



Introduction

- ❖ Economic Impacts are not the only important impacts tourism can have
- ❖ Nature, peoples and cultures also affected



Social and Cultural Impacts of Tourism

- ⊕ *Society* is a community, nation or broad grouping of people who have common traditions, institutions, activities and interests
- ⊕ *Culture* is the practices of a society
- ⊕ Host community concept
 - ⊞ Resource 1: The local residents who serve and interact with guests
 - ⊞ Resource 2: Community's economic system
 - ⊞ Resource 3: Community's infrastructure and government services
 - ⊞ Resource 4: Natural resource of the community and its outlying area



Culture

- ❖ Culture is to a nation what a strong sense of identity is to a person
- ❖ A nation pride in its culture should keep it from being overexposing itself towards any industry
- ❖ At the same time, that same strong sense of cultural identity can lead to fostering of a tourism product that is unique and different



Social and Cultural Impacts of Tourism, continued

- ❁ Social and cultural benefits of tourism
 - ❑ Learn about each other
 - ❑ Sharing of tastes and different ways of thinking
 - ❑ Can generate “critical mass” of interest
 - ❑ Improved standard of living
 - ❑ Preservation of area’s natural and historical sites
- ❁ Using culture to attract tourists
 - ❑ Material goods
 - ❑ Daily life activities
 - ❑ Special expressions of culture



Cultural Heritage

- ❖ If our cultural heritage is to be used for tourism, the society must first value dearly the heritage and understand the desired value
- ❖ As well, the society must preserve and protect its heritage, and develop the community where aspects of this heritage lies.
- ❖ Cultural heritage tourism must be seen as opportunity for both hosts and tourists



Cultural Heritage

- ✦ Architectural and ancient structures
- ✦ Language
- ✦ Religion
- ✦ Folklore: dances, songs, tales
- ✦ Food
- ✦ Traditional crafts and technologies
- ✦ The environment: beaches, reefs, forests, trails



Review of Social Benefits

- ❖ Tourism broadens education
- ❖ Tourism promotes international peace and understanding
- ❖ Tourism breaks down barriers
- ❖ Tourism, if planned properly, reinforces preservation of heritage and traditions
- ❖ It can enhance appreciation of one's culture and heritage
- ❖ It creates new leisure and rec. activities



Unintended Consequences of Tourism on Culture

- ✿ Social carrying capacity
 - ▣ Number of people that a society can bear without substantial damage to its culture
- ✿ Consequences to cultures
 - ▣ Overcrowding
 - ▣ Clash of unfamiliar behaviors
 - ▣ Resentment of residents from need to share resources with visitors



Unintended Consequences of Tourism on Culture, continued

- ⊕ Consequences to less developed, lower income cultures
 - ⊞ Demonstration effect
 - ⊞ Disproportionate wages from tourism compared to traditional occupations
- ⊕ Problem of Crime
 - ⊞ Due to increase in number of potential victims
 - ⊞ Due to resentment and envy of visitors
 - ⊞ Correlation between number of visitors and amount of crime
- ⊕ Effect on native language
- ⊕ Decline in moral conduct of local people



Four Extremes Relating to the Behavior Preferences of the International Tourist

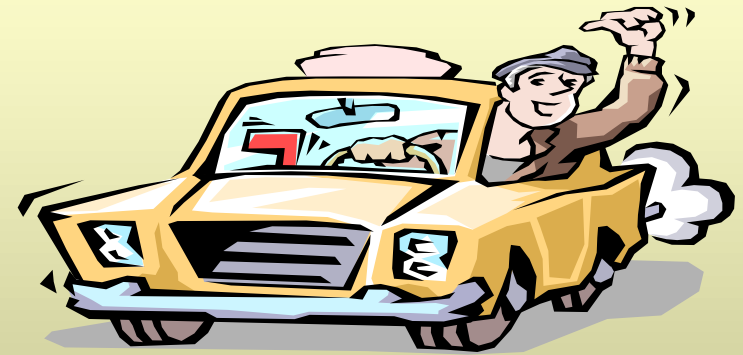
1. Relaxation versus activity
2. Familiarity versus novelty
3. Dependence versus autonomy
4. Order versus disorder





Barriers to Travel

1. Cost
2. Lack of time
3. Health limitations
4. Family stage
5. Lack of interest
6. Fear and safety





Benefits of Tourism - Social

- ✦ Broadens educational and cultural horizons
- ✦ Improves quality of life - higher incomes and improved standards of living
- ✦ Justifies environmental protection and improvement
- ✦ Provides tourist and recreational facilities that may be used by a local population





Benefits of Tourism - Cultural

- ⊕ Reinforces preservation of heritage and tradition
- ⊕ Visitor interest in local culture provides employment for artists, musicians and other performing artists enhancing cultural heritage
- ⊕ Breaks down language barriers, sociocultural barriers, class barriers, racial barriers, political barriers, and religious barriers
- ⊕ Creates a favorable worldwide image for a destination
- ⊕ Promotes a global community
- ⊕ Promotes international understanding and peace



Disadvantages of Tourism - Social

- ✦ Creates social problems
- ✦ Degrades the natural physical environment and creates pollution
- ✦ Degrades the cultural environment
- ✦ Threatens family structure
- ✦ Commercializes culture, religion, and the arts
- ✦ Creates misunderstanding
- ✦ Creates conflicts in the host society
- ✦ Contributes to disease, economic fluctuation, and transportation problems