DOES NEGATIVE SOCIAL IMPACT VIVIDLY INFLUENCE ON TOURISM SECTOR IN PANAMA REGION OF SRI LANKA?

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Abstract

This study aims to analyze the factors of negative social impacts of tourism and their relationship with its entire effects on the local community in Panama region of Sri Lanka by using quantitative method. The questionnaire designed to collect the qualitative data is in the format of Five Likert Scale. The data have been collected in year 2018/2019. Factor Analysis, Multi-co-linearity Statistics, Multiple Regression, and Analysis of Residuals are the techniques used in this study to achieve the objective of this study by using SPSS v.20. The Total Effect of tourism is used as the dependent variable in the model of this study. Use of Drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, and Malpractices of Women are the four independent variables representing negative social impacts of tourism extracted from the factor analysis. There are direct relationships between all the independent variables and the dependent variable. All the negative social impacts of tourism are confirmed by the direction, the significance, and strength of positive linear relationship of the dependent and the independent variables. The effects of Worry about Discipline of Children are perceived by the local community preferably higher among the negative social factors.

Key words: *Negative Social Impacts, Children, Panama, Sri Lanka, Local Community, Tourism*

Introduction

In comparison with the other industries and the sectors of the economies in the global arena, the tourism industry is found as one of the highest emergent trade services which are representing one third of the entire trade of global services (ILO, 2010). Based on the management and development of the tourism operations in a country, the generation of negative and positive impacts of tourism in relation to the economic, social, and cultural benefits is a significant potential for the respective countries. In addition, the development of tourism sector has led to the potential of generating the considerable negative outcomes as well (Athula and Sandaruwani, 2016).

A rapid growth is experienced by Dubai even along with the problematic qualities in connection with the tourism sector within the country. In addition, the tourism industry is recognized as an "enemy of authenticity and cultural identity"(Turner and Ash, 1975). The growth and development of tourism sector in Dubai has resulted in the domestic social and cultural impacts to the economy. The local residents of the country may be perceiving these impacts as negative ones generated by the tourism industry (Esmat, 2016).

Some of the touristic destinations in the world may be targeted by the terrorists' attacks. As a result, it is perceived as one of the negative impacts of tourism operations. The terrorists target those destinations of the renowned economies in their agenda. Some of the terrorists' attacks have entirely altered the way of operations of touristic activities within the countries or areas affected by these attacks. The measures of higher security are to be ensured in the some of the most important countries such as France, Greece, Egypt, Tunisia, and Spain which are exclusively prone to the dependence on the development of tourism industry (Cristina, 2016).

This target area of this study is Panama region which is one of the prime destinations in Sri Lanka. This region is situated with the coverage of the coastal belt in the South Eastern Part of Sri Lanka. Panama, Arugambay, Kudakalliya, Kouttukal, and Jalaldeen Square are the exclusive and sole destinations of the tourists within this region. The natural geographical features and location endemic to this region is one of the opportunities that can be used by the communities and the countries so as to attract a large number of the tourists into the country and the respective region. A considerable number of effects (positive or negative) are to be likely generated by the development of tourism sector within this region and Sri Lanka as well. Accordingly, this study has the significance and implications of focusing and analyzing the negative impacts of tourism on the basis of the perspectives of the local community who is immediately affected by the development of tourism sector within this region.

The prime objective of this study is to analyze the factors influencing on the negative social impacts of tourism sector and their instrumental relationship with its entire effects on the local community in Panama region of Sri Lanka. The following part of this paper consists of Literature Review, Methodology, Results, Conclusion, and Recommendation. The part of Literature Review is composed of the previous empirical studies connected with this study. The Methodology part clearly portrays the method and tools used to analyze the data collected in order to achieve the objective of this study. The part of Results vividly describes the findings of this study. The final part of this study is the Conclusion which draws the findings and recommendation of this study.

Literature review

The followings are some of the empirical studies previously carried out by the various researchers in the world in relation to the negative impacts of tourism. Anastasiia Morozova (2016) analyzed the perception of communities due to the effects that tourism resulted in their day to day life and studied the comparison with the actual socio- economic effects using the data collected from the secondary sources such as semi-structured interviews and participant observation. He found that the socio-economic and cultural impacts of tourism industry and its significance for the livelihood of two communities in southern Belize - the coastal community of Hopkins Village and the inland community of Laguna were different. Finally he concluded that the lack of skills, issues of preserving cultural heritage, exclusion, problems of marginalization and others were identified as the pessimistic significant factors due to the improvement in the tourism industrial sectors in the study areas. He analyses some of the adverse impacts of tourism development on the basis of socio-cultural nature in the respective study area. In contrast, this study mostly analyses the adverse social impacts of tourism development in the Panama region of Sri Lanka by using Likert Scale questionnaire and this current study vividly introduces the unique variables that are not analyzed earlier.

Ashish Ankush Naik and Sunil Kumar Jangir (2013) attempted to find the light of the prospects of tourism activity in India in the era of liberalization, privatization and globalization based on the descriptive method using the secondary sources. They found some of the impacts of tourism industry in the country such as the changes the life style of the people by imitating the western style. Instead of Pooja, Keertan and Jagran, one can hear western music not only in restaurant and hotel but also in Mandirs. AIDS is a dreaded disease which is now noted in Maharashtra as well. It is supposed to be transferred here through the tourists who come from all over the world. Crime and consumption of liquor, charkas, ganja and heroine have also been seen to increase in Maharastra, which show the ill effect of tourism. Prostitution that is one of the worst works is also noted here. People of Maharashtra are known for their religious culture but now in a run to become modern, have started in religion marriages and conversion of their religion is also found, which may disturb the proper system of society. Today, Indian tourism industry is on the initiation of a major variation for the huge financial gains. However, tourism industry was much higher than an economic activity; it has become a way of life. Without ignoring the problems of tourism industry and its implications on the future growth and development of tourism industrial sector in India, they made an attempt to recognize the potentials of tourism industry in the present generous atmosphere. They found some of the negative social impacts of tourism rather than analyzing about the effects of tourism on the children by using descriptive method. This current

study, by contrast, considers some of the eminent variables connected with the children such as Worry about Discipline of Children and Exploitation of Children by quantitative method.

Kailash Gokhale et al. (2014) aimed to assess the perceptions of cultural change at selected tourist destinations of South Goa district, Goa- India using the questionnaire survey at six coastal tourist destinations from 337 respondents. Their analysis revealed that majority of the respondents agreed that there were positive as well as negative impacts due to tourism. They used quantitative methodological using random sampling. Their survey instrument consisted of indicators with positive indicators such as image of Goa, employment, investment, economic benefits to the locals, recognizing the other cultures of the community, infrastructural development, and the level of responsiveness and encouragement of various cultural activities of Goa and with the negative indicators such as immoral behaviors, increased crime and drugs among the locals, for living unsuitable, construction of hotels destroying the natural environment, high spending tourist affecting the way of life, living in the tourism destination the locals suffering due to traffic congestion, noise pollution, unpleasantly overcrowded beaches, change of traditional culture, and working in tourism industry bringing insecurity and restriction on traditional culture. Their study analyses the negative social impacts such as immoral behaviours, crime and drugs by using qualitative method. But this present study analyses some of the negative social impacts by using quantitative method and their contributions different from their study.

Many studies on the basis of negative social impacts of tourism are considerably focusing on the local communities all over the world. This study is exclusively focusing on Panama Region of Sri Lanka with connection of the negative social impacts of tourism by converting the qualitative data into quantitative data.

Methodology

The primary data collected are primarily based on the qualitative nature. The qualitative nature of questions included in the questionnaire is on the basis of the Likert Scale ranging from one to five assigned. The questions are designed on the aspects of positive and negative social, economic, cultural, and environmental impacts of tourism. The value of all these impacts is considered as Total Impact of Tourism which is the dependent variable of the multiple regression model of this study.

Panama, Arugambay, Jalaldeen Square, Kudakalliya, and Kottukal are the five touristic destinations considered as Panama region in Eastern province of Sri Lanka. The questionnaire designed to collect the qualitative data is in the format of Five Likert Scale. A number of 530 samples are selected from the population size of 10,548. The data have been collected in year 2017/2018. Analysis of
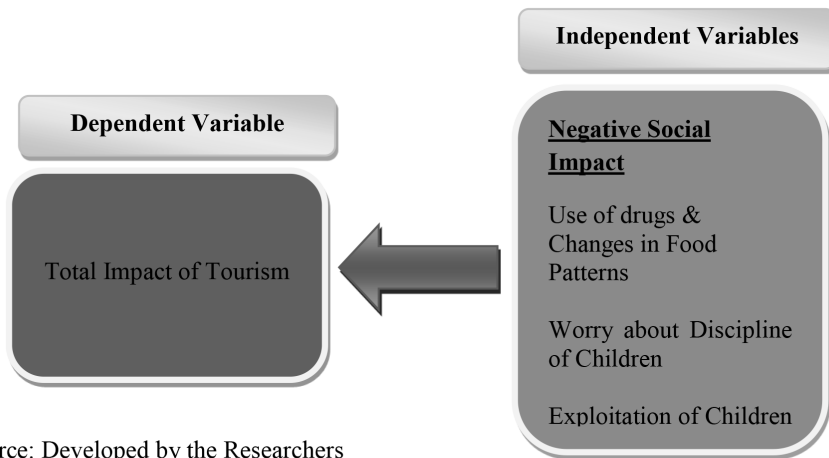
Reliability, Factor Analysis, Analysis of Correlation, Multi-co-linearity Statistics, Multiple Regression, and Analysis of Residuals are the techniques used in this study to achieve the objective of this study by using Statistical Package for Social Science (SPSS v.20).

Accordingly, the following multiple regression model is enacted to achieve the objective of this study.

Total Impact of Tourism = f(Use of drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, Malpractices of Women)………………………….(1)

$EFFECT\_TOTAL = \alpha_0 + \alpha_1 NSI\_UDF01 + \alpha_2 NSI\_TDC02 + \alpha_3 NSI\_CAB03 + \alpha_4 NSI\_APR04 + \varepsilon$....................(2)

Visually it is shown as follows:

Independent Variables

Dependent Variable

Total Impact of Tourism

Negative Social Impact

Use of drugs & Changes in Food Patterns

Worry about Discipline of Children

Exploitation of Children

Source: Developed by the Researchers

Where:

EFFECT_TOTAL: **-** Total Impact of Tourism

NSI_UDF01**: -** Use of Drugs & Changes in Food Patterns (Negative Social Impact of tourism development)

NSI_TDC02:- Worry about Discipline of Children   (Negative Social Impact of tourism development)

NSI_CAB03: - Exploitation of Children (Negative Social Impact of tourism development)

NSI_APR04: - Malpractices of Women (Negative Social Impact of tourism development)

ε**:** − The Error term

$\alpha_0, \alpha_1, \alpha_2, \alpha_3, \alpha_4$ **:** - The Coefficients

The following hypotheses are tested in this study:

H₀: There are no negative social impacts of tourism in Panama region.

H_0: There are no negative social impacts of tourism in Panama region.

H_1: There are negative social impacts of tourism in Panama region.

Results and discussion

Table 1 shows the summary of the multiple regression model. The value of Pearson's correlation coefficient (r) of model is 0.738. The value of R square (R^2) is 0.545. Thus, 54.5 percent of the variance in Total Impact of Tourism can be explained by the independent variables such as Use of Drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, and Malpractices of Women and 45.5 percent of variance in total impact of tourism is not explained by the negative economic impacts of tourism (the independent variables). As a result, 45.5 percent of other factors influencing Total Impact of Tourism are left unconsidered in multiple regression model.

Table 1: Regression model summary: Negative social impacts of tourism

Model	R	RSquare	Adjusted R Square	Std. Error of the Estimate	Change Statistics	Durbin-Watson
					Sig. F Change	
01	.738ᵃ	.545	.542	4.18732531	.000	1.260
a. Predictors: (Constant), NSI_APR04, NSI_TDC02, NSI_CAB03, NSI_UDF01						
b. Dependent Variable: EFFECT_TOTAL						

Source: Survey Data – 2018/2019

Accordingly to Table 1, the value of Durbin-Watson statistics in multiple regression model represents the total degree of multi-co-linearity among the variables such as the negative social impacts of tourism. The value of Durban-Watson statistic is estimatedat1.260. This value is higher than the value of 1.0 ($DW > 1.0$). Therefore, it is viewed that model is free from the problems of multi-co-linearity among all the variables used in the model. Thus, the whole model representing the negative social impacts of tourism is safe in relation to multi-co-linearity.

**Table 2: Regression model– ANOVA (Analysis of variance) -
Negative social impacts of tourism**

	Model	Sum of Squares	df	Mean Square	F	Sig.
01	Regression	10467.402	4	2616.851	149.247	.000[b]
	Residual	8731.779	498	17.534		
	Total	19199.181	502			
a. Dependent Variable: EFFECT_TOTAL						
b. Predictors: (Constant), NSI_APR04, NSI_TDC02, NSI_CAB03, NSI_UDF01						

Source: Survey Data – 2018/2019

Table 2 explains the results of ANOVA test of model. The Analysis of Variance indicates that the regression results of model are significantly different from zero ($F = 149.247$, $p< 0.0005$). Therefore, the results of this regression do not occur by chance and are reliable with the hypothesis – the value of all the independent variables such as Use of Drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, and Malpractices of Women significantly plays major roles on the dependent variable – Total Impact of Tourism.

Table 3: Multiple Regression Model Coefficients - Negative Social Impacts of Tourism

	Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
01	(Constant)	-.057-	.188		-.305-	.760
	NSI_UDF01	2.451	.148	.504	16.548	.000
	NSI_TDC02	6.690	.513	.394	13.030	.000
	NSI_CAB03	2.973	.332	.271	8.943	.000
	NSI_APR04	2.893	.604	.146	4.788	.000
a. Dependent Variable: EFFECT_TOTAL						

Source: Survey Data – 2017/2018

The dependent variable of multiple regression model is EFFECT_TOTAL (the total impact of tourism) and the independent variables are NSI_UDF01 (Use of Drugs & Changes in Food Patterns), NSI_TDC02 (Worry about Discipline of Children), NSI_CAB03 (Exploitation of Children), and NSI_APR04 (Malpractices of Women). As shown in Table 3 the multiple regression function can be derived

as follows:

$$EFFECT\_TOTAL = a_0 + a_1 NSI\_UDF01 + a_2\ NSI\_TDC02 + a_3\ NSI\_CAB03 + \alpha_4 NSI\_APR04 + e$$

EFFECT_TOTAL = -0.057 +2.451NSI_UDF01+6.690NSI_TDC02+2.973NSI_CAB03+2.893NSI_APR04

> **Where:**
> **EFFECT_TOTAL: -** Total Impact of Tourism
> **NSI_UDF01: -** Use of Drugs & Changes in Food Patterns
> **NSI_TDC02**:- Worry about Discipline of Children
> **NSI_CAB03**: - Exploitation of Children
> **NSI_APR04**: - Malpractices of Women
> ε: – The Error term
> $a_0, a_1, a_2, a_3, \alpha_4$: -The Coefficients

The value of constant of regression model is -0.057. According to the above multiple regression function, for each increase of one unit on Use of Drugs & Changes in Food Patterns, the regression predicts that Total Impact of Tourism will increase by 2.45 units. Thus, these two variables are positively related to each other, that is, the increase in Use of drugs & Changes in Food Patterns will increase Total Impact of Tourism. For each increase of one unit on Worry about Discipline of Children, the equation predicts that Total Impact of Tourism will rise by almost 7 units (6.690). Further, for each increase of one unit on Exploitation of Children, and Malpractices of Women, the regression predicts that Total Impact of Tourism will increase by around 3 (2.973) units, and around 2.893 units respectively.

And also all the independent variables are positively related to the dependent variable. The most important independent variable influencing in this model is Worry about Discipline of Children as the increase of one unit on Worry about in Discipline of Children causes to increase Total Impact of Tourism by 7 (6.690) units. Further, all the independent variables are having statistically high significant relationship between the dependent variable. That is, there is a significant effect of all the independent variables (Sig. $p < 0.05$) on Total Impact of Tourism. The value of probability on the coefficients of independent variables is less than 0.05 (5%).

Accordingly, 100 percent of the independent variables are significant at influencing Total Impact of tourism. In addition, all the independent variables

are statistically significant to explain the relationship between the dependent variable and the independent variables in multiple regression model. Thus, all the independent variables such as NSI_UDF01 (Use of Drugs & Changes in Food Patterns), NSI_TDC02 (Worry about Discipline of Children), NSI_CAB03 (Exploitation of Children), and NSI_APR04 (Malpractices of Women) represent the unique variance in the dependent variable (EFFECT_TOTAL) – Total Impact of Tourism. Finally, all of the independent variables used in multiple regression model of this study are statistically significant effect on Total Impact of tourism.

Testing hypotheses: Negative social impacts of tourism

H_0: There are no negative social impacts of tourism development in Panama region.

H_1: There are negative social impacts of tourism development in Panama region.

The null hypothesis (H_0) of "There are no negative social impacts of tourism development on Panama region" is rejected because all of the independent variables such as Use of Drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, and Malpractices of Women connecting to the negative social impacts of tourism on the dependent variable of Total Impact of Tourism are highly significant at less than 0.05 ($p = 0.000$). Therefore, the null hypothesis (H_0) is rejected, rather, alternative hypothesis (H_1) is accepted at the level of probability less than 0.05 (5%), that is, "there are negative social impacts of tourism development on Panama region" is accepted. When the tourism sector is developed by the government or private sector in the region, it will be resulting in the improvement of negative social impacts in the region. In particular, testing of the hypothesis indicates that the Worry about Discipline of Children plays major roles on the negative social impacts of tourism and also leads to contribute more in Total Impact of Tourism in the study region.

Testing for Multicolinearity: Negative social impact of tourism

Table 4 depicts the results of the test of the co-linearity statistics of multiple regression used in this study among the individual independent variables identified from the negative social impacts of tourism. The value of 'Tolerance' of all the independent variables is greater than 0.4 and the value of 'VIF' is very less than 10. Therefore, the overlap among the independent variables is very small. In other words, no variables from the negative social impacts of tourism are highly correlated in the regression. Accordingly, there is no any alarm of multi-co-linearity problem in the regression model.

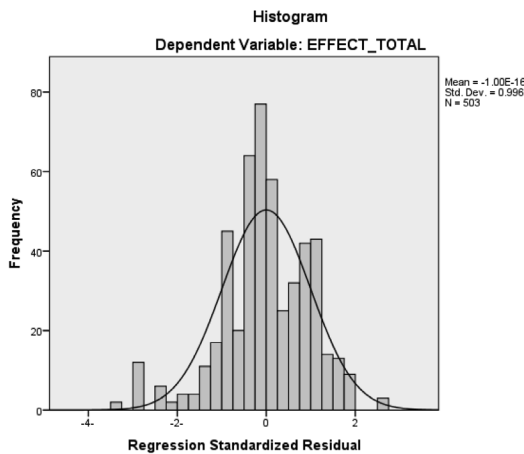**Table 4: The test of multi co-linearity - Negative social impact of tourism**

Model		Co-linearity Statistics	
		Tolerance	VIF
02	NSI_UDF01	.985	1.016
	NSI_TDC02	.997	1.003
	NSI_CAB03	.996	1.004
	NSI_APR04	.985	1.015
a. Dependent Variable: EFFECT_TOTAL			

Source: Survey Data – 2018/2019
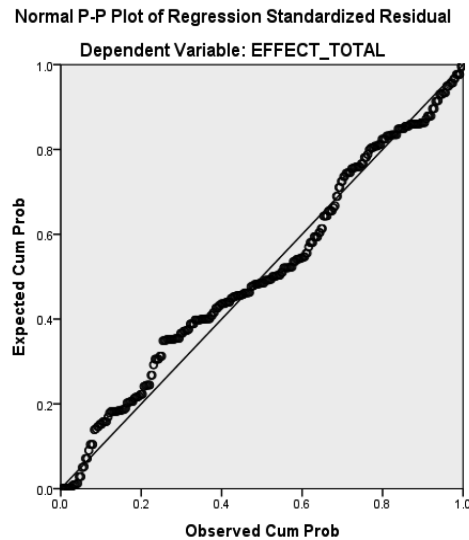
Residual Analysis: Negative social impacts of tourism

Figure 1 outlines a goodness of 'fit' to the data as the residual differences between the observed values and the predicted values of dependent variable are homoscedastic. Thus, it seems to be no problem with the residual differences between observed values for Total Impact of Tourism and the expected values. The histogram shows that the distribution of residual values is normal and centered around the value of zero.

Figure 1: Histogram of residuals - Negative social impacts of tourism

Source: Survey data – 2018/2019

Figure 2: Normal P-P Plot of regression standardized residual - Negative social impacts of tourism

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EFFECT_TOTAL

Source: Survey Data – 2018/2019

Figure 2 portrays that the plot of expected cumulative probabilities versus observed cumulative probabilities vividly converges towards 45 degree straight line. Therefore, Figure 2 also confirms the homoscedasticity and normal distribution of Total Impact of Tourism in model. So it is a goodness of 'fit' to the data.

Conclusion

For each increase of one unit on Worry about Discipline of Children (the negative social impact), the equation predicts that Total Impact of Tourism will rise by almost 7 units (6.690). For each increase of one unit on Use of drugs & Changes in Food Patterns, the regression predicts that the Total Impact of Tourism will increase by 2.45 units. Thus, these two categories of variables are positively related to each other, that is, the increase in Use of Drugs & Changes in Food Patterns will increase Total Impact of Tourism. This result of this study is coincided with the findings of Potukuchi Thryambakam (2013) and Ashish Ankush Naik and Sunil Kumar Jangir (2013).

Further, for each increase of one unit on Exploitation of Children (the negative social impact), and Malpractices of Women (the negative social impact), the regression predicts that Total Impact of Tourism will increase by around 3 (2.973) units, and around 2.893 units respectively. In connection with the findings of Exploitation of Children in this study, this result is entirely consistent with the study of Sharma et al., (2012) and the result of this study in Malpractices

of Women is supported with Savio P. Falleiro (2015) and AshishAnkushNaik and Sunil Kumar Jangir (2013).On the local community, the common significant contribution of negative social impacts is identified on Total Impact of Tourism. All the independent variables of negative social impacts are positively related with the dependent variable of Total Impact of Tourism.

54.5 percent of the variation in Total Impact of Tourism is actually explained by the independent variables or the internal factors such as Use of Drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, and Malpractices of Women. Accordingly, 45.5 percent of Total Impact of Tourism (DV) variation is left unexplained by these internal factors; rather it is explained by the external factors – unexplained factors.

All the factors of negative social impacts are highly statistically significant at 0.05level. It means 100% of the independent variables of the model of negative social impacts to influence the dependent variable are significant at the lowest probability value and if more than 50% of the independent variables are significant in the model, it is one of the good sign of the model. As a result, the null hypothesis (H_0) of "there are no negative social impacts of tourism in Panama region" is rejected at 5% (at 0.05 level) significant level. The alternative hypothesis (H_1) of "there are negative social impacts of tourism in the Panama region" is confirmed at 0.05level. Hence, the value of probability of all four positive social impacts confirms the fact that the tourism development in the region has significantly contributed to the negative social impacts on the local community.

The multiple regression model confirms and reveals the significant effects of the negative social factors such as Use of Drugs & Changes in Food Patterns, Worry about Discipline of Children, Exploitation of Children, and Malpractices of Women on the local community thanks to the tourism sector in the study region. Accordingly, the effects of Worry about Discipline of Children are perceived by the community preferably higher among the negative social factors. The rest of the negative social factors are also considerably considered by the local community as the influencing factors due to the tourism. In addition, the degree of strength, the magnitude of significance, and the track of direction of the factors such as Use of Drugs & Changes in Food Patterns and Worry about Discipline of Children proves the perseverance of the local community on these negative social factors. According to the perceptions of the local community, the strength of linear direct relationship of the factors such as Exploitation of Children and Malpractices of Women with Total Impact of Tourism is also perceived insignificantly by the local community compared to the other factors of negative social impact.

The factors of the negative social impacts should be carefully taken into consideration and handled by the policy makers and entrepreneurs while designing the policies and combing the productive resource respectively towards tourism sector in the region. Thus, they must be aware of the effects of Worry about Discipline of Children. The discipline of the current younger generation should be effectively made sure by the collaborative policy decisions of the Sri Lanka Tourism Development Authority (SLDA) and the ministry of women and child affairs. The rest of the negative social factors such as Use of Drugs & Changes in Food Patterns, Exploitation of Children, and Malpractices of Women can also be taken into the relevant authorities concerned (Sri Lanka Women's Bureau, National Committee on Women, Department of Probation and Child Care Services, National Child Protection Authority, Children's Secretariat, and Tourism Police). In this juncture, the government of Sri Lanka should study and adopt the moral suasions and code of ethics that are being practiced by the developed countries in the tourism sector so as to minimize these negative impacts in the world on a par with the socioeconomic nature of Sri Lanka. Accordingly, the general public also should be guided and directed properly in their daily routines.

Future direction for research

Even if this study has analyzed the negative social impacts of tourism industry in Panama region of Sri Lanka on the basis of some of the identified variables, this study may be extended further with the addition of some more new variables. In addition to the primary data, this study also can be further analyzed by the use of secondary quantitative data collected from the secondary sources. This study further can be developed by a comparative analysis with another study region which is indentified as a destination of tourism industry in Sri Lanka. This study can be further extended by the analysis of the demographic data which are collected and represent the descriptive statistics of the respondents residing within the study region and the each of the demographic data can be used as the independent variables, and the independent variables found in this study can be in turn used as the dependent variables in the regression models.

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