



Social and Cultural Impact of Tourism Development in Thailand

1. Dr. Vilas Khandare, Associate Professor, Former Dean, Faculty of Social Sciences, Dr. B.A.M University, Aurangabad, Maharashtra, India

2. Narong Phophueksanand , Assistant Professor, Faculty of Liberal Arts, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand

Abstract:

Tourism is a fast growing industry and a valuable sector, contributing significantly to the Thai economy. Tourism affects the economy and lives of communities and has proven to be a lifesaver for many destinations. About the impact on tourism development in Bangkok was different according to the domicile. Statistically significant at the .05 level by the sample with 60.3 percent of resident's of Bangkok that has an impact on the environment. Samples with different domiciles were 40.8 percent that have an impact on the environment. In case the comments about the problems and obstacles to tourism development. No differences between the groups domicile statistically significant at the .05 level. There are different levels of education statistically significant at the .05 level by samples with low education degree, 57.1 percent agreed that tourism development has a major economic impact on the economy. Samples with a bachelor's degree, 50.6 percent agreed that tourism development with environmental effects and samples with a master's degree or higher, 41.7 percent agreed that tourism development affects lifestyle change.

Introduction:

Since the income from tourism is much higher than what rural people can earn from agriculture, tourism has been accepted willingly in many rural areas in spite of its negative effects. Poorly planned tourism can mean that villages are invaded by foreign visitors with different values, disrupting rural culture. A decline in participation in rural traditional and cultural practices follows. Traditional houses are replaced by modern buildings, as the local culture is eroded. The agriculture which was the basis of traditional life is replaced by, and becomes secondary to, tourism. Coconut cultivation in Koh Samui, a popular tourist island in the south of Thailand, and traditional farming practices in Ayutthaya, a well-known historic capital, have both decreased in recent years.

The higher standards of living in urban tourist destinations have caused emigration from nearby rural neighbors, resulting in changes in the demographic structure and possible culture shock. Furthermore, employment and education can have a negative social impact. The younger

generation may gain prestige that rivals that of their elders as they gain experience, jobs and money from tourism.

It is widely recognized that such negative impacts on rural communities have become stronger, and that rural tourism must be modified to give rural people its benefits.

Objectives of the study:

This Research has the following objectives:

1. To evaluate the resident's attitudes towards tourism development in Bangkok.
2. To evaluate the socio cultural impact of tourism development on local communities of Bangkok Metropolis in Thailand.

Hypothesis:

2. Tourism development in Bangkok Metropolis has significant effect on the socio-cultural lives of the local communities.
3. Tourism development in Bangkok Metropolis has no significant effect on resident's attitudes towards tourism development in Bangkok Metropolis.

Research methodology:

The study has used primary as well as secondary data. The primary data collected by providing questionnaire to 400 respondents. The sampling method used for constructing these questionnaires was a non-probabilistic method and an accidental sampling method was used, whereby questionnaires were distributed randomly, to local Thai people on Bangkok. In community an average of 15-25 questionnaires were distributed, with a greater number than the average the main tourist places in Bangkok is pertaining to its sampling of 400 persons by dividing people into 4 groups.

Review of Literature:

Kesmanee and Charoensri (1995) have conduct a Case Study on the Effects of Tourism on Culture and the Environment. They found that the consequence as well as impact of trekking tourism varies as per certain areas where trekkers spend more on handicraft and villagers are encouraged to produce more. The local inhabitants are deprived of their customary use of the land although the intention is to preserve the environment. **Irmgard (1999)** in his study argued that the emergence of new infectious diseases is caused by the international travel that majorly spread the new diseases. He found the considerable gap in the current knowledge on tourism's health impacts. It is necessary to identify the indirect and direct health impacts.

Caroline, A. (2000) determines the Impacts of Tourism on Rural Livelihoods: Namibia's Experience. The author argues that there are challenges to summarizing the impact of tourism development as job, quality of life and income level; the local have using multiple land uses and diversifying the risks across several activities and the tourism development had affected on local community directly and indirectly and positively and negatively also.

Lee (2005) has evaluated the Tourism and its effects on southeast Alaska communities and resources: case studies from Haines, Craig, and Hoonah, Alaska. The author observed that tourism has playing major role in the regional economy of southeast Alaska and tourism has made changes in the social and cultural nature of community life and in the natural resources used by Alaskans. **Sudheer and Anilkumar (2005)** have examined the Impact of Negative Factors of Tourism on that Host Community. They found of the 15 negative factors which directly affected the host community, eight factors were opined by the host community as major, five as middling and two as minor factors. **Amy (2006)** submitted Ph.D. thesis entitled Assessment of the Impacts of Tourism Development in Coastal Communities in Belize to University of Rhode Island. This study clearly concluded that, as tourism develops in coastal communities in Belize, so do its associated impacts, both positive and negative.

Tomoko and Samuel (2009) have examined the Economic and Social Impact of Tourism on a Small Town: Peterborough New Hampshire. They found both positive and negative economic and social impacts of tourism development on the people in Peterborough perceive. Though the revenue of the people is increasing through tourism development but most interviewees, regardless of group, have a strong attachment to their community and do not want to change their town for increased tourism development. **Mohammed (2010)** has conducted a study on Local Communities' Attitudes towards Impacts of Tourism Development in Egypt. The author found the positive attitude of local people toward the tourism development and there were some negative socio cultural impacts of tourism development on local communities in Egypt were quoted by the respondents. **Azizan M. (2011)** in his research entitled Resident Attitudes towards Impacts from Tourism Development in Langkawi Islands, Malaysia argued that the tourism development in the Langkawi Islands has contributed both costs and benefits of tourism to local residents. The study found that the local residents of Langkawi have more benefits than costs of tourism development especially in terms of socio-economic perspectives. It is found that the traditional sector has negative impact of tourism development due to monopoly of local business by mainland Malaysians. Majority of local residents quality of life significantly improved through the tourism development in Langkawi Islands.

Slavi (2011) has studied the Impacts of Tourism on The Local Community . The author argues that the tourism development provides jobs to the local peoples but other regions peoples also comes to get employment in the area of tourism this is good of economy but the constant increase of such peoples gets the jobs of local people and results in loss of social welfare of local residents. **Enemuo, Ogechi & Oduntan (2012)** have evaluated the Social Impact of Tourism Development on Host Communities of Osun Oshogbo Sacred Grove. The findings of the study proved that tourism development had significant effect on the social lives of the host communities and on the sustainability of the socio-cultural lives of the host communities. **Mansour and Mahin (2013)** have conducted a study on the Impacts of Tourism Industry on Host Hospitality. The authors argue that tourism is one of the fundamental pillar for many developing countries, tourism become dominant activity in the growth of economy.

Soontayatron (2013) has found the Thai Interpretation of Socio-cultural Impacts of Tourism Development in Beach Resort. The study concluded that the local residents have awareness of negative socio-cultural impacts brought by tourism in spite of this all four resident types have supported tourism in their community. **Forbes (2013)** studied the Tourism Development and Social Carrying Capacity of Zimbabwe's Victoria Falls Rural Peripheries. He argues that the tourism development made changes on the social character of a destination. The study concluded that there is difference between the opinion of the local villagers and tourists in case of social carrying capacity of Victoria Falls rural peripheries. **Gareth (2013)** conducted a study on An Assessment of the Social and Economic Impacts of Tourism Development in Dullstroom, Mpumalanga. The study found the significant impact of tourism development in Dullstroom on regional communities, particularly those residing in the nearby township of Sakhelwe.

Naik and Jangir (2013) have reviewed the Social Aspect of Tourism Development in India. The authors argue that the tourist industry is the one of the initiation of a major variation for great financial and employment gains and it has become an economic activity and way of life. **Lucia (2014)** has examines the Social Impacts of tourism in Brazil. The Brazil has many economic benefits of Tourism but there can several environmental and social impacts on local community if government does not take proper measures to control negative impact of tourism. The study found largest impact on poor countries due to the fragility of their economic infrastructure and social systems. **Mastura, Safura & Mostafa (2015)** have examine the Perceived Social Effects of Tourism Development: A Case Study of Kinabalu National Park. This study indicates the tourism has significantly increased residents pride in both their national and local culture, the positive effects of tourism having the highest mean scores.

The Role of Tourism in the Thai Economy:

The volume of tourists coming to Thailand may not compare to the 27 to 50 million people travelling to France, Italy or Spain every year. Yet, when compared to other high-volume tourist destinations around the world, the growth and development of the tourism industry in Thailand is impressive. Egypt receives approximately 2.6 million tourists per year, while India annually draws in approximately 1.8 million tourists. By comparison, Thailand now accommodates approximately 5 million tourists per year, one of the highest figures for Southeast Asia.

The number of tourists coming to Thailand has steadily, and in some years, spectacularly grown—from 1.2 million in 1977 to 5.7 million in 1993. The income accrued from tourism contributes substantially to the Thai economy, now accounting for 5.4 percent of the country's GDP. This rate is higher than any other ASEAN country, except Singapore, whose tourism revenue accounts for 11.4 percent of its GDP.

The Thai Government's Sixth National Economic and Social Development Plan (1987-1991) gave particular focus and attention to the development of tourism; the result was a substantial boost to tourism revenue—from 50,000 million baht in 1987 to 123,135 million baht in 1992. This was partially caused by the government's promotion of "Visit Thailand Year" in 1987, a marketing exercise which increased national tourism income by 34 percent in 1987 and by 58 percent in 1988. By 1991, income from tourism was equivalent to two-thirds of the country's agricultural export earnings, and was nearly the same as the country's income from textile and garment exports. The number of tourists coming to Thailand remained constant in 1991, despite the Persian Gulf Crisis and a military coup in Thailand. Although the industry initially suffered from the political turmoil in May, 1992, it soon recovered.

It is important to note that the increase in tourism revenue since 1981 has mostly derived from greater numbers of tourists coming to Thailand, and tourists extending their stay, rather than from higher daily expenses.

The Social & Cultural Impacts of Tourism in Thailand:

Tourism is a fast growing industry and a valuable sector, contributing significantly to the Australian economy. Tourism affects the economy and lives of communities and has proven to be a lifesaver for many destinations. There are real and perceived fears that are sometimes attributed to tourism and largely related to poorly managed or mass tourism ventures. As with any economic activity, tourism can have negative impacts on communities. These must be minimised and measured against the benefits that tourism brings.

There is some concern that tourism development may lead to destinations losing their cultural identity by catering for the perceived needs of tourists – particularly from international

markets. This is based on the observations of other “destinations” having compromised their sense of identity. However, research shows that most tourists travel, not to visit home away from home, but because they want to experience the personality and true character of Australian towns, communities and attractions. The tourism experience is different to what they can see or do at home and this includes experiencing the real life and lifestyle of the destinations they visit. Sustainable tourism is thoughtful tourism. It is “derived,” not “contrived.”

A community involved in the planning and implementation of tourism has a more positive attitude, is more supportive and has better chance of making a profit than a population passively ruled – or overrun – by tourism. One of the core elements of sustainable tourism development is community development. This is giving the community the process and capacity to make decisions that consider the long-term economy, ecology and equity of all communities.

The backgrounds of the samples:

The backgrounds of study in the background section of tourists a basic background information of the respondents. Of the cases on sex, age, hometown, education, occupation, marital status, and basic information about your journey. It presents the analysis as a whole. To use as a reference to study the opinions expressed below.

Table 1 : Sex ration of samples.

Gender	Percentage	Sum
Male	35.0	140
Female	65.0	260
Total	100.0	400

Gender from inquiring about the sex of all respondents. The overall sample had posted in males than females, with 65.0 percent of the respondents were female sample while 35.0 percent of male respondents in the sample group (as shown in Table 1).

The Problems and obstacles to tourism development in Thailand:

The domiciled with comments for improvements in community attractions in Bangkok domiciled study comments for improving the attraction on the impact of tourism development. The problems and obstacles to tourism development and what would you recommend to develop attractions to meet the needs of foreign tourists.

The domiciled with comments about the impact on tourism development in Bangkok. The test, the difference of opinion about the impact on tourism development in the homeland with chi-square statistics showed a chi-square was 18.49614 significance level of .05, indicating that comment. About the impact on tourism development in Bangkok was different according to the domicile. Statistically significant at the .05 level by the sample with 60.3 percent of residents of Bangkok that have an impact on the environment. Samples with different domicile 40.8

percent that have an impact on the environment. Sample and domiciled abroad that has affected 45.0 percent of the economy (Table 2).

Table 2 Percentage and number of respondents classified by domicile to affect tourism development in Bangkok.

Domicile	Impact on tourism development						Total	
	economy		Way of life changed		environment			
	sum	percent	sum	percent	sum	percent	sum	Percent
Bangkok	14	17.9	17	21.8	47	60.3	78	100.0
Provincial	38	38.8	20	20.4	40	40.8	98	100.0
foreign country	9	45.0	8	40.0	3	15.0	20	100.0
Total	61	31.1	45	23.0	90	45.9	196	100.0

Chi-Square = 18.49614 D.F. =4 Sig. .0010*

Domiciled with an opinion on the issues and barriers in tourism development:

The test, the differences of opinion on issues and barriers in tourism development by resident groups with chi-square statistics showed a chi-square equals 7.47912 No statistically significant at the .05 level, the comments about the problems and obstacles to tourism development. No differences between the groups domicile Statistically significant at the .05 level (Table 3).

Table 3 Percentage and number of respondents classified by domicile issues and obstacles in tourism development.

Domicile	Problem and obstacles in tourism development						Total	
	budget		pollution		cooperation			
	sum	percent	sum	percent	sum	percent	sum	percent
Bangkok	15	20.5	33	45.2	25	34.2	73	100.0
Provincial	22	22.9	38	39.6	36	37.5	96	100.0
foreign country	9	50.0	5	27.8	4	22.2	18	100.0
total	46	24.6	76	40.6	65	34.8	187	100.0

Chi-Square = 7.47912 D.F. =4 Sig.= .1126

An education and comments for improvements in community attractions in Bangkok:

Educational level Comments for improving the attraction on the impact of tourism development. The problems and obstacles to tourism development. And what would you recommend to develop attractions to meet the needs of foreign tourists.

An education opinion about the impact on tourism development in Bangkok. The test, the difference of opinion about the impact on tourism development in Bangkok. By education level Chi-square statistics showed a chi-square was 13.12570 significance level of .05, the comments on the impact of tourism development in Bangkok. There are different levels of education statistically significant at the .05 level by samples with low education degree, 57.1 percent agreed that tourism development has a major economic impact on the economy. Samples with a bachelor's degree, 50.6 percent agreed that tourism development with environmental effects and samples with a master's degree or higher, 41.7 percent agreed that tourism development affects lifestyle. change (table 4).

Table 4 Percentage and number of respondents by level of Education regarding the impact on tourism development in Bangkok.

Education level	Impact to tourism development						total	
	economy		way of life changed		environment			
	sum	percent	Sum	percent	sum	percent	sum	percent
Lower bachelor's degree	8	57.1	5	35.7	1	7.1	14	100.0
bachelor's degree	49	28.8	35	20.6	86	50.6	170	100.0
master's degree or higher	4	33.3	5	41.7	3	25.0	12	100.0
total	61	31.1	45	23.0	90	45.9	196	100.0

Chi-Square = 13.12570 D.F. =4 Sig. =.0107*

Education to comment on the issues and barriers in tourism development:

The test, the differences of opinion on issues and barriers in tourism development. Education Sector Chi-square statistics showed a chi-square equals 3.99971 No statistically significant at the .05 level, the comments about the problems and obstacles to tourism development. No significant differences by education group statistically significant at the .05 level (Table 5).

Table 5 Percentage and number of respondents by level of education in case The problems and obstacles to tourism development.

Education level	Problem and obstructcle to tourist development						Total	
	Budget		Environment		Cooperation			
	sum	percent	Sum	percent	sum	percent	sum	Percent
Lower bachelor's degree	3	21.4	6	42.9	5	35.7	14	100.0
Bachelor's degree	43	26.5	64	39.5	55	34.0	162	100.0
Master's degree or Higher			6	54.5	5	45.5	11	100.0
total	46	24.6	76	40.6	65	34.8	187	100.0

Chi-Square = 3.99971 D.F.=4 Sig.= .4060

Conclusion:

Tourism is a fast growing industry and a valuable sector, contributing significantly to the Thai economy. Tourism affects the economy and lives of communities and has proven to be a lifesaver for many destinations. There are real and perceived fears that are sometimes attributed to tourism and largely related to poorly managed or mass tourism ventures. As with any economic activity, tourism can have negative impacts on communities. These must be minimised and measured against the benefits that tourism brings.

The higher standards of living in urban tourist destinations have caused emigration from nearby rural neighbors, resulting in changes in the demographic structure and possible culture shock. Furthermore, employment and education can have a negative social impact. The younger generation may gain prestige that rivals that of their elders as they gain experience, jobs and money from tourism.

About the impact on tourism development in Bangkok was different according to the domicile. Statistically significant at the .05 level by the sample with 60.3 percent of resident's of Bangkok that has an impact on the environment. Samples with different domiciles were 40.8 percent that have an impact on the environment. Sample and domiciled abroad that has affected 45.0 percent of the economy. The test, the differences of opinion on issues and barriers in tourism development by resident groups with chi-square statistics showed a chi-square equals 7.47912 No statistically significant at the .05 level, the comments about the problems and obstacles to tourism development. No differences between the groups domicile statistically significant at the .05 level.

There are different levels of education statistically significant at the .05 level by samples with low education degree, 57.1 percent agreed that tourism development has a major economic

impact on the economy. Samples with a bachelor's degree, 50.6 percent agreed that tourism development with environmental effects and samples with a master's degree or higher, 41.7 percent agreed that tourism development affects lifestyle change. Education Sector Chi-square statistics showed a chi-square equals 3.99971 No statistically significant at the .05 level, the comments about the problems and obstacles to tourism development. No significant differences by education group statistically significant at the .05 level

References:

1. Amy D.(2006) submitted Ph.D. thesis entitled Assessment of the Impacts of Tourism Development in Coastal Communities in Belize to University of Rhode Island.
2. Azizan M. (2011). Resident Attitudes towards Impacts from Tourism Development in Langkawi Islands, Malaysia, World Applied Sciences Journal, Vol. 12 (Special Issue of Tourism & Hospitality).
3. Caroline, A. (2000). The Impacts of Tourism on Rural Livelihoods: Namibia's Experience, Working Paper 128, Overseas Development Institute, Chameleon Press, London SW18 4SG, PP.
4. Design Copyright © 1996 Internet Thailand Service Centre and NECTEC Information Copyright © 1996 Thai Farmers Bank, Thailand.
5. Enemuo, Ogechi, B. & Oduntan, O.C.(2012), Social Impact of Tourism Development on Host Communities of Osun Oshogbo Sacred Grove, IOSR Journal of Humanities and Social Science (JHSS), Volume 2, Issue 6.
6. Forbes K. (2013), Tourism Development and Social Carrying Capacity of Zimbabwe's Victoria Falls Rural Peripheries, International Journal of Safety and Security in Tourism/Hospitality.
7. Gareth, B. (2013). An Assessment of the Social and Economic Impacts of Tourism Development in Dullstroom, Mpumalanga, School of Tourism and
8. Irmgard, B. (1999). The Impact of Tourism in Developing Countries on the Health of the Local Host Communities: The need for more research, The Journal Of Tourism Studies, Vol. 10, No. 1.
9. Izidora, M. and Zoran, K. (2015), Attitudes of Local Population of Tourism Impacts on Destination Sustainability – Case of Croatia, Turizam, Volume 19, Issue 3.
10. Jaswal, S.S.(2014). Role of Tourism Industry in India's Development, Tourism Hospitality, Volume 3, Issue 2.
11. Kesmanee C. and Charoensri, K. (1995), Case Study on the Effects of Tourism on Culture and the Environment, Unesco Principal Regional Office For Asia and The Pacific, Bangkok.

12. Lee, K.C. (2005). Tourism and its effects on southeast Alaska communities and resources: case studies from Haines, Craig, and Hoonah, Alaska, Res. Pap. PNW-RP-566. Portland, OR: U.S. Department of Agriculture, Forest Service, Pacific Northwest Research Station.
13. Lucia, S.T. (2014). Social Impacts of tourism in Brazil, Global Sustainable Tourism Review (GSTR).
14. Mohammed, I. E. (2010). Local Communities' Attitudes towards Impacts of Tourism Development in Egypt, *Tourism Analysis*, Vol. 12.
15. Mansour, E. Z. and Mahin E. Z. (2013). The Impacts of Tourism Industry on Host Hospitality and Research, Vol.1, No.2.
16. Mohamed A.S. (2015), Types of Tourism in Thailand, *e-Review of Tourism Research (eRTR)*, Vol.12, No. 3/.
17. Naik, A. A. and Jangir S.K. (2013). A Social Aspect of Tourism Development in India, *International Journal of Advanced Research in Computer Science and Software Engineering*, Volume 3, Issue 12.
18. Slavi, S. (2011). Impacts of Tourism on The Local Community, *Scientific Review of Physical Culture*, Volume 5, Issue 3.
19. Soontayatron, S. (2013), Thai Interpretation of Socio-cultural Impacts of Tourism Development in Beach Resort, *American Journal of Tourism Management* 2013, Vol. 2(2).
20. Sudheer and Anilkumar (2005), Impact of Negative Factors of Tourism on that Host Community, Sarngadharan M. & Raju N. (eds., 2005), *Tourism and Sustainable Economic Development : Indian and Global perspective*, New Century Publication, New Delhi.
20. Tomoko, T. and Samuel M. (2009), Economic and Social Impact of Tourism on a Small Town: Peterborough New Hampshire, *Journal of Service Science & Management*.
22. Tourism Authority of Thailand, *Tourism Report 1997- to 2016*.
23. World Travel and Tourism Council, *WTTC Travel and Tourism Economic Impact, 2016*.