

Demonstration Effect

W I N T E R , 2 0 0 8

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Description

Tourism in rural and indigenous communities has many positive and negative impacts. One of the most detrimental impacts on the culture of the host community is the demonstration

effect. The demonstration effect is the occurrence of indigenous and rural communities and cultures adopting western style and behaviour that they have observed in



visiting tourists through demonstration and interaction. The demonstration effect displays impact on the host communities through the establish-

Influence on Host Communities

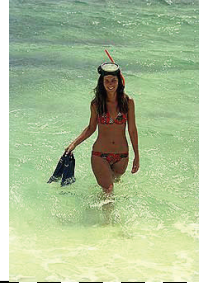
- Acculturation
 - Changing components of culture due to foreign influence
- Globalization
 - Reduction of undeveloped global spaces due to increase in availability of transport of people and products
- Modernization
 - Improved infrastructure, enhanced economy, and change in values at the cost of the independent culture of the host community.



Quotes

"The demonstration effect shows how influential the host communities are to western values and tourists' image."

"The demonstration effect is seen as a corruptor of values in places that have strong cultural influence and strict social norms."

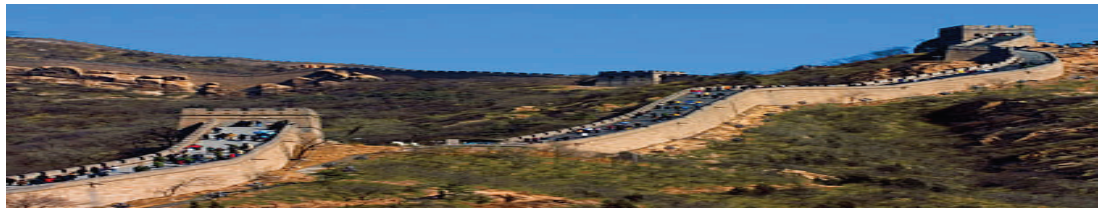


Acculturation

The process of acquiring or modifying a certain culture for the benefit of the tourist demand.

Examples of this are:

- ◆ Changing components of traditional dance to meet the tourists: schedule, budget, and photography needs.
- ◆ Allowing people and cameras into sacred buildings
- ◆ Wearing formal traditional dress on regular basis.



Globalization

Globalization is the exchange and flow of economic and intellectual items in terms of goods, knowledge, values and images, as well as people on a global scale.

Tourism is a pathway for globalization in the sense that tourists spread around the world sharing all of these influences and products with the local culture they encounter.

When people travel to rural communities

"By spreading western influence and destroying unique culture around the world, tourism has created and increased globalization."

Modernization

Modernization comes in the form of improved infrastructure, enhanced economy, and a change in values, at the cost of the independent culture of the host destination.

Modernization allows developing countries to improve upon their social status but forces them to give up their cultural identity.

“Some leaders embrace westernization for the modernization it implies and the opportunities it creates”



Cuba

Cuba for example displays the effects of tourism and tourists as the only source of outside information for the people.

The people of the secluded island of Cuba are given food and shelter from the government, and technically have few needs, but they see the wealth of the tourists and realize what they are without.

This creates desire for the people and a longing to share in

Homogenization of Culture

The transfer of western ideas and values onto indigenous and rural communities throughout the world is known as homogenization of culture.

Cultural homogenization blurs the distinctions between western and indigenous cultural values and disintegrates the traditional values of the host community.

Tourism can disrupt the established activity patterns by changing the direction of the work force from agriculture to satisfying tourists.

Tourism can increase crime rates and present overcrowding issues which cause negative impacts on the local lifestyles of communities around the world



Negative Impacts

- Change of indigenous peoples' values and behaviours that could lead to disrespect of traditions, which may lead to disintegration of host community.
- Desire for wealth may lead to people moving to cities to try and become wealthy, which removes key people in the succession of their

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For Further Information

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All pictures found on google images.