

Socio-Cultural Impact of Host Community by Tourism

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ABSTRACT

Tourism is a major sector for earning income to any economy by way of less investment. Tourism can contribute to social and cultural changes in host communities. It includes changes in standard of living and their social lives etc. Social impact is a part of everyday lives of people. The impact of host community is very huge in a variety of aspects. However, it is to be noted that it is the tourists who happen to be the major causes of social impact in tourist places. They use tourist place for a variety of purposes. The social impact and aspect of their usage can't be overlooked. The current research study looks at the social impact of host community by tourists in Varkala beach. Varkala Beach, also known as Papanasham Beach is a beach in Varkala, Thiruvananthapuram, Kerala, India, along the Arabian Sea, part of the Indian Ocean. The study employs quantitative research analysis in the form of questionnaires.

Keywords: Social impact, host community, tourists, tourism.

INTRODUCTION:

Tourism is travel for pleasure or business and also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes.

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. Social & cultural impact signifies the impact which it creates in terms of social changes in the lives of local people, improvements in infrastructure, lifestyle changes etc. To boost tourism huge money is invested to preserve the local heritage, to improve infrastructure, to provide better local facilities which in turn creates better education, better leisure facilities, organizing frequent social events and thus a better lifestyle for the locale people. They interact with the tourists; mix with people from diverse backgrounds which create a cosmopolitan culture in the region. Due to the demand for better services, varied employment opportunities are created within the region and therefore people do not feel the need to migrate to other cities to earn their living. Due to the heavy traffic in the region, the infrastructure may not be able to cope up the increased rush thus leading to overcrowding, poor sanitation which may further lead to diseases to the tourists as well as local people. The intrusion of outsiders in the area may disturb the local culture and create unrest among the people. The local people may copy the lifestyles of tourists through the demonstration effect and the result could be loss of native customs and traditions. Some people may enter into criminal activities to fetch easy money from tourists who lead to increased crime and anti-social activities and loss of moral and religious values.

Varkala, a calm and quiet hamlet, lies on the outskirts of Thiruvananthapuram district. It has several tourist attractions that include a beautiful beach, a 2000-year-old Vishnu Temple and the Ashramam - Sivagiri Mutt a little distance from the beach. The Papanasam Beach (also called as Varkala Beach), which is ten kilometers away from Varkala, is renowned for a natural spring, which is considered to have medicinal and curative properties. A dip in the holy waters at this beach is believed to purge the body of impurities and the soul of all sins; hence the name 'Papanasam Beach'. Varkala offers excellent accommodation facilities for tourists and is fast becoming a popular health resort with many Ayurvedic massage centers.

LITERATURE REVIEW:

Alister and Wall (1982) in their book "Tourism: Economic, physical and social impacts" declared that till date, researchers on tourism impacts has concentrated upon individual components of each of main impact category. But in actual sense, the impact is rarely so confined. Researcher should integrate the findings within and between each impact category because each component of economic, social and environment can't be considered in isolation. He emphasized that the uncontrolled expansion of tourism industry has given rise to unfavorable impacts especially to the eco-fragile environments. Implementing a sustainable approach, which should invite community participation as well as private sector should solve these adverse impacts.

Sanjay K Nepal (2003) "Measuring Tourism Impacts: Interdisciplinary Perspectives from the Nepalese Himalaya", summarize the main findings of a large research project on tourism, environment and society in Nepal's Annapurna and Everest Regions by concluding that despite of some problems, overall trends in tourism indicate a positive impact on livelihood conditions of local communities. Tourism has been considered as conservation tool, as a social catalyst and as an income and employment generator

The book titled "Human Resource Development" edited by B.S.Bhatia and G.S.Batra (1996) is an attempt to highlight the emerging issues in human resource management. The study deals with human resource development keeping in view the global business challenges, growing complexity of the business and increased competition. It gives importance to the worker's participation in management. The study also covers the various techniques for the quality improvement of the people at work. It analyses the problems of human resource management in public enterprises. The main objective of this study is to examine the human resource development issues like better succession planning and grooming of personnel. More importance was given to scientific approach in manpower planning and training. Data are collected through the questionnaires and interview schedules. The published and unpublished reports of govt. and other agencies were used for completing the study.

Negi, Jagmohan (1998) discussed the role of travel trade in tourism development. The travel agencies, tour operators and Government agencies, if run in professional manner can, not only develop revenue for value but also can play important role in regional balance and create conducive environment for industry through community participation. The study dealt with the operations and functions of travel agency, the service rendered by the travel agents, their rights and responsibilities, their professional status, grounds for their relation, licensing and linkages' in relationship with national and international tourism organizations etc. He also emphasized on the requirement of specialized services of travel trade in order to face the challenges of global competitions.

Henrici, J.(1999) "Trading Culture: Tourism and Tourist Art in Pisac, Peru" uses Pisac village in Peru to argue that touristic discussion yields a 'misrecognition' of economic and social relations by circulating distorted representations and that such misrecognition of selling and manufacturing tourist art. Pisac recapitulates general touristic trends in that its plaza became within tourism development requisite for travelers wishing to obtain a view of, and to buy from, a typical and indigenous Andean market. This picture tends to highlight cultural oppositions even as it eclipses other differences among the peoples involved, and stresses timelessness while emphasizing transformation.

The book titled "Tourism and Hotel Management" edited by Pushpinder S (2002) brings valuable information regarding tourism and its cultural impact. It also provides information regarding the quality and accountability of hotel services. Today tourism has acquired the status of modern industry. Both government and private sector considered tourism as an important element in their planning. This study analyses the various aspects of hotel management like, hotel pricing, quality of hotel service and hotel accounting. This work mainly depends on primary data for analysis and secondary data is also used for the study.

Peter E Murphy and Ann E Murphy (2006) in their study titled "Strategic Management for Tourism Communities – Bridging the Gaps" made an attempt to analyse the various problems in the management of

tourism. Tourism is a business that requires planning, marketing and investment in products and services. The study concludes that the attitudes of local people, the quality of environment and the availability of desired products and services are all factors that determine the success of tourism. Here the authors depend on primary and secondary data for analysis.

Das Gupta (2006) reported that the pilgrimage tourism plays a great role towards socio-economic changes. According to Indian sentiment the pilgrim centers are visited by number of tourists to earn virtue. The pilgrimage tourism is a vital and living experience in pilgrimage sites have become important destinations, because they are closely linked with the cultural identity and heritage of a destinations where also pleasure components are being added to the familiar pilgrim routes and itineraries. Thus due to continuous flow of pilgrims and tourists, the socio-economic life of the islanders are evident. Therefore, it can be said that pilgrimage tourism has opened several sources of cash earning and as a result several new occupations have emerged due to pilgrimage tourism.

Ullman, Margaret (2007) "Social Impacts of Tourism & Domestic Immigration in Rural Communities" is an effort to revitalize sluggish local economies. Many nonmetropolitan communities across the Interior West of the United States have turned to tourism and domestic in-migration as a means of ameliorating socio-economic problems like how do tourism and in-migration affects community identity, specifically locals, psychological sense of community, and how do changing socio-demographics influence community social and environmental values, and finally, what factors determine the nature of a community's experience with tourism? By utilizing census and interview data from two non-metropolitan communities (populations under 10,000) in Eastern Washington and Oregon, the research illustrated how the economic revitalization efforts had affected the local 'sense of community' and community relationships. The study revealed that in certain smaller non-metropolitan communities with moderate socio-economic changes, tourism and domestic in-migration have had little impact upon residents' personal well-being and collective sense of identity.

Ray et al (2012) observed that rural tourism in West Bengal, India. Rural tourism promotes the local economy, socio-cultural changes and life style of the people residing around the tourist locations. Tourism to the area has created tremendous impact on the local economy, life style and socio-cultural changes among the rural people in and around this tourist destination. Rural tourism at this location improved civic amenities like communication, sanitations, transport facilities and standard of living. About 75 percent respondents of the tourist pilgrims were found to be regular dedicated visitors who directly participated in community building by rendering various services. The community also economically benefited from the visits of these tourist pilgrims as the pilgrims indulged in lavish local purchases of the indigenous handicrafts.

OBJECTIVES OF THE STUDY:

- To explore how tourism usage is affecting interaction among the host community.
- To explore the factors affecting social interaction among the host community.

METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study. The present study is empirical in nature based on both primary research methods such as field study and interview with local people and secondary data. This study is to understand the impact of host community in Varkala Beach.

Socio-cultural impacts:

Positive socio-cultural impacts:

There are number of benefits for the host community as a result of tourism. This includes economic benefits such as opportunities for local businesses which allows for increased trade among the increased number of visitors and then develops a variety of local businesses. In addition, tourism also brings employment opportunities, enhances the economy of the region, and creates revenue for the local government. Tourists also use public services, creating funding for public services, such as health, the police and the fire department, as well as increasing the demand for public transport. Other public facilities, such as parks and benches are also well kept by the community for the tourists, improving the overall aesthetics of the host community. On a more social level, tourism leads to intercultural interaction. Tourists often engage and learn from the locals. Tourism can also increase pride in locals. They want to show off their community that tourists have chosen to visit. The increase in people also leads to creating more social venues and experiences where locals and tourists can

interact in. Entertainment and recreational facilities will allow for more opportunity to socialize and engage with each other. Tourism can be beneficial for the host community as it provides the financial means and the incentive to preserve cultural histories, local heritage sites, and customs. It stimulates interest in local crafts, traditional activities, songs, dance, and oral histories. It also opens up the community to the wider world, new ideas, new experiences, and new ways of thinking

Negative socio-cultural impacts:

There can be negative effects from cultural interactions. In terms of economic disadvantages, local communities need to be able to fund the tourist demands, which lead to an increase of taxes. The overall price of living increases in tourist destinations in terms of rent and rates, as well as property values going up. This can be problematic for locals looking to buy property or others on a fixed income. In addition, to balance out tourist destinations, the number of locals to tourists must be relatively equal. This can be more problematic for tourists as their access could be denied. Other negative socio-cultural impacts are differences in social and moral values among the local host community and the visiting tourist. Outside of affecting the relationship between tourist and local, it can also cause friction between groups of the local population. In addition, it can cause drifts in the dynamics between the old and new generations. Tourism has also correlated to the rise of delinquent behaviors in local host communities. Crime rates have been seen to rise with the increase of tourists. Crimes are typically those of rowdy behavior, alcohol and illegal drug use and loud noise. In addition, gambling and prostitution is increased due to tourists looking for a “good time”. Tourism has also caused more disruption in host communities. Crowding of locals and tourists may create a vibrant ambiance; it also causes frustration and leads to the withdrawal of local residents in many places. Increased tourists also results in increased traffic which can hinder daily life of the local residents.

ANALYSIS AND FINDINGS:

Table 1: Distribution of respondents based on their gender

Particulars	Frequency	Percentage
Male	60	40
Female	90	60
Total	150	100

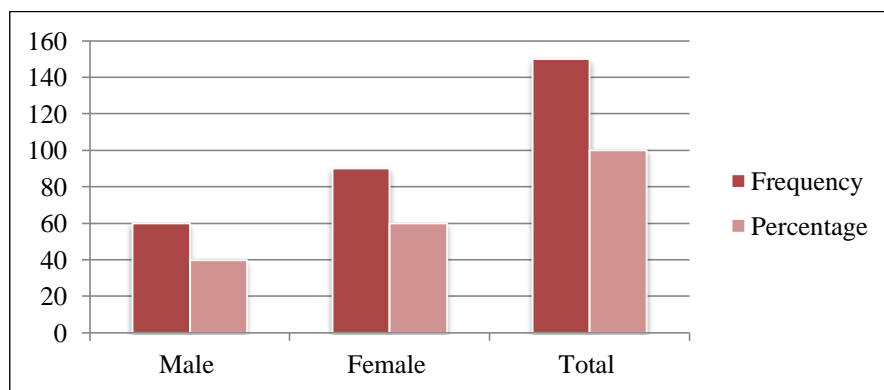


Figure 1

Table 1 and Figure 1 show the gender of respondents. Females were higher with 60% in comparison with males who were 40%.

Table 2: Distribution of respondents based on their Educational Qualification

Particulars	Frequency	Percent
SSLC	49	32.67
Plus 2	29	19.33
Graduate	32	21.33
Post Graduate	19	12.67
Others	21	14

Total	150	100
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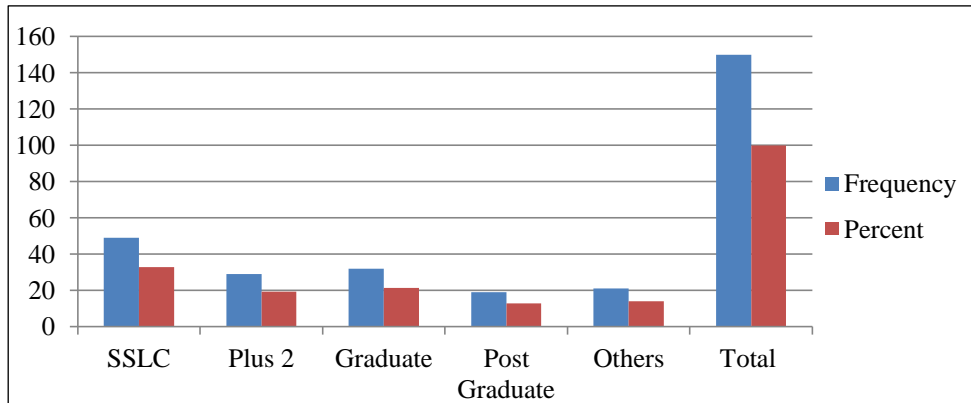


Figure 2

Table 2 and Figure 2 show the educational qualification of respondents. Majority respondents were post SSLC qualification with 50%.

Table 3: Tourist deteriorates our social norms

Particulars	Frequency	Percent
Strongly Agree	36	25.53
Agree	68	48.23
No Opinion	14	9.93
Disagree	23	16.31
Strongly Disagree	9	6.38
Total	141	100.00

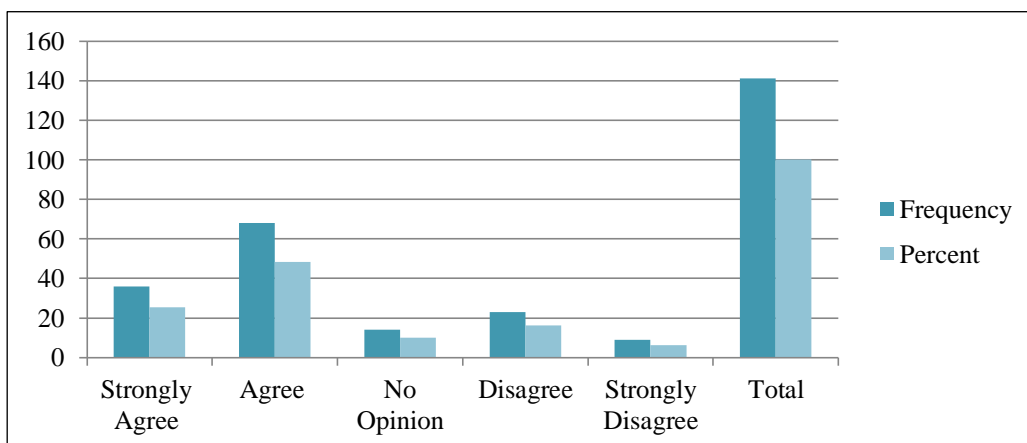


Figure 3

From Table 3 and Figure 3, it is evident that majority of respondents are of opinion that tourism deteriorating our social norms. While 48.23% of the respondents agreed and 25.53%, strongly agreed with the statement, 9.95% has no opinion and rest are strongly disagreed or disagreed.

Table 4: Tourism promotes unethical relationships such prostitution, child abuse etc

Particulars	Frequency	Percent
Strongly Agree	98	65.33
Agree	28	18.67
No Opinion	7	4.67
Disagree	13	8.67

Strongly Disagree	4	2.67
Total	150	100

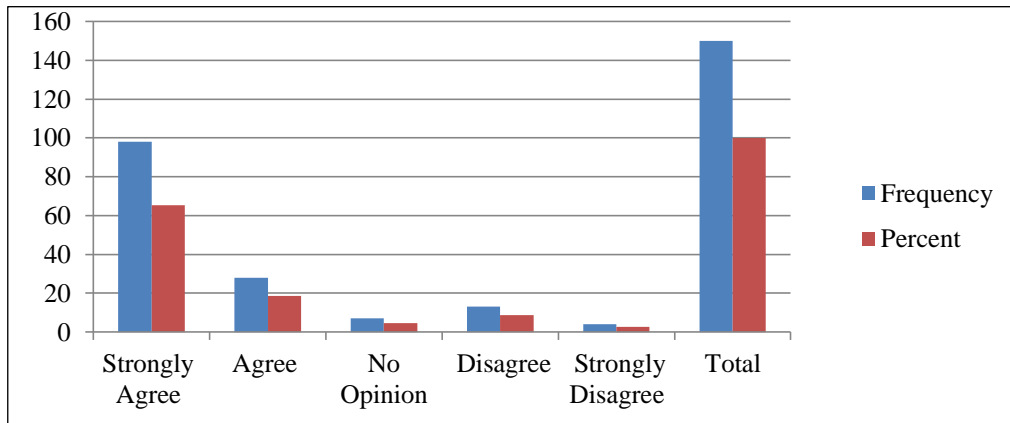


Figure 4

From table 4 and Figure 4, it is evident that the majority of respondents 65.33% strongly agreed to the statement that tourism promotes unethical relationships and 18.67% agreed to the statement, while 4.67% not responded and the rest either agree or strongly agree with the statement.

Table 5: Tourism deteriorate the social ethics

Particulars	Frequency	Percent
Strongly Agree	46	30.67
Agree	64	42.67
No Opinion	13	8.67
Disagree	20	13.33
Strongly Disagree	7	4.67
Total	150	100.00

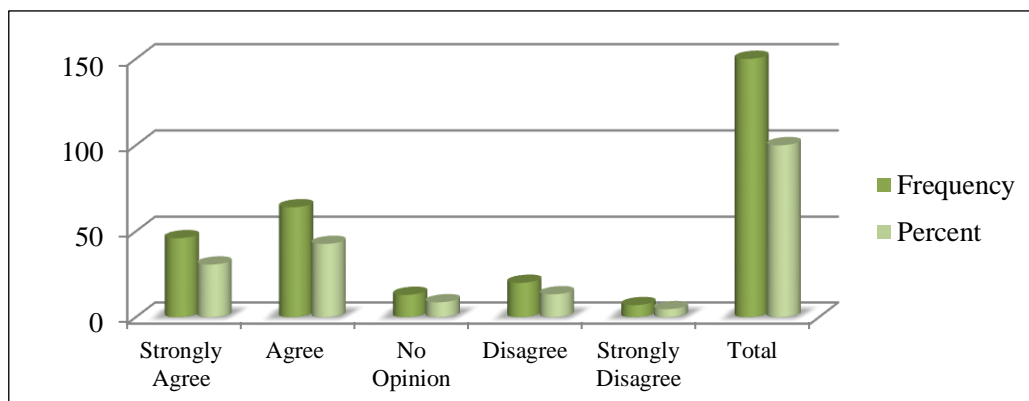


Figure 5

From table 5 and Figure 5, it is evident that the statement tourism is deteriorating our social ethics with 42.97% respondents agreeing to the statement and 30.67% strongly agreeing to it.

Table 6: Tourism create awareness among host community towards development of a global culture

Particulars	Frequency	Percent
Strongly Agree	16	10.67
Agree	34	22.67
No Opinion	23	15.33
Disagree	49	32.67

Strongly Disagree	28	18.67
Total	150	100.00

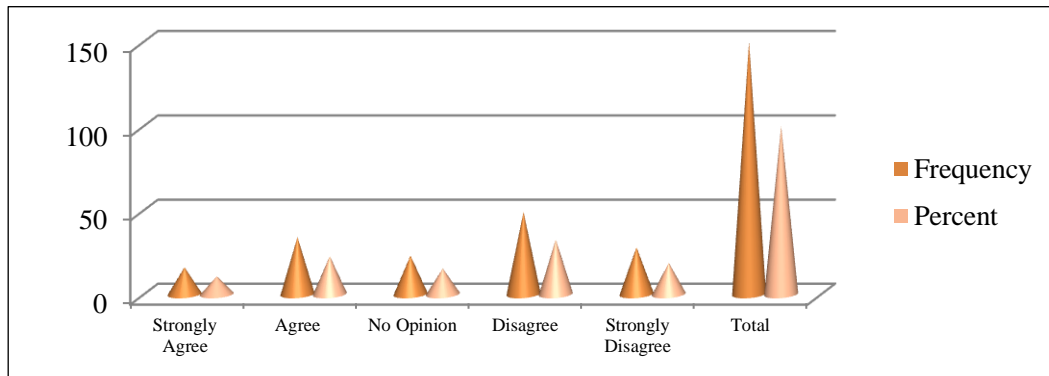


Figure 6

From table 6 and Figure 6, it is evident that tourism creates awareness among host community towards the development of a global culture. While 32.67% of the respondents strongly disagreed and 18.67%, strongly disagreed with the statement, 15.33% remained no opinion, 22.97% agreed with this and 10.67% strongly agreed with statement that tourism create awareness among youth towards the development of a global culture.

Table 7: Tourism is main space for executing crimes

Particulars	Frequency	Percent
Strongly Agree	36	24.00
Agree	69	46.00
No Opinion	20	13.33
Disagree	15	10.00
Strongly Disagree	10	6.67
Total	150	100.00

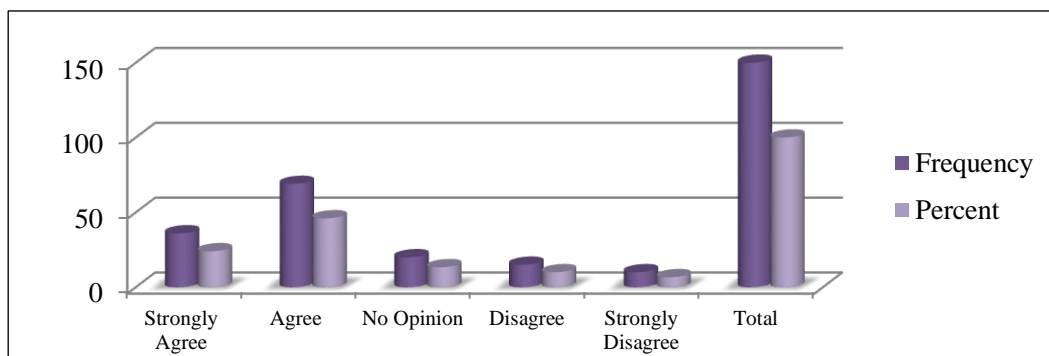


Figure 7

Table 7 and Figure 7 shows that, of respondents that 46% of the respondents agreeing and 24%, strongly disagreeing with the statement, 13.33% remained no opinion, 10% disagreeing with this and 6.67% strongly disagreeing with tourism is main space for executing crimes.

Table 8: Tourism influence in foreign cultures

Particulars	Frequency	Percent
Strongly Agree	66	44.00
Agree	28	18.67
No Opinion	9	6.00
Disagree	30	20.00
Strongly Disagree	17	11.33
Total	150	100.00

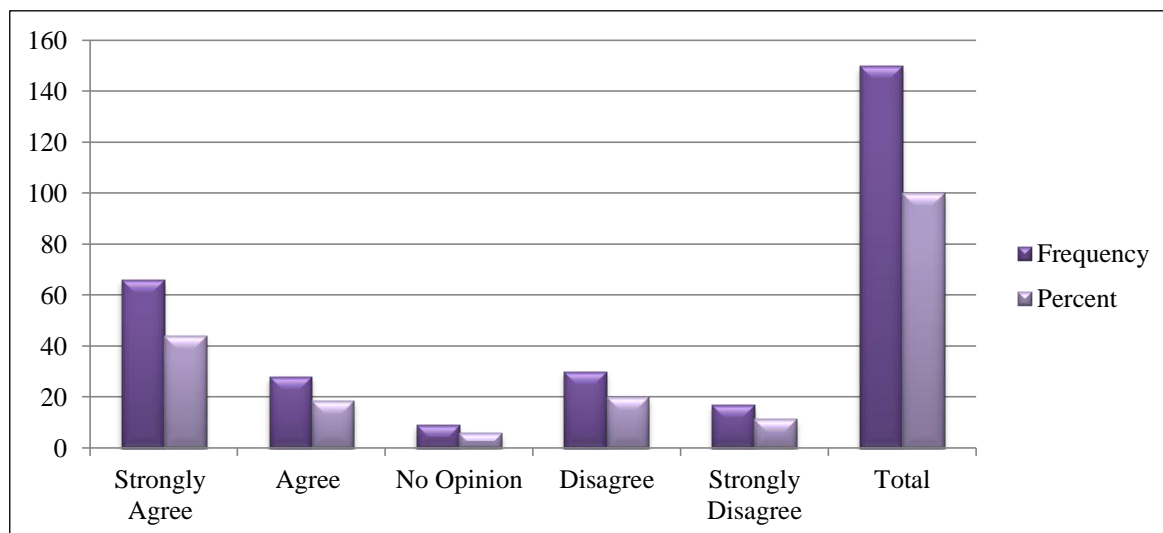


Figure 8

From table 8 and Figure 8, it is evident that tourism influence in foreign cultures with 44% strongly agreeing and 18.67% agreeing to it. 6.00% of the population has no opinion and rest disagreed or strongly disagreed.

CONCLUSION:

Tourism may have many different effects on the social and cultural aspects of life in a particular region or area, depending on the cultural and religious strengths of that region. The interaction between tourists and the host community can be one of the factors that may affect a community as tourist may not be sensitive to local customs, traditions and standards. The effect can be positive or negative on the host community. Interactivity is much higher in tourist places. this study was envisioned to explore the social impact of host community on the view of host community from Varkala beach. The research study revealed that a major percentile of the tourists use tourist places to their own way and it affects badly on host community people. Socio-cultural impacts are associated with interactions between peoples and culture background, attitudes and behaviors, and their relationships to material goods. The introduction of tourists to sensitive areas can be detrimental, cause a loss of culture, or, alternatively, contribute to the preservation of culture and cultural sites through increased resources. It can be concluded that there must be good participation from both tourists and host community is wanted to the socio- cultural development of any tourist hub.

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