



Role Of Tourists-Impact Of Outsiders On Society, Economy, Business, Environment And Culture

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Abstract

Tourists both inbound and outbound always act as cultural ambassadors. They bring with them cultural capital and introduces it to the native society and carry some of the cultural elements of host society while returning to their native place. Their short visit leaves mark on the host society. Tourists coming from different cultural zones carry back image and perception about host country with them and share it with many more. Tourism hence cannot be considered just as commercial activity. It is some sort of cultural exchange having many cultural implications. It is because of this reason we have to consider tourism as complex activity impacting society, economy, environment and culture. The need of the hour is to promote tourism without risking our culture and environment.

Key Words Culture, Tourism, Tourist, Economy, Eco Tourism, Sustainable Tourism

Introduction

Tourist is the heart and soul of tourism industry. In the absence of tourist, there is neither tourism nor hospitality sector. Tourist is a main stake holder of tourism sector. All over the world there is a tendency to promote tourism on scientific basis and increase national income. In fact the GDP of some countries can be analyzed in the light of tourism sector. In 2019 alone Maldives earned 32.5% and Aruba earned 32 % of GDP from tourism and hospitality sector. Thus, Maldives, located in the Indian Ocean, is the country most reliant on tourism. Around 20 others across the world derive more than 10% of their gross domestic product from tourism. Most are small, with a population well below a million people.

Tourism has many facets. There is medical tourism, eco tourism, sports tourism, religious tourism. Hence, calculating the actual gains from tourism is not an easy task. In the same way estimating the adverse consequence of tourism is equally challenging job. We need to evolve the proper mechanism that helps us in estimating the gains and losses of tourism sector.

Objectives

The objectives of the present paper are :

- ⇒ to analyze the implications of tourism on society and economy and culture
- ⇒ to estimate the impact of tourism on environment, climate and ecosystem
- ⇒ to suggest the remedies that helps us in promoting tourism without endangering our society and culture

Analysis and Discussion

The role of tourist can be analyzed only in the light of activities he performs in host society.

Different tourist play different role. Eco-tourists contribute to sustainable tourism while in case medical tourism, their main contributions of tourists goes the medical industry. Sports tourist contributes to the host country and also the global industrialists by way of casting their advertisements.

Tourist spends a lot time in host society and spends his income. The money spent by him goes to many sectors and with the passage of time that wealth percolates down to the lowest rung of the economy. For the benefit of tourist a country famous for tourist destinations builds superior infrastructure. The infrastructure thus created not only benefits the guests but also the people who are not directly involved in tourism sector. The children living in tourist places take the best use of the infrastructure. Children can reach the educational institutions in time. Thus tourist gives many direct and indirect benefits to the host society. Thus, if we examine the role of tourist from the view point of economy, business, national income, foreign exchange, balance of payment, we can say tourist contributes in positively to the economy of the host country

However, tourism can be examined and analyzed in the light of ecosystem, biodiversity, climatic change and many other factors. Some times advent of tourists my disturb our ecosystem and can interfere in the natural life of wild animals. In order to accommodate tourist many people in the host society constructs sub-standard lodges and hotels. There will be mushrooming growth of substandard hotels and lodges. Some local women to earn money may engage in flesh trade. Giving sexual service to foreign tourist is very profitable to local prostitutes and call girls (It is more in case of sports tourism). The moral standards of guest and host are very different. Foreign tourists have their own moral standards. Some times their conduct and mode of behaviour is contrary to that of host society. Under those circumstances there will be erosion of value system that host has nurtured since the time immemorial. Alcoholism and drug addition are likely to become profitable trade in some of the tourist places.

1. Tourist creates job or employment opportunities: The advent of tourists create a lot of job opportunities in tourism and hospitality sector. They are the one who creates job opportunities for guides, auto drivers, cab drives and lodge owners. Even International and national airlines are making profits make huge profits because of inland and international tourism. Transport sector comprising of railway, roadways, seaways are making profits because of tourists. For years, tourism has been a big job generator. Because the industry is so varied and includes jobs like pilots, hotel workers, travel guides, and more, it can be hard to estimate exactly how many, but it's a lot. In 2017, reports estimated that about 1 in 10 jobs were part of the tourism industry. In 2021 in US alone, almost 5.5 million were employed tourism sector.

2. Tourist changes our cooking styles: Tourists have different food habits. Their food choices are very different. Their menu card is generally different from us. Some wish to taste local food while others wish to have their native food on foreign land. In order to satisfy the needs of foreign tourist many Indian cooks learnt and adopted international type of cooking styles. Continental style food is becoming very popular in some tourist centres. Tourist some times creates a demand for sea food. It is because of demand, the sea food become very costly. Consequently even the affluent class cannot purchase that sea food. In tourism season even the fishermen supply the costly sea food to the international hotels. Thus influx of tourist in large number can create a demand for certain type of food. Thus the locals cannot enjoy such food because of the high cost.

3. Tourist acts as cultural ambassadors: Culture travels with tourists. They in fact act as cultural ambassadors. It is through them we come to know about Russian culture, American culture and German culture. In tourism people having different culture meets and interacts. They facilitate the process of cultural convergence.

3. Contribution of Health tourists: Many foreigners go to other countries for medical treatment. Foreign travelers generally select the best doctors and surgeons for treatment. Hence, many Indian doctors and surgeons generally upgrade their skill level and strove hard to give best medical services to them.

4. Rural Tourism, a farm of tourism in which travelers visit rural areas showers many benefits to Indian villages: "Rural tourism" has become increasingly popular as tourists from busy cities long for more natural environments. They seek out unique experiences such as staying on a farm, going for days-long hikes with guides, rock-climbing, and more. These visits create jobs for people living in these rural areas and show authorities that these places are worth preserving and investing in. It also presents opportunities for tourists to learn more about an area in its natural state and form a closer connection with the people who live there. Because of rural tourism, the linkage between rural and urban areas will be established.

5. Tourists promote and encourage local culture: Tourists generally purchase cane chairs, toys made in Chennapattana, a town in Karnataka of India and artifacts made by Indigenous tribes. They support artisans who sell their wares to visitors. Markets and shops are a draw to many tourists interested in souvenirs for people back home or as a way to remember their trip. Tourists also often visit cultural sites and watch local music, dance, theater, and other performances. These sustain intangible culture, which gives regions their unique identity and protects the multiculturalism of our world.

6. Tourists while moving in other country or places supports guides and other service providers: Tourism is not a single sector. It is a combination of many sectors. Hospitality sector, tourism sector, information sector are operating within tourism sector and they are operating together. Tourists will give many benefits to these sectors in one way or the other way.

7. Tourists can reflect the image of their country with their behavior pattern : The tourists coming from different country may reflect the image of their country either positively or negatively. If some Indians visiting other country misbehaves (stealing in shopping malls), then we can say they are lowering India's image. If they behave smoothly at that time they elevate our countries image in foreign land.

8. Tourists generally influence the language and communication pattern of the host society: In tourism sector locals have to interact with foreign tourist. It with the passage of time forces the local people to learn foreign language out of necessity. In Goa some of the street vendors now got the ability to converse in English language. Auto drivers and car owners too incorporating English language in their life.

9. Tourists can encourage conservation of nature: Costa Rica is a good example of a nation realizing that conservation can draw tourists. After a deforestation trend, the country reversed course and gained twice the forest cover it had in three decades. In 2019, this brought in the US equivalent of \$6.14 billion.

10. Tourists both internal and international help the empowerment of women: In most parts of the world, women fill the majority of the tourism industry. Unfortunately, they tend to hold more jobs on the lowest rung and many perform unpaid labor in family tourism businesses. That said, the wage gap is smaller according to UN Women. Women earn 14.7% less than men and fill more leadership roles than in other fields. Tourism is a field ripe for opportunities and strategies that can further empower women.

11. Tourism and tourists has the potency in makings us global citizens : The tourism industry has seen a revolution in the past 50 years. In 1950 there were only 25 million international tourists; today there are 1.2 billion travelling the world. It's become a huge part of our lives and helped people become better global citizens. There are incredible activists out there from Céline Cousteau, for humanitarian and environmental issues, to Leonardo Dicaprio, who is dedicated to raising awareness on climate change.

12. Tourists indirectly reduce poverty of host societies: Many of the world's lowest-income countries depend on tourism. In 2015, 48 of the lower-income and lower-middle income countries saw a surge of tourists, which brought in about \$21 billion (USD). For the world's Small Island Developing States (SIDS), 30% of their export revenues come from tourism. In Palau, an island nation in the Pacific, tourism is responsible for 90% of all exports. For these nations, tourism is key factor in their growth. Tourists spend a lot of money in host country and using this money many poor families rise up in social scale. Tourists strengthen our economy: The international tourists in many ways strengthen our economy and they help us earning valuable foreign exchange. Tourism in India is 4.6% of the country's gross domestic product (GDP). Unlike other sectors, tourism is not a priority sector for the Government of India. Forbes magazine ranked India as the 7th most beautiful country in 'The 50 Most Beautiful Countries in the World' rankings. India can improve its GDP with tourism. It can promote different forms of tourism namely sports tourism, heritage tourism, medical tourism, ecotourism and educational tourism.

Negative Impact of Tourism

Tourism puts enormous stress on local land use, and can lead to soil erosion, increased pollution, natural habitat loss, and more pressure on endangered species. These effects can gradually destroy the environmental resources on which tourism itself depends. It can destroy the cultural identity of the place and community. In some places the flesh trade and sale of drugs was encouraged by tourists. Tourists either knowingly or unknowingly pollute the environment. The release of green house gas is related with both internal and international tourism. The rent value and land cost increases in some tourist destination. Land use pattern will change beyond our imagination. Cost of living increases in tourist destinations. Commodification of culture, inflation in property prices, changes in local lifestyles, too much economic dependence on tourism, social inequality, and cultural displacement are some of the negative implications of tourism. Thus tourism can affect the environment, economy and society.

The negative implications can be managed with appropriate laws. The need of the hour is to evolve a proper tourism policy that can safeguard the host society with negative implications. World Tourism Organisation writes: sustainable tourism can be one of the few development opportunities for the poor. Let us use it wisely and soon." The practice of sustainable tourism can mitigate some of the negative implications of tourism and economy, environment and ecosystem.

Conclusion

Countries blessed with tourism can limit and should the number of tourists. They should monitor the influx of tourists and their activities. Waste disposal and management should be monitored properly. Tourists should be motivated to use electric vehicles in tourists' destinations. The need of the hour is to protect our ecological wealth comprising of rare plants, and seeds of the plants. Some tourists steal rare plants and collect rare seeds from our forests. We should take appropriate steps to reduce carbon foot print being left by tourists. State should support community based tourism and initiatives. With some initiatives we can get regular income from tourism and hospitality sector. Even with minimum investment on tourism sector, a country can get maximum returns. Some countries in the world have developed infrastructure to promote tourism. This measure not helped the tourism but also other sectors of economy.

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