



A SOCIAL IMPACT OF TOURISM DEVELOPMENT IN MAHARASHTRA

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Abstract:

The paper exposes the Social feasibility of the tourism industry in Maharashtra by employing secondary data taken from various national reports, journals, books, magazines and other pertinent literature of this discipline. Tourism industry acts as a powerful agent of both economic and social change. It stimulates employment and investment, modifies economic structure and makes positive contributions towards social structure. The main objective of the research paper is to get a light the prospects of tourism industry in Maharashtra in the era of globalization. Tourism is much more than an economic activity; it has become a way of life. Without ignoring the problems of tourism industry and its implications on the future growth of tourism industry in Maharashtra, we make an attempt to identify the social impact of tourism industry in the present scenario.

Keywords: social impacts, culture, child labor

INTRODUCTION:

The social impact of tourism, when we explore social aspect in Maharashtra shows that the effect of tourist host interaction has been maximal on a certain section of the society which is Young men, and children. They interact most frequently with the foreigner tourists who have a longer duration of stay and are interested in the originality. These tourists act as models of emulation. The emulation of western ways of life and impact on escapist members of society makes demonstration effect a valuable conceptual tool for study. However, it needs to be noted, that the Tourist-host interaction is mainly limited to the social interface. Peasant families and women who have little exposure to tourists are not much affected as compare to high class people

The social scientist who forecast the nature of society in the future seem to indicate that all modern countries are progressing towards life styles which favor the growth and development of tend to the more venturesome and tourism. Increasing number of people their teens and twenties tend to the more venturesome and willing to travel to place all out the world. They also use means of travel which perhaps the older person at youth hostels, or other low priced accommodation. Rising standards of living, technological improvements resulting in increasing productivity per worker, increase leisure time with decrease in work week, increase in leisure time with decrease in work week, longer vacations, changes in the age compositions in the population the increasing level of educational attainments, better communication, increased social consciousness of people for the welfare and activities of other people thought the world, and shrinking of world by fast jet travel have combined to produce great interest in travel. Domestic travel within all countries has also been increasing

and the sociological, economics and technological changes likewise favor this type of travel. The power of travel to increase understanding and appreciation among peoples of the world is very significant. It has a great educational value. Realizing the tremendous social benefits occur due to tourism.

Profile of Maharashtra

Maharashtra with a geographical area of 3,07,713 Sq. Km is the 3rd largest state in India in terms of area, with a coastal line spreading more than 720 kms and 2nd in terms of population (96.75 million). It occupies a broad portion of the Deccan Plateau. The state has a large untapped tourism potential, with attractive tourist destinations which consists of beaches, forts, hill stations, heritage and sanctuaries. The famous attractions include Mahabaleshwar, Matheran, Ajanta, Ellora, Elephanta and Murud-Janjira, among others.

Objective:

- ❖ To study impact of tourism on social aspects in Maharashtra.

Methodology and Data Source:

To analysis the sociological impact, the researcher adopts the following approach:

The secondary information published by detaches and other agencies engaged in the promotion of tourism during last one decade were analysis with reference to sociological aspects. To fulfill above objective the data collected through secondary sources e.g. News paper Magazine internet Reference book, Research Article, journals, Tourism Reports. Present work has totally descriptive manner.

Social Aspects of Tourism:

Tourism is a socio-cultural event for the traveler and the host, part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and way of life international travels brings the

residents of urban industrial societies to less developed nations and culture. The contrast between resident and visitor under these circumstances is because of the difference in language, cultural values, economic development and politics. Such differences are also observed in domestic tourism and this brings people of different backgrounds and lifestyle together and can lead to conflict concerning land use and economic priorities in the destination areas. There is some doubt as to whether tourism is a cause or symptom of change in this rapidly evolving world. Cohen has challenged the popular notion that tourists are a major factor socio cultural change. This view prevails particularly in the areas from which tourists originate, where people are aware of tourism but not of other factors of change in popular destination areas it is often not shared by the people of the areas itself, whose attitudes to the consequences of tourism are left unexamined.

Impact of Tourism on Social Aspects:

Tourism often brings many economic benefits to a state, but there can also be several environmental and social impacts if it is not done in a respectful manner. Poor state receives the largest impact due to the fragility of their economic infrastructure and social systems.

Tourism may have many different effects on the social and cultural aspects of life in a particular region or area, depending on the cultural and religious strengths of that region. The interaction between tourists and the host community can be one of the factors that may affect a community as tourists may not be sensitive to local customs, traditions and standards. The effect can be positive or negative on the host community (Mathieson & Wall, 1982)

Loss of local identity and values

Sometimes a destination is sold as a tourism product and local communities have to change their religious rituals, festivals and traditional ethnic rites to conform to tourist expectations. There is a loss of authenticity due to adapting cultural expressions to the tastes of tourist like performing shows as if they were “real life”.

Cultural clashes:

Tourism implies movement of people to tourist destinations to get a job. The mixture between different cultures, religious groups, lifestyles and levels of prosperity can cause cultural clashes and a difficulty of adaptation to this new life Attitude of locals towards tourism development can go through stages of

Maharashtra, where visitors are very welcome, through apathy, irritation and potentially antagonism, when anti tourist attitudes begin growing among local people. The different lifestyles and economic inequality between tourist sand local people can cause changes in the behavior of the locals trying to copy the tourist sand live in the same way, which is not possible and makes them feel very frustrated.

Crime generation:

Crime rates typically increase with the growth of mass tourism. The presence of large numbers of tourists with a lot of money to spend, often carrying valuables such as cameras and jewelry, increases the attraction for criminals and brings along activities like robbery and drug dealing.

Child labor:

International Labor Organization studies show 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

Maharashtra, Gujarat and Rajasthan have the highest proportion of children aged 5-14 years engaged in child labor in India. Gujarat and Rajasthan each account for approximately eight percent of child laborers aged 5-14 years in India with Maharashtra accounting for an estimated five percent (NSSO,2009-10).

As well as following points explore the social impact of tourism

- There can be an improvement in local life through better local facilities and infrastructure which could lead to better education, health care, employment opportunities and income.
- Conservation of the local cultural heritage of an area and rebirth of its crafts, architectural traditions and ancestral heritage;
- Urban areas which may be in decline can be revived and the movement of people from rural areas to urban areas for employment may be reversed as jobs will be available in the tourism industry;
- Increase in youth exchange programmers, village tourism, home swap programmers and voluntary work overseas.

Conclusion:

This work has attempted to study the social impact of tourism development in Maharashtra, the finding of the research led to the following conclusion. Tourism can contribute to social and cultural changes in host communities; this includes changes in standard

of living and their social life. Negative social impacts (child labor, crime generation) have been under researched due to the fact that it is often difficult to measure and to a large extent are indirect. These impacts are capable of threatening the survival of tourism destinations if measures and policies are not developed to address the negative issues. For the effective development of the potentials in the tourism industry, government should formulate and design policies and laws related to development of travel industry as well as travel education scenario in Maharashtra.

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