CHAPTER - 2
REVIEW OF LITREATURE

A literature review is designed to identify related research, to set the current research project within a conceptual and theoretical context. Its importance can also be adjudged by the facts that:

I. It has stock of the existing knowledge related to specific area of study
II. It, enrichs the existing pool of knowledge.

From the very outset of impacts studies on tourism generally economic interests of nations and tourism industry were given prominence. However, with the passage of time and changing scenario of tourism industry, research has been carried out in determining the impacts of tourism not just on economy but also on the environment, society and culture.

Since this study is about tourism impacts on society and culture, it is vital to throw some light on society and culture and its relation with tourism. For a sociologist, society refers to an organized, independent; continuing number of people in a specific area (Landis 1974:367) and Culture includes the unique traditions and beliefs that hold these people together. More specifically, culture is a complex set of learned beliefs, customs, skills, habits, traditions, and knowledge shared by members of a society (Landis: 1974).

From an anthropological perspective, culture is much more than the rituals, ceremonies and dances residents might perform for the tourists at cultural centers. The richer meaning of culture refers to those activities and many private and unknown traditions that are part of the local person’s daily life (Fridgen 1996: 77-97). For outsiders, the culture of an area can represent an attraction in and of itself. This is sometimes called cultural tourism. Tourists interested in culture may seek exposure to local behaviors and traditions, to different ways of life or to vestiges of vanishing lifestyle. Yet tourism only permits selective exposure to other cultures. Frequently an area’s culture is displayed through stage presentations often for pay.
Because tourists generally stay in an area for a short time, what the tourist actually sees is just a faint reflection of true culture (Fridgen 1996: 77-97).

Many studies have been conducted in the area of socio-cultural impacts, with conclusions being divided into three different categories: Negative consequences (Dogan 1989: 74), positive consequences (Brunt 1999), and no real social impacts (Liu 1986). However, this is very true that the impact differs according to geographical, economic and demographical aspects of the study area. The issues of tourism impacts have been handled extensively in the studies conducted in developed countries. The developing countries have been receiving comparatively a little attention in this regard.

The present study has used case studies of destinations in the other parts of world in order to have an insight into the potential impacts of tourism on the host society and culture. For the convenience of understanding the importance of case studies, the review of literature has been set in chronological order and explained in the following manner.

- Case studies belonging to socio-cultural impacts of tourism.
- Case studies based on Rajasthan and Jaisalmer.

2.1 Case Studies belonging to Socio-Cultural Impacts of Tourism

Alister and Wall (1982:208) declared that, most research on tourism impacts has concentrated upon individual components of each of main impact category but, in actual sense, the impact are rarely so confined and researcher should integrate the findings within and between each impact category because each component of economic, social and environment cannot be considered in isolation. He emphasized that the uncontrolled expansion of tourism industry has given rise to unfavorable impacts especially to the eco-fragile environments. Implementing a sustainable approach, which should invite community participation as well as private sector, should solve these adverse impacts.

Travis (1982:256-262) claimed that the state of development of tourism management as a discipline may be related to the claims of the tourist industry as a
pressure group and the lack of adequate academic attention to the economic
disbenefits and the environmental and sociocultural costs-benefits of tourism. This
article sets out to redress the balance by proposing a social-theory base for tourism.

**Furnham** (1984:41–57) concerned with the concept of culture shock in relation to
immigrants, sojourners, and tourists and analysed the salient literature arising from
it. The author is concerned with the effect of tourism on the host population and
argued that many of the concepts found in the mental health, migration, and
sojourner-adjustment literature are applicable to the study of tourism.

**Fletcher** (1984: 38) comes out with a suggestion that quality of tourism product can
be improved by positive cultural attitude and awareness in community and gives it a
unique identity in the market place. He suggests typical leadership groups are to be
identified and proper methodologies to be formulated with collaboration of tour
administrators so that positive attitude and awareness programmes can be organised.
The programmes target educational efforts in five areas: human resource
development, tourism education in schools, strategies for host-guest integration,
environmental and planning strategies and public relations.

**Haukeland** (1984:207–214) in a comparative studies in association with
socioeconomic impacts of tourism in Scandinavia and three host communities,
Hemsedal in Norway, Sälen in Sweden and Blokhus in Denmark, come out with
result that all the communities, once dominated by farming and small-scale industry
and now the recipients of mass tourism on different scales . Negative attitudes
towards tourism were found to be strongest from those engaged in occupations that
are more traditional and to be directly related to the level of tourism development.

**Shoup** (1985: 277-291) points out that, tourism has served as economy booster for
Petra and has witnessed rapid development but it has overshadowed consideration
for the impact on the local tribes. Tourism has replaced almost other sources of
income like agriculture the raising of flocks for the majority of the Bidul and
Layathna.

In contrast, a study of Hawaii by **Liu** and **Var** (1986: 193-214) concluded that local
communities did not themselves observe any specific impacts of tourism,
particularly concerning crime rates.
Gupta, V. K. (1987: 1-249) pointed out that tourism in our country has developed rapidly and because of this old monument, palaces, havelies are being repaired, maintained nicely to use these as tourist attractions. Alongside artificial tourist, attractions have been developed either by public sector or by joint venture of public and private sector for the amusement of tourists. Tourism corporations of different states have started to invest large amounts on the tourist destinations and on infrastructure in order to provide the comfort and other modern amenities to attract comparatively greater part of Global Tourist traffic.

Messerli (1987: 13-23) suggests that the negative economic and social effects are more repadily slow down speed of tourism development than the ecological effects. The findings are translated into four levels of proposed action at the communal and regional levels: an active land policy; a restrictive and selective expansion policy; a labour market policy; and an agricultural policy for retaining capital.

Herbert (1989: 59-70) shows that, growth is no longer considered to be continuous and community residents have now modified their culture according to tourism; a balance between values, needs, and desires of the local people and the tourists is being attained as residents become integrated into the larger society. Residents may be able to have the best of both worlds, their Heimat (homeland) and the tourists.

Husbands (1989:237-253) reveal that, residents of Livingstone do not have a noticeably enthusiastic view of tourism; however, differences in residents' opinion about tourism are associated with difference of social status and class. It is argued that a proper interpretation of the perception of tourism will turns on social structure of the region.

John. A.P. et; al (1992:665-690) reports four strategies that comprise a scale for responding to tourism impacts: embracement, tolerance, adjustment, and withdrawal. The behaviors seem to result from reactions to tourist’s numbers and behavior rather than from a cultural gap. Two directions for future research are suggested: to relate residents' perceptions of tourism impacts to the behavioral strategies they adopt, and to develop an instrument for measuring the strategies continuum described.
**Teye** (1992:13-21) pointed out that Tourism has the potential of contributing to greater understanding between two cultures through the genuine cultural tourism which promotes host guest experiences rather than more superficial encounters. In this paper, author also discusses some of the obstacles that need to be overcome, and the potential for developing the kind of international tourism, which could foster greater understanding between North and South Cultures.

**King, et:al** (1993:650-665), Investigate the perception of the residents of Nadi, Fiji towards the impacts of tourism and suggest that residents of communities dependent on tourism clearly differentiate between its economic benefits and social costs, and that awareness of certain negative consequences does not lead to opposition towards further tourism development.

**Archer and Cooper** (1994:73-91) conveyed Tourism as a tool to intermingling of people from diverse social and cultural backgrounds, and a considerable power, which has a significant impact on the economy of the destination area. Further authors pointed that Tourism creates both positive and negative effects in the destination country or region and thoughtful policy-making and planning can do much to minimize or even remove the negative effects. Tourism can be a very positive means of increasing the economic, social, cultural and environmental life of a country.

**Cooper et: al** (1993:1-810) stated that any form of industrial development brings with it impacts upon social and physical environment in which it takes place, Tourism is no more exception to it. According to them, tourism industry is multi-sector activity; brings socio-cultural, economical and environmental impacts; requires considerable planning if one is interested to develop tourism on sustainable basis. Further, after reviewing extensive survey authors concluded that impacts upon host community and host environment can be positive as well as negative if Government’s efforts are directed to have gain from the industry, then the planning requires careful co-operation and co-ordination of both public and private Sector.

**Swinglehurst** (1994:92-102), points out that socio cultural effect have varied considerably according to the cultural and economic status of the regions. The desire
to encourage tourism has led to more investment in tourist amenities and attractions. Many of these have resulted in the enhancement of natural attractions improved services and others have been based on the construction of artificial environment.

Pearce (1994:114) subsumed the social impacts of tourism, and noticed that some tourist-residents contacts have clear economic and environmental components. The present review concentrates specifically on tourist-residents interaction with a focus on the impacts of this interaction on the residents. From the point of view of assessing community, feeling real and perceived impacts are equally important. In the end of this topic author, suggest if residents believe an impact exists then their behavior will be altered irrespective of all the accuracy of the perception.

Peggy (1994:126-136) suggested that tourism does not always bring benefits to host areas and impacts regardless of good or bad. It should be monitored and appraised alongside. A broad strategy was suggested to manage these impacts. This strategy was based on examining the context of the society in terms of its demographic composition, ethnic distribution, religious and class structure and language. This strategy will help determine the resilience of the people to cultural drift or the assimilation, examine the peace of tourist development where it is happening. How fast, how is it likely to affect and what impacts have already occurred can be judged. To evaluate how the adverse effects can be controlled and to project what will happen if tourist development accelerates unabated; To decide whether the development should be controlled all are will be under the composition of this Strategy.

Swinglehurs (1994:92-104) traces the socio-cultural impacts of tourism beginning in 18th century England to the present. From the advent of the Grand Tour, there has been little social or cultural contact between the more affluent traveller and the ordinary people of the countries they visited. A traveller's friends were his equals, but others with whom he came into contact were servants, innkeepers, boatmen and other peasants. Communication began to change in the late 19th century when wealthy tourists began to recognize the plight of the poor in the countries they visited. With the advent of the jet airplane and mass tourism, a new era of tourism had begun, and the age of travel hedonism had arrived. As the cultural gap between
the worlds of the tourist and the resident are changing, so the roles of tourists and natives have blurred, with the tourists now seen as the carefree, fun-loving children of nature, while the residents are considered as seekers of knowledge and enlightenment. While tourists seek escape, residents try to learn how they can satisfy their demands for the good life that they imagine the tourist has achieved.

Pandey et al (1995:1-55) points out that tourism sector’s contributions to the economy is very important and cannot be denied, but also figure out that tourism generates a host of unfavourable effects on the country’s culture and environment. Tourism has aggravated existing environmental problems and placed more pressure on the fragile economy and national resources. An erosion of local customs, an increase in drug abuse and theft of antiques and cultural property compound these problems.

Payne and Dimanche (1996: 997-1007) suggest four areas of concern in the ethical pursuit of tourism. Tourism development should be planned with due respect to consideration of the local environments or community’s needs and characteristics. A moral treatment of the environment and community should be involved in planning and decision-making process, as well as implementation of effective guidelines to assure fairness in employing both traditional and non-traditional employees. Along with it is also recommended that industry must pay special attention to the target market: tourists.

Faulkner and Tideswell (1997: 3-28), stated that the variation in the relationship between residents and tourists depends on the level to which the benefits of tourism are perceived to exceed costs. That means that when negative impacts are recognised, the local community can still accept them if the benefits are achieved from tourism.

Nerilee Hing and Kay Dimmock (1997:254-269) argue that not only the physical environment can be fragile but also traditional culture can be similarly fragile. However, he also states that tourism can bring economic prosperity to the community with minimal socio-cultural impacts.
Ekrem et al (1998:79-100) aimed to gain a better understanding of resident attitudes and perceptions of tourism and findings suggest that residents of Antalya could differentiate between benefits and costs while remaining largely supportive of tourism. In addition, this study demonstrated that residents with the highest overall level of support for tourism expansion in Antalya are those who were more educated, did not live in the proximity of the city's central tourist area, were more frequent users of tourism facilities, had tourism-dependent income, and were employed in jobs that had a direct relation to tourism.

Abraham P. et. al (1999:503-526) investigates the impacts of tourism, as perceived by the residents of Pythagorion, a well-established tourism destination on the Greek island of Samos and identified a number of negative tourism impacts, including high prices, drug addiction, vandalism, brawls, sexual harassment and crimes. The study reconfirmed that those respondents who were economically dependent on tourism had more positive attitudes towards the industry than those who were not dependent on it.

Simpson (1999:173-178) exposes a growing recognition of a number of negative impacts of tourism. These perceptions have far-reaching implications for the continuing success of the historic city centre at Prague not only as a place of residence, but also as a tourist destination. Conclusions drawn from the research underline the need for tourism to be managed in a more effective and sustainable way if the character of the historic centre is not to be altered irreversibly.

Michael Barke (1999: 247-267) argues that despite of immense tourism potential and tourism promotion in Spain, there is minimal cultural conflict in between guest and host societies. Economic significance of tourism and political history of Spain and the centralist/regionalist dichotomy are the reasons behind this.

Mike Robinson (1999:1-32) mentioned that the conflicts between cultures in tourism are because of the wider context of global intercultural power relations of which tourism is one mechanism of cultural exchange. Given the current dominant cultural context for tourism, the structure, which exists to support it and the increasing economic importance attached to it, conflict, appears as expected. Indeed
the inevitability is emphasized by an apparent indifference to cultural conflicts on the part of both the tourism and tourists.

Shackley (1999:95-112) observed that recent tourism developments are more focused around social and cultural products that produces serious portfolio of impacts, more difficult to disentangle from other development issues within Himalayan societies. Such problem frequently resulted from the conflicting aims of international visitors and host communities. Author also suggested that these impacts can be better observed in the context of religious tourism involving international visitors to mainly Buddhist Himalayan Monasteries, temples and festivals.

Bleasdale and Tapsell (1999:181-203) examine issues associated with social cultural impacts of tourism on towns like Tozeurandits in Tunisia. The study reached to several valuable conclusions: men occupied most of the jobs in tourism, and the revenue from tourism helped towards the maintenance of archaeological sites, but there were also some socio-cultural contradictions associated with working in tourism.

Swarbrooke (1999:447-467), points out those socio-cultural impacts of tourism can be both negative and positive. Author argues that the negative or positive impacts are determined in accordance with factors such as the cohesion of the local community and its own culture, the facilities subsidized by the public sector to reduce the negative impacts, the nature of tourism at the destination and the degree of socio-economic development.

Joseph (2000:21-35) examined the relationship between the level of Community devotion and urban residents’ attitudes toward tourism. Moreover author also explores the interrelationships between urban residents’ loyalty and their perceptions of tourism. Three questions are proposed to respondent to meet the findings (a) what are the dimensions explaining urban residents’ Attitudes toward tourism development. (b) Are there any differences in attitudes toward tourism development among urban residents with different demographic Traits? In addition, (c) What impact attributes have a significant relationship with community Loyalty. The author in this study finds out that overall benefits of tourism outweigh the negative impacts.
Ratz (2000:22-32) shows that Tourism has both negative and positive impacts, and socio-economic impacts of tourism are stronger and more positive than socio-cultural impacts. It is due to monoculture structure of the local economy. The economic dependence of residents on tourism and relatively small cultural difference between tourists and locals also are the reasons behind this. Though both residents and tourists perceive congestion as a problem, the number of tourists has not exceeded the area’s social and psychological carrying capacity.

Richards and Raymond (2000:16-20) reviews relationship between Tourism and Culture both in urban and rural environment; and analyses the way in which the environment has been transformed into a cultural product for tourism consumption. Author further discusses the way culture is produced and reproduced for tourism consumption in both urban and rural contexts, with specific attention being paid to recent trends in cultural tourism consumption in rural areas.

Terkenli (2000:37-52) examines change in one such cultural medium, namely landscape created for and by tourism. The attempt to investigate impacts and images of tourism in the human landscape originates the need to re-assess the role of culture in various sorts of time space transformation, occurring in the human habitat. Author also addresses the urgency in contemporary social science to investigate new cultural structures and functions products of a rapidly changing world’s geography.

Upchurch and Teivane (2000:499-507) the thrust of this study on Riga, Latvia, a member country of the European Union located on the Baltic Sea, was that the local people noticed positive consequences in the areas of friendliness, honesty and trust.

Reinfeld (2003: 1-26) evaluates Bhutan’s tourism policy based upon three criteria: opportunity for foreign exchange, space for Cultural Revolution, and prevention of cultural pollution. While Bhutan has experienced some success in its synthesis of tradition and modernity, it is likely to face significant challenges in the future. Ultimately, six recommendations are provided to strengthen Bhutan’s tourism policy in light of its attempts to preserve its unique culture.

Sanjay K Nepal (2003:1-30) concluded that despite of some problems, overall trends in tourism indicate a positive impact on livelihood conditions of local
communities in Nepal’s Annapurna and Everest Regions and Tourism has been considered as conservation tool, as a social catalyst and as an income and employment generator.

Mbaiwav (2004:447-467) advocates the concept of sustainable tourism and indicates that Okavango region infrastructure has been raised because of tourism, and it still maintains relations with backward linkages. Though the findings of this paper are an increase in crime rates, high prostitution rates, and a greater use of alcohol by the residents, break up of traditional family structures, and adoption of vulgar language by the youth.

Haley et; al (2004:647-668) identifies and examines the attitudes of residents in Bath, United Kingdom, towards tourism development. This paper holds that impact research conducted on hosts’ perceptions is primarily descriptive and lacking in a consistent approach to measurement. The concern here is that tourism professionals might all too often be basing their planning decisions on generalizations and explanations grounded in underdeveloped areas of understanding. However, this research has also identified a paradox between the needs to disseminate research findings in a manner that promotes reliable and valid measurement techniques and the need for practitioners to be able to learn the lessons of social impact studies. Further author stated that understanding can better be promoted if a balance is vechile between these two competing pressures. In addition this research has identified a concern with the level of local involvement in the tourism planning decision making process.

Ramchnder (2004: 1-199) reveals that people with economic gain generally viewed socio culturally impacts of tourism positively, on the other hand those who did not receive benefits complain about inequitable distribution of benefits from tourism. It has led to community friction. It is also advocated that systematic analysis of impact will be helpful to identify real concerns and issues in order to formulate appropriate policies and action to be introduced in future.

Mirbabayev and Shagazatova (2005:73-91) shows that the impact of tourism on local communities can be both positive and negative, whether it comes to economic,
social, or environmental effects. It depends to which extent tourism is developed in a particular region. Every region has its bearing capacity, that is to say the limit of the incoming influence that does not harm the host community. If this limit of carrying capacity is crossed then negative impacts of tourism will follow.

Gjerald O. (2005:36-58) examines residents' perceptions of socio-cultural impacts in the North Cape. Study suggests that both those who are, and who are not economically dependent on the tourism industry perceive tourism positively. Both long-term and short-term residents believe that tourism's benefits outweigh tourism's costs. No noteworthy differences are found across socio demographic factors such as education and marital status with respect to the residents' perception. The almost overwhelmingly positive response of the residents can be attributed to the current stage of destination development cycle at the North Cape.

Konstantinos Andriiotis (2005:67-90) suggests that it is essential to appreciate community groups' perceptions and preferences because the measurement of these perceptions plays a vital role in the future success of a destination. On the basis of findings, it is evident that three different groups of respondents expressed a high degree of positivity toward tourism and tourism development, although there were some differences in their agreement for the types of tourists, facilities, and actions considered beneficial for the island.

Thomas (2005:571-584) explores the context of sexual risk behavior of women on holiday and suggests that freedom from the constraints and realities of domestic life on holidays experience are a 'limuloid period' in which norms of behavior are temporarily abandoned and time becomes compressed, it lead to the rapid establishment of trust in new relationships. This has implications for sexual risk: women have sexual intercourse more quickly with a new partner on holiday than they do at home. Unqualified trust in relative strangers also raises issues for women's general safety.

Maria Vounatsou et al (2005:1-19) examines the residents' perceptions of Mykonos City towards the impacts of tourism; found that when controlling for personal benefits from tourism development, perceptions of its impacts were
unrelated with socio-demographic characteristics except for education. Furthermore, brief reference is made to the interface that exists between economic dependency on tourism and cultural dependency.

**Majumdar** (2005:179-187) stated that with the passage of time Indian cultural heritage has undergone massive changes; in the modern context, its preservation and conservation has gained utmost importance. The cultural depiction in the Indian literature has its own importance with uniform terminology used by different Indian languages. The past literary heritage of India is in the form of manuscripts available in palm leaves, cotton, silk, wood, bamboo, and copper plates. The initiative taken by the Indian Government in introducing the National Mission for Manuscripts is the right step towards preserving these culturally significant works. The Indian libraries that have these precious collections have suddenly gained importance and are benefiting financially. The ultimate aim of the Mission is to identify such rich heritage, register them wherever available, preserve them and provide the surrogates for worldwide dissemination. This article attempts to provide details on the entire gamut of issue.

**McNaughton** (2006:645-665) stated tourism has the potential to create inequality and social tensions. Author depicts the outsider status of handicraft traders in a tourism center of India. It demonstrates that they are seen as hosts by international tourists, and may even enact this role. However, local property owners who, like many local residents, see them as uninvited outsiders rather than as guests subject them to various forms of violence and exploitation. It is argued that the host-guest framework is inadequate for developing a more nuanced understanding of such interactions on the front line of international tourism. For the sense of welcome and hospitality that underwrites these interactions, serves to depoliticize what are often highly exploitative relations.

**Robinson** and **Picard** (2006:1-84) throws light on the relations between culture and tourism, tourism and development, tourism and dialoguing cultures. Authors also questions that every decision-maker and actor engaged in tourism should address the scenarion before a tourism project is launched. This report presents several of the operational projects implemented by, or with the support of, UNESCO. To illustrate
how cultural tourism Policies developed in the spirit of the principles and Values
tained in the texts, standard-setting instruments, declarations and
recommendations, adopted by UNESCO, are put into practice.

Rátz and Michalkó (2006:22-32) summarises the key factors contributing to the
development of a destination’s successfully marketable tourist milieu. Authors also
analyses the objectification process of subjective visitor perceptions through which
the perceived image becomes a component of social awareness. The hierarchical
relationships of milieu, image, sense of place and local identity are also assessed,
with particular emphasis on the role of the tourist milieu in the social construction of
the tourist experience.

Spanou (2007:145-162) monitored that the residents of Cyprus have a positive
attitude toward tourism, because of the dependency of tourism human attitudes and
behaviour of the residents towards tourists. Author also suggests for new tourism
developments with assistance of municipalities to minimize conflicting activities
and all planning should be accompanied by widespread public information
dissemination and provides opportunity for discussion leading to integrated coastal
zone management. This will also benefit in another area as already mentioned in
minimizing the local’s resentment and alienation concerning tourists and the use of
their resources.

Schianetz, K, et; al (2007:369-389) writes that Tourism provides financial benefits
and it can also generate negative effects in other areas. This can result in social and
environmental issues being identified as problems and requiring to be tackled. Social
pressures that can arise include increased crime rates, erosion of traditional customs
and decreasing acknowledgement of the cultural heritage.

Boora (2007:108-117) highlighted different core aspects of culture in relation to
tourism. Author also explains complexities and details of culture tourism and their
impacts on cultural growth. Furthermore this paper on the one hand dealt with
cultural growth and with unsustainable aspect of cultural tourism i.e. sex tourism on
the other hand.

Terkenli, et; al (2007:339-348) deals with the current need to assess the impact of
tourism on local societies. It shows an understanding of local perceptions of socio-
spatial transformation through processes of a “new Cultural economy of space”—in cases where tourism constitutes the major agent of change. Cultural and social roles, structures and values of the communities under study emerge from this empirical research as more resistant to change, whereas Economic practices and lifestyles seem to be more susceptible to a transformation in favor of an urban, Western way of life.

**Nzama** (2008:1-8) explains the perceived socio-cultural impacts of tourism for residents of iSimangaliso World Heritage Park and finds that conflict in host-guest increased since the park was given a world Heritage status. Author suggested an approach to minimize socio-cultural impacts of tourism in the study area and recommended that the authorities set up a structure that will monitor the interaction between host and tourist communities. Local communities should be made aware of the consequences of unguided and rampant interaction with tourists. He also advocates awareness and education to protect the local identity and cultural heritage.

**Beata Grebliauskiene, et; al** (2008:127-133) aimed at the impact of cultural tourism upon regional culture from the communication perspective. Often communication is considered as a tool for understanding and enrichment up to some extent but some time it becomes an obstacle than an aid.

**Huttasin** (2008:175-191) investigate the impacts of tourism development at Baan Tawai, the first OTOP Tourism Village in Thailand, and to examine the relationship between demographic factors and Baan Tawai residents' perceptions of the social impacts of tourism development. The finding is that the residents positively perceive social impacts in term of job creation for women in the village. Additionally, they do not see any social changes brought in by tourism and do not think that tourism leads to an increase in prostitution, vandalism, burglary, or drug abuse.

**Alhasanat** (2008:374-386) found that attitudes varied according to people’s level of dependency on tourism and certain demographic variables. Interestingly, it was found that less educated people have a more positive perception of tourism than those who are more highly educated. Data analysis supports the evidence that there are positive sociocultural impacts of tourism on the Petraians. It can also be said that the benefits of tourism at Petra far exceed any negative consequences.
**Gawler visitor information center in Australia** (2009:1-3) found that many impacts are socio-cultural and it was an outcome of lack of information and false impressions. Negative perceptions and attitudes towards visitors and tourism can also affect tourism/communities. Feelings towards tourism, delays/obstructions to tourism product development and lack of council/authority support can prevent tourism from flourishing; perhaps these communities are not ready for tourism. It is easy to blame tourism for any economic, social and environmental problems. Open communication channels, proper consultation, transparency and involvement at the community level at all stages of the planning process can aid in communities taking ownership of their tourism product.

**Davuth Eng** (2010:1-183) shows tourism has benefited Srah Srang Cheung village economically and socio-economically. Tourism has brought mainly positive benefits to the destination like employment in the form of new jobs and part time works. Improved living standard, women empowerment and promotion of local craft are other positive aspects of tourism in Angkor. Not only this tourism also attracts outside workers and these In-migration issues do not negatively influence the village, as in-migrants run businesses that provide job opportunities for villagers. In addition, tourism jobs do not obstruct children from going to school but the industry offers economic resource to support their education. However, tourism has resulted some negative impacts too in the form of increased cost of living and inflation. This research also advocates the need to improve the link between tourism and agriculture and educational strategies for education in the village.

**Fariborz** and **Ma’rof** (2010:87-91) illustrates the community leaders’ perceptions toward socio-cultural impacts of tourism. Study focuses on the differences in leaders’ perceptions between the Old and New Districts of Shiraz and outcome of the study shows that there are mostly similar views among the community leaders from both districts of Shiraz. However, a distinct minority believes that some cultural problems arise from tourism development.

**Oberholzer et al** (2010:1-9) pointed out that South African National Parks (sanparks) plays a major role in the tourism industry and has three primary functions, to conserve biodiversity, to create tourism and recreational opportunities
and to build strong community relations. However, the main aim of this study was to
determine the socio-economic impact of Africa’s oldest marine park, namely
Tsitsikamma National Park, which forms part of the newly created Garden Route
National Park. Authors found that the park has a positive economic impact on the
surrounding area and that the community exhibits a favourable attitude towards
Tsitsikamma National Park.

Palliaguruge and Chandralal (2010:41-49) find out that despite of the local
community’s huge protests against the certain tourism projects of this destination
several years back, now at present there is a higher level of support for tourism
among the local community. Not only this there a significant support for further
tourism development and increased visitation levels. The majority of the local
residents hold that tourism has a positive effect on the local community. The most
important benefits that residents felt from tourism were increased employment
opportunities, property values, image of the city, appearance and infrastructure of
the city and improved pride as the residents.

Roy et al (2010:90-98) relates tourism development for betterment of living
standard of poor rural people. This may be achieved through sets of network with
effective, sincere and transparent participation of rural work force for development
of tourism potential areas. This leads to know a place since its beginning, seeks to
utilize resource base of a place sustainably, provides income opportunities, builds
individual capacity and ultimately reduces regional backwardness and brings rural
development keeping in mind that the rural parts of the country are enough potential
for generating Gross Domestic Product (GDP) of the country, if properly utilized.

Mishra et al (2011:518-527) Tourism is considered as an efficient tool for
promoting economic growth of the host country. India has been growing at a rapid
pace and has vast potential to tourism that can boost overall economic and socio-
cultural development. This paper is an attempt to examine the dynamics of the
relationship between tourism sector expansion and economic growth in India. It
provides evidence of long-run unidirectional causality from tourism activities to
economic growth of the country. Therefore, as a part of the policy implications it is
necessary that all wing of the central and state governments, private bodies and
voluntary organisations should become the active partners in the endeavour to attain sustainable growth in tourism and overall economy as well.

**Ward** and **Berno** (2011:1556-1569) goes beyond social exchange theory to test a predictive model of attitudes toward tourists, incorporating the contact hypothesis and Integrated Threat Theory. It was hypothesized that positive employment in industry, country of residence, and positive perceptions of tourism impacts would predict attitudes toward tourism. It was also assumed that more frequent and satisfying intercultural contact, lower perceptions of threat, more positive stereotypes and less intergroup anxiety would predict positive attitudes.

**Lynn Minnaert, et;al** (2011:403-415) examines the concept of ‘Social Tourism’ and proposes a model to clarify the interrelationships between the different interpretations of Social Tourism to highlights the Common ground exists. The model consists of four main categories: the participation model, the inclusion model, the adaptation Model and the stimulation model. The model draws on the historical development of Social tourism and the ethical foundations for provision, and a range of examples of European practice supports it. This article concludes by proposing a definition for social tourism that can effectively set the concept apart from other forms of tourism with attached social benefits.

**Lopez-Guzman et;al** (2011:69-84) points out that Community-based Tourism is gaining prestige all over the world as an alternative to mass tourism. This type of tourism favours a contact with the local community and the experimentation of different sensations. The study results out that the local communities have perception that tourist development can create jobs and generate wealth, although it is necessary previous technical training from private and public institutions to fulfill these objectives.

Majority of work exhibiting signs of socio-cultural impacts of tourism show a varied degree of attitude towards tourism. Initially, the negative impacts are ignored to welcome the benefits of tourism for the host community. The moment the size and volume of benefits start coming down, the community perception towards tourism begins changing. This shifts in perception makes the beginning of growth of tourism against the Socio-Cultural and economic interests of the community.
2.2 TOURISM STUDIES ON RAJASTHAN AND JAISALMER

As discussed earlier, there are limited works on tourism development and its impact on the study area. Whatever the references are being used in this regard, they take into account different aspects of socio-cultural dimensions of tourism in Rajasthan and Jaisalmer. The representative references of literature are mentioned below that will help to understand the cultural dimension of tourism in Jaisalmer in a better manner.

Shackley (1996:213-218) explains that Tourism in Thar Desert of Jaisalmer begins to blossom because of Camel Safari. The tourists from around the globe start visits here because of Camel safari. Considerable profits are generated for camel owners and safari operators but these are directly returned to the local community either to finance a larger family or to buy more camels. This industry now controls the Jaisalmer economy but poor regulation threatens its sustainability with worrying implications for employment and environmental management.

Mathur, et; al (1999:1-202) throws light on the issue of misuse of touristic potential by tourists in Pushkar which is a center of religious activity in Rajasthan. It was due to lack of state’s interest. A number of ways to check the environmental degradation have been suggested besides the ways to strike harmony between tourism and ecology in studied area.

Kavoori, et; al (2001:998-1009), provides a framework for understanding the impact of Western tourism in the context of a Hindu religious community at Pushkar Rajasthan. Locally, tourism is perceived as a threat to tradition and religion even while a large segment of the population is dependent on its economic benefits. This ambivalence is resolved through three types of rhetoric: exclusionary, political, and religious. This strategy of rhetorical resistance, termed here as “mediated resistance”, allows the host community to condemn tourism collectively while participating in it on an individual basis.

Sekhar (2003:339-347) tries to prove that protected and conserved areas are also beneficial for the local communities, by citing an example of Sariska tiger reserve. The present study examines the local people's attitudes towards wildlife tourism and
the impact of benefits from tourism on the local support for Sariska Tiger Reserve (STR), India.

Sharma Meghna (2008:87-90) points out that Forts in Rajasthan have been very famous for their strength and impregnability initially constructed for protection from animals, foreign invasion and also thieves and robbers. Today these forts and palaces dotted over hilltop speak not only about its rich cultural heritage but also about sacrifice and bravery of the people. The mixture and brilliance of Rajasthan’s can amaze a visitor too, in actual these marvelous peace of stone and sends attracting tourist around the globe.

Kala Neha (2008:65-74) uses Jaipur as an example to illustrate the multifarious impacts of tourism, the residents perceived tourism development from both positive as well as negative perspective. However, the dominant view reaffirms the Jaipur represents a positive side of tourism.

Trikha Pardeep (2008:101-104) attempt to analyse cultural heritage of tourist Interest as suggested or claimed in tourist browsers, websites, newsletter, travel guides, advertisements and score of the sources. Apart from giving information, these sources have a stereotypical agenda to be fulfilled which involves politics of language and other issues.

Ray Swati (2008:46-48) highlighted the Saka Scythian influence on the ancient art of Rajasthan. The saka/ Scythian ruled over portions of the indo-Iranian borderlands and parts of the Indian subcontinent in the late pre-Christian and early Christian centuries and along with the Parthians they were continually in power in parts of North western India, Gujarat, Rajasthan, part of central India and upper western Deccan till the latter part of the second century A.D. Literary and archaeological sources attest to the Saka/Scythian connection and influence on the ancient art of Rajasthan.

Poonia Anamika (2011:130-143) points out that Rajasthan has immense tourism potential and tourism is increasing all the time. She finds that the increase in tourist arrival is not leading to the increase in tourism services. She advocates the upper statement with examples of main tourist destinations of Rajasthan and advocates for
the better policy and planning to sustain tourism industry.

**Chourasia and Chand** (2011:161-171) stated that River Chambal and its tributaries in Hadoti; a land of uneven altitude, offers Green Tourism in Rajasthan. It has richness of natural beauty, flora and Fauna accompanied with places of religious, historical and archeological importance. Apart from national parks, sanctuaries and closed areas, there are natural spots have great potential for ecotourism, only proper planning and initiatives are required to promote this area with special attention toward negative impacts of tourism in Hadoti.

**Kaura Vinita** (2011:145-152) find out difference in perception of experience for chokhi dhani due to demographics like age and gender and suggests that the perception of tourists do not differ significantly on the basis of gender. Only four attributes perceptions vary by selected age groups and for other attributes perceptions do not differ significantly. Results suggest that people differ in their perceptions of hospitality experience regarding attribute ‘exciting experience’ when that belong the different gender. As compare to males, females are more risk takers and seek excitement with risk taking activities.

**Ashok and Lokeshevar** (2012:59-73) noted that RTDC is working as wholly owned government organisation in Rajasthan state and comes out with conclusion that RTDC has not been able to fulfill the satisfaction level of guests. The paper attempts to evaluate the satisfaction level of the guest who was staying in RTDC hotel.

**Nihalani Meeta** (2012:21-28) analyses the tourist perception and the satisfaction for the environmental values of the Jodhpur with an aim to design the strategic framework for quality of environment to promote the sustainable tourism industry. Tourism is a growth-oriented industry in the modern economy where the sustainable practices are essential to build the ecotourism to give the satisfaction to the tourists. The healthy practices can be built by reducing the pollution and enhancing the conservation of nature. The wildlife preservation and the quality ecotourism can give the healthy practices to attract the tourist practices. The major dissatisfaction is due to the littering and traffic problems in the city. The quality of tourism can be
increased by the conservation of the resources through the local participation of the people.

Parkash (2012:206-215) looked into how heritage buildings and structures in India those are under threat due to public apathy and government’s lack of will Author also attempted to carve out a public policy and awareness programme to address the problem.

To conclude it can be observed that there are varied and sometimes contradictory dimensions of the cultural tourism. The review of literature has unfolded number of issues and relationship between culture and tourism. That forms a major part of consideration for the present study. The issue brought at surface includes the interaction between the host and tourist. It is the sustainability in relationship that determines the growth of tourism, in the study area.

Certain other aspects too have been noticed in review of literature. There exist a close relationship between the host and tourist, which sometimes develops conflict. However, the impact of tourism on society is not uniform but depends upon the nature of society. It is Economic dependence of community on tourism that helps the host to develop a positive attitude towards tourism. Youth among the local population, represent a social group who is comparatively, more open minded to respond to changes. The level of education among the host population making them aware about tourism benefits and suggest sustainable method to exploit tourism and tourism potential at destination to avoid its negative consequences.

All these outcomes from review of literature segment shape the study to move forward.
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