Review Paper

Perception of Socio-Culture Impacts of Tourism: A Sociological Review

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Abstract

Tourism is a short term temporary movement of people from one place to another place far away from where they work and residence, for leisure pleasure, recreation and business purposes etc. as primary purpose. The tourist will not involve in any remunerative activity at the destination. It is the natural phenomenon the host and guest will come interact with each other at the destination, which will influence mainly on host culture. At present tourism has become an area of social science analyses. Tourism is a multidisciplinary and now become complex phenomena, which has been investigated from a various perspectives of social science, including sociology. The sociological literature is mainly concerned with the range of different areas which have been approached mainly from applied customs, traditions, faith, ceremonies and way of living of a culture at a destination in the form social science. These are also concerned with the social roles of tourist, tourist impact on society, tourist behaviour, and factors affects the society norms, beliefs, thoughts and traditions etc. at the destination. This study investigates the socio-cultural and sociological effects of contact between tourists from developed nations on the host of a developing country. The study is mainly conceptual in nature, a review paper and based on available literature on tourism impacts. The primary objective of the study is to highlight the positive and negative impacts of tourism on the basis of findings and researches available in the form of cultural impacts of tourism at a destination. The discuss how tourism development can be helpful for social and cultural development at a destination and how negative impacts can be minimize at the destination.

Keywords: Tourism, culture, socio, cultural impacts, sociology.

Introduction

Today tourism has been emerged as socio-economic giant at global regional and national level. Today tourism is recognized as an industry. UNWTO[1] argues that through its prospective for job creation, linkages with the local economy, foreign exchange earnings and its multiplier effect, tourism can direct to economic growth and economic development. Developing countries are characterized by their dependence on agriculture for export earnings, poverty, low per capita income, uneven distribution of income and wealth, low level of industrial development, high unemployment, small domestic market, small amount of disposable income and uneven regional development; and tourism can be seen as a panacea for these problems. Tourism is not a single entity; it is the combination of multiple industries

Tourism has become an important segment of change at world level in cultural and economic scenario; because of its extensive global influence and stable expansion. No doubt, tourism occupies main focus in social science research and studies in developed as well as developing nations at present time. Tourism itself is, of course, not a new phenomenon and has long been studied by economic and marketing scholars. The study of tourism impacts on social trends arise in these disciplines because tourism has been seen as one of the basic element of

change at tourism destinations, so sociological study of tourism impacts is significant in itself. Tourism has developed as a complex and multidisciplinary phenomena which should be studied from a variety of social science perspectives, including sociology, psychology, anthropology, history, geography etc.

The Social study literature pertaining to tourism covers a range of miscellaneous areas which have been move toward primarily from practical traditions and culture in society. The experts in these studies mainly concentrate on the social role of the tourist, tourist motivation, relation between tourists and the host society. In spite of this range of topics, tourism is considered to be an understudied observable fact within the discipline of social studies. International travel is a large part of this, and is now probably to be one of the major sources of person-to-person intercultural contact in modern society[2.] There are very few areas in the world that are not visited by tourists and, today almost every community and nation, large and small, developed or developing, is influenced in varying degrees by tourism[3].

Definition of culture

Culture is mainly consists of ideals, norms, values and assumptions about life that are extensively shared among people who guide a specific way of life and behavior for a specific

society. Many experts support the fact that assumptions, faiths and ideals are not tangible fundamentals and cannot be reasonable. Graburn[4] tracks Clifford Geertz's anthropological move toward for culture and state that culture is an incorporated system of meanings by means of which the nature of reality is recognized and maintained. She explains that authenticity plays an important role in culture. Culture or civilization is complex to define but it can be observed as the amalgamate of norm, faith, belief, dance, music handicraft, handloom, sculptures, paintings, art, moral low, custom, traditions and other capabilities and habits acquired by man as a member of society.

Cultural tourism

Culture tourism is an interaction between the tourists and host society because of cultural pull forces at the destination i.e. culture and social values including tangible and intangible elements of culture. Ritchie and Zins[5] have acknowledged the twelve cultural essentials which pull tourists at the destinations. In brief these elements are the historical monuments, the art, architecture, handicrafts, the traditions, the gastronomy, the leisure activities, and the dress. They also identified the educational system and the religions, faith, language, sculptures. In modern years there have been increases in domestic and international tourism for the purpose of expressing another type of culture. Thus, cultural tourism has become one of the basic elements that attract tourists to particular destinations.

Tourism and Inter cultural Contact

Intercultural contact between tourists and host nationals can be regarded as a unique form of cross-cultural interaction. Tourists generally stay for a short period of time in a community, while staying at the destination, tourists interrelate with local inhabitants and the result of their interaction between two culture (host and guest) is alteration in the host persons and the host's community's living standard, value systems, labour division, attitudes, habits, thoughts, family relationships, manner, behavioural patterns, ceremonies and creative expressions. This stay has a multiple impacts on local, both positive and negative, on people's way of living and on the social environment. There is inconsistency amongst the social science tourism researchers as to what accurately constitutes the socio-cultural effects of tourism.

The belongings of tourism can be complex to differentiate from other agents of socio cultural transform[6]. It is truly said that tourism is not a unique devil; it is only one of many influences which may affect the attitudes and values of people in a society. Tourism take place within a wider societal framework than just that of the tourist-host come across; the effects of the mass media, education, urbanization, technical innovation, commercial development and immigration must also be well thought-out, and socio-cultural transform not attributed to tourism in an arbitrary manner, in spite of this, it can still be argued that tourism supply uniquely to socio-cultural change.

Tourism, as opposite to various other representatives of social transformation, is a live agent of change; tourism has need of the presence of both buyer and product at the same time while consuming tourism product or service. In tourism consumption consumers (tourists) to travel to the product (the host nation) and unlike some other agents of change, host residents interact with tourists on a person-to-person basis. This physical and social company of the host and guest at tourist destination develop a distinctive set of socio-cultural cost for the host nation.

The socio-cultural impacts attributed to tourism can be look at from two perspectives: indirect influences operating through larger economic and cultural changes in a community and direct person-to-person interaction[6]. It has been extensively believed that direct contact involving tourists from developed nations and host peoples in developing countries often go ahead to conflict, exploitation and social problems[7], leaving behind a bewildered people, crippled institutions, and a ravaged environment. Not with standing, some local individuals who experience direct contact with the tourist population do benefit from it, though the literature suggests that they may be in the minority.

The literature offers a huge number of case studies presenting both optimistic and unenthusiastic effects of tourism on people in different regions[8]. In extensive terms, the reported effects fall into two common societal (as opposed to individual) level categories: socio-economic impacts and socio-cultural impacts. These categories are not mutually exclusive but do tend to operate at different levels; socio-economic impacts tend to be more indirect influences operating through larger economic and cultural changes in the community. Where as socio-cultural shock generally result from direct interpersonal come across.

The expectations and eagerness of the tourists can also impact on the host society. The study of tourism and acculturation in Tahiti focused on the changing societal role of men and women as an effect of tourism[9]. For many tourists, Tahiti has a status for its beautiful women. As an outcome of this, much concentration has been bestowed upon the women and a governmental strategy of employing women as tourist guides was enforced. As a result associated with this, the traditionally male dominated Tahitian society experienced a shift, with many males being placed in subservient roles to women. It is observed that the sociological relationship of married and courting couples had been affected by the tourists' trendy expectations and behaviour towards Tahitian women, and that Tahitian men and women were coming to view themselves as the tourists do. Related to the above idea is social dualism, in which the acceptance of foreign principles and ideologies by members of the host society consequently comes to impact on their lives and behaviours. This can be a great cause of sudden and bothersome changes in the social patterns and traditions, which can interfere with the unique dynamic developments of the society[10]. Also evident in some host communities is the demonstration effect. This refers to the adoption of tourist behaviour, attitudes and

spending patterns by members of the host community, particularly youths. Acceptance of tourist wear particularly that which is considered immodest, among host which can generate conflict between youths and older, more traditional, members of the host society[11]. The frequenting of tourist facilities by local youths, such as nightclubs and bars, can also be problematic, as in many cultures, it symbols a radical break with traditional forms of socialising. New health evils and non communicable diseases may also result if the demonstration effect results in locals adopting new food preparation and eating habits based on tourist consumption patterns.

It is observed that the most notable effect of tourism on traditional values and culture is certain social and human interactions change into the commercialization of cultural values and traditions at the destination for the purpose of earning of living. It is indicated that with the introduction of tourism at large-scale in developing countries, goods and/or services that used to be part of people's individual and social lives have been commercialised and presented as commodities[12]. Commercialisation means that services which were earlier provided free come to be offered mainly for money, thus a value system based on moral values comes to be changed by based on money. Interpersonal interactions are altered into a resource for monetary term and the share of social relationship decrease.

Intercultural come across between tourists and hosts require to be differentiated according to the phase of tourism progress in which they take place and the type of tourist involved. Tourism tends to become challenging as the numbers of tourists increase[13]. The level of adulthood of the tourism industry, the degree of dependence on tourism and the patterns of relations between tourists and resident all make a payment to its socio-cultural effects and are all related to tourist 'type'.

The literature suggests that many of the reported effects result from direct intercultural interaction between and tourists and host nationals. The literature further suggests that while these socio-cultural and social effects may be positive in some instances if tourism is manage in proper way.

Apart from above studied negative impacts has been seen with tourism development but it can be panacea for developing in removing their economic, social and environmental problems. Tourism can work as a remedy for social development at the destination where there society is not developed in the sense of education, employment, living standard, way of living of life, women empowerment, international awareness etc. One of the major impacts of cross-cultural communication is that can encourage awareness between the host and guests. Residents are learned about the outside world without leaving their homes, while travelers know about different culture.

Tourism and preservation can be brought to work together to mutual benefit, tourism and conservation are interdepended and both can stand to gain from close and effective collaboration[14].

Boissevain in his finding on the effects of tourism on Gozo, a small independent island, It was found that Gozitans, particularly the young, enjoyed meeting outsiders on a regular basis, exchanging views and enthusiastic other languages; for the inhabitant of Goza, international tourism opened a skylight to the outside world.

There are a lot of examples and findings that suggest the argument that tourism. The case of Pataxo shows that cultural commercialization does not automatically destroy the importance of cultural products, while tourism orientation at a destination provides a new meaning for their crafters[15]. Because of cultural identity of a society tourists demands for cultural souvenirs can outcome in host region arts and crafts being re-energized. On the positive side, direct encounters between tourists and hosts can go ahead to increased cross-cultural understanding for both parties, and can make available a means for the host people to widen their horizons'. It appears from this literature that tourists, if in small controllable numbers, can have affirmative impacts on some small, technically unsophisticated communities[16]. The cross cultural relationship in social understanding can play a key role for the residents of destination to encourage adaptive change in local culture in the form of human equality in the society, women right, change of occupation in the positive way for the development of the society. At present these elements has become requirement of the civilized society in a civilized world. No doubt, changes exist because of tourism but there may be much positive impact for the cultural development of the society that is the need for the developing nations.

Stein's and Anderson's[17] find in their study about the society benefits from tourism in two state parks in Minnesota. They identified that the destination has improved its pride and distinctiveness, consistency, exchange of ideas, awareness about the culture of the area as well as outer world. Delamere and Hinch[18] finds in their study impacts of festival institutes on host region in the form of community pride, identity, togetherness, sharing of ideas, social interaction and community welfare.

In Kerala, India local communities are very pleased about the tourism development in their community as it re-energized the tribal art forms[19]. Dhariwal[20] identifies that the Indian government has been promoting folk artists in different parts of the country for tourism purposes. This not only conserves the cultural heritage of India but also provides folk artists with a better standard of living and recognition. There are many important facets that are globalization, media, technological advancement, internet etc. that are playing a vital role in cultural transformation. All these forces affect to cultural change and outcome of cultural dispersal that is making it difficult for local residents at a destination to conserve their long-established cultural heritage, norms, faith, family relationship, traditions ceremonies as they also feel pressured to informative their traditional cultural heritage in such a approach that both tourists hope and commercialization motives are met.

Perspective solutions for negative impacts of tourism: i. Community Participation in Business and Decision making, ii. Local should be more benefits gainers of the sector, iii. Control over tourism business through ownership, iv. Local administration and formal inclusion of local community, v. Socio- economic impact consideration in policy making.

Conclusions

Change is the rule of nature. Every culture and civilization is dynamic in nature may be less or more[21]. It is natural phenomenon if a culture/society come into contact with other change will take place automatically. So it can be said that with or without tourism, the culture is dynamic. Change in social tradition is not dangerous for the existence of a culture because of tourism; the real hazard lies in the erosion of power of communities to manage the boundaries for the type of tourism development. If there is a proper share of community involvement at different level of tourism development and people retain control, original social tradition and norms will be less affected and the negative impacts of culture tourism will be reduced. On the other side if there is not community involvement in management, policy making and decision making the control will be completely out of the hands of local people, outside will increasingly dictate tourism and tourism will kill tourism itself.

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