THE NEGATIVE SPILLOVER EFFECTS OF TOURISM ON SOCIETY

Boitumelo Caroline Rasethuntsa[1*]

[1]*Lerotholi Polytechnic, School of Enterprise and Management, Maseru, Lesotho, itumelengcb@yahoo.com*

Abstract
It is well known that tourism plays a prominent role in increasing global economic growth. As much as tourism can be used as a tool to accelerate economic growth, research has shown that tourism is a double-edged sword that can also produce undesirable and harmful outcomes for host societies. With this in mind, this study seeks to understand how host communities are negatively impacted by tourism activities. The study utilises a literature review approach as a data collection tool to identify the negative impacts of tourism activities on societies. The results of the study show that the dimensions of these negative impacts are based on issues such as the destruction of local cultural values, tourists' expectations, physical damage, the commercialisation of social culture, the production of inauthentic products, social instability, and crime. The study also identifies some future areas of research that can be explored by future researchers on this topic.

1. Introduction

Tourism is one of the fastest growing industries across the world. To maintain its competitiveness and sustainability, governments need to design tourism policies and plans that support the effectiveness between environmental, economic and social goals of society (Streimikiene et al., 2021). In contrast to the environmental and economic pillars of sustainable development, little attention has been paid to the definition of social sustainability (Dempsey et al., 2011). Wolbring and Rybchinski (2013) and Buijtendijk and Tschunker (2016) support this view by emphasising that since the concept of sustainable development in the Brundtland Report, which emphasises environmental, economic and social sustainability, it has been noted that the social dimension has received less recognition compared to the other two dimensions of sustainability. Eizenberg and Jabareen (2017) clarify this view by pointing out that social sustainability was only included in the discussions on sustainable development at a later stage and that there are very few theoretical and empirical studies on social sustainability.

In general, social sustainability always assures that the community sticks together and endeavours to work towards a common goal (Buckley, 2012). Anheier and Toepler (2010) pointed out that a society or community can be defined as a social connection in a cluster where members share one or more commonalities with a network of an unshakeable form of relationship. Individual members associate with a commonly understood style of behaviour and share a unique type of bond based on location, interests, background or identity, situations or experiences.

Societal functioning of society is heavily influenced by government agencies, corporations, religions, and large social structures (Buckley, 2012). Eizenberg and Jabareen (2017) emphasise the fact that social sustainability seeks to address risks while taking social concerns into account, and they further emphasise that without socially oriented practises, sustainability efforts will be undermined. The studies by Wolbring and Rybchinski (2013) and Morelli (2011) refer to the study by McKenzie (2004) and state that social sustainability is complemented by the following principles:

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[*] contact author

- Fairness in accessing key services;
- Fairness between generations;
- A structure of relationships valuing disparate cultures;
- Political engagement of the populace, especially at a local level;
- A sense of community ownership;
- A structure for spreading awareness of social sustainability;
- Techniques for people to fulfil their own needs where possible, and
- Methods for political advocacy to meet societal expectations that might be impossible to meet through community actions.

Tourism is a cultural phenomenon and has an impact on cultures and societies because it is orientated towards culture and society. It is often not easy to distinguish cause and effect in the link between tourism and society (Hall and Lew, 2009). Social sustainability in tourism is often associated with the relationship between cultures, behaviours, values and traditions. Tourism is seen as a basis on which hosting economies and visitors can learn from each other through direct interaction. Therefore, it is important for host economies to respond quickly to the needs of tourists and to be well informed on other related issues so that they can provide relevant and quality services to tourists (Paul, 2012). This area of research is known as 'host relationship' and is an emerging area of research where approaches are increasingly being developed. However, many researchers in this field view this matter from the perspective of its role in the developed world (Cooper, 2012). It is important to understand the meaning of culture and society in tourism; therefore, it is essential to define these two terms. Culture is defined by Hall and Lew (2009) as a set of unique spiritual, logical and emotional characteristics of a specific community and it comprises art and literature, lifestyle, habits of living together, set of values, traditions and beliefs. According to (Cooper, 2012), culture in tourism can be viewed in three dimensions:

- Material Culture encompasses tourism offerings such as architectural structures, monumental structures, souvenirs, crafts, and paintings;
- Normal daily life comprises of local cuisine, daily life in a specific location, and the lifestyle of the local people, and
- Animated forms of culture encompass theatres, festivals and events.

The key motivation behind tourism lies in the global wealth of the world's cultural heritage, both tangible and intangible, as it has been found that 40% of international travellers are cultural tourists. Tourism brings along outstanding opportunities to preserve a country's rich cultural heritage, while culture provides measures to achieve socio-economic benefits through tourism (UNWTO, 2017). As the tourism sector expands, its impact on host communities and cultures has become an increasingly important issue. Reaping economic benefits from the sector may be visible, but the effects of tourism can also lead to less desirable costs that cause social and cultural changes in host societies (Cooper, 2012). Likewise, Junaid (2014) also noted that cultural heritage tourism has the potential to provide benefits to workers in accommodation, restaurants, including tour guides and souvenir sellers, to some extent. Therefore, cultural heritage tourism could be recognised as an instrument that can be utilised to preserve cultural heritage and promote the economic prosperity of local people. However, Junaid (2014) further shares that this is not always the case, as the unbalanced benefits of tourism and the deprived forms of cultural heritage, combined with the poor quality of its management, indicate that the principles of social sustainability have been compromised.

According to Santos (2023), the sustainability of tourism is increasingly seen as a key concern, especially in terms of social sustainability. In response to this concern, the purpose of this study is to contribute to generating more knowledge about social sustainability in tourism. The research therefore seeks to explore and understand how communities are negatively affected by tourism activities in host destinations. This study aims to answer this research question:

What are the negative effects of tourism on host communities?

The next part of this study explores the dimensions of negative impacts of tourism on host societies.

2. The dimensions of negative impacts of tourism on society

If tourism social sustainability is not managed well, it can harm culture and society, which might affect If tourism social sustainability is not managed well, it can harm culture and society, which can affect the well-being of host destinations (Kim et al., 2015; Alamineh et al., 2023). For example, cultural changes brought about by tourism include the demonstration effect due to the mixing of people in host destinations and visitors, the employment of foreign labour in the tourism industry, noticeable trends of unwanted undertakings such as gambling, the erosion of local culture and local language. In addition to the impact on culture, tourism also brings undesirable impacts on society (Cooper, 2012). Therefore, to achieve social sustainability in the tourism sector, there should be well thought-out plans and appropriate management structures (United Nations Conference on Trade and Development, 2017).

The analysis of secondary data revealed that the negative impacts of tourism on society can be grouped into seven themes namely: degradation of local cultural values, tourists' expectations, physical damage, commoditization of social culture, production of inauthentic products, social instability and crime. Therefore, the content of this literature review will be organised according to these seven themes.

2.1 Degradation of local cultural values

The United Nations Conference on Trade and Development (2017) points out that tourism connects people from different walks of life (with different values, cultures, income levels and lifestyles), which can lead to conflict or threaten traditional values and cultures. This has, for example, led some communities to change their local values and traditions or even influence the host population to adopt foreign values (Reisinger, 2009).

Tourism has also been linked to an increase in prostitution, as the involvement of tourists in commercial sex is an undeniable fact (Bello et al., 2017). Further, tourism has also eroded host destination's culture by influencing the lifestyle of the local population, especially the youth, who easily adapt to Western cultural norms and values, especially in terms of dress, food and behaviour (Bello et al., 2017). This is due to the youth wanting to be associated with modernity, hype and popularity, losing their identity and cultural diffusion in the process (Mariam et al., 2024).

2.2 Expectations of tourists as a challenge

As international tourism increases, it sometimes erodes the local communities' social-cultural values of local communities. This happens because local communities change their behaviour to increase comfort and meet visitors' expectations (Alamineh at al, 2023). In some cases, tourists bring with them certain expectations, sometimes projected by the media, and are usually more satisfied when the destinations visited fulfil their imagined expectations. These sometimes lead entrepreneurial interest groups to favour economic rewards more and placing less emphasis on the authenticity of the properties. (Hall and Lew, 2009).

Also, an influx of tourists sometimes leads to staged authenticity that does not represent the true reflection of the local culture and traditions of local communities (Fletcher, et al., 2017). Moreover, the fact that tourists are constantly in search of familiarity in host destinations leads to a loss of cultural diversity, for example by seeking out businesses such as McDonalds that epitomise an American culture outside of America (Sharpley and Telfer, 2014).

2.3 Physical damage

Physical damage to cultural resources in archaeological and historical sites such as vandalism, littering, theft and the removal of a single cultural artefact occur during the visit. All of these practises are illegal in many countries, but the sale of stolen artefacts is an increasing challenge in many developing countries (Hall and Lew, 2009). The influx of tourists to a particular destination leads to overcrowding and where infrastructure is inadequate, overcrowding can put pressure on the infrastructure, worsening the welfare of the host population (Iranomad Tours, 2023; Fletcher et al., 2017). Moreover, not only is the public space abused, but it is also left to the host population to pay for the repair and maintenance

of the space from their national budget (Paul, 2012). Deterioration of cultural sites sometimes occurs when historic sites and buildings are not protected and the traditional built environment is replaced by other economic interests over time (Hall and Lew, 2009). According to Mariam et al. (2024), the influx of tourists brings physical damage such as traffic congestion, litter, waste and pollution to hosting communities.

2.4 Commoditization of social culture as a challenge

One major negative impact brought forth by tourism is the increasing commoditization of society's culture, with local communities offering their cultural goods to tourists in exchange for money. This includes the trade of tangible and intangible cultural assets and everything irrespective of its religious and social value (Alamineh et al., 2023). From time to time, tourist demand changes and destroys the original meaning of cultural performances and events. This happens because international tourists are likely to have a different time frame and expectations than the local communities, which repeatedly results in the unique culture, traditions and local identity being altered to meet the needs and expectations of international tourists (Fletcher et al., 2017).

2.5 Production of inauthentic local products as a challenge

Now and then, the production of original commodities is costly and time-consuming, making it impossible to produce the quantities demanded by tourists. This leads local communities to produce non-authentic products to meet the demand of tourists and even import them to international markets, as these customers are sometimes unable to distinguish between authentic and non-authentic products (Alamineh et al., 2023). Again, lack of awareness sometimes leads to international tourists not respecting local values and customs, which in turn disrupts the local culture and causes social discomfort. The resulting transfer of culture from outside is absorbed by local communities over time, causing them to lose their unique identity and culture (Iranomad Tours, 2023).

2.6 Social instability

Host communities can sometimes develop a negative opinion of international tourists, especially if the number of visitors increases or if the values of the local population are not respected by the international tourists and the sites are not kept clean (Sharpley and Telfer, 2023). As tourism activities influence the migration of people from one place to another, the findings of (Mariam et al, 2024) has shown that tourism creates jobs and opportunities for non-residents rather than locals, which can also lead to social instability.

In turn, an excess of tourism can have undesirable consequences, such as a decreased quality of life for the local population, as accommodation costs increase, economic opportunities are limited and public space is misused. An increase in tourism also brings with it noise, disturbance and more misbehaviour by tourists (Paul, 2012). As noted by Mariam et al (2024), due to the large number of tourists, social concerns regarding anti-social activities such as drugs, alcoholism and prostitution increase, disrupting the peaceful environment of the hosting population.

2.7 Crime

Due to the fact that tourists bring money into a destination sometimes leads to an increase in crime rates, as international tourists are sometimes targeted as 'easy money' (Fletcher et al, 2017). The tourism industry is also inadvertently involved in crimes such as child sex tourism and sexual trafficking without tourism stakeholders realising it, as these crimes take place in areas such as accommodation, transport and major sporting events (Carolin et al., 2015).

3. Results and discussion

The outcome of the study shows that tourism can lead to a deterioration of local cultural values. It is important to note that culture is an element that attracts most visitors; therefore, activities that affect cultural values can to some extent, influence the influx of tourists to destinations. The results of the study also highlighted that tourists' expectations also contribute to depleting host economies values and

traditions. According to Rasethuntsa (2021) and the United Nations World Tourism Organisation (2017), a country's culture is a feature that encourages people to visit destinations. Again, physical damage, especially in places of interest and infrastructure, has been observed as another negative factor emanating from tourists' visits.

As tourists appreciate buying unique local products and souvenirs, this has led to the production of inauthentic traditional products as the host population sometimes cannot afford the cost of producing the original traditional products while at the same time being eager to do business to make profits. Again, the commercialisation of social culture was also identified as another negative consequence of increasing tourism activities. The results of the study also indicate that both intentional and unintentional misbehaviour by tourists carries the risk of social unease in the stability of hosting economies. Finally, criminal offences such as sex trafficking, gambling and drug use were also identified as a consequence of tourist visits.

4. Conclusion

The study claims that it is a well-known fact that the tourism sector can accelerate economic benefits in host countries. However, it should not be overlooked that tourism activities can also cause undesirable spillover effects in host destinations. As social sustainability is an essential element to ensure the growth and competitiveness of the tourism sector, this study seeks to identify the negative impacts that tourism activities can have on the host society. It is expected that the findings of this research will inform policy developers and decision makers in the public and private sectors about the critical areas that prohibit social sustainability in tourism.

This research attained its objective of identifying the negative effects of tourism on hosting societies. It can be concluded that tourism activities sometimes disrupt social harmony in host destinations. In order to strengthen social sustainability in the tourism sector, it is important that all tourism stakeholders work together and join efforts to create a healthy social environment. Public and private organisations as well as the local and international community could further work together to develop tourism policies and strategic plans and create implementation mechanisms to prevent forms of social destruction emanating from tourism activities.

As the negative spillover effect of tourism is an overlooked topic, especially in developing countries, it is recommended that future research could focus more on studying the impact of tourism on social sustainability in developing economies. In addition, future research could also examine the mechanisms that the public sector and local communities could utilise to protect their destinations from the negative effects of tourism identified in this study. In the context of Africa, for example, the results of such studies would be useful for policy developers and decision makers to assist in developing appropriate strategies to maintain social sustainability in tourism, thereby increasing their competitiveness in tourism and the well-being of communities.

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