

Tourism and Medical Anthropological Relationship in Social Science; A Review

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Abstract

In this era research in tourism has become attractive field that explain the interaction of different elements that are interlinked. Therefore these relationships between different primary factors are very essential for understanding and development of new approaches that relates with tourism management, destination of tourist and health of tourist. From scientific literature review we observed that there is no even single methodology that can explain individually, therefore to deal with relationship among them research in this field have been divided into six approaches. Anthropology is one of comprehensive and global approach that deal with humanity and social work. Similarly, human resources deal with the tourism and organization that deals with hospitality. In this article we deal with HRM issues related to tourism and hospitality management. Medical anthropology known as well support for big tent research agenda of society and medical related conceptually and methodologically. It motivates to develop new approaches that brings well health, analyses cross culture impacts, interdisciplinary and people centered. Medical anthropologist develops new approaches that provide most suitable platform for cross cultural health problems on different setting areas. In this review anthropologist, socialist, biologist, HRM expert develop new approaches that are interdisciplinary and deals with mind, body of humans, health of persons, community and prevention. The main purpose of this review provide improvements in the management process of tourist, relationship among different functions and act on these properties. Moreover, explain the basics mechanism behind the evolution of tourism and social science approaches.

KEYWORDS: Anthropology, Interdisciplinary, Human resources, Tourism, People-centered.

Introduction

From the core of social sciences tourism can be defined as relational phenomenon. In social sciences to understand tourism it must be relate with systematic prospective. So that different tools and strategies required to know that can analyses and interrelate their relation with each other(Leiper, 1990). Toanalyses this relation one should be expert in holistic and synergetic vision of tourism.

Tourism is not a uniform phenomenon although in its backend various analytical aspects, knowledge of tourism, dimensions of the core elements and relation between different component must be considered. To understand the phenomenon of tourism, we have to deal with interrelation between different core components that involves in tourism activity. First time in the history of tourism an English gentleman traveled with his tutor

for the purpose of learning and exploring natural phenomenon with variety of motivation. But MacCannell (1976) defines tourism in the sightseeing forms so after that tourist consider as modern man of this era. However, now we know that it was not properly defines the tourism, but it only a touristic activity in tourism. Just as people on the beach they can walk, jump, swim, sleep, race and visit therefor sightsees called tourists. In 1974, Cohen modify the definition of tourism on the basis that involves voluntary, temporary travelling, novelty seeking and nonrecurrent. But this definition having some draw back due to lack of interrelationship with different theories such as anthropology. There exist several links for this assumption but at that time Cohen was not able to explained but later different linkages explained by the work and leisure related theories. According to these approaches tourism is the activity and tourist is the person having leisure in the state. But all of person having leisure may not be considered as tourist, in short a single definition cannot satisfy all of our requirement that specify our priority.

In 1968, Dumazedier defines leisure that can get by after cutting link through difficulties. In our social society many obligations that may be primary or fundamental have been implemented on citizens that we have to follow shown in fig 1.

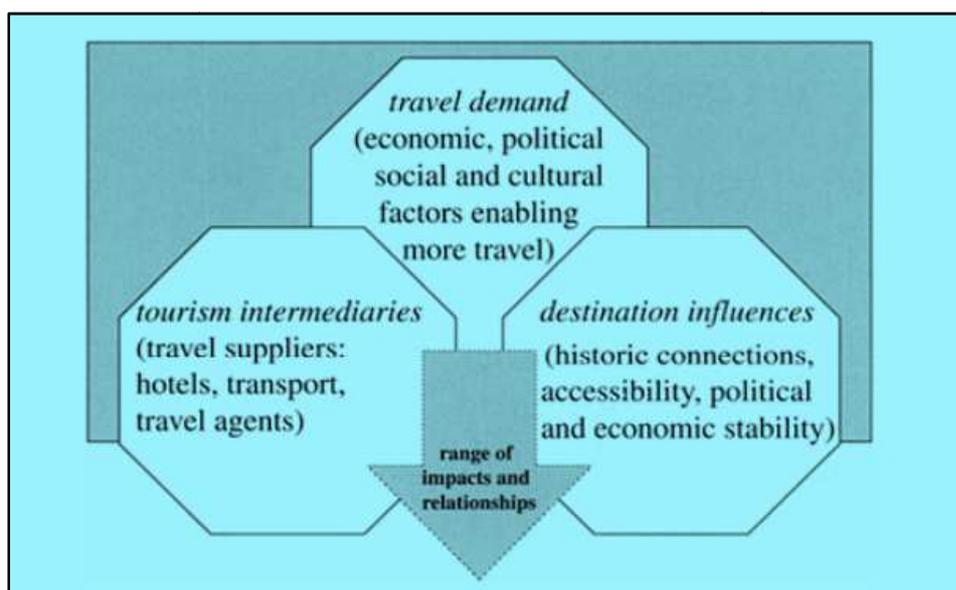


Figure-1: Fundamental elements in the history of tourism(Burns, 2003).

Phenomenon of tourism only happen when three different factors combined

- Momentary leisure
- Travel ethics
- Nonrefundable income

In leisure sphere one should feel free from all of these obligations. According to Dumazedier in our modern society leisure is not pure, it may be called as semi-leisure in which utilitarian, commercial and different ideological motivations are involving. Our such activities influenced our leisure sphere. Tourist do not need to get permanent

residence because they migrate from one place to another. So far a person who leave home for leisure is free from all of obligations, but the activities related to tourism such as transportation, lodged, fed and social entertainment influenced his or her leisure. Tourism can be defined in more modify form that involves travelling, cross linking between culture produced by meeting with other persons. In this cross cultural phenomenon social transactions involved that considered as key point to understand anthropological approach in tourism. And this could only happen after series of meetings and social transactions between tourist and touristic guest. In this modern era host not only involve moreover travelling agent, hotels management and foreign places also influenced. Different factors that effecting the social transactions can be minimized by providing leisure in society(Merinero-Rodríguez & Pulido-Fernández, 2016);

- Introduced activities that crate leisure and fulfil all fundamental obligation
- Give a free hand to deal with these activities with less or more efficiency
- Providing guide line to those persons who are not able to proceed these activities

Travel causes by mobility, that creates tourism and tourist when travel and leisure interlink. These factors created by interlinking depends on society and factor that produces them. Moreover, choice of tourist for visiting places also influenced these factors(Ahmedi, Rrmoku, & Sylejmani, 2012). According to Arcachon for inter cultural crosslinking these two societies ae very close to each other and they have been part of each society. Moreover, anthropologist can easily understand the cross cultural histories of two societies. In this generation process of tourist, their travel history and their relation with host society. These social transactions promote the touristic system with the variety of forces that influencing the system beyond limitations. To understand the different tourism relation with fundamental component explained by research lines, they also have influenced each other shown in fig 2.



Figure-2: Various lines of research in tourism(Merinero-Rodríguez & Pulido-Fernández, 2016)

Tourists

Tourist defines on the basics of two distinctions

- People who travel for some days
- People who travel for very long time or travel day or night

These two are the important factors that classified the tourist into two organizations(Lazzeretti & Petrillo, 2006), world tour organization and national tour organization. In all of definitions and models for tourism, tourist is in the middle of all causes and main focusing point of tourism system. So that a tourist should be very energetic and obey some demand and ethics of tourism shown in fig 3.

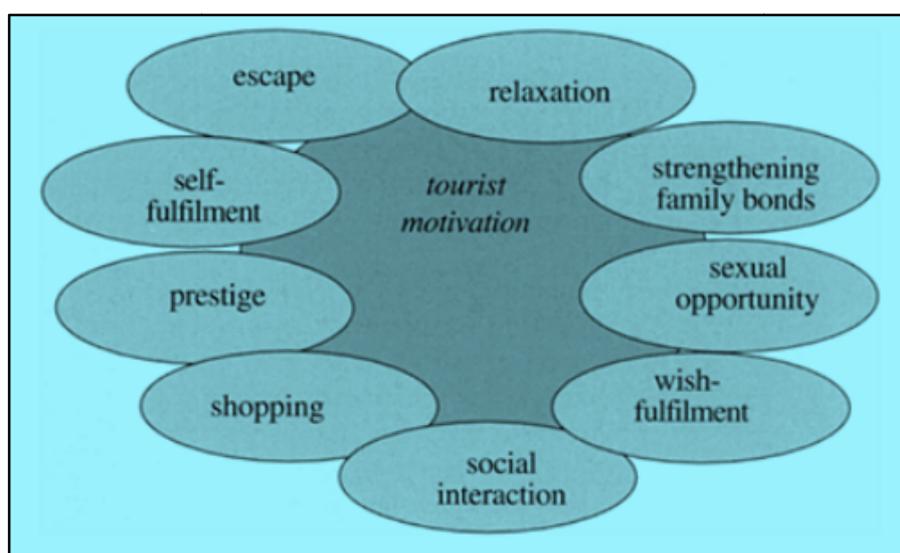


Figure-3: Demands of travel related to psychological determinations(Burns, 2003).

1.2.Social science in tourism

Since 1970 different researches have been planned to analyses the tourism and relation between their fundamental elements, they show the tourism as complex phenomenon. These relationships divert the research line in tourism towards social sciences, economics, anthropology, geology and scientific research(Arnaboldi & Spiller, 2011). Research in tourism on these lines enhance the research logics and relationship among them. These different logics modify with the passage of time using these research line in tourism and improve the concept of tourism, analyses the logics, research instruments and techniques used to analyses relationship among rational factors. In this review literature related to the scientific research background of social science that helps to modify research agenda(Freeman, 2004). First of all,interpretationof the mathematical relations of tourism relationships and secondly introduce social network agenda that explore the new relationship between different touristic components. Social science line research explore the more conceptual, theoretical and experimental relationship related to tourism explained in table-1.

1.3. Community Work

The early development in the travel industry look into from the point of view of connections happened during the 1980 with the community approach, which depended on thinking about the negative (Cohen & Cohen, 2012) impacts of the travel industry on the occupant populace of vacationer goals. The community approach line of research speaks to a noteworthy scientific development in the investigation of connections as a system to clarify the marvel of the travel industry as it gives an underlying conceptualization of connections, for this situation as the association that happens between the occupant populace of an explicit region.

The major indicative advancement contributed by the community approach line of research is a sweeping examination system. From a speculative perspective, it gives an operation of associations using the bonds set up between the exceptional the movement business accomplices in an area, which it does by working up a correct unit of examination: the movement business orchestrating. It moreover perceives the segments that are characteristic for associations, which are evaluated by methods for the intensity of unequivocal securities between accomplices in the provincial the movement business orchestrating process and by focus this examination on elements that enable correspondences to occur between the movement business accomplices. On the more descriptive plane, they get information through gatherings and overviews to analyze the substance of these associations.

Analytical advance	The standard improvement contributed by this line of research is that, out of the blue, it concentrated idea on the examination of relationship so as to comprehend the contemplate of the development business.
Unit of analysis	As the first logical procedure, it is past the domain of creative energy to hope to perceive a run of the mill deliberate focus. In any case, in all of the papers inspected, the subject of examination is set up (the movement business approach, the movement business masterminding). These are, finally, the units of examination that can be taken care of by thinking about associations, which depend upon the systems used by every maker and the focuses set out.
Content elements of relationships	The proportionate is substantial for the parts of associations that can be considered. They are not poor down start to finish, yet rather these makers do demonstrate the parts of associations that can be analyzed to understand the wonder of the movement business through an examination of associations: paying little mind to whether the associations should be formal, regardless of whether they should be not kidding, etc.
Dimensions of the analysis	They in like manner develop the estimations that can be

	mulled over, both the factors required for associations with occur, and the associations made similar to the valuable system.
Scope of the study	The papers consolidated into this line of research either consider one case all around to decide its properties, or do relative examinations
Aim of the analysis	The duties made by this line of research exhibit that associations must be depicted in order to be grasped; that they ought to go about as parts to choose if the movement business exercises are adequate or may not, so they can be known and balanced. And some of them develop that the examination of associations should be clearly associated with the upgraded working and enhancement of the movement business.
Research techniques	No single philosophy specifically is utilized, however they do clarify that distinctive research strategies and methods accessible to specialists from the diverse fields of the social sciences ought to be utilized so as to comprehend the travel industry as a financial marvel.

Table-1:Lines of research in social science

1.4. Stakeholder approach in social science

Stakeholder approach provide new research line that deals with the relationship among different component and analyses them(Baggio, Scott, & Cooper, 2010). This research line provider deeper interest among different relationship related to tourism. In short in this approach basic component of tourism considered as stakeholder. Rout of this approach based on the productive activities and need of relationship between different tourism components(De Grosbois, 2016). These component are directly related and depends on tourism stakeholders, they may be public, private organization, tourism management, tourism services in tertiary. In this approach main focus of the researcher on the tourism stakeholder and their interdisciplinary relationships. Theoretical and analytical advancement in this research line is performed by the methods and applications of different theories that deal with tourism relationship(Merinero-Rodríguez & Pulido-Fernández, 2016). It seems very interesting how different factors interrelate and provide the dimension in research line to deal with tourism stakeholder. These dimensions are the legal structure of stakeholder relationship factors.

1.5.Human resource management issues in tourism

According to many theories It is belief that the human plays a critical role in terms of getting competitive advantages, satisfaction and loyalty of customers, quality of service and the performance of an organization(Gibson, Lynch, & Morrison, 2005). For creating the advantages of a firm the human capital play essential role that include the knowledge

of employees, the relationship between them internally and externally, employee's skills, abilities, experiences, their behaviors and attitudes towards the customer, and their personality. These factors could cause direct effect on the Human resource HRM system, policies, potential and practices, culture and climate of an organization.

According to the investigation by researchers to drive services by the human resource are a critical and challenging task because the service is in the form of intangible that cannot be touched (Baum, 2007), and it is provided in the location of service provider, and it is interaction between the service provider and the customer. The employee represented the organization and creator of the image of an organization, and in this regard of features the services are tangible in terms of attitudes of the service provider, personality, appearance and their behaviors employees are just like the part of a product. The different human strategies influence the service provider to drive and create the value, loyalty, quality of service for a product and satisfaction for customers in order to improve the performance of an organization.

1.6. Employee personality and emotional intelligence

The personality of employees and their emotional intelligence are the important part for the outcomes of customers and the organization. For the recruitment and selection process for finding the right candidate to the right position the employee personality is much more important to meet the criteria of selection for tourism. Personality presented the person's characteristics regarding behavior attitude, thinking, and feelings etc (Martins & Coetzee, 2007). The basic requirements for the employees to meet the criteria for the tourism are having social skills, personal characteristics and good attitude and behavior because a service provider in the tourism organization must be a courteous and having good ethics to deal with the customers (Sohn & Lee, 2012). It is arguments by many researchers that the personality of employee's played essential role towards getting valued customer quality, satisfaction and loyalty of the organization and may cause to lead the greater success and performance of an organization. There is the relationship between the performance of employees and the personality of the employees. It is researched by G. L. Stewart, Carson, and Cardy (1996) that there is the connection between the personality of employees and self-behavior and the correlation among the dimensions of personality of the employees as emotional stability, evaluation of employees, conscientiousness, openness to experience, agreeableness (Raman, Sambasivan, & Kumar, 2016).

1.7. Emotional and Aesthetic labors and outcomes

The Emotional and Aesthetic labors and outcomes have been presented the planning, control and efforts that needed and required by organization to express the emotions during interaction (Mears, 2014). "The act of displaying appropriate emotion (i.e., conforming to a display rule)" According to many researchers that the emotional and aesthetic labor causes to getting and increase money for the required skills for service provider (Wong & Wang, 2009). These labors help to provide the competitive advantages and create the good will and value for an organization. In the organization of tourism, the Aesthetic labor plays an important role and considers those service providers who are good an appearance and sound right (Hansen, Ropo, & Sauer, 2007).

1.8.Human Resource management in practices and outcomes

For achieving and getting desired objective and goals Human resource management used to design the system that will helpful in the proper efficient and effective utilization of Human resources workforce (Yadisaputra, 2015).

Organizational Culture and Climate and Outcomes

The organizational culture presented as the structure that influenced to create and design the system and behavior of the members (Hemmelgarn, Glisson, & James, 2006) and the climate of the organization are much important that define as the interpretation, exception of the employees that changes continuously about the environment of an organization. The both two attributes culture and climate of an organization are also impact on the behavior, attitudes, and performance of the employees regarding efficiency and effectiveness(Glisson & Green, 2006).

1.9.Business and HRM Strategy

There is the connection between the business and human resource management strategy regarding the tourism industry that has impact on the performance of employees(Wang & Shyu, 2008). Many of researchers presented the models and framework in this regard. According to the early study, Lashley and Taylor (1998) there is the perfect combination of the operation and style of the HRM practices that are adopted by an organization. They presented the four operation services that is based on the services integrally are the mess service, service shop, service factory and the professional services that is combined with the Best fit for HRM Strategies as four types of operational practice style, involvement style, professional style, and the command style(Huang, 2001).

2. Tourism in Anthropology approach

Nineteenth century considered as the lovely period of emerging history because at that in western society three different types of themes(Leiper, Stear, Hing, & Firth, 2008) present in educated society named as colonialism, Darwinism and missionary societies represents in fig 4.

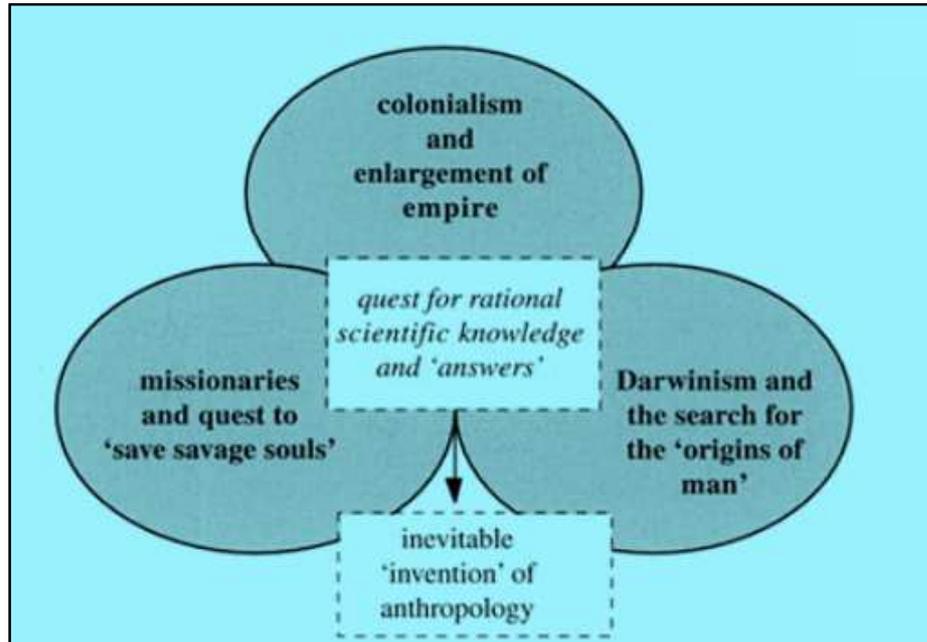


Figure-4:Issues of 19th century western societies(Burns, 2003).

Anthropology based on the research related to humanity and seek how social science play important role in human societal work. These three model developed by different origins although they civilized by today colonial populations(Pansiri, 2009). In early stages some themes lie behind the anthropology and philosophies related with them. Behind these themes deterministic and hierarchical are most important points that means believe on nature, unchanged able, God gifted things such as woman role in some societies is preordered and better than others(Connell & קונל, 2007). In twentieth century a socialist Claude Lévi-Strauss in Belgium introduced structuralism in theoretical and experimental work explained as(Baum, 2007);

- Evolution process in human beings carry till death and they modify the world.
- Humans thoughts, in fact all of thoughts of world are co related and basically taught of the world.
- In evolution process making pairs such as dark and light, male and female, men and women, birth and death, self and others etc.

Claude Lévi-Strauss work based on culture design and develop deeper meaning that relates social work and society in which people behave.

With the passage of time anthropology developed and basic themes that provides more comprehensive way to study human beings and society shown in fig 5.

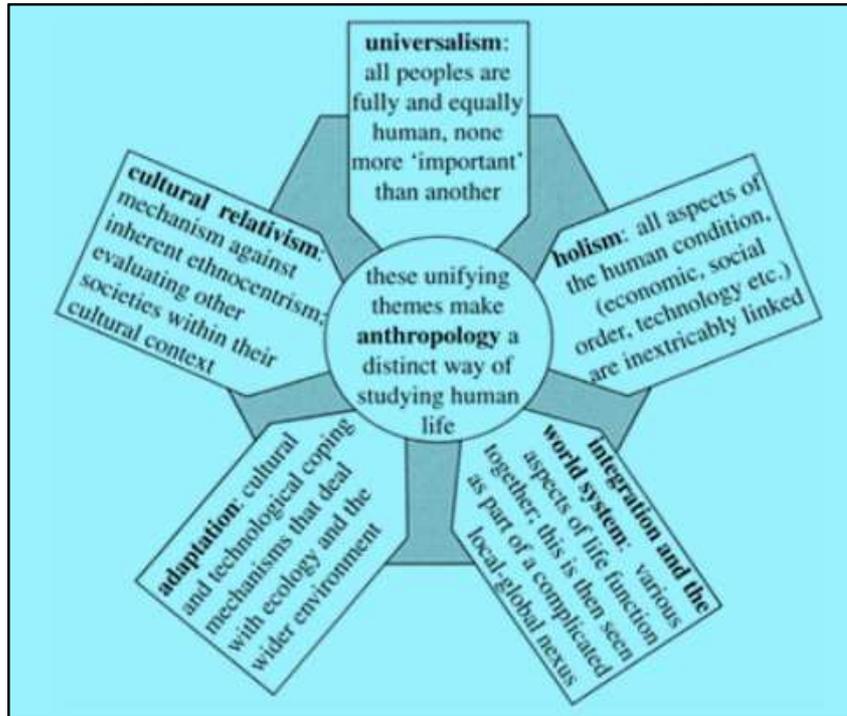


Figure-5:Basics themes to unify cultural anthropology(Burns, 2003)

Anthropology can be defined by two different societies in British society study of society called social anthropology while according to American anthropologist it's called cultural anthropology. There is no basic difference in these two anthropologies but they deal using different approaches in society shown in fig 6.

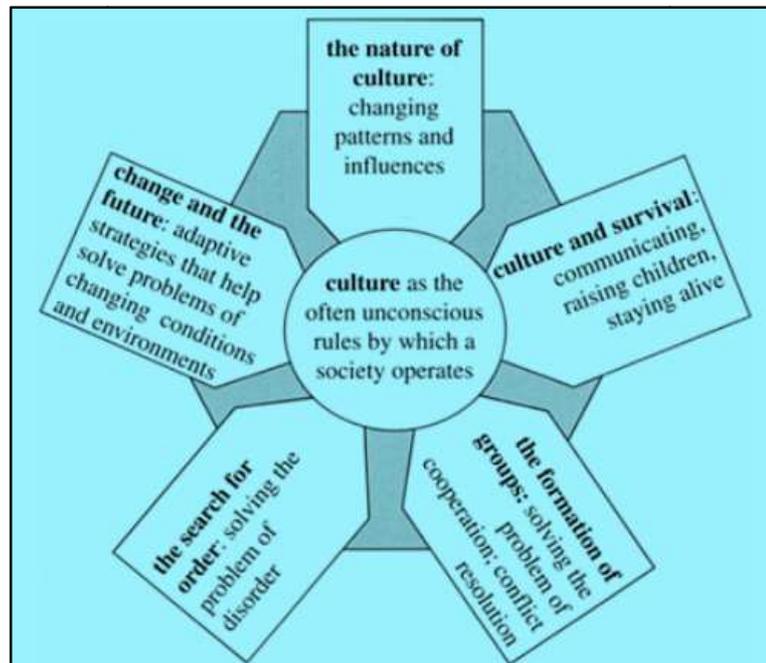


Figure-6:Representation of cultural anthropology(Burns, 2003).

Anthropology and tourism both are important to study dynamics of culture and human beings, both have synergy. As we know that both tourism is the broad knowledge of different cultures and societies. So there required deep understanding and comprehensive approaches to understand the relation among anthropology and tourism represents in fig 7.

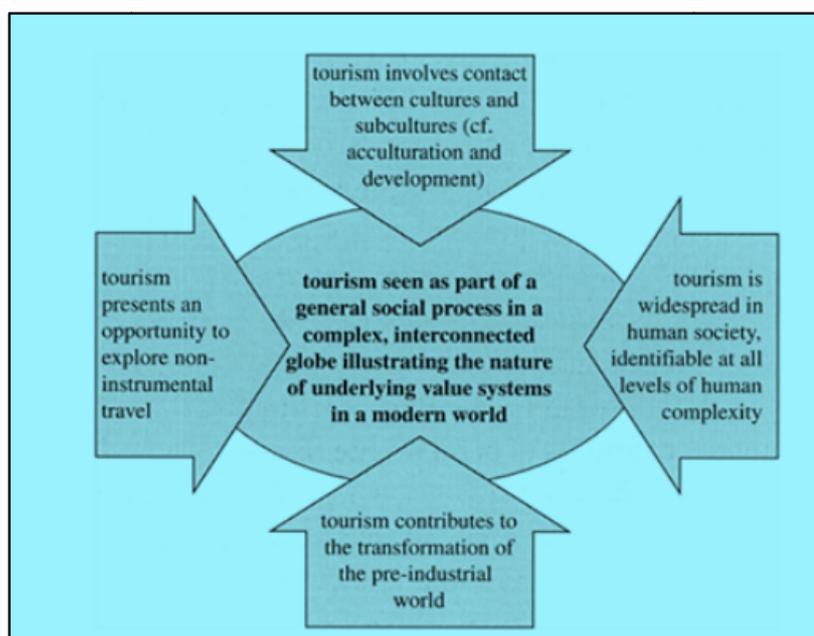


Figure-7:Anthropological view of tourism system(Burns, 2003).

2.1. Medical anthropology in social sciences

Social sciences and medical fields makes efforts to emerge both fields and provide interdisciplinary relation of health research in terms of implementation and policy. This is known as medical anthropology or anthropology and medicine(Adler & Rehkopf, 2008). Since 50 years' medical anthropology developed with many approaches. In which people-centered approach is one of the most familiar and promising when we deal with health issue in society. This was one of the earliest approach that deals with the health at global level and provides specific way to characterize health on the basis of quality, accountability and equality(Singer & Baer, 2018). In medical anthropology we deal with interdisciplinary factors between health and culture and their interdisciplinary factors on each other's that were drastically change by variation in global climate and shortcomings of cultural evaluation system. Culture is all related about equal contribution of society, religion and traditions. By analyzing interdisciplinary relationship among society and human health different theoretical socialist explained structures and social norms through consonance analyses of culture such as depression, genetics and physiological problems. In this regard anthropologist, demographers and epidemiologist are interlinking and do back and forth debates to analyses the measure of stress in the contents of social sciences or society(Kim, Evans, Chen, Miller, & Seeman, 2018). More over signaling theory of

anthropology shows the decision of patient, and analyze the patient decision so that for whom treatment patient is more satisfied. Medical anthropology is somehow crosses cultural psychiatry that first time explained by theoretical anthropologist and medical psychiatrist in 1971. After that many theories and approaches launched to explained the cultural health and its relation with global health problems. Now a day's global mental health is one of the most emerging and divers area in medical anthropology. It was represented by wide advancement in culture, violence, poverty of people and inequality in different nations and societies(Lambert & McKevitt, 2002).

Recent challenges in medical anthropology

In this era no doubt medical anthropology is one most burning and emerging field in social and medical sciences although anthropologist may be critics and suffer by policy makers, policy management and health improvement policy makers(Joralemon, 2015). Especially for those anthropologist who divert the attentions of policy makers towards ethics, practical approach to deal with social management crisis. Secondly there is major traditional gap in policy makers, clinical, worldwide global health and scholars. There need proper collaboration among them to introduced new approaches in this field.

3. Conclusion

In this we explained causes of tourism, relationship of different primary factors in tourism and destination of tourist. Ethics, energy and health of tourist is fundamental factor to proceed tourism. Moreover, classified tourism in different organization that may be international or worldwide. The review of literature shows that there exists diversity in cultural of every society. Therefore, tourist influenced by these cross cultural environmental factors. To deal with these interdisciplinary cross-cultural factors we need some advance approach that describes inter relation among them. Anthropology is one of wider and diverts approach in this era that deal with human health, social issues, environmental factors and activities of tourist or host-guest relations. Although some other approaches also discuss such as community approach and stakeholder approach that deal with research line. In this regard hospitality organization play vital role in the performance and management of tourist. However, HRM is one of best organization that define relationship among tourist and employee of organization or various societal management. Proper management using HRM strategy resolve health related issues of tourist.

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