Tourism Management, 2016

MANAGING TOURISM IMPACTS –
CONTEXT AND ENVIRONMENT PERSPECTIVES
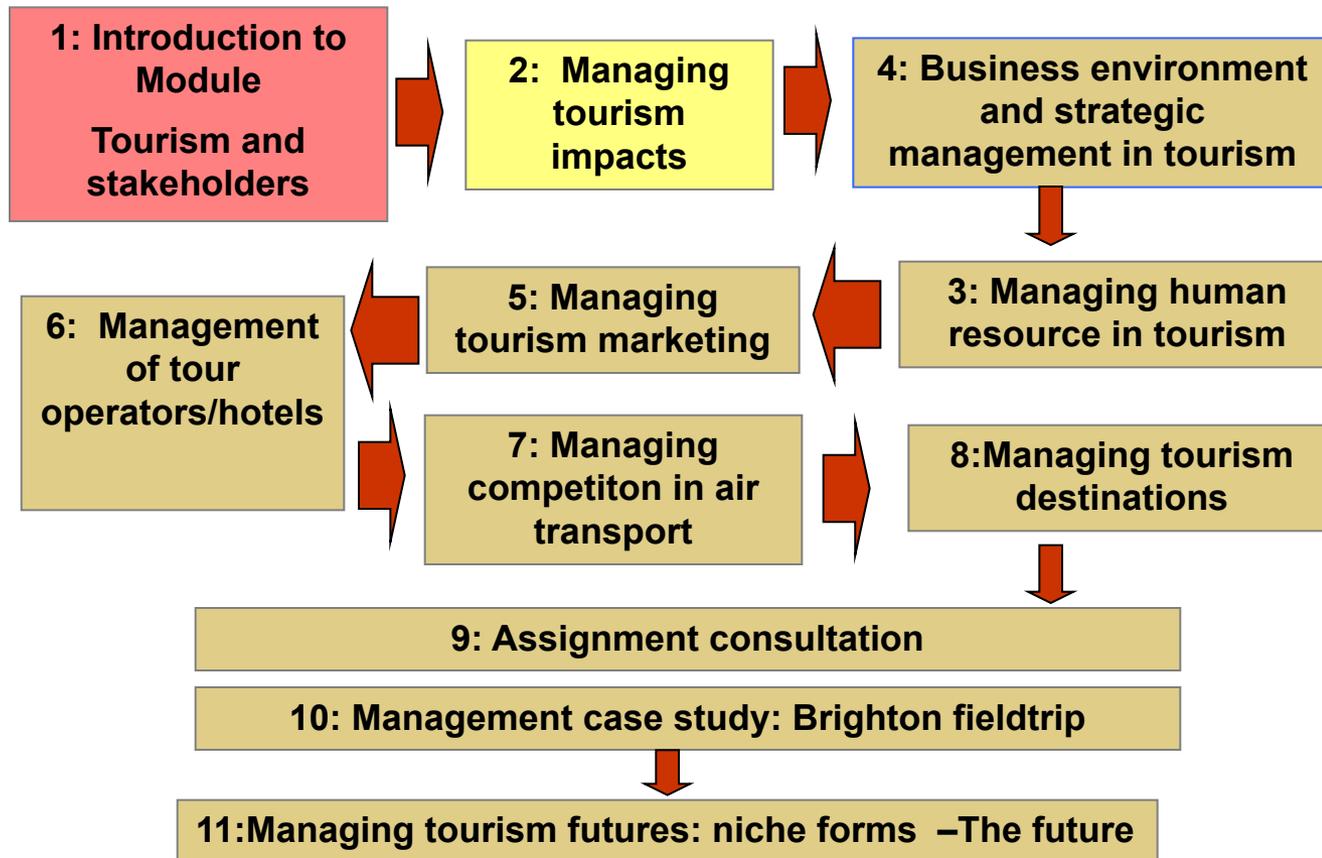
PERSPECTIVES OF TOURISM MANAGEMENT

Rationale

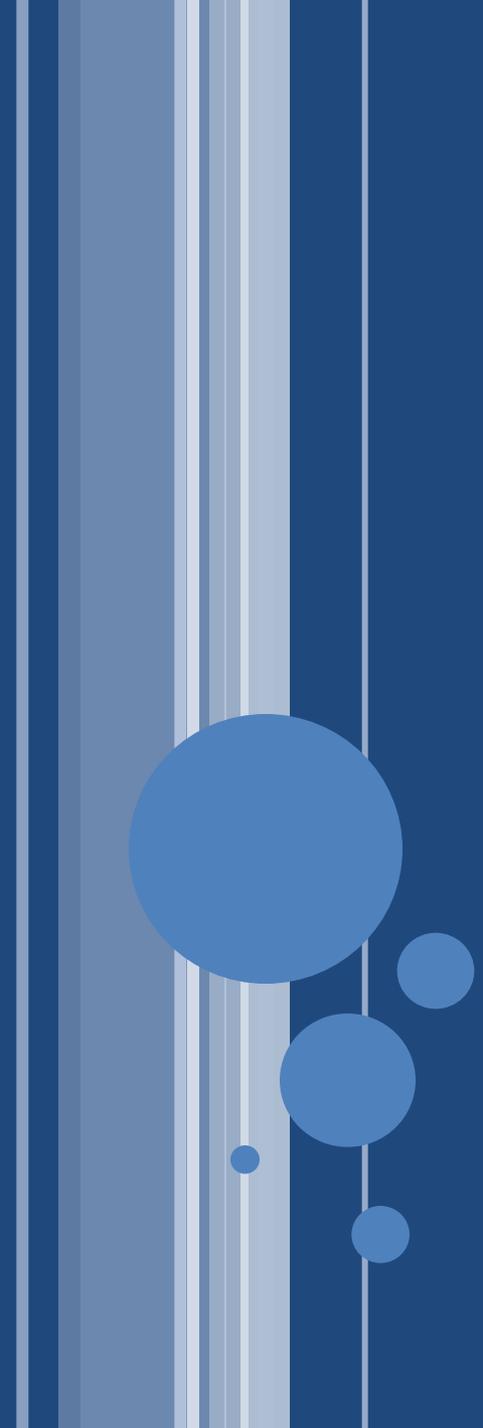- Environment
- Destination
- Sector
- Firm

ROAD MAP

1: Introduction to Module

Tourism and stakeholders

2: Managing tourism impacts

4: Business environment and strategic management in tourism

3: Managing human resource in tourism

5: Managing tourism marketing

6: Management of tour operators/hotels

7: Managing competiton in air transport

8:Managing tourism destinations

9: Assignment consultation

10: Management case study: Brighton fieldtrip

11:Managing tourism futures: niche forms –The future

TODAY'S LEARNING OBJECTIVES

- Identify the principal types of tourism impact
  - Our focus today is on environmental and socio-cultural impacts of tourism; we shall not discuss economic impacts in any depth
- Briefly focus on some determinants of the scale of tourism's impact
- Understand the main environmental impacts of tourism
- Understand the socio-cultural impacts of tourism
- Illustrate theory on impacts in the seminar through a case study on trekking impacts in Nepal's Annapurna Conservation Area

Types of Tourism Impact

Tourism Impacts

◻ Tourism may have POSITIVE and NEGATIVE impacts

◻ Impacts may be classified as environmental (or physical), socio-cultural or economic

◻ Impacts should be managed to ensure that positive impacts are maximised and negative ones minimised

◻ Commercial operators in search of profits often tend to overlook the negative consequences of their business activities

◻ Most impacts are felt at tourist destinations, however some can be more dispersed (e.g. climate change impacts)

Determinants of Tourism Impact

- Type of tourism (e.g. business, holiday)
- Psychographic type of tourist (e.g. psychocentric [more conservative], allocentric [more adventurous])
- Numbers of tourists and ability of destination's infrastructure, superstructure, transport services etc. to handle numbers
- Fragility of destination's physical environment
- Proportion of tourist spend retained in destination's economy
- Diversity of destination's economic activities
- Social and cultural difference between tourists and host population

TYPES OF TOURISM

Leisure...**Work**
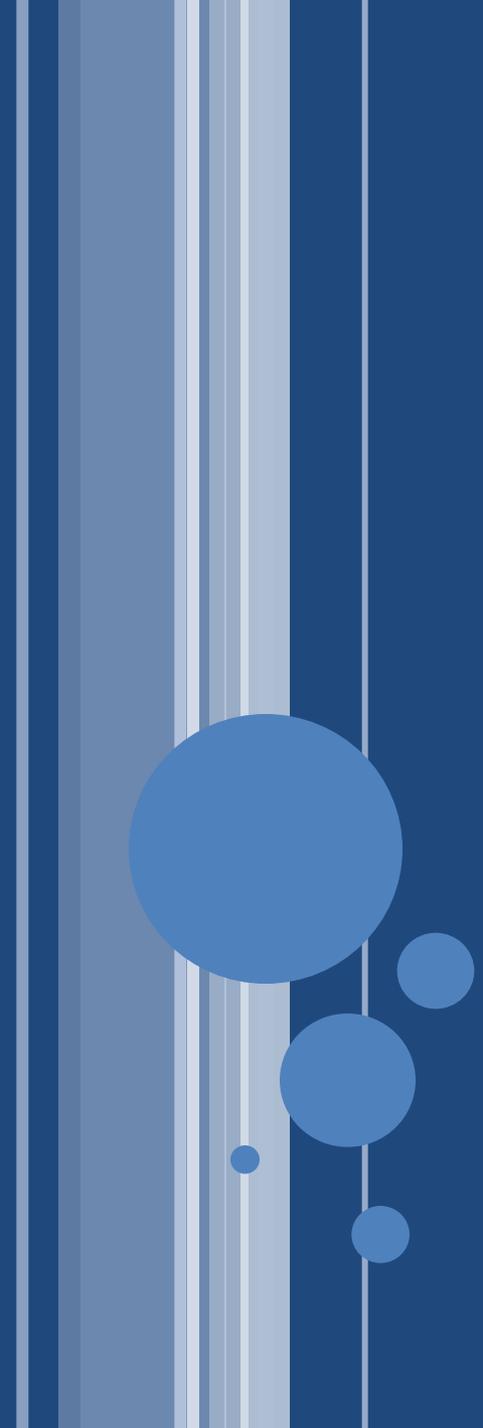
Leisure Tourism

Holidays
Short breaks

Common Interest Tourism

Educational
Religious

Environmental Impacts

"Take nothing but photographs, leave nothing but footprints, kill nothing but time."

Tourist motto (Anon)

ENVIRONMENT AT RISK

- Biodiversity
- Individual species of flora and fauna
- Climate change
- Water quality
- Air quality
- Erosion
- Loss of agricultural production
- Visual amenity

Negative impacts

- Destruction of natural environment through building infrastructure and superstructure
- Loss of habitat for flora and fauna leading to reduced biodiversity
- Aesthetic pollution/loss of visual amenity – production of identikit destinations and loss of local building types
- Noise pollution – transport, construction, clubs
- Air pollution – from road and air traffic
- Sea water pollution – especially from untreated sewage – health risks and eutrophication (depleted oxygen causes die-off)
- Over-exploitation of fresh water resources (e.g. golf tourism) and pollution of fresh water (e.g. with fertilizers)

Threat to flora and fauna

Some species indigenous to South Africa

Noise and air pollution

Aircraft cause noise pollution and constitute the bulk of tourism-related emissions

Road transport is no small emitter either!

WHICH DESTINATION TO MINIMISE YOUR ENVIRONMENTAL IMPACT?

Benidorm, Spain

Belize, Central America

User-groups and varying environmental impacts

- Number of tourists important
- Resilience of species to interference varies
- Governments may impose laws or regulations to control negative impacts on ecosystems
- Planning controls vary
- Locals may ignore environmental rules for economic gain – e.g. crowding animals in game parks, breaking off coral to sell
- Overseas investors may be permitted to exploit resources inappropriately

Planning controls

Famagusta, Cyprus: beach in shade in the afternoon because of high rise hotels

Lanzarote, Canary Islands: strict planning control, all low-rise

CROWDING ANIMALS IN KENYA

Positive impacts

- Conservation of flora and fauna encouraged (benefits tourist experience)

- Preservation of attractive landscapes (including mountains and beaches) is in the interests of the tourism industry

- Tourist spend can finance water treatment projects

- Urban regeneration encouraged by tourism (e.g. urban waterfront developments in derelict docks)

- Ensuring continuing popularity of developed resorts takes pressure off areas less able to cope

Maintaining the environment

- Controlling tourism numbers is a key way to manage environmental impacts
- Carrying capacity analysis important to allow this to be done
- Assessment of the point at which damage to the environment occurs, and of the extent to which such damage is acceptable, is highly subjective
- Official designation of National Parks and other protected zones is important
- The imposition of strict planning controls is helpful
- Zoning within destinations is also useful

CARRYING CAPACITY

"Carrying capacity is the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of the experience gained by the visitors." Mathieson and Wall (1982: 21)

- Different (though interdependent) carrying capacities may be identified – physical, economic, psychological and social

Zoning – the Great Barrier Reef Marine Park, Australia

☐ World's largest coral reef (2000 km long)

☐ Used by fishermen, divers, snorkellers etc.

☐ Suffers direct physical damage, also problems from marine fauna collection and discharge of pollutants

☐ Now divided into four types of zone:

- Preservation
- Scientific research
- Marine National Park (scientific, educational and recreational)
- General use (some fishing allowed)

The Great Barrier reef
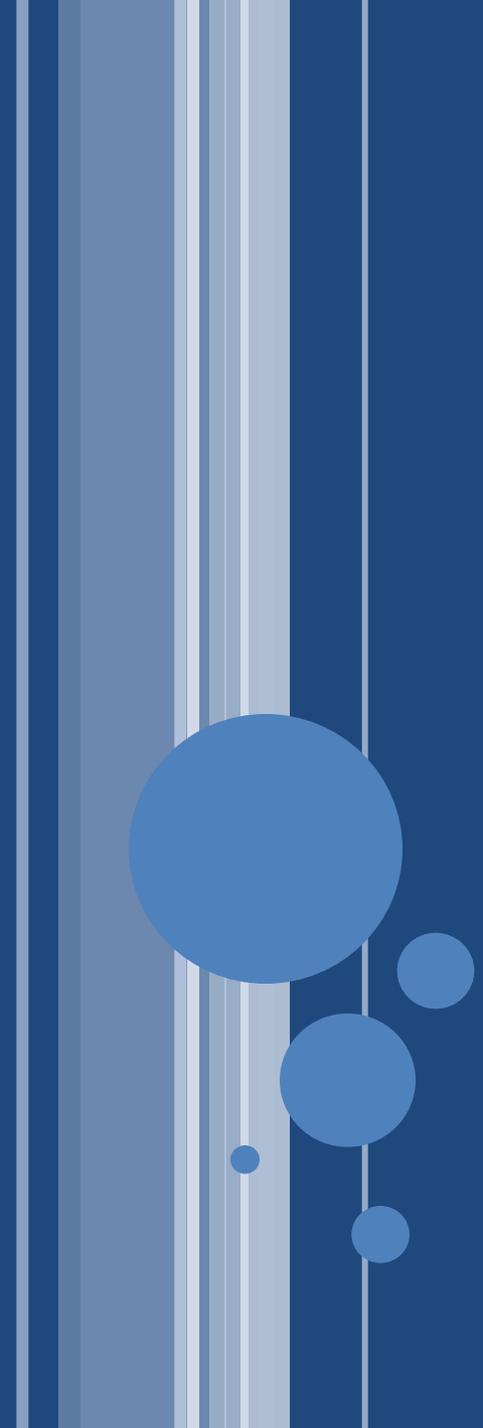
Socio-Cultural Impacts

Society and culture

- Society concerns the interaction, behaviour and attitudes of people in groups (Ritchie and Zins, 1978)

- Culture consists of behavioural patterns, knowledge and values that have been acquired and transmitted through generations (Burns and Holden, 1995)

- Many aspects of culture are attractive to tourists, including handicrafts, language, traditions, gastronomy, art, music, history, work, architecture, religion, educational systems, dress, leisure (Ritchie and Zins, 1978)

Positive socio-cultural impacts

- Employment is socially beneficial; tourism jobs often pay more than agricultural ones
- Revitalisation of poor or non-industrialised regions
- Rebirth of local arts, crafts and traditional cultural activities
- Revival of social and cultural life of population
- Renewal of local architectural traditions
- Promotion of the need to conserve areas of outstanding beauty with aesthetic and cultural value

Negative socio-cultural impacts

- Tourism may cause overcrowding
- Rural depopulation and negative impact on agriculture
- Over-dependence on tourism
- Threat to local values and morals
- 'Staged authenticity' and 'airport art' devalue local culture
- The demonstration effect
- Acculturation

Staged authenticity

- MacCannell (1989) argued that tourists looking for authenticity, and a sense of wholeness absent from their normal lives (a 'Western' perspective…)

- To satisfy the search for the authentic, cultural events and practices are often staged for the tourists' benefit

- This staged, or spurious, authenticity can have a negative effect on local cultural traditions

Staged authenticity?

Staged traditional wedding, Hongkeng, China

Peruvian villagers posing with tourists

Airport art

- Also known these days as 'tourist tat'
- Inauthentic souvenirs, mass produced for tourists
- Often made in a completely different country – e.g. wooden animals (elephants, rhinos etc.) sold in South Africa are made in Kenya
- Traders want something to sell, and tourists have a strong urge to buy souvenirs, but inauthentic, low-quality products devalue 'genuine' culture

Airport art

The demonstration effect

- A negative socio-cultural impact
- Happens when tourists are demonstrably richer than the host population
- Tourists may wear expensive designer clothes and jewellery
- They often carry cameras, camcorders, smartphones and other expensive items
- This causes envy in local population and can lead to an increase in crime
- Young people are particularly susceptible – their wish to emulate the tourists' lifestyle can cause inter-generational rifts in their community

ACCULTURATION

- The demonstration effect is most likely when contact between tourists and hosts is superficial and transitory

- Acculturation occurs when there is longer-term contact

- Two cultures will converge, but in reality 'weaker' cultures will tend to be eclipsed by more dominant ones (cultural imperialism)

- Cultural imperialism may cause visited peoples to become more like Westerners (e.g. Americanisation) (clothes, food, drink, music etc.)
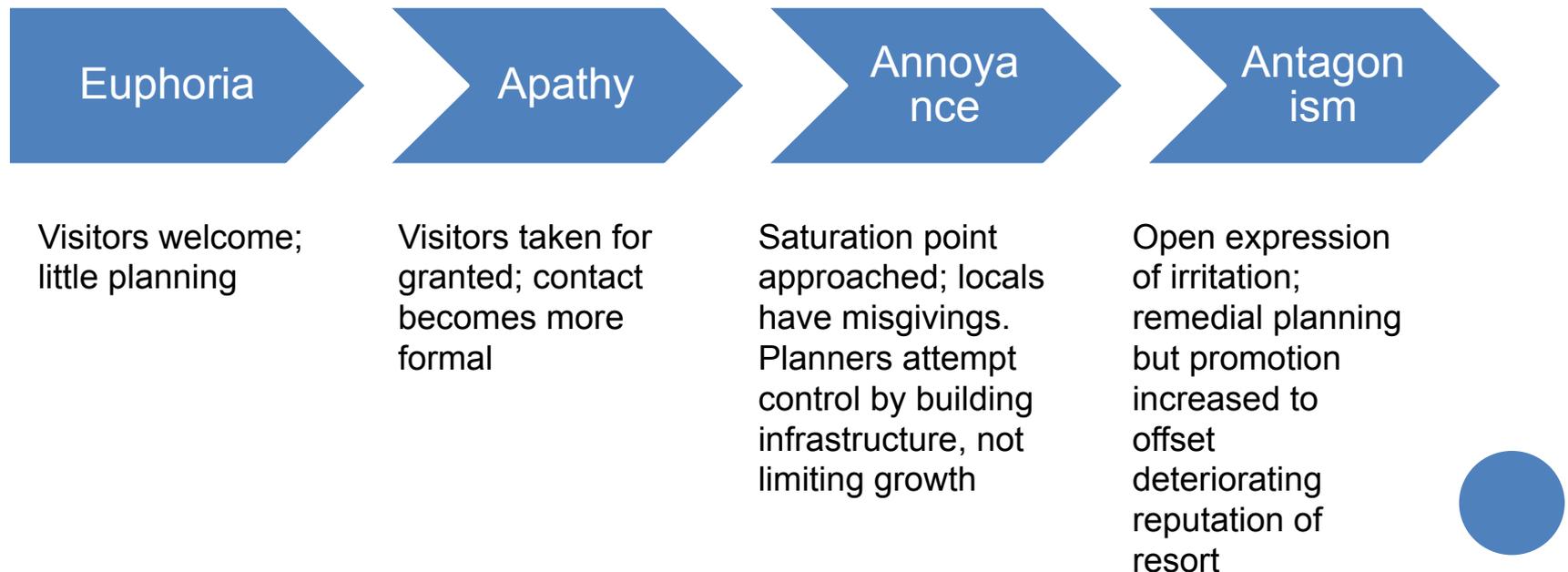
Cultural imperialism?

Doxey's Irridex

- Doxey proposed an irritation index (Irridex) to reflect changing attitudes of host populations towards tourists, over time

Euphoria	Apathy	Annoyance	Antagonism
Visitors welcome; little planning	Visitors taken for granted; contact becomes more formal	Saturation point approached; locals have misgivings. Planners attempt control by building infrastructure, not limiting growth	Open expression of irritation; remedial planning but promotion increased to offset deteriorating reputation of resort

Source: Burns and Holden (1995), altered

REFERENCES

- Beech, J & Chadwick, S (2006) *The Business of Tourism Management*, Harlow: Prentice Hall, **Chapters 16-17**

- Burns, P and Holden, A (1995) *Tourism: a New Perspective*, Hemel Hempstead: Prentice Hall

- Holloway, J C (1994) *The Business of Tourism*, 4th ed., London: Pitman, p.58

- Mathieson, A and Wall, G (1982) *Tourism: economic, physical and social impacts*, Harlow: Longman

Seminar case study to follow: Trekking impacts in the Annapurna Conservation Area