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Review Article

THE DYNAMIC ROLE OF TOURISM- 'HOST COMMUNITY MANAGING BY HOST COMMUNITY

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ABSTRACT

Nowadays tourism is a sustainable means for economic prosperity in macro and micro levels all over the world. Moreover, tourism produces benefits i.e. small and medium-sized enterprises development, creation of new jobs, improvement of infrastructure etc. An area of study related to cultural tourism and the role of festivals in the creation of opportunities for community orientated events and festivals is focusing for the literature research. Tourism can positively contribute to the maintenance of a natural environment by protecting, creating or maintaining national parks or other protected areas. This paper focuses on the tourism sector and its impacts on the economy, environment, politics and the socio-cultural being of the host community. The well-organized and managed economic impacts by host communities on the host community are the main aim of this research to highlight.

INTRODUCTION

An interest and growing concern has been seen on the economic impacts of tourism that are largely expressed through the numbers of supported jobs and millions of dollars earned through the activities of the industry at national and global levels for the years. A number of methods have been employed to measure the effects and benefits of tourism on a wide range of sectors of a country's economy. An economic impact analysis provides tangible estimates of the role and importance of tourism in a country's economy as the economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Therefore, Tourism's economic impacts are an important consideration in economic development as it clarifies the relative importance of tourism and its contribution to economic activity in the area. It is not limited only to activities in the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions, such as, theme parks, amusement parks, sports facilities, museums etc., but tourism and its management are closely connected to all major functions, processes and procedures that are practiced in various areas related to tourism as a system. Tourism industry also involves the functions of planning, organizing, coordinating, training and monitoring-evaluating at all. Therefore, tourism integrated into the functional unit of the economy.

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Tourist had always travelled not only for leisure purposes or for relaxation, there had also been those who had travelled for entertainment and business purposes, either to a meeting, conference, workshop, event and etc., and these people or tourists had contributed to the growth of the destinations they had visited directly or indirectly, and at large developed the event tourism industry. Tourism is an economic sector able to offer a important contribution to the economic growth of a region and to the labor market, and creates occupation opportunities directly and indirectly through the supply of goods and the necessary services for tourist activities. Tourism produces small and medium-sized enterprises' development, creation of new jobs, improvement of infrastructure etc. Tourism is considered as an element of community enrichment, culturally; this is attributed to the meeting of different cultures. By protecting, creating or maintaining national parks or other protected areas tourism can positively contribute to the maintenance of natural environment.

The Industry of Tourism

Defining the tourist industry is not easy. Tourism means different things to different people, because it is an abstraction of a wide range of consumption activities which demands products and services from a wide range of industries in the economy e.g. WTO defines tourism as "the activities of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes", Similarly OECD observes that "tourism is a concept that can be interpreted differently depending on the context.

'Tourism' may cover the tourists, or what the tourists do, or the agents which cater to them, and so on.", while on the other hand WTO states that "tourism is thus a rather general term, which can refer to the consumption of tourists, to a set of legal units or of geographical areas related in a way or other to tourists, or even to the production units supplying goods and services particularly to tourists." Tourism can be defined as a set of socioeconomic activities carried out either by or for tourists. Those carried out by tourists correspond to what tourists do, while those carried out for tourists correspond to what other socio-economic institutions do to support the needs of tourists.

Significance of Tourism

International tourism is becoming a major foreign exchange earner for many low income countries, and it is a principal export for 83% of developing countries and the principal export sector for one third of these countries (World Tourism Organization, 1974). A useful overview of the economic importance of tourism can also be found in World Tourism Organization's Tourism Economic Report (2003). According to the estimates of the World Tourism Travel Council, the scale of the world tourism industry will cover 10.9% of the world's GDP in 2014. The 10-year growth forecast is for US\$9.5 trillion in 2014. Thus, thoroughly investigating all aspects of tourism development and economic growth is extremely important for all concerns (for countries worldwide, see Lee & Chang, 2008). In this perspective, a clear conception of the economic impacts of tourism on an economy with deficit (largely the cases of the developing and under developed countries) would not only carry significance for the economic planners, but also would come to test the justification of tourism investments. The study identifies the expenditures made by the tourism stakeholders to support the activities of the industry and thus, sum up the total cost of the industry. The study is a qualitative quest to know to what extent a deficit economy that would have to import the majority of the products and services to support the tourism, would really be benefited by emphasizing tourism industry over the other productive sectors. There are three main types of tourism: incoming or inbound tourism, domestic tourism, and outbound tourism

Inbound Tourism

People entering the country from their home country, it is a international tourism.

Examples:

- Families from Pakistan entering England to visit relations.
- A party of Japanese visitors coming to Europe on a trip;
- Teams from different countries entering a country for an international event, such as the Olympic Games;

Domestic Tourism

When people take short breaks, holidays and day trips in their own country.

Examples:

- A family visiting relations in another part of the country, even if they live only a few miles away.

- A couple taking a weekend breaks in their own country;
- The supporters of a football team going to an away game featuring their local team;

Outbound Tourism

When people travel away from their home country to visit other international countries for leisure or business.

Examples:

- A day tripper from southern Malaysia visiting Singapore.
- A family from Belgium going on holiday to Austria;
- Business people from the UK travelling to America to visit a major exhibition;

A review of an impact analysis-environmental impacts of tourism

Areas with high-value natural resources, like oceans, lakes, waterfalls, mountains, unique flora and fauna, and great scenic beauty attract tourists and new residents (in-migrants) who seek emotional and spiritual connections with nature. Because these people value nature, selected natural environments are preserved, protected, and kept from further ecological decline. Lands that could be developed can generate income by accommodating the recreational activities of visitors. Tourist income often makes it possible to preserve and restore historic buildings and monuments. Improvements in the area's appearance through cleanup or repairs and the addition of public art such as murals, water fountains, and monuments (part of making a community ready for tourism) benefit visitors and residents alike. Tourism is generally considered a "clean" industry, one that is based on hotels, restaurants, shops and attractions, instead of factories.

Tourism can also degrade an environment. Visitors generate waste and pollution (air, water, solid waste, noise, and visual). Natural resource attractions can be jeopardized through improper uses or overuse. Providing tourist services can alter the landscape's appearance. For instance, visual pollution may occur from billboard proliferation. As tourism develops, demand for land increases, especially for prime locations like beachfronts, special views, and mountains. Without forethought, natural landscape and open space can be lost. The destruction or loss of flora and fauna can happen when desirable plants and animals are collected for sale or the land is trampled. Tourists or the businesses that cater to them often remove plants, animals, rocks, fossils, coral, and cultural or historical artefacts from an area. Uncontrolled visitation or overuse by visitors can degrade landscapes, historic sites, and monuments. Where water is scarce, tourists can overwhelm the available supply. Travellers can also inadvertently introduce non indigenous species, as can increases in the trade of animals and plants. A constant stream of visitors and domestic pets may disrupt wildlife by disturbing their breeding cycles and altering natural behaviours.

Social and Cultural Impact of Tourism

The culture is an identity and the importance that individual people place on local and national social organisations, such as local governments, education institutions, religious communities, work and leisure.

Cultural tourism describes tourist who take part in the cultural activities while away from their home cities. Cultural tourism is that form of tourism whose purpose is to discover heritage sites and cultural monuments on their travels. Keillor in an address to the White House Conference on Travel & Tourism in October' 1995, best described cultural tourism by saying, The theme of culture has grown over the last two decades but no clear definition of culture has been accepted by the community as whole. Culture in modern day terms is seen as a product by governments, large organisations and individual people to develop their own standing in the given market. Wyman states that culture plays important part in the society:

Moreover, cultural tourism relates to those individual groups of people who travel around the world, individual countries, local communities and individual events that seek to experience heritage, religious and art sites to develop knowledge of different communities way of life. This can include a very wide range of cultural tourist experiences. It can include, for example, performing arts, festivals, visits to historic sites and monuments, educational tours, museums, natural heritage sites and religious festivals.

Economic Impact of Tourism

The major benefit of tourism for a region or country is economic as it provides an opportunity for job creation and generation of revenue at international, national, regional and local levels. Tourism can also benefit economies at regional and local levels, as money comes into urban and rural areas which in turn stimulates new business enterprises and promotes a more positive image in an area (Cooper et al., 1993).

Tourism as a Source of Foreign Exchange Earning

The tourism experts have universally accepted that as soon as a country is able to earn foreign exchange from the tourism, which is a minimum of 10 percent of the merchandise exports, that country can be called a "tourism country". The department of tourism, government of India works out quick estimates every year by multiplying the number of tourist arrivals by the estimated per capital expenditure of a foreign tourist. The tourist has to spend in India whether traveling by air, railway, roadways, houseboats etc., while making his tour in any part of tourist interest in India. Tourism is the most convenient way of earnings in foreign exchange, when compared with the export of manufactured goods. The problem of packing and transport does not arise in this industry. The tourism in India is of crucial importance in relation to its critical position of balance of payment problem and as an important source of foreign exchange earnings.

Tourism Impact on Balance of Payment

Tourism helps in improving the countries adverse balance of payment position because the tourism industry is the second largest export earner industry in the world. Developing countries having a deficit balance of payments find it to their advantage to receive foreign tourists to compensate for negative trade balance (Mill, 1990). So tourism industry can play an important role in economic development for a developing country like India.

It can make a vital contribution to narrow any trade deficits of any country. It is not only developing countries but also some developed countries that need to improve their balance of payments through tourism. Tourism is one of the most important export industries of Europe and America.

Impact of Tourism on Income Creation

One of the important economic features of the tourism industry is that an income earned in places of residence is spent in places "visited" (Holloway & Robinson, 1995). Tourism is an instrument in transferring a vast sum of money from "income generating" countries to "income receiving" countries. The money spent by tourist does tend to percolate through many levels. Thus, money spent by tourists generates income in multiple times than the original spending. This is called "multiplier effect". Tourism; particularly international tourism helps the economy of a country with a number of multiple of the tourist's original dollar. The multiplier effect of tourism can be measured by the following aspects:

- Sales multiplier
- Output multiplier
- Income multiplier
- Employment multiplier.

Tourism as a source of income is not easy to measure at least with any degree of accuracy. However, the most common method for estimating the income generated from tourism is to determine the "multiplier effect" in a destination. The flow of money generated by tourists by tourist spending, multiples, as it passes through various segments of the economy. A tourist makes an initial expenditures into the society, which is received as income by local tour operators, shopkeepers, hotels, taxi drivers etc.

Employment Generation Effects of The Tourism

The tourism industry is highly labor intensive service industry and hence, it is a valuable source of employment. It provides employment several times more than normal manufacturing industries. Several type of business firms such as hotels, motels, restaurants, transport agencies, travel agents, tour operators, gift shops, car and rickshaw drivers, guide etc. flourish from tourism. It employs large number of people and provides a wide range of jobs, which are intended from unskilled to highly specialized one. Then, there are other supporting industries, small and large, which in turn, cater to the needs of tourism industries directly, or indirectly providing and supplying the requirement of the tourists. The following list ranks various businesses, with the highest employer at the top:

- Food service
- Entertainment
- Accommodation
- Automobile transportations
- Public transportations
- Travel arrangers.

Another major direct economic effect of tourism relates to employment (Inskip, 1991). The unemployment impact of tourism is diffused widely over the economy affecting almost all parts of the services and other sectors.

Expansion of Literacy and Education

Hotel management institutes, food craft institute, fashion design schools, colleges and university departments run these tourism-related courses. Tourism also helps in expansion of education and literacy in a big way. It helps us to broaden our mental attitude by interacting with various people their languages and cultures.

Infrastructure Development and Tourism

Tourist arrivals in a country increase effective demand for the infrastructure facilities. The government must encourage the private sector to put up tourist infrastructure. An attempt must be made to develop infrastructure in a planned manner so as to avoid congestion, overcrowding and damage to the environment. That is where the role of the government is important. Tourism necessities help in creation of infrastructure utilities and amenities, which are not only used by the visitors but become valuable to the local population as well. The economic importance of tourism in national economy can be appreciated with reference to its contribution in infrastructure development (Mathieson & Wall, 1982).

Contributing National Income

Towns with strong economies can look for tourism that complements other community goals such as preservation of historic buildings, creation of recreational amenities, and expansion of food/lodging options. Troubled economies may benefit from tourism. However, government officials should plan so that new tourism developments are sustainable.

Instrument of National Integration

National integration is a very important aspect for any country of the world rather than any other economic and social aspect. It is a very significant instrument for India, especially which is the largest secular democratic country of the world believing in the concept of "unity in diversity" domestic tourism increase the national integration.

Enhancing Investment Opportunities

As per the studies of the WTO and other related studies tourism is one of the fastest growing industry in the world with various multiple activities. These, the inputs are the basic incentives to the traders for the expansion of their business or for launching new products in this segment.

Balancing Regional Development

The tourism industry can develop particular tourist areas in each district. Tourism can develop all these regions of the country. As a matter of fact tourism has helped in the regional development of the various districts of India including the surrounding towns and markets. Balanced regional development is an important factor for optimum, smooth and overall development of a country (Inskip, 1991).

Raising living standard

Due to numerous economic benefits of tourism and its potential growth it helps in the increase of standard of living of the people by offering new and better jobs, which in terms helps them to improve the quality of life and their families.

Taxation in tourism

Lodging tax revenue to the city (or state) should increase since travelers account for virtually all lodging tax receipts. Increased tax burdens to expand infrastructure and public services will be passed on to property owners through increased property taxes. Increased retail activity from restaurants and tourist shopping will add state and local sales tax revenue.

Reducing Poverty

Tourism activities can reduce the poverty through the increase in national income, employment generation; foreign currency earnings, regional development, promotion of local handicrafts and many more (Mill & Morrison, 1992). Almost all the developing countries are trapped in vicious circles of poverty with low per capital income and low national incomes.

Conclusions

Directly and indirectly tourism festivals have major affects on the local economy. The expenditure by visitors on local goods and services has a direct economic impact on local businesses and also these benefits pass more widely across the community. Since, in the world present circumstances, diversifying the economy, enhancing human development indicators, reduce the problems of industrialization and pollution excessive cities, employment, cultural exchanges, environmental protection and ultimately sustainable development including the challenges facing the country are considered, importance of desired topic is completely clear. On the other hand, cultural tourism does not take into account the loss of local beauty, environmental degradation and effects it creates on the local people of the host communities through their direct and indirect involvement with tourists.

For many developing countries tourism is one of fundamental pillars of their development process because it is one of the dominant activities in the economy, while for others, particularly by islands and some small economies, it is the only source of foreign currency and employment, and therefore constitutes the platform for their economic development. Therefore, Tourism planners must realize that these three concepts, 'the environment, the economy and the society are inextricably linked... like a spider's web- touch, one part of it and reverberations will be felt throughout'. This study, for the sake of its ultimate fulfillment, calls for larger quantitative study. If proper studies are done on this issue and long term strategies are taken in action, the efficiency and impact of tourism development is expected to be much higher. Directing tourism growth toward local needs, interests, and limits can greatly enhance tourism's value to the community and help create a sustainable industry. Many small communities have the skills and resources for successful tourism development. Creating a local tourism industry is not a daunting task, but making tourism really "fit" the community requires work. Creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity.

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