

# An Assessment of Tourists' Attitude on Environmental Degradation of the Godavari River Region

Subbaraju Alluri<sup>1\*</sup> and Dr. Gayatri Alluri<sup>2</sup>

<sup>1</sup>Part time Research Scholar, Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam – 530003, Andhra Pradesh, India.

<sup>2</sup>Research Consultant in Management Studies

## \*Corresponding Author

Subbaraju Alluri, Part time Research Scholar, Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam – 530003, Andhra Pradesh, India..

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## Abstract

*This article is a small portion of the broader research, it includes a collection of primary data. Generally, any tourist can feel happy and enjoy more if the river environment is good in all respects. Hence, an attempt is made to know the attitudes of tourists on the need for attention on river environment degradation. The tourist having any type of occupation reacted that there is a most needed attention on degradation of river region environment. Godavari is the second-longest river, containing huge river basin, stood first in India by culturally in rich heterogeneous inhabitants. The universe of the study is the end flowing area of 220 kilometers from 'Eastern Ghats to Bay of Bengal' covering two regions with in the Andhra Pradesh. The present study is focused on temple, eco and rural areas of tourism in the Godavari river region places. Estimated annual tourist population is six lacks and the aggregate sample size is 600. The interview schedule was used as an instrument for the collection of data during the field survey.*

**Keywords:** River Environment, Tourist Destination, Category of Tourists, Degradation.

## 1. Introduction

The rivers in India are considered as God and Goddess and are even worshiped among the Hindus. Indian rivers are one of the most important ecotourism resources and have many capabilities for natural forming. Godavari is the second-longest river, containing huge river basin, stood first in India and having a number of tribal, rural and urban places by culturally in rich heterogeneous inhabitants. It flows totally 1465 kilometers with in the three states of Maharashtra, Telangana and Andhra Pradesh. The river has a highly sacred nature and worshiped by Hindus with a diversified beautiful ecology and agro climatic villages; based on this fact, the river Godavari is being selected for the study. The universe of the study is the end flowing area of 220 kilometers from 'Eastern Ghats to Bay of Bengal' covering two regions (eastern and western) in five districts of Andhra Pradesh state in Southern India.

### 1.1. Significance of the Study

The study can be classified into three major distinct categories according to the purpose of the present study. These are following

as (a) Temple/Religious Tourism; India represents multi-religious composition of population. Various package tours are organized to enable people to attend the religious duties and visit places of religious importance, it satisfies the cultural and intellectual curiosity of tourists. (b) Eco/Environmental Tourism; Rich and affluent tourist are preferred to spend more visits to remote places where they get pollution free airs to breath. (c) Rural/Village Tourism; it involves traveling and arranging tours in order to popularize various village destinations.

### 1.2. Need for the Study

River tourism is undoubtedly one of the most significant areas of research in Indian tourism studies today. The need of this study is to explore the current, touristic use of the aquifer sites in the river Godavari delta region. The high potentials of Godavari River such as sufficient width, river depth, and its suitable stream for rafting, local people's familiarity with rafting, access to roads, and other natural, historical and cultural attractions near Godavari river as well as the development of river ecotourism is discussed in this

study. There is, therefore, a need to study the influencing factors of status of 'Godavari' river tourism in Andhra Pradesh in the present scenario.

### 1.3. Aim and Objective

Godavari river region, as a unique tourist destination of Andhra Pradesh, has captured a greater attention among both international and domestic tourists. The aim and objective of the present study is intended to analyse the socio-economic status of the sample tourists, as often there exists a relationship between economic factors, sociological aspects and demographic issues. Hence, before taking up discussion on issues relating to sample tourists, an attempt is made to discuss the socio-economic profile of the tourists.

### 2. Methodology

The present study is focused on temple, eco and rural areas of tourism in the Godavari river region places. It is descriptive and analytical as it attempts to describe the tourist perception on Godavari river

region. Estimated annual tourist population is 60 lacks and the aggregate sample size is 600. The Multistage Sampling Method was adopted for the data collection, i.e., four-stage sampling selection. The sample size for the study of tourists and sample unit of the study included different geographic, demographic, social, economic, and educational backgrounds. Thus, the selection could be made in an unbiased way. The interview schedule was used as an instrument for the collection of data during the field survey. The present study includes a combination of both compilations of secondary data and collection of primary data. Finally, the collected raw data in order to pursue the objectives outlined, the methodology adopted uses different statistical tools based on need and suitability, percentages, arithmetic mean, standard deviations, coefficient of variances, viz., the chi-square test is employed to analyze and to tests the hypotheses. And also types of averages are used for data analysis.

Results: The following are analysis of tables and major findings of results;

Nature of Occupation	Category			Total
	Temple Tourist	Eco Tourist	Rural Tourist	
Employed	55 (42.64)	25 (19.38)	49 (37.98)	129 (100) (21.50)
Self-Employed	23 (33.82)	19 (27.94)	26 (38.24)	68 (100) (11.33)
Unemployed	11 (33.33)	14 (42.42)	08 (24.24)	33 (100) (05.50)
Retired	39 (40.21)	26 (26.80)	32 (32.99)	97 (100) (16.17)
Home maker	42 (37.50)	39 (34.82)	31 (27.68)	112 (100) (18.67)
Student	30 (18.63)	77 (47.83)	54 (33.54)	161 (100) (26.83)
<b>Total</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>600 (100)</b>

Note: Figures in parentheses along rows are percentage of row totals.

Figures in parentheses vertically in the last column are percentage of aggregate sample (600).

Source: Researcher's calculation based on sample data.

**Table 1: Category-wise Distribution of Sample Tourists by Nature of Occupation**

Analysis regarding occupation of tourists (Table 1) reveal that nearly 27 per cent are students, followed by employees with almost 21 per cent. A little over 18 per cent belongs to home maker, followed by 16 per cent belongs to retired category. Lastly a little over 11 per cent tourists are self-employed. Un-employee tourists account for only a little over five per cent in the sample. Employed and retired are maximum in number in temple tourist

while students and un-employed are on the higher side in eco-tourist. The number of employed and self-employed tourists are much found in rural tourist. On the whole, it is evident that as many as 51.00 per cent non-earning members, who are depending on somebody in their family such tourists consist of unemployed, home-makers and students.

Perception	Category			Total
	Temple Tourist	Eco Tourist	Rural Tourist	
Least Needed	06 (46.15)	02 (15.38)	05 (38.46)	13 (100) (2.17)
Un Needed	07 (43.75)	04 (25.00)	05 (31.25)	16 (100) (2.67)
Neutral	17 (51.51)	07 (21.21)	09 (27.27)	33 (100) (5.50)
Needed	75 (33.04)	75 (33.04)	77 (33.92)	227 (100) (37.83)

Most Needed	95 (30.55)	112(36.01)	104 (33.44)	311 (100) (51.83)
<b>Total</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>600 (100)</b>

Note: Figure in parentheses along rows are percentage of row totals.

Figures in parentheses vertically in the last column are percentage of aggregate sample (600).

Source: Researcher's calculation based on sample data.

**Table2: Category-wise Distribution of Sample Tourists by Attitude on Need for Attention on River Environment Degradation**

Generally, any tourist can feel happy and enjoy more if the river environment is good in all respects. Hence, an attempt is made to know the attitudes of tourists on the need for attention on river environment degradation (Table 2). As seen from the table, 311 (51.83 per cent) tourists of all categories felt 'Most Needed' followed by 227 (37.83 per cent) tourists who stated 'Needed'. 13 (2.17 per cent) tourists followed by 16 (2.67 per cent) tourists stated 'Least Needed' and 'Un Needed' respectively for the attention of river environment degradation. 33 5.50 per cent) tourists remained 'Neutral'. Category-wise analysis reveals that 77 (33.92 per cent) tourists under Rural Tourist category stressed the

need for attention on river environment degradation followed by an equal number of 75 (33.04 per cent) tourists under Eco Tourist and Temple Tourist categories. 104 (33.44 per cent), 112 (36.01 per cent) and 95 (30.55 per cent) tourists from Rural Tourist, Eco Tourist and Temple Tourist respectively stated that the attention on river environment degradation is 'most Needed'. 'Least Needed' and 'Un Needed' are expressed by six (46.15 per cent) and seven (43.75) Temple Tourist category tourists respectively followed by an equal number of five (38.46 per cent) and 31.25 per cent under the categories of Rural Tourist, and 15.38 per cent and 25 per cent under the category of Eco Tourist.

Description (Result)	Calculated Value (Weighted Average)	Scale in Points (Scores)	Interval
Strongly Agree	4.35	5	4.21-5.00

**Table 3: Qualitative Interpretation of 5-Point Likert Scale Measurement**

Attitude on need for attention on river environment degradation are measured with the descriptive rating scale of Likert, the result is strongly agreed that is the 'Most Needed' to the tourists.

Occupation	Attitude on Need for Attention on River Environment Degradation					Total
	Least Needed	Un Needed	Neutral	Needed	Most Needed	
Employed	02 (0.33)	02 (0.33)	13 (2.17)	48 (7.99)	61 (10.17)	129 (21.50)
Self Employed	02 (0.33)	01 (0.17)	08 (1.33)	21 (3.50)	36 (6.00)	68 (11.33)
Un Employed	02 (0.33)	03 (0.50)	06 (1.00)	08 (1.33)	14 (2.33)	33 (5.50)
Retired	03 (0.50)	04 (0.67)	02 (0.33)	35 (5.83)	53 (8.84)	97 (16.17)
Home Maker	03 (0.50)	04 (0.67)	02 (0.33)	47 (7.83)	56 (9.34)	112 (18.67)
Student	01 (0.17)	02 (0.33)	01 (0.17)	68 (11.33)	91 (15.16)	161 (26.83)
Total	13 (2.17)	16 (2.67)	33 (5.50)	227 (37.83)	311 (51.83)	600 (100.00)

Note: Figures in parentheses indicate percentages to the total.

Source: Researcher's calculation based on sample data.

**Table 4: Distribution of Sample Tourists by Nature of Occupation and Attitude on Need for Attention on River Environment Degradation**

Table 4 presents information about distribution of sample tourists by nature of occupation and attitude on need for attention on river environment degradation. From the table it is clear that as many as 161 tourists (26.83 per cent) are found to be with an occupation of 'Student', followed by 129 (21.50 per cent), 112 (18.67 per cent), 97 (16.17 per cent), 68 (11.33 per cent), and 33 (5.50 per cent) tourists are noticed to be an occupation of 'Employed', 'Home Maker' 'Retired', 'Self Employed' and 'Un-employed' respectively.

When nature of occupation attitude on need for attention on river environment degradation of the tourists are considered simultaneously, as many as 91 tourists (15.16 per cent) and 68 (11.33 per cent) tourists with an occupation of 'Student' are found to be 'Most Needed' and 'Needed'. Further, as many as 61 (10.17 per cent) and 48 (7.99 per cent) tourists with an occupation 'Employed' are noticed to be 'Most Needed' and 'Needed'. At the same time, 56 (8.84 per cent), 47 (7.83 per cent), three (less than one per cent), four (less than one per cent), and two (less than one

per cent) tourists with an occupation of 'Home Maker' are found to be 'Most Needed', 'Needed', 'Least Needed', 'Un-needed', and 'Neutral' by need for attention on river environment degradation. While an equal number of three tourists (0.50 per cent), four tourists (0.67 per cent) and two tourists (0.33 per cent) with an occupation

of 'Retired' and Home Maker are noticed to be; Least Needed', 'Un-needed' and 'Neutral' by attitude on need for attention on river environment degradation. Thus, the analysis implies that majority of tourists are most needed and as well majority of tourists with an occupation of students [1-6].

<b>Hypothesis Tested</b>	<b>Statement of <math>H_0</math>:</b> Distribution of select sample tourists by nature of occupation and attitude on need for attention on river environment degradation are independent of each other.	
<b>Chi-square Test:</b>	Calculated Value: 50.68	Critical Value: 21.02 (12 df)
<b>Decision:</b>	Reject $H_0$	

Source: Researcher's calculation based on sample data.

**Table 5: Chi-square Test Results**

The results of Chi-square, as the test resulted in the rejection of null hypothesis, implying that the distribution of select sample tourist by nature of occupation and attitude on need for attention on river environment degradation are not independent of each other.

### 3. Conclusion

Analysis regarding occupation of tourists reveals that nearly 27 per cent are students, a little over 21 per cent are employed, over 18 per cent are homemaker, about 16 per cent are retired and more than 11 per cent are self-employed. A nominal five per cent of the tourists are found to be unemployed. The rich diversity of Godavari river region is attracting all kinds of occupational groups from different places.

Mostly, any tourist can feel happy and enjoy more if the river environment is good in all respects. Hence, an attempt is made to know the attitudes of tourists on the need for attention on river environment degradation. As seen, nearly 52 per cent tourists of all categories felt that most needed attention and a little bit over to two per cent tourists stated least needed attention. Category-wise analysis of tourists showed that 51 per cent of temple tourist has neutral attitude, over 38 per cent of rural tourist has least needed attitude, over 36 per cent of eco tourist has most needed attitude. Attitude on need for attention on river environment degradation are measured with the descriptive rating scale of Likert, the result is 'strongly agree' i.e., the 'Most Needed' to the tourists.

The distribution of select sample tourists by nature of occupation and need for attention on river environment degradation is not independent of each other. Thus, the analysis of Chi-square test resulted in the rejection of null hypothesis. The tourist having any

type of occupation reacted that there is a most needed attention on degradation of river region environment.

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