

“Impact of tourism on revival of diminishing handicrafts: A Case Study of Channapatna Handicrafts”

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Abstract

The focus of the study is on Channapatna toys. The study will cover the tourists visiting Bangalore and Mysore, artisans at Channapatna and local inhabitants of Channapatna. The scope of the study will be restricted to regions of Bangalore, Mysore and Channapatna and for duration of two months. The study was able to find out that many tourists are not well-informed about the Channapatna crafts, its quality or its variety. They are still hesitant to make a purchase of the crafts. Often they don't know where to make the purchase as there are few or no retail outlets. They would have to visit few government shops/exhibitions in the city, or would have to visit the manufacturing unit at Channapatna itself. This deters their decision to make a purchase.

1. Introduction

India is a country of rich culture and historical heritage. And they encourage tourism growth within the country. The current study's focus is on handicrafts. Handicraft was part of daily life in India in the olden times and it aimed at transforming the purely functional into a sublime work of art. Indians have crafted goods for utilitarian purposes, religious rituals and for beautifications. Starting from the crude wooden toys and carts excavated from Indus Valley Civilizations, to the modern fashion accessories, the saga of Indian handicraft continues for ages. Handicraft was, in fact, one of the major components of the Renaissance of Indian thought in the 19th and the 20th century as social reformers started promoting village based crafts for the cultural and economic regeneration of India.

Mahatma Gandhi's 'charka' symbolized this profound thought and became a mighty tool for the fight for India's independence. The long years of colonialism had successfully marginalized Indian traditional arts and crafts. A major aspect of Indian freedom struggle, thus, became the comprehensive revival of handicrafts and handlooms, resisting the onslaught of foreign Industrial products. Naturally, handicrafts was incorporated into India's economic planning and acknowledged not only for its aesthetic qualities but also for its earnings potential.

Handicraft, more precisely expressed as artisanic handicraft, sometimes also called artisanry, is a type of work where useful and decorative devices are made completely by hand or by using only simple tools.

Usually, what distinguishes the term **handicraft** from the frequently used category *arts and crafts* is a matter of intent: handicraft items are intended to be used, worn, etc., having a purpose beyond simple decoration. Handicraft goods are generally considered more traditional work, in traditional non-industrial and transitional societies created as a somewhat more necessary part of daily life (in comparison to industrial societies), while *arts and crafts* implies more of a hobby pursuit and a demonstration/perfection of a creative technique.

1.1 Need for study

India being a country rich in culture, it is of highest importance to preserve its myriad kinds of crafts and other wares. Now, with technology and globalisation, people are offered cheaper and often poor quality mechanised products, leaving these craftsmen struggling to make ends meet. Channapatna artisans are no different. It is the only work they know, and the only way to lead their lives. As tourists often like to take home souvenirs that represent the culture of the places they visit, I believe that the craft of Channapatna toys can be revived through better promotional programs. This study attempts to understand tourist awareness and expenditure on Channapatna handicrafts. It also looks at the reason why the craft is diminishing. At the end of the study, suggestions are provided to enhance its improvement.

1.2 Scope of study

The focus of the study is on Channapatna toys. The study will cover the tourists visiting Bangalore and Mysore, artisans at Channapatna and local inhabitants of Channapatna. The scope of the study will be restricted to regions of Bangalore, Mysore and Channapatna and for a duration of two months.

1.3 Objectives

- To analyse the role of stakeholders in the promotion of this handicraft
- To measure tourist expenditure on handicrafts
- To analyse the scope of opening retail outlets for Channapatna toys around the city
- To examine the extent of contribution the Channapatna artisans can lend towards the economic growth of the region

2. Literature Review

Saji, M. P. & Narayanaswamy, N. (2011). Spoke about the repercussion that tourism development has on developing economy. It was further analysed by evaluating its linkage with other sectors of the economy as well as with the socio-cultural life of the destination. The economic implications of tourism-craft linkage depends on the effectiveness of the sub-sectors of tourism such as retailing, leisure services etc., to effectively harness the locally produced crafts and artefacts into the tourism market.

Deccan Herald (2009). Conducted an enquiry at a Handicrafts Emporium about channapatna toys and the study revealed that while there are huge export orders for these toys, there is always the fear that such bulk orders get rejected even if there is a slight fault in one of the toys. And in the non-tourist season, on ordinary weekdays, there are not many people who actually buy toys from such shops in the town. And so, there is diversification, from the traditional toys to metalware, to incense sticks to sarees.

UNWTO (2008). The International Conference on Tourism and Handicrafts, held in Tehran from May 13th to 15th 2006, was a first for UNWTO, and in all probability also the first international conference ever held with specific focus on the linkage between tourism and handicrafts. The key finding was that the linkage between tourism and handicrafts has not yet been fully explored, understood or developed, with a resultant loss of valuable revenue and job creation opportunities. In response to this, UNWTO decided that, although there have been many conferences on tourism and many on handicrafts, there was now a pressing need for a conference to develop the synergy between the two and to raise awareness about the importance of handicrafts for tourism and vice-versa.

Belgaumkar, G. D. and Sastry A. K., (2006). Focus was on the Karnataka handicrafts and its development over the years. It was also noticed that the artisans were adapting to the changing trends and were able to cater to the markets demands for such products.

Shariff, A. (2005). Channapatna, the toy town of Karnataka famous for its wooden toys for ages was reeling under severe financial crunch for more than a decade and the craftsmen community involved in the manufacturing of the same reached near starvation a few years back. Even today, it is the major source of livelihood for the majority of people of this town. For the setbacks in the past, it is not just the lack of marketing skills that were responsible, but the core issue was that the entire industry did not keep pace with the rapid changing scenario that the world was demanding. Today, the craftsmen involved in the manufacture have braced themselves by opening new vistas into the current trend with drastic changes in their thinking and attitude by producing products according to present market demands.

Ngo, D. A. (2005). This paper (presented at workshop on promotion of craft village-based tourism along West-East corridor, Co-organised by Vietnam National Administration for Tourism; ASIA Seed Institute and JODC (Japan) May, 2005) explained the strength of handicraft and tourism development in the scheme of the socio economic approach, and discusses the overall strategy of implementing the tourism and handicraft development project in Vietnam. Approaching from both the macro perspectives as political level and micro perspective as village activities

Government of India (2002).The Ministry of Tourism & Culture, Government of India assigned National Productivity Council (NPC) to carry out a Survey of Foreign Tourists' Expenses on Handicrafts in India. The main objective of the survey was to find out how much the visiting foreign tourists spend on handicrafts (total & item-wise) while they stayed in India. The ultimate aim of this task was to construct the Craft/ Tourism Index (defined as per tourist per day expenditure on handicrafts) for India as suggested by the UNESCO. The field level survey was launched by NPC during Sept. – Oct., 2002 in six major cities of India viz. New Delhi, Mumbai, Chennai, Kolkata, Bangalore and Hyderabad. These cities act as the major arrival and exit points for an overwhelming majority of the foreign tourists visiting India. The foreign tourists leaving India through these six cities were approached with a structured questionnaire to gather information on their spending on handicraft items.

3. Data and Sources of Data Collection

Primary source

The data was collected from 100 respondents from residents of Bangalore.

Secondary source

Internet and travel related journals and books.

3.1 Methods of Data Collection

The data was collected from 100 respondents from residents of Bangalore through a questionnaire method.

Questionnaires were prepared in a structured style, using the Likert Scale.

The questionnaires were validated, following which the Pilot Study was conducted. 30 valid questionnaires (Pilot Study) were used to test for reliability of the questionnaire. The responses were coded and then subjected to the Cronbach Alpha Reliability Test. A score of 0.864 was obtained for the questionnaire.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	30

After conducting the Reliability Test, 70 more questionnaires were administered.

The Various Techniques Used in Analysis of Data

The Hypothesis was then tested using the Chi-square test.

The Variables of the questionnaires were then analyzed using descriptive statistics tools.

Hypothesis Test

The Null hypothesis was tested through Chi-Square, a Non-parametric test.

Null Hypothesis: The awareness of Channapatna handicrafts does not depend on its revival.

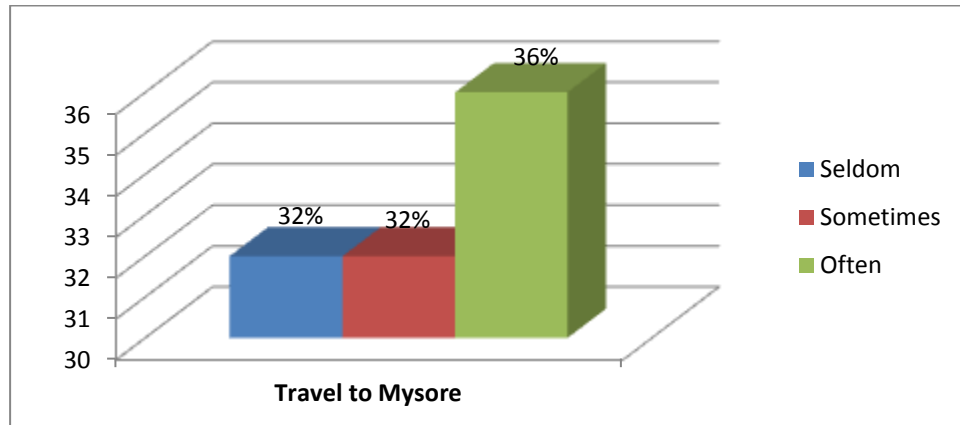
Alternate Hypothesis: The awareness of Channapatna handicrafts depends on its revival.

Test Statistics

	var6	var19	var21
Chi-Square	20.160	50.780	41.420
Df	3	2	2
Asymp. Sig.	.000	.000	.000
CRITICAL VALUE	7.82	5.99	5.99

Since the calculated value is higher than the critical value, the null hypothesis is rejected, and the alternative hypothesis is accepted, which is “The awareness of Channapatna handicrafts does depend on its revival”.

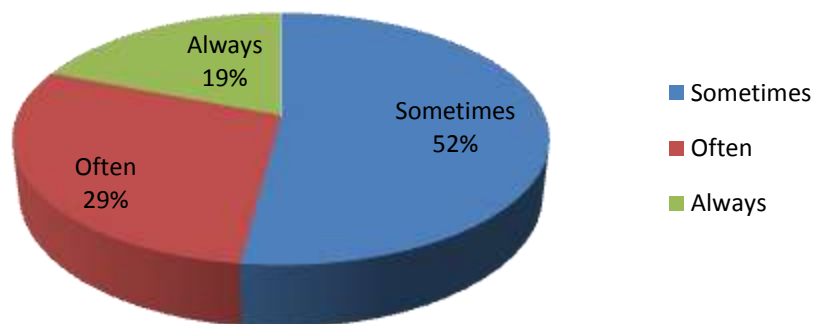
Graph 1: How often do you travel to Mysore?



Of all the respondents in this study, 36% Often travel to Mysore, 32% sometimes travel and 32% Seldom travel to Mysore.

Graph 2: Do you buy souvenirs at the end of a tour?

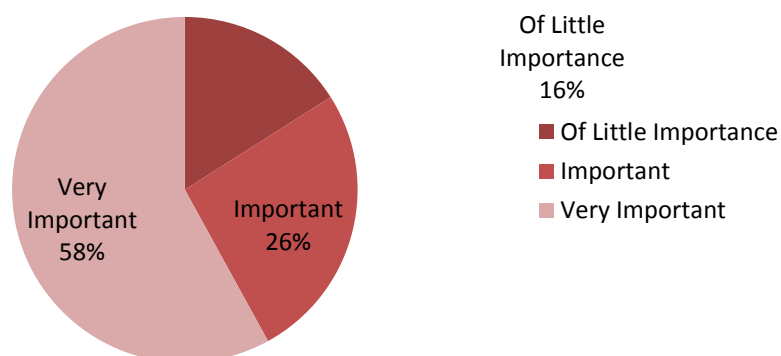
Buy Souvenirs



19% of respondents always buy souvenirs at the end of their tour, 29% often and 52% Sometimes buy.

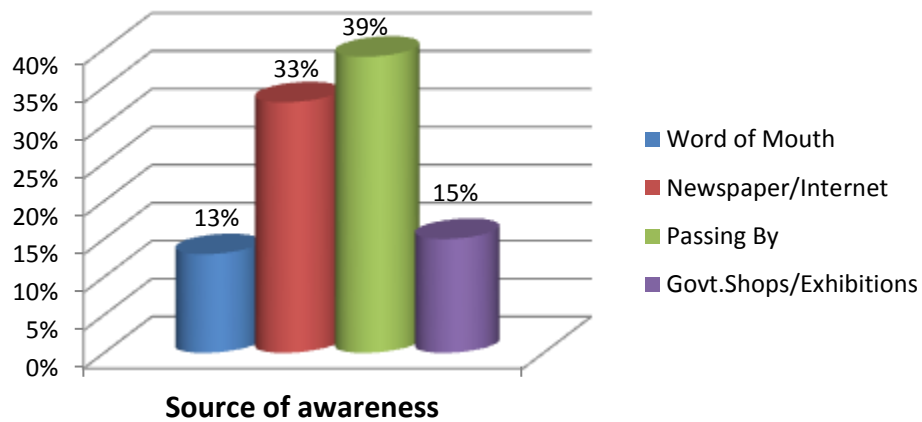
Graph 3: How important do you think handicrafts are in symbolizing a region's culture?

Importance of handicrafts in region's culture



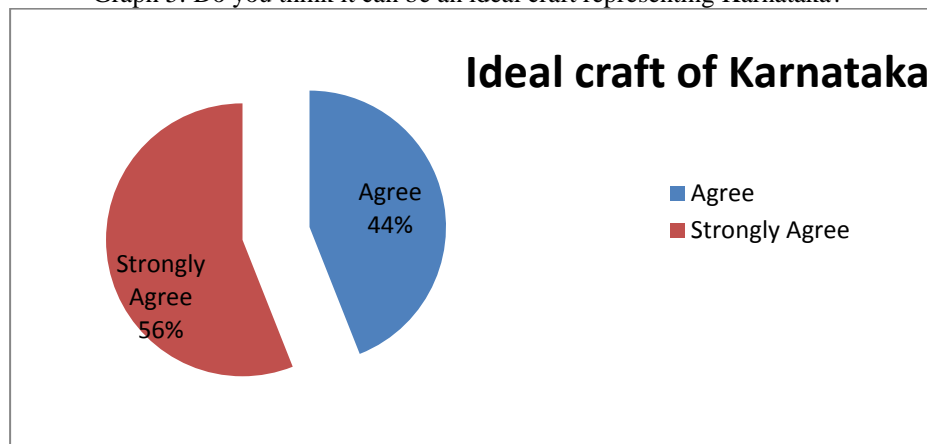
58% believe that handicrafts are Very Important in symbolizing a region's culture, 26% say it is Important and 16% say that it of little Importance.

Graph 4: How have you heard of Channapatna the place or the crafts?



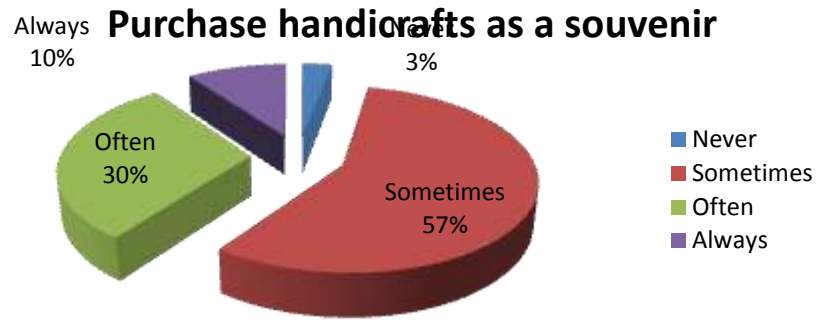
15% of respondents have heard of Channapatna, the place or the craft through Government Shops.Exhibitions, 39% have heard by Passing By the region, 33% have heard about Channapatna from Newspaper/Internet and 13% have heard of it from Word of Mouth.

Graph 5: Do you think it can be an ideal craft representing Karnataka?



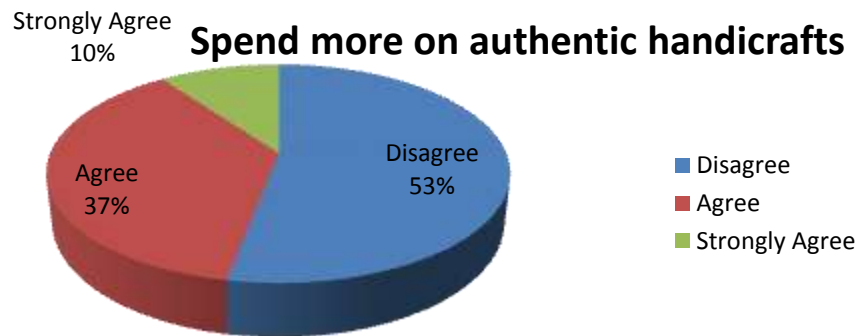
100% of the respondents feel that Channapatna can be an ideal craft representing Karnataka – 56% Strongly Agree and 44% Agree.

Graph 6: Do you purchase handicrafts of a tourist destination as a souvenir?



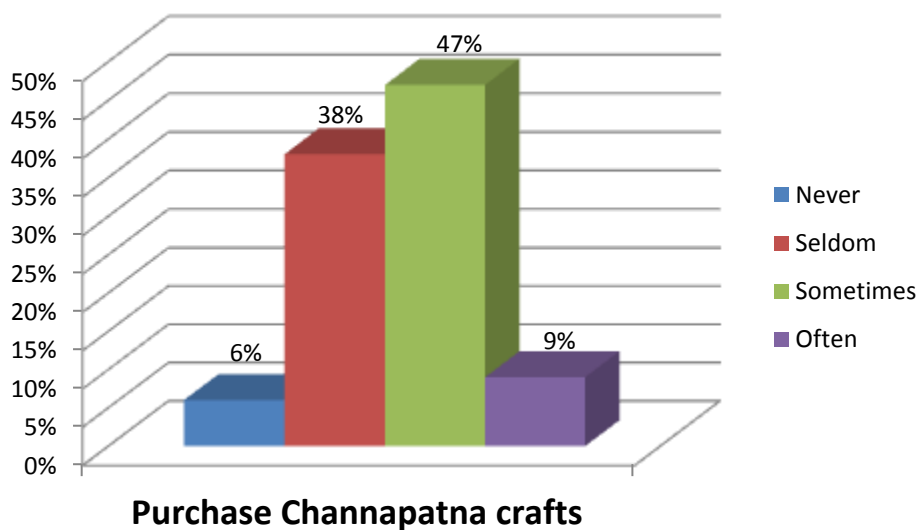
57% of respondents Sometimes purchase handicrafts as a souvenir, 30% Often and 10% Always do so.

Graph 7: Would you be willing to spend more on authentic handicrafts rather than its cheaper alternatives sold commercially?



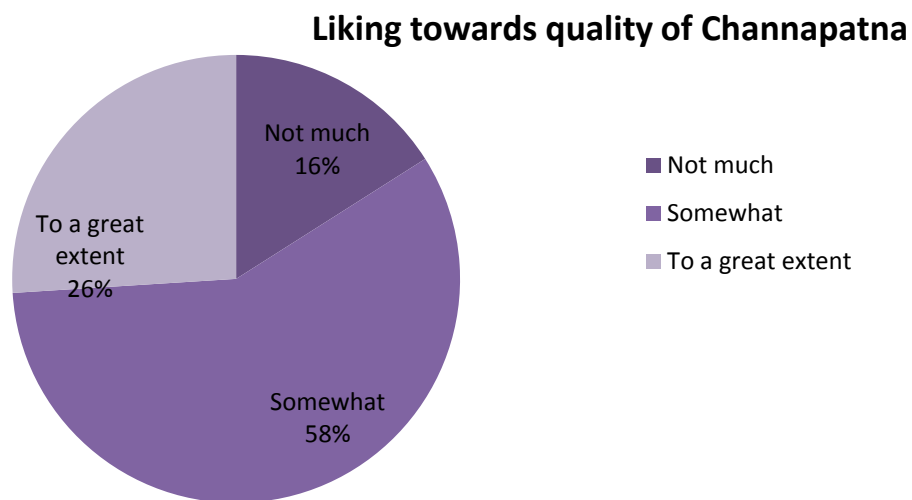
While a total of 47% respondents would be willing to spend more on authentic handicrafts rather than its cheaper alternatives sold commercially, a majority of 53% would not be willing to do so.

Graph 8: Have you purchased Channapatna crafts?



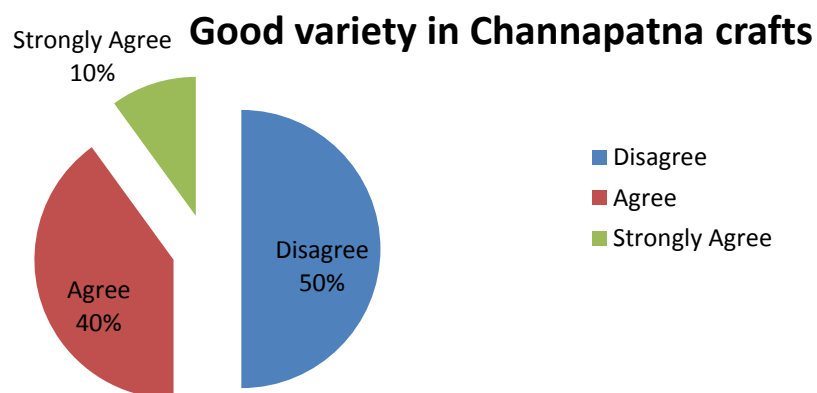
Upto 94% of the respondents have purchased Channapatna crafts at some point, only 6% have Never purchased it.

Graph 9: To what extent do you like the quality of Channapatna crafts?



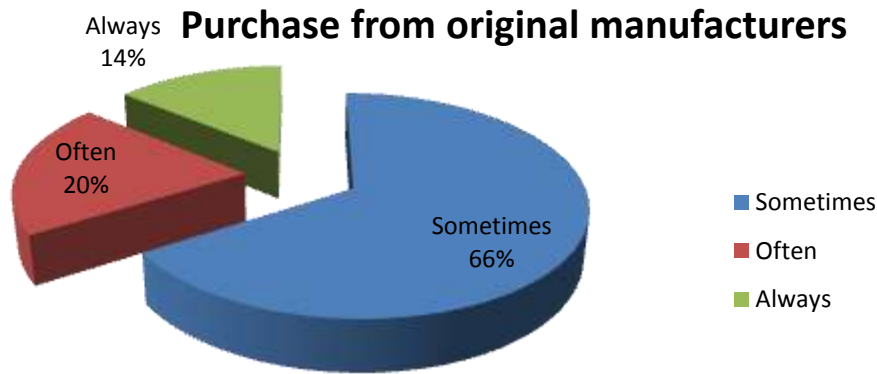
While 26% like the quality of Channapatna crafts to a great extent, only 58% Somewhat like it and 16% don't like the quality much.

Graph 10: Do you think there is enough variety in the Channapatna crafts?



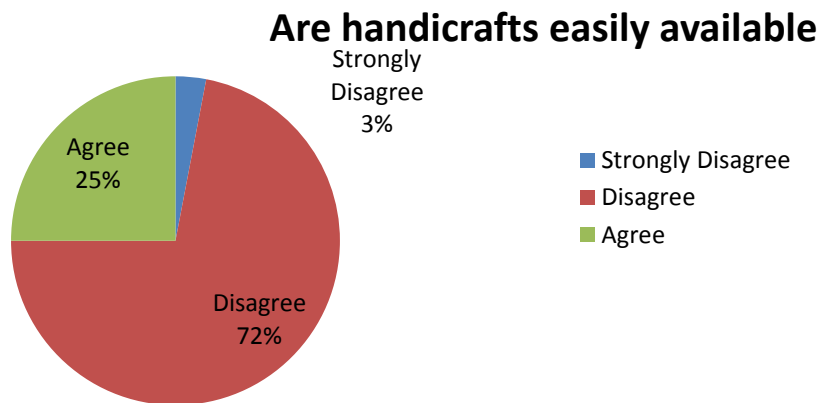
50% of the respondents Disagree that there is not enough variety in Channapatna crafts.

Graph 11: Do you buy handicrafts from original manufacturing units



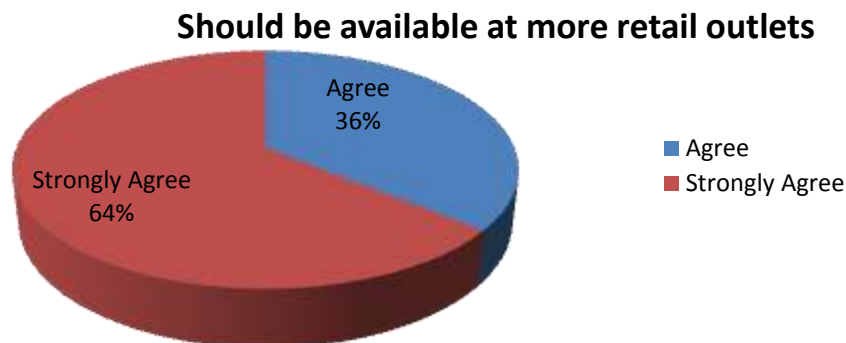
Only 14% of respondents Always buy handicrafts from original manufacturing units, 20% Often buy and 66% Sometimes buy from original units.

Graph 11: Do you think handicrafts are easily available for tourists to purchase in the region of their production?



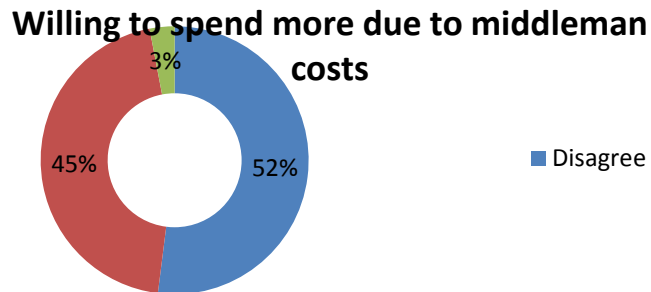
Only 25% of the respondents believe that handicrafts are easily available for tourists to purchase in the region of their production, remaining 75% either Disagree (72%) or Strongly Disagree (3%) to this statement.

Graph 13: Should they made available at more retail outlets around cities nearest to region of production?



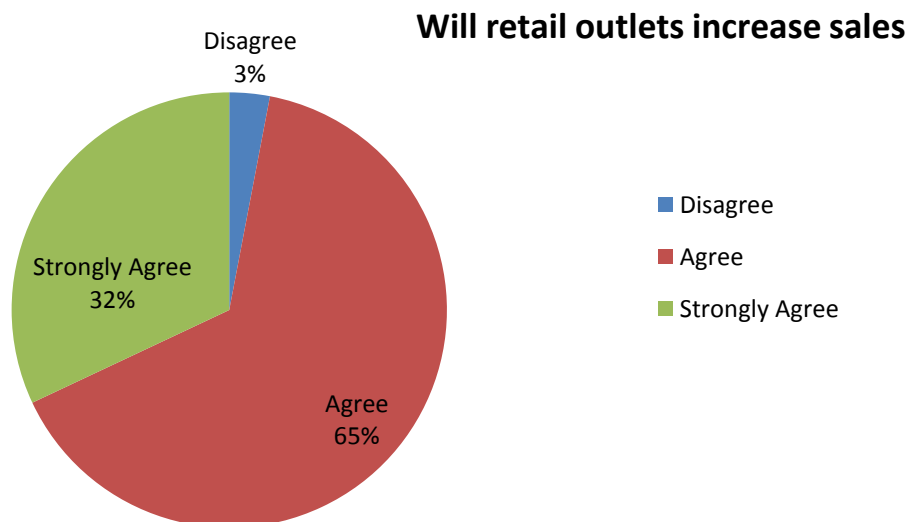
All respondents agree (64% Strongly Agree and 36% Agree) that handicrafts should be made available at more retail outlets around cities near to regions of production

Graph 14: Would you be willing to spend more on the handicrafts purchased at retail outlets rather than at the production units, on account of the 'middleman costs'?



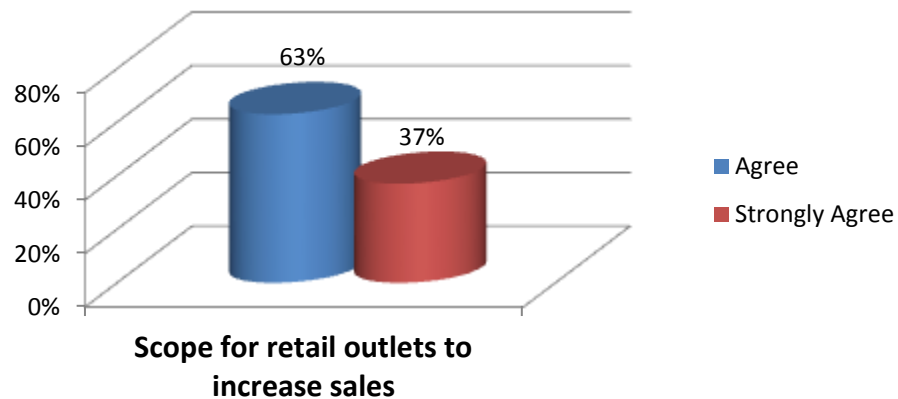
While 48% of respondents would be willing to spend more on handicrafts purchased at retail outlets rather than at production units, on account of 'middleman costs,' 52% would not be willing to do so.

Graph 15: Do you think such retail outlets will increase sales of these handicrafts?



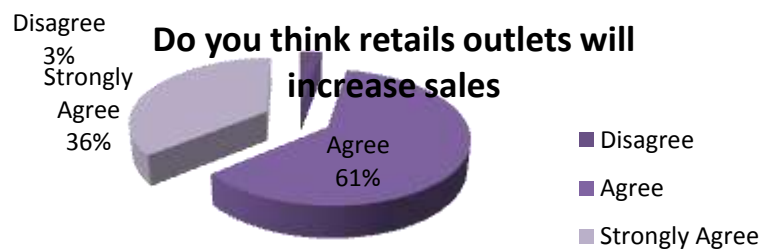
97% believe that retail outlets will increase sales of these handicrafts.

Graph 16: Is there scope for such retail outlets to increase sales of handicrafts?



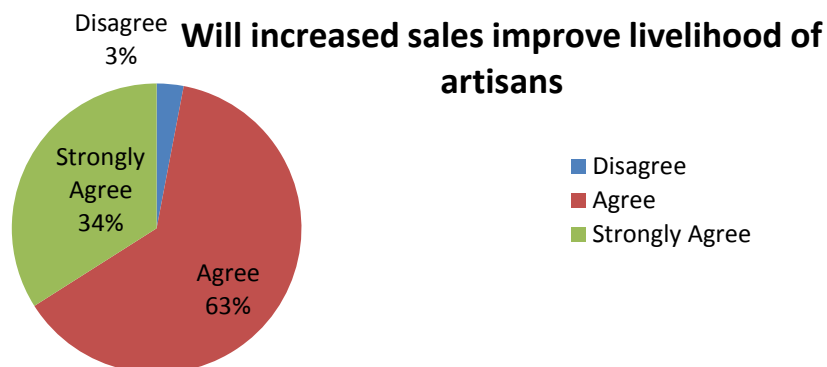
100% of respondents Agree (63% Strongly Agree) that there is scope for retail outlets to increase sales of handicrafts.

Graph 17: Do you think these retail outlets will help increase awareness of Channapatna handicrafts?



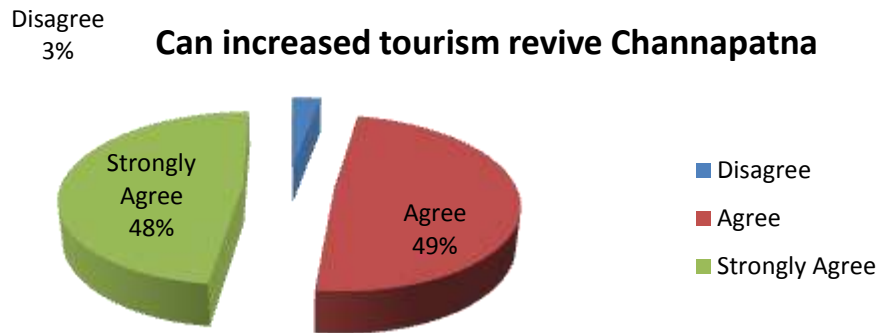
Upto 97% respondents either Agree(61%) or Strongly Agree (36%) that retail outlets will help increase awareness of Channapatna handicrafts.

Graph 18: Do you think the income from increased sales at such retail outlets will help improve the livelihood of these artisans?



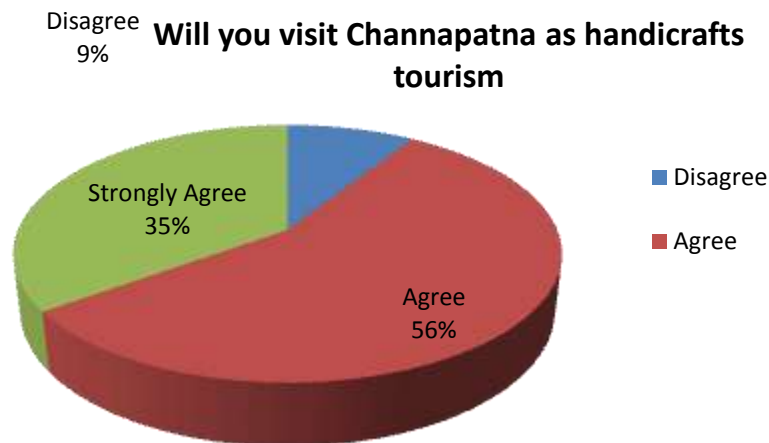
97% of the respondents believe that increased sales will improve livelihood of artisans

Graph 19: Can increased tourism revive handicrafts such as Channapatna?



48% Strongly Agree and 49% Agree that increased tourism can revive handicrafts such as Channapatna.

Graph 20: Would people be willing to visit Channapatna as part of handicraft/village tourism?



Only 9% Disagree to the statement that they would not visit Channapatna as part of handicraft tourism, Remaining 91% are willing to visit Channapatna as handicrafts tourism.

4. Conclusion

After the study, it is understood that many tourists are not well-informed about the Channapatna crafts, its quality or its variety. They are still hesitant to make a purchase of the crafts. Often they don't know where to make the purchase as there are few or no retail outlets. They would have to visit few government shops/exhibitions in the city, or would have to visit the manufacturing unit at Channapatna itself. This deters their decision to make a purchase. Thereby, this brings forth immense opportunities for retail outlets to be opened across the city. This would also help in increasing sales of these crafts, which would further benefit the artisans at Channapatna earn a better income to maintain their livelihood.

It is also found that most of the respondents do identify handicrafts as an important aspect of a region's culture and are willing to improve the conditions of dying handicrafts such as Channapatna, if they are made more aware about it and can easily avail it.

This study also extends scope for further study in other regions and the impact of governmental policies in enhancing the handicrafts industries. There is also scope to extend the study to include popular gift houses and their willingness to act as retail agents for these handicrafts.

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