

# A Case Study On Irritation Among Local People Towards The Growth Of Tourism In Kodagu District: With The Reference Of Doxey's Irridex Model

Shobha K. B

Lecturer,  
Field Marshal K M Cariappa College, Madikeri

**Abstract:** A descriptive study intends to throw lights on the perception and attitude of residents of Kodagu district towards continuously growing tourism activities in the district. With the help of Doxey's Irritation index the researcher tried to find out the level of irritation which the local people of the district are experiencing and what are all the possible reasons for these irritations. The research also focuses on the importance of host- guest relationship in tourism growth and gives suggestion that how the irritations can be minimized and tourism can be promoted in a sustainable way.

**Keywords:** Doxey's Irridex Model, Sustainable approach, Multiplier effect, Host- Guest interaction

## I. INTRODUCTION

In developing countries like India, tourism plays a vital role in socio-economic development as well as environmental sustainability. With its multiplier effects on the economy tourism helps local community by generating employment, income and by increasing standard of living. It also contributes to the cultural and environmental conservation with the systematic and sustainable approach. The focus of tourism development is not only on its positive impacts and on the benefits of tourists alone, but it should also focus on the negative impacts as well as the response of host community towards its growth.

Tourist destinations are identified with the cultural, social, historical and environmental aspects as well as the attitude of residents towards growing tourism activities. Tourism to be promoted in a positive way it requires co-operation and mutual support between tourist and the host community. Factors that have shown to influence resident's perception and attitudes include the type and extent of host-guest interaction, importance of the industry to the community, extent of individual's resilience on the industry and the overall level of tourism development in the community. (MURPHY 1985) [1]

Doxey's Irridex: Several theories explained the socio-cultural impacts of tourism in different ways. The most familiar theoretical perspective on Host-Guest interaction is probably George Doxey's Irritation Index. (DOXEY 1975) Doxey proposed an index on resident's irritation to explain the attitudes of local people towards tourist inflow. (TABLE 1) According to his theory, modification of behaviour takes place in local residents towards tourists with the levels of tourism growth in the given destination. When tourist arrive the destination for the first time, local people will be greeted with positive feeling and with no irritation towards the tourist activities with Euphoria. Later on in the second stage, this attitude of local people changes to Apathy, then to Annoyance, and at the final stage it can be converted as Antagonism where local people no longer perceive tourist as good to the society. Instead they are cheated, harassed, ridiculed, or even robbed. (Burns and Holden, 1995) Empirical research revealed only partial support for the index for the Irridex. Doxey treats local community as a homogeneous entity. But in reality, any community is likely to display an array of reactions to tourism development. (Weaver and Opperman 2000) The degree of reaction depends on the community's involvement in the industry. If the local community derives benefits from

tourism, its attitude towards tourists may be positive. (Irando, Evaristus M. 2004).

#### DOXEY'S IRRIDEX INDEX

LEVEL OF IRRITATION	DESTINATION RESPONSES TO TOURISTS
1. Euphoria	Associated with the initial phase of the development of the destination. Sense of excitement and anticipation. Informal contacts with tourists
2. Apathy	More formal contacts with tourists, begin to be seen as a source of income and investment
3. Annoyance	Residents begin to show misgivings about the tourism industry, due to increasing numbers and external investment and infrastructure
4. Antagonism	Irritations are expressed verbally and physically Politeness gives a way to antagonism Tourists seen as the cause of the problem

(Source: Doxey's Irridex Index (1975))

Table 1

Kodagu is one of the famous tourism hotspots located in the Western Ghats region in Karnataka, India which is popular for its scenic beauty, lush forest, green hills, chill weather, unique culture and rich biodiversity and also known as "Scotland of India", "Kashmiri of Karnataka". Tourism has emerged as a major growth sector in the district, and become a catalyst for the economic development in terms of income generation and multiplier effects. The relationship between host community of Kodagu district and Tourists is an important factor to be critically evaluated for the sustainable future development of tourism in the given region. As explained in Doxey's Irridex model, Kodagu is also experiencing the stages of irritation among local people (Field survey) because of increased tourist activities and this perception can be channelized in positive direction with the proper measures.

#### OBJECTIVES OF THE STUDY

The research focuses on Host-Guest relationship management as a major concern in Kodagu district for the sustainable growth of tourism. The study has been undertaken keeping in mind the following specific objectives.

- ✓ To examine the attitude of residents of Kodagu district towards tourism development and tourist activities in the destination
- ✓ To examine the application of Doxey's Irridex model in Kodagu District
- ✓ To find out the stage of Irritation level among the host community of the district towards tourism growth on the basis of Doxey's Irridex Model

- ✓ To find out the strategies which can be followed to channelize the perception and attitude of local people in support to sustainable growth of tourism

#### SCOPE OF THE STUDY

In every tourist destination the force factor for tourism development is not only the growth of tourism activities, infrastructure or comfort, it also includes well being of host community and protection of their interests. There are very limited studies took place on the observation of host community attitude, response and their psychological carrying capacity towards increasing tourism activities in Kodagu district. Negligence of these factors can lead to unexpected outburst in long term. The study helps in pushing up perceived positive attributes of host community and in minimizing perceived negative attributes among them by understanding the level of irritation that the local people are facing currently with the growth of tourism.

#### II. RESEARCH METHODOLOGY

This research was undertaken to analyse the host-guest relationships and the level of irritation among host community in Kodagu district with the increasing tourism activities. The relevant data were collected by using the combinations of questionnaire and interview methods.

The research is mainly based on primary data which has been collected through questionnaires and unstructured interviews. A well designed questionnaire was administered to 200 local residents of the district based on Stratified random sampling method to gather the information. Secondary sources of data were also collected for the purpose of gathering background information to support the study.

#### LIMITATIONS OF THE STUDY

The researcher surveyed only 200 local residents of Kodagu district, the information may not be sufficient. The collected data is Time series in nature and based on the personal opinions of the respondents. The majority of the research work is to provide only a set of art information.

#### III. REVIEW OF LITERATURE

Much researcher has been conducted for the convenience of tourists whereas the perceptions and attitudes of the local communities towards the industry have been less of a priority (Murphy 1995). Supporting to this Krippendorff (1987) also argued that the psychology and sociology of tourism had been largely concerned with travellers review and behaviours. The support for the tourism industry is strong among the local residents of the Coorg District, furthermore residents not only support the industry. Despite the overall positive attitude toward tourism, local residents also perceived negative change consequences of impact of tourism industry in the region. (Mr. Sukesh P, Dr. M V Krishnamurthy (2012)

#### IV. MAJOR FINDINGS

- ✓ Most of the respondent's (64 percent) opinion that tourism is good for the economy of Kodagu district and they support balanced growth of the industry. Kodagu has very much opportunity for the growth of tourism and the residents are in support of the industry.
- ✓ 36 percent of the residents are against tourism development in Kodagu as they are feeling irritated with the uncontrolled tourist activities in the district and they are facing the third level of irritation that is annoyance according to Doxey's Irridex Model.
- ✓ According to the opinion of most of the residents, tourism is contributing in Employment generation and income for their families directly or indirectly, which is good for their lives. Here we can observe the indirect support of residents of the district towards tourism even though they are against increasing tourism activities.
- ✓ Doxey's Irridex index can be applicable in Kodagu district on tourism activities and residents attitude based on the result of the study. As most of the residents are facing a small level of irritation because of increased tourism activities like frequent traffic Jam, Commoditisation of resident's culture, Demonstration effect, increased price for local products, increasing environmental damages like unsustainable urbanization, pollution, changed land use patterns etc. We can see the level of Annoyance among local people of Kodagu district currently.
- ✓ If the growth of tourism takes place with more concentration on resident's perception, attitude, sensitivity of their psychological behaviour and their involvement, it can grow in a positive way and can get the support of residents fully.
- ✓ The next level of irritation (Antagonism) as explained by Doxey can be avoided with the immediate proper measures in the District.

#### V. SUGGESTIONS

- ✓ Local Government should organize events to promote tourism and spread awareness on the positive impacts that the tourism is bringing to Kodagu for minimizing the negative perception and attitude of local people towards tourism growth.
- ✓ It is necessary that tourism development should also consider the perceptual sensitivity of the residents

towards the continuous growth of the industry and to convince them by creating awareness.

- ✓ To avoid Annoyance level in the future days it is important to take proper measures now itself.
- ✓ Providing a good market and recognition for local business related to tourism like handicrafts, honey, homemade wines, travel agencies, home stays, hotels etc. which are run by residents can boost positive image of the industry.

#### VI. CONCLUSION

Kodagu is famous for its lush mountains, green hills, chill weather, agriculture and greenery and also recognized as the Hotspot for Tourism activities with its rich tourism products. Large numbers of people of Kodagu are directly or indirectly benefited by the tourism industry. The economy of the District can be boosted with the Sustainable growth of Tourism. Community involvement in tourism plays a vital role in the industry and it is also given more importance now a days. Without community support no industry can grow. As Doxey's Irridex index explains, local people of Kodagu are also facing irritation by the increased tourist activities and these irritations should be reduced for the future growth of the industry. With the support of residents tourism can grow rapidly.

#### REFERENCES

- [1] Peter E Murphy (1985). Tourism a Community Approach. Rutledge Library editions: Tourism: London
- [2] Faulkner, B & Tideswell C. (1997). A Framework for monitoring community impacts of tourism. Journal of Sustainable Tourism, vol. 5, no1, pp. 3-28
- [3] Burns and Holden. (1995). Tourism: A new perspective. New Jersey: Prentice.
- [4] Mr. Suresh P., Dr. M V Krishnamurthy. (2012). "Residents perception of tourism development: A case study with reference to coorg district in Karnataka".
- [5] Allen, L. Long. P. Perdue, R and Kieselsbach, S (1998), "The impact of tourism development on residents' perception of community life" Journal of Travel Research, Vol. 27, no. 1 pp. 16-21