



# Impact of Tourism on Indigenous Culture in Himachal Pradesh

**Dr. Leena Sharma**

Assistant Professor in Zoology, Govt. College Daultpur Chowk, Distt. Una, Himachal Pradesh

## Abstract

It has been recognized that tourism, particularly for people of indigenous descent, is an engine for social and cultural transformation. Both the loss of cultural integrity and the potential for revitalization or enrichment have frequently been linked to tourism. The literature typically prioritizes description over effect, making few attempts to forecast potential effects of tourism.

This study offers a model of cultural change that was developed inductively through conversations with Himachal Pradesh communities. It is observed that physical, cultural manifestations, or cultural expressions, are frequently a product for tourism. Many host communities exchange their cultural expressions for the advantages that come with tourism. Cultural manifestations thus serve as a direct conduit between the visitor and the local culture.

According to the approach, cultural expressions are interconnected, and altering. One has an impact on others. A cultural expression's significance to the culture, the number and strength of links between it and other aspects of the practice that uphold social structure and benefit the individual and the community physically determine how much of a change it undergoes and how far-reaching the effects are. Indigenous employment, foreign exchange reserves, cultural preservation and education can all rise as a result of tourism. Negative effects of tourism include crime, social unrest, loss of autonomy, human displacement, disruptions to subsistence, and other disruptions to the host culture. According to analysis, the effects of tourism are amplified when visitors change the economic foundation of their hosts, especially the relationships between indigenous people and their land. Thus, detrimental tourism impacts can be mitigated in small scale societies by preventing tourist activities and influences from invading the territory of indigenous land acquaintances.

**Key Words:** Tourism, Indigenous, Transformation, Cultural Expression, Impact

**Introduction:**

Tourism industry in Himachal Pradesh has wide scope to flourish and provide a new direction to the economy of the state. Tourism potential is only next to hydro-electric power potential in the state. There are sufficient opportunities for wildlife lovers and sportsmen. The adventure sports like trekking, mountaineering, rock-climbing, and heli-skiing, hang gliding, skiing, water sports including water skiing, river-rafting, fishing, golf etc. can be perused here. Tourism does not exist in isolation. It consists of certain components, three of which may be considered basic components of tourism namely transport local and accommodation. The fundamental attraction of tourism is Pleasing weather, Scenic attractions, Historical and cultural factors, Accessibility, Amenities and Accommodation.

Tourism can be divided into broad categories as follows:- Cultural Tourism, Religious Tourism, Educational Tourism, Exploratory Tourism, Commercial Tourism, Adventure Tourism, Eco- Tourism, Health Tourism , Sports Tourism and Cinema Tourism. The tourist sector in Himachal Pradesh is expanding and contributing significantly to the creation of jobs and economic prosperity in the area. It is anticipated that the establishment of businesses, the development of infrastructure, and the creation of jobs will all have a substantial impact on the socioeconomic development of the state. Tourism has the capacity to help other economic sectors through its backward and forward connections and cross-sectoral synergies with businesses including agriculture, horticulture, poultry, handicrafts, transportation, and construction among others. Spending on tourism brings about a number of transactions that demand the supply of goods and services from these related businesses. As a result of tourist spending, consumer demand rises, creating more jobs and having a positive multiplier effect on the economy. How well a region develops tourism is dependent on its resources. Due to the tourism industries growing impact on the environment's resources, it is now more crucial than ever to encourage eco-friendly tourism. Himachal is a well-known tourist attraction both domestically and internationally. Domestic tourists come to this hill state for a number of reasons, such as to take in the peace and quiet, to escape the oppressive heat of the lowlands, to relax, or to perform pilgrimages Chauhan (1988). Visitors from other countries are drawn to the hill state because of its historical significance.

Tourism can increase indigenous jobs, foreign exchange reserves, cultural preservation, and education. Deleterious touristic impacts involve human displacement, subsistence disruptions, social conflict, loss of autonomy, dependency, crime, and other disturbances of the host culture. Analysis suggests that the impacts of tourism are magnified when tourists alter their host's economic base, particularly the indigenous land utilization and tenure relationships. Therefore, negative touristic impacts can be moderated in small-scale societies by keeping the activities and influences of tourists out of the domain of indigenous land relationships. Increased tourism leads to the erosion of indigenous cultural practices, traditions, and language due to the influence of external cultural values. There is a huge potential of tourism in Himachal Pradesh and sustainable tourism practices can mitigate negative impacts on indigenous culture while promoting economic development. The focus of the present study is to

analyze the Impact of Tourism on Indigenous Culture in Himachal Pradesh. This study has relevance in the present circumstances. The impact of tourism on Indigenous cultures is complex and multifaceted, often encompassing both positive and negative aspects. To mitigate negative impacts while maximizing benefits, it's crucial for tourism initiatives to be community-led. This means respecting Indigenous rights, engaging in meaningful partnerships, and ensuring that the economic benefits are distributed fairly. Sustainable tourism practices that prioritize cultural integrity and environmental stewardship can help foster a more equitable relationship between tourists and Indigenous communities.

### **Review of Literature:**

The tourism industry has been developed tremendously over the last few decades. Its multifarious benefits, the magnitude of impacts and its future growth prospects have all together made the tourism a subject of extensive study and research. Tourism infrastructure has been a point of concern for several researchers in India. Kandari (2002) studied the impact of tourism on the biodiversity and sustainable development. Chib (1980) concentrated their research and discussion on infrastructure for tourism in India. Chauhan (1988) and Nafees (2001) made a study on world tourism and evaluated the role and impact of tourism vis-à-vis development in India with reference to 42 other countries having various types of economies. Further, some of researchers have made study on mass tourism, its impacts, eco-tourism, cultural and heritage tourism, sports tourism, challenges of tourism industry, economic impacts, religious tourism and development of tourism (Chawla 2003., Gardener and Sinclair 2002., Stephen 2003). Most of the studies conducted on Indian perspective are focused on general tourism concepts, impacts of tourism and study of the state's tourism development corporations (Gupta 1994., Balokhra 1998., Negi 1998., Gardener and Sinclair 2002). Thus it has been observed from review of literature on different aspects of tourism, that the studies have been carried out on the tourism, its development and its impact on various fields (Naib and Gulab 2000). These studies have relevance in the present circumstances. There has been a tremendous change in the growth and potential of tourism industry these days. Much work has not been done on the impact of tourism on Indigenous Culture.

**Objectives:** The present study is mainly concerned with the potential and impact of tourism industry on the indigenous culture in Himachal Pradesh. The pinpointed objectives of the study are :

- To understand how tourism affects the preservation of indigenous traditions, languages, and cultural practices.
- To assess the role of tourism in revitalizing or diluting indigenous cultural expressions.
- To develop strategies for sustainable tourism that balances economic growth with the protection of indigenous culture and heritage.

These objectives can guide research into understanding the multifaceted impact of tourism on indigenous cultures and help shape policies that promote sustainable and respectful tourism practices.

### **Methodology:**

This study is based on secondary data. To make the study more relevant and authentic, various sources have been consulted. These are: Publications of Government of India and Himachal Pradesh, Books and journals, Research reports, Tourist guides and pamphlets, Publication of H.P. Tourism Development Corporation, Magazines, articles and newspapers and Existing literature of tourism. Keeping in view the nature of study, the data collected has been analyzed.

### **Impacts of Tourism**

Tourism often brings with it new infrastructure and new investment. Development can improve health and travel provisions, as well as prompt an influx of higher quality commodities. But perhaps tourism's most important advantage is that it brings opportunities for increased understanding between people groups: the cultural exchange that can happen between people of very different backgrounds and situations has the potential to be enlightening on both sides. The way the tourism sector perceives indigenous cultures is frequently extremely intrusive. The desire of tourists to interact with traditional culture in a "legitimate" way can trap indigenous people in a state of stagnation, forcing them to recreate their ethnicity in a way that is both photogenic and palatably appealing to outsiders. This often results in commoditization of cultural markers, so that religious practices, cultural observances and festivals are sanitized or embellished to attract and impress tourists. Commodification can lead to a lack of respect for traditional symbols and practices, and to the fragmentation of the community's values. These effects can be elaborated under different categories as:

### **Social Impact:**

**Social benefits:** Tourism brings social changes, such as shifts in traditional livelihoods towards service industries catering to tourists. This can alter social structures and values within Indigenous communities. Social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on. Besides, if local culture is the base for attracting tourists to the region, it helps to preserve the local traditions and handicrafts which maybe were on the link to the extinction. Tourism activities increase from person to person as well as the community to community contacts which ultimately results in better social behaviors. Tourism stimulates new and expanded community facilities and infrastructure initiatives, such as the improvement of retail, restaurant and entertainment options, transport services, education, and sporting facilities.

**Negative social Implications:** Tourism can drive up prices for goods and services, making it harder for local residents, especially those not involved in tourism, to afford basic necessities. Development of tourism infrastructure sometimes displaces local residents, either physically or economically. Cultural clashes between tourists and locals can arise due to differing norms, behaviors, and expectations, leading to social tensions and conflicts. Tourism can create low-paying and seasonal jobs, leading to exploitation and poor working conditions for local workers. Over-commercialization and transformation of local areas into tourist hubs can lead to a loss of community identity and pride.

**Environmental Impact:** Tourism often brings infrastructure development and increased waste generation, which can negatively impact the environment and traditional lands of Indigenous communities. This includes issues like deforestation, pollution, and disruption of ecosystems. While primarily an environmental concern, degradation of natural resources and habitats due to tourism can indirectly affect local communities who rely on these resources.

### **Cultural Impact:**

**Cultural Preservation:** Tourism can provide economic opportunities for Indigenous communities through cultural tourism, where visitors engage with and appreciate traditional practices, arts, and crafts. This can help in preserving and promoting Indigenous culture. These increase the quality of life for the community, which may not otherwise warrant the improvement, based on the residential population alone. Tourism can encourage communities to widen their outlook and to embrace new ideas. It provides opportunities for residents to interact with other people, lifestyles, and cultures. Attracting visitors to an area can heighten local awareness and interest, resulting in a greater sense of pride and ownership. Tourism plays a very important role in the preservation of different types of cultural heritages like sculptures, architectural heritages, monuments, forts etc. India has its own culture, traditions, festivals, and handicrafts which have been treated as the heritage of local community. These local festivals and traditions always attract visitors from outside of the community. Tourists often take active part in these cultural activities and enjoy the vibrant festivals during their tour schedule. Participation and interest of tourists into such cultural activities revives the local culture and traditions and eventually benefits the both.

### **Negative cultural implications:**

**Cultural Commodification:** In many tourist destinations, local traditions, customs, and practices are often transformed into "products" for tourist consumption. This has reduced the authenticity of cultural expressions, turning them into performances or attractions, thus losing their deeper meaning.



**Loss of Cultural Identity:** As destinations adapt to meet tourist expectations, there is a gradual loss of cultural identity. Locals abandon their traditional ways of life in favor of tourism-driven livelihoods, leading to a decline in indigenous languages, clothing, customs and even traditional food.

**Westernization and Cultural Homogenization:** Global tourism often promotes Western ideals, behaviors, and consumerism. Over time, local cultures adopt foreign practices, leading to a loss of cultural diversity and homogenization, where local traditions are overshadowed by global norms. When local cultures are overly shaped by tourist expectations, there is a risk that locals may change or exaggerate their customs and rituals to please tourists, further distancing themselves from their authentic heritage.

**Sacred Spaces and Rituals Commercialized:** Sacred sites, religious rituals, or important cultural festivals can become commercialized or disrupted by tourists who may not understand or respect their significance. This can offend local communities and degrade the spiritual or cultural value of these practices.

**Cultural Conflicts:** The behavior of tourists, who may be unaware or indifferent to local customs, can cause cultural clashes. Examples include inappropriate clothing, disrespect for local traditions, or insensitive photography in religious or sacred spaces.

**Shift in Traditional Roles:** Tourism can alter traditional social structures. In some communities, younger generations turn away from traditional occupations like farming or craft-making to engage in tourism-related work, potentially disrupting the cultural continuity of these professions.

**Unequal Cultural Exchange:** Cultural exchange between tourists and locals may be imbalanced, with the dominant influence of wealthier tourist nations overshadowing the cultural contributions of local communities.

### **Economic effects:**

**Positive implications** This is truly the most positive aspect of tourism-related activities. There is tangible evidence of how tourism affects the economy. A town can gain money from tourism in a variety of ways, including business income, salary and share incomes, interest rates, and taxes. The increase of employment and competitiveness of businesses are positively impacted by the expenditures of tourists. Indirect expenditure or the multiplier impact are terms that are frequently employed to describe the money that is subsequently transferred and used again within the economy. The demands and expectations of tourists frequently result in the establishment of new companies and economic ventures. As a result, there is less dependence on a couple of traditional sectors, which is common in rural areas, and a more diversified economic basis is created. Growth in other industries, including retail, construction, transportation and agriculture is facilitated by a robust tourism sector. There are more chances for small businesses to develop as tourism flourishes.

**Negative Economic effects:** Tourism can cause a well-known problem of seasonal employment effects on the local population. Jobs involved in the industry of tourism are seasonal and not well paid; this can be very dangerous for indigenous people who become dependent on tourism as their main source of revenue. These seasonal jobs may include tour guide, local retail market of handicrafts, hotels restaurant etc. Increased tourism activities around a local destination generate the problem of inflation in the local market. During the peak season, the normal prices of goods and services dramatically increase, which could be a problem for the local population.

In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies who are organizers and often have their headquarters in the travelers' home countries, and not to local businesses or workers.

Tourism development can cost the local government and local tax- payers a great deal of money. Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government. Public resources spent on subsidized infrastructure or tax breaks may reduce government investment in other critical areas such as education and health.

### **Conclusion:**

Tourism has been identified as both a force for cultural enrichment or rejuvenation and the loss of cultural integrity. The tourist sector in Himachal Pradesh is expanding and contributing significantly to the creation of jobs and economic prosperity in the area. It is anticipated that the establishment of businesses, the development of infrastructure, and the creation of jobs will all have a substantial impact on the socioeconomic development of the state. The model proposes that cultural expressions are linked and that a change in one affects others. The magnitude of change to a cultural expression, and flow-on effect, depends on the significance of the cultural expression to the culture, the number of links and the strength of these links, determined by practice and its contribution to maintaining social structure and providing physical benefits to the individual and community. In Himachal Pradesh, balancing these factors requires thoughtful planning and community involvement to ensure that tourism contributes positively to the preservation and empowerment of Indigenous cultures rather than their exploitation or erosion.

### **References:**

1. Balokhra Jagmohan. "The Wonderland of Himachal Pradesh" HG publication, New Delhi, p 133, 1998
2. Balokhra Jagmohan. "The Wonderland of Himachal Pradesh", HG publication, New Delhi p-23
3. Chauhan, B.R. "Domestic Tourism in H.P Potential Policies and Trends, Domestic Tourism in India", Indus publishing house New Delhi.1988.

4. Chawla, S. "Challenges of Tourism", Tourism Recreation Research, Vol.25(3), 2003.
5. Chib, S.N. "Tourism Policy A Political Gimmick", Bastern Economist, September, 1980, Vol. 75, pp. 584.
6. Gardener, J., Sinclair. "Accelerated Tourism Development and its Impact in Kullu Manali, H.P. India", Tourism Recreation Research, Vol.27(3), pp.9-20.,2002
7. Gupta, O.R. "Tourism in Himachal Pradesh", International Journal of Management and Tourism,vol3, no-1- 2.dec.1994.
8. Kandari, O.P. "Tourism, Biodiversity and Sustainable Development", Isha Book, D-43 Printhvirah Road, Delhi. 2002.
9. Nafees, A. Khan. "Development of Tourism in India", Anmol publication Pvt. ltd, New Delhi, pp-20-21, 2001
10. Naib, Gulab. "Social & Economic Impact of Tourism", Pointer Publication, Jaipur (India), p.p1-2, 2000
11. Negi, S.S. "Discovering the Himalaya" Vol. 2, p. 37,1998.
12. Stephen, J. "Tourism Management", International Journal Published, Vol. 24, No. 6 Dec. 2003, p. 607-622.

