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IMPACT OF TOURISM

Tourism is a very rapidly growing industry in the world in general, and India in particular. It has led to the establishment of many infrastructures in tourist origin and destination regions. Many activities are addressed concerning the need of tourists. There is great interaction of tourists with land and people of any area from where they originate or they reach during tourism endeavour. Because of the interactions, certain impacts are obvious during this engagement. This chapter, will deal with those impacts which may be good or bad.



OBJECTIVES

After studying this lesson, you will be able to:

- classify motivation and deterrent of tourism;
- find out the positive and negative economic impact of tourism;
- discuss the impact of tourism on society;
- discuss the impact of tourism on the culture of the area;
- discuss the impact of political decision taken by the government;
- identify the impact on the environment/surrounding and
- identify the sustainable tourism.

3.1 INTRODUCTION

Tourism is considered as an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related with transport. Moving to another place, in turn, requires the accommodation for the people, which further leads to foods and drinks for them. Stay at a place leads to the interaction with the people. All these are generating



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job opportunity and economic activities. Interaction with local people is further associated with intermingling of the cultures of different origins. Consumption pattern of tourists is different from the local people. Waste generation and disposal of the same is a great challenge. In other words, the impact of tourism could be classified as:

- Economic impacts
- Socio-cultural impacts
- Political impacts
- Environmental impacts

3.2 FACTORS FAVOURING TOURISM

India is a vast country with biophysical diversity. This vast expanse of land is occupied by the rainiest part in the north-east to the driest part in the west. It covers the islands, coastal land (sea surface) and high mountain peaks. It covers lush green valleys, valley of flowers, precipitous mountain slopes, beautiful waterfalls, unending flat plain, dry deserts etc. Apart from them, it also possesses the caves, monuments, places of historical and archaeological importance, religious structures, trek routes, adventure tourism – rock climbing, rafting. Many of them are also very important for the virgin environment, recreational centres, health rejuvenating centres, apart from natural scenic spots and places in various parts of the country. The country invites tourists from various parts of the world throughout the year depending upon the interest of the visitors. Winter climatic conditions of south India are favourable destinations for tourists while the Himalayan region is the sought after in summer. All these factors are favourable for tourists of national and international origin.

Once a place is visited by a large number of tourists, the visiting as well as from where the people are originating do produce some consequences. Those consequences could be good as well as bad also. Let us understand those impacts.



INTEXT QUESTIONS 3.1

1. How do tourism activities impact destination areas?
2. What are the impacts of tourism?

3.3 ECONOMIC IMPACTS

The importance of the economics of this sector could be judged by the number of people involved in it as well the income generated. Directly or indirectly, large

number of people are involved in the tourism sector. It includes areas like transportation, accommodation, food, ticketing, guiding, boating, rafting, trekking, maintenance of the tourist sites etc. Host provides all required services and facilities to the guests. The guest pays for all these services. Hence, the tourism generates considerable benefits for the people of the origin place of the tourist as well as people on destinations.

By developing the infrastructures in various tourism related activities enables better movement facilities from one place to another for both incoming or outgoing tourists. One of the primary motives for developing a country like ours is to promote tourism destinations for foreign tourists. It helps to get the foreign exchange. A good amount of foreign reserve helps to maintain a country's balance of trade. Apart from the balance of trade in the country, it also generates employment opportunities for the unemployed youth. In this way they get their livelihood and the income is generated for their survival and well being. But tourism is not all the time very good for the economy; it has a negative impact as well. Let us see them one by one:

3.3.1 Negative Economic Impacts of Tourism

There are many negative impacts on the economy of destination of the tourist particularly in the less economically developed countries (LEDC) or developing countries due to tourism. Some of them are:

- There are many hidden costs of tourism which have an adverse effects on economy on the destination countries. Most of the time, richer countries are better profited than the poor countries. Many consumable products like food and drinks have to be imported by host countries which are poor or developing. This is because local products are of inferior quality. Thus, the profits go to the developed countries from where they are imported.
- In all-inclusive package tours, almost two-third of the expenditure goes to the airline, hotels and other international companies and not to local businesses or workers.
- In all-inclusive package tours, tourists generally remain for their entire stay at the same cruise ship or resort, which provides everything they need. There is no option left for making profit to the local economy.
- In poor and developing destinations, the money is used to develop the infrastructures for tourism by government. But the profit is exported to other developed countries when overseas investors finance resorts and hotels.

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- More and more demand for basic services and goods by the tourists lead to the price hike in the destination nation. It negatively affects local people whose income does not increase in that proportion.
- Development of tourism in destination nation increases the value of services and land. Thus, basic needs of the people of that place becomes very difficult to meet.
- Many countries do not support tourism because of the seasonality or harsh climatic conditions. During the tourist season, the local people get some employment opportunity, but there is no guarantee that they would get the same in the next season. Therefore, they are insecure in getting their livelihood.
- People are displaced to construct airports, resorts, hotels, nature reserves, historical and other attraction sites, and other tourism development projects.

3.3.2 Positive Economic Impacts of Tourism

There are many positive impacts on the economy of the local area of destination of the tourist particularly in the less economically developed countries or developing countries due to tourism. Some of them are:

- Expenditure incurred for the purpose of encouraging tourism generates income in the host countries. This in turn increases the growth in the other allied economic sectors.
- As mentioned above, attracting foreign tourists to a host country fetches foreign currency. This is a very good sign of having good international trading capacity.
- Government of a host country generates the revenue as taxes on the income from tourism employment, business, and entry fee at various tourist sites/monuments also through toll taxes etc.
- Many items needed by the tourists are imported from other countries. When Government levies import duty it gets financial benefits.
- Quickly growing national and international tourism has created significant employment opportunities. It has piloted better economic status of the people involved in tourism, directly or indirectly through hotels, restaurants, guides, nightclubs, taxies, local crafts, paintings, local cultural products etc.
- Tourism motivates the government to invest more on many types of infrastructures leading to better facilities for tourists as well as for the local people.

- Tourism also promotes local people by giving opportunities to get the livelihood in informal sectors like street vendors, rickshaw pullers, tea/coffee stalls, magazine corners, shops with packed food items etc.
- Employment in Informal sector pumps the money into the local economy. It has rippling effects by investing and generating more income simultaneously for those people.



ACTIVITY 3.1

Visit any tourist site nearby and list the economic benefits that the locals are getting because of tourism.



INTEXT QUESTIONS 3.2

1. How is the economy of a tourist destination affected by the tourism?
2. Write any two positive economic impacts of tourism.

3.4 SOCIO-CULTURAL IMPACTS

Society is a community or broad grouping of people living in a certain area that has common traditions, institutions, activities and interests. In fact, society is a system of relationship of people who share some sense of common identity. It may be small like a family/ locality or large as whole of the nation. Culture is the practices of that society which binds people of the society together. It includes manners, morals, beliefs, behaviour, values and norms.

A good **manner** is socially acceptable way of relationship. It includes respect, care and consideration for others. **Morality** is a set of rules, principles and duties applicable to a group of people or a society which is generally independent of religion. **Belief** is the foundation of attitude. Attitude determines the outlook and thinking process of an individual and the society. **Behaviour** is the way in which an individual or a member of the society behaves or acts. It is viewed with reference to phenomena, incident or an action. It is, therefore, a response of the member. **Norms** are the formal rules of the society. It regulates the members of the community, group or society in maintaining harmony. **Values** are those ideals that a society holds above all, like honesty, respect, faithfulness. These values are the building blocks of norms. These are certain basic rules of social interaction and conduct of the people of the society.

When more and more people come from far flung places and interact with local residents of any area, the social and cultural impacts are bound to take place.



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Due to interaction, changes are observed in altering value system, behaviour, including losing one's indigenous identity. Deviations are seen in community structure, family relationships, collective traditional life style, ceremonies and morality. Apart from this, some positive impacts are also observed. They are as follows:

3.4.1 Negative Socio-Cultural Impacts

There are many negative social-cultural impacts of tourism particularly at the destination places. Important among them are:

- It reduces the bonding of family structure and promotes nuclear family norms.
- It encourages urbanisation and emigration.
- Friction and resentment with tourists happens due to overcrowding and lack of recreational facilities for the local people.
- Drug abuse and prostitution are on rise at the certain tourist places.
- Commercial sexual exploitation of children and young women has increased with the growing tourism industry in many parts of the world. Children are trafficked into brothel houses and sold into sex slavery market.
- Misbehaviour and rape of foreign tourists hampers tourism.
- The tourists are welcomed in traditional style at certain places and hotels/airports. Sometimes, it leads to commercialisation of the traditional welcome and hospitality norms, making a mockery.
- Intermingling with the people of various cultural groups leads to loss of the culture of the destination area. Later on, it leads to crisis of cultural identity.
- Tourists are well off in comparison to the local unskilled people. Thus it leads to the greed of the local people to extort money and equipment of the tourists. Greed of this kind leads to crime committed by the local people.
- Moral conduct of the local people is deteriorating particularly when local youth try to imitate foreigners. They try to adopt the habits of tourists by indulging in smoking, drinking and gambling etc.
- Violation and breaking of local norms and customs by foreign tourists lead to the conflict between host and guest.
- Erosion of local language and dialect in terms of the purity and mixture of the language is on rise.

- Cultural clashes are taking place because of the differences in cultures, ethnicity, religion, values, behaviour, life-style, and level of prosperity.
- Many tourists come from different societies with varying life-style. They seek pleasure of every kind, spend more money and sometime behave very arrogantly which may not be acceptable even in their own society from where they are coming.
- There is a growing distinction between 'haves' and 'have-nots' especially in economically less developed countries. It creates socio-cultural tensions.
- Due to carelessness and ignorance, tourists often fail to respect local customs and moral values. This causes irritation among local people.

3.4.2 Positive Socio-Cultural Impacts

There are positive social-cultural impacts of tourism also particularly at the destination places. Some of them are:

- Tourism provides an appropriate opportunity to get acquainted with people of many cultural groups from national and international origins.
- Tourism has a component of education. Through education tourism promotes understanding between peoples of two or more cultural groups together. It offers cultural exchange between hosts and guests.
- Because of cultural exchange, people develop mutual sympathy and understanding about each other and thus it reduces their prejudices.
- Finally, sympathy and understanding could lead to decrease tension between the two communities/nations. In this way, peace and good relationship would prevail.
- Tourism supports the development of community facilities and services. These facilities and services are also used by local people, thus leading to better living condition.
- Tourism creates awareness about the importance and value of natural, cultural, archaeological or historical sites. It stimulates a feeling of pride in local and national heritage. This leads to the consciousness of them.
- Tourists are interested in buying many arts and crafts of a particular area/nation as a souvenir to take back with them. Monetary gain to the residents through sale of souvenirs helps keep these arts and crafts alive for ever.
- Festivals organised in certain parts of the year are very enthusiastically observed by tourists. It encourages people to keep the local culture alive even if the local youth are well educated and have broader look and understanding.





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**ACTIVITY 3.2**

Collect the pictures of foreign tourists wearing local dresses from newspapers. They may be dancing with local people or getting mixed with their culture.

**INTEXT QUESTIONS 3.3**

1. Describe the term culture.
2. Mention any three negative impacts of tourism on society.
3. Sometimes local people get annoyed with tourists. Explain the reason.

3.5 POLITICAL IMPACTS

Political impacts are seen on the tourism rather than tourism impacts on the politics directly. But indirectly, the governments of the developed countries, from where the well-off tourists come, influences the governments for a congenial condition to be provided to the visitors. Everyone is very much concerned about the safe and secure journey to the tourist destination and back to the origin place. To get to know the visited area as well as fun and enjoyment is the main objective of tourism. Tourists are for them and hence, they wish to go to those areas which fulfil their objectives. They do not feel safe and secure at all the places of tourists interest in the world. A tourism policy gives the direction to the tourism. This policy is a set of rules, regulations, guidelines, and directives for development and promotion of tourism. It provides a framework with which the collective and individual decisions affect the tourism development. Government can create a code of conduct for a tourist. There are some outlooks which encourage tourism and some create obstacles. Those are:

3.5.1 Negative Political Impacts

There are many negative political impacts on tourism particularly at the destination places. Important among them are:

- Political instability and conflict at the destination area/country proves to be a hindrance. In fact, political instability is a condition of a country where the government is unstable or is being toppled. Sometimes, the government is run by a faction follower of the coup. In such conditions, law and order is a big problem. Therefore, tourists refrain from visiting such destinations.

- Sometimes, the governments of the tourist origin countries give a warning or issue advisory to their citizens not to visit such countries where political instability or conflict prevails.
- When the tourists are already visiting the country where some political instability comes in, a warning is issued to the citizens to leave the country at the earliest.
- The unstable government is not able to maintain law and order situation for the citizens of the country. They may not be able to take proper care of the foreign tourists. Hence, it becomes a deterrent to tourism.
- Government is the only authority to formulate a policy of any concern. All the policy matters concerning the tourism are taken care of by the government which in turn affects the outcome of the policy.
- A policy adopted in favour of tourism and infrastructure development leads to the growth of tourism and in inverse conditions, result is contrary.
- Terrorism or naxal activities or communal conflicts in any part of a country or globe reduces the chance to develop tourism. In Kashmir valley, the general unrest reduced tourism significantly.

3.5.2 Positive Political Impacts

There are many positive political impacts on tourism particularly at the destination places. Important among them are:

- Political stability is of foremost concern to the tourists. Safety and security at any tourist destination attracts large number of tourists.
- Law and order is the concern of the government. If it is well managed, it helps in the inflow of the tourists.
- Political stability and protection to the tourists from the government machinery is a tonic for the promotion of tourism.
- Political willpower to establish infrastructures in tourist attraction areas encourages tourism. It facilitates the easy access, accommodation, provision of guidance and other facilities required for the tourists.
- A tourists targeted planning further accelerates effect on tourism.
- Beautification of a site and safety provision without much alteration to the natural landscape also attracts the tourists tremendously.
- Risk perception can influence tourist decision-making about the destinations. It can severely affect tourist inflow to a destination.





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**ACTIVITY 3.3**

Review and assess the J&K government policy of tourism. Try to identify how it is different from Kerala government policy of tourism.

**INTEXT QUESTIONS 3.4**

1. Discuss the role of government in influencing the tourism?
2. Write any three political impacts on tourism.

3.6 ENVIRONMENTAL IMPACTS

Environment is the total surroundings or conditions in which a person, animal or plant lives or interacts. A person's environment is made up of all that is, directly or indirectly associated with the living conditions. It includes houses, buildings, fellow persons, animals, plants, land, water, temperature, light, air, flora and fauna, other human developed infrastructures etc. The living plants and animals not only exist in the surroundings but also interact with each other. Such interactions also impact significantly depending upon the dynamism of interaction. Tourism brings huge number of people to an area continuously who have diverse attitudes. Huge number of people arriving at those locations poses intense pressure on various resources. More and more infrastructures are created to accommodate them due to which great changes in the landscape of the area are made. Some of the environmental improvements are also observed to attract more and more tourists. Therefore, tourism helps in preserving the environment. Let us see those negative and positive impacts on the environment of a destination.

3.6.1 Negative Environmental Impacts

There are many negative environmental impacts of tourism particularly at the destination places. Important among them are:

- The land use is altered significantly to construct houses, hotels, restaurants to meet the demand for the tourists and other people visiting the area.
- A large forest cover is removed. Agricultural land is replaced by buildings, roads and garbage disposal etc.
- Construction of roads on the slope in mountainous region leads to many problems such as soil erosion which creates ecological imbalances. Removal of plants and vegetation cover create exponential ill-effects on the environment.

- Deterioration and disturbance of the natural ecology in such areas is common affair. There is also great loss of bio-diversity due to intense tourism.
- Landslide is widespread in such areas because of human interventions.
- Run-off is great because of the reduction of the water seepage. Due to greater run-off more erosion is observed. Higher erosion in the upper reaches brings high amount of silt to the lower regions. The deposition of coarse silt and high run-off brings floods and makes the flood affected area almost infertile.
- Huge number of tourists arriving at any site is generating great pressure on the natural resources of the destination area. Those resources are getting depleted gradually.
- Huge demand for resources is leading to the degradation and deterioration both in terms of quality and quantity. It is leading to pollution of resources like water, air and land.
- Due to growing tourism activities, pollution of beaches, lakes, rivers, underground water is reaching an alarming phenomenon.
- Larger number of tourists, places higher demand of various items and services. To provide supportive and other facilities in turn leads to congestion of the tourists sites.
- Managing the solid waste disposal and sewage treatment in such areas is a difficult task.
- Tourism caters to tourists from all over the world. They travel by air to cover the large distance in a short duration. Each flight expels huge toxic gases like carbon-di-oxide, monoxide etc. in the atmosphere resulting in a rise in the overall, worldwide environmental problems are on rise.
- Local transport also pollutes the environment by consumption of bio-fuels.
- The status of the archaeological, historical, architectural and natural sites is deteriorating because of more rush of tourists.
- Many of the tourists are interested in visiting hilly areas with natural beauty, full of waterfall, bridges, changing forests sites, snow, skiing etc. and all these are found in a fragile area of mountain slopes. More tourists visiting these areas results into added pressure on the carrying capacity of such lands.
- Litter is found along the roads/trekking paths and camping grounds.
- Vigorous travelling of tourists in the parks/ wildlife sanctuaries, biosphere reserves alters the behaviour of the animals and even their reproductive





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cycle. They are scared of the tourists and they try to run away from their natural habitat and move to the peripheral areas. The same is observed with the aquatic animals and plants because of the increased water activity and boating.

- Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close.
- When many tourists go for trekking, the vegetative cover along/ nearby treks are on attack under the foot falls. Grasses, plants and bushes are trampled upon and their growth is retarded.
- Tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of bio-diversity and other impacts.
- Construction of the tall buildings and hotels obstructs the skyline and the natural beauty is hampered. That is just like visual clutter.
- Any amount of facilities provided at the tourists destination become insufficient after some time. When the capacity is further increased it is at some cost to the natural environment.

3.6.2 Positive Environmental Impacts

There are many positive environmental impacts of tourism particularly at the destination places. Important among them are:

- Since large numbers of tourists are arriving and income is generated from the tourists, more and more environmental consciousness is expected.
- Sometimes, foreign, tourists give a good idea about minimising stress on environment and promote sustainable tourism.
- Fund raised is used to create more resources and beautification of the area.
- Cleanliness drive is taken up to attract more and more tourists.
- Greater environmental protective measures are adopted.
- Ecological balance maintenance becomes an important objective to preserve the ecosystem.
- Commercialisation of various activities is there but defensive steps are adopted to avoid the ill-effects.
- Various research activities/ projects are taken up to study the side effects of tourism on the environment. These studies are beneficial in understanding the social problems. The findings and recommendations of these studies are implemented. It helps in protecting and maintaining the right environmental/ ecological balance.

Impact of Tourism

- The local people are also made aware about the importance of the environment/ surroundings. They also cooperate in maintaining the equilibrium.
- More and more efforts are taken up to clean the streets, roads, lakes, beaches, mountain slopes etc. This makes the area neat and tidy.
- Monuments, historical places, excavated sites, museums etc. are protected by taking appropriate measures. They are maintained regularly and kept tidy.
- Public parks, gardens, road side greenery, sculptured landscapes, herbs of medicinal uses gardens, nurseries of plants etc. are developed and maintained.
- Abandoned and neglected, degraded unusable land is put under parks and made attractive.
- Private and public buildings are renovated. The area looks very beautiful. It soothes our eyes. It is good for the tourists as well as for the local people.



ACTIVITY 3.4

Identify any tourist spot in your district. Try to find out how its condition is changing due to tourists arrival.

3.7 TACKLING THE NEGATIVE IMPACTS

Tackling the negative impacts of tourism is one of the serious challenges facing the tourism industry today. As mentioned above, it has four broader impacts – economic, socio-cultural, political, and environmental. In fact, there are three tridents of tourism sustainability. They are economic, environmental, and societal. Societal sustainability may further be divided into two – social and cultural. Therefore, we can say that there are four pillars of sustainable tourism. The sustainability of tourism refers to ensuring the continuance, protection, and the development of regional and local features/ resources which are an asset for tourism for all times to come. In other words, tourism is developed and maintained in any specific area/ surrounding in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment.

The main purpose of sustainable tourism is to maintain the everlasting guarantee of sustainability. For this, one would have to consider the economic, socio-cultural and environmental factors and measures to maintain proper/ appropriate equilibrium. The cleanliness, tidiness and the beauty of the area/ region is equally important to attract the tourists. Hence, striking a suitable balance between the economic, socio-cultural and environmental factors is the foremost concern for sustainable tourism.

MODULE – 1

Basics of Tourism



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Every area/ region has its own capacity to provide facilities to the tourists. Once, the number of tourists are within the limit for which the resources are available, it is good. But when the limit is crossed beyond capacity the condition begins to worsen. A proper and respectable treatment is not possible to provide to all the tourists. A chaotic condition is created. So, the limit upto which it is well maintained is known as the tourist carrying capacity of the area/ region. The United Nation World Tourism Organisation (UNWTO) has defined it as the maximum number of people that may visit a tourist destination at the same time, without causing the deterioration of the physical, economic, and socio-cultural environment and the quality of life. Therefore, striking a balance is the need of the hour for sustaining tourism; otherwise the very concept of *Atithi Devo Bhawah* will be completely denounced.

A new tourism policy was announced by the Government of India to boost the tourist sector in the country. This policy is based on 7-S Mantras. They are:

Sr. No.	7-S Mantras (Hindi)	English
1.	Swagat	Welcome
2.	Soochanaa	Information
3.	Suvidha	Facilitation
4.	Suraksha	Security
5.	Sahyog	Cooperation
6.	Sanrachnaa	Infrastructure
7.	Safai	Cleanliness

The above policy of tourism promotion is appreciable but a proper balance among various factors is equally important to maintain and sustain tourism for all times to come.



INTEXT QUESTIONS 3.5

1. Explain the meaning of environment.
2. List any three negative environmental impacts of tourism.



WHAT YOU HAVE LEARNT

- Tourism is impacting the areas visited by tourists. Tourism provides a very good opportunity to learn about different areas when tourists visit them and write their experiences about them.

- Its can be grouped into four broader groups :
 - (i) Economic impacts
 - (ii) Socio-cultural impacts
 - (iii) Political impacts
 - (iv) Environmental impacts
- The four groups of impact are further divided into two positive and negative impacts. In another words, all four groups mentioned above have some positive as well as negative impacts.
- Tourism is providing of livelihood to a large number of people all over the globe. It is reducing the unemployment.
- It is leading to both positive and negative impacts.
- Large number of tourists and their interaction with local people gives an opportunity to know the socio-cultural conditions of a place. This is a positive impact, but socio-cultural conflicts can be negative.
- Political decisions taken by the government or the political stability or instability determine the growth and development of tourism.
- Environment is equally important for tourism. Every environment/surrounding has its own level of tourist carrying capacity. If the tourist inflow is greater than the carrying capacity, the environment gets degraded.
- To sum up, a proper balance is needed to reap the sweet fruit of tourism otherwise the end product would be a bitter one.



TERMINAL EXERCISE

1. Describe positive and negative impacts of tourism by giving at least three points for each.
2. Explain the socio-cultural impacts of tourism.
3. How does political stability or instability affect tourism?
4. “Environment is under great strain due to increasing tourism” Explain the statement with examples.



ANSWER TO INTEXT QUESTIONS

3.1

1. Interaction of tourists with local/destination land and people affects both positively as well as negatively.



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MODULE – 1

Basics of Tourism



Notes

Impact of Tourism

2. There are four impacts of tourists: – Economic, Socio-cultural, Political and Environmental.

3.2

1. Economy of the destination area is affected both positively and negatively. It provides employment opportunities infrastructure development, increase in casual labour benefits goes to the higher section and lower section is neglected.
2. Please refer to section 3.3.1 and 3.3.2.

3.3

1. Culture is the common practice of the society which includes manners, morals, beliefs, behavior, values and norms.
2. Please refer to section 3.4.1.
3. Violation and breaking of local norms and customs by foreign/outside tourists leads to annoyance of the local people.

3.4

1. Government is the active player in developing infrastructure as well as for providing stability in the country. Tourism is affected accordingly.
2. Please refer section 3.5.1 and 3.5.2.

3.5

1. Environment is the total surroundings or conditions in which a person animal or plant lives and interacts.
2. Please refer is section 3.6.1.