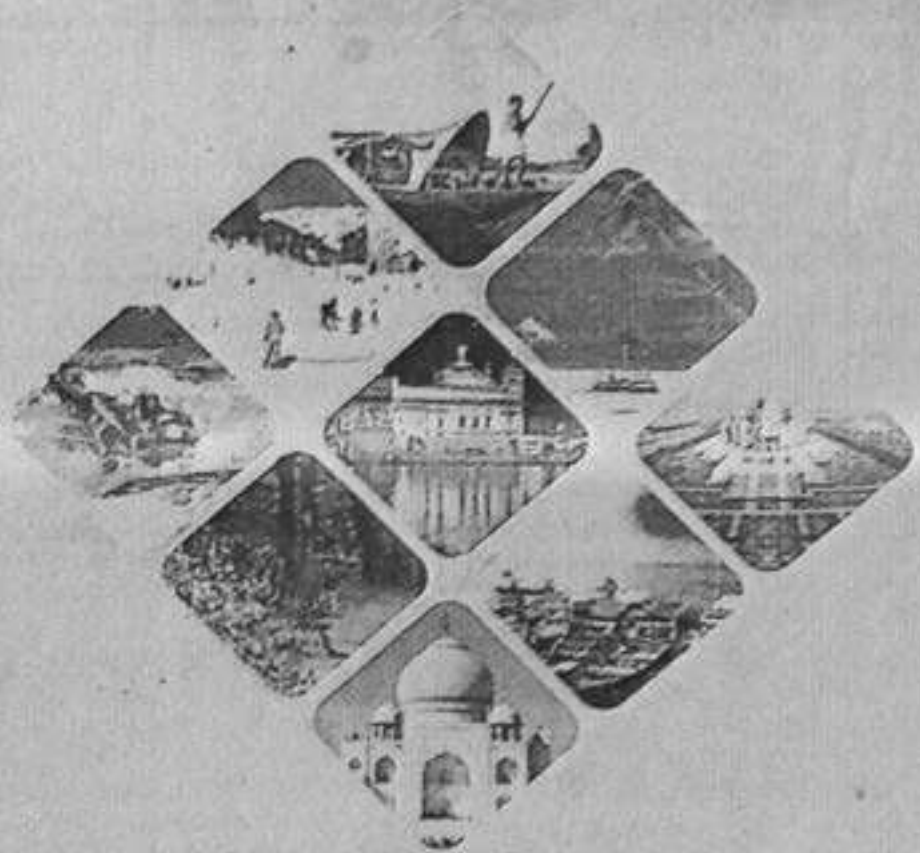


Miranda Kanker

TOURISM IN INDIA OPPORTUNITIES AND CHALLENGES



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Socio-Cultural Impact of Tourism in India

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Brief Outline

Tourism is the vital breath in the human activity while making a prolonged journey from place to place. It is a human desire to make a round of the places of interest religious spiritual natural beautiful places, monuments, ancient cities, historical sites, pilgrimage centers and places that arouse curiosity. The charm of inquisitiveness is found in the sphere of tourism. A tourist is anxious to exert himself to study and survey to investigate and learn to find and observe the natural phenomenon and human skill around the globe. Tourism is a triadic composition of social, cultural and natural phenomenon, which has emerged as one of the world's largest industry. It is of course the fastest growing industry where human spirit is deeply involved to know more and more about the mysteries of nature in wanting. The tourist is a keen personality with a keen interest in these phenomenons. The tourist is therefore the basic unit of measurement of trade, production, employment generation etc. in this industry. Tourism has been a major source of intercultural contact. Research on many touristic countries suggests that their socio-cultural structures have changed considerably under the influence of tourism. These changes, both positive and negative, have varied from country to country. The reactions of the hosts in the face of these changes have been quite diverse, ranging from an active resistance to a complete adoption of Western culture. The choice of strategies to cope with changes wrought by tourism depends on the socio-cultural characteristics of the host community and the level of change affected by tourism. It is proposed that a previously homogeneous community characterized by particular responses to tourism becomes diversified and groups exhibiting different responses to tourism emerge within the community as a result of touristic developments. This paper focuses on the socio-cultural impacts of tourism and covers all major aspects relating to tourism.

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