



Negative Impacts Of Tourism On Youth: A Sociological Study Of Bir–Billing

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Abstract

Tourism has become a powerful force of socio-economic and cultural change in Bir–Billing, Himachal Pradesh, particularly impacting local youth. This study investigates the effects of tourism on youth's socio-cultural values, economic conditions, lifestyles and behaviours in the region. The findings show tourism has created jobs in adventure tourism, hospitality and small businesses, boosting economic participation and reducing youth unemployment. However, it has also influenced local traditions, language, dress patterns, consumption and aspirations through cultural exchange and diffusion. This study also noticed only minor changes in traditional practices and continued cultural and community involvement, a growing generational gap and the adoption of tourist lifestyles were widely reported. The study also highlights economic challenges like seasonal work income instability, lower wages, competition from outsiders, rising living costs, gender disparities and concerns about youth labour exploitation at work. Furthermore, tourism has changed lifestyles, increased materialistic aspirations, altered spending habits and raised substance abuse concerns among youth. Despite these shifts, traditional social institutions like family, education and community remain crucial for social cohesion and moral guidance. The study concludes tourism has a dual nature, driving development while also posing socio-economic and socio-cultural risks. It recommends promoting sustainable inclusive tourism, strengthening labour protections, enhancing local involvement, ensuring gender equity, preserving cultural heritage and addressing emerging social challenges to maximise tourism's benefits for youth and the host community.

Keywords: Tourism, Youth, Socio–Cultural Change, lifestyle, Bir–Billing.

INTRODUCTION

Tourism is primarily driven by economic factors that generally benefit both the industry and its workforce. However, its impact goes beyond economics, encompassing social, cultural, political, environmental, personal and other social aspects. All stakeholders contribute to the tourism industry's development, and the youth are key drivers of its growth. Government of India (2014), in its National Youth Policy 2014, defines youth as individuals aged 15–29 years. As a significant demographic, they

have the potential to develop and expand tourism destinations. Youth working in the tourism industry have many positive impacts. However, tourism also has negative impacts on youths, which are extensively discussed in the present research.

Tourism significantly influences socio-cultural change, especially in destinations with frequent interactions between locals and visitors. Rapid tourism growth exposes youth to diverse cultures, lifestyles, values, and social practices, which can shape their beliefs, behaviour, language, consumption habits, and social relationships. Therefore, understanding how tourism affects youth's socio-cultural values is crucial for comprehending the broader social transformations in host communities. Dehal et al. (2025) illustrate cultural transformation through three interconnected dimensions: cultural continuity, identity negotiation and community participation. Cultural continuity involves preserving traditional practices and festivals, which help maintain a community's cultural heritage. Identity negotiation shows how individuals and communities balance heritage with modern influences, adapting rituals and expressions to social change. Finally, community participation highlights local people's active involvement in governance, activities and tourism. These dimensions show that cultural change is a dynamic process of preserving traditions, adapting to change, and engaging the community in social and cultural development. Din et al. (2022) discovered that young people's socio-cultural characteristics are significantly influenced by personal values, technological progress and social media use. Young people are increasingly seeking entertainment, independence, self-expression, social recognition and participation in decision-making. Social media platforms like WhatsApp, Instagram, Twitter (now X), TikTok and YouTube are central to communication, social interaction and identity formation. Furthermore, the study reveals that while youth are becoming more aware of global issues, social justice and environmental concerns, they also feel uncertain about their future. Overall, this research demonstrates how digitalisation and shifting value systems are transforming the lifestyles, communication patterns and socio-cultural behaviour of today's youth. Tambunan et al. (2021) examine the role of youth in cultural tourism development, focusing on moral strength, social control, and change agents. It also assesses the effectiveness of youth activities implementing the 4ASC concept (attraction, accessibility, amenities, ancillary, safety, and comfort) in tourism development. Youth actively implement the 4ASC concept for developing attractions, enhancing accessibility and providing amenities. The research concludes that youth have significant potential as the primary subject in cultural tourism development. Lvova (2025) examines youth initiatives in cultural heritage preservation and promotion, focusing on innovative approaches using modern technologies. It explores how these projects contribute to cultural tourism development, raise public awareness, and safeguard intangible heritage. The study also analyses successful collaborations and identifies challenges and opportunities for youth involvement in this field.

Tourism is often seen as a major source of employment and income for young people in tourism-dependent areas. However, the economic benefits are not always shared equally. Young people often struggle with seasonal jobs, job insecurity, low wages and limited career prospects. Tourism is a key economic driver, so it is crucial to look at the economic disadvantages and employment insecurities faced by young people. Understanding these challenges helps evaluate the sustainability of tourism-led development and its long-term impact on the younger generation. Grobelna & Skrzyszewska (2019) found that tourism generates employment opportunities, but seasonal demand often results in unstable jobs and uncertain career prospects for youth. Employment insecurity can discourage young people from viewing tourism as a sustainable source of livelihood. Jolliffe & Farnsworth (2003) revealed that the tourism seasonality leads to widespread seasonal employment, underemployment, and unemployment. Young workers are disproportionately represented in temporary tourism jobs, which require repeated cycles of recruitment and training while offering limited job security. This makes youth particularly vulnerable to employment instability and income fluctuations. Booyens (2020) also found that the tourism sector often fails to provide secure and rewarding employment for youth. Many young people

face low wages, precarious employment, limited career progression, and difficulties securing stable jobs despite obtaining tourism-related qualifications. Desai (2021) found that while tourism can provide entry-level employment, youth frequently face economic disadvantages such as seasonal layoffs, income instability, and dependence on external tourism markets. These conditions increase employment-related insecurities among young people.

Tourism is a powerful force for social change, influencing the lifestyles, attitudes and behaviour of young people in host communities. Through regular interactions with tourists from diverse backgrounds, consumption patterns, fashion trends, leisure activities and social values. While these interactions can broaden perspectives and foster personal growth, they can also lead to shifts in traditional lifestyles and practices. Therefore, it is crucial to explore how tourism shapes lifestyle patterns and behavioural changes among youth in tourism-dependent destinations. Dehal et al. (2025) found that tourism acted as a catalyst for socio-cultural transformation by introducing new behavioural patterns and lifestyles among local youth. Increased interaction with visitors encouraged cultural adaptation, greater openness, and changes in everyday social practices. Kistemaker (2021) demonstrates that tourism shapes youth behaviour not only through economic opportunities but also by influencing social interactions, community participation, and perceptions of place identity. Young residents continuously adapt their lifestyles in response to tourism-related changes. Blomgren & Ljungström (2018) found that youth tourism promotes intercultural learning and behavioural change among host community youth. At the same time, increased tourism can create tensions between preserving traditional lifestyles and adopting modern practices introduced through tourism. Martyniuk et al. (2025) revealed that tourism contributes to behavioural changes among youth by fostering openness, cultural awareness, and social adaptability. Continuous interaction with visitors helps young people develop more cosmopolitan attitudes and lifestyles.

RESEARCH GAP

Research has highlighted youth involvement in tourism development, cultural heritage conservation and broader socio-cultural changes. However, challenges like seasonal employment, low wages, job insecurity and limited career progression persist in the sector. Conversely, other studies show tourism significantly influences young people's lifestyles, social interactions and behaviour by exposing them to diverse cultures and values. This study examined the impact of tourism on the socio-cultural values, beliefs, and social behaviour of young people, particularly in tourism-dependent destinations. It also explored how economic disadvantages and employment insecurities affect young people in these areas, and how tourism influences their lifestyle patterns and behavioural changes.

OBJECTIVES OF THE STUDY

- To examine how tourism affects the socio-cultural values of youth.
- To analyse the economic disadvantages and employment-related insecurities that tourism may cause among youth.
- To investigate the influence of tourism on lifestyle patterns and behavioural changes among the youth.

RESEARCH METHODOLOGY

This research employed an exploratory and descriptive research design. The Bir-Billing, a world-famous paragliding site in Himachal Pradesh, was chosen as the study location due to its popularity as a tourist destination for both domestic and international visitors. Given the nature of the data and the investigation, non-probability sampling was employed. A purposive sampling technique was used to select a sample size of 100 youth working in the tourism sector of the study area. Data collection involved a semi-structured interview schedule with open-ended questions. Primary data sources included observation and

interview schedules, while secondary sources comprised journals and articles. Data interpretation involved organising, coding and analysing the data as required.

FINDING AND ANALYSIS

The age-wise and sex-wise distribution of the sample is presented before the main analysis to provide an understanding of the demographic composition to facilitate the interpretation of the subsequent analysis. Table 1 indicates that the majority of respondents (55.00 per cent) are aged 26 and above. The 21–25 age group constitutes 25.00 per cent, followed by the age group below 20 (20.00 per cent). This pattern suggests that the sample is dominated by older individuals with comparatively fewer younger respondents, indicating that the likelihood of working in the tourism industry increases with age.

Table 1
Age-Wise Distribution of Respondents

Age Groups (In Years)	Frequency	Percentage
Below 20	20	20.00
21 – 25	25	25.00
26 and above	55	55.00
Total	100	100.00

Source: Field Work.

Table 2 indicates that males constitute the majority, accounting for 85.00 per cent, while females represent only 15.00 per cent. This suggests a significant disparity with male respondents working more in the tourism sector than females in the study area.

Table 2
Sex-Wise Distribution of Respondents

Sex	Frequency	Percentage
Male	85	85.00
Female	15	15.00
Total	100	100.00

Source: Field Work.

Employment Opportunities and Diversified Employment

The respondents (cent per cent) respond that tourism has increased employment opportunities for youth in the study area.

Table 3
Distribution of Respondents by Occupation

Responses	Frequency	Percentage
Paragliding Pilot	18	18.00
Own a Tourism Business	13	13.00
Hotel or Restaurant Staff	12	12.00
Homestay/Guesthouse/Camping	9	9.00
Transport Service Providers	9	9.00
Convenience Store	9	9.00
Rental Services	8	8.00
Guide	6	6.00
Photographer or Videographer	6	6.00
Food Stall Vendors	6	6.00

Souvenir Shop	4	4.00
Total	100	100.00

Source: Field Work.

Table 3 highlights the diverse range of occupations held by youth. The majority of respondents (18.00 per cent) are paragliding pilots, followed by those who own a tourism-related business (13.00 per cent) and hotel or restaurant staff (12.00 per cent). A smaller but notable proportion (9.00 per cent) are involved in homestay, guesthouse or camping operators, transport service providers and convenience store owners or staff. Other roles include rental services (8.00 per cent), guides (6.00 per cent), photography or videography services (6.00 per cent), food stall vendors (6.00 per cent) and souvenir shop owners or staff (4.00 per cent). This data highlights that adventure-based activities, business ownership, and various hospitality services, both formal and informal, constitute the core employment areas in the tourism economy. This shows that tourism has generally improved earning opportunities for youth with diversified employment.

A. TOURISM EFFECTS ON THE SOCIO-CULTURAL VALUES OF YOUTH

This section explores how tourism affects young people's social and cultural values, their involvement in cultural events and community decision-making, the generational cultural gap, how tourists adapt their lifestyles, and the moral discipline of young people.

Changes in Local Tradition and Customs

Table 4 reveals respondents' perceptions regarding changes in local traditions and customs due to tourism. More than half of the respondents (55.00 per cent) reported that tourism has brought minor changes to local traditions and customs, indicating a gradual influence on the cultural practices of the host community. A smaller proportion (14.00 per cent) perceived major changes, suggesting that tourism has significantly altered certain traditional customs and cultural norms. Meanwhile, 21.00 per cent of respondents were uncertain whether tourism had influenced local traditions and customs, reflecting uncertainty or limited observation of such changes. Only 10.00 per cent reported that no changes had occurred. Overall, the findings suggest that tourism in **the study area** has contributed to noticeable cultural transformations, with the majority of respondents perceiving at least some degree of change in local traditions and customs. **However**, these changes are generally viewed as moderate rather than substantial.

Table 4
Changes in Local Tradition and Customs

Responses	Frequency	Percentage
Yes, Major Changes	14	14.00
Yes, Minor Changes	55	55.00
No Changes	10	10.00
Not Sure	21	21.00
Total	100	100.00

Source: Field Work.

Socio-Cultural Changes

Table 5 reveals the socio-cultural changes observed by respondents as a result of tourism development. A substantial majority (73.00 per cent) reported changes in the usage of the local language, indicating that interaction with tourists and outsiders has influenced linguistic practices within the community. More than half (53.00 per cent) observed changes in traditional dress and appearance, suggesting a gradual shift in cultural expressions and lifestyle patterns. Some respondents (18.00 per cent) perceived changes in social behaviour reflecting the influence of increased social interactions and exposure to diverse cultures. A smaller proportion (16.00 per cent) reported decreased participation in cultural events, which may indicate a weakening of engagement

with traditional cultural activities. Only 9.00 per cent of respondents observed changes in respect for elders and traditions. Overall, the findings suggest that tourism has contributed to noticeable socio-cultural transformations in the study area, particularly in language usage and traditional dress. In contrast, its impact on social values and respect for traditional institutions appears to be comparatively limited.

Table 5
Socio-Cultural Changes Observed by the Respondents

Responses	Frequency (N=100) *	Percentage
Traditional Appearance	53	53.00
Social Behaviour	18	18.00
Local Language Usages	73	73.00
Respect for Elders and Traditions	9	9.00
Decreased Participation in Cultural Events	16	16.00

Source: Field Work.

*Multiple responses

Participation in Cultural Events

Table 6 reveals respondents' perceptions regarding the decline in youth participation in cultural events. A large majority (82.00 per cent) reported no decline in youth participation in cultural events, indicating that traditional festivals, fairs and cultural activities continue to attract and engage young people despite the growth of tourism in the region. In contrast, 18.00 per cent of respondents believed youth participation in cultural events has declined, suggesting that a section of the community perceives tourism and changing lifestyles as factors influencing the involvement of younger generations in traditional cultural practices. Overall, the findings suggest that tourism has not significantly weakened youth engagement in cultural events in the study area, as most respondents believe that cultural participation remains largely intact, reflecting the continued relevance of local traditions and community celebrations among the youth.

Table 6
Decline in Youth Participation in Cultural Events

Responses	Frequency	Percentage
Yes	18	18.00
No	82	82.00
Total	100	100.00

Source: Field Work.

Participation in Community Decision Making

Table 7 reveals respondents' perceptions regarding the decline in youth participation in community decision-making processes. A substantial majority (82.00 per cent) reported no decline in youth participation, indicating that young people continue to play an active role in local affairs and community-related discussions despite the expansion of tourism activities in the region. Conversely, 18.00 per cent of respondents believed youth participation has declined, suggesting that some community members perceive tourism-related changes and evolving lifestyles as factors that may reduce youth involvement in local governance and collective decision-making processes. Overall, the findings suggest that tourism has not significantly affected youth participation in community decision-making in the study area, as the majority of respondents perceive that young people remain engaged in community matters and continue to contribute to local development and social cohesion.

Table 7
Decline in Youth Participation in Community Decision Making

Responses	Frequency	Percentage
Yes	18	18.00
No	82	82.00
Total	100	100.00

Source: Field Work.

Cultural Gap

Table 8 reveals respondents' perceptions regarding the increase in the cultural gap between generations as a result of tourism-related changes in the study area. A substantial majority (74.00 per cent) reported an increased cultural gap between younger and older generations. This suggests that exposure to tourists, modern lifestyles, new technologies and diverse cultural influences may have contributed to differences in values, attitudes, behaviours and cultural preferences among generations. In contrast, 26.00 per cent of respondents believed that no such cultural gap exists, indicating that a section of the community perceives continuity in traditional values and intergenerational relationships despite tourism development. Overall, the findings suggest that tourism has played a significant role in shaping cultural change within the host community, with a majority of respondents perceiving a growing divergence between the cultural outlooks of younger and older generations. This highlights the potential influence of tourism on intergenerational dynamics and the transmission of traditional cultural values in the study area.

Table 8
Increased Cultural Gap between Generations

Responses	Frequency	Percentage
Yes	74	74.00
No	26	26.00
Total	100	100.00

Source: Field Work.

Adoption of Tourists Lifestyle

Table 9 reveals respondents' perceptions regarding the adoption of tourists' lifestyles within the host community. A significant majority (84.00 per cent) reported that local people, particularly the younger generation, have adopted certain aspects of tourists' lifestyles. This indicates that regular interaction with tourists has influenced local patterns of dress, language, food preferences, leisure activities and social behaviour. Such changes reflect the growing cultural exchange associated with tourism and the increasing exposure of residents to diverse lifestyles and values. In contrast, only 16.00 per cent of respondents believed that there has been no adoption of tourists' lifestyles, suggesting that a relatively small segment of the community perceives local cultural practices as remaining largely unchanged. Overall, the findings suggest that tourism has had a substantial influence on the socio-cultural fabric of the study area, with the majority of respondents acknowledging the adoption of tourists' lifestyles as a noticeable outcome of sustained host-guest interactions and cultural exchange.

Table 9
Adoption of Tourists Lifestyle

Responses	Frequency	Percentage
Yes	84	84.00
No	16	16.00
Total	100	100.00

Source: Field Work.

Moral Discipline

Table 10 reveals respondents' perceptions regarding the decline in moral discipline among youth in the context of tourism development. A substantial majority (88.00 per cent) reported that there has been no decline in moral discipline among the youth, indicating that traditional values, social norms and community-based mechanisms of social control continue to play an important role in shaping the behaviour of young people despite increasing interaction with tourists. In contrast, 12.00 per cent of the respondents believed that moral discipline among youth has declined, suggesting that a small section of the community associates tourism-related exposure and changing lifestyles with shifts in behavioural patterns and value systems. Overall, the findings suggest that tourism has not significantly undermined the moral discipline of youth in the study area, as the overwhelming majority of respondents perceive that young people continue to adhere to established social and cultural norms while engaging with the opportunities and influences brought by tourism.

Table 10
Decline in Moral Discipline among Youth

Responses	Frequency	Percentage
Yes	12	12.00
No	88	88.00
Total	100	100.00

Source: Field Work.

B. ECONOMIC DISADVANTAGES AND EMPLOYMENT-RELATED INSECURITIES

This section explores the economic disadvantages and employment insecurities young people encounter. These include seasonal job availability and income instability in the tourism sector, competition from peers, gender-based opportunities, rising living costs, exploitation of youth labour and job termination.

Seasonality of Jobs and Income Instability

Bir-Billing is closed during the monsoon season for paragliding only. This creates a gap in employment for paragliding-related roles such as pilots. In contrast, the tourism sector in the study area is predominantly permanent. This results in income instability (cent per cent) for those employed in paragliding-related services but allows restaurants, hotels, and other tourism-related businesses to operate smoothly throughout the year.

Wages in Tourism

While comparing with wages in government and private sector jobs, Table 11 shows that a substantial majority of respondents (64.00 per cent) reported that wages in the tourism sector are significantly lower than those offered in other industries, indicating concerns about the earning potential and financial security associated with tourism-related employment. A moderate proportion of respondents (28.00 per cent) perceived tourism wages as slightly lower, reinforcing the view that tourism jobs may not provide comparable income levels to alternative occupations. Only a small proportion (8.00 per cent) believed that tourism wages are the same as or higher than those in other sectors. Overall, the findings suggest that while tourism generates employment opportunities, a majority of respondents perceive tourism-related jobs as comparatively low-paying. This indicates that while tourism contributes to livelihood generation and economic participation, concerns regarding wage levels remain a significant challenge for those engaged in the sector.

Table 11
Wages in Tourism in Comparison to Other Sectors

Responses	Frequency	Percentage
Much Lower	64	64.00
Slightly Lower	28	28.00
Same or Higher	8	8.00
Total	100	100.00

Source: Field Work.

Competition from Peers

Table 12 reveals respondents' perceptions regarding competition from non-local individuals and businesses in the study area's tourism sector. A substantial majority (77.00 per cent) reported frequent competition from non-locals, indicating that external entrepreneurs, investors and workers play a significant role in the region's tourism economy. This suggests residents may face challenges in securing employment, attracting customers and sustaining tourism-related enterprises due to the presence of non-local competitors. The remaining respondents (23.00 per cent) stated such competition occurs only occasionally, indicating that while competition exists, its intensity may vary across different tourism activities and business sectors. The findings indicate that competition from non-locals is a major concern for respondents. While tourism offers economic opportunities, the presence of external participants may limit the benefits to residents. Therefore, measures to enhance local participation and competitiveness in the tourism industry are needed.

Table 12
Competition from Non-Local to Bir-Billing

Responses	Frequency	Percentage
Yes, Often	77	77.00
Sometimes	23	23.00
Total	100	100.00

Source: Field Work.

Gender-Based Opportunities

Table 13 reveals respondents' perceptions regarding gender-based opportunities in the tourism sector. Over two-thirds of respondents (68.00 per cent) reported that men have greater opportunities in tourism than women, indicating the existence of gender disparities in access to tourism-related employment, entrepreneurship and decision-making roles. This perception suggests that social norms, mobility constraints, safety concerns and unequal access to resources may limit women's participation and advancement within the tourism industry. In contrast, 32.00 per cent of respondents believed that tourism provides equal opportunities for both men and women, reflecting the view that the sector has the potential to promote gender inclusion and economic participation across genders. Overall, the findings suggest that while tourism has created employment and livelihood opportunities in the study area, a majority of respondents perceive these benefits as being distributed unevenly, with men enjoying greater access to opportunities than women. This highlights the need for policies and initiatives aimed at enhancing women's participation and ensuring more equitable access to tourism-related benefits.

Table 13
Gender-Based Opportunities in Tourism

Responses	Frequency	Percentage
Yes, Equal	32	32.00
No, Men Have More	68	68.00
Total	100	100.00

Source: Field Work.

Increased Cost of Living

Table 14 reveals respondents' perceptions regarding the impact of tourism on the cost of living in the study area. A substantial majority (72.00 per cent) reported that tourism has significantly increased living costs, indicating that the growth of tourism has contributed to higher prices of goods, services, housing, land and other essential commodities within the region. More than one-fourth (28.00 per cent) of respondents believed that tourism has slightly increased living costs, suggesting that while the impact is noticeable, it is not perceived as severe by all members of the community. Notably, all respondents acknowledged some level of increase in living costs associated with tourism development. Overall, the findings suggest that tourism has had a significant influence on the local economy of the study area by contributing to rising living expenses. While tourism generates employment and income opportunities, it also places financial pressure on residents through increased costs of everyday necessities, highlighting one of the key economic challenges associated with tourism growth.

Table 14
Increased Living Costs due to Tourism

Responses	Frequency	Percentage
Yes, A Lot	72	72.00
Yes, Slightly	28	28.00
Total	100	100.00

Source: Field Work.

Exploitation of Youth Labour

Table 15 reveals respondents' views on the exploitation of youth labour by tourism businesses in the study area. A substantial majority (78.00 per cent) believed tourism businesses exploit youth labour, indicating widespread concerns about issues such as low wages, long working hours, seasonal employment, lack of job security and limited employment benefits for young workers in the tourism sector. Additionally, 22.00 per cent of respondents reported that such exploitation occurs occasionally, suggesting that while the problem may not be constant across all businesses, it remains a noticeable concern within the local tourism industry. Notably, none of the respondents indicated that youth labour is never exploited, highlighting the prevalence of this perception among the community. Overall, the findings suggest that despite creating employment opportunities for young people, tourism in the study area is also associated with concerns regarding labour conditions and fair treatment. This underscores the need for stronger labour protections, equitable wage practices and improved working conditions to ensure that youth can benefit more sustainably from tourism-related employment.

Table 15
Views on Exploitation of Youth Labour by Tourism Businesses

Responses	Frequency	Percentage
Yes	78	78.00
Sometimes	22	22.00
Total	100	100.00

Source: Field Work.

Termination of Employment

Regarding the termination of employment, respondents stated that jobs were only lost during the COVID-19 pandemic. Salary reductions were the only other form of employment loss, occurring during the monsoon season when the paragliding service, the main attraction of the study area, is suspended.

C. INFLUENCE OF TOURISM ON LIFESTYLE PATTERNS AND BEHAVIOURAL CHANGES AMONG THE YOUTH

This section explores family and domestic responsibilities, spending habits and tourism, nightlife and late-night activities, materialistic aspirations, substance abuse, peer pressure to conform to tourist fashion trends or appearances, relationships formed by young people and disruptions to education.

Family or Domestic Responsibility

Table 16 reveals respondents' perceptions regarding the neglect of family or domestic responsibilities due to involvement in tourism-related activities. A substantial majority (84.00 per cent) reported that engagement in tourism has led to the neglect of family or domestic responsibilities. This suggests that long working hours, seasonal work pressures, irregular schedules and the demands of tourism-related occupations may reduce the time available for household duties and family interactions. This perception indicates that while tourism provides economic opportunities, it may also create challenges in maintaining a balance between work commitments and family responsibilities. In contrast, 16.00 per cent of respondents believed that tourism has not resulted in the neglect of family or domestic responsibilities, indicating that some individuals are able to effectively manage both work and household obligations. Overall, the findings suggest that tourism has had a notable impact on family life in the study area, with a majority of respondents perceiving that the demands of tourism-related employment can affect the fulfilment of domestic responsibilities and alter traditional family dynamics.

Table 16
Neglection of Family or Domestic Responsibility

Responses	Frequency	Percentage
Yes	84	84.00
No	16	16.00
Total	100	100.00

Source: Field Work.

Spending Habits and Tourism

Table 17 reveals respondents' perceptions regarding the influence of tourism on spending habits. More than half (52.00 per cent) reported that tourism has encouraged increased spending. This suggests that factors such as higher income, exposure to tourists' lifestyles, changing consumption patterns and the availability of new goods and services have influenced local spending behaviour. Consequently, tourism may contribute to a more consumption-oriented lifestyle among the host community. In contrast, 48.00 per cent of respondents believed that tourism had not brought any significant change in spending habits. This indicates that a considerable proportion of the population continues to maintain its existing expenditure patterns despite tourism development. Overall, the findings suggest that tourism has had a noticeable influence on the spending behaviour of residents in the study area, although perceptions remain divided. While a slight majority associate tourism with increased expenditure and changing consumption patterns, nearly half perceive their spending habits as largely unchanged.

Table 17
Influence of Tourism on Spending Habits

Responses	Frequency	Percentage
Yes, Spend More	52	52.00
Not Change	48	48.00
Total	100	100.00

Source: Field Work.

Nightlife or Late-Night Activities

Table 18 reveals respondents' perceptions regarding the increase in nightlife or late-night activities as a result of tourism development in the study area. A substantial majority (76.00 per cent) reported that tourism has not led to an increase in nightlife or late-night activities, indicating that the area continues to retain its relatively traditional and peaceful social environment despite the growth of tourism. In contrast, 24.00 per cent of respondents believed that tourism has contributed to an increase in nightlife or late-night activities, suggesting that certain tourism-related establishments, events and interactions have introduced new forms of social and recreational activities that extend beyond traditional daytime patterns. Overall, the findings suggest that while tourism has brought socio-cultural changes to the study area, it has not significantly transformed the community into a nightlife-oriented destination. The majority of respondents perceive that local social life continues to be shaped largely by existing cultural norms and community practices rather than by extensive late-night tourism activities.

Table 18
Increase in Nightlife or Late-Night Activities

Responses	Frequency	Percentage
Yes	24	24.00
No	76	76.00
Total	100	100.00

Source: Field Work.

Materialistic Aspirations

Table 19 reveals respondents' perceptions regarding the influence of tourism on materialistic aspirations among youth of the study area. A majority (62.00 per cent) strongly believed that tourism has increased materialistic aspirations among young people. This suggests that greater exposure to tourists, modern lifestyles, consumer goods and higher spending patterns has shaped the desires and expectations of the younger generation. Additionally, 38.00 per cent felt that tourism has slightly increased materialistic aspirations, indicating that while the impact may vary in intensity, it is nevertheless present across the community. Notably, all respondents acknowledged some degree of influence of tourism on the material aspirations of youth. Overall, the findings suggest that tourism has played a significant role in transforming the value orientations and consumption preferences of young people in the study area. Increased interaction with tourists and exposure to diverse lifestyles appear to have encouraged higher material expectations and aspirations, reflecting an important socio-cultural consequence of tourism development in the region.

Table 19
Materialistic Aspirations among Youth due to Tourism

Responses	Frequency	Percentage
Yes, Strongly	62	62.00
Yes, Slightly	38	38.00
Total	100	100.00

Source: Field Work.

Substance Abuse

Table 20 reveals respondents' perceptions regarding the increase in substance abuse among youth as a consequence of tourism development in the study area. A substantial majority (76.00 per cent) reported that tourism has contributed to an increase in substance abuse among young people, indicating widespread concern about the potential negative social consequences associated with increased interaction with tourists, changing lifestyles and greater exposure to diverse behavioural patterns. This perception suggests that tourism may influence youth behaviour by creating environments where substance consumption becomes more visible or accessible. In contrast, 24.00

per cent of respondents believed that tourism has not led to an increase in substance abuse among youth, indicating that a section of the community does not associate tourism with such behavioural changes. Overall, the findings suggest that many respondents perceive substance abuse as a significant social challenge linked to tourism development in the study area. While tourism generates economic opportunities and cultural exchange, it is also viewed as contributing to certain adverse social outcomes that may affect the well-being and social development of the younger generation.

Table 20
Increase in Substance Abuse among Youth due to Tourism

Responses	Frequency	Percentage
Yes	76	76.00
No	24	24.00
Total	100	100.00

Source: Field Work.

Peer Pressure To Follow Tourist Fashion Trends Or Appearances

Table 21 reveals respondents' perceptions regarding the influence of tourist fashion trends on local youth in the study area. Over half of the respondents (52.00 per cent) reported that youth have adopted tourist fashion trends, indicating that regular interaction with visitors has influenced clothing styles, personal appearance and fashion preferences among the younger generation. A considerable proportion of the respondents (35.00 per cent) stated that such influence occurs occasionally, suggesting that the adoption of tourist fashion trends varies depending on individual preference levels of exposure to tourists and social circumstances. Only 13.00 per cent of the respondents believed that tourist fashion trends have not influenced local youth, indicating that relatively few respondents perceive traditional dress preferences as remaining completely unaffected by tourism. Overall, the findings suggest that tourism has contributed to noticeable changes in the fashion choices and appearance of young people in the study area. The influence of tourist lifestyles and global fashion trends appears to have become an important aspect of the broader socio-cultural transformations associated with tourism development in the region.

Table 21
Tourist Fashion Trends among Youth

Responses	Frequency	Percentage
Yes	52	52.00
No	13	13.00
Sometimes	35	35.00
Total	100	100.00

Source: Field Work.

Relationships Youth Form

Data indicate that tourism has significantly influenced the formation of relationships among youth in the study area. All respondents (cent per cent) reported that tourism has encouraged greater cross-cultural interactions, enabling local youth to engage with people from diverse cultural, social and geographical backgrounds. Similarly, all respondents (cent per cent) indicated that tourism has led to the development of more short-term relationships, reflecting the temporary and transient nature of interactions between local youth and visitors. The findings suggest that tourism has expanded the social networks of youth while simultaneously promoting relationships that are often brief and situational in nature.

Educational Disruption

Table 22 presents respondents' perceptions of educational disruption caused by tourism in the study area. A majority (63.00 per cent) reported that tourism has not disrupted the education of young people, indicating that educational activities and academic commitments generally continue unaffected despite the region's growth. This suggests that youth are largely able to balance educational pursuits with the opportunities and influences associated with tourism. However, 37.00 per cent of respondents stated that educational disruption occurs occasionally, implying that certain students may occasionally experience interruptions in their studies due to involvement in tourism-related employment, seasonal work or other tourism-induced activities. Overall, the findings suggest that tourism has not emerged as a major obstacle to education in the study area, as most respondents do not perceive significant educational disruption. Nevertheless, the responses also indicate that tourism can occasionally affect educational engagement for some youth, highlighting the need to ensure that economic opportunities associated with tourism do not compromise educational attainment.

Table 22
Educational Disruption due to Tourism

Responses	Frequency	Percentage
No	63	63.00
Sometimes	37	37.00
Total	100	100.00

Source: Field Work.

CONCLUSION AND SOCIOLOGICAL RELEVANCE

Major Findings and sociological relevance are discussed below:

Tourism Effects on the Socio-Cultural Values of Youth

- Tourism in Bir-Billing is a major driver of socio-economic transformation, particularly for local youth.
- The sector primarily employs a relatively older and mostly male workforce.
- Key employment areas include adventure activities, hospitality services and small-scale business ownership.
- Tourism is widely seen as increasing job opportunities and helping youth to earn a living, which addresses unemployment.
- There are minor changes in local traditions and customs due to tourism.
- Tourism development has led to socio-cultural changes, particularly in language usage and traditional dress. While some respondents observed changes in social behaviour and participation in cultural events, the impact on social values and respect for traditions appears limited.
- Most respondents believe youth participation in cultural events, and in community decision-making, remains strong despite tourism growth.
- A majority perceive an increased cultural gap between generations due to tourism. This suggests tourism's influence on intergenerational dynamics and traditional cultural values.
- Most respondents believe that local people, especially the younger generation, have adopted aspects of tourists' lifestyles, reflecting cultural exchange and exposure to diverse values.
- Most respondents believe tourism has not negatively impacted youth moral discipline in Bir-Billing, attributing this to traditional values and community control.

Tourism in Bir-Billing significantly influences the values, lifestyles, aspirations, and social interactions of local youth. It creates employment opportunities in adventure tourism, hospitality services, and small-

scale enterprises, addressing unemployment and enhancing economic participation. At the same time, tourism introduces new cultural influences through interactions between hosts and visitors, gradually changing local traditions, customs, language usage, and dress patterns. However, these changes appear evolutionary rather than disruptive, as most respondents perceive only minor alterations in traditional cultural practices. Despite increased exposure to external cultures, youth participation in cultural events and community decision-making remains strong, suggesting that tourism has not weakened local social institutions or civic engagement. However, the perception of a growing cultural gap between generations reflects differing value systems and lifestyles among younger and older residents, highlighting tourism's role in accelerating social change. The widespread adoption of tourists' lifestyles among youth demonstrates cultural diffusion, where new ideas, behaviours, and consumption patterns are incorporated into local society. Despite these transformations, most respondents believe that tourism has not led to a decline in moral discipline among youth, indicating the continued strength of traditional norms, family influence, and community-based social control. Overall, the findings suggest that tourism in Bir-Billing has fostered socio-cultural transformation among youth through cultural exchange and modernisation while maintaining cultural continuity and social cohesion.

Economic Disadvantages and Employment-Related Insecurities

- Bir-Billing's monsoon closure for paragliding causes income instability for pilots, unlike the predominantly permanent tourism sector.
- Most respondents believe tourism wages are significantly lower than in other sectors, raising concerns about earning potential and financial security in the tourism industry.
- A majority of respondents in Bir-Billing perceive frequent competition from non-locals in the tourism sector, highlighting challenges for local residents in securing employment and sustaining businesses.
- Respondents believe men have greater opportunities in tourism than women, highlighting gender disparities in the sector.
- While tourism boosts the local economy, it also creates financial pressure on residents due to higher living costs, reporting a substantial rise in expenses for goods, services, housing, and land.
- A majority of respondents believe youth labour is exploited by tourism businesses in Bir-Billing, citing concerns about low wages, long hours, and lack of job security.
- Employment loss was limited to the COVID-19 pandemic and salary reductions during the monsoon season.

Tourism, while a major employer in Bir-Billing, also brings economic disadvantages and job insecurity for local youth. The seasonal nature of adventure tourism, especially during the monsoon, causes income instability for pilots and tourism workers, exposing them to economic risks. The perception that tourism wages are lower than in other sectors raises concerns about financial security and employment quality. Frequent competition from non-locals suggests unequal access to tourism benefits, raising questions about local youth's ability to sustain livelihoods in a competitive tourism economy. The study reveals structural inequalities in the tourism sector. Men have greater access to jobs and entrepreneurial activities than women, suggesting unequal distribution of tourism benefits. Rising living costs, including housing, land, goods, and services, have reduced economic gains for local residents. Concerns about youth labour exploitation, such as low wages, long working hours, and limited job security, highlight the precarious nature of tourism employment. While large-scale employment loss was mainly during the COVID-19 pandemic and seasonal salary reductions, these findings indicate that tourism-generated employment lacks stability, equity, and adequate labour protection. Sociologically, this reflects tourism's dual nature as both a source of livelihood and a mechanism that reproduces economic insecurity, inequality, and labour vulnerability among youth in Bir-Billing.

Influence of Tourism on Lifestyle Patterns and Behavioural Changes Among the Youth

- A majority of respondents believe tourism involvement leads to neglecting family responsibilities, highlighting challenges in balancing work and household obligations.
- Tourism in Bir–Billing has influenced spending habits among the youths.
- Most respondents believe that tourism has introduced new social activities.
- A majority of respondents believe tourism has increased materialistic aspirations among youth in Bir–Billing, influenced by exposure to tourists, modern lifestyles, and consumer goods.
- A majority of respondents believe tourism in Bir–Billing has increased substance abuse among youth, highlighting concerns about negative social consequences.
- Respondents believe tourist fashion trends influence local youth in Bir–Billing.
- Tourism has significantly influenced youth relationships in the study area, encouraging cross–cultural interactions and leading to the development of short–term relationships.
- While tourism is not a major obstacle for education, it can occasionally impact educational engagement for some youth.

Tourism has significantly influenced the lifestyle and behaviour of youth in Bir–Billing. It has altered daily routines and social interactions, with many respondents feeling that work commitments often lead to neglecting family and domestic responsibilities. Tourism has also affected consumption behaviour, as exposure to visitors, market expansion, and rising incomes have encouraged higher spending among a section of the youth. Additionally, the growth of tourism has led to the diffusion of new cultural practices, such as tourist fashion trends, changing relationship patterns, and stronger materialistic aspirations. These changes illustrate the process of cultural exchange and social adaptation through which local youth increasingly engage with global lifestyles and consumer values. Tourism has both positive and negative effects on behaviour. While most people do not notice more nightlife or disruption to education, tourism is linked to increased substance abuse among young people, raising social and behavioural concerns. Developing cross–cultural and short–term relationships shows changing social norms and interpersonal dynamics in the host community. Sociologically, tourism influences values, consumption, identity formation, and choices among young people. Traditional social institutions like family, education, and community still matter, but tourism introduces new aspirations, lifestyles, and social behaviours that gradually reshape young people's lives in Bir–Billing.

RECOMMENDATIONS

This study demonstrates that the youth of Bir–Billing is actively engaged in tourism. Positive youth participation could achieve this, fostering tourism not only in well–known tourist spots but also across other destinations in Himachal Pradesh. Based on the study's findings, the following recommendations aim to maximise tourism benefits while minimising its negative socio–cultural and economic effects on youth in Bir–Billing.

- Promote Sustainable and Inclusive Tourism Development
- Enhance Employment Security for Youth
- Improve Wages and Working Conditions
- Strengthen Local Participation and Entrepreneurship
- Promote Gender Equality in Tourism

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