CHAPTER – 5

SOCIO- CULTURAL AND ENVIRONMENTAL IMPACTS OF TOURISM:

Tourism is a multi sector industry and has fastest growing trend throughout the world. It has potentialities for earning foreign exchange yielding tax revenue providing employment, promoting the growth of ancillary industries and development of industrially industries and development of industrially backward regions. Tourism creates jobs for both the skilled and unskilled personnel India’s share in world tourism in just about 0.38 percent as per tourism ministry government of India and is ranked 50th in the world list of international arrivals. Our government rightly pointed out that for the last 55 year we have recently branded India as incredible India. In present scenario of globalization these in need to focus on new theme like spiritual tourism, steam engine tourism, rural tourism, Eco-tourism, sports tourism, medical and health
tourism, so that India will be able to create jobs for man unemployed and make good the balance of payment gap$^{18}$.

India being a vast and large country has something for everyone. Its culture heritage forts and places Caves and temples, virgin, scenic beauty, winter sports, lake and snow capped mountains Waterfalls, lush green valley tropical life style have great potentials. To create a new tourism destination and make the attraction available to both the foreign and domestic tourist, certain basic infrastructure is needed. Due to lack of infrastructural development, our country has been unable to develop tourism as industry. Transportation accommodation, catering entertainment and shopping are basic infrastructure of tourism. In other words, tourism infrastructure includes air, rail and road transportation, taxi services, hotels, motels, lodges, youth hostels, sarai, dharmashalas, retiring room facilities at railway station and airports. Shopping and sightseeing, sports and adventure facilities, such as golf, boating, fishing skiing, entertainment facilities, like cinema, night club, festivals, music, dance theatre, zoological and botanical gardens etc. like world trade tourism is also confined largely within developed nations having good infrastructure. There is therefore a great scope for growth of tourism in the developing countries by improving or upgrading tourism infrastructure$^{19}$.

$^{18}$ Tourism: -

Over the years the definitions of both tourism as well as tourist have undergone significant changes in their approach and understanding.

$^{19}$ Robest W. Maintosh :- Tourism in the same of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.
The concept of modern tourism is relatively new in its approach with the growth of science and technology, economic abundance and revolutionary changes that have been taken place in the field of transportation and communication have contributed massively to the development of tourist trade all over the world. Now the whole world has become a global village. The modern airplanes, ships, railways, motor cars have broken the barriers of the distances and the latest in the line of expansion in the advent of the information technology. A man can now have breakfast in London lunch in New York and dinner in Tokyo. Modern business is based upon a desire to make around of the places of interest religious, spiritual, natural, monuments, ancient cities, historical sites, beautiful places of pilgrimage and all the places of curiosity. A tourist is anxious to exert himself to study and survey to investigate and to learn to find out and to observe natural Phenomenon and the human skill, which together makes the sites and scenes. Therefore, tourism is a triadic composition of social, natural, and the cultural phenomenon, which is emerging as the world’s largest employment generating industry. Tourism is of course fastest growing industry where human spirit is deeply involved to know more about the nature and its mysteries. A tourist is keen to know about the phenomenon of the tourism. He is the central figure around whom the structure and framework of tourism activism revolves: A tourist has a hope of getting maximum satisfaction when he plans a tour programme. His taste, temperament, choice, style, language, financial capacity, education, standard of life, ideology, religion, personal beliefs, socio economic factors all these matter when he prepares his mind to go for a
tour. His tour is either an individual or collective. It is personal or official/semi-official, a pilgrimage or for the research formality, that makes the tourist bound in various activities\textsuperscript{20}.

As far as Indian tourism in concerned, India has a vast tourist tourism attraction being rich in history, culture, art, music, dance, beaches, snow

\textsuperscript{20} \textbf{Herman.V. Sebulland} :- Tourism as an industry comprises the sum total of operations, mainly of an economic nature which directly relate to entry stay or movement of foreignners inside and outside a certain country city or region.
peaks, sand dunes, wild life, fairs and festival and many more. Still it is pity to say that Indian state to world tourism figures only 0.41% of the total tourist movements all over the world. Small countries like Spain, South Korea, Thailand, Hong Kong and Malaysia etc. are doing for better in terms of tourist receipts. Still in India, Rajasthan, Kerala, Goa has the Capacity to attract around thirty three percent of the international tourism, mainly because of their rich history, culture, wildlife, deserts, lakes, colourful fairs, forts, palaces, wall paintings, havelies and many more.  

During 2003 a record 2-8 million tourists made their way to India from various parts of the world registering a rise of 15.3% over 2002. It seems that Uncle Sam’s loss turned out to be India’s gain in the post September 11 period the U.S. has cost its sheen as a holiday destination and events of Iraq war and SARS have compelled global holidayers to include India in their travel plan. A predominant sector of leisure travelers from U.K. and the US having average spending of 1500 turned to India. Consequently the foreign exchange earnings increased by 23.3% in 2003 against a drop of 4% in 2002. A major chunk of overseas travelers market was bagged by the states like Kerala, Goa, Rajasthan, Maharashtra, Uttar Pradesh and Uttarakhal.

The rising global interest in India as a holiday destination can be attributed to many factors:-

21 **Oxford Dictionary:** - Tourism is basically travelling for pleasure. It involves a discretionary use of time and money.
• A concerted effort at identifying tourist’s hubs
• A clear-cut demarcation of the various circuits in each state
• Aggressive marketing of India through internet and literature abroad

Besides, there are several other steps, which the Government of India’s ministry of tourism has taken for the development of tourism industry, which needs special attention.

The government in May 2002 announced a new tourism policy, which emphasized the role of private sector in the tourism development since then the policy gave direction to position India as a global brand and to take advantage of the burgeoning global travel and trade, and the vast untapped potential of India as a destination. It envisaged improvement and expansion of product development like:-

i. Cultural tourism
ii. Beach & coastal tourism
iii. Cruise/river tourism
iv. Rural/village Tourism
v. Adventure tourism
vi. Eco tourism
vii. Cuisine tourism
viii. MICE tourism
ix. Health tourism, and
x. Festival/shopping tourism etc. it also envisaged creation and development of integrated tourism circuits based on India’s unique civilization, heritage and culture in partnership with states, private sector and other agencies.
Tourism is the vital breath in the human activity while making a prolonged journey from place to place. It is a human desire to make a round of the places of interest religious spiritual natural beautiful places, monuments, ancient cities, historical sites, pilgrimage centers and places that arouse curiosity. The charm of inquisitiveness is found in the sphere of tourism. A tourist is anxious to exert himself to study and survey to investigate and learn to find and observe the natural phenomenon and human skill around the globe. Therefore, tourism is a triadic composition of social, cultural and natural phenomenon, which has emerged as one of the world’s largest industry. It is of course the fastest growing industry where human spirit is deeply involved to know more and more about the mysteries of nature in wanting. The tourist is a keen personality with a keen interest in these phenomenons. The tourist is therefore the basic unit of measurement of trade, production, employment generation etc. in this industry\(^2\).

The word tourism relate to tour is derived from Latin word ‘Tomas’ which means a tool for describing a circle or turner’s wheel. Tour is also a Hebrew desired from the term “Torah” which means learning, studying or searching. Thus, tour means an attempt by the traveler to discover something about the place.

Tourism has also been classified as-

\(^2\) Hunziker and Krapf: Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with earning activity.
i) **Domestic Tourism:** - Involving “residents” (visiting) of a country, visiting their own country.

ii) **Inbound Tourism:** - Involving ‘non-residents’ visiting a country other than their own.

iii) **Outbound tourism:** - Involving ‘Residents’ of a country visiting other countries.

These three basic forms of tourism can in turn being combined to desire the following categories of tourism:-

a) **Internal tourism:** - Which comprises domestic tourism and outbound tourism.

b) **National tourism:** - Which comprises domestic tourism and outbound tourism.

c) **International tourism:** - Which comprise inbound and outbound tourism.

Indian tourism is based upon unique civilization in which the major religions of the world. (Such as Hinduism, Islam, Christianity, Buddhism, Sikhism, Jainism) and wildlife and the ancient monuments are the main attractions for the tourists. Tourism is a composite of activities services and industries that delivers a travel experience namely transportation, accommodation$^{23}$.

$^{23}$ **W.T.O. RECOMMENDATIONS:**- Tourism comprises the activities of persons travelling to and staging in places outside their usual environment for not more than one corrective year for leisure, business and other purpose.
Eating and drinking establishment, shops, entertainment, activity facilities and other hospitality related services. Tourism comprises of all the activates relating to travel, hotels, transportation and all other components including promotion that serves the needs and wants of travelers. Finally, tourism in the sum total of tourist expenditure within the geographical boundaries of a nation or a political sub-division or transportation centered economic area of contiguous states or nations.

**SOCIO-CULTURAL IMPACTS:**

Tourism after all entails contact with, and by implication encroachment by people from other countries, regions, social systems and cultural practices. This contact has the potentiality of bringing about changes in people’s ideas, behaviors patterns, life styles, social systems, institutions, value and norms, expectations and other manifestations of material and non-material culture. Decline in the support and
participation in local cultural practices and institutions commercialization of traditional cultural practices, pollution of sacred placed introduction of alien architecture styles and building materials are some of the noted negative impact of tourism on society and culture. Awareness in the maintenance and upkeep of culture and historic monuments, increased pride in ones cultural identity and resurgence in the observation of same cultural festivals like the main “Ride in thumb” are some of the positive impacts. It remains difficult, however to differentiate between the impact made by tourist and the impact resulting from increased incomes, increased exposure to the worldwide television network. Tourism has enabled a good number of people to visit different lands, especially those places having important historical or cultural associations with the ancient past or those places holding art festivals, music festivals, theatre and other cultural events of importance. It is natural for people belonging to different culture life styles or social setting to interact and leave an impact on each other in tourism this happens at a massive level. Tourism may explore the social life at the destination’s where as the host population attempts to intimate the life style of tourists.

The sociological impact of tourism can be both positive and negative. If host regions recognize that indigenous culture, will attract tourists and serve as a unique factor in distinguishing one destination from another, attempts may be made from the other, attempts may be made to keep the culture alive in some cases, traditional ways and grounds may be restored. In London, many theaters can survive only because of the
influx of tourists. In other areas the community produces festivals for tourists, which in turn encourage keeping its culture alive. Thus entertaining the tourists may be the impetus for the performing of cultural activities or the production of goods. Tourism appears to act as a medium for social change (because of the contact between host and guest) rather than as the cause itself. The host/guest interaction offers the opportunity for each to learn more of the other, and as such, it can contribute to a greater understanding between the people.

**SOCIAL EFFECTS OF TOURISM:-**

Tourism is concerned with the movement of and contract between, people in different geographical locations, in sociological terms this involves.

1. Social relations between people who would not normally meet
2. The confrontation of different culture ethnic groups, life styles, (possibly) languages, levels of prosperity and so on.
3. The behavior of people released from many of the social and economic constraints of everyday life.
4. The behavior of the host population, which has to reconcile economic gain and benefits with the costs of living with strangers

The degree to which conflict will occur between host and guest depends upon the similarity in their standards of living, the number of tourists at any one time, and the extent to which the tourist adopt to local norms. Tourism is generally termed as the positive social impact of tourism, which can be described in terms of-
i) Friendship
ii) Learning from each other
iii) Better understanding among people
iv) Their social development

However, at the same time there are certain impacts, which have been termed as negative impacts. Therefore, it is a greatest challenge to gain maximum positive impacts with minimum negative impacts for tourism management government, administration government must decide which strategy of economic growth to pursue (balanced, unbalanced or coordinated), and the social effects of tourism development. Indeed economic impacts really are social ones as they usually relate directly to the creation of new jobs in the area and to the generation of new cash inflows. For example, the creation of tourist base provides new jobs for local residents and attracts to the area new people from outside who may be seeking employment. They outsides will compete with local residents for the jobs but also will make demands on rental accommodations for their own living needs, all of which will put social pressures on the local community therefore; the potential rate of population growth must be considered when developing on economic tourism strategy. The faster this rate of growth is, the greater the strain will be on the community’s present facilities and services. The arrival of new people in a community may also have a social impact on the surroundings communities. There are many instances of this in which a healthy tourist industry is created primarily in the agricultural area farm
laborers are attracted into better jobs in tourism and thereby deplete the supply of labour available to the agriculture industry.

Tourism in the state of India is expected to expand further and retain its position as the largest component of the regional economy. While currently it has not met with any vocal opposition from the resident’s population, the local community can be seriously affected by the various social consequences of this tourism-oriented economy. Tourism also affects directly or indirectly on employment and investment opportunities and therefore affects the attitude of those dependents on it. Employment generation by the tourism industry can have a positive impact on social preservations. The results of many studies show and suggest that support for tourism industry in some states of India is strong among its residents. In future more residents of the destinations will not only support the current magnitude of this industry but also favour its expansion considering the industry at prevent in close to 83.65 lacks tourists per year support for future expansion must be interpreted as a vote of confidence in the tourism industry. Residents of various tourists’ destinations in the states look upon all type of tourist as positive economic and social impacts both. Following are the positive social impacts derived out of the development of this industry in the states of India.

i) **Tourism is a tool of prosperity and peace:** - It is a major force for peace among states and nations. The two-way travel is foremost catalyst for peace. The face-to-face meetings of the people erase frontiers between different states of India and
promote greater understanding and a keen insight into the common problems.

ii) **Tourism promotes international understanding**: It is a major force for peace, understanding and harmony in the world. It is a most powerful force in promoting unity in the world and free movement of culture and commerce for the benefit of humankind. Tourism draws people and nations close together to correct misunderstanding and promote international understanding.

iii) **Tourism and Education**: Tourism has created new areas for education as a discipline. Many food craft institutes, hotel management institutes, tourism-related courses, international air ticketing, cargo management institutes have come up with expansion of tourism in the state. So, the area of education is enlarged.

iv) **Tourism provides spiritual values**: Tourism in Rajasthan added spiritual value by opening of yoga centres, meditation centres, spiritual healing and many more. Such centres are developed near pilgrimage centres like Pushkar, Gala (Jaipur), and Mount Abu.

v) **Tourism Review Traditional Arts**: Tourism is also helpful in the revival of traditional art and craft. The handy crafts and cottage industries of various states of India were revived due to the more influx of tourism in the state because these items are in great demand among tourists and mean for crafts and artisans to preserve the art and skill.
vi) **Tourism and social integration**: - Tourism can be used to influence society towards integration with clever leadership and responsible organization. Tourism in India is seen as a source of development of social interaction which reduces the distance between social class and human relations. These factors influence social integration.

vii) **Tourism can sharpen perspective**: - India tourism acts as a sharpen perspective by attracting the group of people with outside communities, culture, artistic activity that can develop a wide tolerance for culture other than their own.

It would be difficult to overlook the importance of culture as a motivator of travel while it is easy to state the general significance of culture, it is more difficult to define the term in a way, which will receive general acceptance, and consequently it is hard to be precise about the impacts of tourism on culture. The concept of culture has been debated in anthropological literature for at least two centuries and has acquired almost as many definitions as those trying to define it. Recent definitions of culture have grown progressively more formal and abstract cultural has often been closely defined as behavior as observed through social relations and material artifacts. Although these may provide some raw data for a culture, in a deeper anthropological sense, culture in a deeper anthropological sense, culture includes patterns norms, rules and standards, which find expression in behavior social relations and artifacts. These are the constituents of culture. Culture consist of pattern, explicit and implicit of and for behavior acquired and
transmitted by symbols, constituting the distinctive achievement of human groups including their embodiments in artifacts the essential care of culture. Consist of traditional (i.e. historically deserved and neglected) ideas and especially their attached values, Thus according to the above definitions culture in the conditioning elements of human behavior.

Literature, which examines the cultural effects of tourism, concentrates upon the manifest expansions of culture from which the conditioning elements are inferred. Researchers neglect to measure deeper cultural effects i.e. impacts on values, norms and identities. Grab has viewed the material expressions of fourth world people, which included people in developing areas and traditional societies in western countries as element of culture, reflecting changes in the culture as a whole.

The changes in the elements of culture resulting from the presence and activities of tourism such changes are not confined to those emanating from cultural tourism. Smith defined cultural tourism as the absorption by tourist of features resembling the vanishing lifestyles of past societies observed through such phenomena as house styles, crafts, farming equipments and Ritchie as an element has defined dress culture tourism in the attractiveness of tourism region. The isolated twelve elements of culture, which attract tourist to particular destinations, have been deviated as follows:-
i) Handicraft
ii) Language
iii) Tradition
iv) Art & Music including concerts, painting and sculpture
v) The types of work engaged in by residents and the technology, which is used.
vi) Architecture giving the area a distinctive appearance
vii) Religion, including its visible, manifestations
viii) Educational systems
ix) Dress

x) Leisure activities

In the analysis of data gathered from people responsible for the development and operation of tourism and culture institutions, handicrafts, gastro many, traditions, history, architecture and leisure activities ranked consequently highest on their scale of attractiveness. Research into the cultural impacts of tourism has a similar emphasis and is centered around three major forms of culture which attract visitors:

i) Forms of culture which are inanimate or which do not directly involve human activity. Tourists visiting places of unique architecture and art historic buildings and monuments purchasing traditional arts and crafts are notable examples.

ii) Forms of culture reflected in the normal daily life of a destination visiting foreign people to observe their normal social, economic and leisure activities in an attempt to understand their lifestyles, ideologies and customs is a common tourist’s motivation.

iii) Forms of culture which are especially animated and may involve special events or depict historic or famous occurrence examples include musical festivals, carnivals festivals, effecting old traditions and behavior are enactment of little and behavior reenactment of battles and display of old machinery.

An anthropological and sociological analysis of the impacts of tourism has increased rapidly in the past two decades. The first anthropological symposium on tourism was held in Mexico City in 1974 and it has been
conducted every year since then. A number of texts and academic articles in a wide range of journals have been devoted to anthropological aspect of tourism. This can be seen as a response to the recognition in anthropological circles that tourism is a respectable subject of enquiry.

ENVIRONMENTAL IMPACT

Tourism if well planned and controlled can help maintain and improve the environment in many ways. For instance, tourism can help justify and pay for conservation of important natural areas and development of parts and reserves including the establishment of national and regional parts, because they are tourist attractions. These parts go a long way in maintaining the proper ecological balance. Furthermore marine conservation (e.g. Andaman’s) receives much attention because they are an important attraction for the tourists. Tourism also provides incentive and helps pay for the correlation of archaeological and historic sites. The negative impact of tourism on environment however affects these advantages moreover, as for as India in concerned (one can also read,
third world as a whole) there are no adequate facilities to deal with environmental stress of any kind, let alone from tourism. Thus in most of the tourist destinations, we find the following:

- **Water pollution**: - Resulting from bad sewage disposal management in hostels and resorts, because it is normally connected to nearby rivers, lakes or sea etc.
- **Air Pollution**: - Resulting excessive use of internal combustion vehicles (cars, buses, and motor cycles) used by and for tourist in particular area, especially at tourist attractions sites that are accessible only by road.
- **Waste disposal problems**: - cutting of debris improper disposal of solid waste from hotels, restaurants and resorts can generate both bitter and environmental health problems from vermin, disease, and pollution as well as being unattractive.
- **Ecological disruption**: - It is generally observed than an over use of fragile environment by the local paths of community is damaged from the trampling of horses used for re-creational riding in
certain coastal and mountain areas. Deforestation of ski-slopes may lead to erosions, landslide and avalanches. Uncontrolled photography and regular feeding of the animals disturb animal behavior pattern. Their habitats can be disrupted or reduced by excessive encroachment of tourism development. The coastal and mountain environment is particularly vulnerable to overuse and unsuitable development. Excessive collection or an urge for endangered species, collection of the sea shells, coral, turtle shells, and other such items by tourists or by local persons for sale to tourists as souvenirs can deplete those species. Breaking of coral by boats and ship anchors has become a major problem as in Andaman and Nicobar Islands.

Such environmental damages make the host area/ region apprehensive to any tourist development, though they still invite tourists for limited economic benefit. The discussion above amply reflects the fact that in the name of limited economic protection and benefit, the hosts goes on to bear the immense social and environmental costs.

Eco tourists (whose primary interest in the natural environment) are often attracted to exotic and remote areas of the world. A broader diversity of individuals’ travels an organized contours from most countries, although relies and single women make up many of the eco tour originating in the U.S. Conversely, couples in their 30’s and 40’s make up the largest segment of independent eco tourists. Two other market segments of interest to developing countries of nations are
school groups and scientific groups, which are inclined to stay longer and endure more in conveniences. Here market segments refer to the various categories of potential visitors, divided by standard demographics (such as age, income, place of origin), special interests or travel preferences in India also a gradual awareness in emerging towards Eco-tourism.

The tourism industry creates jobs, earns foreign exchange stimulates capital investment, generates opportunities for small business development and encourages global economic and political linkages. Tourism is one of the three leading categories of international trade, along with oil and motor vehicles. It is no wonder; therefore, that each year more nations and communities are eager to develop tourism and to benefit from the prosperity the industry appears to offer.

In modern times as is evident in our constitutional provisions, environmental legislation and planning objectives, conscious efforts have been made for maintaining environmental security along with developmental advances nevertheless, over the years, there has been progressive pressure on the environment and the natural resources, the alarming consequences of which are becoming evident in increasing proportions. These consequences detract from the gains of development and worsen the standard of living of the poor who are directly dependent natural resources.
ECONOMIC IMPACT:

Tourism has been traditionally viewed as a great force in promoting understanding among nations and within the national boundaries facilities emotional integration. However, its economic importance is less commonly understood it is only in recent years particularly in the latter half of the 20th century that tourism has been accepted as an important catalyst for economic development and growth. The organization for economic cooperation and development (OECD) has concluded that tourism provides a major opportunity for growth of countries that find themselves at the intermediate stage of economic growth and in exactingly require more foreign exchange earnings. They also caution that there are few developing countries, which could or perhaps even should rely on tourism for their economic salvation in the context of estimating the contribution of tourism to certain developing countries. Robert Erbes finds it impossible to determine whether the
factors of production receive a relatively higher income when employed in tourism, without knowing the estimated parameters of production functions of both tourism and of alternative sectors.

The economic impact and benefits of tourism on regional, national and international economy has far-reaching significance in both magnitude and direction due to the vertical and horizontal expansion of the market. Broadly speaking in the developing economy through the transfer of resources (from rich to the poor/nation/areas) and a powerful potential to influence the pace and direction of development and expand employment opportunities besides correcting imbalances in the balance of payments and raising revenue. The world tourism organizations document lists six major areas of economic benefits of tourism:-

i) **Export earnings**: - International tourism being the largest export earner, for many countries it is important as far as the balance of payments in concerned.

ii) **Employment**: - Tourism employs about 1000 million people in the world. It is considered as a job creator with best multiplier effects. The jobs are mainly in small medium sized and family owned enterprises. Job creation in tourism in growing one and a half times faster than other industrial sector

iii) **Rural opportunities**: - By creating jobs in the under developed regions, tourism helps into equalize economic opportunities throughout the country and to provide an incentive against migration to big cities.
iv) **Infrastructure investment:** - It stimulates investment in new infrastructural developments, which improves the living conditions in the region where the projects are taken. A tourism development project includes airports, roads, civil systems, restoration of cultural moments etc.

v) **Tax revenues:** - Tourism industry provides Governments huge tax revenue through the taxes levied on accommodation restaurants and various forms of fees etc.

vi) **Gross Domestic Product:** - International and domestic tourism combined generates up to 10% of the world’s G.D.P. and considerably higher share in many small and developing nations.

Tourism has acquired a pride owing to its significant effect not only in the growth of economy but also on the life style of the people the significance of tourism as an economics. Tourism development also contains all the instruments of reducing the regional imbalances in the state. A region may not have the facilities for industrial development but it might be having rich tourism resources in form of historical monuments, wild life and other places of tourist interest for example Jaisalmer in Rajasthan previously a desert place and now a fully fledged town with every kind of facilities attracting thousands of national and international tourists. Growth of travel and tourism sector generation larger income and employment for those who are directly involved. It is also expected that some secondary activates like retailing and small trading activities would spring up in the growth process. The tourist industry can act as a big boost to the primary producers, artisans,
Craftsmen’s, factory workers and landscape architects whose goods are consumed by the tourists during their stay in the states. Tourism has grown to be an industry of worldwide importance and acts instrumental in the development of the developing countries. There are some special traits of tourism. Its inherent autonomy and interdependence of the economy the speed with which its effects are spread throughout the country and the low capital production rates required for intensive development etc are the main reasons, which makes it is a valuable element in the development of nations.

The economic significance of tourism varies country to country. In a developing country the economic significance of tourism may be measured in terms of its ability to generate an inflow of foreign exchange on the other hand, in a developed country, its significances may be measured in terms of its ability to assist diversification and combat regional unbalances.

Economic impact of tourism can be measured in terms of the multiplier process. Kahn and Keynes developed the concept of multiplier; Keynes argued that two groups of flows of activity determined economic growth. Leakages from the economic systems and injections into that system the injections comprise investment, experts and government expenditure. Investment is important because it creates jobs and income. Exports means the selling of goods overseas and thus earning money from overseas residents. Government expenditure is a means of financing investing. Exports and government expenditure are injections
that add to economic growth. From the standpoint of tourism, the building of the tourist attraction is investment, it helps to attract overseas visitors and thus. It is a form of export.

The economic impact of tourism has a disproportionate effect on the host community because of the multiplier effect, which spreads the benefits for beyond the resorts. The economic impact can be divided into three stages. First, there is a direct expenditure by tourists on goods and services provided by hotels and restaurants. Second is the indirect expenditure due to the resultant business transactions arising from the first stage. Finally, there is the induced expenditure due to the responding of income by local nationals employed in or benefiting from the tourism expenditure in their regions.

Tourism has economic effects by-
(i) Creating employment and income
(ii) Contributing to the balances of payments

EMPLOYMENT GENERATION:
Tourism is highly labour intensive industry, which can offer employment to semi-skilled and unskilled. Tourism both domestic & international has a tremendous employment potential both directly in the tourism plant the accommodation facilities the transport operates, airlines, travel agents, stop keepers, guides, hotels, restaurants and so on and indirect employment in handicrafts and other types of industries that are
ancillary to the tourism complex. Tourism creates induced jobs for example by increased employment opportunities in building construction industry by stimulated growth in ancillary trades like handlooms, handicrafts, arts and crafts, sanitary ware, glasswork, cutlery crockery, lines furnishings and furniture and many others. Today it provides employment to about 20 million people for sources and consumers goods that would otherwise not have been produced. The construction of accommodation, Urbanization, infrastructure, installations, increased tourist transports etc. are examples of how tourism encourages investment. In many countries national income contributed by visitor’s accounts for 25% of national income, the total impact would encompass both the direct and the indirect jobs created by the sector. The visit of each foreign visitor provides employment to one person and 17 domestic tourists generate one job. Labour-capital ratio per million rupee of investment at 1985-86 pricing is 47.5 jobs in tourism and is as high as 89 jobs in Hotels and restaurants compared to 44.7 jobs in agriculture and a mere 12.7 in manufacturing sector. This indicates the labour intensive nature of jobs created by the tourism and related activities.

Jobs generated by the tourism sector have a number of characteristics, which make them attractive to the government’s worldwide, and in particular provide an apt. channel to reduce the voluminous unemployment that challenges the Indian economy.
• Are rapidly generated at relatively low cost
• Are concentrated in small businesses and local communities helping to equalize economic opportunities throughout a nation and provide an incentive for the resident in rural areas not to move to over crowded cities.
• Provide significant opportunities for women It has a natural affinity to the requisite dexterity. In fact, women are employed in greater number than men in hotels, airlines etc.
• Offer education, training and skills development and thus import the much needed.
• Vocational training that could absorb the unemployed educated youth.
• Produce and revitalize traditional arts and crafts and thus raise the lining standards of the impoverished artisans of the country.

The direct employment generated by the tourism industry has been projected at the rate of 8% from 1998-99 with 1997-98 as the base year. In 2001, the direct employment in this sector amounted to over 10 million people and the indirect employment to another over 21.5 million people.

According to W.T.T.C., tourism supports 9.3 million direct jobs in India. By 2010, this was expected to rise to 12.9 million jobs. The tourism economy also supports 17.4 million in direct jobs in India, which are 5.85 of total employment. By 2010, this expected to rise to 25.0 million jobs or 6.8% of total employment.
The realization of the employment potential would however, depend on the extent to which education and training imported by the public and private sector in tourism is integrated to the various employment generation scheme of the centre and state governments.

**FOREIGN EXCHANGE INCOME**

Tourism is presently the world’s largest export industry. In India, it is the third largest export industry after readymade garments, gems, and jeweler. Hotel industry is the major source of foreign exchange earnings for the tourism sector, as the foreign tourist spends 50% of total expenditure on accommodation and food. Tourism is an important segment of Indian economy with its substantial contribution to the foreign exchange. Methodology of computation of F.E.E. from tourism was revised in December 2007 with the main objective of reducing the difference in the estimates prepared by the ministry of tourism and the reserve Bank of India (R.B.I.). Estimates of F.E.E. from tourism have been revised using the new methodology from 2000. As per these estimates, foreign exchange earnings from tourism in 2007 was approximately Rs.49413/- crore as compared to Rs.40375/- crores for 2006, indicates an estimated growth of 22.4% also displays long-term trends of the estimated foreign exchange earnings for last ten years.

Month wise estimates of foreign exchange earnings, in both rupee and US$, during the year 2007, along with corresponding figures for the last two years are given below:-
Foreign exchange earnings during the month of January 2013 were Rs.101398/- crores as compared to Rs.89623/- crores in January 2012 and Rs.5, 777 crores in January 2011.

The growth rate in foreign Exchange Earnings in rupee terms in January 2013 over January 2012 was 20.6% as compared to 49.3% in January 2012 over January 2011.

Foreign Exchange Earning in US$ terms during the month of January 2013 were US$ 1.91 billion as compared to foreign exchange Earnings of US$ terms in January 2013 over January 2012 was 13.6% as compared to the growth of 32.1% in January 2012 over January 2011.

Ministry of tourism complies monthly estimates of foreign exchange earnings (FEEs) from tourist both in Rupee and US$ during the year 2009 to 2011 along with corresponding.

Figures of last three years month wise are given below:
Table: 5.1 Foreign exchange earnings (in Rs. crore)

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<th>Month</th>
<th>Foreign Exchange Earnings (in Rs. Crore)</th>
<th>Percentage Change</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2009</td>
<td>2010</td>
</tr>
<tr>
<td>January</td>
<td>4598</td>
<td>5593</td>
</tr>
<tr>
<td>February</td>
<td>4547</td>
<td>6646</td>
</tr>
<tr>
<td>March</td>
<td>4437</td>
<td>5507</td>
</tr>
<tr>
<td>April</td>
<td>4061</td>
<td>4518</td>
</tr>
<tr>
<td>May</td>
<td>3249</td>
<td>4358</td>
</tr>
<tr>
<td>June</td>
<td>3801</td>
<td>4751</td>
</tr>
<tr>
<td>July</td>
<td>4983</td>
<td>5444</td>
</tr>
<tr>
<td>August</td>
<td>4115</td>
<td>4620</td>
</tr>
<tr>
<td>September</td>
<td>3798</td>
<td>4678</td>
</tr>
<tr>
<td>October</td>
<td>4806</td>
<td>5219</td>
</tr>
<tr>
<td>November</td>
<td>5523</td>
<td>6516</td>
</tr>
<tr>
<td>December</td>
<td>7042</td>
<td>7039</td>
</tr>
<tr>
<td>Total</td>
<td>54960</td>
<td>64889</td>
</tr>
</tbody>
</table>

*Sources: Annual Report*
It shows from the above table that there is earning of 4598 crores in 2009 January, which is reached to 5593 crores in 2010 and again increases and reached to 5777 crores in 2011. Same as there is earning of 4547 in 2009, February, decreases to 4437 in March 2010, again decreases to 4061 in April 2009, and decreases to 3249 crores in May 2009. After that these is a increase and it reached to 4983 in July and 4115 in August, 3798 in September and again increase and reached to
4806 in October, 5523 in November and 7042 in December 2009. In 2010, it is 6646 in February and decreases to 5507 in 2010 March, 4518 in April 4358 in May 4751 in June. Again increased and reached to 5444 in July 2010, 4620 in August 4678 in September 5219 in October 6516 in November and reached to 70.39 in December 2010. In February 2011, it was 7653 crores and reached to 5522 in March 5754 in April 5047 in May 5440 in June, and increased to 7116 in July 5734 in August 5748 in September After that again increased to 7019 in October 7941 in November and 8870 in December 2011.

On the other hand, these are a percentage change of every month for every year. It was 21.6% in January 2010, increased to 46%, then decreased to 24.1% in March, and decreased to 11.3% in April and 34.1% in May and 25% in June. 9.3% in July and 12.3% in August and again increased to 23.2% in September. After that, there was a decrease to 8.6% in October and 18.0% in November and 0.0% in 2011 December.

In addition, percentage change over 2010 there was a 3.3% in 2011 January reached to 15.2% in 2011 February 0.3% in March. After that, there is an increase and it was reached to 26.7% in April 15.8% in May. 14.5% in June, 30.7% in July, 24.1% in August, 22.9% in September and reached to 34.5% in October, 21.9% in November, 26.0% in December 2011.
Table: 5.2 Foreign Exchange Earnings (in US $ Million)

<table>
<thead>
<tr>
<th>Month</th>
<th>Foreign Exchange Earnings (in Rs. Crore)</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2009</td>
<td>2010</td>
</tr>
<tr>
<td>January</td>
<td>941</td>
<td>1215</td>
</tr>
<tr>
<td>February</td>
<td>923</td>
<td>1434</td>
</tr>
<tr>
<td>March</td>
<td>867</td>
<td>1209</td>
</tr>
<tr>
<td>April</td>
<td>811</td>
<td>1013</td>
</tr>
<tr>
<td>May</td>
<td>669</td>
<td>951</td>
</tr>
<tr>
<td>June</td>
<td>796</td>
<td>1020</td>
</tr>
<tr>
<td>July</td>
<td>1028</td>
<td>1163</td>
</tr>
<tr>
<td>August</td>
<td>851</td>
<td>992</td>
</tr>
<tr>
<td>September</td>
<td>785</td>
<td>1015</td>
</tr>
<tr>
<td>October</td>
<td>1028</td>
<td>1175</td>
</tr>
<tr>
<td>November</td>
<td>1185</td>
<td>1448</td>
</tr>
<tr>
<td>December</td>
<td>1510</td>
<td>1558</td>
</tr>
<tr>
<td>Total</td>
<td>11394</td>
<td>14193</td>
</tr>
</tbody>
</table>

*Sources: Annual Report*
The above table reveals that there was earning of 941 in January 2009 and 1215 in January 2010 and 1273 in January 2011. Which was reached to 923 in 2009, 1434 in 2010, and 1684 in 2010 in February and was reached to 867 in 2009, 1209 in 2010, and 1227 in 2011 in March? It reached to 811 million in 2009, 1013 million in 2010, 1290 in 2011 in month of April and was decreased to 669 million in 2009, 951 million in
2010, and 1124 million in 2011 in month of May. After that, there is a slight increase in the month of June and it was reached to 796 in 2009, 1020 in 2010, and 1213 in 2011. Again there was an increase and reached to 1028 million in 2009, 1163 million in 2010, 1603 million in 2011 in the month of July. After that, there was a continuous increase month by month and year by year. It reached to 1185 in 2009, 1448 in 2010, 1566 million in 2011 in the month of November and again increased in the month of December and reached to 1510 million in 2009 and 1558 million in 2010 and 1688 million in 2011.

On the other side, there is a continuous change in percentage over previous year. It was reached to 29.1% in 2010 and 4.8% in 2011 in the month of January and next month it was reached 55.4% in 2010 and 17.4% in 2011. Again reached to 39.4% in 2010 and 1.5% in 2011 in the month of March, they reached to 24.9% in 2010, 27.3% in 2011 in April, 42.2% in 2010, and 18.2% in 2011 in the month of May. After that, it was reached to 28% in 2010, 18.9% in 2011 in the month of June. Again reached to 13.1% in 2010 and 37.8% in 2011 in the month of July was reached to 16.6% in 2010 and 27.4% in 2011 in the month of August. It was reached to 29.3% in 2010 and 19% in September and again reached to 14.3% in 2010 and 21.2% 2011 in the month of October and was reached to 22.2% in 2010 and 8.1% in the month of November and finally reached to 3.2% in 2010 and 8.3% in 2011 in the month of December for percentage change.
**Table: 5.3**

Foreign Exchange Earnings in India from tourism during (2000-2011)

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange Earning (Rs. in crore)</th>
<th>Percentage Change (in crore)</th>
<th>Foreign Exchange Earnings (in millions)</th>
<th>Percentage Change (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>14238</td>
<td>-</td>
<td>3168</td>
<td>-</td>
</tr>
<tr>
<td>2001</td>
<td>14344</td>
<td>0.744%</td>
<td>3042</td>
<td>-4.00%</td>
</tr>
<tr>
<td>2002</td>
<td>14195</td>
<td>-1.00%</td>
<td>2923</td>
<td>-3.9%</td>
</tr>
<tr>
<td>2003</td>
<td>17049</td>
<td>20.1%</td>
<td>3603</td>
<td>23.26%</td>
</tr>
<tr>
<td>2004</td>
<td>N.A.</td>
<td>-</td>
<td>N.A.</td>
<td>-</td>
</tr>
<tr>
<td>2005</td>
<td>33123</td>
<td>-</td>
<td>7493</td>
<td>-</td>
</tr>
<tr>
<td>2006</td>
<td>40375</td>
<td>21.894%</td>
<td>8934</td>
<td>19.23%</td>
</tr>
<tr>
<td>2007</td>
<td>49413</td>
<td>22.38%</td>
<td>11956</td>
<td>33.82%</td>
</tr>
<tr>
<td>2008</td>
<td>N.A.</td>
<td>-</td>
<td>N.A.</td>
<td>-</td>
</tr>
<tr>
<td>2009</td>
<td>54960</td>
<td>-</td>
<td>11394</td>
<td>-</td>
</tr>
<tr>
<td>2010</td>
<td>64889</td>
<td>18.065%</td>
<td>14193</td>
<td>24.56%</td>
</tr>
<tr>
<td>2011</td>
<td>77591</td>
<td>19.57%</td>
<td>16564</td>
<td>16.70%</td>
</tr>
</tbody>
</table>

*Sources: Annual Report*
The above table reveals that in 2000 Foreign exchange earning was 14238 crore and 3168 millions and it reached to 14344 crore and 3042 millions in 2001. After that, it was decreased to 14195 crores and 2923 million in 2002 and after that, there is increase in 2003 to 17049 crores and 3603 million. There is a continuous increase after that and reached to 53123 crores and 7493 million in 2005 and 40375 crores and...
8934 million in 2006 and 49413 crores and 11956 million in 2007 and reached to 54960 crores and 11,394 million in 2009, and 64889 crores and 14193 million in 2010 and reached 77591 crores and 16564 million in 2011.

The table also indicates that the total change in percentage over previous years was 0.744% in 2001 and it was decreased to (-1.00) %. It was reached to 20.1% and after that there was continuous increase and was reached to 21.894% in 2006 and 22.38% in 2007 and after that there is also continuous increase and was reached to 18.065% in 2010 and 19.57% in 2011 in foreign exchange earning in crores.

The table also indicates that the total change in percentage over previous years. It was reached to (-4.00) % in 2001 and (-3.9) % in 2002 after that there was increase in 2003 to 23.26%. After that, there was again decrease in 2006 to 19.23% and after that; there was again increase in 2007 to 33.82%. After that, there was again decrease in 2010 to 24.56% and again decrease in 2011 to 16.70% in foreign exchange earnings in millions.

HAZARDS OF SEX TOURISM IN MEDIA

Sex tourism is the dark side of the global phenomenon of tourism. It forms an important aspect of the itinerary of the western tourists who travel to Asia, particularly to South East Asia, Every day we read about the benefit of tourism, its income and employment potential and its
ability to bridge the gap between the rich and poor, its potential to overcome uneven development in backward regions of the world. Above all its contribution to the balance of payments and foreign exchange earnings for the decolonized and third world countries that must enter the capitalist main stream if they are to make the transition to the 21\textsuperscript{st} century, However not much attention is given to the negative social impacts in areas like sex tourism and gambling etc.

The world tourism organisation and the world travel and tourism council have made presentations to captive audiences on the vision 2020, which emphasis for the boom in tourism, Once liberalization and the free market system can be make the problem of numbers disappear. This boom is said to be particularly beneficial for women and first time employment seekers. They talk about infrastructure, open skies, and the free flow of money and goods. They never talk about the trafficking in women and young girls from Myanmar and yunam to Thailand, from Nepal and the North East of India to Mumbai and Kolkata to Japan and Europe as dancers, entertainers and sex workers as mail order brides or as domestic servants. They also maintain a silence on the package as which offer men with low incomes in Europe and America an opportunity to “act like a king” on a sex tour to Asia, Perhaps the greatest cover is still to be lifted on pedophilia, sex tourism that exploits young, both girls and boys as commodities.

Sex tourism is a purely physical encounter in which the partner is no more than an animated object. It puts the relationship between the
guests and the hosts purely on a commercial basis in which even the bodies of certain sections of the host population become commodities to be bought and sold. Many men choose an Asian girl for such is possible. All human attributes like name, Values, family, history are obligated to cover up the identity of the girl. The Pidgin English/German/ French/ Japanese conversation through which sex works in tourist destinations try to establish a relationship only helps to assuage the guilt of the sex tourist who can then feel that the satisfaction of his physical urge is also helping the girl fulfill her economic obligations. For sex tourists, a trip to Asia is an opportunity to have a good time. Sun, sea, sand and sexual services are the backdrop to the definition of a good time. The dehumanizing nature of sex tourism is further increased where the sexual object is a child. However, as one scholar remarked, “much of the recent attention given by commercial media to sex tourism has not arisen because of any new-found concern for the unempowering nature of tourism prostitution rather, it has emerged because of the spread of AIDS. Therefore, current concern with sex tourism does not reflect a discovery of relationship between gender issues and tourism development, but lies instead often regarded as a health concern.

The sex tourism is often promoted in the same way as gastronomy, which has become an important attribute of a tourist destination. The food metaphor is essential in constraining the image of a connoisseur, the one who seeks an authentically exotic experience and many descriptions of women for sale use food metaphors like ‘a piece of cake’
women in tourism are also constructed as the symbolic bearers of the nation and much of destination promotion features young, attractive and enticing Women. The airhostess is a well-known symbolic representation of the identity of a nation with its women. Consuming women thus embodies the act of consuming the destination.

For sex, tourism to survive the consumption of women’s (and children’s) bodies must allow men to construct themselves as well as men of a certain class of a certain nationality. It must also help in the establishment of the concept of performative identity, which denies subjectivity and identity to the person whose body is so consumed. The underlying assumption is that both the man and the woman (or children) are using the sexual transaction for class advancement. This is the so-called, “Voluntary” participation of the subject and object and object is sex tourism. The money transaction makes them both equal. However, in practice sex tourism is a process that is predicated on difference in gender, class and nation.

In India, it is the poorer foreigner who comes to the backward status to take advantage of the exchanges rate, and such tourists focus on how to maximize their dollars. Their interaction with local communities and people in much closer and often leads to sex tourism and sexual relationships. There is great likelihood that this tourist is from the working class or lower income groups amongst executives or professionals. Trade unions and NGO’s in the field of tourism as well as
women’s organizations must study the demand side and guidelines have to be developed to implement the ban.

In India, the sex worker is under front organizations like ice cream parlours and beauty parlours. Sex tourism takes place in communities, localities as well as in hotels and on the streets. Thus, the supply side is also a serious concern for the social workers to work on.

Case studies have shown that the quality tourists do not have a long stay in India and at a destination; a tour will not exceed 24-48 hours. The budget tourist who comes to the backward states to take advantage of the exchange rate, and such tourists often have an overbearing attitude to local people and cultures. They also come with the impression that the sexual mores are affected by monogamy or Christian ethics. These are the tourists, who approach the local population with hostility a lack of appreciation, for their culture and life style. They bully them over payment and participate in sex tourism, the sex workers are not necessarily local women but migrant women from neighbouring states or neighbouring countries. The age of the sex worker is also coming down, with the AIDS epidemic being studied in India. The convention of the Rights of the child has stated that a child is defined as one who is under 18 year of age of consent, which has now reduced to 12 years, Sources also indicate that the upper grade of hotels have their own resources base for sex tourism linked by mobile phones. In some cases sex tourism in related to drug peddlers who are looking for the long stay
tourists at cheap destinations. Young girls are used as couriers and often are drawn into the sex trade.

It is difficult to measure the volume of sex-oriented tourism because of its informal and generally illegal character. It is operated and controlled by the underworld with often willing comment and even convenience by the police, other authorities and politicians. The society in general also attempts to forget its existence and in some form or the other gets involved in the cover-up. The writers and journalists also shy away from portraying it due to social stigma attached to it, and for under mining the national sentiments. It has therefore become the unacknowledged great underbelly of tourism.

At many destinations the rate of growth of tourists arrivals ranges from 15% per years in season to 9.6% in the off-season. This growth rate is well above the international average. Given this growth the proportion of those coming for sex tourism, particularly child sex tourism is likely to grow, although data is not explicit on the number involved in the sex tourism trade. Generally, the 14-19 age groups predominate in the sex worker.

Most of these girls are procured through trafficking, which explains the high concentration of migrants, Goa has reported many cases of pedophilia but again the proportion is not known. The National commission for women and its state counter parts are just beginning to estimate the size of the trade, which is underground. In the metro cities
these are well-identified “red light” districts, but in the smaller towns and the backward states, particularly the rural hinterlands this is not the case.

Sex workers in the red light districts are beginning to organize themselves into sex workers unions. Many central Unions do not recognize the term sex worker and do not consider such women as legitimate workers women’s organizations and governmental institutions are only now beginning to come face to face with this issue, but they do not have a unified prospective. The issue of pedophilia is also being recognized as a prostitution issue only in recent years.

IMPACT OF TOURISM IN ENVIRONMENT AND ECOLOGY:
Environmental impacts are crucial for the future of tourism. Wildlife, forests, mountains, islands, and beaches are the natural resources that bear the impact of tourism. The three units of this course deal with these aspects. There is an ongoing debate whether wildlife should be open to tourism or not. This debate is centered on the impacts of wildlife management. In the process as a case study, we will try to explore the problems of wildlife protection in both pre and post-independence. India also conceptualizes evolution of various policies, programmes, and projects.

While enumerating the possible components of wildlife management, we shall also elaborate upon these components. An attempt will also be made to discuss the loopholes and drawbacks in India’s wildlife management strategy.

For a long time, the emphasis remained on economic aspects as far as the understanding of tourism impacts was concerned. It was gradually realized that more important is to analyze the impacts on the tourism resources, nature, and environment being the prominent ores. Any devastation of natural resources would ultimately lead to the devastation of all economic gains, leave aside tourism along. If one destination declined because of environmental exploitation, the tourist, in the short run, will move to another one tourism. But how many destinations can be destroyed like this and how many new destinations tourism will find? We are aware of the sustainable development concepts, the debate around it, and the Rio declaration on environment. There is an ongoing debate on the tourism impacts on environment.
• According to one view tourism leads to protection of environment and the proponents of this view cite examples of wild life sanctuaries, waterfalls etc.

• On the other hand in the view that tourism effects the environment in almost all aspect be it water pollution or air-pollution to the over use of natural resources.

• Another view gives a clean chit to tourism but accuses the tourism industry and bad management, which leads to environmental degradation.

• Many compare the environmental impacts of tourism with those of the other industries. Some have gone to the extent of describing tourism as a smokeless industry.

The nature of impacts would vary from destination to destination. No doubt, the positive impacts have to be spoken well off but more crucial is to understand and analyse the negative impacts. Only then, we will be able to initiate measures to mitigate them and plan for tourism.

Islands and beaches have now become important tourist’s destination earlier these islands were mainly seen as isolated entities with a particular orientation towards plantation crops. With the advent of modern means of transport and communication, the tourists have been able to visit a wider range of places in significantly greater numbers. Two changes in the post-world war period particularly account for this, the global spread of international tourism and the restructuring of insular economics. Since 1950, tourism has seen phenomenal growth around
5% per year. The same has re-oriented the island economics towards tourism development related construction and associated services.

Some general impact of tourism and associated activities on islands and beaches human interference as we have already seen manifest help in so many, different ways industrialization, construction, dredging, solid wastes, urbanization, agriculture and farming etc. An attempt is being made here to study the impact under various heads for the sake of convenience.

- **Tourists Movements:** - When the tourists wade out from the beach into the reef flats at low tide, a large portion of the coral and fish life around the boat jetties and hotel beaches are killed. Trampling of shallow water coral in the Lakshadweep region is very common. Further, in the form of souvenir trade (shells, shell jewellery and ornaments) what happens is a removal of life forms. Many souvenir shops come up on the island class to the point of disembarkation.

- **Dumping of solid wastes:** - Dumping of wastes is becoming increasingly common in the era of consumerism Thus plastic cans, bottles, polythenes, eatables, leaflets, coconut wastes are a common right on many islands and beaches. They continue unhindered despite presence of many regulations Thus, dumping of religious olyeets, articles in and around pure region is highly common this not only pollutes the beach surfaces but also the surroundings waters similarly beer bottles and cans can be easily seen on beaches like Goa. What is more important is that in the absence of a proper waste
disposal mechanism, the waste either keeps lying on the beaches or are washed by the waves. Many of the leftovers are non-biodegradable and thus take a very long time to decay. They thus not only destroy the scenic beauty but also the physical landscape and marine eco systems like wise dumping of human waste and defecation are a major problem on many beaches. In Lakshadweep, in the absence of sanitary facilities and public bathrooms, beaches are unhygienic.

- **Fresh water problem: -** The oceanic islands have no supply of fresh water and the use of salt water causes bacterial breakdown of the sewage. The discharge of waste causes damage to the marine life. The purification of salt water is a costly process.

- **Oil see pages and spills: -** Motor boats Ferrier and ships used for transportation of tourists and goods discharge oil in the ocean waters. Losses due to transportation, collision, fire explosion, etc. have an adverse effect on fish, coral and mangrove, vegetation. Observations have revealed significant concentration of petroleum Hydrocarbons in the Indian Ocean. Tanker accidents and associated oil spills in high seas like those of 1974, 1978, 1979 etc. has taken a heavy toll of marine life.

- **Discharge of industrial waste: -** The discharge of industrial effluents along with those arising from agricultural and domestic activities cause marine pollution and destroy aquatic life. The marine eco system of coral island in the Kutch region is gravely endangered by
the situation due to encroachments by cement factories, fishermen, firewood collectors and others.

- **Infrastructural development:** Tourism requires building up of resorts, hotel, lying down of transport and communication lines, setting up of golf. Courses, eating joints etc. construction activities would then account for a major portion of tourism infrastructure. In 1991, the Ministry of Environment and forests issued a notification under the environment protection act for regulation the activities in the coastal zone. The coastal stretches, which were influenced by tidal action (in the land ward side) up to 500 meter from the high tide line (HTL) and the land between low tide line (LTL) and the HTL, were declared as coastal Regulation Zone (CRZ). Within the CRZ, certain activities like setting up of industries, handling hazard our substance, warehousing waste disposal etc. were banned. However, in spite of CRZ regulations such policies continue to be floated openly as the government regulations on building of structures. Construction activities also involve dredging. The death of benthic organisms at the site of dredging is a natural corollary. The after effects of dredging are even more severe as it causes stirring up of sand and its transport downstream. These results in death of many filter feeding animals either by clogging of their digest tracts or by their total burial. The drastic change in the ecosystem and the mass mortality of the corals due to continuous dredging of lagoons and blasting of reef flat has enhanced the sea erosion of the coast and large scale shifting of bottom sand towards the southern half of the a toll dredging is done in many a tolls in Lakshadweep.
- **Deforestation**: Removal of forest cover to develop beach resorts, hotels develop fishing forms, laying lines of transport accommodation facilities and to cater to other direct and indirect requirements of tourists has spelt disaster for the ecosystem of the islands. The removal of the evergreen tropical forests in Andaman and Nicobar islands by the timber industry, clearing of forests and consequent exposure of land to direct sunlight may ultimately lead to depletion of ground water resource. This would also affect the coconut plantations coastal mangrove forests also face a similar threat.

Tourism has become one of the most important aspects of man’s spatial behavior in modern times. It is as some say the most important civil industry in the world growing at a phenomenal annual growth rate of 10-15%. According to some estimates, it contributes around 10% of the global G.D.P. and 7% of the workforce. According to world Travel and Tourism Council, the total global capital investments, worldwide consumer spending (10.9%) and world’s international trade in goods and service make tourism as one of the top three categories of trade. In India, also the ‘white industry’ is growing at a good pace thanks to the ‘leisure revolution’ and abundance of discretionary income. However, one should not ignore ecological and environmental changes brought by the increasing tourist traffic.

Tourism is normally seen as a money minting industry with the kind of growth rate and the income generation abilities; it assumes particular significance in India. In the absence of a trade surplus or a sound foreign
exchange reserve, tourism is making phenomenal though unplanned growth. However, the return of tourism should not obscure the long-term impacts of this smokeless industry on the local environment.

While dealing with the impact certain thing should be borne in mind:-

- Tourism does not necessarily have a negative impact in many cases particularly in economic field; it promises a huge growth potential, having said that any analysis of the impacts has to be done with a long-term agenda. In a strictly cost-benefit analysis, the short-term gains of tourism might be neutralized by long-term losses.

- Environment primarily does not the physical ecological environment but a comprehensive analysis of the possible impacts would also involve treatment of the local society and economy of the region. The impacts thus generated are overlapping e.g. ecological impact could well spill into the socio cultural or economic impact.

- It is the unrestrained mass tourism, which leaves a trail of disasters. Eco-tourism or sustainable tourism on the contrary is being projected as having positive ramifications.

- There are certain determinants discussed, subsequently which influence the tourist impact purpose, profile, duration, etc. condition the possible impacts of tourism on the local environment.

**ECOLOGICAL IMPACTS:**

Tourism’s impact vis-á-vis physical environment has come in for a lot of debate People are becoming ecologically more conscious day by day. Many humanists and sociologists like, Elzeared Bo officer of France,
Toyohiko Kagawer of Japan, Sunder Lal Bahuguna of India to name just very few have been raising environmental issues vigorously. Many reports both national and international have also come up documenting tourisms impact on environment. The German Alpine Club’s International Symposium in Munich (1983) and OECD Report on Impacts (1981) merely reflect some early attempts in this direction.

While there may be a difference on the degree or intensity of the resultant problems. It is generally agreed that unregulated tourism tends to destroy, forests, consume firewood, creates pollution and over – crowding endangers ecological balance, theaters the floral and fauna diversity, produce garbage trails, over burdens environment with tourist structures and roads causes at time natural hazards as also withdraws labour from agriculture changes the land, use pattern, etc. Following are analysis of some of these impacts in details.

Forestation :- By way of building of infrastructural and accommodation facilities or industrial requirements or grazing or firewood collection has led to reduction in forest cover in the hills and mountains, rich forested slopes have been converted into barren rocks in the name of development activities like roads, hotels, tourist huts and trekking trails. Compare this situation with National forest policy recommendations, which envisages 60% of the mountain areas to be covered with forests where as in the case of Himalayas, less than one fifth of the region is under snow cover, 3.7% under high meadow (Bugyals) and nearly 42.3% of the land in denuded of any vegetal cover. It is to be noted that only
4% of forestlands comprises good quality trees. The best coniferous forests are degenerating fast; there is shrinkage in natural habitats and extermination of many plants and animal species. Musk deer, show leopard, barasingha, etc. are becoming extinct. The dwindling dal, Manasbal, wular, Kounsernag lakes, and high incidence of floods in the rivers, Jhelum, sindh and chenabl coupled with apparent change in macro and microclimate conditions are some visible manifestations of misuse and mismanagement of various habitat types. Degraded landscapes, ranging from glacial and periglacial area with depleting snowfields to hill slopes foot hills and valleys are reflective of the human interference. Recent studies of geo-ecosystems in Dhauladhar range and the adjoining areas south of the Punjab Himalayas as also in Uttar Pradesh and Eastern Himalayas have revealed erosion damage’ owing to litho logical, structural, climatological and relief, conditions. Such areas are highly susceptible to erosional processes, being induced or accelerated by human activities, such as over-grazing, tree logging, fuel wood – collection and improper constructions.

- Loss of flora and fauna: - Very much associated with deforestation (in fact it has been mentioned in passing earlier) increasing tourist menace is auguring danger for the floral and found wealth. In Nepal, several species like Rhododendron arboreun, Mynica exulenta, cedrus deodaea etc. are on the verge of extinction, whereas species like Akies spectabilis, Tsuga dumosa, Rhododendron nivale etc. are under in tense economic pressure. In Nepal Mountaineering, expeditions primarily account for decimation o biological wealth. In the Uttar Pradesh part of Himalayas, the soils, biomass, flora, fauna,
and water have suffered a lot due to unplanned encroachment. Tourism and associated projects have been major destroyers. The Ramaganga dam has submerged merged a vast area falling under the natural habitat of tiger and other animal species. Tehri and Jamrani dams have also produced similar effects. Increasing construction at Gangotri is causing great loss to a number. Of plant species like chir, fur, Birch etc. heavy utilization open tracts adversely affects the biomass. Trampling directly kills plants and causes soil compaction. Increased used of an area change the micro climate and water balance and thus kills plants, These changes in the local biotic community can lead to eventual loss of the species plants are also lost by plucking of wild flowers and leaves by wanders. Brahma Kamal is one such greatly affected variety valley, of flowers has been at the receiving end. In the case of animals, as has already been said, shrinkage in natural habitats, flourishing souvenir industry, contamination of ecosystems as well as in some places actual hunting have been primary decimating factors.

- Garbage trails and pollution:- Waste generation especially solid waste by the hotels like food, vegetable paper, rags, clothes, bottles or the hospitals like glass, bottles polythene, gloves, bandage, cotton, plastics, etc. is causing major damage to the local eco-systems. Most of the hill station lack sewerage and waste disposal facilities of particular importance here is the fact that while some wastes are bio degradable others like soft drink bottles, polythene are non-bio degradable and cause immense harm to the environment. Surveys carried out in kullu, Manali, Tourist complex (KMTC) suggest huge
amount of daily waste generation valley of flowers also suffers from a similar problem. In many cases, water bodies are choked, Lakes, rivers and ponds become polluted. Dal Lake in Srinagar is heavily polluted, weeded and eutrophic, thanks to release of an incredible amount of faecal matter and pathogenic materials from the houseboats. In addition, atmospheric pollution through motor vehicles, aircrafts, road and rail, transportation, coal fuel, oil, natural gas, wood fuel and forest fire is also becoming increasingly prevalent of late, noise pollution is otherwise silent science ecosystem is also a problem to be taken into account.

- Increasing instances of natural hazards due to disturbances in the fragile eco-systems of the hills and mountains are not unknown, A study conducted by James & Gardner in Shimla in very illustrative. Increasing tourist traffic in Manali combined with the vulnerability of its eco- systems has produced natural disasters. In recent increase in the number of high density multi storied hotels constructions of buildings in the flood and erosion susceptible areas adjacent to beas, the development of road, network and winter recreation activities has elevated risks from natural hazards like snow avalanches, earthquakes, flash floods, rock slides slope failures etc. The mandi case shaves may characteristics with similar situations elsewhere in India.

- Mountain sports: - as if trekking, skiing ice-skating etc. are producing many undesirious result, studies conducted in Nepal suggest that trekker related activities are leading to accelerating rate of deforestation in the sagarmatha area, thereby destroying in the
habitat of numerous wild animals and high attitude plants. In India, this has led to the need to close down the Nanda Devi Sanctuary for trekkers and shepherds markha valley in ladakh has borne the pressure of tourist menace like wise, water sports, invaling diesel-powered speedboats and motor boats contribute to surface water pollution in many areas.

- Deviation in land – use patterns are becoming common on many hill stations. The desire for quick gains has led to regression of agricultural activities. In many cases, tourism has overlapped agriculture thus creating a tourist monoculture. This is disastrous both, in the long run both to the economy and ecology of the region.

Likewise overcrowding urban sprawl, shortage of civic amenities, when in concurrent with the carrying capacity of the region tends to produce harmful effects on the environment.

However, in many cases tourism has also served as a tool for conservation and environment regeneration. If conducted properly tourism awakens ecological consciousness and the need for introducing measures of conservation wildness. Retreat from hillside farming in the most marginal and a dangerous area is another gain.

**POLITICAL DIMENSIONS OF TOURISM:**

Tourism has been proclaimed the largest industry in the world. According to the world tourism organization international tourist arrivals reached 922 million worlds wide in 2008 and are forecasted to reach 1.6
billion by 2020 as such, tourism is acknowledged as an important economic sector for many countries. However, the impacts of a complex economy of social contact and exchange like tourism go well beyond the economic realm, and there is a growing acknowledgement that tourism is a human activity with undeniable political dimensions, which enters into relations with other political factors at all scales.

The political dimensions of tourism are many. The increasingly global nature of tourism patterns and tourism related enterprises is bringing tourism into the realm of global politics. Not only is tourism affected by global economic and political trends and relations between nations affect tourism but also the role of tourism in influencing international diplomacy is becoming increasingly apparent. Tourism is also intrinsically enmeshed in national, regional and local political milieus, and is an inextricable aspect of the micro politics of society at every destination.

Tourism has become more closely implicated in political action and activism in recent years. With tourism being seen and used as a tool for political and economic change calls for tourist boycotts of countries with undesirable political regimes. The use of tourism to initiate political discussions, increased pressure for fair trade, the potential of tourism for poverty reduction and the role of GATT in tourism all reflect the clearly apparent growing link between these two fields.

The greater politicization of tourism is happening within an increasingly complex political context over the past two decades the number of
independent nation states has continued to increase and what were once regarded as fixed institutions. Such as the Soviet Union, have disappeared or changed beyond all recognition and expectation. The economic and social consequences of the fall of communism in Eastern Europe and the adaptive re-invention of communist societies in Asia continue to have repercussions on the global stage and at the level of specific destinations within these regions, as does the rapid and sizeable expansion of the European Union. Complex practices emerge at the interface between global culture and local societies. Former colonies struggle with issues of political identity. New political constellations emerge with the shifting economic fortunes and political affiliations of countries around the world, and xenophobic religious fanaticism ascends to the global political stage. The bombings of tourist nightlife venues in Bali in 2002 and the use of commercial jets to destroy New York’s World Trade Centre in 2001 is indicative of the tourism industry’s attractiveness and vulnerability as a target for politically motivated terrorist attacks.

**CONCLUSION:**

India with a varied physical and cultural landscape plays host to a large number of tourists. This figure is increasing day by day. The visitor by their behaviour, their conduct, effects the environment of the tourist sites in more than one way. This ruptures not only the physical landscape but also ruptures the socio-cultural fabric. Thus, the problem needs to be talked effectively, for this, both the visitors and the tourism authorities have to contribute.
Local population should be associated with tourism activities and share equitably in the economic social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them.

Tourism policy should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them to the extent possible. In the local economic and social fabric, where skills are equal priority should be given to local manpower,

Special attention should be paid to the specific problems of coastal areas and islands, territories and to vulnerable rural or mountain regions for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities.

Tourism professionals particularly investors, governed by the regulations laid down by the public, authorities should carry out studies also deliver, with the greatest transparency and objectively information on their future programmes and their force able repercussions and foster dialogue on their contents with the population concerned.

Tourist i.e. a temporary visitor in the terminology of sociology, leaves behind lasting impacts, certain impacts like the dollars spend are
consumed or invested by those hosts who earn them. At the same time language, attire, behavioural pattern etc. that come in category of ‘encounters’, ‘demonstration effect’ etc. are not consumed but often initiated by the host societies, the ‘donor cultures’ leave their lasting marks on the “receiving cultures” particularly if they are located in the third world.