



Analyzing the Negative Impacts of Tourism on Social Transformation Based on Cultural Behavior, Prostitution, Alcohol and Drugs.

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Abstract

A sustainable society is a key term for the sustainable development of a country. However, developing a sustainable society is highly affected by social transformation all around the world. Sri Lanka is an island nation so; it's highly affected by globalization since the country is highly attracted by tourism. Therefore, one of the main social problems was in these days "what are the negative impacts of tourism on social transformation." this was the basis for this research. The aim of the research was going to identify the negative impacts of tourism on social transformation based on cultural behaviour, prostitution, alcohol and drugs. The author has selected eleven Grama Niladhari (GN) divisions from the Hikkaduwa tourism zone that touches the coastal area as the sample while the Hikkaduwa was taken as the population of this research. Furthermore, the research was done based on both qualitative and quantitative data methods and only primary data was used. The author did one in-depth interview from each GN division of the sample to collect data for this research. Moreover, the author's attention had been drawn to the tourist police at Hikkaduwa to get further data for this research. The data collected in this way were analyzed using the thematic data analysis method. Finally, the author has achieved one aspect of "cultural behaviour" selected by the author has been greatly transformed by the impact of tourism, and "prostitution" is ranked second as well as the component "alcohol and drugs" ranks third. Even so, the author was able to identify not only tourism but also other components such as social media and mass media have positively affected on social transformation in the population. Therefore, the author was able to conclude that tourism has greatly influenced social transformation, but it was not the main influence.

Keyword: Social transformation, Tourism, Globalization, Sustainable, Society, Negative impacts

