

Resident Opinions Towards Impacts of Cultural Heritage Tourism: a Case of Kullu Valley, Himachal Pradesh (India)

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Abstract

Residents opinions are important for planning and sustainable cultural heritage tourism development at a destination. In the present study, data was collected through a structured questionnaire to know the opinions of local residents towards the socio-cultural and economic impacts of Cultural heritage tourism in Kullu valley. The results of the study highlight that local residents perceive cultural heritage tourism brings socio-cultural & economic benefits and support tourism development. Residents are also aware about the darker side of tourism development on the local community, culture and economy. Strong partnerships between local residents and tourism authorities are required for sustainable cultural heritage tourism development.

Keywords: Cultural Heritage Tourism, Kullu valley, Residents opinions, Sustainable planning, Tourism impacts.

Introduction

Tourism industry is one of the fastest growing industries across the globe. Tourism activities at different destinations have contributed to the economic growth of many nations (Lee, Chang, 2008; Telfer, Sharpley, 2015). Tourism industry contributed to about 9% to the global GDP according to UNWTO reports. Cultural heritage tourism activities around the world have supported local communities by creating opportunities for jobs and business. Many scholars have mentioned there is improvement in standard of living of local residents through tourism development as well as there is huge improvement in public infrastructure like road network, airports, rail network, hospitals and shopping areas etc (Sharma et al., 2012; Zaei et al., 2013). Cultural heritage tourism has also benefited local communities culturally. On the other hand, Tourism development also leads to negative impacts on the local communities (Látk-

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ová, Vogt, 2012; Jamal, Dredge, 2014). Problems like commodification of culture, over tourism, over pricing, conflict between the local residents and tourists may arise. Tourism development has helped in economic growth of destinations across the world. Though tourism development totally relies on the attitude and support of the local residents as their efforts and support is required for the growth, planning, smooth operations and sustainability of a particular destination (Godfrey, 1998). To know the opinions of residents about tourism growth in their area is important to get support from the residents for the development of tourism (Stylidis et al., 2014). Active community participation is an important part of sustainable tourism development.

Cultural heritage is considered as an important tourism resource for the growth and development of cultural heritage tourism across different tourism destinations in all parts of the world (McKercher, Du Cros, 2002; Landorf, 2009). Cultural heritage tourism is one of the major forms of tourism and can be categorized into special interest tourism. Cultural heritage tourism is one of the fastest growing forms of tourism across the world. Cultural heritage tourism plays an important role in offering immersive cultural experiences (Tscheu, Buhalis, 2016). It has been seen that cultural heritage tourism has seen a significant growth driven by its expanding applications into diverse industries. Technological advancements in the modern days have impacted the cultural heritage tourism market. Cultural heritage tourism is split into different forms of tourism like art tourism, heritage tourism, creative tourism, food tourism and festival tourism (Virginija, 2016). Cultural heritage tourism is growing at a great speed; it is projected that the direct global value of cultural heritage tourism is more than 1 billion USD with Asia Pacific being almost 327 million USD. More than 75 million jobs are created in the APEC countries. Cultural heritage tourism is attracting high yield tourists from all parts of the world to different destinations. Cultural heritage tourists often stay for a longer duration of time and spend a higher amount of money when compared with general tourists (O'Leary et al., 1998; Huh, 2002; Bowitz, Ibenholt, 2009).

Tourism is a mainstay of Himachal Pradesh economy. The twin destinations Kullu and Shimla accounted for 36% of total tourist arrivals which accounted for 15 million in the year 2022. Tourism industry contributes 7.5% to the state's gross domestic product. Around 13% of total employment and 133 million USD revenue is generated from the tourism sector.

Kullu valley is one of the most popular and culturally significant destinations in the state known for its ancient culture, grand heritage, rich customs and traditions (Sharma, 2015). Millions of tourists travel to various parts of Kullu valley each year with the aim to experience the culture and heritage which makes it one of the most visited places in the state of Himachal Pradesh. Tourism has created huge positive socio-cultural and economic impacts for the local residents, on the other hand large influx of tourists have also created several negative impacts in the valley. Tourism in Kullu valley has placed heavy pressure on various cultural tourist sites, which have started to produce negative impacts on the local architecture, buildings, customs & traditions, local community and natural environment. The present research paper addresses two main research questions. First, what are the residents' opinions towards impacts of CHT in the Kullu valley and Second, do the opinions of residents vary among respondents, given their variables of gender, employment in the tourism sector, age and education qualification.

Literature Review

Local resident's opinions and attitudes

Attitude expresses feelings about something, whether they are favourable, unfavourable, or neutral. (Vidal Rua, 2020; Solomon, Stone, 2002). Locals' views about tourism are revealed by their opinions, which might be neutral, negative, or positive. Since local's involvement is essential to the success and sustainability of any tourism destination, it is imperative that local government, policymakers, and businesses comprehend people's viewpoints and get the required support (García et al., 2015). Additionally, local opinions affect tourists' satisfaction and loyalty. A destination's ability to comprehend resident's opinions towards tourism development is essential to its success (Sangpikul, 2018; Fytopoulou et al., 2021). Many studies in the past have made efforts to find out the resident's opinions and attitude towards tourism development (Ryan et al., 1998; Snaith, Haley, 1999; Mason, Cheyne, 2000; Cavus, Tanrisevdi, 2003; Schofield, 2011; Gursoy et al., 2019). Research evaluating how local residents perceive tourism tends to focus on opinions about the socio-cultural and economic impacts of its influence, both positive and negative. However, many studies show that, regardless of the dimensions, the social-psychological effects of tourism are disregarded. (Gursoy et al., 2019). However, a number of studies have shown that tourism has benefits and drawbacks, notably conflicts between the locals and the government (Beaumont, Dredge, 2010). Getz (1994) points out that maximum residents are having a positive opinion about tourism. But there is a change in opinion when destinations reach the growth stage in the destination life cycle. Brida et al. (2011) examines how locals see the impacts of tourism in Flogaria, Italy and points out that local populations have a positive opinion towards the economic and socio-cultural impacts of tourism in their area. Brida et al. (2014) explores the resident's perception of tourism impacts and resident's attitude towards tourism policies and proposed residents are more inclined to support tourism policies if they see positive effects of tourism on the environment and see positive socio-cultural, economic and environment impacts. Canizares et al. (2014) analyses the perceptions and attitudes of residents in Cape Verde, Africa and reveals that the local community perceives that tourism creates opportunities for economic growth especially for the local communities whose culture is in transition. Gracia et al. (2014) points out that many studies have revealed that local residents have a positive opinion on the various socio-cultural impacts and economic impacts of tourism. On the other hand, local residents are also concerned and worried about the darker side and negative impacts of tourism. Gracia et al. (2017) examines the resident's attitude in several micro destinations and points out that there is a gap in the resident's opinions among different micro tourism destinations due to significant community adjustment to tourism impacts. Gray (1970) also highlights the perceived economic benefits namely community benefit, business benefit and personal benefit are the main reasons for locals to support tourism.

Tourism impacts

Local resident's opinions and perception about tourism development is very significant for sustainable tourism growth of a destination (Zhu et al., 2017; Rasoolimanesh, Jaafar, 2017; Timur, Getz, 2009; Almeida-García, 2016). Therefore, it is very important to study and understand the attitude of local residents towards the impacts of tourism (Kuvan, Akan, 2005; Lundberg, 2017). Stynes (1997) mentions communities are concerned primarily on the support of tourism to the

native economy. Lui and Var (1986) clearly mentions that local communities strongly agree that tourism provides both cultural and economic benefits. Many studies have clearly stated that tourism is creating both positive and negative impacts at various destinations across the globe (Higham, 1999; King et al., 1993; Crouch, Ritchie, 1999; Guttentag, 2009; Mathew, Sreejesh, 2017). Every destination offers a different form of tourism across the globe (Buhalis, 2000; Jovicic, 2019). Cultural heritage tourism is one of the prominent forms of tourism in which different communities are involved (McKercher, Du Cros, 2002; Timothy, Boyd, 2006; Timothy, 2011). Cultural heritage tourism has both positive as well as negative impacts on local community and economy (Bowitz, Ibenholt, 2009; Girard; Nijkamp, 2009; Chen, Chen, 2010) therefore, it is very essential to know the local resident's opinion and attitude about tourism activities (Williams, Lawson, 2001; Sharma, Dyer, 2009, Andereck, Nyaupane, 2011; Lundberg, 2017). The most compelling reason for residents to participate in and support tourism development in their community has been identified as the immediate personal benefits that come from tourism (Nunkoo, Ramkissoon, 2011). Previous research has objectively shown a positive correlation between the benefits an individual receives from tourism exchange and more positive opinions about the impacts of tourism (Wang, Chen, 2015). Destination planners and policy makers have recognised the need to understand the opinions of local residents to ensure sustainable tourism development at the destination (Brokaj, 2014).

Methodology

Quantitative technique was used for the present study. The primary data was collected with the help of questionnaires in different villages of Kullu valley spread over various Kothis and Fhattis. In the initial stage a pilot survey was conducted on 30 local residents in ten different villages. The final questionnaire was modified on the basis of suggestions and comments collected during the pilot survey.

The first section of the questionnaire consisted of the demographic profile with questions like name, age, marital status, education qualification, gender, income and employment of the residents. The questions were taken from previous studies by Snaith and Haley (1999), Williams and Lawson (2001), Mason and Cheyne (2000), Cavus and Tanrisevdi (2003), Timur and Getz (2009), Schofield (2011), García et al. (2015), Zhu et al. (2017), Balaji (2019) and Gomez (2019) and modified as per the need of the study.

In the second section of the questionnaire, respondents were asked their opinions towards cultural heritage tourism and its positive and negative impacts on local community, culture, and economy. The items in the questionnaire were taken from previous studies by Timothy and Boyd (2006), Balaji (2019) and Gomez (2019), Brida et al. (2011), Andereck and Nyaupane (2011) and modified as per the requirement of the study.

A five point Likert scale was used from strongly agree (5) to strongly disagree (1) to measure various items in each construct. Data collection was carried out at the end of the tourist season in the months of August to October, 2023 so that the respondents have enough time to spare and fill their responses. Around 230 questionnaires were self-administered and distributed in fifty villages across Kullu valley. Finally, the filled questionnaires were scrutinized, out of which 200 usable samples were taken from local residents of fifty villages of Kullu valley.

SPSS software version 27 was used to analyse the collected data. Firstly, descriptive statistics were employed to find out the frequency and percentage distribution of the respondents demographic profiles and Secondly, to find out if there is any significant difference of opinion

towards socio-cultural and economic impact of cultural heritage tourism independent t-test and One-way ANNOVA (analysis of variance) were applied.

Results

Table 1. displays most of the residents who participated in the study from Kullu valley were males 121 (60.5%) and 79 (39.5%) were females, the largest age category was 25 to 40 years, 90 (45%), followed by the other age groups under 25 years, 75 (37.5%), 40 to 60 years, 32 (16%) and 60+ years, 3 (1.5%). 71 (35.5%) were married and 129 (64.5%) were unmarried. 156 (78%) were born in Kullu valley and 44 (22%) were born outside Kullu valley. 107 (58.5%) held a higher degree of post-graduation and above followed by 63 (31.5%) holding an undergraduate degree and 20 (10%) possessed school education. Most of the respondents were working in the tourism sector 146 (73%) and the rest 54 (27%) were working in other sectors. More than half of the respondents 102 (51%) had a monthly income “0 to 25000” followed by 58 (29%) with an income of 25000 to 50000, 28 (14%) with an income of 50000 to 100000 and 12 (6%) with an income of 100000 above.

Table 1. Residents demographic profile

	Demographics	Frequency	Percentage
Gender	Male	121	60.5
	Female	79	39.5
Age	Under 25 years	75	37.5
	25 to 40 years	90	45
	40 to 60 years	32	16
	60+ years	3	1.5
Marital Status	Married	71	35.5
	Unmarried	129	64.5
Place of Birth	Kullu Valley	156	78
	Himachal Pradesh	44	22
Education qualification	Post-Graduation and above	31	15.5
	Post-Graduation	86	43
	Under Graduation	63	31.5
	School Education	20	10
Are you employed in tourism sector	Yes	146	73
	No	54	27
Income in Indian Rupees per month	0 to 25000	102	51
	25000 to 50000	58	29
	50000 to 100000	28	14
	100000 above	12	6

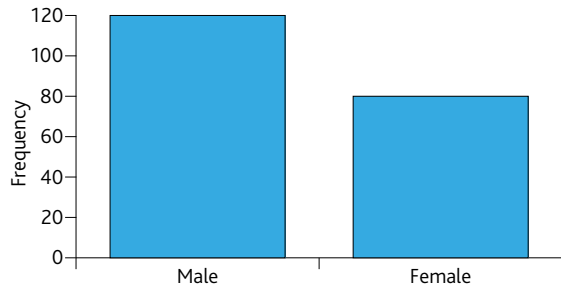


Figure 1. Respondents gender

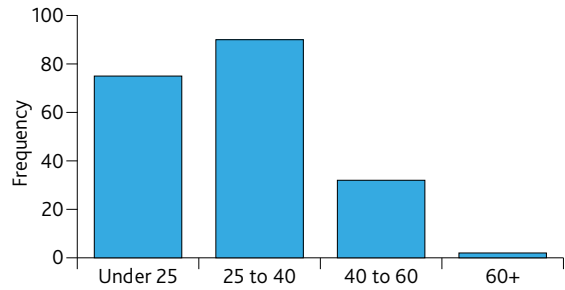


Figure 2. Respondents age

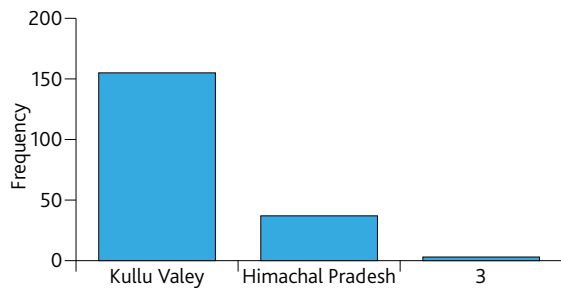


Figure 3. Respondents place of birth

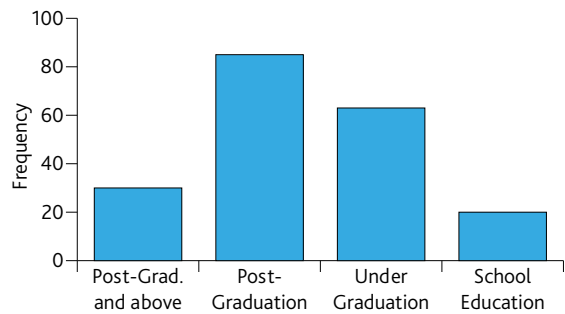


Figure 4. Respondents education qualification

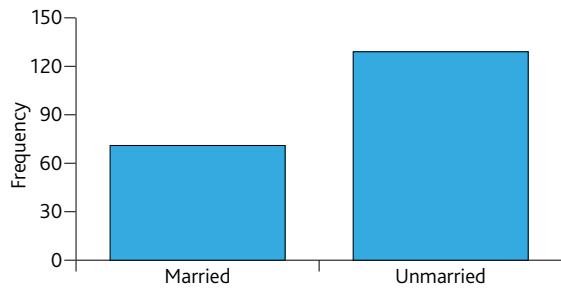


Figure 5. Respondents marital status

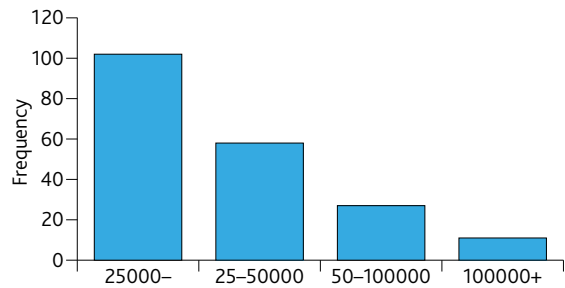


Figure 6. Respondents income in Indian rupees/month

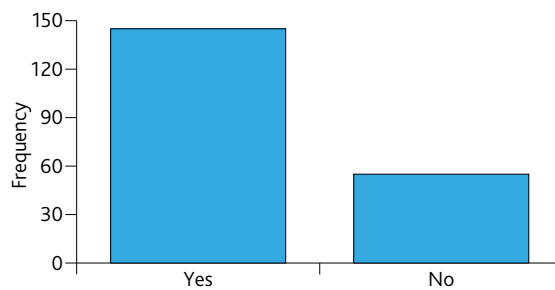


Figure 7. Respondents employment status

Table 2 displays there are no significant differences in all ten items associated with socio-cultural impacts and gender of the residents. Both males and females agree that cultural heritage tourism offers opportunities for locals to learn about new cultures and share their culture with tourists and feel proud about it. Culture Heritage tourism also empowers women, improves the standard of living and helps in the welfare of the locals. On the other hand, both males and females also agree that cultural heritage tourism also has negative impacts which creates difference of opinions amongst the locals, motivates locals to adopt outside culture, affects local traditions and leads to convergence of culture.

Table 2. *Independent T-test on socio-cultural impacts and Gender*

Statements	Male (n=121)	Female (n=79)	t value	P value
Cultural Heritage tourism offers opportunities to learn about new cultures.	4.57	4.57	.007	.995
Cultural Heritage tourism helps in women empowerment.	4.40	4.37	.268	.789
Cultural Heritage tourism allows locals to understand the value of their culture and feel proud about it.	4.61	4.53	.809	.420
Cultural Heritage tourism improves the local standard of living.	4.31	4.23	.705	.482
Cultural Heritage tourism helps in reviving the local art.	4.26	4.30	-.438	.662
Cultural Heritage tourism helps in the welfare of the locals.	4.22	4.27	-.395	.693
Cultural Heritage tourism creates a difference of opinions amongst the locals.	3.98	3.94	.271	.787
Cultural Heritage tourism leads to convergence of culture.	4.06	4.01	.338	.736
Cultural Heritage tourism has a negative impact on local traditions like Dev Parampra, marriage rituals etc.	3.84	3.54	1.731	.085
Locals are adopting new cultures because of cultural heritage tourism.	4.25	3.97	1.906	.058

Table 3 displays there are no significant differences in all the ten items associated with economic impacts and gender of the residents. Both males and females agree that cultural heritage tourism creates employment and business opportunities for locals, offers good prices on farmer's yield, generates income for temples and eradicates poverty. On the other hand, both males and females also agree that cultural heritage tourism also brings negative effects such as it encourages commodification of local culture, increases taxes, price of daily goods, cost of living and leads to overpricing.

Table 3. *Independent T-test on economic impacts and Gender*

Statements	Male (n=121)	Female (n=79)	t value	P value
Cultural Heritage tourism creates employment.	4.55	4.43	1.134	.258
Cultural Heritage tourism provides business opportunities for locals.	4.46	4.48	-.196	.845
Cultural Heritage tourism helps in eradicating poverty.	4.27	4.14	1.062	.289
Cultural Heritage tourism helps farmers to get good prices on yield.	3.99	3.97	.114	.909
Cultural Heritage tourism leads to commodification of local culture.	4.00	3.90	.705	.482
Cultural Heritage tourism increases the income of temples.	3.69	3.62	.358	.721
Cultural Heritage tourism increases the prices of daily use products.	3.98	4.13	-.976	.330
Cultural Heritage tourism leads to overpricing at tourist places.	4.22	4.41	-1.342	.181
Cultural Heritage tourism increases taxes.	3.97	4.00	-.236	.814
Cultural Heritage tourism increases the cost of living.	4.12	4.11	.075	.941

Table 4 displays there are no significant differences in all ten items associated with socio-cultural impacts and employment of the residents. Both residents who are working in the tourism industry and residents who are not associated with the tourism industry agree that cultural heritage tourism offers opportunities for locals to learn about new cultures and share their culture with tourists and feel proud about it. Culture Heritage tourism also empowers women, improves the resident's standard of living and helps in the welfare of the locals. On the other hand, both groups agree that cultural heritage tourism also creates negative effects such as difference of opinions amongst the locals, motivates locals to adopt outside culture, affects local traditions and leads to convergence of culture.

Table 4. *Independent T-test on socio-cultural impacts and employment*

Statements	Yes (n=146)	No (n=54)	t value	P value
Cultural Heritage tourism offers opportunities to learn about new cultures.	4.60	4.48	1.194	.234
Cultural Heritage tourism helps in women empowerment.	4.38	4.39	-.044	.965
Cultural Heritage tourism allows locals to understand the value of their culture and feel proud about it.	4.64	4.43	1.955	.052
Cultural Heritage tourism improves the local standard of living.	4.25	4.35	-.866	.388
Cultural Heritage tourism helps in reviving the local art.	4.28	4.26	.180	.857
Cultural Heritage tourism helps in the welfare of the locals.	4.21	4.33	-1.078	.282
Cultural Heritage tourism creates a difference of opinions amongst the locals.	3.92	4.06	-.837	.404
Cultural Heritage tourism leads to convergence of culture.	4.03	4.06	-.145	.855
Cultural Heritage tourism has a negative impact on local traditions like Dev Parampra, marriage rituals etc.	3.64	3.96	-1.716	.088
Locals are adopting new cultures because of cultural heritage tourism.	4.13	4.17	-.229	.819

Table 5 displays there are no significant differences in all the ten items associated with economic impacts and employment of the residents. Both residents who are employed in the tourism industry and residents who are not associated with the tourism industry agree that cultural heritage tourism creates employment and business opportunities for locals, offer good prices on farmer's yield, generate income for temples and eradicate poverty. On the other hand, both groups also agree that cultural heritage tourism also encourages commodification of local culture, increases taxes, price of daily goods, cost of living and leads to overpricing at the destination.

Table 5. *Independent T-test on economic impacts and employment*

Statements	Yes (n=146)	No (n=54)	t value	P value
Cultural Heritage tourism creates employment.	4.53	4.43	.907	.365
Cultural Heritage tourism provides business opportunities for locals.	4.46	4.50	-.402	.688
Cultural Heritage tourism helps in eradicating poverty.	4.18	4.33	-1.122	.263
Cultural Heritage tourism helps farmers to get good prices on yield.	3.91	4.19	-1.680	.095
Cultural Heritage tourism leads to commodification of local culture.	3.95	3.98	-.186	.853
Cultural Heritage tourism increases the income of temples.	3.59	3.85	-1.306	.193
Cultural Heritage tourism increases the prices of daily use products.	4.00	4.13	-.758	.449
Cultural Heritage tourism leads to overpricing at tourist places.	4.28	4.33	-.350	.727
Cultural Heritage tourism increases taxes.	3.92	4.15	-1.501	.135
Cultural Heritage tourism increases the cost of living.	4.08	4.24	-1.121	.264

Table 6 displays there are no significant differences found amongst all four age groups, namely under 25 years, 25 to 40 years, 40 to 60 years and 60+ years in ten items associated with socio-cultural impacts of cultural heritage tourism.

Table 6. *One way ANNOVA on socio-cultural impacts and age*

Statements	Under 25 (N=75)	25 to 40 (N=90)	40 to 60 (N=32)	60+ (N=3)	f value	P value
Cultural Heritage tourism offers opportunities to learn about new cultures.	4.48	4.46	4.50	5.00	1.635	.183
Cultural Heritage tourism helps in women empowerment.	4.35	4.43	4.38	4.40	.438	.726
Cultural Heritage tourism allows locals to understand the value of their culture and feel proud about it.	4.43	4.69	4.63	4.67	2.213	.099
Cultural Heritage tourism improves the local standard of living.	4.17	4.27	4.56	4.00	2.217	.098
Cultural Heritage tourism helps in reviving the local art.	4.28	4.32	4.16	4.00	.518	.670
Cultural Heritage tourism helps in the welfare of the locals.	4.16	4.30	4.28	4.00	.616	.606
Cultural Heritage tourism creates a difference of opinions amongst the locals.	3.85	4.02	3.97	4.67	.934	.425
Cultural Heritage tourism leads to convergence of culture.	3.92	4.04	4.25	4.67	1.445	.231
Cultural Heritage tourism has a negative impact on local traditions like Dev Parampra, marriage rituals etc.	3.71	3.77	3.63	4.00	.167	.919
Locals are adopting new cultures because of cultural heritage tourism.	3.99	4.18	4.41	4.00	1.422	.238

Table 7 displays there are significant differences found in two items associated with economic impacts of cultural heritage tourism. Post-hoc test results shows that respondents of 25 to 40 years' age group have significant difference of opinion about "Culture Heritage tourism creates employment" Similarly, the results also show that respondents of 40 to 60 years' age group have significant difference of opinion about "Culture Heritage tourism leads to commodification of local culture" when compared with other age groups.

Table 7. *One way ANNOVA on economic impacts and age*

Statements	Under 25 (N=75)	25 to 40 (N=90)	40 to 60 (N=32)	60+ (N=3)	f value	P value
Cultural Heritage tourism creates employment.	4.27	4.63	4.72	4.00	5.779	.001*
Cultural Heritage tourism provides business opportunities for locals.	4.43	4.51	4.44	4.67	.355	.785
Cultural Heritage tourism helps in eradicating poverty.	4.27	4.14	4.28	4.67	.612	.608
Cultural Heritage tourism helps farmers to get good prices on yield.	3.96	4.01	3.91	4.67	.531	.662
Cultural Heritage tourism leads to commodification of local culture.	3.73	3.98	4.44	4.00	3.960	.009*
Cultural Heritage tourism increases the income of temples.	3.63	3.57	3.97	4.00	.886	.450
Cultural Heritage tourism increases the prices of daily use products.	3.93	4.06	4.16	4.67	.716	.543
Cultural Heritage tourism leads to overpricing at tourist places.	4.27	4.29	3.94	4.67	.207	.892
Cultural Heritage tourism increases taxes.	3.84	4.09	3.94	4.67	1.440	.232
Cultural Heritage tourism increases the cost of living.	3.99	4.19	4.25	4.00	.908	.438

Table 8 displays there are significant differences found in one item associated with socio-cultural impacts of cultural heritage tourism. Post-hoc test results show that the respondents in the school education category have a significant difference of opinion about “Culture Heritage tourism improves the local’s standard of living” when compared with other education groups.

Table 8. *One way ANNOVA on socio-cultural impacts and educational qualification*

Statements	Post-Graduation and above (N=31)	Post-Graduation (N=86)	Under Graduation (N=63)	School Education (N=20)	f value	P value
Cultural Heritage tourism offers opportunities to learn about new cultures.	4.55	4.66	4.46	4.55	1.250	.293
Cultural Heritage tourism helps in women empowerment.	4.65	4.42	4.27	4.20	2.174	.092
Cultural Heritage tourism allows locals to understand the value of their culture and feel proud about it.	4.77	4.58	4.51	4.50	1.165	.324
Cultural Heritage tourism improves the local standard of living.	4.32	4.31	4.06	4.70	3.966	.009*
Cultural Heritage tourism helps in reviving the local art.	4.39	4.35	4.14	4.20	1.232	.299
Cultural Heritage tourism helps in the welfare of the locals.	4.35	4.26	4.17	4.20	.436	.728
Cultural Heritage tourism creates a difference of opinions amongst the locals.	3.94	3.99	3.84	4.25	.919	.433
Cultural Heritage tourism leads to convergence of culture.	4.03	3.97	4.08	4.25	.568	.636
Cultural Heritage tourism has a negative impact on local traditions like Dev Parampra, marriage rituals etc.	3.74	3.69	3.70	3.95	.275	.844
Locals are adopting new cultures because of cultural heritage tourism.	4.06	4.06	4.24	4.30	.623	.601

Table 9 displays there are significant differences found in one item associated with economic impacts of cultural heritage tourism. Post-hoc test results show that the respondents in Post-Graduation and above category have significant differences of opinion about “Culture Heritage tourism helps farmers to get good prices on yield” when compared with other education groups.

Table 9. One way ANNOVA on economic impacts and educational qualification

Statements	Post-Graduation and above (N=31)	Post-Graduation (N=86)	Under Graduation (N=63)	School Education (N=20)	f value	P value
Cultural Heritage tourism creates employment.	4.58	4.52	4.38	4.65	1.078	.359
Cultural Heritage tourism provides business opportunities for locals.	4.65	4.50	4.37	4.40	1.486	.220
Cultural Heritage tourism helps in eradicating poverty.	4.29	4.23	4.14	4.30	.292	.931
Cultural Heritage tourism helps farmers to get good prices on yield.	4.32	4.07	3.73	3.90	2.705	.047*
Cultural Heritage tourism leads to commodification of local culture.	3.87	3.90	3.97	4.35	1.242	.296
Cultural Heritage tourism increases the income of temples.	3.52	3.49	3.81	4.15	1.981	.118
Cultural Heritage tourism increases the prices of daily use products.	3.97	4.01	3.98	4.40	.873	.456
Cultural Heritage tourism leads to overpricing at tourist places.	4.13	4.28	4.33	4.50	.680	.565
Cultural Heritage tourism increases taxes.	3.97	4.05	3.86	4.10	.576	.632
Cultural Heritage tourism increases the cost of living.	4.10	4.03	4.17	4.35	.728	.536

Discussion and Conclusion

Findings of the present study point out strong opinions of the residents to present tourism development in Kullu valley which is connected with the role of cultural heritage tourism in economic growth and improvement of living standards of local residents. Kullu valley has grown as a popular cultural heritage tourism destination in India over the past couple of years. Local communities favour tourism because tourism has promoted Kullu valley as a famous tourism destination and has also improved its public infrastructure. On the other hand, residents also believe that state tourism authorities have failed in promotion, planning and managing tourism development in Kullu valley.

The opinions of residents about socio-cultural impact of cultural heritage tourism are somewhat ambiguous. Residents agree that cultural heritage tourism provides opportunities for locals to learn new cultures and exchange theirs with the tourists (McKercher, Du Cros, 2002; Timothy, 2014; Loulanski, Loulanski, 2011). Cultural heritage tourism has also helped locals to understand the value of their culture and feel proud about it (Besculides et al., 2002; Kim, Lee, 2020). The findings also confirm that cultural heritage tourism also have helped in reviving the local art forms, empowering the local women and led to better standard of living (Timothy, Ron, 2013). On the other hand, residents also believe that cultural heritage tourism also leads to difference of opinions amongst the locals, spreads convergence of local culture, escalation of negative effects on local traditions and increases chances of adopting outside culture.

However, opinions of residents about the economic impact of cultural heritage tourism are also very strong. Residents agree that cultural heritage tourism creates opportunities for jobs

and local businesses, eradicates poverty and helps farmers to get good prices on yield. Similar opinions of residents on economic impacts are also supported by other studies (Ashley et al., 2007; Bowitz, Ibenholt, 2009). On the other hand, residents also believe that cultural heritage tourism also leads to overpricing at tourist places, increases the prices of daily goods, drives commodification of local culture and increases taxes and cost of living. Which is similar to the results of the study by (Baranowski, Furlough, 2001; Buhalis, 2000).

Increasing tourism growth in Kullu valley over the years have resulted in strong opinions of residents towards the positive and negative impact of cultural heritage tourism. The findings of the study also display that demographic variables like age and education have a significant role in explaining the opinions of residents about the impacts of cultural heritage tourism in Kullu valley. On the other hand, gender and employment of the respondent doesn't show any significant role in the opinions of residents.

It is clear from the findings of the study that local residents support cultural heritage tourism activities and tend to welcome its socio-cultural and economic impacts. Equally they are also conscious about the negative impacts of cultural heritage tourism particularly on the local community, culture and economy.

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