



SOCIO - ECONOMIC IMPACT OF EKVIRA AAI FAIR

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INTRODUCTION:

The Ekvira Aai fair in Vehergaon village is celebrating every year. Visitors are spending time at this centre. Host and guest relationship is more important in tourism. Therefore tourist make an impact related to socio-economical conditions of this destination. These impacts are tool for measuring the level of development. If there is a strong impact means, there is a lot of development of this place. This paper has main aim to evaluate the impacts of fair on the region as well as local population.

Tourism is a cause for economic and demographic changes and these changes always catch the attention of tourists. Tourism brings Socio – economic benefits to the community in terms of faster economic growth, larger employment opportunities, better income generation and foreign exchange earnings, Improve quality of life, balanced development of backward areas and weaker sections, higher tax revenue to the state and causes of sustainable human development. All these multifaceted Socio – economic benefits of tourism can be achieved with a relatively low level of investment.

So far the impacts of fair on the region are not widely understood because people think that this has only economic impacts. However, the range of impacts from fairs and festivals is broad and residents of the places are realize with only positive impacts but this is also associated with negative impacts.

The impact of fair assessed on Socio - Economic condition of the region, which has includes positive and negative impacts.

Significant of the nature of impacts, it is equally important to identify the sources of these impacts and how they influence interactions between guest, host and the physical environment.

OBJECTIVE:

The present attempt is made to examine the socio –economic impacts on the Vehergaon village.

DATABASE & METHODOLOGY:

For the present study the primary data has been collected by using stratified random sampling method.

The attitudinal survey has been the common method of addressing a range of economic and Socio – economic issues. In this approach, respondents are asked to indicate their attitude and feeling towards the impact of fairs and festivals, with a set of closed questions or statements. Such survey can yield useful information about the types of impacts but it must be remembered that what is being recorded is the respondents perception of those impacts and these may and may not accord with reality. (Perce D. 1989, p.223).

The impact study is an attempt to examine empirically the impact of fairs and festivals on region. It is an investigation of residents perception of impacts of fairs and festivals rather than a measure of actual impacts.

For the analysis of the attitude, the community groups residents of selected fairs and festivals in Pune district. A set of questions was designed in to schedule for the measurement of Socio-Economic, and Physical impacts. To the assessment of Socio-Economic impact consisted of 14 questions reflecting the Socio-Economic impact and 7 variables reflecting physical impact of fairs and festivals on region. This is multitude of opinion on how tourists affect different domains. These questions are

help to understand the Socio-Economic and Physical impact on the region. A total 300 questionnaire were filled up. The response to each question was rated on seven point 'Likert Scale' ranging from -3 to + 3 with zero equaling no effect on item resulting from fairs and festivals.

Likert scale is a technique for the measurement of attitude a scale giving values for individual reactive attitude. The test is required to choose from possible answer per item and thus to show his degree of agreement or disagreement with the attitude represented. This method is developed by Rensis Likert who is psychologist.

There were seven response alternatives for every attitude statements. These are strongly disagree, moderately disagree, disagree, agree, moderately agree and strongly agree. The resulting seven-point scale could be represented by the numbers ranging from -3 to +3 to find individual overall attitude (-3, -2, -1, 0, +1, +2, +3).

SOCIO - ECONOMIC IMPACT OF EKVIRA AAI FAIR:

Fair made major effect on the socio - economic factors of destinations. Tourism is a major element of sources of capital and income to the local people. It often brings new and sometimes necessary sources of capital and income that may supplement or replace traditional sources of earning at destination. Pilgrims spend their money on a wide variety of goods and services.

Here the socio - economic impact of fair is identified on destinations at the local level and understood for the present status of development of the destinations in the Vehergaon village. Fairs are encouraged at the local level due to ability to generate employment, increased standard of living, develop infrastructural facilities and provide linkage effects with other sector of the economy.

The socio - economic impact of fair has been usually be viewed as a positive force which increases total income for the host population as well as creates new jobs, direct and indirect employment and tax revenues; it also stimulates economic growth.

When considering the socio - economic impacts of fairs, it is essential to understood that fairs also created seasonal jobs which is causing under employment or unemployment during off – seasons.

As a result the basic income from fairs helps to pay for goods and services imported from other regions and contributed to governmental revenues through taxes.

INDICATORS OF SOCIO - ECONOMIC IMPACT:

1. Increase in the income of residents
2. Increasing opportunities for shopping
3. Increasing opportunity for jobs
4. Increasing general price for goods and services
5. Rental houses as source of income
6. Effects of location on sale
7. Scarcity of essential goods
8. Increase in the density of population
9. Increase in crime rate
10. Increasing number of beggars
11. Occurrence of vandalism
12. Dual pricing system and attitude towards bargaining
13. Changes in values, norms and customs
14. Over dependence on Pilgrims for livelihood.

SOCIO - ECONOMIC IMPACT:

For the assessment of socio - economic impact of fairs on the residents, responses were collected at different destinations in the Vehergaon village. Impact of fairs is calculated through mean given in the following table.

Table 1: Residents Response to Socio - Economic Impact of Ekvira Aai fair on Vehergaon.

Socio - Economic Impact	Mean	SD
Increase in the income of residents	1.32	1.25
Increasing opportunities for shopping	1.29	0.84
Increasing opportunity for jobs	1.27	0.83
Increasing General Price For Goods And Services	1.42	0.93
Rental Houses as Source of Income	1.02	0.67
Effects of Location On Sale	1.34	0.87
Scarcity of Essential Goods	0.73	0.48
Increase in the density of population	0.83	0.54
Increase in crime rate	0.76	0.54
Increasing number of beggars	1.42	0.93
Occurrence of vandalism	0.83	0.54
Dual pricing system and attitude towards bargaining	1.3	0.85
Changes in values, norms and customs	1.46	0.97
Over dependence on Pilgrims for livelihood	1.42	0.93
Average	1.17	0.80

Source: Fieldwork

Table 1 summarizes residents of the of Ekvira Aai fair on Vehergaon. It felt that the pilgrims has higher effect on the increase in the income of residents 1.25, changes in values, norms and customs 0.97, over dependence on pilgrims for livelihood 0.93, increasing number of beggars 0.93, increasing general price for goods and services 0.93, dual pricing system and attitude towards bargaining 0.85, effects of location on sale 0.87, increasing opportunities for shopping 0.84, increasing opportunity for jobs 0.83 and lower impact on rental houses as source of income 0.67, increase in the density of population 0.54, increase in crime rate 0.54, occurrence of vandalism 0.54, scarcity of essential goods 0.48.

Ekvira Aai fair on Vehergaon is having moderate positive Socio - economic effects because of the only local people depend on this fair. It is observed that the impact of this fair on the local economy has moderate effect, which can be develop the economy of the region such as increase in the job and shopping facility also increase in the income of the residency.

Table 2: Frequency Distribution of Socio - Economic Attitude Index and Percentage of Respondents.

Sr. No	Average Score	Percentage of Respondent
1	-2.99 to -2.00	8.29
2	-1.99 to -1.00	13.38
3	-0.99 to 0.00	19.82
4	0.00	2.3
5	0.00 to +0.99	23.52
6	+1.00 to +1.99	21.46
7	+2.00 to +2.99	11.23

Source: Fieldwork.

Table 2 is reveals that the percentage of respondents towards socio - economic impact with average score. However it is significant to notice that there were 8.29 percent of residents in Vehergaon given index scores ranging from -2.99 to -2.00 and 13.38 percent residents specified economical attitude index score ranging from -1.99 to -1.00 about 19.82 percent residents index score ranging from -0.99 to -0.00. In total 41.49 percent residents marked negative score. About 2.3 percent residents are neutral and remaining 56.21 marked the positive score in that 23.52 percent residents index score ranging from 0.00 to +0.99 about 21.46 percent residents given index score ranging from +1.00 to +1.99. and 11.23 percent residents assign index score ranging from +2.00 to +2.99.

For Socio - Economic Impact Residents Attitude Index Mean +1.17 and S.D. = 0.80

+ Indicates the positive effect

- Indicates the negative effect

The higher the number larger the effect.

As can be seen from the Table No.1 the mean attitude index mean for socio - economic impact on Bhorgiri is + 1.43. It indicates in Vehergaon there is overall moderate positive socio - economic impact of Ekvira Aai fair. Because this fair is considerable only at local level as religious place and this fair attract only local pilgrims.

CONCLUSION:

Socio - economic impact of Ekvira Aai fair on Vehergaon is having moderate positive effects because of the only local people depend on this

fair. It is observed that the impact of this fair on the local economy has moderate effect, which can be develop the economy of the region such as increase in the job and shopping facility also increase in the income of the residency.

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