

IMPACTS OF TOURISM ON THE LOCAL COMMUNITY

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- Impact,
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- socio cultural impact.

Abstract:

According to the extracted studies the negative impacts of tourism on local community are more than its positive ones.

The main purpose of tourism can be achieved by providing a comprehensive and long-term planning based on sustainable tourism development method. The purpose of the research was to examine what is the impact of tourism on the local community and whether positive or negative ones are more according to the studies. Some methods were prepared to reach the sustainable tourism development purpose.

INTRODUCTION

Tourism is linked to many disciplines and sciences: it is connected with psychology, sociology, economics, physical education, geography, etc.[2] Tourism industry is one of the largest and fast growing sectors in the world. Its total contribution to global GDP has grown by 21 percent to 5,992 billion in 2011. Tourism sector even surpasses today the oil and natural gas export industry, food industry and automobile industry. It is the main source for the less and transition developing countries of the World. With the increasing competition between the global tourists destination this industry is leading and growing. In the developed countries the tourism contributes with their revenue to the other sectors like telecommunication and agriculture.

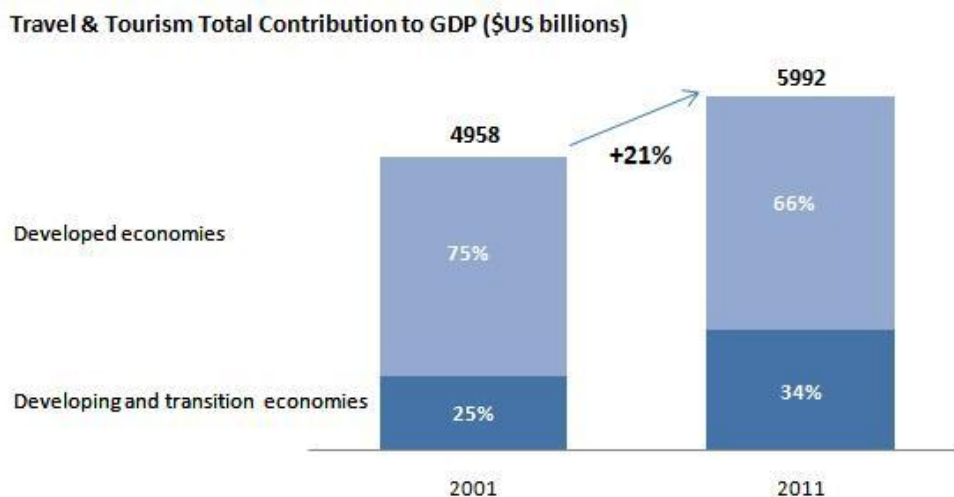


Figure 1. Travel and tourism total contribution.

Source: Own study

On the other hand tourism has a different degree of influence on the world population. It influences people's social cultural activities, values, interests and social behaviour. Tourism is

indispensably connected with leisure behaviours.[2] **Studies showed that recreational and educational travel** [6] were used by the pharaohs in Egypt. They visited the famous monuments like pyramids of Giza, the Sphinx and Sahara. Greeks in the similar way travel to Delphi to participate in Pythian games.[6] In first century after Christ the Romans started travelling for their relaxation and pleasure to Greece and Egypt.

MATERIAL AND METHODOLOGY

Tourism in 20th century [1] (till 1939): Development in transport systems also influence in the growth of the leisure tourism. In USA - New Jersey Cape May, Rhode island and Atlantic city started development in costal tourism by developing hotels that even accommodating 1000 guests. During 1939 the shorter working weeks and increasing of weekly wages lead to development of tourism. Tourism in 20th century (1945-1970): After the Second world war there was rapid growth in tourism sector in developed countries. In 1950's with the invention of television and radio, the advertising introduced by travel agencies made promotion of tourism domestically and internationally.

The factors that lead to increased tourism growth after 1970 are:

- Development of the new technology (new modes of transport like aircrafts)
- Increasing wages of the people help them to spend their vacations enjoyably
- Introduction of paid holidays for European workers
- Reduction of the political restrictions on entry to other countries (Schengen)
- New products with growth of this sector
- Use of aeroplanes after the war
- Better education
- Introduction of the television that brought the world image to the people.

During the years the definition of tourism is totally changes as it didn't concerned only to the seaside tourism, but lead to sport tourism, adventure tourism, eco tourism and heritage tourism.

Tourism can be divided into following parts as stated by Cohen (1972): [8]

- 1) Organized mass tourism: The plan of the tour is a prepared by tourist in advance, package tours with fixed itineraries, planned stops, guided organizers that make the tour decisions.
- 2) Solo traveller: The route is planned in advance but not completely and that differentiate from organised mass tourist.
- 3) Tourist researchers or explorers: Tourist is trying to get closer to local population and usually avoid the beaten tourist routes.
- 4) Tourist tramp (Drifters) [1]: These tourists perform everything by their own without coming into concern to travel agencies, don't have a fixed route schedule and even don't have clear purpose of their trip.

Economical impacts of tourism can be divided into 2 following types:

Beneficial economic impacts:

- Creation of employments and job opportunities.
- Trade and income stimulation.
- Development of infrastructure that even available for non tourism users.
- Regional development.
- Increase in government tax revenues.

Negative economic impacts:

- Problems related to foreign capital investments (as tourism industry need huge investment so foreign investors will not wish to invest in less developing nations until they are sure

for their profits.

- Seasonality issues (seasonal jobs and large theme park hotels)
- Leakage of expenditure out of local community.
- Inflation: tourism increase prices same with property and lead to overinvestment and after than fall of prices.

The tourists put a great pressure on the local resources. That situation raises the prices of daily need products like milk, vegetables, fruits, eggs and even the petrol and gas prices. Also gives rise to inflation and demonstration effect as locals adopt the tourist's affluence and want to live like tourists, beyond their limits.[5] Through tourism area provide new employment jobs the people from the others regions, also comes to get employment that is good at one side but if there is constant increase then it result in loss of social welfare for the local people. The seasonal tourist areas face the problems with the great strain on local water supply, electricity and transport system. People start moving to the tourist's places in search of jobs resulting in the lack of manpower in the local region. Tourism also leads to potential loss of tourism revenues and gastrointestinal illness among tourists due to inadequate sanitation in India. The study concludes that total annual economic impact of inadequate sanitation in India is loss of 53.8 billion dollars in 2006.

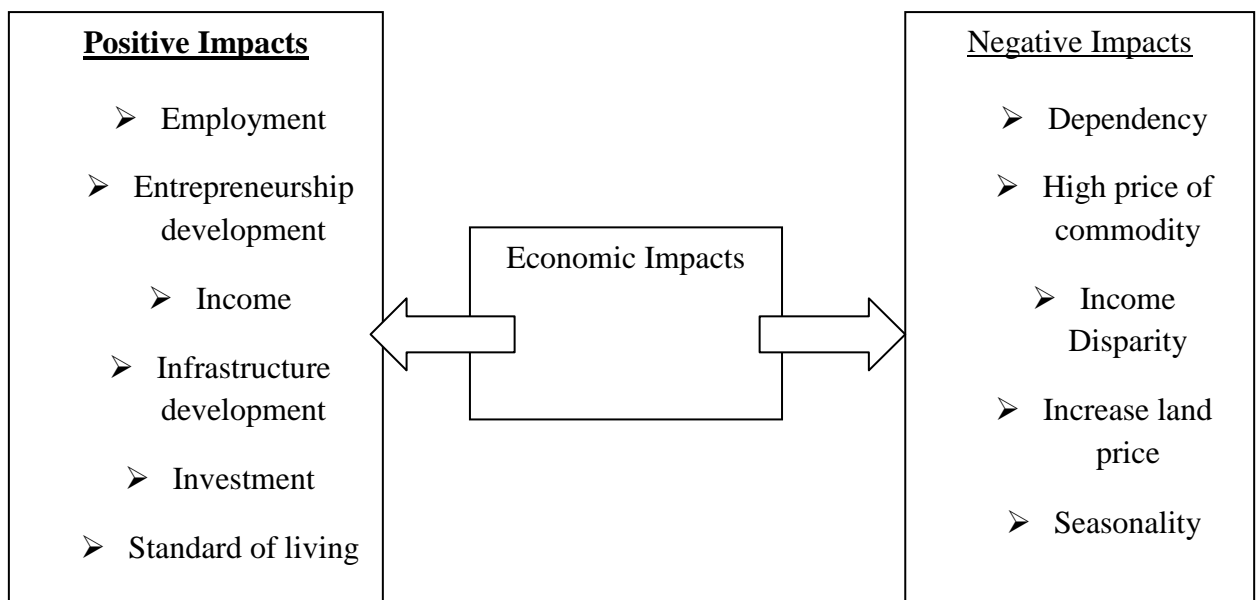


Figure 2. Main economic impacts
Source: Own study

Studies shows that the tourism sector pays more attention to the tourists needs and their motivation than local community. According to Sharpley the social impacts can be divided into two categories: impact from development of tourism industry and impact of tourist-host interactions.

Authors	Socio cultural impacts of tourism
Sharpley, 1994	Employment opportunities attract younger people to areas of tourism development. It improves quality of life through developments and improvements of infrastructure.
Burns and Holden, 1995 Leung 1993	Tourism provides socioeconomic benefits at one extreme and dependency and reinforcement of social discrepancies at the other. The biggest problem is congestion or overcrowding. Scopes for investment in diverse profitable businesses.

Figure 3. Socio cultural impacts according to famous authors
Source: Own study

There are many models developed to point the impacts of tourism on the host community - the models like Doxey's Model 1975. Butler's tourist area cycle in 1980 and Social Exchange Process Model in 1990. Doxey's Irridex Model 1975 presents the analysis of the effects of the tourism development on the social relationship between host and tourists. This model consists of 4 stages of tourist development and their influence on both host and tourists.

Stages	Host community attitude	Characteristics
Stage 1	Euphoria	Small number of tourists. Tourists want to merge with hosts. Host community welcome tourism. Limited commercial activity.
Stage 2	Apathy	Visitors number increases. Visitors taken for granted. Formalised relationship between host and tourists.
Stage 3	Irritation	Significantly growth in tourists number. Increased competition for resources between tourists and residents. Local concerned about tourism.
Stage 4	Antagonism	Open hostile from locals. Attempts to limit damage and flow of tourism.

Chart 1. Doxey's Irridex Model 1975
Source: Keyser 2002

Results

Doxey's Irridex Model highlights the negative impacts of the tourism growth when it is not planned, developed and managed properly. Effects on rural people includes income from tourists are more than the earnings of villagers from the agriculture that produce negative effects. Tourist's high standard of living causes emigration of villagers to city resulting in change in demographics and cultural problems.

Positive Socio cultural impacts include:

- The rural and the backward areas will learn the modern culture, their practises of modern society that will help them to come out of their traditional religious beliefs, morals and values.
- Tourism helps in increasing the education standards and health standards of the people
- Tourism trend to encourage healthier lifestyle
- Tourism helps for maintenance of the historical buildings, monuments, museums, art and

galleries etc.

Negative Socio cultural impacts include:

- Poor planned tourism effects the tradition , cultural practices of the local people
- Tourism leads to overdevelopment of the regions.
- It increases tension, hostility, conflicts and suspicion.
- Increased dependence on foreign tourists that results in racism.

Political factors include:

- Terrorism and security
- Religious intolerance
- Aggressive advertising campaigns
- Government policies with tax exemptions and NRI investments
- Relationship with neighbouring countries

CONCLUSIONS

Tourism as a lifestyle can bring huge benefits to man.[4] The tourists when come in large numbers to the host country put a great pressure on the local resources. Tourism allows the transfer of money from one region to another with the travel of tourist that is good for development but it raises the new issues in the less developed regions with hike in the prices of the land due to great demand of construction of tourist's facilities. This situation also raises the prices of daily need products like milk, vegetables, fruits, eggs and even the petrol and gas prices rises. Such situation give rise to inflation and also demonstration effect as locals adopt the tourist's affluence and want to live like tourists beyond their limits. [5]

Through tourism area provide new employment jobs the people from the others regions also comes to get employment that is good one side but if there is constant increase then it result in loss of social welfare for the local people. Tourism also creates seasonal unemployment that lead to changes in technology, changes in final demand and product and the location of the industry. [5]

The seasonal tourist areas face the problems with the great strain on local water supply, electricity and transport system. Rise in the price of land forces out the owners of the small land properties. People starts moving to the tourist's places in search of jobs results in the lack of manpower in the local region. Though tourism industry pushes the market to open new investments but these investments are rather short term than long term and the problems with dividends are occurring as they are not paid. Developing countries many artisans rely on their life on the local craft industries that grows with the growth in tourism industry as they provide local ethnic goods but it has been observed that this growth in tourists degenerates local products into cheap imitations that affect these local producers.

Tourism sector pays more attention to the tourist's needs and their motivation than local community. Tourism activities can have positive or negative impacts on the local community. It gives an idea that in some cases negative impacts of tourism are more and we have to consider sustainable solutions to this quite popular and fast-growing nowadays problem in the fastest developing sector in the world.

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