CHAPTER - 5

ECONOMIC, SOCIAL AND CULTURAL IMPACT OF TOURISM

- Economic impact of tourism
- Historical background of Khajuraho
- The Impact of Tourism
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CHaPTER - 5  
Economic, Social and Cultural Impact of Tourism  
A Case Study of Khajuraho

The development of tourism, it is said, can bring a number of economic and social benefits to a country or a region. Besides being a source of foreign exchange, expansion of tourist trade stimulates employment, income and contributes to the exchequer. That is to say, tourism is considered a notable instrument of economic development. The object of this chapter is to make an overall assessment of the economic, social and cultural impact of tourism both domestic and foreign, on a relatively backward economic region of the country, viz the state of Madhya Pradesh. A reasonable and comprehensive inquiry has not yet been attempted in this sphere and thus this survey may help in a realistic appraisal of the contribution made by the tourism sector to the economy of this industrially weak and backward state.

A recent study carried out in East Africa suggests that one new job is created out of a tourist expenditure of $2400. Tourism is also responsible for the creation of employment outside the tourist industry. In this respect it again scores noticeably over other forms of new industry. If this induces employment effects or includes, i.e. increases employment in agriculture and in the construction industry, the amount of employment for which tourism is responsible would increase substantially. The range of jobs created by tourism extends from unskilled to managerial position. Insufficient attention is often paid to the importance of management in tourism. It should therefore, be emphasized that one of management's essential function is to obtain a satisfactory rate of return on capital employed in the tourist industry.

Being a service industry, tourism creates employment opportunities for the local population. This is an important aspect in developing countries such as India where the level of unemployment tends to be high. Tourism creates large number of direct jobs in establishments, like hotels restaurants, tourist shops, travel agencies and also in the transport, handloom and handicraft industries. Direct employment is also generated for certain category of workers like interpreters, guides, tour operators etc.
Those directly employed in this tourism industry create indirect employment in certain other sectors through their demand for goods and services. Tourism itself creates induced jobs reflected for example by increased employment opportunities in the building construction industry, by stimulating growth in ancillary trades, such as handloom, handicrafts, arts crafts and many other industries. The National council of Applied Economic Research (NCAER) estimated in 1988 that about 93,300 persons were directly or indirectly employed in tourism industry. Tourism is now the country's fourth largest foreign exchange earner. In fact one in every 16 workers worldwide owes his or her job to tourism.

Economic impact of tourism:

Economic impacts are the most explored area of tourism studies and are presented in two different forms - either as general study dealing with tourism as a global phenomenon, or as a specific case study at macro or micro level primarily with reference to developing countries. These include the geographical locations of the destination area in relation to the tourist generating countries, nature of tourist attractions and facilities, volume of tourist traffic and its characteristics and lastly, safeguards made by the destination area to combat seasonality of demand. The economic impact of tourism on a destination area can be understood at two different levels - the national and the local level. At the national level the most publicised effect of foreign tourism is its ability to earn foreign exchange and contribute positively to the balance of the payment. Studies in the pre-seventies laid considerable emphasis on this aspect. More recent studies have shown that such emphasis is in fact a result of poor techniques to compute the leakages of foreign exchange which take place to keep the industry moving. Theuns has noted that the concept of economic multipliers has not been related to balance of payments thereby rendering an inflated emphasis on grass rather than net effects of balance of payment.

At the local level, tourism is encouraged due to its ability to generate employment, to increase standards of living and provide linkage effects with other sectors of the economy. Each of these are due to dubious claims and subject to growing controversies. A few such controversies which have gained the attention of the researchers are discussed below:
The tourist industry is said to be highly labour intensive. Three categories of employment are generated by tourism: direct, indirect and investment related. A few scholars have highlighted the capital intensive character of tourism and it seems that labour intensity is a much debated issue. The ambiguity and confusion can partly be attributed to varying techniques and level of sophistication used in computing employment multiplier and partly to be focused researches on different type of tourism and various sectors of the tourist industry. The hospitality activities are the most labour intensive of all sectors of the tourist industry. Ambiguities of definitions apart from many writers have expressed their concern over highest paid jobs being manned in developing countries by expertise due to poor education, skills and resources of local population.

One needs to bear in mind that the volume of employment generated, the nature of skills required and the level of absorption of the local people in tourist activities vary with the state of tourism development. Greenwood pointed out three stages development of tourism in Fuerteventura (Spain) as tourism develops it also involves changing relationship with local economy. The first phase of tourism development in Fuerteventura is characterised by upper class tourism which has not appreciable local effect on economic growth. Stage two of mass tourism involves local initiative and third and the final stage involves ousting of local involvement, with the government and outside investors playing a major role. According to Greenwood tourism is a perverse and a contradictory agent of change and this pattern is noticed elsewhere.

Tourism is often in compatible with other forms of economic activity, especially agriculture. Conversion of agricultural land to non-agricultural purpose, decline in agricultural activities and estate business have been reported by many researchers. Competition for human resources is equally well documented according to Forster, the development of tourism may be especially disruptive to economies which are not well rounded, i.e. where there is already an unequal development of various sectors. In a few exceptional cases, tourism has not grown at the expense of other sectors of economic activity. Indeed, it has successfully established linkage with agriculture. But doubts have been expressed by researchers about such linkages being able to benefit small farmers since the amount quality and regularity demanded of food deliveries to modern hotels is likely to exclude average peasant from direct sales. The distributive effects of tourism have been discussed in some details by Bryden.
According to Bryden, in the Caribbean the most likely losers are the small farmers. While large plantation owners may lose labour force a rise in supply price of labour. They can substitute capital for labour. Since they have cleared title in law they even look forward to rising land prices. Small farmers on the other hand do not have titles in law, they have lack of political power and loose family and hired labour.

Besides the small farmers, low income groups also suffer due to inflationary trends particularly noticeable in foods items, this is refuted by Mitchell who holds the belief that the arrival of the tourists tend to raise the prices, or reduce the quality of things purchased by the rich only. Mitchell's argument is in the favour of tourism it promotes to equality a point sharply contrasts with Greenwood's field observations which show that tourism tends to exhibitrate the existing cleavages within the society and tends to increase inequality produced by other development strategies.

Tourism has become a major leisure activity. Mostly tourism exists within the context of the tourist's own society, but international tourism is a large and growing phenomenon. International tourism tends and reflects geographical propinquity, that is international tourists are most likely to visit nation that border upon their own (Popovice 1972). Tourism is already the single largest source of income in two dozen nations and some economic projection holds that tourism will become the world's largest business before the end of the 20th century (Sulton 1987). In the decade from 1961 - 1970 the number of international tourists rose from 73 million to 168 million persons annually.

Tourism is a new field of human activity which has become one of the major sources of foreign exchange of India. Khajuraho has become a focal point of tourists from all over the world. Although many works and articles on Khajuraho have already been published, Khajuraho and its significance from a purely tourist angle has never been undertaken and this is a very first attempt to bring all aspects and problems which face tourists and tourism concerning the world renowned Khajuraho complex of temples.

India with her history dating back more than five thousand years has always been a paradise for visitors from all lands. It is high time in the national interest for the Indian geographers historians and planners to concentrate upon the detailed studies of various potential resource centers of the country from the tourist's point of view focussing upon the existing problems therein and suggesting
ways and means for their future development.

- The aim of this chapter is to examine critically the impact of tourism in rural area (Khajuraho) with particular emphasis on understanding the process of change accompanying the growth of tourism in a rural area. The chapter draws from research experience in and around Khajuraho an area that, for a number of reasons is particularly suitable for this evaluation.

**Historical background of Khajuraho:**

The ancient historical town of Khajuraho built by Chandella Rajputas in the 9th century glorified by successive rulers was almost neglected, forgotten and partially destroyed during the mughal regime. The existing magnificent temples, one of the finest examples of north Indian Hindu temple architecture, were rediscovered during the British period. They offer us for study the art and architecture of great interest. Originally there were 85 temples of which 25 still remain. The muslim invaders who started coming into India from central Asia and Afghanistan in the 12th century and established, large kingdom, ruled by a succession of dynasties destroyed, a large number of Hindu temples as part of their iconoclastic faith and of course for booty yielded by rich temples. Apparently the Khajuraho temple escaped destruction because they were situated in a rather inaccessible and undeveloped region. (Map No. 6)

Khajuraho, a remote and unknown small village about 20 years ago, is now on the world tourist map attracting thousands of tourists, both domestic as well as international. Thousands of tourists visit the place by air, rail and by road every month to see the architectural beauty of temples and erotic sculpture whose creators were Chandella kings, who held sway in north India from the 9th to 13th centuries. The area round Khajuraho is now pulsating with life. The place has provided employment to hundreds of local people in hotels and shops. There is already a thriving clay model industry devoted to making replicas of the famous temple sculptures. A number of shops, dealing with items of presentation, handlooms and handicrafts have created jobs for many. As a result of this local people are recipients of additional income which has resulted in their increased prosperity. The subsequent development of areas around Khajuraho has provide additional employment opportunities resulting in general prosperity of the people.
But for the development of tourism in the area, Khajuraho would have remained a remote, unknown village. Many such areas of tourist interest where industrial development is out of question because of distance from markets, lack of raw materials and transportation facilities, scarcity of power water etc., can be greatly benefited, if developed properly. These areas if developed for tourism can provide lot of prosperity in the region and can provide jobs for a large number of unskilled workers. It can generate work for the construction industries and a wide range of other supporting industries. What is more, it can be a source of prosperity to the local population. (Map No. 7-8)

In more recent years, most classical studies dealing with tourism's effect on the local community restrict themselves to economic analysis and enumerates the benefits occurring to the area as a result of the development of tourist enterprise. Recently, however several studies of tourism have indicated the existence of some real negative impacts on the local resident population. These theoretical studies assume that tourism might have some serious social, psychological and economic effects on the resident population. (Young, 1973, Jafari, 1973, Butler, 1976).

Little study has been done so far in India to explain social impact of tourism in rural perspective. Here an attempt has been made to study this problems adopting the methods and methodologies currently in vogue in developing countries. Field study, distribution of questionnaire, spot investigation, personal interviews data collection ( from department of tourism and other sources) are some of the tools to make this chapter some what informative and logistic.

The following study is amongst the first attempt to examine empirically the existence of such negative impacts and their correlates and results. It is an investigation of the residents perception of impacts of tourism rather than a measure of actual impacts. The researcher selected Khajuraho for this study, because it has the following characteristics:

1 - Currently a famous tourist destination of India it attracts a large number of foreign tourists after Delhi and Agra, and thus ranks third among the tourist centres of India.
2 - The local economy is primarily dependant on tourism.
3 - Tourism has rapidly developed in this centre
This chapter describes a study conducted during the summer 1992 in an attempt to examine empirically the existence of these impacts of tourism. Out of total of 2728 residents of Khajuraho 768 were interviewed to measure their perception of impact of tourism on Khajuraho.

The Impact of Tourism -

Tourism is not exclusively economic phenomenon, it also involves social, cultural, political and environmental aspects. It is therefore to realize that any assessment of tourism should not only be concerned with the tangible effects such as revenue and foreign exchange earning but also with non economic and intangible effects such as social and cultural ones. The social impacts of tourism have been classified by several theories. William defines three categories of impact economic social and environment / Physical. Renyar: suggests a typology consisting of economic development, resources, family community and cultural impacts.

After reviewing the literature, Abraham Pizam has proposed a classification of six major impacts of tourism on the host population. These impacts are summarized in the Table No. 1.

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Examples</th>
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<tbody>
<tr>
<td>1 - Demographic</td>
<td>Size of population, age, sex, composition, growth, decline of population in tourist community.</td>
</tr>
<tr>
<td>2 - Occupational</td>
<td>Change of population, professionalization, age and sex, distribution of certain occupation, change</td>
</tr>
<tr>
<td>3 - Cultural</td>
<td>Change in traditional, religion, language</td>
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<td>4 - Transformation of norms</td>
<td>Value, sexual role, morals, crime, prostitution</td>
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<tr>
<td>5 - Modification of consumption</td>
<td>Education, infrastructure, commodities, food.</td>
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<tr>
<td>pattern</td>
<td>Polluot, ecology, congestion.</td>
</tr>
<tr>
<td>6 - Impact on environment</td>
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One of the most important impacts of tourism has been on settlement. In many tourism developing areas the industry has been responsible for the creation of new settlements, that did not
previously exists. Migration of labour from different places, immigration of workers is also typical to tourism resorts, specially when the local population does not want to work in tourism industry. Occupation transformation were shown in a case study of two communities in South Austria. Tourism has caused the local farmers to abandon their fields and rent rooms to tourists. Occupational transformation also affected local residents who had to travel to get some services that were no longer available to the local community. In the same study it was reported that many specialized shops such as bookbinders, tanners and coppersmiths converted their business into souvenir shops.

Methodology:

Sociological studies of tourism are the recent development. Although many sociologists have acknowledged the importance of tourism, they have usually neglected to discuss it in details. Only recently social scientists have begun to recognize one of the largest movements of people, goods, services and money in human history (Greenwood, 1972). A phenomenon which many authorities claim deserves systematic study (e.g. Cohen, 1992, Grabum, 1977, Smith, 1977, 1980). Social changes arises, when two groups; the visitors and the visited are brought together, perhaps by a third party, the tourist operative as the tourist arrived at their destination or travel their long chosen circuit (White, 1974). The degree of interaction or the extent of change will depend on a number of factors, including the size of tourist traffic and the resident population, the length and nature of contact, the degree of concentration of dispersal of the tourist flow as well as the 'cultural distance' between the two groups. Again it is important to remember that neither group is homogenous, and that there is a range in tourist and host characteristics (Smith, 1977).

Questionnaires were prepared in Hindi language and persons were asked to give interviews in Hindi. In order to test the hypothesis a three parts questionnaire were devised. Part one consisted of background information of the respondent including age, education and employment. Part two contained a series of variables potentially related to tourism and respondents were asked to identify and explain positive and negative tourism impacts. Part three consisted of a series of statements on the tourism industry. The questionnaire was used as the basis for a structured interview of the sample of respondents.

For heuristic purposes, the changes brought by tourism have been conceptualised under three heading economic, social and cultural impacts.
The most fundamental economic change has been the diversification of the economic base as a result of creation of new job opportunities. This has checked out migration. This may be considered as one of the most beneficial aspects of tourism development in a remote backward region. On the business front trading people have shifted their attention from agriculture to either tourism or tourist based industry like hotel trade, souvenir trade, guide etc. Out of one hundred people subjected to questionnaires sixty five persons prefer to work in hotels as they earn more income there. Out of them, fifteen people like to deal in status and the remaining each ten people prefer driving taxis or guiding the tourists. Impacts of the foreign tourists on the population ranging between fifteen and thirty five percent in term of modernization in dress manners or some how speaking English and French.

Although new jobs have been created in the wake of tourism development, the local populace and the rural migrants on account of their poor literacy and skills can avail themselves of low paid manual occupations only. Even these occupations throw tremendous challenge to the illiterate peasants. Poor skills are not the only constraints. "Tourism in Khajuraho has been introduced in a rigidly caste - structured society. One in which a scullion may be envied due to high and steady income, but definitely not regarded as an exemplary community member. Facing these twin challenges a section of people have struggled to integrate themselves in the new economic order. Their struggles call for a need to re-examine the rather simplistic notion of tourism's capacity to generate jobs to people without taking into account the destination characteristics. Tourism like many other economic opportunities, requires specialized skills the most important is the skill to communicate in a foreign language.

During fieldwork, the author found that among the rich urban migrants, one common way of impressing the economic benefits accruing to the local populace consisted in comparing their present income levels with the past, and drawing attention to the remunerative positions in services and trade (hotel) despite poor skills positions, which would not have been open to them had Khajuraho's urban infrastructure attracted more immigration of skilled people.

Coming next to the social impact of tourism, our exposition of changes in Khajuraho show that the effect of tourist host interaction has been maximal on a certain section of the society - namely, Young men, and children. They interact most frequently with low budget foreign tourists who have a longer duration of stay and are interested in the originality. These tourists act as models of emulation. The emulation of western ways of life and impact on escapist members of society makes demonstration effect a very valuable conceptual tool for study. However, it needs to be noted, that the tourist-host interaction is mainly limited to the social interface, peasant families and women who have little exposure to tourists are not much affected.
Pizam and other scholars have highlighted the aspects of gambling and prostitution in the tourist centres. One of the most positive features of tourism in Khajuraho is the absence of female prostitution - a feature commonly associated with other tourist centres. This could be due to the short duration of stay of tourists and to the extremely puritanical attitude of the society towards its female members. Unfortunately, this position is sadly reversed in the case of foreign female tourists.

As compared to male and female ratio, the number of female workers is less in the hotels. Approximately one half of the respondents consider that tourism provides them with positive opportunities to meet people who speak, think and live differently and allow for various forms of cultural exchange. Tourism is not thought to disrupt traditional ways of life and local culture as it is often assumed in the literature (Miossec, 1973, Rivers, 1973). Only exceptionally tourism is related to social or racial segregation, the same study conducted by Antillies put probably show contrasting results. It is not believed that a significant increase in tourism could lead to social conflicts between tourists and residents.

The impact of tourist development on a region can be diverse and of considerable magnitude. One of the possible results of such an impact may be changes in social cultural and political arrangements of the destination area. Such changes may be slow and gradual in appearance, particularly where the development of tourism is at a low level and where number of tourists are small, or alternatively where tourists are specially segregated from local population on the other hand where development is rapid, where large number of tourists are involved and where local, non local contact is frequent. The changes in the social milieu are likely to take place much more rapidly and on a large scale.

Tourism may have an important cultural significance for it brings in to contact peoples of different races, nationalities and back grounds and cultural exchange and the enrichments both of those who travel and those who are at the receiving end may occur. Contacts of this kind may have beneficial effects, but they may also be socially disturbing. Native cultures and traditional ways of life may be weakened and even destroyed, but the impact of tourism as Alalen and Bird in their survey of tourism in Eastern Eire point out, local life tradition and cultural individuality valuable tourist attraction in themselves must not determine local cultures. In other way, too contacts may bring undesirable social effects the development of luxury tourism in countries or areas where living standards are low may create social unrest, as occurred in the Bahamas, and ultimately led to independence. The impact of tourism manifests itself in numerous, and often unexpected ways. 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 way of life”.

With the rapidly accelerating number of tourists vacationing to distant parts of the world it becomes vital for both tourists and local residents to understand, accept and respect each other as human beings. As tourism continues to expand and seek new ways to attract people to Khajuraho, it may be advisable to explore the possibility of more meaningful, social interaction between the visitors and the residents. To make such decisions, it is important for the tourist industry to discover whether the tourist also would like to have greater interaction with the local population. When a tourist visits a foreign country he temporarily becomes a part of another community. To enjoy his stay he needs to understand his role in the community. This is not easy, it is not strange that man has learned to land on the moon and conquer the outer space but he has not been able to conquer or understand his own inner space, let alone the inner space of others. The challenge before us is to use tourism to break the artificial barriers that man has built against man. 22

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THE WORLD FAMOUS TEMPLE KHANDARIYA AT

FOREIGN TOURIST MARVELLING THE
CRAFTMANSHP OF THE WORLD FAMOUS TEMPLE
AT KHAJURAHO
DARK TO DAWN - ATTENDANCE

INDIAN TOURIST ENJOYING KHJURAHO FESTIVAL OF DANCE
UTASAV KHAJURAHO " KHAJURAHO FESTIVAL OF DANCE "

FOREIGN TOURIST AND GUEST ENJOYING THE FESTIVAL
THE GLORY AND SPLENDOUR OF THEIR ARCHITECTURE

TRIUMPHING TIME TO ASTONISH THE WORLD WITH THE RARE PERFECTION AND PASSION OF THEIR SCULPTURAL WEALTH