SOCIAL IMPACTS OF TOURISM ON SOCIETY

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ABSTRACT

The development of Tourism must not be viewed in isolation and the states must adopt an integrated approach and action plan for its development. Presently, as far as approach for development of Tourism in India is concerned, there are many areas which lack emphasis like inadequate awareness about tourist spots, no surveys and studies relating these tourist spots, no norms and standards for the planning and development of these tourist spots, neglect of heritage tourism, neglect of traditional arts, craft & culture, ineffective marketing, inadequate tourism infrastructure etc. In this paper an effort has been made to highlight the present scenario of Tourism in India and hurdles that comes in the way for the development of Sustainable Tourism and its related infrastructure. It further highlights the initiatives taken by the Government itself, for attracting foreign incentives and to encourage private sector as well to act as a facilitator by providing supportive infrastructure facilities.

Keywords: Development, Action Plan, Positive Impact, Negative Impact etc.

Introduction:

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

Mathieson and Wall (1982) define tourism as follows:

“The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”

Tourism was mainly been traditional in its early form. With the evolution of cultures, economies, and knowledge, tourism took a different form called sustainable tourism with the aspect of well-planned tour, well-studied destination, and conservation of destination.

Factors that Motivate People to Travel

The most common reasons for the people to travel away from home are:

• To spend holidays leisurely
• To visit friends and relatives
• To attend business and professional engagements
• To get health treatment
• To undertake religious pilgrimages
• Any other personal motives
What is Tourism Management?

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

- Travelling is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling.
- Tourism is travelling with an objective. All tourism necessarily include travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

One similarity between travel and tourism is, they both are temporary movements.

Type of tourism

In this paper, we will be discussing the various types of tourism and their characteristics.

Mass Tourism

It involves tourism of organized large groups of people to special tourist locations. It is a traditional way where the daily program is fixed by the tour organizer. It is a social activity. The tourists generally desire for souvenirs and sightseeing.

For example, religious places, theme parks, boat cruises, resort towns.

Alternative Tourism

It includes individually organized tours to find first-hand information about a place, local culture, and environment.

For example, biking tour planned by an individual while accommodation is catered for on the go.

Business:

It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is mainly professional.

Pleasure:

It includes tourism for improving one’s physical or spiritual well-being. For example, vacation at a Yoga or rehabilitation center.

Nature:

It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.

Cultural:

This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.
Social:

- It includes tours conducted among relatives, friends, and others.

Recreational Tourism:

- It includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure. For example, Camping or beach visit.

Active Tourism:

- It is conducted with a clear objective such as climbing a mountain, touring around the world, or learning local culinary arts or languages.

Sports Tourism:

- It is tourism for attending some sports event such as World Cup Cricket Match, FIFA, or Olympics.

Religious Tourism:

- It involves travelling to places of religious significance such as Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem, and other such places.

- Health or Medical Tourism: It involves travelling to improve one’s health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

Adventure Tourism:

- It involves tourism for adventurous activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing.

Factors affecting tourism

- There are many factors that influence the running of the tourism industry. Some show immediate effect while, there are also factors which affect in the long run.

Environment at Destination

- Tourism is in its best form when the destination boasts of conducive climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely.

For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations.

Historical or Cultural Importance of Destination

- The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, antic paintings and utensils, clothes, weapons, ornaments, and other allied heritage.

For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Gaza (Egypt), Began City (Burma), Acropolis (Athens, Greece).
Research Importance of Destination

There are tourists who visit places with the objective of studies and exploration. Need for research promotes tourism. Archeologists, Geologists, Oceanographers, Biologists and Zoologists, Architects, and People researching Arts and Cultures seek places that have great significance in the field of research.

Religious Importance of Destination

The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death. For example, Mecca, Bethlehem, Kashi.

Demand of tourism

Tourism demand is the total number of persons who travel or wish to travel to use the tourist facilities away from their places of work and residence. (Mathieson and Wall, 1982)

Tourism is a dynamic field. It varies on the number of factors related to the tourists; the country of destination, the market from which the tourists emerge, and market of the destination. The tourism managers and researchers study a lot about tourists’ motivations and cultures, their changing behavior, and the driving and affecting factors of tourism. They also study the destinations investigating the amenities and attractions they provide or any prospective ways to attract the tourists.

The tourism businesses can figure out the demand of tourism in a particular area, by identifying the types of various tourists, their behaviors, and create right offerings for the right market.

Let us see, the types of tourists and how tourist behavior varies with respect to various factors.

Internal Factors of Motivation

Internal factors arouse, direct, and integrate a person’s behavior and influence his decisions for travelling.

- Intrinsic Motivation: For many people, tourism is a way of satisfying their psychological needs such as travelling, performing leisure activities, exploring novelty and capabilities, self-expression and self-assurance, creativity, competition, need for relaxation, and belongingness. The intrinsic motivations pertain to assuring one’s capabilities on different emotional fronts.

Intrinsic motivation drives the tourists to opt for tourism for intangible rewards such as fun, assurance, and other emotional needs. The other intrinsic factors of motivation are:

- Attitudes of Tourist: Knowledge of a person, place, or object + Positive or negative feelings about the same.
- Tourist’s Perception: By observing, listening, or getting knowledge, a tourist forms the perception about a place, person, or an object.
- Values or Beliefs: A tourist believes or values a specific mode of conduct which is acceptable personally or socially.
- Personality of the Tourist: The nature and physique of a tourist plays an important role towards motivation in tourism.
External Factors of Motivation

There are external motives in tourism that can influence tourists and pull them towards a certain motivation and subsequent decision.

Extrinsic Motivation:

Here, a tourist gets motivated by external factors such as money and the need to feel competent on the scale of expenditure and performance.

Place of Origin:

The grooming of the tourist depends upon the place of its origin. For example, for the Indian married women, the tourism might come last in the list of preferential things they wish to do whereas for American ladies, tourism would acquire much higher rank.

Family and Age:

The family matters when it comes to the structure and the income. Today, the families with nuclear structure and double income tend to opt for long distance, extravagant tourism more than joint families or families with single earning member who are interested in visiting domestic places. The tourists also have different preferences of places according to their age. For example, tourists in the age group of 5 to 45 years might enjoy visiting destination in the USA such as Disneyland more than the senior citizens.

Culture or Social Class:

Tourists of different cultures prefer different places, events, and different types of tourism. In addition, if friends and families who have visited a place earlier spread the first hand information that motivates the others to visit the place too.

Factors Affecting Tourist Behavior

The following factors immensely alter tourist behavior:

Geographical Factors:

Some physical factors like geographical and climatic conditions, facilities and amenities available at the destination, advertising and marketing conducted by tourism business alter the decision making of the tourists.

Social Factors:

A few social factors such as a person’s social network, which provide first had information that can alter a person’s decision of visiting or not visiting a particular place.

Place of Origin:

There can be a broad spectrum of tourist behavior depending upon the place they belong to. North Americans like to follow their own cultural framework. Japanese and Korean tourists like to visit places in groups.

Tourism Destination:

It is a major contributing factor altering tourist behavior. If a destination has all basic provisions such as electricity, water, clean surroundings, proper accessibility, amenities, and has its own significance, it largely attracts tourists.
Education of Tourist:

The more educated the tourist is, the wider range of choices, curiosity, and the knowledge of places he would have. This drives the decision making when it comes to choosing a destination.

Tourism Market Segmentation

All tourists are not the same. Just as they may belong to different regions, they may be of different age groups and earn different incomes and have different tastes and preferences to live their lives in a certain manner; the tourists also have different choices when it comes to selecting the mode of travel, destination, and the activities at the destination.

Tourism market segmentation is the strategic tool for getting a clear picture of diversity among the tourists. The tourism researchers and the tourism industry use market segmentation information to study the opportunities for competitive advantage in the marketplace.

Geographic

Geographic market segmentation is done considering the factors such as tourists’ place of origin. This factor is important as the tourists belonging to different places are brought up with different cultures and show different traits of behavior. It is the most basic type of segmentation.

Demographic

This segmentation is done by considering the tourist’s gender, age, marital status, ethnicity, occupation, religion, income, education, and family members.

Psychographic

The marketing people do this segmentation by taking into account the psyche of the tourists. They gather information about the tourists’ interests, attitudes, their way of living life, opinions, and overall personality.

Classes of Tourists

Depending upon the motives and the way of touring, there are various classes of tourists:

Tourists Travelling with Families:

The tourists who visit places with their first and extended families, or families of relatives. One person, generally the head of the tourist family is the decision maker. The families generally travel for holidays and leisure and tend to expend sparingly. They generally are keen on receiving the best services for what they have paid. They tend to carry more luggage.

Social Impacts of Tourism

Positive Impacts of Tourism on Society

• The infrastructure development also benefits the local population.
• It tends to make people aware of the superfluous customs prevailing in the region.
• It helps eradicate poverty by promoting the arts and crafts made by people who search for a source of income.
• It fosters a sense of pride among locals.
• The bonds among communities are strengthened.
Negative Impacts of Tourism on Society

- It impedes the life of local population because of congestion, noise, and pollution.
- It can bring problems of alcoholism, drug addiction, and prostitution in the local society.
- To make place for new accommodations or recreational facilities, the locals may be displaced by acquiring their lands and violating human rights.
- It may act as a platform for the spread of contagious diseases.
- Tourism can change local community structure, family relationships, collective traditional life styles, ceremonies and morality.

Tourism is the bundle of tangible products and intangible services that can help to bring most profound experience one can get. With respect to time, tourism has been changing from the ancient form of religious tourism to a few new forms. Tourism industry contributes to 9% of the global GDP and offers one from every 11 jobs. In addition, the number of tourists have doubled over the past 20 years and a propelling growth is expected in coming few years among all market segments.

References: