AN ANALYSIS OF THE DEVELOPMENTAL IMPACT AND NEGATIVE CONSEQUENCES ASSOCIATED WITH TOURISM ON SOCIETIES

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ABSTRACT

The importance of tourism development in preserving both natural and man-made environment cannot be overemphasized. Likewise, tourism depends solely on the environment to exist and survive This paper analyses the developmental impact and negative consequences associated with tourism on selected countries that is Kenya and India. It specifically

Introduction

Tourism has been identified as a critical sector in the service industry having high prospect of generating growth and development. The multiplier effect of tourism development spans through all spectrum of society- social, political, cultural to the extent that both nations of the developed and undeveloped benefits immensely. Tourism has been reborn as a possible tool to spur development while at the same time benefiting the environment and local social condition without harming the environment (Reynold and Braithwaite, 2001). Tourism is not limited only to activities in the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions, such as 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. Also, tourism industry involves the functions of planning, organizing, coordinating, training, monitoring and evaluating at all levels (international, national, regional, local). (Simoni & Mihai, 2012).

Although people 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 as a whole. One will agree that tourism whether on a large scale or low scale, in no small measure affects the host community. This is particularly evident during the period of the events and sometimes afterwards. Tourism is an activity that contributes to a better understanding of places, people and their cultures. This work intends to use two countries from Africa and Asia (Kenya and India), to

discusses such issues as social and cultural impacts of tourism development, negative socio-cultural impacts of tourism, environment impacts of tourism, tourism potentials of the selected countries and their tourism development impacts. The study concludes that despite its attraction and multifaceted characteristics, tourism is not an easy sector to develop. It thrives, first of all, in an atmosphere of peace and security. It requires good marketing, market research, interpretation, orientation and promotion to be successful. In the end, some crucial recommendations are presented such as understanding the overall picture of environmental and socio-cultural impacts of tourism activities at destinations and environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources.

Keywords: Tourism, developmental impact, negative consequences, societies

study how tourism can help in the development of other aspects of a country (other than financial).

Tourism in <u>Kenya</u> is the second largest source of foreign exchange revenue following agriculture. In retrospect, the contribution of tourism to the national economy cannot be underestimated. Tourism plays an ever increasing and crucial role in the growth and development of Kenya's economy as the agricultural base, traditionally the country's main source of foreign exchange earnings, declines.

Tourism in India has a strong relevance to economic development, cultural growth and national integration. India is a vast country of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders (palaces, temples, mosques, forts, etc.), caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world, her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist.

The objectives of the paper includes;

1. Documenting the impact of tourism on the socio-cultural, infrastructural and environmental aspects of the case studies (Kenya and India).
2. Discussing the positive and negative impacts of tourism on these countries.

SOCIAL AND CULTURAL IMPACTS OF TOURISM DEVELOPMENT

The socio-cultural impacts of tourism described here are the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry. The interaction of the two groups will be a major issue in affecting the types of impacts. "When there is large contrast between the culture of the receiving society and the origin culture, then it is likely that impacts will be greatest." (Simoni & Mihai, 2012).

Social impacts of tourism refer to changes in the lives of people living in destination communities. Cultural impacts of tourism refer to changes in the arts, artifacts, customs, rituals, and architecture of a people. The term socio-cultural impacts socio-cultural impacts refers to changes to resident's everyday experiences, as well as to their values, way of life, and intellectual and artistic products. For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers, leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify.

Impacts arise when tourism brings changes in value systems / behavior, threatening indigenous identity. Changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. Socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups and as negative by others.

Negative Socio-Cultural Impacts of Tourism

Commodification: Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity." Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur. Sacred sites and objects may not be respected when they are perceived as goods to trade.

For example, the Keechak Dance, part of the traditional religious ritual, performed originally only on special occasions in Bali's Agama Hindu culture, has been shortened, taken out of its religious context and performed on a daily basis, to paying tourists groups.

Loss of authenticity: Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of

their products to bring them more in line with the new customers' tastes. While the interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commodification of cultural goods.

Standardization: Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and drinks, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains.

Culture Clashes: Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnicity, religion, values, lifestyles, languages, and levels of prosperity. The result can be an overexploitation of the social carrying capacity (limits of acceptable change in the social system inside or around the destination) and cultural carrying capacity (limits of acceptable change in the culture of the host population) of the local community. The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism, when anti-tourist attitudes begin growing among local people.

Irritation due to tourists' behavior: Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. When they do, they can bring about irritation and stereotyping. They take a quick snapshot and are gone, and by so acting invade the local peoples' lives.

In many Muslim countries, strict standards exist regarding the appearance and behaviour of Muslim women, who must carefully cover themselves in public. Tourists in these countries often disregard or are unaware of these standards, ignoring the prevalent dress code, appearing half-dressed (by local standards) in revealing shorts, skirts or even bikinis, sunbathing topless at the beach or consuming large quantities of alcohol openly. Besides creating ill-will, this kind of behavior

can be an incentive for locals not to respect their own traditions and religion anymore, leading to tensions within the local community.

Job level friction: In developing countries especially, many jobs occupied by local people in the tourist industry are at a lower level, such as housemaids, waiters, gardeners and other practical work, while higher-paying and more prestigious managerial jobs go to foreigners or "urbanized" nationals. Due to a lack of professional training, as well as to the influence of hotel or restaurant chains at the destination, people with the know-how needed to perform higher level jobs are often recruited from other countries. This may cause friction and irritation and increases the gap between the cultures. Even in cases where tourism "works", in the sense that it improves local economies and the earning power of local individuals, it cannot solve all local social or economic problems

Ethical issues and Crime generation: Crime rates typically increase with the growth and urbanization of an area, and growth of mass tourism is often accompanied by increased crime. The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewellery, increases the attraction for criminals and brings with it activities like robbery and drug dealing. Repression of these phenomena often exacerbates social tension. In Rio de Janeiro, Brazil, tourists staying in beachside five star resorts close to extremely poor communities in hillside "favelas" are at risk of pickpockets and stick-ups. Security agents, often armed with machine guns, stand guard nearby in full sight, and face aggressive reactions from locals who are often their neighbours when they go home.

Child labour: Studies have shown that many jobs in the tourism sector have working and employment conditions that leave much to be desired: long hours, unstable employment, low pay, little training and poor chances for qualification. In addition, recent developments in the travel and tourism trade (liberalisation, competition, concentration, drop in travel fares, growth of subcontracting) seem to reinforce the trend towards more precarious, flexible employment conditions. For many such jobs young children are recruited, as they are cheap and flexible employees.

Prostitution and sex tourism: The commercial sexual exploitation of children and young women has paralleled the growth of tourism in many parts of the world. Though tourism is not the cause of sexual exploitation, it provides easy access to it. Tourism also brings consumerism to many parts of the world previously denied access to luxury commodities and services. The lure of this easy money has caused many young people, including children, to trade their bodies in exchange for T-shirts, personal stereos, bikes and even air tickets out of the country. In other situations children are trafficked into the brothels on the margins of the tourist areas and sold into sex slavery, very rarely earning enough money to escape.

The UN has defined child sex tourism as "tourism organised with the primary purpose of facilitating the effecting of a commercial sexual relationship with a child". •Certain tourism destinations have become centres for this illegal trade, frequented by paedophiles and supported by networks of pimps, taxi drivers, hotel staff, brothel owners, entertainment establishments, and tour operators who organize package sex tours. At the international level, there are agents who provide information about particular resorts where such practices are commonplace. Although sexual exploitation of children is a worldwide phenomenon, it is more prevalent in Asia than elsewhere.

Demonstration Effect: Different approaches exposed to tourists by the younger and older residents of a community. It is theorized, that simply observing tourist will lead to behavioral changes in the resident population (Inskeep,1999). Under these conditions, local people will note the superior material possessions of the visitors and aspire to these. This may have positive effects; in that it can encourage residents to adopt more productive patterns of behavior. But more frequently it is disruptive in that locals become resentful because they are unable to obtain goods and lifestyle demonstrated by the visitors (Simoni and Mihai, 2012). The demonstration effect may also encourage the younger members of the society to migrate from rural areas in search of the "demonstrated" lifestyle in urban areas or even overseas.

Acculturation: Acculturation theory states that when two cultures come into contact for any length of time, an exchange of ideas and products

will take place that, through time, produce varying levels of convergence between the cultures; that is they become similar. Acculturation may occur when the contact is for a longer period and is deeper. (Ronald,2001). However, this process will not necessarily be balanced, as one culture is likely to be stronger than the other. One of the perceived negative effects of this acculturation process is the reduction in the diversity of global cultures. The positive and negative impact of sociocultural development of tourism is summarized below.

Table 1. A summary of the socio-cultural impacts of tourism on societies.

Positive Impact	Negative Impact
Improves quality of life	Excessive drinking, alcoholism, gambling
Facilitates meeting visitors (educational experience)	Increased under-age drinking
Positive changes in values and customs	Crime, drugs, prostitution
Promotes cultural exchange	Increased smuggling
Improves understanding of different communities	Language and cultural effects
Preserves cultural identity of host population	Unwanted lifestyle changes
Increases demand for historical and cultural exhibits	Displacement of residents for tourism development
Greater tolerance of social differences	Negative changes in values and customs
Satisfaction of psychological needs	Family disruption
Promotes peace and tranquility.	Exclusion of locals from natural resources
	Acculturation
	Demonstration effect.
	Prostitution and child sex tourism
	Commodification of culture.

Source: Glenn, 2001

ENVIRONMENTAL IMPACTS OF TOURISM

An attractive environment appeals to tourists, whether natural or built and the development of tourism in a locality will relate to the surrounding area. The term 'environment' refers to the physical setting in which tourism takes place – this could be coastal resorts, historic cities, mountain ranges, pictures villages, sites of cultural interest including museums and national monuments – and which provides the stimulus for travel.

Tourism itself will affect the environment in both positive and negative ways. The following lists summarize these effects:

- Increased investment in the area (may improve facilities, access and enable development);
- Conservation of features encouraged (buildings, wildlife, countryside);
- Increased income for upkeep and preservation of facilities.

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 the more involved a local community is with the development of tourism in an area, the less damaging the impact of tourism may be on that area.

However, the local community may see the benefits of tourism development without being fully aware of the negative effects or costs to the community. Or they may focus on the threats to the environment without seeing the positive aspects. This is where local tourism forums (such as regional tourist boards) can help focus the issues and provide an opportunity for discussion and analysis as well as raising public awareness. This is summarized in the table on the following table:

Table 2: Environmental impact of tourism on societies.

Positive Impact	Negative Impact
Protection of selected natural environments or prevention of further ecological decline	Disruption of wildlife breeding cycles and behaviors
Improvement of the area's appearance (visual and aesthetic)	Introduction of exotic species
Preservation of historic buildings and monuments	Water shortages
A "clean" industry (no smokestacks)	Degradation of landscape, historic sites, and monuments
	Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artifacts by or for tourists)
	Loss of open spaces
	Loss of natural landscape and agricultural lands to tourism development
	Pollution (air, water, noise, solid waste, and visual)

Source: Glenn, 2001

INFRASTRUCTURAL DEVELOPMENTAL IMPACTS OF TOURISM

Tourism infrastructure is among the most prominent determinants of tourism flows in the existing empirical literature. A number of authors, including Gunn (1988) and Inskeep (1991), have cited the infrastructure base of a country as a potential determinant of the attractiveness of a tourism destination. Infrastructure forms an integral part of the tourism package. For instance, road infrastructure enhances accessibility of tourists to different parts of the destination country while sound airport infrastructure ensures that tourists experience a comfortable transition from the plane into the borders of the destination country and vice versa. As such communication infrastructure allows quick and cheap

communication between the origin and destination country as well as provides maximum information about the destination thereby reducing uncertainty, fear and asymmetric information. Other infrastructure such as waste water and energy among others are also believed to result in more reliable services and thus enhance the attractiveness of the destination. The host community also vastly benefits from the infrastructure in so many ways.

TOURISM IN KENYA

Beach tourism, eco-tourism, cultural tourism, and sports tourism are all part of the tourism sector in Kenya (Jollife, 2000) During the 1990s, the number of tourists travelling to Kenya decreased, partly due to the well-publicized murders of several tourists. However, tourism in Kenya is one of the leading sources of foreign exchange along with coffee.

Conference tourism was badly hit during the first quarter, dropping by 87.4% compared to the growth that occurred in 2007. (Maina and Wangui 2008) Conference attendance declined also with 974 people arriving in Kenya during that period while many conferences were cancelled. Business travel declined by 21 per cent during the time period and 35,914 travellers came into the country compared to 45,338 during the same period the year before. (Maina and Wangui 2008)

Tourist numbers reached a peak of 1.8 million visitors in 2011 before sliding because of murders and terrorist attacks in 2013 and 2014 that prompted travel restrictions and advisories including from England. likewise, International tourist arrivals for 2013 were 1.49 million (Maina and Wangui 2008)

Tourism Potentials of Kenya

A large proportion of Kenya's tourism centers on safaris and tours of its great National Parks and Game Reserves. While most tourists do visit for safari there are also great cultural aspects of the country to explore in cities like Mombasa and Lamu on the Coast. The Masai Mara National Reserve is usually where the Maasai Village can be found; a site that most tourists like to visit. In addition, There are also a lot of beaches to visit in

Kenya, where you can experience water boarding, surfing, wind surfing and many more fun activities that are good for Kenya's economy.

Amboseli National Park, formerly Maasai Amboseli Game Reserve is in Kajiado District, Rift Valley Province in Kenya. The park is 390 km2 (150 sq mi) in size at the core of an 8,000 km2 (3,000 sq mi) ecosystem that spreads across the Kenya-Tanzania border. The local people are mainly Maasai, but people from other parts of the country have settled there attracted by the successful tourist-driven economy and intensive agriculture along the system of swamps that makes this low-rainfall area (average 350 millimeters (14 in) per annum) one of the best wildlife-viewing experiences in the world. The park protects two of the five main swamps, and includes a dried-up Pleistocene lake and semi-arid vegetation.

Kora National Park is located in Coast Province, Kenya. The park covers an area of 1,787 square kilometers (690 sq mi). It is located 125 kilometers (78 mi) east of Mount Kenya. The park was initially gazetted as a nature reserve in 1973. It was gazetted as a national park in 1990, following the murder of George Adamson by poachers. (Raynold and Braithwaite, 2001)

Mount Kenya National Park (0°07′S 37°20′E), established in 1949, and protects the region surrounding Mount Kenya. Initially was a forest reserve before being announced as a national park. Currently the national park is within the forest reserve which encircles it. In April 1978 the area was designated a UNESCO Biosphere Reserve. The national park and the forest reserve, combined, became a UNESCO World Heritage Site in 1997. (World Bank, 2008)

Nairobi National Park is a national park in Kenya. It became Kenya's first national park when it was established in 1946. It is located approximately 7 kilometers (4 mi) south of the center of Nairobi, Kenya's capital city, and is small in relation to most of Africa's national parks. Nairobi's skyscrapers can be seen from the park. The park has a large and varied wildlife population. Only a fence separates the park's animals from the city. (Simoni and Mihai,2012) Migrating herbivores concentrate in the park during the dry season. It is one of Kenya's most successful rhinoceros sanctuaries. The park's proximity to Nairobi causes conflicts

between the park's animals and local people and threatens animals' migration routes.

Developmental Impacts of Tourism on Kenya

Kenya has a number of strengths that support its potential for long-term growth (World Bank 2008). Its natural beauty and coastal location provide significant potential, bolstered by an English-speaking work force. Policy choices continue to evolve in the right direction and structural reforms over the past two decades have positioned the country well to fully tap its advantageous geography and promote private-led growth.

The tourist industry in Kenya has prompted the development of many National Parks around Kenya. These are specially protected area which conserves plants, animals and the natural landscape.

With time, sustaining the environments and developing new dimensions in tourism led to the building of the national parks where some animals nearly extinct are kept in safe custody for viewing. Also beautiful sceneries are preserved in the full nature. E.g. Bamburi natures trail near Mombasa.

Tourism also helped in the improvement of other related sectors like the accommodation and transport. The money generated from the tourist sector is used to provide the necessary infrastructure like school, hospitals etc.

Tourism promotes an understanding and respect for local culture such as the Masai. Tourist trips to visit native Masai villages provide a reason for them to preserve their traditional crafts and dancing.

Tourism helps to educate the local people on the importance of protecting their wildlife, in particular endangered species near extinction.

Negative Consequences of Tourism on Kenya

1. Important projects are often sidelined by the Kenyan government as infrastructural developments are aimed at tourists.
3. Environment polluted and natural environments spoiled – boats dropping anchors damages coral, people taking parts of coral

reef, wildlife disturbed by trucks, ground damaged & eroded. This is all due to the fact that tourism was not sustainable.

4. Conflicts between local tribes e.g. Masai Mara and Kenyan government through exploitation of local culture. Local tribal people have been forced to change lifestyle to accommodate tourists, for example Masai people were driven off their land. Nomadic tribes forced of their land Local people can be exploited. Less than 2 % of the money spent at the world-famous Masai Mara National Park benefits local Masai people. Instead, most of the money goes to luxury lodges, transport costs and foreign package tour operators.
5. Overcrowding of game parks & accommodation. Wildlife disturbed - tourist numbers, mini-buses, and balloons.
6. Tourism has been linked to an increase in prostitution in some areas of Kenya.
7. Some of the Masai tribes have been forced off their land to make way for tourism facilities.

TOURISM IN INDIA

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna,1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In

1997, the New Tourism Policy recognizes the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized. India is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further. (www.ibef.org/industry/tourismhospitality.aspx)

Tourism Potentials of India

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewelry, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Medical tourism in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Developmental Impacts of Tourism on India

Tourism industry in India has several positive and negative impacts on the economy and society.

These impacts are highlighted below.

Positive Impacts

Preservation of National Heritage and Environment**:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc., would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

Promoting Peace and Stability: Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc., must be addressed if peace-enhancing benefits from this industry are to be realized.

Negative Impacts

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists come into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed

the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

Tourism also has adverse consequences on the environment and these are divided into two parts

   a. Depletion of natural resources and

b. Pollution.
c. Destruction and Alteration of Ecosystem

Depletion of Natural Resources: Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

(i) Water resources: Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. (www.gdrc.org/uem/eco-tour/envi/index.html). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

(ii) Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

(iii) Land degradation: Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution

(i) Air and Noise Pollution: Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO_2) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas.

(ii) Solid waste and littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.

In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities (www.gdrc.org/uem/eco-tour/envi/index.html).

(iii) Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such

pollution can be seen in the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc.

Destruction and Alteration of Ecosystem

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

CONCLUSION

Despite its attraction and multifaceted characteristics, tourism is not an easy sector to develop. It thrives, first of all, in an atmosphere of peace and security. It requires good marketing, market research, interpretation, orientation and promotion to be successful.

Tourism is a global force for regional development. Tourism development brings with it a mix of benefits and costs. Many countries are developing modalities that will aid the growth of tourism and also to maximize the benefits inherent. In addition, as a destination attempts improve the international competitiveness it tends to offer service and health standard that are more acceptable to the tourist-generating

countries, which are often more developed. Local residents may then have the opportunity to indirectly derive benefits from these developments, which are primarily aimed at the tourists.

Development measures such as the introduction of electricity, the eliminating of malaria hazard, the introduction of anti-crime measures or the paving of roads and the construction of related infrastructure in a resort area can lead to further development and thus an increase in social welfare and also the growth of negative vice like prostitution, child sex, commodification of culture, pollution, acculturation depletion of natural resources among others.

RECOMMENDATIONS

1. The study recommends the introduction of an improved environmental management and planning, because sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism.

2. Tourism activities should also be conducted in a way that will contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources.

3. Governments should make sure that they implement laws and regulations which have been enacted to preserve the forest and to protect native species as the coral reefs around the coastal areas and the marine life that depend on them for survival will also be protected.

4. To promote sustainable tourism in an economy, the national, regional, and local economy should first provide a good investment climate, featuring security and stability, regulation, taxation, finance, infrastructure and labour.

5. Various tourism stakeholders should collaborate and share knowledge and tools in order to understand the overall picture of

environmental and socio-cultural impacts of tourism activities at destinations.

6. There is a need for policy coherence, which can include economic instruments and fiscal policy to reward sustainable investments and practices.

7. Government and private tourism authorities should collaborate with ministries responsible for the environment, energy, agriculture, transport, health, finance, security, and other relevant areas, as well as with local governments.

8. By steering the direction of policy and spearheading sustainability efforts, government authorities can motivate and influence other stakeholders both public and private.

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