

# IMPACT OF TOURISM ON THE CULTURE OF OUR SOCIETY

LAXMI NARAYAN SHARMA\*

## ABSTRACT

In ancient time Fa-hien and Huentsang travelled a long distance on foot for the purpose of knowledge. Nowadays when there are easily available means of transportation, tourism is increased tremendously. In tourism external people meet with the local people and there is interaction between them. This interaction leaves some effects on both sides. The subject matter of this paper is how tourism influences the culture of our society. These influences are both positive as well as negative.

Our concern is to motivate the positive influences while to save our society from the negative influences from the tourism or we can say from the tourists. Because we cannot discourage tourism as tourism is a great source of foreign currency income as well as it is necessity of our businessmen. The business of holy places, hill stations as well as tourist places like Mount Abu, Kashmir, Shimla, Manali etc. is mostly depends on tourism. On other hand we should also think that our country's culture and literature are very important, they should not be harmed at the cost of tourism. Culture involves many things like traditions, customs, faiths, festivals, belief, song, ideas, clothing, way of life etc. despite of many attacks on our country from the foreigners they are mostly intact. Now the question is how we save our heritage from the negative effect of tourism.

## INTRODUCTION

Indian culture is one of the most ancient culture of the world. It is thousands of years Indian culture is very rich with its prosperous literature of vedic era unique tradition, civilization, hundreds of different languages spoken is different part of the country, many different kinds of dresses worn by different regions of the country actually Indian culture is a mixture of many culture seen in different part of this country. These culture are so unique that one can identify a person's locality of he/she is Rajasthani or Gujarati or Punjabi or Kashmiri or Bengali or

Manipuri etc. the folk dancer, folk songs; folk stories are also their identification. Perhaps these are no other country in the world which has so varieties. Despite of so much diversities of language, tradition, clothing systems, worshipping etc. Indian is integrated as one country since very ancient era. Our prosperous and unique culture is our heritage. This country has born many attacks of foreign powers but they could neither disintegrate this country nor destroy our culture.

---

\* Assistant Professor, Department of English, Madhav University, Pindwara, Sirohi.

**Correspondence E-mail Id:** editor@eurekajournals.com

Indian culture is so enchanting that lacks of foreigners came here to visit it every year who are called tourists. Visiting different place by these tourists is called tourists when people of different culture come is contact or interact they impact each other. This impact or influence may be positive or negative. The aim of this paper is to discuss how positive impact may be encouraged and to save our culture from the negative impact.

## **CULTURE AND TOURISM**

Actually a culture is the identification of a society. Culture involves many things like tradition customs, faiths, festivals, beliefs, folk songs, folk dances, folk stories, idea, clothing, way of life, processes of worshipping etc. Indian culture is one of the most ancient cultures of the world

Tourism obviously means movement of peoples from one place to other place (s). Tourism many change from routine life visiting new places, meeting new group of people. Getting new ideas and experiences, observing new ways of life expanding tourism means changing expanding views and environment. Without change everything starts rotting change is an inevitable principle of nature. So birds fly animals wander water and are flow. So people also travel from one place to other and also influenced by the culture of host country. Tourism is a cultural phenomenon. It influences culture and society and it is itself influenced by the host country and society

## **INFLUENCE OF TOURISM ON THE LOCAL CULTURE**

Culture of host country tourism and tourism affect the culture and civilization of the host country or local region to a great extent. Causing a great change is the community of host country. Especially of underdeveloped or developing third world countries are too much affected by the tourism coming from developed countries. Local people see these foreign tourists curiously noting

how they speak, how behave, how they work and how they respond, the influence on local people may be desirable as well as undesirable. The impact of tourism on our local culture heritage and civilization may be negative along with positive.

## **TOURISM AND INDIAN CULTURE**

India's culture is unique in the world. Unity in diversity is the salient feature of it. It is one of the most ancient cultures of the world. To respect our guests is also India's important feature. We welcomed many religion followers who later on became the part and parcel of this country. Despite of the changes of thousands years in the world it is almost intact, remained as it was thousand years before. But after the quick development in the field of transportation in previous one or two centuries tourism also developed with fact pace Before two hundred years people travel within their own locality and environment, having same culture, same language and other same feature, but now people travel across the globe. Impact of these tourists and tourism on Indian culture is positive as well as negative also. Now let us discuss what positive and negative impacts are.

## **POSITIVE IMPACT OF TOURISM**

Tourism gives opportunity to the local crafts and culture for their development by gaining monetary incentives. Tourists are attracted by India's ancient art, culture folk songs, folk dances etc. They appreciate them and buy the products. The tourists have to buy tickets to visit the art galleries, forts, museums, zoos, temples, historical place, theatres where folk dance, folk songs, etc are displayed. Through tourism our culture art, scripture, Folk dance, folk songs, etc go to the far off lands of the world via photographs, videos, films and recordings which attract more new tourists. Consequently the local artisans and artists get opportunity to increase their income. This money from the

tourists encourages the artisans and artists to produce more products and programmers. In this way the development of tourism and Indian culture and arts are complementary to each other. Tourism is developed due to our ancestral ancient culture and our culture and arts are developed due to tourism. Money is the main attraction for the artists and arts for development Tourists are too much attracted when they see India's peculiar dances like Kathakali for the character's enchanting make up, elaborate costumes, detailed gestures and well defined body movements presented harmonized with the anchor playback music. In the same way other dance like Bharatnatyam, Bhangra, Garaba, Ger dance and East Indian dances are also very attractive for the tourists. Many tourists stay here to learn about these dances, Tourism also give employment to the unemployed youths. The business of holy place, hill stations, historical places like Shimala, Manali, untee, Mahabale shwram, Mount Abu etc depend only on tourism. Many young men serve these tourists as guides, photographers, vehicle drivers etc and earn enough in seasons. Most of the tourist places are turned to be multi lingual. The guides, photographers, shopkeepers and even street venders can talk with the tourist in their language very fluently which in a welcoming attitude.

### **NEGATIVE IMPACT OF TOURISM**

Although we consider tourism as the source of employment, foreign currency and good for our GDP yet it causes undesirable social and cultural changes. Tourism often causes the destruction of social fabric of communities. As tourists come in

large number, the more there is a risk of that place losing its identity. Tourism may be fatal or inflict our value system, moral values, customs and traditions. Tourism may be very harmful for our ecosystem and environment. Our culture, moral values, spiritual spirit which are our ancestral heritage and are still intact despite of being ancient of millennia are likely to be harmed by uncontrolled and unchecked tourism. To see how tourism is fatal for our culture, customs, traditions, moral values, go to Goa and see how there tourists are lying there almost naked, young man as well as young women. Our cultured people cannot see them with their family. Besides it tourism may accelerate the drugs, prostitution and human trafficking, if it is not suitably checked

### **CONCLUSION**

Tourism is no doubt one of the most important monitory beneficial sources. It has taken a form of industry. Despite of negative impact of tourism on our heritage and culture now we cannot over look or avoid tourism. Tourism has become the means of income for millions of people. The business of almost all holy places, hill stations is entirely depending on tourism and tourists. On national level also tourism is very important for getting foreign currency. So we cannot even think of banning tourism. Question is only to make tourism more fruitful and try our best to save our heritage and culture. At all tourist places government holds winter festival as well as summer festival where national level artist are called to exhibit their art.