrial park (2.46) was the clear winner. Sikkim as a state has given many liberties for the business community. The businesspersons are in the habit of expecting more benefits from the government. The government should now give concession, if required, with certain condition. Industrial park should be constructed but with appropriate funds from private agency. The government should start playing the role of facilitator.

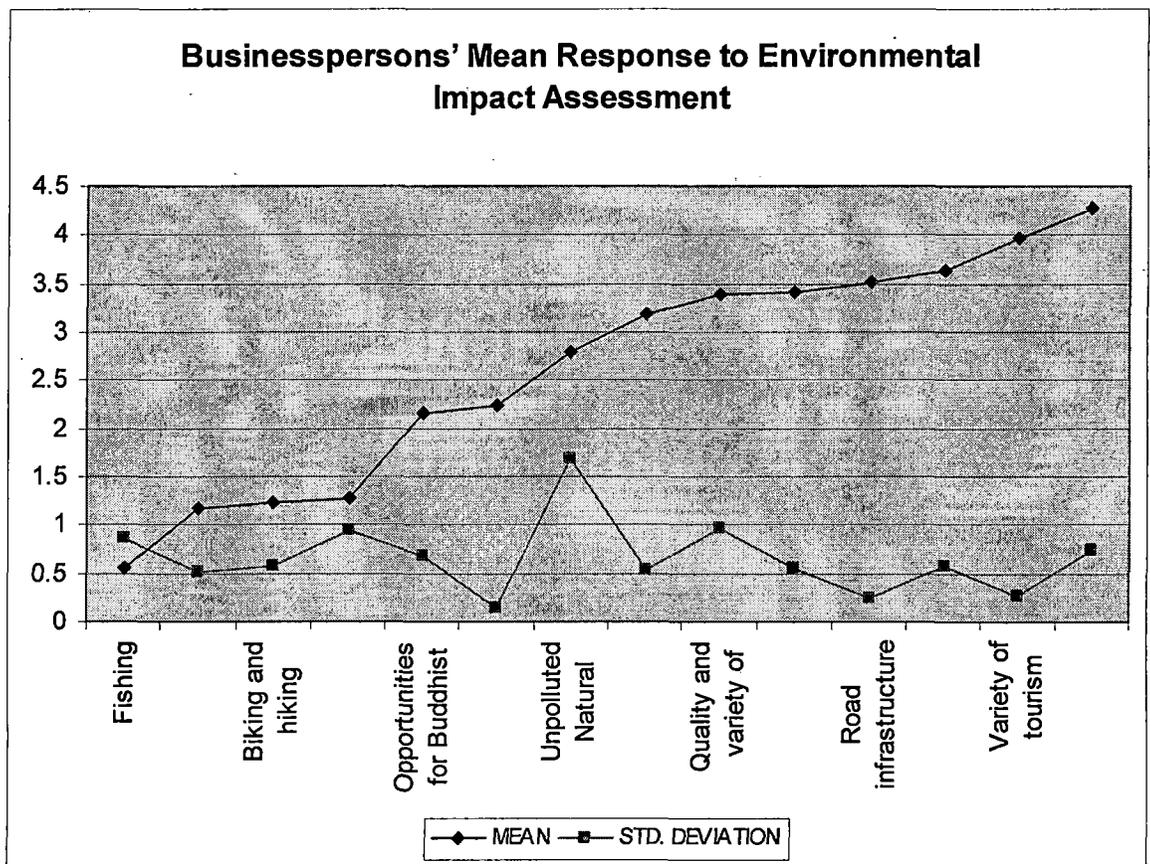
Table 5.18 - Businesspersons' Mean Response to Environmental Impact Assessment

Community Feature	Mean	Std. dev.
Fishing	0.56	0.87
Activities for children visiting the area	1.18	0.51
Biking and hiking opportunity	1.23	0.58
Distance from major metropolitan areas	1.28	0.95

Opportunities for Buddhist culture observation	2.16	0.68
Specialty retail shopping	2.24	0.15
Unpolluted Natural Environment	2.79	1.68
Local government support for tourism	3.19	0.53
Quality and variety of restaurants	3.39	0.96
Quality and variety of local hotels	3.42	0.56
Road infrastructure and highways	3.52	0.25
Small town atmosphere	3.64	0.57
Variety of tourism attractions	3.97	0.27
The seasonal nature of tourism in your community	4.27	0.73

** - Response range was 1-5
 1 = Significantly decrease
 2 = Decrease somewhat
 3 = Not make any difference
 4 = Increase somewhat
 5 = Significantly increase

Figure 5.18



The survey stated the business persons/owners were least bothered with fishing followed (0.56) by children activities (1.18), biking (1.23) and distance from nearest major cities (1.28) as activities. Other cultural activities (2.16), availability of goods (2.24) and natural environment (2.79) were taken as is where is basis, or in other words did not affect the businesses. Though the unpolluted natural environment attracted a wide range of responses as seen by the standard deviation (1.68). The importance given to the government support to tourism (3.19), growth of quality restaurant (3.39), hotels (3.42), infrastructure for better connectivity (3.52) and surprisingly the business person affinity towards maintenance of small town atmosphere (3.64) were more important. In-fact the businesspersons gave top priority to promotion or addition of new destination and cyclic nature of tourism industry. All these prove only the significance of tourism to Sikkim's business owners. With the availability of new restaurants the natives are also exposed to different food culture. The children of the affluent class are all studying outside the state and when they return home, they bring along with themselves different habits. These are similar to that of the tourists and people are in the process of adapting them. The native people here are very sensitive to environmental changes and would like to see Sikkim as an eco-friendly state.

Table 5.19 – Businesspersons' Mean Response toward Jobs and Careers in the Tourism Industry

Variable	Mean	Std. dev.
The tourism industry offers good opportunities for career advancement.	0.93	0.54
Tourism industry jobs offer the opportunity to travel.	1.54	0.67
The tourism industry offers relatively good job security	1.74	0.54
I would encourage my child (ren) to pursue a career in the tourism industry	2.05	0.58
Tourism industry jobs pay well	2.19	0.72
People employed in the tourism industry enjoy their work	2.64	1.25
Tourism industry jobs pay adequate fringe benefits	3.35	0.28
Tourism industry jobs provide an opportunity to met	3.73	0.57

and work with interesting people		
Tourism industry jobs provide an opportunity to develop individual skills and abilities	4.01	0.58
My business or organization serves the tourism industry	4.65	0.86

** - Response range was 1-5

1 = Don't Know

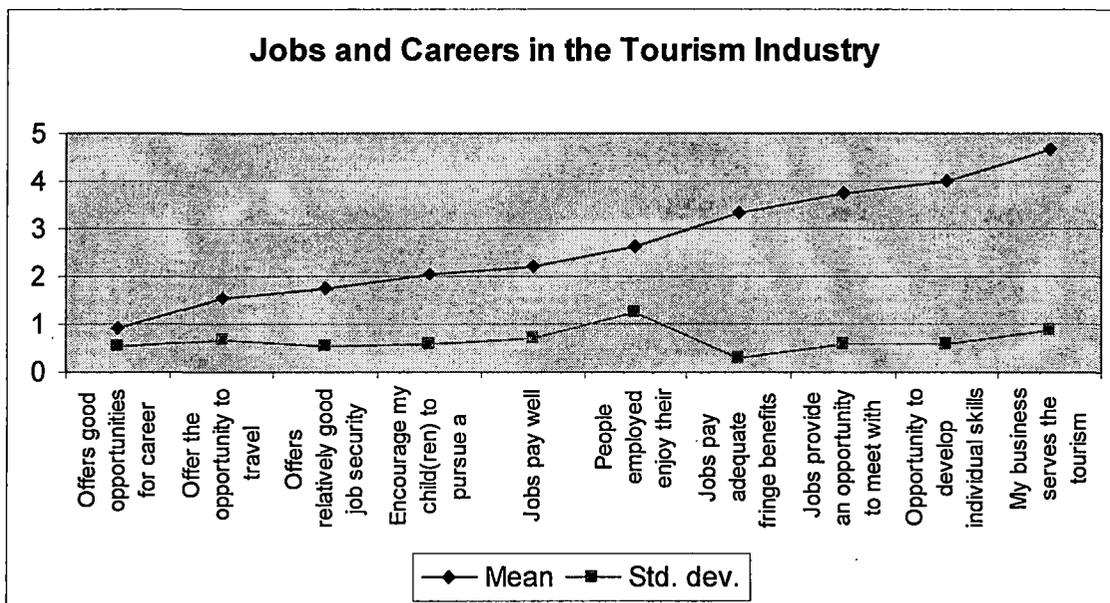
2 = Strongly Disagree

3 = Disagree

4 = Agree

5 = Strongly Agree

Figure 5.19



This table elaborates the positive and negative aspects of tourism. As one can see that in spite of flourishing number of tourists career advancement (093) in tourism industry is somewhat stagnant. Also the employee might not be able to frequent different places (1.54) and job security (1.74) is another area of concern. The employees were quite neutral to their child (ren) joining this industry (2.05) as the remuneration (2.19) was low along with job satisfaction (2.64). The business owners were somewhat happy with the fringe benefits (3.35), here one feels the amount of cash inflow that tourism brings at one time helps in

increasing public relations (3.73). Most business persons admitted that one learns (4.01) the tricks of trade with the passage of time and they do deal exclusively with tourists (4.65).

Although most of the business are tourism oriented the quality of jobs have not improved. The compensation package is similar to what it was three to four years ago. The business owners want their children to look after the tourism related business and even are encouraging them to acquire professional degree. The employee of the tourism industry would not like to see their children in the same industry primarily because of low wage and peculiar timings.

REVIEW

The opening up of Sikkim to the tourists has brought in an overall change in the attitude among the people of Sikkim. Even the rural communities have become conscious about the changes and the developments that tourism can bring in for them and they are willingly participating in the process of community development through tourism. People at all levels and in all parts of the state are actively taking part in the process. It is true that they still have laid back attitude to life and are not yet ready to take the full advantage of the income that can be generated through tourism related industries. Yet some changes have definitely taken place. The income they are making through different tourism related jobs are utilized to improve their lifestyles. The people have definitely better standard of living courtesy modern appliances. They are no longer the shy or reserved persons that they used to be and are quite familiar with the modern ways of life. This is only possible when about 66% of the population (Sikkim: a Statistical Profile 2002) are literate. The gender ratio is also above the national average. There are students pursuing higher education outside their state and coming back to serve here. There is surely a change in the outlook of the common people. There are a number of restaurants which are serving cuisine from different parts of the world. Tourism has also led to growth in infrastructure, which has made the life more hospitable and accessible.