

Social and Cultural Impact of Tourism



Pradeep Kumar Tamboli

Lecturer,
Dept. of Business Administration,
Govt. Commerce College,
Kota, Rajasthan, India



Anita Tamboli

Lecturer,
Dept. of Sociology,
Government Arts
Girls College,
Kota, Rajasthan, India

Abstract

Society and culture are inter-related, and cannot exist without each other. Culture imparts the sense of how to live, how to relate to others, how to behave, what customs to follow in order to enjoy a good social status, and what character to have in order to enjoy a special identity in the society.

Tours and excursions are a part of culture all over the world. Since times immemorial, for several reasons, the people have enjoyed tours and excursions. The most important reasons for which picnics, tours and excursions are made include- curiosity to know the unknown, to explore the unexplored, seek pleasure and happiness, and to keep away from the hustle and bustle of daily life which gives nothing but boredom, anxiety, tensions, frustrations and depressions to man.

Tourism is now a popular industry which is helpful in the development of personality, bringing balance in the ways of living, and in the development of the remote places. It also brings much revenue to the governments of the countries and states.

In India, it is a fast growing industry. Its impacts are both positive and negative. On the one hand, it provides job opportunities to the local people and allows them to earn their livelihood. However, on the other hand, it also develops several bad habits and evil practices among the people of the places that attract tourists.

Of all the states of India, Rajasthan is probably the most leading state that magnetically draws the tourists from all the four corners of the world. Its forts, flora and fauna, and colours of culture are able to draw and enslave the people who seek pleasure through tours.

The paper is a descriptive study made through the secondary data in particular. It deals with the social and cultural impacts of tourism on the people. The findings reveal that tourism causes both the positive and negative social and cultural impacts on the people. Rajasthan is rich in tourism, and has much scope for it.

Keywords: Social, Cultural, Impact, Tourism, At home, Hotels, Lodges, Employment, Vulgar activities.

Introduction

In order to keep the people away from boredom of the practical life that has an inexhaustive stock of sorrows, pain, tears, tragedies, picnics, tours and excursions should be encouraged. The tourism industry has changed the life and destiny of the people who were once isolated as nobody wanted to care for them because of their being isolated. Tourism is helpful in taking the process of globalization and modernization to every door in the world including India and Rajasthan.

The tourism industry facilitates the travel around the world through packages that are quite affordable to the tourists; it increases the job opportunities, and thus links the unemployed to employment; it makes the unapproachable places quite approachable and accessible. Indeed, the tourism industry is beneficial in several ways. The success of globalization process cannot be imagined without the tourism industry.

The tourists of the world at large have a great fascination to India, and like to enjoy the vibrant colours of the Indian culture through the visit to the historical places, enjoyment of the food and dresses of the various regions of India, and through an active participation in the events that have the stamp of the Indian culture on them.

Everyday, India receives thousands of tourists from around the world. Each of the states of India is capable of attracting them towards its historical buildings, arts and crafts and other things, but probably, Rajasthan remains at the head of all of them. With the exception of few, all the foreigner-tourists wish to enjoy the culture of Rajasthan. Jaipur, Jodhpur, Jaisalmer, Ajmer (Pushkar), Bharatpur etc. are some of the districts of Rajasthan that remain unforgettable to the tourists.

As regards the social and cultural impacts of tourism industry, they are both positive and negative. From the point of view of popularity of the places, enhancement of the local art and craft, employment, opening of hotels and lodges etc., the tourism industry is good and has positive social and cultural impact. Moreover, it links the people with the process of globalization and modernization.

However, it cannot be denied that the tourism industry, is threatening the long-established Indian culture and the cultural values. The interaction of the people with the foreigners imparts the sense of liberty, individualism, vulgarity, openness, deviation from the socio-cultural and moral values and character values. At the places where the tourism industry is developing fast in India including Rajasthan, there are often the cases of prostitution, smuggling, drugs etc. Hence, for the sake of preserving the socio-cultural values, tourism needs to be developed under the rigid government policy.

Literature Review

1. Herbert G. Kariel and Patricia E. Kariel (1982), in *Socio-Cultural Impacts of Tourism: An Example from the Austrian Alps*, present three schematic models which can provide a conceptual framework encompassing three interrelated effects of tourism: its spatial influences; economic, infrastructural, and landscape changes; and changes in the way of life of the local population. Interviews conducted in four communities in the Austrian Alps, focussing on changes in these communities and residents' perceptions and evaluations of them, and supplemented by published data from various sources, are used to illustrate and check the correctness of these models.

Kesidents' evaluations of tourism were overwhelmingly positive: money was cited as the outcome most liked. Least liked were effects on family life, with less time spent by parents with each other and their children, as well as impacts on relationships within the community and a substitution of competition for the former cooperative spirit.

Residents emphasized the desirability of maintaining local control and financing in order to maximize benefits for the community. In general, although there was some expression of a desire for the community not to grow too large, there was relatively little understanding of specific ways in which the growth of tourism could be controlled to accomplish this goal.

2. Abraham Pizam & Ady Milman (1986), in *The Social Impacts of Tourism*, find that tourism is not exclusively an economic phenomenon, it also involves social, cultural, political and environmental aspects. It is therefore, important to realize that any assessment of tourism impacts should not only be concerned with the tangible economic effects such as revenue and foreign exchange earnings, but also with non-economic and intangible effects, such as social and cultural ones.

Social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behaviour,

family relationships, collective life styles, moral conduct, creative expressions, traditional ceremonies and community organization. In other words they are the effects on the people of host communities of their direct and indirect associations with tourists. The socio-cultural effects of tourism are difficult to measure, and to a large extent are indirect, or even unknown.

3. Joseph E. Mbaiwa (2005), in *The Socio-cultural Impacts of Tourism Development in the Okavango Delta, Botswana*, finds that tourism development in the Okavango Delta has both positive and negative socio-cultural impacts. Some of the positive socio-cultural impacts include income generation and employment opportunities from both community-based tourism projects and safari companies, infrastructure development such as airport and airstrips, tarred roads, hotels, lodges and camps, the improvement of social services such as banking, health, telecommunications and access to electricity.

The negative socio-cultural impacts include enclave tourism, racism, relocation of traditional communities, breaking up of the traditional family structure, increase in crime, prostitution, the adoption of the Western safari style of dressing and a traditionally unacceptable 'vulgar' language by young people. This article argues that tourism needs to be sensitive to local cultural norms and beliefs for it to be accepted by local people and promote sustainable development. This is possible if all the stakeholders (government, operators and local people) collaborate in policy formulation, implementation and monitoring. This can minimise the negative cultural impacts and instead promote the positive.

4. Leena Mary Sebastian & Prema Rajagopalan (2009), in *Socio-cultural transformations through tourism: a comparison of residents' perspectives at two destinations in Kerala, India*, assert that although sufficient significance has been accorded to tourism as a development strategy in Kerala, tourism's contributions to the development processes and the sustainability of tourism activities remain unexplored. Though tourism impacts have been extensively studied, researchers have rarely compared socio-cultural transformations in destinations with and without a planned intervention in tourism.

The conversion of ex-poachers into forest protectors and the involvement of the marginalized people in community-based ecotourism are a few among the many transformations that have occurred at Kumily while haphazard tourism development at Kumarakom gave rise to several socio-cultural challenges. Primary data were collected through residents' survey, and the findings indicate that Kumily with its planned intervention has a more sustainable tourism development pattern than Kumarakom.

5. Enemu, Ogechi B & Oduntan Oyinkansola C (2012), in their study Social Impact of Tourism Development on Host Communities of Osun Oshogbo Sacred Grove, assert that tourism development had significant effect on the social lives of the host communities and tourism development had significant effect on the sustainability of the socio-cultural lives of the host communities.

This implies that tourism has a significant effect on the social live and the sustainability of the social live of the host communities. Public participation must be encouraged by tourism developers and planners to ensure the sustainability of tourism development in the community. In conclusion, it is important that standard social frameworks must be established at the development stages to preserve and protect social and cultural values of Nigerian people most especially of the host communities.

6. Kumar Sandeep and Kumar Vinod (2014), in Perception of Socio-Culture Impacts of Tourism: A Sociological Review, conclude that it is natural phenomenon if a culture/society come into contact with other change will take place automatically. So it can be said that with or without tourism, the culture is dynamic. Change in social tradition is not dangerous for the existence of a culture because of tourism; the real hazard lies in the erosion of power of communities to manage the boundaries for the type of tourism development.

If there is a proper share of community involvement at different level of tourism development and people retain control, original social tradition and norms will be less affected and the negative impacts of culture tourism will be reduced. On the other side if there is not community involvement in management, policy making and decision making the control will be completely out of the hands of local people, outside will increasingly dictate tourism and tourism will kill tourism itself.

7. Dr. A. Jaganathan & M. Mohanraj (2016), in their study entitled A study on Cultural effects on Tourism in India, find that the Indian tourist market by offering services tailored to Indian cultural characteristics. The focus should be on delivering a significantly higher level of service quality and adopting the mentality of Indian tourists. The emphasis should be on service punctuality, professional competence and apologetic attitude by service providers, social etiquette, customer differentiation based on social status and age, sense of order, politeness and respect, accuracy and adequacy of information, concern about the collectivistic needs of the Indian tourists, and binding personal relations.

This study has offered better understanding and useful insights of the impact of culture on complaints based on a study about hotels. Apparently, culture plays an important role in determining how customers expect services to

be delivered as well as their complaint behavior. Today's service managers in the hotel industry should be aware of the cost of ignoring cultural norms. The classification of e-complaints into nine categories should provide more detailed information on what causes customer dissatisfaction and make customers to subsequently express their negative comments online.

Specific Objectives of the Study

1. To study and describe the growing importance of tourism industry in the world at large
2. To reflect the ongoing trends of tourism in India
3. To describe the facilities required for the success of tourism
4. To interpret the status of tourism in India
5. To mark the states of India that can help in the success of tourism industry
6. To interpret the contribution of Rajasthan in the success of tourism in India
7. To make a focus on the causes of the growth of tourism industry in Rajasthan
8. To explore the positive impacts of the tourism industry in Rajasthan
9. To explore the negative impacts of the tourism industry in Rajasthan
10. To interpret the cause and effect relationship of the issue

Working Hypothesis

1. Tourism is one of the most growing industries in the world
2. Tours and excursions are essential for change
3. Tourism is relatively associated with the natural and cultural beauty of the place
4. Tours gratify the aesthetic sense and love of nature, love of history and love of understanding the cultures of the world
5. Tourism is helpful in making the places and spots popular
6. Tourism provides job opportunities to the people
7. Tourism is helpful in increasing the revenue of the central and the state governments
8. Tourism is helpful in enhancing art and culture of the places
9. Tourism also has negative impacts on the members of society
10. Tourism should be encouraged under the Government rules and regulations

Methodology Adopted for the Study

The study falls in the category of descriptive and interpretative research, and observes objectivity throughout by adhering to the prescribed and approved steps of social research. Eight research studies selected from the various sites of internet form the basis of the study. The studies selected for the purpose are both the ones that were carried out in the various countries of the world and the ones made in India.

The rigid observance of the following steps ensure the maintenance of scientific spirit of the work-

1. Selection of the theme and title
2. Defining the problem
3. Deciding the specific objectives and acting upon them

Anthology : The Research

4. Seeking and getting the feedback of the selected theme through the published studies
5. Going through the selected related literature for the understanding of the problem in consideration
6. Formulating hypothesis
7. Determining the research design
8. Working out the methodology
9. Drawing conclusion

Conclusion

Tours and excursions have always been taken as great sources of keeping one away from the tensions and frustrations. Even the doctors suggest the people to go on tours and enjoy excursions in order to make their life delightful. From the psychological point of view, tours should be enjoyed by the individual for the sake of making temporarily free from boredom, anxiety and frustrations of life.

Everyone has his own likes and dislikes. People love historical monuments, arts, architecture, cultural diversity, spots known for natural beauty and many other things. The harsh realities of man break him to the core and do not allow him to be happy for ever. No life is without ups and downs. The problems, tensions, frustrations, fears, anxieties are inevitable in the life of everyone. People seek the moments that can dissuade them from such things. For it, tours, picnics and excursions are arranged.

Tourism industry is one of the fastest growing industries in the world. It helps not only the individual to keep himself away from the tensions of life temporarily, but also the government to increase the revenue. Moreover, it explores the unexplored spots and places and allows the people to enjoy them.

Rajasthan is a very loving destination for the tourists of the world. Its culture, historical monuments, sanctuaries etc. are capable of attracting everyone. It has an inexhaustible stock of the beautiful things for the tourists to satisfy their tastes.

Rajasthan receives the tourists not only from the various parts of India, but also the tourists from all the four corners of the world. Positively speaking, it helps the local people to earn their living in several ways. Negatively speaking, it leads many of the people to vulgar modes of living for the sake of money.

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