CHAPTER - VI

CULTURAL IMPACT OF TOURISM

Tourism enables to have look into the past and learn about different ways of life. Social tourism is a great force in education and enlightening the people. “It is recognized that tourism has considerable social impact and visitor is highly sensitive to local atmosphere. Tourism has become an integral force for social transformation of India”. ¹

It is considered as tool for peace. “The tourist arrives not only with money but with treasure of his civilization and the history of his country of which he is an ambassador, he is the mirror of the country, belongs as he reflects the social conditions prevailing in their motherland”. ² Tourism has the objective of bringing mankind closer together. All vocations tourism is a curious modern disease. Tourism can be a vehicle for international understanding by way of bringing diverse people face to face.

It has been cited as a major contributor to international goodwill and as a prime means of developing social and cultural understanding among all peoples of the World. The interaction of a large number of people with all local number of people with the local population of the Country visited, results in making and goes a long way in increasing friendships. Tourism can greatly enrich and

¹ Bezbaruah, M.P., Secretary Dept. of Tourism, Govt. of India, Paper on Tourism, Santiago, Chile, 1998. p.1.
promote friendship and good will. People belonging to different countries, practicing different life styles and speaking different languages come together to make friends. Tourism helps to break down prejudices, barriers and suspicious that exist between nations. “International tourism has undoubtedly contributed to widening peoples interest generally in World affairs and to new understanding of foreigner’s and foreign taste”.3

The need to cater tourist requirements has forced the travel exports to permit the influx of foreign culture and informational influences like liberalized magazine, movies and music. Tourists come in contact with the places they visit and with their inhabitants, and social exchange takes place. Their presence and social background affect the social structure and mode of life at tourist destination. The social cost of tourism to a community relate to fiscal costs and life quality costs. The development of tourism involve financial and social costs for its residents.4

Travel experiences have a profound effect upon the life of the individual as well as upon the society as whole. Group travel has become a social phenomenon and seems to be growing in its importance. Most travel organizations are conscious of need to cater for all family interest and a well organized touring party can be quickly yielded into a temporary “family unit” with clever leadership and responsible organization, tourism can be used to influence society towards integration. Tourism bring with their own cultural

4 Ratan Cheep Singh., Tourism Marketing, New Delhi, 2000, p.79.
ideas, practices and demands and these may have profound effects upon the indigenous cultures. Tourism here draws people from other countries closer together, helps to dissipate prejudice and corrects misunderstanding.

It also helps in cross fertilization of international culture which is essential for peace.\textsuperscript{5} We must welcome the friendly visitor from abroad not only for economic reasons, but even more because this leads to greater understanding and mutual appreciation.\textsuperscript{6} Tourism can serve as an effective instrument for national integration. Tourism continues to be one of the important means of social intercourse between nations of the World.\textsuperscript{7} It is through well planned tourism its citizens can see for themselves the different streams of civilization intermingle with one another and appreciate the diversity of the Country. Domestic tourism is growing as a result of the growth of middle class. It helps the tourism potential as a catalyst for national integration.

In tourism there are two tracks of diplomacy. Track one is the official channel of government relations. In tourism, treaty signed between countries maintain mutual relations between the government and their people. Track two diplomacy is the unofficial people to people relation. Because of this relation, conflict of both the Countries can be solved. Tourism is an excellent vehicle for implementing track-two diplomatic barometer of closeness and affinity. The

\begin{itemize}
\item \textsuperscript{5} Peter Michael, \textit{Op.cit.}, p. 76.
\item \textsuperscript{6} Mahajan, L.C., \textit{Tourism Business}, Delhi 1983, p.87.
\item \textsuperscript{7} Erik Cohen., \textit{Towards Sociology of International Tourism}, New Delhi, 1972, 8.164.
\end{itemize}
The flow of tourism between two nations can be used as sign of the level of good relations between two nations and their people. Tourism has been identified as a means of building political bridge among nations.

Tourism preserves or even resurrects the craft skills of the population or the enhancement of cultural exchange between two distinct populations. Earlier the kings and rulers used to patronize traditional arts and folk arts. Tourist’s interest in seeing arts and folk arts helps in preserving and keeping the arts forms are still in demand. Department of tourism also conducts fairs and festivals all over the Country as a part of promotion. So in a way tourism is responsible for the survival of our traditional art forms.

Historical monuments are major attraction in tourism. Monuments are the symbol of our past. Tourist helps to protect and preserve the monuments. The money collected as entrance fee supplement funds for maintenance. Pilgrimage is another important form of tourism. The major aim of all religions is spiritual welfare of people. Tourism fosters respect for the dignity, individuality and moral virtues of people.

The guest and host encounters in tourism, helps in understanding the view points of others and make us realize that we have to live with differences, which is the essence of tolerance and co-existence. Tourists imbibe these values through tourism. Tourism helps to create better citizens and human beings and improve human relations. “Tourism tends to be a social activity being an interaction between different cultures. The approach studies social
classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals and groups of people and the impact of growing tourism on society, the sociology of leisure, developing discipline holds promise of progressing fast and being put to practice to a large extent”.

When conventions and conferences are held with international participation, they facilitate the exchange of ideas and other new developments in the respective fields. This would be beneficial especially to the local professionals and experts.

The major elements of local culture which attract tourists are handicrafts, languages, traditions, art and music, architecture, religion, education, dress and leisure activities. Now tourism helps to the development of these basic elements of the local culture. Some of the folk arts and music are preserved only because of tourism. The natural area are of the major attractions that brings in tourist there. Interest in wildlife areas helps in the preservation of natural resources also. Tourism helps to create an awareness about the importance of non population.

Tourists are interested to see the tourist places with clean atmosphere, exotic scenery and taken to develop the infrastructures like road, transport, electricity, drainage, water supply, medical facilities. Locals also getting more benefits by this. The interaction between the guest and host lead to social and political changes. Travel enrich people by providing them new and different

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experience during the process. Tourism gains knowledge when he sees new places, new society, new culture and new people. Tourists is education without classrooms.

Tourists bring with them their own ideas, practices and demands. Their presence and social background affect the social structure and life of indigenous culture. “Tourism rejuvenates the local culture such as traditions arts, crafts and folk dance. The significant aspect of tourism is it provides new standards and exposures, art forms and even new belief system. Further, tourism creates a win–win situation, mutual knowledge of man, development of sense of hospitality reduce distance between the social classes and human races.⁹

Anti social activities caused by tourists really spoil the whole social life of the country. Certain unwanted anti-social elements utilize the tourism banner and undertake the following activities like smuggling of foods, smuggling of anti-social drugs like heroin, mophia, ganja intoxicated chemicals and illicit drugs. “The native, who receives a margin income can only observe, he cannot participate. His position vis-à-vis the tourists accentuates, his poverty and may ultimately lead to violence.¹⁰ The fact that tourist will travel abroad to enjoy uninhabited causal sexual encounters is not a new phenomenon. Recently a major tourism market has grown up around sex.

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⁹ Lundnerg Donat., *The Tourist Business*, 1974, p.120.
The growth of pedophile activity is one element of the tourist industry his outlawed in many of the tourist generating countries and can only be pursed under the guise of international tourism prostitution in overcrowded tourist centres. Tourists have been blamed for assisting the spread of venereal disease and AIDS in many countries but their contribution is probably very small in relation to the part played by the local population. Diseases are spreading under the name of Tourism.\textsuperscript{11}

Overuse and misuse of environmentally fragile arched logical and historic sites lead to damage of their features through excessive wear, vibration, vandalism and graffiti writing. There is a overall opinion that tourists are mainly responsible for the deterioration in standards of local arts and crafts. Tourism projects should be housed in the area specified in planning. Otherwise it generates traffic congestion and ugly atmosphere. Numerous new temples found just on the road and occupied two fourth of the road area it creates traffic congestion.

Overcrowding by tourists, especially at popular tourist attractions, and vehicle congestion resulting from tourism generates several of the environmental problems indicated above as well as lead to resentment on the part of residents and create an unpleasant situation for the tourists. Resentment by local people towards the tourists can be generated by apparent difference in economic circumstance, behaviour, patterns, appearances and economic effects.

\textsuperscript{11} Ibid., pp. 60-65.
Resentment of visitors is not at all uncommon, principally in areas, where there is an actual conflict of interest.\textsuperscript{12}

A place is developed as a tourist centre, keeping in view of the increase of tourist arrival year by year. Due to this, the prices of all essential commodities, land use, transport will automatically be raised by the traders because of the tourist demand. “It is recognized that tourism has considerable social impact and visitor is highly sensitive to local atmosphere”.\textsuperscript{13} So the existing local population will be affected by this abnormal change on all factors. During peak season at several tourist centres, buses will be carrying overload of tourists. Those working in the private and government sector, are put into hardship while seeing rented houses.

The taste and habits of tourist have proved offensive to the local population even though tourism fostering towards better understanding and good will between nations. Tourism also causes air visual pollution, noise pollution, water disposal problems, ecological disruption and environmental hazards. Resort development has often resulted in local people being denied access to their own beaches. This may lead to the demands for limitation on the flow of visitors.

The negative social impact of tourism are closely related to increase in the field of prostitution and crime of various kinds of organized gambling. In

\textsuperscript{12} Ashok Gehlot., \textit{Former Chief Minister of Rajas then at the inaugural address SATTA}, Jaipur, 6 April, 2000.

the extreme cases, crime, prostitutions, gambling and drug traffic imported many of the holidays areas from other regions. Many of the social conventions and constraints imposed upon tourists in their home areas are absent before. The other evil effect of tourism are in most modern tourist projects there has always been a conflicts of land use and environmental damage through hotel construction and waste disposal”.

The flow of tourists are more during the month of August to July. The month of December and January were season for the arrivals of devotees of Lord Ayyappa. The month of February was considered as the off season. The arrival of tourists to Kanyakumari during the season times is about 7000 to 10000.

Arrival statistics shows the tourist arrival datas from 1998-2005. As per this in 2001 tourists arrived in out number than other years. Next to this in the year 2003 more tourists arrived. But generally ups and downs are there in each year. More fluctuations in tourist arrivals are due to various reasons. Political conditions, climate reasons, natural disasters are the reasons which affect tourist arrivals more. In 2004 December 26th Tsunami affected a lot the coastal areas. As it shacked the whole India in that period tourists arrivals reduced. But in January 2005 more domestic tourists arrived to view the terrible threaten continued after that also hence tourists arrivals reduced a lot.
But after October it increased than previous years.\textsuperscript{14} Almost all kinds of tourism is bestowed in Kanyakumari, beach tourism and historical tourism. Historical places like Padmanabhapuram palace and Vattakottai are preserved by government. The car festival of Suchindrum attract large number of crowds in the month of January. The Kodai festival in the month of March in Mondaicadu temple observed as an important festivals. Because for this more tourists from Trivandrum came to workship here. So traditional way of celebration is preserved to satisfy the tourists. Bow song (Villu pattu) is an ancient form of musical story telling art of southern Tamilnadu. Now a days this songs are preserved to fulfill the enthusiasm of tourists.

Thiruvathirai kali, Kalial, Kathakali, Ottam Thullal and Karagam dance are folk dances performed for tourists. Kalari, also known as Adimurai in Kanyakumari district has its life because of tourism. So tourism protects the arts and folkarts. As a pilgrimage centre more tourists from other parts of the country are mingling here. It improves the human relationships. As Kanyakumari is the southernmost tip of India, people feel Kashmir to Kanyakumari, we are one. This noble thought is the impact of tourism.\textsuperscript{15}

When more conventions and conferences are taking place our ideas are exchanging. Handicrafts like making baskets and mats from coconut leaf as well as palm leaf, making things from seashells, threading chains from beads, pots making creating states in clay are live because of the tourists flow in

\textsuperscript{14} Ibid., p. 54.
\textsuperscript{15} Ibid., p. 57.
Kanyakumari district. Again tourism gives life to many small huts industries. More buses are going from Nagercoil to Kanyakumari. Apart from that Kaliyakavilai to Kanyakumari also more buses are operated. So locals get more benefits by this Nagercoil to Kanyakumari roads are taking care often for tourist. In Kanyakumari electricity, water supply are sufficient to locals because locals get these by the name of tourism. Anti-social activities like smuggling of goods, anti-social drugs are taking place illegently. Then prostitution in Kanyakumari also grow under the name of tourism.

Over use and misuse of archaeological and historic sites leads to damage. Vattakottai fort, Padmanabhapuram palace and some other areas are restricted to tourists because of damages. Due to heavy flow of tourists, Kanyakumari, the local people are suffering in transportation, communication, social and in their private life. Tourism is an important activity of economic, technological, socio-cultural and environmental significances. So tourism requires policy planning and management. Tourism has economic importance throughout the World. This growing significance of tourism as a source of income and employment and as a major factor in the balance of payment for many Countries. It has been getting increasing attention from National government, Regional, State and Local authorities.\(^\text{16}\)

It is a catalyst to economic growth and foreign exchange earnings. Tourism is an economic activity like any other activity. Its dimension are very

\(^{16}\text{http://wikipedia.org}\)
large with varied location and benefits scattered over large segment of the population circumstances of the consumer. It also has an economic impact upon nations and regions. The World Travel and Tourism Council (WTTC) and the World Tourism Organisation (WTO) noted down the following importance of tourist in its report as Travel and Tourism is the World's largest industry and a major contributor to global economic development. Travel and tourism (domestic and international travel expenditure) generates more than 2.5 trillion dollars in gross output revenues, which is 5.5% of the World gross national product.

Tourism and travel employ more than 112 million people Worldwide or about 1 in 15 employees invest more than 350 billion dollars a year in facilities and capital equipment of 7.3% of Worldwide capital, provide more than 278 billion dollars in World trade receipts, contribute 300 billion dollars in direct, indirect and personal taxes each year more than 6% of total tax payments, and growing faster than the World economy in terms of output value, capital investment and employment.

Tourists buy a mixture of products a collection of goods and services also utilization of the areas and cultural assets. The travel moves to the goods and service offered by the industry rather than having the firms move their output to the consumer, this is of the special characteristics of tourism. The

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group of firms that provides goods and services to represent the supplies of the tourist industry. These firms may be local, national, or international in scope. Economic multiplier effect operates within the tourism industry. Every dollar, frank, yen, pound or mark earned through tourism and it made a greater impact on global economy which could stabilize and enhance the development of goods and service of other industries of the World. A multiplier is the ratio of direct, indirect and induced changes within an economic system it direct casual change itself.

Tremendous change in communication technologies and transportation over the last two decades have elevated tourism as one of the World's most powerful agents in both national and cultural prominence as one of the World's most powerful agents both in national and global economy. Tourism may be viewed as an economic activity and thus as an industry. Tourism is the World's largest export industry according to the World Tourism organization generated about US$ 372.6 billion during 1995 by some 567 million tourist Worldwide. In the same year travel and tourism provided direct and indirect employment for 212 million people accounting for 10.71% of the global workforce.

The number of international tourist arrivals in India rose from 25 million in 1950 to 183 million in 1970, an average growth rate of more than 10 percent. Since 1973 the effect of number of tourist arrival was 8,15006, 842, 842 and

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931458 in the years 1994, 1995 and 1996 respectively.\textsuperscript{21} Mr. A.P. Sharma, the then Union Minister of India for tourism, pointed out Like India many South Asian Countries had very meager earning and it was essential that World Tourism Organization makes efforts to find rational so that the benefits of tourism were dispersed and equitably shared by all countries.\textsuperscript{22} Tourism is a service based industry and it has been partly responsible for the service sector growth. In developed for more than are as follows.\textsuperscript{23}

Tourism is a service industry and so it is labour intensive. It has the capacity to create employment for large number of people having different levels of skills and ability. It varies from unskilled to highly skilled management levels. “A highly labour-intensive industry provides employment to all kinds of people in all areas”.\textsuperscript{24} Being a service industry, it creates employment opportunities for local population. The provision of tourist services generates employment. Tourist activity is seasonal and numbers employed very a great deal from one time of the another time. In India, tourism has created direct employment for 5.5 million people in 1989-90. In 1995 it jumped to 18.5 million.\textsuperscript{25} Tourism as a source of employment is very much important for areas with limited alternative sources of employment i.e. non-industrial areas deficient in natural resources. Employment generated by

\textsuperscript{21} WTO. http://www.infoplease.com/ipa/A0922054.html, Data as collected by WTTO September 2003.
\textsuperscript{22} The Hindu, August 26, 1982.
\textsuperscript{24} Ibid.,
tourism is categorized result from the jobs created specifically by the need to serve the tourists. Indirect employment is found in the tourist supply sector but does not result directly from the tourist such as hotel furniture, poultry, agriculture, diary, textiles and crockery. Indirect employment is the additional employment resulting from the income which they earned from tourists. Tourism requires large impacts in the construction in the construction sector. Construction works are alone much before the destination or the facilities are to the tourist. Employment generation in tourism is multiplier effect.\(^{26}\)

One important characteristic of employment generated by tourism is its seasonality. It is observed that during the peak season, employment level touches the peak. This raises an important problem for the hotel industry. Efforts are generally made to even the tourists registrations by offering concessional rates during the off season.

Tourism is often described as involving travel arrangements, amenities and leisure activities. Here travel implies methods of travel, tourism as the amenities at the destination and leisure as sports and entertainment.\(^{27}\) Tourism jobs includes staff engaged in accounts, amenity managers, camping site managers, curiers, tourist guide, heritage center personnel, holding center staff including receptionists, chefs, boys, museum managers/ guides, tourism department central and state government staff for promoting the development of tourism, facilities and attractions to publicise the tourist destinations and

\(^{26}\) Ibid., p.21.  
\(^{27}\) Ibid., p.37.
attractions, advice and inform, research, and provide valuable finance for
tourist related projects to promote incoming tourism to India with the help of
its overseas tourists and foreign officers, resort publicity staff. The travel
industry covers a wide area.

The major economic benefit in promoting the tourism industry has
therefore tended to be the earning of foreign exchange. Income from foreign
tourism in the form of foreign exchange earnings adds to the national income
and as an invisible export, may offset a loss on the visible trading account and
be of critical importance in the overall financial reckoning.\textsuperscript{28} By selling goods
and services to the foreign tourists we get foreign currency by way of receipts
of non domestic currency. Export of goods is called visible exports and export
of service is invisible export. Tourism is invisible export. The expenditure
incurred by the Indian tourism industry is very low compared to the other
major export industries. In India tourism gets by the jems and jewellery and
24\% by the garment industry. Tourism contributes a greatly to the export
earnings of country and improves the Bop (balance of payment) situation.

India’s exchange earnings from tourism have increased year by year.
The increase in foreign tourism has boosted foreign exchange earnings.
Exchange earnings have increased from Rs. 31.5 crores in 1971 – 72 to Rs.
14.40863 crores in 1999-2001.\textsuperscript{29} Tourist industry has emerged as a third

\textsuperscript{28} Ibid., p.72.
\textsuperscript{29} Ibid., p.73.
highest foreign exchange earner in India from 1991-2000.\textsuperscript{30} Indicates that the compound rates of growth in exchange earnings were 54.4%, 43.2%, 9.8%, 12.6%, 18.6%, 40.9%, 8.1%, 11.4% and 10.5% respectively from 1001–2000.

Tourism generates revenue to the government from within this Country. This revenue is mainly to the government from tax. Tourism contributes directly and indirectly. Direct taxes are taxes on the income contributes directly and indirectly. Direct taxes are taxes on the income generated by tourism employment and business. Indirect taxes are taxes and duties levied on goods and services supplied to primary tourism industries like groceries, furniture, medical shops, bakers and textile. Possible sources of revenue from tourism include room tax, tax on meals, licence fees for tourism facilities, entrance fees, excise tax, import tax, sale tax, property tax on visitor property, profit tax, income tax on tourism industry, employment corporation tax on tourism industry companies, airport use fees, cruise slip and brat fee. In economic and political environment, one industry, more truly a segment of the economy, moves to the forefront as the greatest. Single opportunity for economic, cultural and political exchange. Tourism, in its broadest, generic sense can do more to develop understanding among people, provide jobs, create foreign exchange and raise living standards than any other economic force known.\textsuperscript{31}

\textsuperscript{30} Ibid., p.86

A study on the economic impact of tourism conducted by the World tourism and travel council estimated that in 2001, consumption activity arising from domestic and international tourism will contribute 5.3 percent of India’s gross domestic product. India has been a late starter in tourism. Understandably, immediately after independence the focus was on key areas like agriculture, industry, irrigation, infrastructure and the social sectors. Tourism started receiving attention in the last decade. Indian government spend over Rs. 2900 crore in 2006 to boost the growth in this sector with comparative statement of expenditure and breakdown under different surveys.32

Tourists spend the money earned in their place of residence, at the places they visit. This results in an effective redistribution of national income. An important domestic effort of tourism is the regional development. Tourism directly helps to develop those remote and under developed areas, particularly in developing countries which lack raw materials and other resources for industrial development, but have tourist significance.

The under developed regions of the Country, having problems of unemployment and poverty or the land may not be very fertile. But these areas may have tourist potentials which result in the economic and social development of that region. The underdeveloped regions of the Country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and of cultural attractions. These

areas if developed for use by tourist, can bring in a lot of prospects to the local people.\textsuperscript{33}

Tourism development in these regions may become a significant factor in redressing regional imbalances in employment and income. Tourist expenditure at a particular tourist area greatly helps the development of the areas around it. Tourism would provide labour and employment opportunities to the less skilled sectors of the population and prevent their migration to the industrialized and urban centers. An internationally famous tourist spot in India, Khajuraho is now pulsating with life. The place has provided employment to hundreds of local people in hotels and shops. After it became a popular tourist centre in stone sculptures automatically necessary infrastructures are benefited both in direct and indirect employment and domestic income.\textsuperscript{34}

Development and improvement of infrastructure is another important benefit. The benefits from infrastructure investments, justified primarily for tourism airports, roads, water supply and other public utilities may be widely shared by the other sectors of the economy. In addition to development of new infrastructure, the improvement in the existing infrastructure in order to attract tourists is also of crucial importance. These improvements may confer benefits upon the resident population by providing them with amenities, which they had not enjoyed yet. The provision of infrastructure may provide the basis or serve

\textsuperscript{33} Ibid., p.9.

\textsuperscript{34} Ibid., p.14.
as an encouragement for greater economic diversification. A variety of secondary industries may be promoted which may not serve the needs of tourism. Indirectly, tourist expenditure may be responsible for stimulating other economic activities.

Construction of primary infrastructures represents the foundation of any future economic growth even though they are not directly productive. The tourist industry illustrates the elementary need for basic infrastructures. It has today the important benefit of being able to profit from the existing infrastructures and to make a decisive contribution to the growth of the national economy. The traffic arising from international and national tourism represents a reward for the capital invested and can now contribute to the financial efforts required for maintenance creation of basic infrastructures for tourist usage which will also be of service to the other sectors of the economy like industry and agriculture. The outcome of this is better equilibrium of general economic growth.35

It means that flow of money generated by tourist spending multiplies as it passes through various sectors of economy. The concept of the multiplier is based upon the recognition that sales for one firm require purchases from other firms within the local economy. The industrial sector of an economy are interdependent. Expenditure of tourists in a destination creates new incomes and outputs in the region which in turn, produce further expenditure and

income. The response of incomes which creates additional incomes, is known as the multiplier effect. The tourist expenditure must be multiplied in order to obtain total cumulative income effect for a specified period. The multiplier is an income concept. Tourism as a source of income is not easy to measure because of the multiplier effect.\textsuperscript{36} The flow of money generated by tourist multiplies as it passes through various sections of the economy through the operation of the multiplier effect.\textsuperscript{37}

The benefits from infrastructure investments, justified primarily for tourism such as airports, roads, water supply and other public utilities shared by the other sectors of the economy. Tourist facilities such as hotels, restaurants, museums, clubs, sports complexes, public transport, national parks are also used by domestic tourists and visitors, businessmen and residents, a significant portion of the costs may be borne by international tourists. Tourist also contribute to tax revenue both directly through sales tax and indirectly through property, profits and income taxes. Tourism provides employment, brings infrastructural improvements and help regional development. Each of these economic aspects can be dealt with separately, but they are all closely related and are considered together.

Tourism has been widely acclaimed as a healthy economic activity its economics remains yet to be studied properly. Tourism being a multifaced
activity dealing with people than with the commodities, it is indeed hard to quantify its economic importance.\textsuperscript{38} Tourism generates employment through various fields. In Kanyakumari District tourism provides jobs directly to tourism department staffs, managers in various fields like tourism offices, hotels, heritage centers and holiday centre etc. In hotels managers, guides, staffs, chefs, boys, receptionists. are getting jobs. By providing jobs tourism helps for their economic development and it changed their lifestyle.

Foreign exchange earnings have improved by the tourists visiting Kanyakumari. More hotels are running in Kanyakumari and other parts of the district especially in Nagercoil, Thuckalay, Marthandam. Star category hotels are also available. These hotels getting income through rent and foods. As it is a service industry by all services it is getting income. As per the appropriation (No.2) Act, 2005 enacted by Parliament Act No. 17 of 2005 the Government of India announced funds.\textsuperscript{39} Apart from hotels more road side and petti shops are getting income by tourism. More shops available for fancy items and handicrafts. By selling handicrafts more income is coming. For seashell items more selling is going on. Handcrafter and idol makers are getting benefits through tourism. By selling mats which made of coconut and palm leafs are also getting more benefits. Kanyakumari is famous for bags made in sack thread and plantain threads.

\textsuperscript{38} Tejvir Singh., \textit{Tourism and Tourist Industry in U. P}, India, Delhi, 1975, p.120.

Roadside eatable sellers by selling eatable which is special in Kanyakumari district are getting income through tourism. Roadside sellers for tender cucumber, tender coconut and palm and banana which has more varieties in Kanyakumari district are also getting income by tourism. Textiles are also getting more income because of tourism. Through transportation like taxi, route buses and seasonal buses transportation department gets more income. By selling booklets and pictures about Kanyakumari people are getting income. Regional development took place in Kanyakumari District by tourism. It develops locals income and their infrastructures. Through taxes government revenue is improving.

As Kanyakumari is a pilgrimage centre for worshipping it attracts the attention of all the tourists from all over the World. It directly enhances the economy of the district in a large scale. Tourism is arguably a very fast growing medium for the blending of cultures in our ever shrinking global village. The rapid communications revolution and the globalization of the World economy has meant that there is virtually no part of the World which cannot be accessed easily for the unique attractions and diversified qualities that it offers.  

Tourism has brought many changes in cultural issues. Tourism in short period has led to a closer association and mingling of people of different races, religions and cultures. Mass international impact on local cultures and customs

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or that a local area will distort its local festivals and ceremonies to stage spectacles for the benefit of international visitors. The socio-cultural impact of tourism is magnified through an enormous range of aspects from the arts and crafts through to the fundamental behaviour of the individuals and collective groups.\textsuperscript{41}

Tourism acts as a melting pot of different cultures. It has also led to resurgence of cultures. Cultural tourism enables the countries to accord importance to the development of cultural product intended for visitors and to the protection of natural environment. The positive impact is to preserve and even to resurreset the craft skills of the population of the enhancement.\textsuperscript{42}

The tourist demands instant culture, an opportunity to sample. This staged authenticity is a search by tourists for authentic experiences of another culture leads to locals of that culture either providing those experiences, or staging them to appear as realistic as possible. Culture in this way is in danger of becoming commercialised and trivialized. Folk dances are staged for the package tourists as a form of cabaret in hotels are arranged, often in an artificially shortened form, as performances for groups of tourists. Tourist will seek out local restaurants not frequented by other tourists in order to enjoy the 'authentic' cuisine and environment of the locals, but the very act of their discovering such restaurants, these become in turn tourist attractions and ultimately the tourists traps tourist sought to avoid.

\textsuperscript{42} \textit{Ibid.}, p.74
The locals move on to find somewhere else to eat. Tourist seek local artifacts as souvenirs for investments. In case of genuine works are purchased, this can lead to loss of cultural treasures from a Country and many Countries now impose strict bans on exports of such items. Tourists are often satisfy to purchase what they believe to be an authentic example of local art, this led to the mass production of poorly crafted works (some times referred to as airport art). It alternatively encourages the freezing of art styles in pseudo-traditional term. Tourism helped to regenerate an awareness and pride in local culture and traditions. Dying local arts and crafts have been revived arts. Cottage industry in rural areas which have benefited economically from the impact of tourism.

Commercialisation and bastardization of arts and crafts and the commercialization of ceremonies rituals, have become the fashion in tourism. Tourism helps people to become acquainted with the usages and customs to visit the museums and to admire work of art. As Medlik says, When the tourist comes in contact with the place he visits and its population, a social exchange takes place. His social background affects the social structure and mode of life of his destination; he is in turn affected by it and sometimes carries back home with him new habits and ways of life.

Mass tourism can contribute unique benefits to the exploiting of the cultural heritage of a nation and can serve indirectly to improve the individual

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43 Ibid., p.31.
cultural level of both nations and foreigners at the same time developing into national wealth. The developing countries, possessing an ancient civilization or an original culture, gain greatly from tourism as many people like to experience the exotic culture. Tourism means the prospect of contact with other civilizations, their original and varied, customs and traditions with their distinct characteristics. It is a vehicle for international understanding by way of bringing diverse people face to face. It helps to break down barriers, prejudices, and suspicions between nations. Thus tourism leads to the disappearance of traditional human environments and replaces with towers of artificial concrete ideas ethics and morals in effect, threatening the whole fabric of tradition and nature.⁴⁶

In many of the Countries foreign ownership and management of tourist facilities which may create the feeling that indigenous people are fit to perform only menial tasks. Tourism may be regarded as a threat to the indigenous culture. But a carefully planned and well organized tourist destination can benefit local residents through exposure to a variety of ideas. Popular languages and other cultural traits can add to the richness of resident experience by stimulation and interest in the areas of history through restoration and preservation of historical sites. Organized cultural tourism development can provide opportunities for local people to learn more about themselves. This increases the feeling of pride in their heritage and a heightened perception of their own self-worth. There is evidence of socio-

cultural impacts, ranging from the clothes we wear, the food we eat and our
general life styles and attitudes, influenced by places we visit.\textsuperscript{47}

The cultural distinctions between the residents and tourists from more
prosperous Countries and regions are strongly marked. Local culture and
customs may be exploited to satisfy visitors, sometimes at the expense of local
pride and dignity. Tourism also can contribute to cultural revival. Tourism
provided unique opportunities for tourists to experience art, music, dance, food,
literature, language, religion and history different from their own. At the same
time tourists bring to the local area their own socio-cultural manifestations that
have positive or negative results depending on the way. Tourism is handled in
the receiving the Country.

In Kanyakumari we can see intermingling of different cultures. The
locals are mostly astonished by the unique culture, dressing and behaviour of
foreigners and domestic tourists. Their admiration reflects in their way of
dressing and styles. One of the best impact of tourism on Kanyakumari people
is they forced to learn other languages like Hindi and English for improving
their business. So Kanyakumari is a melting pot for different cultures because
here more locals from other parts of our Country frequently visit here as
pilgrimage.\textsuperscript{48}

\textsuperscript{47} Eris Cooper, John Fleether (et, al..), \textit{op.cit.}, p.170.

\textsuperscript{48} \textit{Ibid.}, p.103.
Kanyakumari is mentioned equal to Kasi as an important pilgrim centre. Tourism helps to preserve folk arts like Bow song, Kalial, Karaga dance and Kalari. The Kathakali, Ottam Thullal, Thriuvathirai Kali are also performed here but the staged authenticity leads commercialization and bastardisation of these arts. Now a days the originality lost its beauty because of commercialization. Artists performing just to satisfy tourists especially international tourists. For tourists these arts are very novel to them. They do not know the original art. The artists performs as they like. The result is traditionality losses in these arts. In Kanyakumari most of the hotels and restaurants are run for the purpose of tourists only. Mostly tourists interested to enjoy authentic cuisine. In Kanyakumari foods were of high rates than other places. Hence the locals suffered by this. Because of overcrowding locals are forced to other places in seasons.

Crafts works are also made for commercialization. Artists are producing handicrafts and crafts like originals, but they are selling that for high prize of original value. Again the youngsters are now-a-days imitating foreigners. They feel inferior in front of tourists. Because they have no idea about their own proud of cultural value. Locals are surprised by foreigners wealth which hastened them thieves us and they cheat the tourists.

Even Pujas in temples also performed whenever tourists want it. The systematic way has been changed a lot due to the influence of tourists. In Kanyakumari using panparak rate is in high. But this bad habit imported from
other parts of tourists only. More social crimes are taking place here. Like prostitution and drug distribution are taking place. Even locals use this place for their illegal activities. Cultural impact leads locals to know about their own culture. Because of tourism local people work hard to achieve a lot for emulate way of the life of the tourists. Here is the analysis of the data based on the survey conducted in various tourism spots of Kanyakumari. The tourist arrival statistics are analysed and formulated here. The table indicates the arrivals of both domestic as well as foreign tourists. The arrivals of domestic and foreign tourists are calculated as 56 and 44 percentage respectively.

Further indicates that tourists who visit Kanyakumari are also visiting Padmanahapuram palace, Thiparappu falls and Suchindrum temple. 85% tourists are unaware of beaches like Thenkapattanam, Chothavilai, Sangumugam Thurai and places like Kalikesam and Olakkaiaruvi. 90% tourists are fascinated by the tourism spots of Kanyakumari and the historical places and temples. Culture is that complex whole which includes knowledge, beliefs, art, morals, law, customs and any other capabilities acquired by men as a member of society. The term culture is used by anthropologists to refer to the total pattern of a society life. The continuity of cultural traditions is an essential condition for the survival of a nation.

51 Hamayan Kabir., *Education in India*, p.131.
The present century has witnessed the greatest advancement of civilization as a huge expansion of knowledge. But, have we become more cultural than before. In fact not, man today has lost all the virtual decencies by becoming more monstrous and warlike, selfish, dishonest and concept. Some change in the inner self of man is essential to save mankind from degeneration and to make man really cultured.\textsuperscript{52} Spiritual and pilgrim tourism should produce men who possess both culture and sound knowledge. Kanyakumari as a centre of pilgrimage is an important from of tourism. The major aim of all religions is to promote spiritual welfare of the people. Tourism foster respect for the dignity, individuality, and moral virtues of people.

One of the most important and urgent reforms needed in our Country is to initiate steps for the promotion of understanding and re evaluation of cultural heritage. This can be achieved by tourism by introducing the people to Indian architecture, sculpture, painting, music, dance and drama.\textsuperscript{53} In this respect tourism in Kanyakumari transmits the culture to the new generation. At the same time it must also transform the outlook of the young towards life, in the background of past, in the context of the cross cultural influences and in the light of the future requirements for the individual and the society.\textsuperscript{54}

Now tourism in Kanyakumari helps to the development of these basic element of the local culture. Some of the folk arts and music are preserved only

\textsuperscript{52} Whitehead., \textit{Aims of Education}, p.1
\textsuperscript{53} Frank Boas., \textit{Anthropology}, Encyclopedia of Social Sciences.
because of tourism. Tourism thus helps in the conservation of cultural heritage.\textsuperscript{55} As per the words of Gandiji. “The soul religion is one but it is encased in the multitude of forms”. India is a land of many religions and faith.\textsuperscript{56} In this land of multi dimensional culture, different religions exist side by side as jewels in a casket. Each religion is of equal importance. Thus the tourism aims at promoting not only religious understanding and toleration but an active reverence for all religions.\textsuperscript{57} The tourism in the different religious centres in Kanyakumari District it makes its contribution to the development of habits, attitude and qualities of character, which enable its citizen to counteract all those fissiparous tendencies which hinder the emergence of a broad, national and secular outlook.

The need for national unity is very important. The national unity is essential for any Country at any time. National integration is the pre-requisite for the fulfillment of our democracy.\textsuperscript{58} Arts reflect the culture, its appeal is to the emotions and it is in this sense that it can serve the purpose of bringing national integration and national unity. Similarly music is a great means of emotional unity. “Though physically East and West Bengal have been separated once remarked a layman, “the people of both side will feel one, as belonging to one community till the day Ravindra Sangeet sung in the street of

\textsuperscript{55} Eris Carper, John Fletcher (et al.), \textit{Op.cit.}, p.169
\textsuperscript{56} Cited by Donal Eugine in \textit{India in Secular State} (Princeton), 1963, p.148
\textsuperscript{57} Smith, D.E., \textit{India as a Secular State} (Princeton), p.2
Bengal.\textsuperscript{59} Like wise the folk arts, dances and music in Kanyakumari promote the national consciousness by removing the negative prejudices, In Kanyakumari one can see people with different life styles and languages. Here the seller speaking Hindi, Malayalam and other foreign language. Because of the social integration which is taking place, resulted in national integration.\textsuperscript{60}


\textsuperscript{60} Erik Cohen., \textit{Towards Sociology of International Toursim}, New Delhi, p.164.