

## TO STUDY THE SOCIO-ECONOMIC IMPACTS OF HIGHWAY TOURISM DEVELOPMENT

---

*Luxmi Nawani Uniyal, Research Scholar, Dept of Sociology, Himalayan Garhwal University Uttarakhand*

*Dr Narendra Kumar Sharma, Professor, Dept of Sociology, Himalayan Garhwal University Uttarakhand*

---

### ABSTRACT

Road travel is a crucial link in the network of modes of transportation that connect urban and rural locations nationwide. India's road network encourages the flow of people and goods, makes trade and commerce easier, links industry and agriculture to markets, and creates new travel opportunities. The road system also supports the efforts made by other modes of transportation, such as trains, airports, ports, and inland water supplies, by providing long-distance access to these systems. India's road transportation industry has grown significantly in terms of distribution and power in the 50 years after independence. As seen by its rising GDP share, road transportation is becoming increasingly significant within the transportation sector. Road transport in India handles more than 60% of goods and more than 80% of passenger traffic, accounting for 3.69 percent of GDP, the highest of all modes, and adding 5.5 percent to GDP. While being extensive, the road network regularly falls short, has problems, cannot handle traffic congestion in many areas, and has a low traffic rate. The main reason for this gap is inadequate financing. Currently, efforts are being made to address these issues, with a focus on building road connectivity. A number of important sectors will need to see technical improvements in order for this increase in electricity to occur. The desire for new technology is rising as a result of the industry's lengthy history of being constrained by technological developments.

**KEY WORDS:** *Food Joints, Express Way, Tourism Development, Socio-Economic.*

---

### INTRODUCTION

The roads are the veins through which the economy is pumped. Roads are essential to any economic strategy because they link producers to consumers, labourers to jobs, students to institutions of learning, and sick to medical facilities. Since 2002, the World Bank has constructed or maintained more than 260,000 kilometres of roads. Among the services it offers are social, health, and educational services. While roads have positive effects on the economy and society, they can also increase social costs like pollution and deforestation. Around 100,000

square miles (100,000 square kilometres), or about twice the size of the Earth, make up the Amazon rain forest. The transportation industry also contributes significantly to local particle emissions and accounts for about 23% of worldwide carbon dioxide emissions. While selecting a choice, such transactions must be taken into account. In what ways may research aid decision-makers in the transportation sector? A recent working paper evaluated scholarly evidence. The analysis is organised around a simple model of transportation regulations and their effects (Figure 1). There are three main tools available to policymakers. They have the power to enforce price controls, such as gasoline taxes or public transportation subsidies, implement rules, such as fuel efficiency or safety requirements, and finance infrastructure projects like building new roads or subways. The cost, accessibility, and scope of services might change as a result of changes in the supply and demand for transportation. These adjustments affect how the economy responds in terms of trade, geography, and transportation use, which has an impact on the development decisions made by policymakers.

## **ECONOMIC EFFECTS ON HIGHWAY CONSTRUCTION**

While if trade and globalisation give emerging nations the ability to access developed markets and increase their levels of income, it is occasionally hypothesised that they may also be linked to social inequality. Since independence, Indian leaders have chosen a socialist model with slower growth rates because they are concerned about inequality. In the middle of the 1980s, the government started a process of market transformation, and in the 1990s, the speed of change accelerated. In order to encourage liberalisation, globalisation, and an equal distribution of advantages, direct government action was emphasised. It was believed that increasing growth would benefit the less fortunate. It is hotly contested, though, whether the nation has actually achieved this objective.

The post-independence era required a considerable expansion of the transportation infrastructure due to the increase of business. The industry has seen a massive increase in private investment, which helps government initiatives close the transportation sector's service delivery gap. In order to assist the nation in achieving its objectives of social justice and economic prosperity, the NCU strives to combine economic and spatial planning. The following are some of the effects of deregulation in the transportation sector on the general public:

Connect increased income and improved domestic and international market linkages Reach the social sector more widely enhancing effectiveness while minimising time and expense.

## **ROAD WALKING**

Many forms of land, maritime, and air transportation are now available because to India's swift economic growth. India's road transportation system is one of the most widely used in the world, but for many people it still serves as their primary and preferred mode of transportation. It makes a substantial contribution to the expansion of the national economy by raising productivity and competitiveness. For the past 10 years (2002-03 to 2011-12), the GDP of the Road Transport industry increased at an average rate of over ten percent annually, as opposed to the average GDP growth rate of six percent. Currently, road transport exports make up 4.8% of GDP compared to railway exports' 1%. And the annual growth rate for road transport was especially high at 6.5 percent compared to the railway, which during the previous transition phase experienced an average annual increase of 3.6 percent (1992-93 to 2011-12).

Services related to transportation Industries that generate goods that must be marketed right away benefit from transportation. Distinctive goods, such seafood and uncooked vegetables, are quickly loaded and sent to a range of customers, including distant markets.

The demand for goods increases in part due to transportation. When people move to new places, it is simple to touch them and introduce items to them. Today's marketplaces have expanded nationally and internationally as a result of transportation.

Transport establishes a setting for utilisation. Local and climatic factors encourage businesses to locate in areas that are farther from marketplaces and might not have a market for their goods. Transportation enables the connection between centres of production and consumption.

- The transportation sector wastes time. Time is being wasted once more due to late arrivals. The quick development of transportation technology made it possible. Equal distribution of the product is beneficial. Transportation aids with price stabilisation. By transporting commodities from the castle to the lacking areas, transportation plays a critical function in regulating the prices of specific goods. The stability of the price of goods is due to this equilibrium between supply and demand.
- Transit guarantees that goods are always accessible to consumers.
- Due to transportation, consumers can benefit from the advantages of locally produced goods. This raises the standard of life, which is important for the ongoing growth of the economy and of marketing.

- The competition brought about by transportation reduces the quantity of openings. Prices have also decreased as a result of the resources made available by mass production. The only way that mass production is conceivable is through mobility.
- People can move about more readily in terms of their occupations and finances thanks to transportation. It causes people to migrate in pursuit of employment from one place to another. Large sums of money, machinery, and imports can only be brought in by travel. An efficient transportation system for long-term economic growth

## RESEARCH METHODOLOGY

A long-established practise is sampling. The main purpose of any sampling technique is to secure a sample that reproduces as closely as possible the characteristics of the population (the set of units being studied). The approach results in an economy of effort and produces precise results at the same time. Sampling requires that the sample to be sampled be subdivided into units, known as sampling units, which form the basis for the actual sampling technique. In general, the smaller the sampling units employed, the more precise and representative the results would be when a given proportion of the material is included in the sample. This remains valid even though it adopts multi-stage sampling. You must clearly identify the selected units. This allows a sampling frame to be created, i.e. a list describing each unit within the target population. Such a list helps to unequivocally classify each individual member of the population. The simplest type of a rigorously selected sample is a random sample and provides the basis for most of the more complex methods of sampling. In a random sample, the appropriate number of units is chosen at random from the total population of units, after the material has been subdivided into sampling units.

In the case of a stratified survey, before the collection of the survey, the population of sampling units is subdivided into classes or strata. Therefore, a stratified sample is equivalent to a random collection of samples for a number of sub-populations, each equivalent to a single stratum. Two or more distinct characteristics can stratify a population. If a selection is made from sub-strata consisting of the different combinations of the main classifications, the process is exactly the same as ordinary stratification, with the sub-strata corresponding to the layers. The material for multi-stage sampling consists of a number of first-stage sampling units, each of which, in turn, consists of a number of second-stage units, etc. The method of sampling is carried out in steps. The first-stage units are chosen in the first stage by an appropriate process, such as random or stratified sampling. In the second stage, from among the selected first stage units, a sample of second stage units is selected by a process

which may be the same or different from the process used to select the first stage units. As required, further stages can be added. In this way, multi-stage sampling adds an aspect of versatility into the design of sampling.

### **SAMPLE HOUSEHOLDS' COLLECTION**

The third stage sampling units were the households inside the selected villages. To classify the respondents, a simple random sampling approach was adopted.

### **DATA ANALYSIS**

According to the provided goals, a thorough review of the collected data has been attempted. Data analysis of the qualitative components of the sample, in which a total of 600 available questionnaires (400 from households and 200 from food joints) were obtained and analysed using the SPSS statistical kit (16.0)

### **STUDY AREA**

The study field, i.e. the Delhi Meerut Expressway, is India's widest expressway connecting Delhi to Meerut via Dasna, spread across a state and a union territory. It is around 96kms in length. The research area is distributed geographically across 1 union region and 2 UP districts. It goes from around approx. 28o35 'N - 77o15' E to 28o55 'N-77o38' E (Partapur, Meerut) (Nizamuddin Bridge, Delhi). The first three stages of the expressway are mainly situated on NH24.

### **RESULTS AND DISCUSSION**

The objective's purpose was to discover the sociodemographic traits of the proposed communities among the sample area's residents. Data from 600 respondents, who possessed the following demographic characteristics as indicated in the tables and figures below, were gathered in order to achieve the aforementioned goal.

### **DESCRIPTIVE ANALYSIS OF PERCEIVED SOCIO-ECONOMIC IMPACTS OF HIGHWAY TOURISM DEVELOPMENT**

**TABLE 1: DEMOGRAPHIC FEATURES OF RESPONDENTS**

	Stretch								Frequency (N=600)	Overall %
	NH 44						NH 48			
Parameter	I	II	III	IV	V	VI	VII	VIII		
<b>Gender</b>										
<b>Male</b>	75	75	78	77	40	39	38	37	459	76.5
<b>Female</b>	26	24	21	24	10	11	12	13	141	23.5
<b>Frequency</b>	100	100	100	100	50	50	50	50	600	100.00
<b>N=600</b>										
<b>Age (in years)</b>										
<b>Below 18</b>	7	4	3	4	2	1	3	1	25	4.2
<b>19-35</b>	56	61	71	70	36	26	28	18	366	61.0
<b>36-50</b>	28	29	21	19	9	16	13	27	162	27.0
<b>Above 51</b>	9	7	4	7	4	6	6	4	47	7.8
<b>Frequency</b>	100	100	100	100	50	50	50	50	600	100.00
<b>N=600</b>										
<b>Education</b>										
<b>Illiterate</b>	3	1	0	3	1	1	0	2	11	1.8
<b>Matric</b>	09	16	10	11	5	11	11	17	90	15.0
<b>10+2</b>	44	34	32	23	18	19	17	17	204	34.0
<b>Graduate</b>	39	43	50	56	22	15	21	14	260	43.3
<b>Post Graduate</b>	4	7	7	8	4	4	1	0	35	5.8
<b>Frequency</b>	100	100	100	100	50	50	50	50	600	100.00
<b>N=600</b>										

<b>Household Size</b>										
<b>Less than 4</b>	18	18	15	12	9	2	6	5	85	14.2
<b>5 to 7</b>	52	48	44	39	19	15	16	16	249	41.5
<b>More than 7</b>	30	34	41	49	22	33	28	29	266	44.3
<b>Frequency N=600</b>	100	100	100	100	50	50	50	50	600	100.00
<b>Length of Residency (in years)</b>										
<b>Less than 10</b>	21	15	7	8	2	3	4	3	63	10.5
<b>10-20</b>	5	10	8	9	3	7	7	7	56	9.3
<b>21-30</b>	40	43	64	61	33	21	24	18	304	50.7
<b>More than 31</b>	33	33	21	22	12	19	15	22	177	29.5
<b>Frequency N=600</b>	100	100	100	100	50	50	50	50	600	100.00
<b>Annual Household Income (in lakhs)</b>										
<b>Less than 3</b>	66	66	77	80	42	40	42	43	456	76.0
<b>3-6</b>	24	27	16	16	6	5	4	5	103	17.2
<b>6-9</b>	5	5	4	3	1	3	2	1	24	4.0
<b>More than 9</b>	5	2	3	1	1	2	2	1	17	2.8

<b>Frequency</b>	100	100	100	100	50	50	50	50	600	100.00
<b>N=600</b>										
<b>Job in Food Joint on Highway of family member</b>										
<b>Yes</b>	17	26	11	43	8	7	8	6	126	21.0
<b>No</b>	83	74	89	57	42	43	42	44	474	79.0
<b>Frequency</b>	100	100	100	100	50	50	50	50	600	100.00
<b>N=600</b>										
<b>Nature of Job</b>										
<b>Owner</b>	0	2	0	0	0	0	0	0	2	0.3
<b>Manager</b>	0	0	0	2	0	0	0	0	2	0.3
<b>Receptioni st</b>	0	0	0	3	0	0	0	0	3	0.5
<b>Accounts</b>	0	0	1	0	0	0	0	0	1	0.2
<b>Helper</b>	0	1	0	4	0	0	0	0	5	0.8
<b>Waiter</b>	12	16	8	27	5	6	8	4	86	14.3
<b>Sweeper</b>	2	7	2	3	2	1	0	2	19	3.2
<b>Security Man</b>	3	2	0	4	1	0	0	0	10	1.7
<b>Not Employed in Highway Food Joint</b>	83	72	89	57	42	43	42	44	472	78.8
<b>Frequency</b>	100	100	100	100	50	50	50	50	600	100.00
<b>N=600</b>										



**GENDER**

As shown in table-1, there was an uneven distribution of gender. In all of the fundamental strata identified for interpretation, men make up the majority of respondents. Also, out of 600 responders across the entire study area, 76.5% of them were men and 23.5% were women.

**AGE GROUP**

Four different age categories make up the classification of age groups. According to Table 4.24, 61% of respondents in all basic strata are in the 19–35 age bracket. 27% of the population was in the 36–50 age bracket. 7.8% of respondents were over 51 years old, while only 4.2% were under 18 years old.

**EDUCATIONAL QUALIFICATION**

There is difference in the respondent's educational background. The majority of education in basic stratum I and VI was 10+2. Respondent was a graduate and belonged to strata II, III, IV, V, and VII. Respondents of stratum 8 shared 17 with Matric and 10+2 respondents equally. Of all respondents in the sample, graduates made up the majority of respondents. 1.8% of respondents claimed to be illiterate.

**HOUSEHOLD SIZE**

There were more than 7 people in 266 families. Only stratum I, II, and III had families with a majority of 5 to 7 members. Less than 4 people were recorded in 14.2% of households.

**LENGTH OF RESIDENCY**

50.7% of the identified strata's residents in the relevant study region were between the ages of 21 and 30. 29.5% of respondents said they have lived there for more than 31 years. 10.5% of the population had a residency of less than ten years. 9.3% of the respondents were locals who had moved in the previous 10 to 20 years.

**ANNUAL HOUSEHOLD INCOME**

The bulk of respondents (76%) had an annual household income of less than 3 lakhs. 17.2% of households reported having a yearly income between 3-6 lakhs. 4.8% of respondents reported having an income of between 6 and 9 lakhs, and 2.8% fell into the income bracket of over 9 lakhs.

**JOB IN FOOD JOINT ON HIGHWAY OF FAMILY MEMBER**

Just 21% of respondents from the entire research area indicated that they worked at restaurants near motorways. With 43 out of 100 respondents, Strata IV had the majority. 78.8% of respondents said they had never worked at food joints near the research area's roadways.

**NATURE OF JOB**

14.3% of responders overall were waiters, and 3.2% were sweepers. 1.8% of people work as security officers. Helper made up 0.8% of the workforce, followed by Receptionist at 0.5%, Manager at 0.3%, Owner at 0.3%, and Accounting at 0.2%.

The study's proposed hypothesis H2a stated that there is no discernible difference between male and female perceptions of the perceived socioeconomic effects of highway tourism. The Mann-Whitney U Test was used to examine this hypothesis. Examination of the data on how men and women felt about the perceived socioeconomic effects of highway tourism revealed that there were both positive and negative effects in all aspects of those effects. The proposed hypothesis H2a was supported, as shown in tables 4.25 and 4.26, except for stretch V and VI of national highway no. 44 where the p value was 0.05 and (The costs of numerous goods and services in the area had increased due of tourists).

**CONCLUSION**

India has started a project to build a national highway network that will initially link four important cities with important seaports. A large expenditure is needed for this endeavour. Rural communities are the hardest hit by poverty, which permeates the entire nation. The country's rural population is more than a quarter poor, per the latest recent figures. The existing understanding of the connection between social well-being, particularly poverty, and transportation infrastructure is grossly deficient. Research in this field is frequently dependent on anecdotal data rather than original findings. Although both direct and indirect approaches to reduce poverty include transportation, there is currently no legislative recognition of poverty in transportation initiatives. The literature on impact analysis of road-related projects makes references to the socio-economic effects of rural roads. Yet, there is no discussion of the highway's effects, notably on the important national route. The highway's significance in terms of city passenger and freight traffic is widely recognised. Rural residents in the surrounding areas have never had their social and economic repercussions examined. Over time, there have been significant

changes in how individuals see poverty. There are other elements besides income that affect poverty. Greatness also exists. Nowadays, access to one's physical and intellectual resources is considered as being impeded by poverty. Consequently, essential indicators of human progress include things like access to water, sanitization, communications, and health and educational services. Cost analysis (CBA) is frequently used to assess investment projects in the transportation sector, focusing mostly on efficiency. Nevertheless, not all circumstances even offer this approach. Investing in extremely lucrative projects is frequently recommended. Aside from that, there are several benefits and drawbacks that cannot be quantified or assigned a real value. Also, there are issues with market flaws and other influences that aren't taken into account by the typical CBA. Detailed Summary A growing interest in evaluating the effects of distributions has caused a re-examination of the suitability of existing project evaluation standards as a result of the anxiety around poverty. Also, there are issues with market flaws and other influences that aren't taken into account by the typical CBA. Detailed Summary xxxiii A growing interest in evaluating the effects of distribution has prompted a re-examination of the suitability of current project evaluation standards as a result of concerns about poverty. So, the objective of the socio-economic impact analysis is to evaluate the scope and distribution of the project's direct and indirect effects. In light of this, it was decided to study the socioeconomic effects of the adjacent rural residents' use of the four-word national highway communication system. For this, a lengthy section of the national highway (NH2) that travels 995 kilometres between Agra and Dhanbad and passes through the provinces of Uttar Pradesh, Bihar, and Jharkhand has been chosen. The issue of poverty alleviation is crucial in this case and is gaining traction because many of the locations connected to it have significant levels of rural poverty. This has been validated by a census conducted by the nation's administrations concerned in identifying the rural poor in order to provide them with payments under various poverty alleviation efforts. It can be challenging to assess the effects of a road-related project, whether it involves building a new road or extending or improving an existing one. These problems are frequent in these projects, but they are rare in the majority of other public investment endeavours. The fact that the many road services combined offer a non-participatory community benefit makes it difficult to first identify the beneficiaries / people interested in the road-related activity. Second, the effects of projects involving roads are commonly confused with those of other dynamic impact (i.e., outcome) variables. The conceptual issues and approaches that arise while analysing the effects of an existing or improved road may be different from those that do so when assessing the impact of a new road. To explain why and how a road or its construction will affect the well-being of persons who live nearby, an economic framework has been developed. The model allows for the use of flexibility in economic well-being and mobility as an alternative to the ideal result, comparing each of these variables to the distance from the highway and identifying the project's impact area. In order to accurately

assess the effects of the road or its expansion, it is important to identify the zone of influence, or the area across the road where the impact of the National Highway on Rural People should be kept to a minimum. The area has an a priori, which is a 5-kilometer stretch that spans the designated portion of the N.H.2. This suggests that a distance can be travelled on foot or by bike in under an hour. A region on either side of the road that is above a proximity distance of 5 km and within a horizontal band of 7 km is referred to as a control area. The social and economic advantages are thought to be significantly diminished once the distance approaches 5 kilometres. The control area and the influence area are contrasted with the aim of studying the social and economic effects of the project. To distinguish the results of various development methods, these comparisons are conducted under two conditions: before and after project implementation.

## REFERENCES

1. Dwyer, L., and M, T. (2005). Public sector support for sport tourism events: The role of cost-benefit analysis. Taylor and Francis Group, 8(2), pp. 338-355.
2. Dyer, P., Gursory, D. and Sharma, B. (2007). Structural Modelling of Residents Perceptions of Tourism and Associated Development on the Sunshine Coast, Australia. *Tourism Management*, 28(2), pp.410-422.
3. Edwards, S. G., and Balfour (1885). *Cyclopedia of India and of Eastern and South Asia* (Vol. 1, pp. 880). London: Bernard Quaritch.
4. Eng, D. (2010). The Impacts of Tourism Expenditure on the Society of Srah SrangCheung Village, Angkor Park. Thesis submitted to School of Hospitality and Tourism, Auckland University of Technology.
5. Eraqi, M. I. (2007). Local Communities' Attitudes Towards Impacts of Tourism Development in Egypt. *Tourism Analysis*, 12(3), pp.191-200.
6. Farooque, A. K. M. (1977). *Roads and communications in Mughal India* (1<sup>st</sup> ed.). Delhi: Idarah-i-Adabiyat-i Delli.
7. Fesenmaier, D. R., Jones, L., Um, S. and Ozuna Jr, T. (1989). Assessing the economic impact of outdoor recreation travel to the Texas gulf coast. *Journal of Travel Research*, 28(1), pp. 18–23.
8. Greenwood, D. J. (1989). *Culture by the pound: an anthropological perspective on tourism as cultural commoditization*. Pennsylvania: University of Pennsylvania Press.
9. Gun, C., and Var, T. (2002). *Tourism Planning* (4th Edn.) London: Rutledge.

10. Hajare, P.J., and Hajare, S.P. (2013). Economic Impacts of Tourism on residents of Elephanta caves in Raigard District, India. *International Journal of Scientific and Engineering Research*, 4(12), pp. 2256-2259.
11. Hall, C. M., and Page, S. J. (1999). *The Geography of Tourism and Recreation: Environment, Place and Space*. London: Routledge.
12. Hall, C. M., and Page, S. J. (2006). *The geography of tourism and recreation:Environment, place and space* (3<sup>rd</sup> ed.). London: Routledge.
13. Huttasin, N. (2008). Perceived Social Impacts of Tourism by residents of OTOP Tourism Village, Thailand. *Asia Pacific Journal of Tourism Research*, 3(2), pp. 175-191.