

A STUDY OF THE GENDERED PERCEPTION OF TOURISM IN COASTAL GOA (INDIA)

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ABSTRACT

This paper examines the impact of tourism on the moral and family values, culture, crime levels, benefits and the adverse effects of tourism and tourism related businesses on the locals in the coastal village of Cavelossim, Goa (India). The study involved a sample of 232 households. Using *Chi-square* and *Kruskal-Wallis H* test, it was found that across gender there was a significant difference in the perceived impact of tourism on family values. Male and female household heads collectively believed that the most popular benefit of tourism was an increase in income and the most severe adverse effect was rise in the prices of food. However, as compared to females, more male household heads perceived that the local economy was not stimulated by tourism and that the government was the major beneficiary of tourism activity. The most popular tourism related business was renting of rooms. The paper concludes with the plea that since it is the locals who are primarily affected by tourism activities, stakeholders need to consider their views and perceptions such that while accommodating and entertaining tourists, there is minimal intrusion and destruction to the host community.

Keywords: culture, economic, family, moral, psycho-social, tourism.

INTRODUCTION:

International tourism is one of the most rapidly expanding links between the advanced nations and the underdeveloped world (Wood, 1980). The World Tourism Organization defines tourism as 'activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited' (Dutta, 2011, 3). Though the popular global activity is not only associated with trans-national travel, it involves travel within the same country as well.

The stay of tourists in a destination area is often only for a short period of time. However, their interaction with the host communities can considerably impact the psychological, social and economic lives of the people therein. Tourists leave their imprint either inadvertently or intentionally, and to differing degrees, not only on the physical and cultural landscape, but also on the social and cultural life of the inhabitants of many of the world's communities they visit (Kariel and Kariel, 1982).

Over the years tourism researchers have documented positive as well as negative outcomes of tourism on a host community, some of which are as follows:

A] Positive Impact of Tourism: Tourism can bring many social and economic benefits, particularly to developing countries. The development of tourism promotes cultural activities and brings about improvements in community services including recreation. Inskeep (1991) and Liu & Var (1986) noted that tourism promotes restoration and protection of architectural and historical sites in the host community (in Tatoğlu et al. n.d., 747). The interest of tourists in the traditional ceremonies of the local people helps renew and revive the host culture. According to Driver et al (1991) some positive socio-cultural impacts of tourism include the development of stronger family bonds, the appreciation for one's cultural identity, a firmer sense of ethnic identity and an increased understanding and tolerance of others. According to Makan (2006, 58), through the encounters promoted by tourism locals meet people with different beliefs and perspectives. These encounters can awaken the senses and heighten awareness of one's milieu. Often it is due to tourism people develop a higher tolerance for cultures apart from their own.

The tourism industry generates substantial economic benefits to both, the host country as well as the tourists' home country. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourist destination is the expected economic improvement and regional development.¹ According to Mensah (2012), the economic benefits of tourism to local communities have been studied by many researchers like Fredline & Faulkner (2000), Waitt (2003), Andereck et al (2005) and Sharma et al (2008). Economic benefits of tourism include increased employment opportunities and higher tax revenue to the host community. Additionally, the food and the crafts industry that caters to the maintenance of the tourist constitute an excellent source of revenue for most businesses in a community (Makan, 2006, 56–57). The income from tourism is an important source of expansion and modernization of the infrastructure in a country (Bhatia, 2002, 71). The locals also enjoy better public facilities and infrastructure primarily justified by tourism, including airports, hotels, water supply, improved roads, sewerage, sidewalks, local transportation, airports, lighting, landscaping, parking, restrooms, etc (ibid.).

B] Negative Impact of Tourism: In spite of the immense benefits of tourism to a community, the flourishing industry also has a dark side. The way visitors conduct themselves and their personal relationships with the local citizens, often has a profound effect upon their mode of life and attitude (Makan, 2006, 51). According to Kariel and Kariel (1982) some adverse psychosocial effects of tourism included a decreased emphasis on religion, decrease in family size, increased competition among individuals, more time spent with guests and less with family, and increased rigidity of working hours. The arrival of tourists in local communities often brings about a change in the values and lifestyle of the families (especially of the more structured and traditional families) leading to the development of a phony culture. One such effect can be seen when locals marry non-local tourists.

The residents of Kumily and Kumarakom in Kerala, India, perceived that tourism led to an increase in alcoholism and immoral activities and brought undesired changes in the value orientation of

children in their community (Sebastian & Rajagopalan, 2009, in Chand, 2013, 383). In the shadow of the relaxed atmosphere of the tourism business, many at times illegal activities (including underage drinking and drug abuse, gambling, sexual permissiveness, prostitution, smuggling and crime) tend to flourish, creating additional legal problems in the community. Also, places wherein long-term tourists congregate, social cliques may be formed which may be at odds with the interests of the locals – influencing local issues unfavorably.

Another aspect of the tourism industry is that it opens employment opportunities for people of varied skills. However, the increased job opportunities available to the locals are not only seasonal by nature but are also low-paying ones,² thus, increasing the scope for under-employment or unemployment issues. In Goa (India) for example, it is usually the non-Goan personnel who are hired for the managerial and higher paying jobs, with the locals being employed only at lower levels. The tourism sector also undermines the livelihood of residents. A typical example is the conversion of paddy fields in Kumarakom (Kerala) for the purpose of tourism development. This paddy field conversion denied villagers of their livelihood besides increasing the prices of essential food products especially fish (Sebastian & Rajagopalan, 2009, in Chand, 2013, 383).

According to Korca (1998) the most negative impact of tourism in Antalya (Turkey) was the increased cost of land and housing, and increased prices of goods and services (in Mensah, 2012, 275). The influx of tourists brings with it a greater demand for goods, services, land and housing which increases prices and in turn increases the cost of living for the locals. Also, when tourism services are outsourced to non-local owners and corporations, these organizations often export their profits outside the community. The locals therefore lose out on the added revenue generated through tourism and become the cost-bearers paying higher prices and taxes.

ABOUT THE STUDY:

As can be seen from above, though the tourism sector is a social and an economic boon to a community, the several banes associated with it cannot be forgotten. It is therefore essential for stake holders in the tourism industry to aim at maximizing the positive outcomes while minimizing potential negative ones on the host community, thus maintaining sustainability and long-term success of the tourism industry.

One such state in India that has seen the impact of tourism on the culture and lives of the people is the state of Goa. It is popularly known as the ‘Pearl of the Orient’. Goa is a small state on the south-west coast of India replete with natural beauty and a unique culture. Tourism began in a big way in Goa during the sixties with the arrival of the hippies. Since then, more and more tourists flock into Goa every year making it a favorite holiday destination for Indian as well as international tourists. Over the years, the impact of tourism has been tremendous on the physical structure of villages and the people in Goa.

The present study/paper explores the gendered perception of the impact of tourism on the psychological, social and economic life of the people in the small coastal village of Cavelossim in Goa. The village was once inhabited by fishermen. However, only a small proportion of the population still continues to engage in fishing. Today, the livelihood of the locals is primarily concerned with tourism as Cavelossim beach is one of the most beautiful beaches in Goa. The coastal belt in Cavelossim offers varied recreational activities for tourists. These include relaxation and sun bathing on the beach, dolphin trips, sunset cruises, and attractive shopping opportunities for Goan and Indian handicrafts. The beach also houses a number of luxury hotels, beach resorts and budget hotels and is well connected to the airport and railway stations.

OBJECTIVES:

1. To study gender differences in the perceived impact of tourism on the psycho-social life of the people of Cavelossim, in terms of moral values, culture and crime level in the locality.
2. To study association between gender and impact of tourism on family values of locals.
3. To study gender differences in the perception of the beneficiaries of tourism activity.

4. To study the association between gender and the economic benefits of tourism to the locals.
5. To study the association between gender and the tourism related businesses of the locals.
6. To study the association between gender and the occupations of the locals.
7. To study the association between gender and the adverse effects of tourism.

OPERATIONAL DEFINITIONS OF VARIABLES:

INDEPENDENT VARIABLE: GENDER

DEPENDENT VARIABLES: PERCEIVED IMPACT OF TOURISM:

- 1) Psycho-social life (moral values, culture, crime levels, family values)
- 2) Economic life (beneficiaries of tourism, economic benefits, stimulation of the local economy, tourism related business, other occupations and the adverse effects)

SAMPLE:

For the purpose of the present study an individual survey procedure was used. A total of 232 households participated in the study. Barring a few households which were unavailable for survey on being closed, the sample households comprise the total population of the village. Among the households surveyed, 151 were male headed households and 81 female headed. The data was collected in November 2013. The distribution of the sample has been provided in Table 1.

Table 1 Demographic distribution of the sample

Demographics		Gender		Total
		Males	Females	
Age of the Household Heads	Up to 54 years	66	14	80
	55–65 years	43	29	72
	65–90 years	42	38	80
Income Group of the Household	Rs. <2 lakhs	132	73	205
	Rs. 2–5 lakhs	15	6	21
	Rs. 5–10 lakhs	2	0	2
Educational Qualifications of Household Heads	Illiterate	17	29	46
	Upto Std. IV	11	8	19
	Vth–Xth Std.	90	38	128
	XIth–XIIth Std.	19	2	21
	Graduate	6	2	8
	Postgraduate	1	0	1
	Diploma	1	0	1
	Professional	2	0	2
	Others	0	1	1
Period of Residence in Cavelossim	Since birth	125	56	181
	More than 15 years	17	23	40
	Less than 15 years	9	3	12
Tourism related Businesses	Rent room	11	5	16
	Rent vehicle	9	0	9
	Own shop	1	3	4
	Own taxi	10	6	16
	Own shack	1	3	4
	Others	61	25	86
	None	48	38	86

DATA COLLECTION TOOLS:

The sample was administered a questionnaire of 47 items. The questions were designed in a forced

choice format (dichotomous) and in a 5 point *Likert* scale (including reverse scoring). The questions aimed at understanding the impact of tourism on the psycho-social (moral standards, sexual permissiveness, inappropriate behavior, conflicts, insecurity, alcohol and drug use, traditional family values, culture, character of the community, leisure and recreational activities) and the economic life (economic benefits, stimulation of the local economy, beneficiaries of tourism and adverse impacts) of the locals residing in Cavelossim.

RESULTS AND DISCUSSION:

Problem 1: To study gender differences in the perceived impact of tourism on the psycho-social life of the locals.

Table 2: Percentage of males and females perceiving that tourism had impacted their psycho-social lives[^]

Gender	Psycho-social aspects		
	Moral Values	Culture	Crime
Males	46.8%	40.4%	46.8%
Females	22.5%	23.3%	24.3%
Total Percentage	69.26%	63.7%	71.1%
χ^2 (Kruskal Wallis Test)	0.042	1.117	0.002
Significance	0.837	0.291	0.964

*Significant at 0.01 **Significant at 0.05 ***Significant at 0.1

[^]All figures shown in percentage figures across all Tables are with reference to the entire sample.

Referring to Table 2, there was no significant association between gender and impact of tourism on moral values, culture and crime levels. There was however a high percentage of males and females who perceived that tourism had impacted their psycho-social lives.

Sebastian & Rajagopalan (2009, in Chand, 2013, 383) stated that the residents of Kumily and Kumarakom in India perceived that tourism led to increased alcoholism; with immoral activities bringing in undesired changes in the value orientation of children. Tourism invokes the use of alcohol and drugs, increases crime rates and tension in the community. The lowered moral standards include increased sexual permissiveness (inclusive of prostitution) and increase in teenage pregnancies and abortions in the locality. It is often observed that as tourists frequently visit certain localities, the host communities often alter their customs, beliefs, language and dressing to cater to the demands and comfort of tourists which could even include lowering their moral standards.

A high percentage of household heads perceived that tourism had impacted their local culture. According to Tatoğlu (n.d., 747) in areas with high levels of tourism development, there is often a change in the local culture such as habits, daily routines, social lives, beliefs and values. To cater to the needs of tourists the locals often treat their culture as a commercial resource (Burns & Holden 1995, in Brunt & Courtney 1999, 497). According to Menon (1993) in some localities the traditional culture is superficially lifted from villages and presented to tourists in their luxury hotels in a compressed environmental bubble. While these practices only commercialized human relations, the non-economic relations begin to lose their importance in the community (Dogan, 1989, in Tatoğlu, n.d., 747). Likewise, the unique local culture of Goa has been gradually found to being reduced to merely a profitable business.

The study also found that the local household heads perceived that an increase in tourism activities in the locality had led to an increase in crime levels. That tourism was a potential determinant of crime was stated in the studies of Brunt & Courtney (1999, 496–506). Pizam (1982) indicates that over the tourism season there may be an increase in petty thefts stimulated by the higher population in the community, in comparison to the level of policing which remains fairly constant (in Brunt & Courtney, 1999, 507).

Problem 2: To study the association between gender and the impact of tourism on the family values of the locals.

Table 3: Gender differences in the perceived change in family values of locals due to tourism

Gender	Family Values				χ^2	Level of Significance
	Agree	Undecided	Disagree	Total		
Males	30.6%	6.6%	27.5%	64.6%	7.307	0.1***
Females	17%	6.1%	12.3%	35.4%		
Total	47.6%	12.7%	39.8%	100%		

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 3, a high percentage 47.6 percent household heads agreed that tourism has impacted the family values of the locals in Cavelossim. In a study by Kousis (1989) it was concluded that tourism negatively affects traditional family values (in Tsartas, 2003, 116–117). It is often observed that new trends of globalization present a pressing challenge to the traditional family. These challenges could be due to the increasing employment, especially for female members of the families. When married women are employed in the tourism industry, and for those whose workplace is far away from home, the traditional roles of such family members may be subject to new pressures, challenging the smooth functioning of the family. Ap & Crompton (1993) found that tourism contributed to the changes in value systems, individual behavior, family relations, collective lifestyle, moral conduct and community organizations as a whole (in Brunt & Courtney, 1999, 494–510).

Referring to Table 3, it is observed that there is also a significant gender difference in the perceived impact of tourism on the family values of the locals ($\chi^2 = 7.307$; $p = 0.1$) such that males perceive a stronger impact of tourism on family values. And very much so, tourism has changed the traditional family values such that the male household heads who were once the prime decision makers of the house³ are now losing their dominant position in the family (Tsartas, 2003, 116). Other family members have gradually acquired social and financial independence owing to the revenue earned from tourism. This has led to a new type of family, in which individualism and collectivism coexist in decision making, thus making the role of a single household head insignificant.

Problem 3: To study gender differences in the perceived beneficiaries of tourism activity.

Table 4: Gender differences in the perceived beneficiaries of tourism

Gender	Beneficiaries of Tourism				χ^2	Level of Significance
	Locals	Government	Locals and Government	Outsiders		
Male	9.1%	20.9%	30.0%	5.5%	0.024	0.935
Female	4.1%	10.9%	15.9%	3.6%		
Total	13.2%	31.8%	45.9%	9.1%		

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 4 there was no significant gender difference in the perceived beneficiaries of tourism. It is observed that a high percentage of locals perceive that the locals along with the government are the highest beneficiaries of tourism in Cavelossim. The most striking benefit of tourism as perceived by the locals comes in the form of increased employment opportunities and increased income to the household (see Table 5). These benefits are equally profitable to males as well as females. There is thus no gender difference in the perceived beneficiaries of tourism. However, in a study of mountain tourism in Nepal, it was found that women perceive a lack of gender sensitivity in the tourism development strategies of the local government that have constrained women from fully benefiting from the tourism industry and have caused them to develop a negative attitude towards the industry (Brewer, n.d.).

Problem 4: To study the association between gender and the economic benefits of tourism to the locals.

Table 5: Gender differences in the perceived economic benefits of tourism

Gender	Economic Benefits					
	Increased Income	Increased Employment	Increased Tax Revenue	Improved Infrastructure	Others	Total
Male	29.7%	25.0%	3.1%	4.7%	1.6%	64.1%
Female	17.2%	14.8%	1.6%	1.6%	.8%	35.9%
Total	46.9%	39.8%	4.7%	6.3%	2.3%	100%
χ^2	0.495					
Level of Significance	0.974					

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 5 the most prominent economic benefit of tourism is an increase in income for the locals (46.9 percent) followed by an increase in employment opportunities (39.8 percent) as can also found in Sheldon & Var (1984, in Tatoğlu, n.d., 746). Tourism provides an additional means of income to the host community. With an increase in the demand for goods and services many households run parallel businesses in their homes such as transportation services, travel agencies, renting bikes, renting rooms, running small restaurants and hospitality services to supplement their income.

Also communities with more tourist activities experience a spurt in trade, income and entrepreneurship – especially in the services and small business sectors. Locals take on employment as tour guides, taxi operators, working in shops or in supporting industries like food production, retail suppliers or pharmacies. Also, tourists in local communities change their foreign currency into the local currency to pay for a wide variety of goods and services. This expenditure can be seen as an injection of financial resources into the host economy, thereby creating increased revenue for the community (Gee et al, 1997; Liu & Var, 1986; Dogan, 1989, in Tatoğlu, n.d., 746).

Table 6: Gender differences in the perceived stimulation of the local economy due to tourism

Gender	Tourism has led to the stimulation of the local economy			
	No	Yes	χ^2	Level of Significance
Males	59.8%	4.9%	3.209	0.073***
Females	29.9%	5.4%		

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 6 there is a significant gender difference in the perceived stimulation of the local economy due to tourism ($\chi^2 = 3.209$; $p < 0.1$). It was observed that a high percentage of male household heads (59.8 percent) do not perceive tourism as a factor stimulating the local economy. According to Chen (2000), respondents from different age and gender groups differ in their attitudes toward tourism development. Majority of studies have shown that residents who perceive a greater level of economic gain or personal benefit, tend to have more positive perceptions of the impact of tourism than others (Wang et al 2006, 417; Haralambopoulos & Pizam 1996, in Mensah 2012, 276). Referring to Table 4 it is observed that male household heads perceive the government to be the major beneficiary of tourist activities and not themselves; thus leading to the perception that their local economy is not stimulated due to tourism activities.

Problem 5: To study the association between gender and tourism related businesses of locals.

Table 7: Gender differences in the tourism related businesses of the locals

Gender	Tourism Related Businesses						χ^2	Level of Significance
	Rent a Room	Rent a Vehicle	Own a Shop	Own a Taxi	Own a Shack	Others		
Males	4.9%	4.0%	.4%	4.5%	.4%	27.2%	14.788	0.039**
Females	2.2%	.0%	1.3%	2.7%	1.3%	11.2%		

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 7, there is a significant association between gender and the type of tourism related business engaged in by the locals ($\chi^2 = 14.788$; $p < 0.05$). This association could be mainly due to the fact that in the tourism industry certain roles are predetermined. While males may engage in businesses where there is a lot of physical mobility and movement from place to place, females may prefer businesses where there is less travelling, like managing a shop, cart or an enterprise. The other tourism related businesses engaged in by the locals include operating fruit-carts, bars, restaurants and seeking employment as taxi drivers.

It was observed that among the male household heads the common tourism related business was renting a room. In many households as the younger generation may seek employment outside the state, their families are left behind with unused rooms in their houses. To cater to the increased demand for accommodation and hospitality services and the added income to their household, locals rent out some parts of their houses. Referring to Table 7, among the female household heads, the common tourism related business was to own taxis to cater to tourist needs. As women are more home-bound, they may buy taxi and hire drivers to earn additional income for their families.

Problem 6: To study the association between gender and the occupations of the locals.

Table 8: Traditional and emerging occupations in Cavelossim

	Occupation 15 years Ago			Recent Occupation		
	Males	Females	Total %	Males	Females	Total %
Coconut plucking / Toddy tapping	7.4%	3.1%	10.5%	.9%	.0%	.9%
Fishing	8.7%	1.3%	10.0%	6.0%	1.8%	7.8%
Farming	4.8%	7.0%	11.8%	.0%	1.8%	1.8%
Restaurant	1.7%	2.6%	4.4%	5.1%	3.2%	8.3%
Transportation	.9%	.4%	1.3%	5.5%	.9%	6.5%
Service	18.3%	6.6%	24.9%	22.6%	9.7%	32.3%
Professional	2.2%	.4%	2.6%	2.3%	.9%	3.2%
Others	20.5%	14.0%	34.5%	22.6%	16.6%	39.2%
χ^2	18.693			15.161		
Level of Significance	.009*			.034**		

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 8 there is a significant association between gender and occupation of the household heads 15 years ago ($\chi^2 = 18.693$; $p < 0.01$). It is observed that 15 years ago the popular occupation of the male household heads was employment in the service sector, fishing and coconut plucking/toddy-tapping. Among the females household heads the most popular occupations were farming and employment in government service.

Referring to Table 8 there is also a significant association between gender and the recent occupation of the household heads ($\chi^2 = 15.161$; $p < 0.05$). It is observed that a high percentage of male household heads have abandoned traditional occupations like coconut plucking/toddy-tapping, farming and

fishing. They have now gained lucrative employment in the tourism industry (for example operating restaurants and providing transport services) besides the service sector.

Toddy-tapping, fishing and farming were the primary occupations of villagers of Cavelossim since times immemorial. Over the years, urban office employment and overseas shipping jobs have significantly detracted a numbers of youth from choosing to enter the occupations of their fathers (User, 2014). However, today more youth choose easy employment in the now lucrative tourism business. For traditional farmers, agricultural practice has now become a part-time activity with the locals shifting to the service sector. Due to this extinction of traditional occupations, the Government of Goa introduced the *Goenchem Daiz Yojana* scheme to encourage the dying traditional occupations in the state.⁴

Problem 7: To study the association between gender and the adverse effects of tourism on the locals.

Table 9: Gender differences in the adverse impact of tourism

Gender	Adverse Impact of Tourism						Level of Significance
	Rise in price of food	Rise in price of land	Scarcity of goods	Extinction of traditional occupations	Others	χ^2	
Males	37.4%	18.7%	.8%	4.9%	1.6%	10.028	0.04**
Females	25.2%	4.1%	2.4%	1.6%	3.3%		

*Significant at 0.01

**Significant at 0.05

***Significant at 0.1

Referring to Table 9, there is a significant gender difference in the perceived adverse impacts of tourism in Cavelossim ($\chi^2 = 10.028$; $p < 0.05$). The most severe adverse effect of tourism was perceived to be a rise in the price of food, followed by a rise in the price of land. Likewise, Korca (1998, in Mensah 2012, 275), Pizam (1982) and Var et al 1985 (in Tatoğlu, n.d, 746) also indicate that one major adverse impact of tourism was increase in the cost of land and housing. Liu & Var (1986) and Husbands (1989) highlight the increase in prices of goods and services due to the increased demand created by foreign customers (in Tatoğlu, n.d., 746).

Besides the rise in the price of food and land, a higher percentage of male household heads perceived that tourism had led to the extinction of traditional occupations. Toddy-tapping, fishing and farming were traditionally male dominated occupations in Goa. However, with the advent of tourism and the ability of locals to engage in tourism related businesses to earn their livelihood, many locals chose to earn a living by operating guest houses, renting vehicles and running restaurants and shacks.

CONCLUSION:

This study was undertaken to explore the gendered perception of the impact of tourism on the psycho-social and economic life of the locals in the coastal village of Cavelossim, Goa. The locals perceive that tourism has led to the lowering of moral values and the destruction of the unique Goan culture. Tourism activities have encouraged the use of alcohol and drugs. It has increased sexual permissiveness among the locals and has lead to prostitution, teenage pregnancies and a rise in abortions in the locality. Besides, the presence of tourists has also altered the behavioural patterns, customs, language and dress code of the locals.

It was also found that the family values of the locals have changed due to tourism. Traditionally the eldest male member was the prime decision maker in the family. But with an increase in the employment of the females in the tourism industry and the independence of the younger family members, there is a change in the family dynamics. The change is such that there is lesser respect and concern for the elders in the family.

The locals perceive that the major benefit of tourism activities was increase in income and employment for the locals. However the locals also felt that the government was a bigger beneficiary of tourism activities and that the local economy has not been stimulated enough by tourism. The most popular

tourism related business was renting of rooms and vehicles/taxis. The more severe adverse effects of tourism perceived by the locals were increase in the prices of food, followed by increase in the prices of land, extinction of traditional occupations and scarcity of goods.

Overall it was observed that there was no significant gender difference in the impact of tourism on the psycho-social life of the locals, except in terms of its impact on family values. However, there was a more pronounced gender difference in the perceived economic impact of tourism on the community in terms of the benefits of tourism, the beneficiaries of tourism, the tourism related businesses engaged in by the locals and the adverse effects of tourism.

The tourism industry seems to be like a double-edged sword. It has a huge potential of boosting the economy of a community; however, on the flipside it can also disrupt the psychological and social well-being of the locals. To control the negative effects of tourism there is the need to have strong checks on tourism activity in a region. As in Mirbabayev & Shagazatova (n.d., 5) these include keeping a check on the extent of involvement of locals as employees in tourism activities, attitude of locals and tourists to the local culture, respect for natural resources in the region and the extent of economic benefit to the community.

Promotion of socially and economically profitable tourism policies is a challenging task for the Central and State governments, private sector and any voluntary organizations involved. Since the locals are primarily affected by tourism activities, stakeholders have to consider their views and perceptions such that while accommodating and entertaining tourists, there is minimal intrusion and destruction to the host community.

NOTES

1. Retrieved 25 July 2014, <http://www.unep.org/resourceefficiency/Business/SectoralActivities/Tourism/FactsandFiguresaboutTourism/ImpactsofTourism/EconomicImpactsofTourism/tabid/78783/Default.aspx>
 2. Could be as mere waiters and drivers.
 3. In relation to profession, education and savings of other family members.
 4. Retrieved 28 April 2014, <http://www.thehindu.com/todays-paper/tp-national/tp-karnataka/goa-all-set-to-implement-financial-assistance-scheme/article2655278.ece>
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