

CHAPTER-V

IMPACTS OF TOURISM

The economists have generally emphasized the economic benefits from tourism and often overlooked its economic costs and the social and environmental effects due to it. On the other hand, sociologists and anthropologists have mostly stressed the socially disruptive nature of tourism. The methodologies adopted by different discipliners in assessing the impacts have also been varied and weak. As started by Pearce, “There has been a general failure to recognize that tourism may develop in different ways and that even similar process may give rise to widely different impacts when the context differs. In consequence, our inadequate understanding of the varied impacts of tourism development has contributed to both unwarranted optimism and excessive negativism among public officials”.

Further, much of the research on the environmental impacts of tourism, according to Mathieson and Wall, suffers from conceptual and methodological difficulties. Generalization from the research undertaken mostly at the international and national levels has been applied to more restrictive area without carrying our further investigation. “The existing knowledge about the tourism impacts like the tourism industry itself is highly fragmented. Although there is complementarily between the elements of the tourist industry, the effects of tourism on each of these components are separate and differ widely. This creates both definitional and data collection problems. Instead of concentrating upon individual components of each of the physical, economic and social impact categories, there is more need for researches to integrate the findings”. Also, the research themes are finding between disciplines have been seldom integrated. Different measures have been used to assess different impacts. And because of the fragmented nature of tourism it has not been possible to devise a single measure of tourism impact.

Impact research has been mostly “reactionary in nature” and mainly concerned with “after the fact” analysis. Mostly studies were undertaken after rather than before the commencement of tourism development. It is, therefore, difficult to distinguish between changes brought about by tourism and other activities because of the absence of specific benchmarks against which change can be determined.

The protection, enhancement and improvement of the various components of man's environment are, thus, among the basic conditions for the harmonious development of tourism. The rational management of tourism may, similarly, contribute to a large extent to protecting and developing the physical environment and the cultural heritage, as well as to improving the quality of man's life. Conservation and tourism may enjoy a supportive or symbolic relationship and within the total context of development should not be conflict.

TABLE 5.1
The Major Positive and Negative Impacts of Tourism

Tourism Impacts	
Positive Impacts	Negative Impacts
<p>Positive economic impacts</p> <ol style="list-style-type: none"> 1. Provides employment opportunities , Increases income 2. Generates supply of foreign exchange 3. Increases gross national products 4. Improves an infrastructure, facilities and services (sewage system) 5. Raises government revenue (tax) , diversifies the economy 	<p>Negative economic impacts</p> <ol style="list-style-type: none"> 1. Causes inflation of land value 2. Increases demand for local products, raising price on food and other products 3. Diverts funds from other economic development projects 4. Creates leakage through demand for imports 5. Results in seasonal employment , displaces traditional patterns of labor 6. Involves costs of providing the construction and maintenance of infrastructure
<p>Positive social impacts</p> <ol style="list-style-type: none"> 1. Creates favorite image of the country 2. Provides recreational facilities for residents as well as tourists 3. Facilitates the process of modernization 4. Provides opportunities education 	<p>Negative social impacts</p> <ol style="list-style-type: none"> 1. Creates resentment and antagonism related to dramatic differences in wealth 2. Causes overcrowding, congestion, traffic jams 3. Invites moral degradation resulting

	<p>in increased crime, prostitution, drug trafficking</p> <p>4. Causes conflicts in traditional societies and in values</p>
<p>Positive cultural impacts</p> <ol style="list-style-type: none"> 1. Encourages pride in local arts, crafts, and cultural expressions 2. Preserves cultural heritage <p>Positive environmental impacts</p> <ol style="list-style-type: none"> 1. Justifies environmental protection (marine reserve) and improvement 2. Protects wildlife 3. Encourages education of value of natural based tourism 	<p>Negative cultural impacts</p> <ol style="list-style-type: none"> 1. Create demonstration effect relinquish cultural traditions. 2. Encourage the tranquilization of crafts <p>Negative environmental impacts</p> <ol style="list-style-type: none"> 1. Fosters water pollution, air pollution and solid waste 2. Tramples delicate soil and beaches 3. Destroys coral and coastal dunes 4. Disrupts flora and fauna (wildlife, plant life wetlands)

5.1 Economic Impact of Tourism

Domestic and international tourism of distinguished by an enormous growth in the number of tourists. This growth is due to the demand factor (the economic and technological conditions which provide the means of satisfying the mass demand for tourism and is encouraged by an ever-increasing amount of free time) and supply, which provides opportunities for job creation is thus attributable to an overall policy for economic and social development in both the developed and developing countries.

The economic role of tourism is not restricted to the effects produced by international tourism alone. The benefits to national economics from the span off from tourism and its importance in national economy are universally recognized. In many countries domestic tourism is the source of much wider tourist movements and has significant importance as an endogenous economic activity.

Tourism creates income which is inter-linked with employment being a labour intensive industry, the greatest preparation of income is derived from wages and salaries. The higher the amount of labour employed, the greater is the income generated income also accrues from rent, interest and profits on tourist business Taxation on tourist activities also help to raise additional public income. Tourism

contributes a significant proportion of the national income of many countries. The contribution is in fact greater owing to the phenomenon of the tourism multiplier.

From an economic point of view, tourism encourages the consumption of goods and services and this directly stimulates those sectors in each country which produce these goods and services. The spin – off from tourist activities is most important in the sector covering food, construction, art and crafts and commerce. A further spin off results from the process of responding of income thereby generating additional income because of the multiplier effect.

Advantages of Economic Tourism

What is there about tourism that gives it more appeal than other avenues of economic growth in developing countries? This question can be addressed through a consideration of the disadvantages of trading on the international market primary through the export of primary produce (raw materials and foodstuffs), Which is a characteristic feature of most developing economics. According to Bond and Ladman there are four major disadvantages.

- The price obtained for raw materials is governed by the world market price and is subject to terms – of – trade conditions;
- The export commodities for developing countries are usually concentrated upon a limited number of products;
- Export markets in raw materials are unstable and, therefore, foreign earnings are uncertain;
- Export of raw materials is conducive to a high propensity to import manufactured products in order to meet changing and increasing consumption patterns.

Tourism, as an invisible export, is not subject to these disadvantages to the same degree as many primary products.

Tourism also has a number of comparative advantages when compared with the export of primary products. The tourist exporting country (i.e. the host nation has a greater degree of control in establishing prices for tourism goods and services than it does for the export of raw materials). In gaining such control for developing country is not subject to the vagaries of commodity exports which tend to be intensified in times of economic instability of decline. In this situation countries are able to

manipulate prices within the tourist industry as a way of providing incentives for foreign travelers to visit. Developing countries involved in tourism are also favoured by the fact that tourism is highly income elastic when compared with raw materials. Thus, slight increases in the incomes of potential visitors can lead to appreciable growth in tourist arrivals and receipts. On the other hand larger increases in income are required to generate equivalent expansion in export earnings from the sale of raw materials. There is every indication that these relationship between income elasticity and sales will continue.

Secondly, tourism by complementing other export products, add diversity to the export base of a country and, thereby, helps to stabilize its foreign exchange earnings.

Thirdly, tourism the potential to furnish foreign exchange to offset deficits created by growing demands to import scarce raw materials and manufactured goods. Tourism generally requires relatively little, by value, in imports for every unit of foreign exchange which it generates. Thus a greater proportion of the foreign exchange earnings of tourism can be used to investment in the development of manufacturing industries or in reducing the foreign earnings debt. The extent to which this is possible depends upon the ability of a country to supply the tourist industry from domestic rather than imported sources.

Economic Benefits and Costs

The magnitude of economic impact is governed by a multitude of factors. Some of the more pertinent ones include.

1. The nature of the main facility and its attractiveness to tourists;
2. The volume and intensity of tourist expenditures in the destination;
3. The level of economic development of the destination area;
4. The size of the economic base of the destination area;
5. The degree to which tourist expenditures re-circulate within the destination;
6. The degree in which the destination has adjusted to the seasonality of tourist demand.

The above factors also determine whether the economic impact is positive or negative.

The economic benefits of tourism, which have been documented in the literature, include the following;

1. The contribution of tourism to foreign exchange earnings and the balance or payments;
2. The generation of income;
3. The generation of employment;
4. The improvement of economic structure;
5. The encouragement of entrepreneurial activity;

Much less is known about the economic costs of tourism than the benefits.

Costs mentioned in the literature include:

1. The danger of over-dependence on tourism;
2. Increased inflation and higher land values;
3. An increased propensity to import;
4. The seasonality of production and the low rate of return on investments;
5. The creation of other external costs.

Contribution to Foreign Earnings

The gross foreign exchange (or for regional economics, income from outside the area) can be calculated from the foreign tourist expenditure patterns. But it is essential to determine the import content of tourism (i.e. the cost of imported goods and services used in tourism), to derive the net foreign exchange earned. There are several types of imported goods and services:

- Goods such as food items and hotel supplies;
- Commissions paid to travel agents and tour operations whose businesses are located outside the area;
- Advertising and promotion expenditure paid to businesses outside the area and the operating costs of national or regional promotion offices outside the area;
- Lease rent, such as on hotel properties paid to absentee owners;
- Interest and profits paid to outside property investors and stock holders;
- Management fees paid to transnational management companies;
- Expatriation of wages and salaries made by foreigners working in tourism; and
- Tourists use of credit cards and travelers checks that do not benefit local banks

Import costs are also often associated with materials and equipment used in the initial construction of hotels, other tourist facilities, and infrastructure and their continuing maintenance. Potential foreign exchange earnings are reduced when governments exempt customs like duties or taxes on foreign owned companies as investment incentives.

Table 5.2
Foreign Exchange Earnings from tourism in India during 1991-2011

Year	Foreign Exchange Earnings (Rs. Crores)	Percentage change over previous year
1991	4318	-
1992	5951	37.8
1993	6611	11.1
1994	7129	7.8
1995	8430	18.2
1996	10046	19.2
1997	10511	4.6
1998	12150	15.6
1999	12951	6.6
2000	15626	20.6
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	54960	7.1
2010	64889	18.1
2011	77591	19.6

Source: WTO

Figure 5.1



Tourism and Employment

The “Tourism is expected to be the second – largest employer in the world which likely to employ over 40,037,000 by 2019.” Tourism, the largest service sector in India, with a contribution of 7.9 percent of the total employment i.e. 39.3 million jobs. WTO statistics show that in countries where tourism is firmly established the sector dealing with accommodation above can provide 3 to 5 percent of total number of jobs available. For the whole tourism sector, the number of jobs directly or indirectly concerned may represent 5 to 8 percent on the total number of jobs available in the country.

The amount of employment in tourism appears to be directly linked to the reception facilities in general and not just to the accommodation available. Both are a consequence of the size of tourism activity and the length of time for which it has been established. It has been observed that in countries with a high level of tourism, the bulk of the economic and social structure evolves to adapt to the supply of leisure goods and services to the increasing and specific demand of the holiday marker.

As a source of employment tourism is considered particularly important for those areas which lack the natural resources required for industrial or other developments and have thereby limited employment potential, but are climatically or

scenically attractive. It is of special significance of developing countries where it often offers more opportunities for employment than any other sector because of the limited scope for other economic activities.

The lack of coherent statistical apparatus remains obstacle to the proper evaluation of tourism's employment creation effect. The available indicators of employment in the field of movement of persons, travel and tourism are rather fragmentary. The three areas of employment in travel and tourism are a) hotels and similar establishments and restaurants; b) passenger transport; and c) distributors of the tourists product, i.e. travel agency and tour operator personnel guides and reception staff. The feature common to these three categories of tourism employment is that they relate to the operation of the travel and tourism sector.

Of the above three categories of tourism employment, the available data tend to relate only to jobs existing in classified or registered hotels open on a permanent basis or in travel agencies or from tour operators that the members of relevant associations. While valuable, these data give only a partial picture of the total employment attributable to travel and tourism.

Tourism Contribution to Gross Domestic Product (GDP)

Tourism's share in the GDP varies from one country to another according to the size of their tourism activity. The share taken in European countries and in the principal countries of America is estimated to range between 1 to 3 percent. Tourism generated \$121billion or 6.4 percent of the India's gross domestic product. The GDP of tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India among the fifth rank in countries with fastest growing tourism industry.

Tourism represents a significant potential for future development for many countries while for some others it offers a diversification of their economic activities. Its expansion is desirable for certain developing countries provided the tourism policy is based on the sustainable use of their own natural and human resources and on a minimal dependence on external factors.

Contribution of Government Revenue

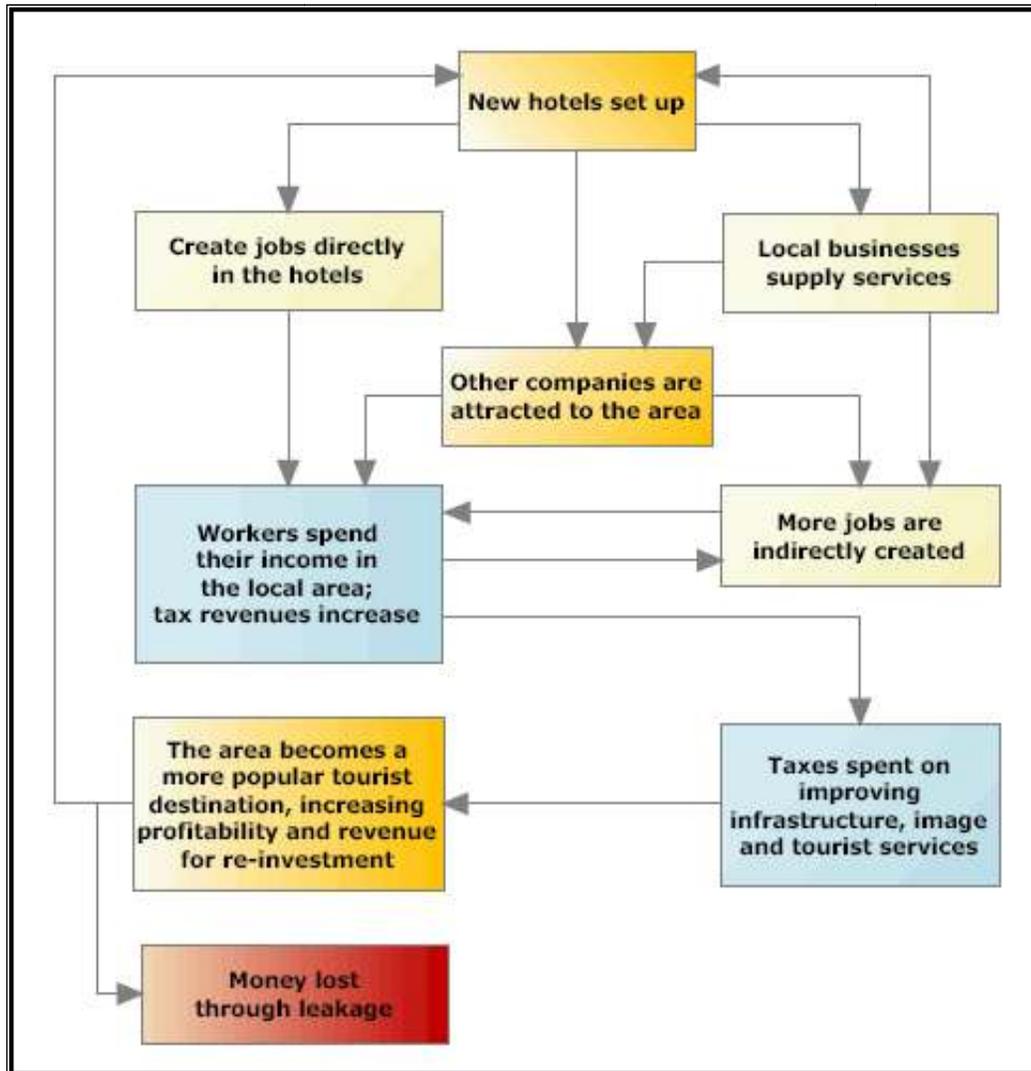
Another measure of economic impact and other an influencing factor on deciding tourism development policy is its direct contribution to government revenues, which can be substantial. Potential revenues include hotel and other user or expenditure taxes, airport departure taxes, customs duties on imported goods used in tourism, income taxes on tourism establishments. The extent and type of sources are of course determined by the Government and are specially taxable relative to the direct tourist taxes, such as a hotel of tourist expenditure tax, which ranges in various countries from as low as 3 to as high as 15 percent.

Although a potentially important and legitimate source of revenue, there is the danger of applying too high a hotel or expenditure tax, which can be both irritating to tourists and increase their travel costs to the extent that it may be a deterrent to visiting the area, especially if they feel that they are not receiving commensurate government services. A frequent complaint of tourism officials is that hotel tax goes into general use government funds and is not at least in part, reserved for improvement and further development or promotion of the tourism sector. Sometimes a special earmarked hotel tax is applied, most commonly for local training of employees in tourism.

Tourism Multiplier Effect

Although the concept of the multiplier had developed in the 1880's the first important contribution to the theory and principle of the multiplier effect was made by R.F. Kahn in 1931. He prepared the first detailed model showing the direct and secondary effects of an increase in economic activity on an economy.

Figure 5.2
Tourist Multiplier Effect



Source: <http://geographyfieldwork.com/>

Tourism has a variety of economic impacts. Tourists contribute to a destination's sales, profits, jobs, tax revenues, and income. Primary tourism sectors, such as lodging, dining, transportation, amusements, and retail trade, are affected directly: most other sectors are impacted by secondary effects. An economic impact analysis of tourism activity usually focuses on regional tourism-related changes in sales, income, and employment. A standard economic impact analysis traces the path that money takes once it leaves a tourist's pocket: this is also referred to as the flows of money from tourism spending. The first flow, (direct effect), is to the businesses

and government agencies to which the tourists pay money directly. The money then flows through the economy as

- (i) Payments from these direct recipients to their suppliers,
- (ii) Salaries and wages for households who provide labor for tourism or supporting industries, and
- (iii) Various government taxes and charges payable by tourists, businesses and households. Continuing the fluid analogy,
- (iv) A leakage occurs when money escapes the economy of a region because a local consumer, (household, business or government), has purchased a product from an outside supplier.

The final consumers of tourism products are mostly households and governments. The methods used to estimate visitor spending can also be used to estimate the economic impacts of government spending to operate and maintain a park or visitor's center.

The expenditure made by the tourist makes two types of effects:

Direct Effect: The initial income produced by the regional spending of the tourist is usually known as direct effect.

Indirect Effect: The following rounds of the derived income are known as indirect effect.

Suppose a tourist spent Rs.5000/- in a region with Rs. 2500/- becoming direct income to wage earners of proprietors and the other Rs. 2500/- takes out of the spending cycle to pay for imports. In the next round, the Rs. 2500/- is reduced to Rs.1250/- in as income and 50% takes out. The Rs.1 250/- then becomes Rs. 625/- as income on the next round and so on until the income practically becomes zero. If we add all the indirect incomes of Rs. 2500/- from the original tourist expenditure, we get a total Rs. 5000/- in twice as large as Rs. 2500/-. We can say that the visitor's expenditure, expressed in terms of amount of personal income generated, has a multiplier of two. This is a simple way of calculating but in actual practice, the obtaining of data for leakage of each stage of turnover is strenuous job as shown in Figure.

Table 5.3: The Multiplier Effect

Tourist spent for:	Second round of expenditures	Ultimate beneficiaries
Loading Food Beverages Entertainment Clothing Gifts and Souvenirs Personal care, Medicines, Cosmetics Photography Recreation Tours Sightseeing, Guides and local transportation	Wages and Salaries Tips and gratuities Payroll taxes Commissions Music and Entertainment Administrative and general expenses Professional Services Purchase food and beverage supplies Purchase of goods for resale Purchase of material and supplies Repair and maintenance Advertising promotion and publicity Utilities Transportation Licenses Insurance Premiums Rental of facilities and equipment Interest and principal payments of borrowed funds Income and other taxes Replacement of capital assets Return to government	Accountants Appliance repairpersons Architects and crafts people Arts and crafts suppliers Athletes Attorneys Auto servicepersons Bakers Bank workers Butchers Carpenters Cashiers Charities Cinema and video makers distributors Clerks Clothing Manufacturers Cooks Cultural organizations Dairies Dentists Department store owners/workers Doctors Education providers Electricians Engineers Farmers Fisher persons Freight forwarders Furniture Makers Gardeners Gift shop operators Government workers Grocers Health care providers Manufacturing workers Office equipment suppliers Painters Petrol Stations Plumbers Parters Painters and publishers Reception equipment, sale / rental Resort owners, operators and workers Restaurant owners, operators Road maintenance workers Sign makers Transport workers Utilities, providers of and repair person Waters and Waitresses Wholesale suppliers
Miscellaneous		

Leakage: When the private or public sector purchases goods or services from outside the community that money is no longer subject to the multiplier effect and the economic benefits leak out the community.

Source: World Tourism Organization

Negative Economic Impacts

There are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.

Leakage

The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travelers' home countries), and not to local businesses or workers. In addition, significant amounts of income actually retained at destination level can leave again through leakage. Of each US\$ 100 spent on a vacation tour by a tourist from a developed country, only around US\$ 5 actually stays in a developing-country destination's economy. The figure below shows how the leakage happens.

There are two main ways that leakage occurs:

Import leakage

Growing tourist numbers may lead to increasing import requirements. The demands by some tourists for their home comforts while on overseas holidays, especially for food and drinks from their home country, can impose extra costs on host countries by requiring them to import these items for resale to the visitors. This is especially so with small economies which often do not produce locally what the tourists want - not just the food and drink brands that the visitors prefer, but also luxury purchases such as jewellery, cameras, and photographic equipment etc.

The average import-related leakage for most developing countries today is between 40% and 50% of gross tourism earnings for small economies and between 10% and 20% for most advanced and diversified economies.

Export leakage

Multinational corporations and large foreign businesses have a substantial share in the import leakage. Often, especially in poor developing destinations, they are the only ones that possess the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin.

Enclave tourism

Local businesses often see their chances to earn income from tourists severely reduced by the creation of "all-inclusive" vacation packages. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism.

As the surveys done on the "all inclusive" theme concluded that 'All-inclusive hotels generate the largest amount of revenue but their impact on the economy is smaller per dollar of revenue than other accommodation subsectors.'

It also concluded that all-inclusive imported more, and employed fewer people per dollar of revenue than other hotels. This information confirms the concern of those who have argued that all-inclusive have a smaller trickle-down effect on local economies.

The cruise ship industry provides another example of economic enclave tourism. On many ships, guests are encouraged to spend most of their time and money on board, and opportunities to spend in some ports are closely managed and restricted.

Other negative impacts

Opportunity Costs

Every item of tourism expenditure in theory could have been spent on some other project, inevitably raising the question of which is more important: e.g. the new hotel, or a new stretch of road, a hospital, or a school etc. Similarly, the production of goods and services for tourism purposes requires the allocation of resources which could also have been used for other, perhaps more socially laudable, purposes. The *opportunity cost* in such situations is the cost of using scarce resources for tourism,

either as consumption or development, as opposed to using the money for alternative, perhaps more socially preferable, purposes.

Displacement Effects

Displacement can happen when a tourism development occurs at the expense of another industry, or when a new tourism project takes customers away from an existing attraction or facility - rather than adding sufficient numbers of new visitors to the local tourist destination to justify the investment. This type of situation, where tourism development simply substitutes one form of expenditure and economic activity for another, is known as the *displacement effect*.

Over-dependence on Tourism

Anywhere, whether it is a town or a country is in an economically vulnerable position when it is dependent on the health and vigor of just one industry. This also applies when tourism is the principal industry. Indeed, tourism revenues may fluctuate, for more than just seasonal reasons, beyond a destination or an attraction's ability to predict and manage such a situation.

Seasonal character of Job

The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment-related medical benefits, and recognition of their experience, and unsatisfactory housing and working conditions.

Inflation and Higher Land Values

Prices frequently rise, including land and property values, when there is sustained building demand for tourism facilities. However, a boom atmosphere at a destination frequently leads to over-investment in accommodation stock; and later, usually a fall in some buildings' prices.

Use of Expatriate Labor

In some newly emerging economies, where there is a strongly perceived need for rapid economic and social development, the management of many of the new tourism facilities may initially be by expatriate staff. But their whole purpose of working there may be to repatriate most of their savings from this work back to their home countries - another form of leakage. Additionally, the expatriates may not away train local people adequately enough for them to take over, so perpetuating the foreigners' presence.

A problem that has sometimes emerged, especially in the Gulf countries, is that tourism may be a reasonably high status occupation (because of the fun element to it), but hospitality may not be. Consequently, the educated local elites may be unkeen to learn hotel and catering work. Instead they may prefer to receive the profits from the hospitality businesses they own, while employing foreign staff to do the actual work.

Creation of Extra and/or New Costs

More tourists mean new or increased requirements for utility production and/or facilities, such as water, electricity, and gas supplies, and sewage and garbage removal. In addition, the tourism facilities and attractions will need routine repair and maintenance. So also will the entire related infrastructure, especially roads; and also any other transportation links and facilities that may be necessary, including railways, air and/or water links.

5.2 Socio-cultural Impact of Tourism Development

In assessing the social and cultural impact of tourism development in an area one of the main considerations is the nature, composition and the value system of various groups involved in the contact and the relationship between them. Like different types of tourists, there may be differences of many kinds demographic, other social and linguistic – within the population. As observed by Pearce, “The social impact of tourism will vary according to the differences between the visitors and visited whether in terms of numbers, race, culture – or social outlook. Neither group is homogeneous”. Travis add, “There may be several host cultures as well as several

tourist cultures represented at one place at one point of time, so one cannot see cultural impacts simply in monolithic terms of ‘host culture’ and ‘visitor culture’”. In this context, the classification of tourists into seven types – explorer, elite, off beat, unusual, incipient mass, mass and charter – by Valene Smith in his study *Hosts and Guests* is, therefore, considered particularly suitable for impact studies. However tourist impact has been most noticeable in lesser developed countries but is not entirely restricted to them. The main social and cultural impacts of tourism on host societies relate to i) demographic structure ii) occupational changes iii) transformation of values and demonstration effect and iv) change of traditional life style.

Tourism and Cultural Change

Cultural change is induced both by factors which are internal and external to culture. Cultures would change in the absence of tourism. Cultural change may occur as a result of:

1. The modification of the ecological niche occupied by a society. Changes to the habitat of a society induce changes which may involve cultural adaptation and change;
2. The contact between two societies with different cultures may bring about changes to both groups;
3. The evolutionary changes occurring within a society. This refers to the process of adaptation where societies change in response to internal, biological and social needs to ensure satisfaction from their environment.

Tourism could conceivably influence all three of these modes of change but the literature on tourism documents the effects in the second category, i.e. changes induced through contact between societies with different cultures.

The acculturation theoretical framework is common to these pioneering studies and to many that have been undertaken subsequently. Anthropologists have been examining acculturation for decades, arguing that when contact takes place between a strong culture and a weaker one, it is usually the former which influences the latter. These studies have the underlying assumptions, that cultural change.

1. Occur primarily to the indigenous society's traditions, customs and values rather than to the visiting group.
2. Are leading to a gradual homogenization of cultures in which the local identity is being assimilated into the stronger visiting culture.

Increases in mobility, the process of urbanization and contact of indigenes with explorers and missionaries are but a few of the factors contributing to the breakdown of cultural barriers.

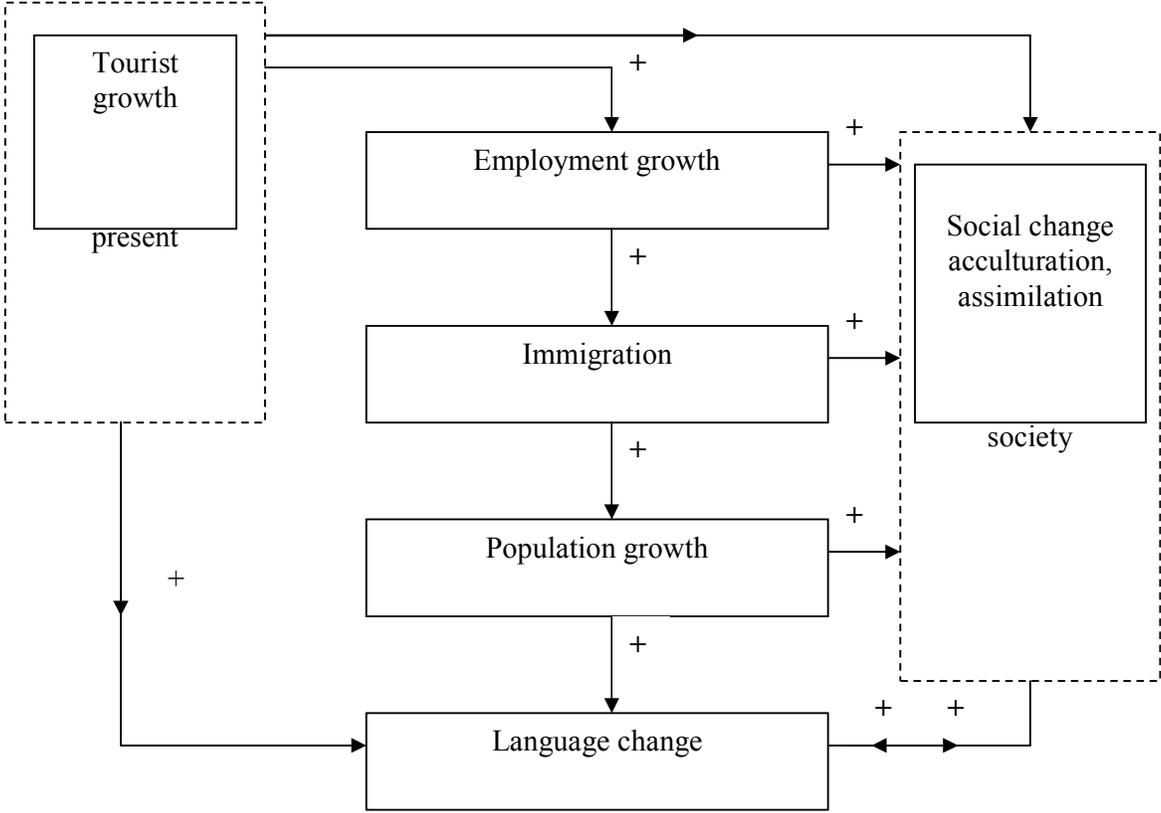
Change is initiated with the exploitation of cultural distance between hosts and guests which, the theory suggests, still produces the normative behaviour of both group, but with additional action which were originally either unacceptable or constrained under previous circumstances.

Cultural drift has the assumption that the hosts' behaviour is transformed temporarily for the duration of the relationship between hosts and guests. This is a different perspective from that of acculturation.

Effect on language

Tourist – host interaction is often inhibited by language barriers. Even when tourists and hosts ostensibly speak the 'same' language, dialectical difference based in class, education or regionalism almost inevitable set the two groups apart. It is also overwhelming the case that few tourists have either the time or the inclination to learn local speech, beyond perhaps half – a – dozen perfunctory greeting or courtesy forms (and frequently not even those). The reciprocal, however, is not true. Locals, insofar as they have an interest in associating with tourist, also have a powerful incentive in communication effectively with them and therefore in learning their language.

Figure 5.3
The Tourism – language change model



Source: Alister Mathieson & Geoffery Wall, *Economic, Physical and Social Impact*, Longman, New York, 1982.

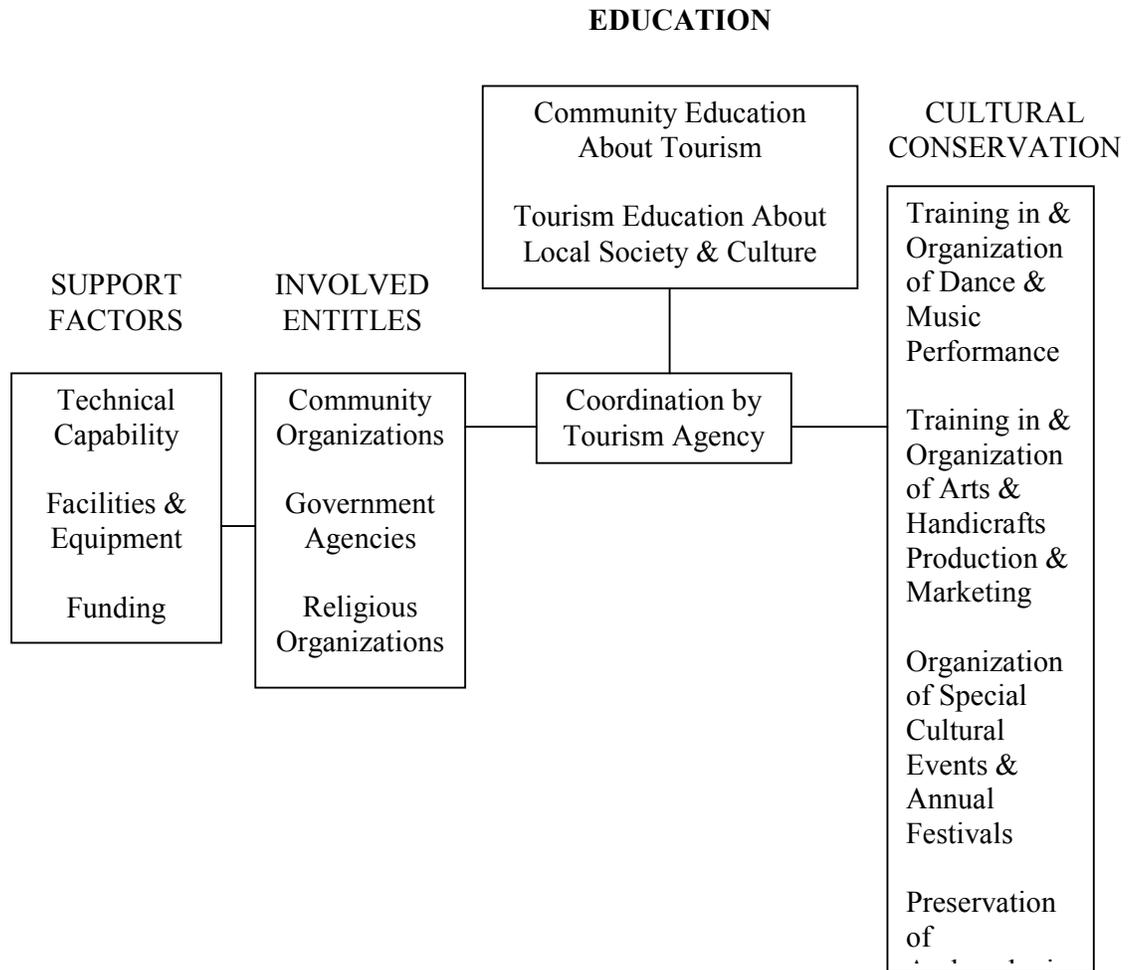
A wide range of socio-linguistic situation can arise, depending on whether the tourists come from single language group or several; the local tongue is a dialect of a widespread national or international language such as English, French or Spanish or a strictly restricted one, the local population is itself multilingual; and a host of other factors.

Table 5.4
Indicative Costs and Benefits Arising From the Socio-Cultural Impacts of
Tourism

Benefits	Costs	
<p>A. Social Increased knowledge of host culture by visitors. Awareness of its music, cuisine and arts and possibly language</p>	<p>Host culture debasement. Unacceptable rate and scale of cultural conflict and change</p>	<p>Damage of cultural systems and cultural resources. Minority languages at risk.</p>
<p>Improved reputation and visibility of host community to outsiders.</p>	<p>Rich visitors come to poor communities creating tensions</p>	<p>Cultural commercialization and commodification of society.</p>
<p>Increased social contacts, new ideas, new values, new ways of life.</p>	<p>Pressure to change social values, dress, mores, habits and behavioural norms.</p>	<p>Folk art becomes airport junk art. Deeper values and ideas at risk.</p>
<p>B. Host Culture. Development due to demand of traditional entertainment, demand for traditional art, crafts and music.</p>	<p>Loss of original state and stability. Loss of cultural pride. Status relationship between host and guest. Cultural changes</p>	<p>Consumption changes. Introduction or expansion of gambling, drunkenness, prostitution and other excesses. Vice & drugs, theft & petty crimes.</p>
<p>C. Enriching role of visitors By provision of services, amenities and facilities not otherwise available to hosts. Increase in social and activity choices.</p>	<p>Short term and transient social relationship with visitors are not real and meaningful links.</p>	<p>Misunderstanding, hostility, debasement. Diseases introduced.</p>
<p>Education and learning is aided. Boost for heritage protection, interpretation and management. Increased social range and experience. Cultural interchanges, peace and understanding. New experiences, new ideas new culture.</p>	<p>Increasingly mass entry of visitors makes contacts diminish and relationship meaningless.</p>	<p>No visitor understanding or knowledge of the hosts, their culture and language.</p>

Source: S.P. Tewari, Tourism Dimensions, Atma Ram, Delhi pp 482-83

Figure 5.4
Model Socio-cultural program organizational structure.



Positive Socio-cultural Impacts

The impact of tourism on the psychology of holiday makers will be positive if their leisure activities permit and encourage the satisfaction of such basic and deep rooted needs represented by the ideas of escape, emotion, aesthetic creativity, personal development and self-awareness.

Although tourism development is often criticized for its negative social and cultural impacts on destination areas, it can have positive impact, such as the revitalization for visitors of neglected regions, the re-birth of local arts and crafts, refurbishment of local architecture and greater understanding between cultures. At a local level, the opportunity to improve the quality of their lives and to take part in community activities for the benefit of all. Some of the positive socio-cultural impacts are:

Tourism as force for peace

Traveling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guests. Because of this, the chances increase for people to develop mutual sympathy and understanding and to reduce their prejudices. In the end, sympathy and understanding can lead to a decrease of tension in the world and thus contribute to peace.

Strengthening Communities

Tourism can add to the vitality of communities in many ways. One example is that events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest.

The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their job and earnings prospects, through tourism-related professional training and development of business and organizational skills.

Facilities developed for tourism can benefit residents:

As tourism supports the creation of community facilities and services that otherwise might not have been developed, it can bring higher living standards to a destination. Benefits can include upgraded infrastructure, health and transport improvements, new sport and recreational facilities, restaurants, and public spaces as well as an influx of better-quality commodities and food.

Revaluation of culture and traditions:

Tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a renaissance of indigenous cultures, cultural arts and crafts.

Tourism encourages civic involvement and pride:

Tourism also helps raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in

tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity.

These are some positive consequences of tourism that can arise only when tourism is practiced and developed in a sustainable and appropriate way. Involving the local population is essential. A community involved in planning and implementation of tourism has a more positive attitude, is more supportive and has a better chance to make a profit from tourism than a population passively ruled - or overrun - by tourism. One of the core elements of sustainable tourism development is community development, which is a process and a capacity to make decisions that consider the long-term economy, ecology and equity of all communities.

Cultural Diversity

Tourism is one of the foremost drivers of cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. Tourists are not only bringing their suitcases in the destinations they visit; they are bringing their lifestyles, habits and customs. At the same time tourists are willing to discover a different culture, a specific lifestyle, to enjoy local food, see other aspects of daily life, even living in local homes to experience "exotic" customs.

The host population is exposed dilemmas related to the satisfaction of "tourists' demands" and the preservation of local identities. Furthermore tourists want to go home with proof of their experiences "in exotic lands and new cultures," as one of the elements they will use to build their identity within their own social groups. As the modern consumption theory supports "people are not consuming products and services, they are consuming symbols".

Unfortunately in many cases we are observing situations where the main motivation of tourists - being aware of it or not- is mainly to consolidate their own image, rather than really exchange experiences with the host populations of the destinations they have chosen.

As UNESCO very successfully identifies "this gap between what should be the cultural aspects of tourism and the realization of the intercultural exchange is at the root of tourism's destructive potential". When individual satisfaction becomes a priority, respect for "the other" becomes secondary.

Negative Socio-cultural Impacts

Change or loss of indigenous identity and values

There is a general feeling among those with an interest in tourism development that the negative social and cultural impacts associated with the industry. This is based on the belief that many of the negative environmental impacts can be easily corrected with the right management and funding. The social and cultural problems, however, can be far more deep-rooted and may take generations to eradicate.

Tourism can cause change or loss of local identity and values, brought about by several closely related influences:

Commodification

Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity." Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur. Sacred sites and objects may not be respected when they are perceived as goods to trade.

Standardization

Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and drinks, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains.

Loss of authenticity and staged authenticity: Adapting cultural expressions and manifestations to the tastes of tourists or even performing shows as if they were "real life" constitutes "staged authenticity". As long as tourists just want a glimpse of the local atmosphere, a quick glance at local life, without any knowledge or even interest, staging will be inevitable.

Adaptation to tourist demand: Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes. While the interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commodification of cultural goods.

Culture clashes

Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values and lifestyles, languages, and levels of prosperity. The result can be an overexploitation of the social carrying capacity (limits of acceptable change in the social system inside or around the destination) and cultural carrying capacity (limits of acceptable change in the culture of the host population) of the local community.

The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism, when anti-tourist attitudes begin growing among local people.

Cultural clashes may further arise through:

Economic inequality

Many tourists come from societies with different consumption patterns and lifestyles than what is current at the destination, seeking pleasure, spending large amounts of money and sometimes behaving in ways that even they would not accept at home. One effect is that local people that come in contact with these tourists may develop a sort of copying behavior, as they want to live and behave in the same way. Especially in less developed countries, there is likely to be a growing distinction between the 'haves' and 'have-nots', which may increase social and sometimes ethnic tensions.

Irritation due to tourist behavior

Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. When they do, they can bring about irritation and stereotyping. They take a quick snapshot and are gone, and by so acting invade the local peoples' lives.

Job level friction

In developing countries especially, many jobs occupied by local people in the tourist industry are at a lower level, such as housemaids, waiters, gardeners and other practical work, while higher-paying and more prestigious managerial jobs go to foreigners or "urbanized" nationals. Due to a lack of professional training, as well as to the influence of hotel or restaurant chains at the destination, people with the know-how needed to perform higher level jobs are often attracted from other countries. This may cause friction and irritation and increases the gap between the cultures.

Even in cases where tourism "works", in the sense that it improves local economies and the earning power of local individuals, it cannot solve all local social or economic problems. Sometimes it substitutes new problems for old ones.

Ethical issues

Tourism can create more serious situations where ethical and even criminal issues are involved.

Crime generation

Crime rates typically increase with the growth and urbanization of an area, and growth of mass tourism is often accompanied by increased crime. The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewelry, increases the attraction for criminals and brings with it activities like robbery and drug dealing. Repression of these phenomena often exacerbates social tension. Tourism can also drive the development of gambling, which may cause negative changes in social behavior.

Child labour

ILO studies show that many jobs in the tourism sector have working and employment conditions that leave much to be desired: long hours, unstable employment, low pay, little training and poor chances for qualification. In addition,

recent developments in the travel and tourism trade (liberalization, competition, concentration, drop in travel fares, growth of subcontracting) and introduction of new technologies seem to reinforce the trend towards more precarious, flexible employment conditions. For many such jobs young children are recruited, as they are cheap and flexible employees.

An estimated 13-19 million children and young people below 18 years of age (10-15 per cent of all employees in tourism) are employed in the industry worldwide. However, these figures take no account of the number of children working in the informal sector in ancillary activities.

Child labour in tourism is common in both developing and in developed countries. Many boys and girls below 12 years of age are engaged in small business activities related to hotels and restaurants, the entertainment sector or the souvenir trade, often as porters or street or beach vendors. They are frequently subjected to harsh working and employment conditions. Source: ILO

Prostitution and sex tourism

The commercial sexual exploitation of children and young women has paralleled the growth of tourism in many parts of the world. Though tourism is not the cause of sexual exploitation, it provides easy access to it. Tourism also brings consumerism to many parts of the world previously denied access to luxury commodities and services. The lure of this easy money has caused many young people, including children, to trade their bodies in exchange for T-shirts, personal stereos, bikes and even air tickets out of the country. In other situations children are trafficked into the brothels on the margins of the tourist areas and sold into sex slavery, very rarely earning enough money to escape.

The United Nations has defined child sex tourism as "tourism organized with the primary purpose of facilitating the effecting of a commercial sexual relationship with a child". Certain tourism destinations have become centers for this illegal trade, frequented by paedophiles and supported by networks of pimps, taxi drivers, hotel staff, brothel owners, entertainment establishments, and tour operators who organize package sex tours. At the international level, there are agents who provide information about particular resorts where such practices are commonplace.

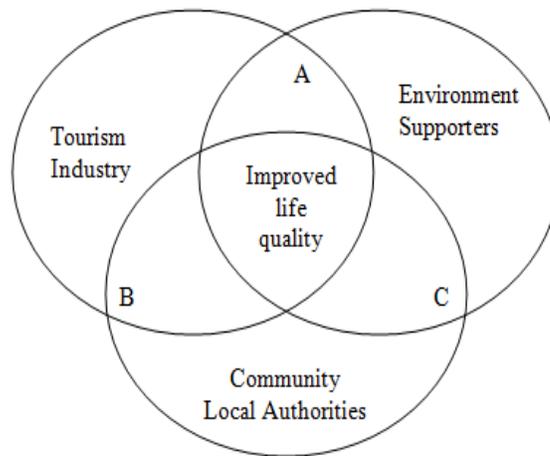
Although sexual exploitation of children is a worldwide phenomenon, it is more prevalent in Asia than elsewhere

5.3 Impact on Physical Environment

Figure 5.5
The Tourism Industry, the Environment and the Community



The diagram of common concerns can be used to facilitate a group discussion



Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources.

Depletion of Natural Resources

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

Water Resources

Water, and especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water.

In dryer regions, the issue of water scarcity is of particular concern. Because of the hot climate and the tendency of tourists to consume more water when on holiday than they do at home, the amount used can run up to 440 liters a day. This is almost double what the inhabitants of an average Indian use.

Golf course maintenance can also deplete fresh water resources. In recent years golf tourism has increased in popularity and the number of golf courses has grown rapidly. Golf courses require an enormous amount of water every day and, as with other causes of excessive extraction of water, this can result in water scarcity. If the water comes from wells, over pumping can cause saline intrusion into groundwater. Golf resorts are more and more often situated in or near protected areas or areas where resources are limited, exacerbating their impacts.

Local resources

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

Land degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing.

Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

Air pollution and noise

Transport by air, road, and rail is continuously increasing in response to the rising number of tourists and their greater mobility. To give an indication, the ICAO reported that the number of international air passengers worldwide has increased manifold. One consequence of this increase in air transport is that tourism now accounts for more than 60% of air travel and is therefore responsible for an important share of air emissions. One study estimated that a single transatlantic return flight emits almost half the CO₂ emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly.

Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause animals to alter their natural activity patterns.

Solid waste and littering

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.

In mountain areas, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the detritus typical of the developed world, in remote areas that have few garbage collection or disposal facilities.

Sewage

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals.

Aesthetic Pollution

Often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design.

A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal.

Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. Typical physical impacts include the degradation of such ecosystems.

The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea

grass beds. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers.

In industrial countries, mass tourism and recreation are now fast overtaking the extractive industries as the largest threat to mountain communities and environments. Since 1945, visits to the 10 most popular mountainous national parks in the United States have increased twelve-fold. In the European Alps, tourism now exceeds 100 million visitor-days. Every year in the Indian Himalaya, more than 250,000 Hindu pilgrims, 25,000 trekkers, and 75 mountaineering expeditions climb to the sacred source of the Ganges River, the Gangotri Glacier. They deplete local forests for firewood, trample riparian vegetation, and strew litter. Even worse, this tourism frequently induces poorly planned land intensive development.
Source: People & the Planet

Physical impacts are caused not only by tourism-related land clearing and construction, but by continuing tourist activities and long-term changes in local economies and ecologies.

The development of tourism facilities such as accommodation, water supplies, restaurants and recreation facilities can involve sand mining, beach and sand dune erosion, soil erosion and extensive paving. In addition, road and airport construction can lead to land degradation and loss of wildlife habitats and deterioration of scenery. From Manali to Rohtang for instance, the number of roads and facilities have been increased to keep pace with the growing visitor numbers and to supply amenities, infrastructure and parking lots for all these tourists. These actions have caused habitat loss in the area and are accompanied by various forms of pollution including air pollution from automobile emissions; as is reported "smog so thick that the valley could not be seen from helicopter". This occasional smog is harmful to all species and vegetation in the region

Deforestation and intensified or unsustainable use of land

Construction of ski resort accommodation and facilities frequently requires clearing forested land. These activities can cause severe disturbance and erosion of the local ecosystem, even destruction in the long term.

Physical impacts from tourist activities

Trampling

Tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of biodiversity and other impacts. Such damage can be even more extensive when visitors frequently stray off established trails.

Trampling impacts on vegetation	Trampling impacts on soil
Breakage and bruising of stems	Loss of organic matter
Reduced plant vigor	Reduction in soil macro porosity
Reduced regeneration	Decrease in air and water permeability
Loss of ground cover	Increase in run off
Change in species composition	Accelerated erosion

Alteration of ecosystems by tourist activities

Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists as they chase wild animals in their trucks and aircraft. This puts high pressure on animal habits and behaviors and tends to bring about behavioral changes. In some cases, it has led to animals becoming so disturbed that at times they neglect their young or fail to mate.