

Unit 3 Learning Management Plan

Title: Impacts of Tourism and Major Theories

Total Time in Learning/Teaching: 6 Hours

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Introduction

Nowadays, tourism has become one of the main economic driver of many countries around the world. There are, however, remarkable issues concerning consequences that tourism industry generates. Tourism is the business of pleasure selling destination assets that offer diverse and a wide range of experiential products from tangible to intangible dimensions. With higher competition of tourism across the regions and the world in responding changing demands of tourism markets, it is undeniable that negative impacts can also be occurred at destinations, especially with destinations of unplanned manner and lack of control of tourism production and consumption. This unit explains in which way the tourism industry brings about positive and negative impacts in different dimensions, and related concepts.

Learning Outcomes

At the end of this unit, the students should be able to:

1. identify main positive and negative impacts caused by tourism on environmental aspect.
2. identify main positive and negative impacts caused by tourism on social aspect.
3. point out main positive and negative impacts caused by tourism on cultural aspect.
4. point out main positive and negative impacts caused by tourism on economic aspect.
5. review important concepts used in explaining different types of tourism impacts.
6. employ the related concepts to discuss tourism impacts.

Scope of Contents

1. Environmental impacts and major concept
 - 1.1 Patterns of negative environmental impacts of tourism
2. Social impacts and major concept
 - 2.1 Positive social impacts of tourism
 - 2.2 Negative social impacts of tourism
 - 2.3 Doxey's Irritation Index and social impacts of tourism
3. Cultural impacts and major concept
 - 3.1 Cultural tourism: relationship between tourism and culture
 - 3.2 Positive impacts of tourism on culture
 - 3.3 Negative impacts of tourism on culture
4. Economic impacts of tourism and major concept
5. Unit Conclusion
6. Exercise
7. Unit References

Learning Activities

- Direct instruction
- Doing exercise to review the lesson
- Group discussion
- Group presentation

Learning and Teaching Resources

1. Textbooks and Main Documents

- Boonlert, C. (2005). Sustainable tourism development. Bangkok: Press and Design.
- Du Cros, H. and Mckercher, B. (2015). Cultural Tourism. Oxon: Routledge.
- Holden, A. and Fennell, D. (2013). *The Routledge Handbook of Tourism and the Environment*. Oxon: Routledge.

Mason, P. (2008). *Tourism Impacts, Planning and Management*. Oxford: Butterworth-Heinemann.

Park, H.Y. (2014). *Heritage Tourism*. Oxon: Routledge.

2. Important Documents for Extra Study

Barcelona Field Studies Centre. (n.d.). *Tourism multiplier effect*. Retrieved from <https://geographyfieldwork.com/TouristMultiplier.htm>

Cahyadi, H.S. (2016). Authenticity and commodification of culture at Puri Anyar Kerambitan as Royal Tourism Attraction in Tabanan Regency, Bali Province, Indonesia. *Journal of Social Science Studies*. Vol. 3, No. 1, pp. 1-11.

Carneiro, M.J. and Eusébio, C. (2015). Host-tourist interaction and impact of tourism on residents' quality of Life. *Tourism & Management Studies*. Vol. 11, No. 1, pp. 25-34.

Cultural Heritage Tourism. What is heritage tourism?. Retrieved from <http://culturalheritagetourism.org/what-is-heritage-tourism>

Kuon, V. (2011). The pursuit of authenticity in tourist experiences: the case of Siem Reap-Ankgor, Cambodia. Dissertation. Lincoln University. Retrieved from https://researcharchive.lincoln.ac.nz/bitstream/handle/10182/4306/kuon_mtm.pdf;sequence=5

Monterrubio, J.C. and Mendoza-Ontiveros, M.M. (2014). Tourism and the demonstration effect: empirical evidence. *Tourism & Management Studies*. Vol. 10, No. 1, pp. 97-103.

Tourism Authority of Thailand News Room. (2017, March 28). *Growth continues as Thailand hits visitor and revenue targets for first quarter 2017*. Retrieved from <http://www.tatnews.org/growth-continues-as-thailand-hits-visitor-and-revenue-targets-for-first-quarter-2017>

Zaidan, E. and Kovacs, J.F. (2017). Resident attitudes towards tourists and tourism growth: a case study from the Middle East, Dubai in United Arab Emirates. *European Journal of Sustainable Development*. Vol. 6, No. 1, pp. 291-307.

Measurement and Evaluation

Test

Discussion participation

Group presentation

Unit 3

The Impacts of Tourism and Major Concepts

Traveling to nature-based tourist destinations has the main reason as people seek for relaxation and recreation from natural environment, especially the environments which are different from their routine or normal environment they live in. “Sun, sand, and sea” has become the main motivations of people to travel since the past. However, later, sun, sand, and sea travel is not the only motivation to travel. People also travel to see and experience different cultures, and even authentic cultures and environment. It is about seeking for new physical environment and new activities. Examples as pull motives include indigenous cultures and special ecosystems. Technology that helps people to access to remote natural environments quite easily nowadays has accelerated demands of people to travel to these areas. This phenomenon leads to different types of tourism impacts. Tourism issues are generally multi-faceted with a combination of economic, social and environmental dimensions. Therefore, to consider tourism impacts, it should be noted that each dimension is interrelated, and tourism planning and management is strongly related to tourism impacts in destinations.

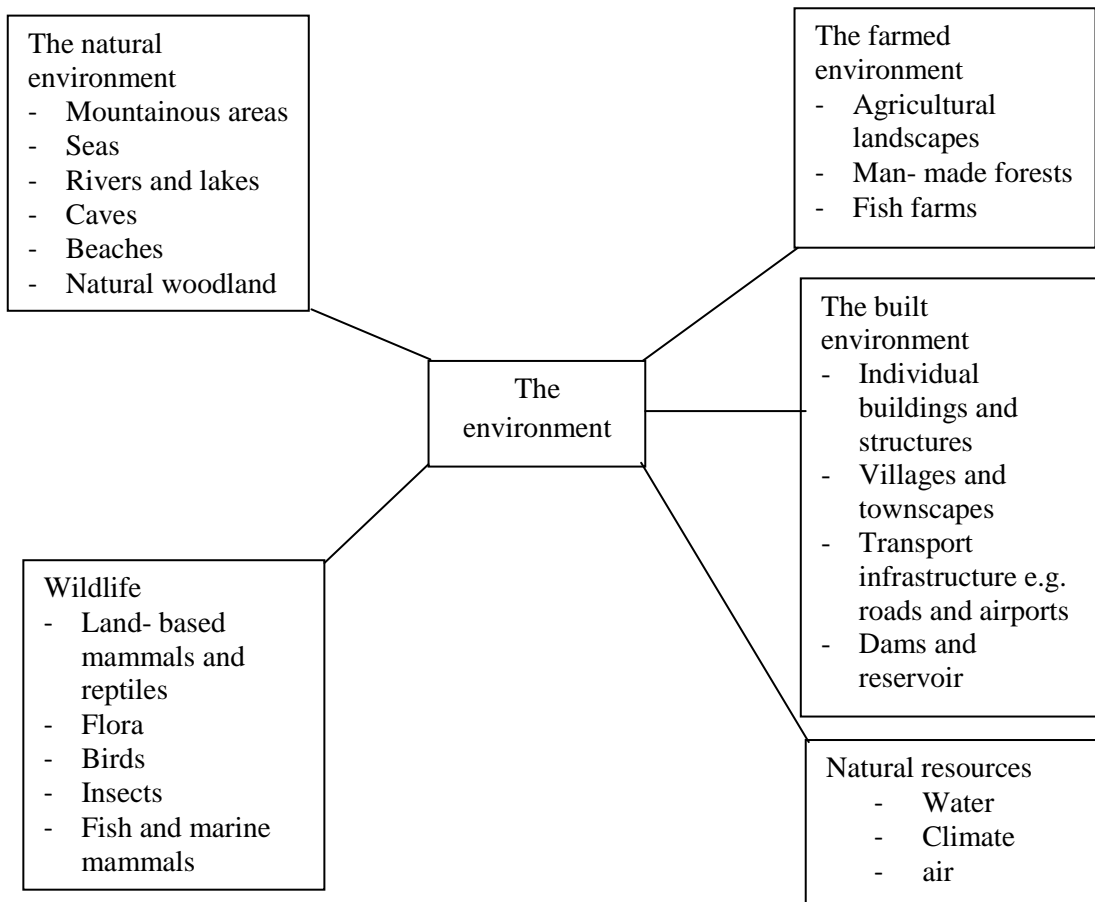
1. Environmental impacts of tourism and major concept

1.1 The concept of environment

According to Swarbrooke (1999, cited in Mason, 2008, p. 70-71), there are five dimensions of the environment. These are natural environment, wildlife, the farmed environment, the built environment and natural resources (Mason, 2008). These five dimensions is shown in Figure 3.1. Each dimension has different ecosystem and they are linked; meaning that impact occurred within one ecosystem can influence or affect another ecosystem that relates.

Figure 3.1 Scope of the concept of environment (Swarbrooke, 1999)

Source: Mason, P. (2008), p. 71



Generally, natural and rural environments are more fragile than built environment due to lower degree of carrying capacity planned by human, and due to the fact that the environment is mostly depended on particular natural ecosystem. Built environment such as urban environment can be understood as man- made or highly culturally- constructed environment, and it has higher degree of carrying capacity as it is well planned by human for high degree of socially multiple uses. There is a relatively long history of the environment acting as a significant attraction for visitors (Mason, 2008, p. 73). Visitors and tourists are likely to have motivation to travel and have their holiday in rural and natural environment especially nowadays.

It is known that tourism creates both positive and negative impacts to environment. The following impacts are viewed as the benefit of tourism generated to a particular environment:

1. Tourism encourages protection and preservation of environment, landscape and wildlife.
2. Tourism helps promote the establishment of national parks and wildlife reserves.
3. Tourism can promote the preservation of old buildings, monuments and places, as it can be known as the work of UNESCO in issuing different criteria and guidelines for the protection and adaptive reuse.
4. Tourism can be the source of income that is re-spent in the protection of environment, as in the case of Penang or Malacca in Malaysia that have the policy for all accommodations to charge some small money from tourists for heritage preservation activities.

People travel for leisure; seeking somewhere to relax, somewhere beautiful and pleasant. From this motivation, it can be a good reason for the fact that many tourist destinations have been improved and developed in terms of physical environment. An area is allocated for building parks and gardens for people's relaxation, smart and beautiful design of buildings in many places and zones especially in urban environment (city/ cityscape/ townscape); trees and bushes are brought to decorate roads, streets and pedestrian walkways or footpath; development of tourism routes for sightseeing and water front areas for shopping place; lights are opened over the main bridge of city; turning wasteland or abandoned land into beautiful place; abandoned, old industrial sites and cities into historical and industrial heritage tourist destination. These developments are from the fact that each tourist destination want to look attractive to tourists, so they can have impressive experience.

Picture 3.1 Place for tourists' use with access to dining and drinking, Berlin, Germany



Picture 3.2 Improvement of landscape near the Berlin Wall for tourists' leisure activities, Berlin, Germany



**Picture 3.3 Former salt mine was turned into a new heritage attraction: Wieliczka
Salt Mine, Poland**

Source: <https://www.wieliczka-saltmine.com>



However, we cannot deny that tourism activities can also be a cause of negative effects to the environmental condition and quality. This fact comes from the following factors:

- (1) Tourists' use of places and consumption, and other tourism business activities such as accommodation and attraction can cause waste.
- (2) Tourism contributes to congestion especially in overcrowded attractions as seen by traffic congestion such as by car.
- (3) Tourism can also be a source of pollution, especially water pollution along canals, rivers and at beaches and oceans.
- (4) Tourism may result in footpath erosion.
- (5) Tourism can create visual pollution from constructions that are not in harmony with the nature of particular environment and vernacular architecture, and that obstruct natural views.
- (6) Tourism can lead to damage and disturbance to wildlife habitats.

1.2 Patterns of negative environmental impacts of tourism

Mostly environmental impacts from tourism can be identified in to three factors:

- (1) Consumption of natural resources
- (2) Human behavior
- (3) Pollutions

The definition of these three factors, with problems and examples are illustrated in Table 3.1.

Table 3.1 Definition of environmental problems

Factors and Definitions	Problems	Examples
<p>Consumption of natural resources</p> <ul style="list-style-type: none"> - Development of tourism along development in other areas, and human activities that relate with consumption of natural resources, especially land use and water use. - Continuous consumption of natural resources can lead to changes in ecosystems and loss of flora (plants) and fauna (animals/wildlife). 	<ul style="list-style-type: none"> - Over use of natural resources - Local people who own the land cannot use or access the areas preserved only for tourists such as in the case of beach resorts. - Changes or alteration of lands for tourism development and tourists' demands, which finally leads to destruction of ecosystems. - Illegal wildlife trades induced by tourism 	<ul style="list-style-type: none"> - Construction of airports - Construction of hotels, resorts and other buildings on coasts and beach areas, causing destruction of coral reefs - Deforestation for ski resorts or mountain resorts - Decrease of level of groundwater - Decrease of wildlife and plants
<p>Human behavior</p> <ul style="list-style-type: none"> - Behavior made by human to places in natural environments 	<ul style="list-style-type: none"> - Local people can have an attitude that tourism can generate money to them, while tourists may forget to act more responsibility to environments, and huge number of tourists naturally causes degradation of environment overtime. - Sometimes tourists may behave in inappropriate ways that can cause destruction and alteration of natural environment faster. 	<ul style="list-style-type: none"> - Alteration and disturbance happened to ways of eating and food chains of animals in their ecosystems - Disturbance of local people made to coral reefs due to their needs to get them as souvenir for tourists to earn money - Fishing by use of dynamic machines (i.e. dynamite) - Tourists' diving and walk along coral trails.

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Factors and Definitions	Problems	Examples
<p>Pollutions</p> <p>- Water pollution, noise pollution, air pollution, and eye or vision pollution</p>	<p>- There are various patterns of problems in this factor that are the result of tourism activities.</p> <p>- Problems can be from local, national and international levels.</p> <p>In many areas, pollutions are shown to have strong relation with level of tourism development and level of control.</p>	<p>- Water pollution caused by wastes from tourism consumption</p> <p>- Air pollution on the Alps, from gas emission and smoke from jets, finally causing the global warming phenomenon</p> <p>- Noise pollution from balloon tour</p> <p>- Visual pollution caused by numbers of huge buildings (resorts/ hotels/ condominiums) along the beaches/ coasts (too many that we cannot see beaches)</p>

Case study 3.1 Climate change and mountain tourism

Source: Holden and Fennell, 2013, p. 188- 189

Climate change is already affecting many mountain regions worldwide (IPCC 2007). Impacts include increased temperature in summer and winter, changes in precipitation, reduction in snow cover, melting of glaciers and increased extreme climatic events including flooding downstream as a result of the collapse of dams (IPCC 2007). Impacts of climate change on tourism include direct impacts from reduced snow cover and indirect impacts from changes in the marketing of tourism, the behavior of tourists and synergies between climate change and some impacts from tourism such as the spread of weeds (Pickering 2007; Pickering and Buckley 2010).

For ski resorts, the immediate issue is reduction in natural snow cover (Scott et al. 2003; Scott and McBoyle 2007; Pickering and Buckley 2010). As a result, resorts are investing in infrastructure for snow making as a way of offsetting low natural snow (Scott and McBoyle 2007; Pickering and Buckley 2010; Pickering et al. 2010c.). However, snow making, which requires large amounts of energy; is itself likely to contribute to greenhouse gas production, is expensive and, in some cases, limited by water availability (Hudson et al. 2004; Scott and McBoyle 2007; Pickering and Buckley 2010). Other responses by resorts are amalgamation and diversifying into year- round destinations (Scott and McBoyle 2007; Scott et al. 2008; Pickering and Buckley 2010). In some cases, resorts may benefit from increased temperatures in summer at lower altitude tourism destinations, which may result in mountains becoming more attractive as cool summer retreats (Scott and Jones 2006; Scott et al. 2007). The scale of properties in resorts and surrounding areas is also being used as a way to diversify incomes. (Continued on next page)

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Change in usage of resorts, including a greater focus on summer activities such as mountain biking, hiking, horse riding and relaxation- based activities will have a range of impacts on mountain environments, as a result of differences in impacts from summer versus winter activities, and as summer- based tourism occurs in more diverse locations. Paralleling changes in tourism use are the risk of negative synergies between some tourism activities and existing impacts such as the spread of weeds. Increased summer usage is likely to increase the risk of the spread of weeds, whereas increased temperatures and decreased snow cover will also benefit many weed species. Therefore, weeds may benefit twice over from climate change in mountains (Pickering 2007; Pickering et al. 2007). More research is required into the direct effects of climate change on mountains, on mountain tourism and on the ways in which changes in the marketing of tourism in response to climate change may alter environmental impacts from tourism.

Pickering, C. and Barros, A. *Mountain environments and tourism*

2. Social impacts of tourism and major concept

Tourism brings populations with different values, cultures, income levels and lifestyles in contact with each other, as a result creating valuable exchange socially and culturally. Social impacts of tourism are generally discussed with cultural impacts, and therefore it is so-called socio- cultural impacts. Study of socio- cultural impacts is sociology study, the study of society and is concerned with people in groups, their interaction, their attitudes and their behavior. These define different cultures of social groups. People in different groups in this case refer to host and guests or visitors. However, in this unit, we will study social and cultural impacts separately. Yet, it should be noted that these types of impacts certainly related.

Social impacts of tourism mean that consequences of tourism activities on particular society in which the tourism industry has occurred. This kind of impact has a broadened sense as it involves with many dimensions of people in a given society both directly and indirectly.

2.1 Positive social impacts of tourism

Generally, the key benefits of tourism on society include creation of employment, the revitalization of poor or non- industrialized regions, the rebirth of local arts and crafts and traditional cultural activities, the revival of social and cultural life of the local population, the renewal of local architectural traditions, and the promotion of the need to conserve areas of outstanding beauty which have aesthetic and cultural value (Mason, 2008, p. 58). To discuss about social impacts of

tourism, two key ideas to be incorporated: the impacts determined by the term called “host- guest contact”, and by the fact that the social impacts has relationship with economic impacts and social development. Social impacts of tourism, both positive and negative sides can be discussed within these approaches.

(1) *Host- Guest Contact*

It is the concept explaining phenomena occurring during the socialization or encounter of host and guest in specific places. Host in tourism means local people at tourist destinations which can range from local residents to people who directly interact with tourists such as tourist guide and staff working in tour companies, accommodation and restaurants. Guests mean visitors and tourists who travel to destinations and spend some time with host. There may be three forms of social contact based on this framework: when visitors buy products, when visitors and hosts use the same place, attraction or facility, and when the two actors exchange information and ideas (Kastenholz et al., 2013; Reisinger and Turner, 2003, cited in Carneiro and Eusébio, 2015).

Table 3.2 Positive social impacts of tourism within the term of Host- Guest Contact

1. Building good attitude between host and guest (local people and tourists).
2. Promoting social and cultural learning and understanding between host and guest.
3. Reducing wrong “stereotype” and image set for each side (host side and guest side).
4. Building friendship between host and guest.
5. Building, promoting, and fostering pride, appreciation, respect and acceptance between host and guest.
6. Increasing self- esteem of both host and guest.
7. Increasing satisfaction from host- guest interaction.

It can truly be said that interaction between tourists and local people during tourists’ vacation can contribute to appreciation of life context of each side. This will gradually lead to learning, understanding, acceptance, awareness, and respect of each other. Moreover, local people will have opportunity to learn things outside their society while they do not have to go outside their place. Contrarily, tourists or visitors spend time with them in local environment. Tourists will have opportunity to learn different social and

cultural context. Therefore, it can be said that tourism industry can promote positive socialization between tourists and local people.

(2) *Social impacts relate to economic impacts and social development*

In terms of social impacts that relate to economic impacts, it is obviously seen that tourism is a great source of the national revenue. Tourism industry is a huge industry playing role as the main machine that drives the national economy both within and outside tourism business. Its growth ratio, flow of foreign currency, infrastructure development and emerging trends of tourism, management sciences and modern studies are those factors affecting economic units. Finally, this phenomenon leads to the national social and economic development as a whole. Tourism Authority of Thailand news release reported that Thailand was expected to receive tourism revenue of 734 billion Baht (US\$20.9 billion), which was 9 per cent over the same period of 2016, and was anticipated to continue through to the second quarter with an 11 per cent year-on-year increase on revenue to 630 billion Baht (US\$18 billion) (Tourism Authority of Thailand, 2017). This tells us that tourism becomes the highlighted value for money factor. Tourism industry is therefore the most important economic sectors and is a contributor to job creation in Thailand as well as income distribution nationwide, which make local people living hood become improved such as in education.

The tourism also contributes to the development of society in these issues. Firstly, it is how local people receive benefits from tourism development in their areas as well as in neighboring areas. It is noticeable that at a certain time when tourism has been growing in a particular area, there will be an allocation of budget to the area, for building infrastructure and other facilities useful for the area. Those infrastructures can be school, library, hospital or healthcare center, training center, communication facilities such as Internet center and more. Normally infrastructures are not only for tourists' uses, but also for uses of local people. This development is to increase local people's quality of living as well as to facilitate tourists during their vacation.

A coin has two sides. So does the tourism industry. The more the country depends on tourism business, the more diverse on its impacts. Diverse impacts cannot

only be good side. The negative or the dark side of tourism can be seen very much in social aspect. Negative impacts from tourism towards society can be generated from many reasons, from managerial, behavioral and economic- oriented aspects. Tourism can be the source of good understanding between host and guest. At the same time, tourism can be the source of bad attitude between hosts and guests as well. Degrees of density of tourism activities and impacts in particular areas have influence on local residents' perception and attitude towards the tourism industry and tourists. To be a successful tourist destination, people factor, such as in this case, friendliness, willingness and good will of local residents are very important. If the local perceives negatively about tourism activities in their area, it can harms the tourism industry as a whole. But how will they perceive such? Normally it is possible that a destination affected by high degree of negative tourism impacts will face high degree of negative perception and attitude of local residents. This phenomenon is developed with the stage of destination in the destination life cycle. The more an area is developed with tourism in rapid and unplanned manner, the more negative consequences there will be, and the higher degree of hatred and unwillingness of local residents to support tourism. Privacy of local people can be invaded by a flux of tourists to destination. Local pride and chain of traditional value system can also be destroyed, transformed or even ignored due to the modernization, alterations and distortions coming with tourism.

2.2 Negative social impacts of tourism

Negative social impacts can be perceived in a form of local people showing negative attitude towards tourists, tourism industry and finally, their own community. Table 3.3 lists out significant negative impacts from tourism on the social dimension.

Table 3.3 Negative social impacts of tourism

1. Loss of privacy of local people, life of people is distracted. This can cause agitated feeling among local people.
2. Inconvenience in daily living of local people due to overcrowded environment and traffic congestion, which can be developed into negative attitude of local people towards tourists and tourism industry.
3. Some private areas of communities and local activities may be intruded and disturbed by tourist activities. This leads to loss of community's value system.
4. Loss of community's area/ zone which was used as the community center for community's activities in the past
5. Change of local lifestyle/ living pattern

6. At a worst case, tourism can lead to “dehumanization” or reduction of human value such as human trade, prostitution, humans treated as tourism product (such as the case of Long- Neck Karen Village (human zoo) or Human Safari Tours).
7. Change in local job or work pattern (this impact relates with economic impact)
8. Social conflicts of interest, which can be from various reasons such as fighting / competing in order to call tourists to buy things, local business is influenced by outsiders (i.e. outside traders/ outside investors), local rights have been decreased due to the fact that the community management are afraid that tourists will be disturbed.
9. Higher cost of living and rental fee. This can lead to local people moving out (this impact relates with economic impact).
10. Competing for resources for consumption
11. Loss of “sense of belonging” and local identity towards “place” due to the huge flux of tourists to the area (For the worst case, this impact can be developed to moving out of local people)
12. Crimes, drugs and illegal activities

2.3 Doxey’s Irritation Index and social impacts of tourism

Doxey’s Irritation Index is one of best- known theories for discussion on socio-cultural impacts. As the name suggests the word “irritation”, the theory introduces the relationship between local residents’ attitudes towards visitors and the tension of tourism development overtime, as in Figure 3.2. There are 4 stages of local residents’ attitudes that will be commodified or moved overtime towards tourists and the tourism industry in the area where the locals live. These are the following:

(1) *Euphoria*

At this level, people are enthusiastic and thrilled by tourism development. They welcome the stranger and there is a mutual feeling of satisfaction. There are opportunities for locals, and money flows in along with the tourist.

(2) *Apathy*

As the industry expands people begin to take the tourist for granted. The tourist rapidly becomes a target for profit-taking, and contact on the personal plan begins to become more formal.

(3) *Annoyance or irritation*

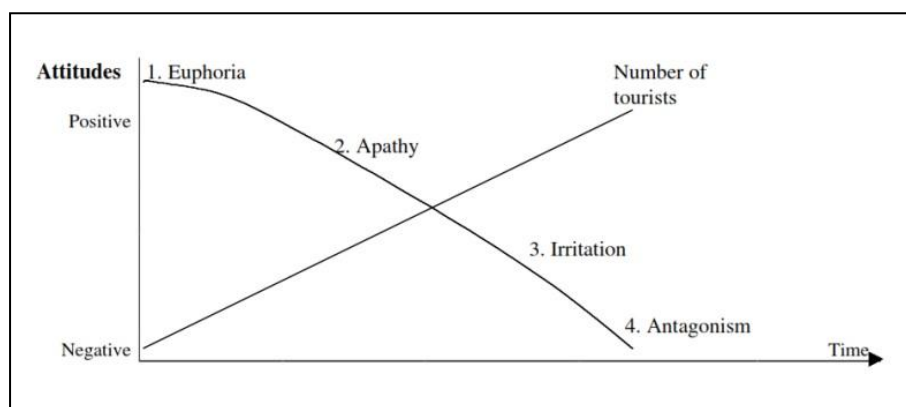
This will begin when the industry is nearing the saturation point or is allowed to pass a level at which locals cannot handle the numbers without the expansion of facilities.

(4) *Aggression or antagonism*

Irritation has become more overt. People now see the tourist as the harbinger of all that is bad (for example tax has gone up because of the tourists; tourists have no respect for property; tourism causes more crimes.). Mutual politeness has now given way to antagonism and the tourist is ripped off (Doxey 1976: 26-27, cited in Zaidan and Kovacs, 2017).

Figure 3.2 Index of Irritation

Source: Doxey, 1975



3. Cultural impacts of tourism and major theories

3.1 Cultural tourism: relationship between tourism and culture

Cultural tourism or culture-based tourism is traveling that is based on seeking for culture (as well as history) - related knowledge and experiences. UNWTO defines cultural tourism as:

The movement of persons to cultural attractions in cities in countries other than their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs and all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama to cities outside their normal country of residence (du Cros and Mckercher, 2015, p. 4).

Boonlert (2005) defined cultural tourism as "...tourism activities in which culture is the main attraction (attractive to visitors), especially European and American tourists who are interested in learning different culture, historical heritage, in visiting and appreciating architectural arts, experiencing different ways of life.....". Cultural tourism can include the following:

- (1) history and historical remains;
- (2) archeological sites and museums;
- (3) original architecture;
- (4) art, handicrafts, statues, paintings, carved works;
- (5) religion - related attractions and rituals/ religious festivals or ceremonies;
- (6) music, drama and films;
- (7) attractions related with language and literature (as the motives);
- (8) way of life/ lifestyles, clothing, fashion and food- related;
- (9) folk culture and traditions, local festivals; and
- (10) attractions that incorporate local wisdoms and unique technology from the local (and used by the locals) (Boonlert, 2005, p. 288-289).

Cultural Heritage Tourism or Heritage Tourism is a branch of tourism that is oriented towards the cultural heritage of places where tourism has occurred or where there are attempts to find ways to preserve the places' cultural assets by using tourism as a tool. Heritage tourism is defined by the National Trust for Historic Preservation in the United States, as "traveling to experience the places and activities that authentically represent the stories and people of the past", and cultural heritage tourism is defined as "traveling to experience the places and activities that authentically represent the stories and people of the past and present".

Cultural tourism can be classified into 2 characters:

- (1) Cultural tourism products that are "experiences". This focuses on sightseeing and learning for example traveling for learning about history, way of life, learning to cook in cooking class, learning about local wisdoms, watching staged performances (performing art) that present cultures of particular tribes or indigenous groups, participating in festivals and traditions.

- (2) Cultural tourism can be in the form of tangible souvenirs, art works, clothes, handicrafts that reflect local wisdoms.

From the introduction explained about tourism that has culture as the main attraction, it is noted that cultural attractions can be developed more in order to respond the various and changing motivation and demands of people such as seeking for novelty. Culture is therefore developed as tourist attraction in the form of places (e.g. destinations), tangible product (e.g. souvenir), activities and performances (e.g. cultural- related activities/ festivals, and cultural shows or performances), and even traditionally important cultural places and buildings for local activities can also become cultural tourist attractions such as temples. Thus, tourist demands and activities can certainly have positive and negative consequences on the cultural aspects of those places receiving visitors.

Some of the motivations of tourists include seeking for “novelty” (something new, exciting, and not routine), a “quest to see”, and sometimes, people travel as a “quest to be”. Destination marketing activities as seen in advertorial words like “must- see attractions or must- visited destinations” motivate people to go, see and experience. Uncontrollably high number of people traveling to a place in a particular period of time harms not only to the environment of that place, but also to the “cultural environment” or the “cultural condition” or the “cultural landscape” of the place. Vice versa, good planning of tourism can bring good impact to the cultural assets of that place.

How do tourism activities have impacts on the cultural aspects of a place? Normally cultural impacts cannot be perceived quite easily and rapidly like environmental impacts impinged on physical condition of places. Culture is many things that have embedded with the way of life of local people. To measure cultural impacts therefore takes time in order to conclude the result, and this means that a cultural effect reveals its impacts once it has been developed at a higher degree, enough to show problems. Cultural impact is totally related with social impact. If tourism in particular destination is well planned, impacts towards culture of that destination are likely to be positive, whereas if tourism is not well planned, tourism grows up very fast but the local

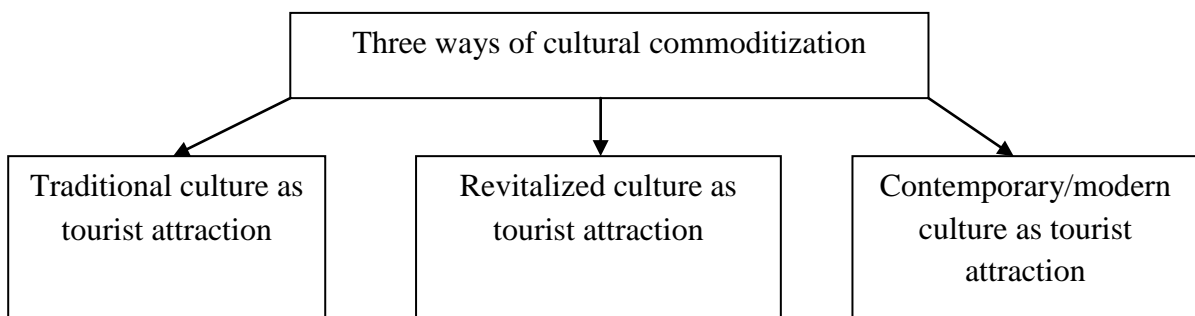
still do not have skill and knowledge how to manage it, impacts towards culture of that destination can turn negative.

3.2 Tourism positive impacts on culture

Culture has been known to be reasonable factor that attracts people to explore other countries. Culture is not only traditional one, but it can be any types of culture of social groups (from local, national, regional and international level). Saying this, it means that while traditional or indigenous cultures of folk groups are attractive among some groups of travelers, contemporary or modern cultures, or a mixed culture of a place can also be attractive among the others. Thus, culture can be preserved, revitalized, or managed in order to be point of attraction in tourism. This process of turning culture into attraction is called the process of “cultural commoditization”.

There are 3 types of cultural commoditization or commodification in responding tourism demand. The first is the culture that is maintained and it is found to be attractive to tourists such as colorful local costumes and customs, rituals and feasts (Cahyadi, 2015). The culture can maintain itself as it has been. The second is that the traditional culture has been forgotten and therefore it needs to be revitalized so that it can be alive again, by using tourism as a tool. Some traditional cultural assets are hardly surviving due to change of time caused by modernization, but maybe survived on stage. The third one is the contemporary or modern cultures that are attractive as to serve various demands of urban tourism market.

Figure 3.3 Cultural commoditization for tourism



Through the process of cultural adaptation in tourism, benefits can be created. Tourism has the potential to enhance the quality of life, in particular, in preservation and safeguarding of cultural values, maintaining and revitalizing traditions and local culture, enhancing ethnic identity and highlighting popular culture. These will consequently build up people and community connection to place, pride, sense of belonging and sense of place (McKercher and Ho, 2012, cited in du Dros and McKercher, 2015).

3.3 Tourism negative impacts on culture

Many academics have put an interest to how tourism has developed impacts to the cultures of communities or countries which are the world's tourist destinations. There are several studies conducted, attempting to investigate the patterns of impacts occurred to cultures of places and local behaviors. Negative impacts from tourism on culture can be developed from the fact that many types of tourism activities are the point of contact or interaction of tourists and local people. The negative impacts are not caused only by cultural tourism as defined earlier, but also by any kinds of tourism activities in which local people can perceive, approach, and interact with tourists' cultures. Comparing to environmental impacts, it takes a certain length of time until a destination can be perceived of cultural impacts from tourism activities. Communities or places with fast development as tourist destinations may experience cultural impacts faster due to having less immunity to any changes that might come with tourism. People in the areas may enjoy earning money from tourism without recognizing sustainability. The management or community leader may focus more on economic benefits. Places with higher carrying capacity and immunity will be able to resist any changes coming with tourism, as they are well prepared and ready, as well as having been well planned. These places steadily go through development process and people in the areas know what they are going for. They realize that their culture is an asset so they are carefully using their culture for tourism. In many communities, people may not depend their living only with tourism, but rather live their lives as normal, and use tourism as extra source of income. When discussing the negative impacts of tourism on culture, the following concepts may be applied in order to explain phenomena

happened as negative impacts from tourism activities and tourist behavior on culture.

(1) Demonstration Effect

According to Fisher (2004), the concept of the demonstration effect was created to describe local residents' interest in trying to emulate tourist consumption levels. This process can happen during their contact with tourists, exposing with lifestyles and different consumption patterns of tourists, and consequently local residents directly compare their standards of living with those of other people. This can lead residents to adopt tourists' demonstrated behavior (cited in Monterrubio and Ontiveros, 2014, p. 97). There are 3 basic propositions suggested: first, the behavior of tourists and hosts is initially different; second, behavioral patterns are transferred from one group to the other; and third, the imitators maintain the demonstrated behavior.

Burns (1999, cited in Monterrubio and Ontiveros, 2014, p. 97) explained that the demonstration effect referred to the process by which traditional societies especially those which are particularly susceptible to outside influence such as youths, will 'voluntarily' seek to adopt certain behaviors (and accumulate material goods) on the basis that possession of them will lead to the achievement of the leisured, hedonistic lifestyle demonstrated by the tourists.

Monterrubio and Ontiveros (2014) in their research gave examples of how women in a tourism destination in Mexico have adopted tourists' behavioral patterns by using the concept of Demonstration Effect to explain the patterns. The quotes of interviews describe Mexican women's thoughts on behavior adoption.

"I work with both foreign and domestic tourists, and I have learnt many things from them. When I see my customers [female tourists], I admire how women dress, they look beautiful. I also want to get dressed and behave the way tourists do. Before, for example, I did not use to paint my nails; now I even use synthetic nails. Yes, I have learnt from tourists."

"When our American friends come to visit us, they talk to each other in English. They also talk to my children in English. I have noticed that my

children later repeat and use some words that they have picked up from our guests.”

(2) *Authenticity and Staged Authenticity*

In cultural tourism, there are “front stage” (or front region) and “back stage” (or back region) to tourism setting. The back stages are often regarded as a realm of “truth”, “reality”, and “intimacy” where personal space of local is kept intact, and it is the untouched, real life, whereas front stage or staged encounters between tourists and locals often “false” and “contrived” take place in the front stage of tourism setting (Park, 2014, p. 62). What tourists experience as authentic in the front stage is called “staged authenticity”, as local culture and heritage is deliberately manufactured for tourist consumption. The term “authenticity” was initially used in consideration whether objects found in traditional or historical sites or artefacts are real, original, or authentic based on their historical periods. This is object- related or objective authentic, especially used in museum, noting the touristic search for authentic experiences of toured objects (Wang 1999, cited in Park, 2014, p. 61). Simply explaining, staged authenticity explains phenomena where local traditional culture and heritage are brought on stage as performance (including performing arts) for showing tourists who by nature search for authentic experiences. Examples of stage authenticity include “staged performing art” for example hill tribe dance show and festivals, which can be both indoor and outdoor settings. Staged performance for showing tourists are normally crafted to reduced pattern and time to fit with tourist tour scheduled time. Festivals which have earlier been set for local purposes are increasingly changing to the festivals that also serve tourism activities. We call this “transformation of tradition”. Actually, changes that happen to festivals are not caused solely by tourism, but also by changes of society by time as such in the time of post-modern in which the word “heritage” has become significant in tourism.

Cultural commodification for tourists can lead to loss of authenticity and diversity of traditional cultural elements of the locals. There is a thin line between presenting cultural products in tourism that facilitate easy

consumption, and “over- commodification” that result in alteration, distortion and loss of cultural value and sense of authenticity. Also, it is when “the untouched, real life” of the local have gradually become intruded, touched and altered by the tourism industry system. Phi Ta Khon Festival is one of examples of festivals that nowadays attract foreign tourists. There are changes or adjustment of its styles (invented festival), while many tourists experience only some parts of the festival and may not learn the real meaning of it. Photographing, enjoying colorful dressing like a ghost, walking and dancing in parades seem to be the only highlights of this festival among tourists or visitors. This can affect the way local people, especially younger people, learn their tradition, as they may imitate the way tourists or visitors do while joining the tradition. Traditional body of knowledge, symbols and values behind the establishment of festivals may be ignored or forgotten. Moreover, traditional roles of local people such as older people, men and women, may be changed. This can destroy value chain of community. Therefore, both local people and tourists should be educated and informed with the real information of any festivals or rituals they are attending.

In cultural and heritage tourism, the term authenticity is more complicated as how much of authentic experience towards the intangible product like tourism becomes more varied. The focus of authenticity is now placed on tourists’ perceptions and experiences regarding the authenticity and quality of heritage attractions and practices (Chhabra et al., 2003, cited in Park, 2014, p. 67). Therefore, authenticity becomes increasingly more subjective, and reconditioned by market demands. There is another term called “existential authenticity” used more generally to explain tourists’ search for authentic experience to find their “true or authentic self” to enhance their self- esteem, identity and actualization. This interpretation of the term authenticity is no longer confined only within cultural and heritage tourism anymore but even in, such as, nature- based tourism. There are groups of tourists who do not want to call themselves “tourist” but rather “traveler”. This type of market perceive the touristic experience of the visited host community and watching cultural performances on stage as “superficial”, “inauthentic”, “genuine fake”, “artifice”, or merely a

“pseudo- event” or a “staged event” (Wickens, 2000, cited in Kuon, 2011, p. 24). Therefore they are increasingly seeking for higher level of authenticity in more cultural- involvement context, a rather back region of culture they had experienced before. Without good management and control, the situation can lead to more practices in which more cultural assets will be “recreated” for tourists in attempting to make them real and not ordinary, which will be finally into the stage called “hyper-reality”.

4. Economic impacts of tourism and major concept

4.1 Tourism impacts on economy

According to the supporters of the Advocacy Platform in Unit 2, tourism generates revenue (what we gain in terms of economy), while the supporters of Cautionary Platform raise an issue about economic costs (what we lose in terms of economy). In terms of economic benefits, it is undeniable that tourism brings huge revenue to countries of destination each year through increased tourist arrivals and tourist expenditures. Therefore, positive economic effects of tourism can be divided into the following issues:

- (1) contribution to foreign exchange earnings
- (2) contribution to government revenues
- (3) generation of employment
- (4) contribution to regional development (Mason, 2008, p. 45)

Contrarily, there also are negative consequences of tourism on a country's economy such as inflation, opportunity costs and over- dependence on tourism. Inflation relates to the increases in prices of land, houses and food that can occur as a result of tourism. In destinations receiving high number of tourists, costs of lands and buildings are higher due to higher demands, which also place an effect on higher prices in local products and services, and other related commodities. The phenomena of higher prices of lands and buildings also have a relationship with opportunity costs especially in highly touristic areas. Opportunity costs refer to the costs of engaging in tourism rather than another form of economic activity. In a coastal area with the hinterland predominantly rural, investing in tourism instead of farming may be easily

considered due to more opportunity to receiving more money compared to investing in farming and fishing, for example. Over-dependence on tourism can occur especially in small states where tourism is seen by the government as a main tool for national development. The consequence is that overtime the emphasis on tourism will be seen the only method with no other options comparable (Mason, 2008). Thereafter, over-dependent countries or states on revenues from tourism can be highly vulnerable to global economic crisis as they need to only be dependent on international tourist arrivals.

Table 3.4 concludes the positive and negative effects of tourism on the economic side.

Table 3.4 Effects of tourism on economy

Positive	Negative
<ul style="list-style-type: none"> • Development of national economy through circulation of foreign currency within the country 	<ul style="list-style-type: none"> • Higher dependence on economic activities outside the country as well as foreign investments (i.e. foreign tourism investment)
<ul style="list-style-type: none"> • Increase of employment 	<ul style="list-style-type: none"> • Higher cost of living, especially in tourist destinations
<ul style="list-style-type: none"> • Distribution of income from the rich to the poorer (poverty reduction) 	<ul style="list-style-type: none"> • More budgets are allocated to areas that have higher potential to be developed as tourist destination, rather than those have not. This causes unfair resources allocation and development gap.
<ul style="list-style-type: none"> • Tourism revenues will be spent in developing the country such as in infrastructure 	<ul style="list-style-type: none"> • Leakage of money
<ul style="list-style-type: none"> • Creation of economic diversity and new businesses 	<ul style="list-style-type: none"> • Higher rental cost, real estate price, land price
<ul style="list-style-type: none"> • Tax reduction for stimulating spending of people and investment, which can accelerate tax increase later, and then this tax can be used in developing the country again 	<ul style="list-style-type: none"> • Instability and vulnerability of the country's labor market as there will be more labors from outside, such as expatriate, or labor market demanded by tourism seasons
<ul style="list-style-type: none"> • Increases of both GDP (Gross Domestic Product) and GNP (Gross National Product) 	<ul style="list-style-type: none"> • More budgets are allocated to tourism-related development rather than to non-tourism related. This can be negative side as a country may need more budget for developing the country in other areas rather than in tourism-related infrastructure.

In order to assess economic impacts of tourism or how much tourism generates economic circulation within the national economic system, the concept of “Multiplier Effect” is suggested as a common tool.

4.2 The concept of tourist multiplier effect

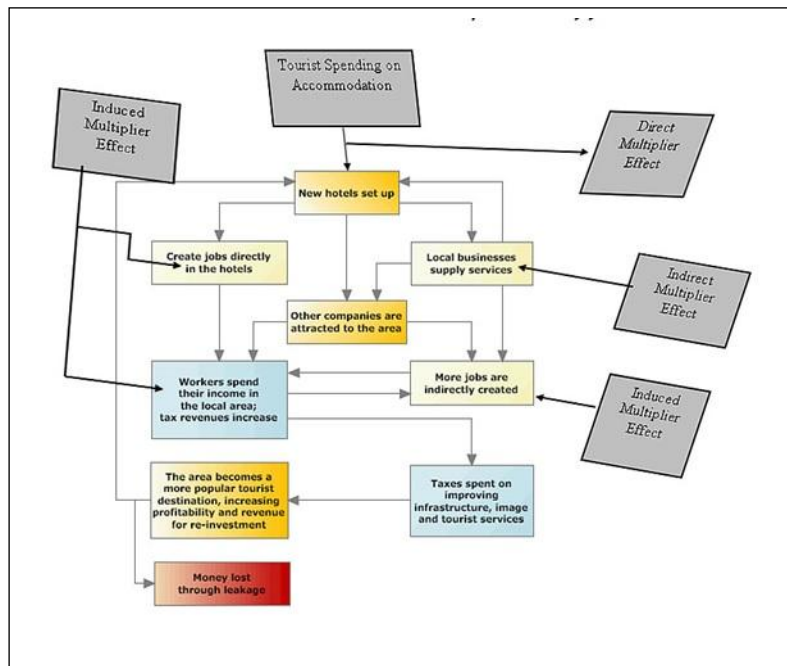
The concept of multiplier effect is used to distinguish between direct and indirect income derived from tourism (Lomine and Edwards, 2007, cited in Mason, 2008, p. 53). Economy of the local, regional and national levels not only benefits directly from money tourists spend but also when staff working in tourism, spend their wages on goods and services in the economy. Multiplier effect is therefore a method to measure economic impact from tourists’ expenditure towards economy of destinations. It can be divided into the following:

- (1) *Direct effect (Direct Multiplier Effect)*: economic effect that directly occurs to tourism businesses after tourists’ spends with those tourism businesses. This income directly benefits tourism suppliers.
- (2) *Indirect effect (Indirect Multiplier Effect)*: economic effect that indirectly occurs when tourism suppliers spend their money into purchasing of materials with suppliers (outside tourism business) to be used for providing services to tourists. This income benefits suppliers outside tourism business who receive money directly from tourism suppliers; this means that they receive money indirectly from tourists who spend money with tourism suppliers. Indirect effect also includes taxation.
- (3) *Induced Effect (Induced Multiplier Effect or Stimulated Effect)*: economic effect that will be stimulated within economic system originally resulted from tourists’ spending. Tourists’ spending will become an induced effect to the economy in that there will be more expenditure happening in areas of destinations as well as nationwide and economic circulation is induced. This happens when people, both employees in tourism businesses, employees in other businesses that supply tourism and business owners, spend their income for their personal lives, such as buying things for daily

life, attending courses, paying for education fee for their kids, and many other activities. Normally these expenditures happen outside tourism businesses.

Figure 3.4 Tourist Multiplier Effect

Source: Adapted, retrieved from <https://geographyfieldwork.com/TouristMultiplier.htm>



Case study 3.2 Tourism multiplier effect

Source: Adjusted, retrieved from <https://geographyfieldwork.com/TouristMultiplier.htm>

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy. In a hotel case, money spent in a hotel helps to create jobs directly in the hotel, but it also creates jobs indirectly elsewhere in the economy. The hotel, for example, has to buy food from local farmers, who may spend some of this money on fertilizer or clothes. The hotel has to buy furniture for hotel decoration from local furniture factories, who may spend some of money on wood for production, and on staff salaries. The demand for local products increases as tourists often buy souvenirs, which increases secondary employment. The multiplier effect continues until the money eventually "leaks" from the economy through imports - the purchase of goods from other countries. This is called "leakage". A study of tourism "leakage" in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand (via foreign-owned tour operators, airlines, hotels, imported drinks and food, etc.), 80% in the Caribbean, and 40% in India.

5. Unit Conclusion

This unit points out different aspects of impacts caused by tourism including environmental, social, cultural and economic impacts. The environmental impacts include not only natural but also man- made dimension. Tourism, while causing many drawbacks to particular environment, can also instigate improvement and development of declining sites or poor- conditioned areas. The social dimension of tourism impacts strongly relate with cultural and economic dimensions, yet the social impacts rather emphasize on how tourism generates quality of well-being and livelihood of local people, both in positive and negative directions, and they associate with how local people perceive and have attitude towards tourism. Tourism impacts on cultural aspect focuses on impacts impinged on the cultural sector itself, and points out that over- commodification of cultural assets for tourism may finally lead to loss of identity and sense of place. The last impact is on the economic dimension mainly using job creation, employment, income distribution, revenue generation, GDP and creation of new businesses for discussion. Discussion on each type of tourism impacts applies some important concepts.

6. Exercise

6.1 Questions for revision

1. How many types of impacts caused by tourism?
2. What are considered the main positive effects created by tourism in the man- made environment?
3. How do local communities benefit from tourism?
4. In which way will tourism cause community's loss of identity and sense of place?
5. How does the concept of host- guest contact explain socio- cultural impacts?
6. Consider an aspect of your culture that could be packaged and commoditized for tourist consumption. What would be the likely impacts of this commoditization on the aspect of culture you have selected?

7. Under what conditions would Doxey's theory apply? Can you think of any locations in your region where Doxey's theory is applicable?
8. How does the case study 3.1 in this unit reveal about the association between environmental impact and economic concern in tourism?

6.2 Group discussion and presentation

1. Students separate in group.
2. Lecturer gives each group of students the following concepts:
 - Authenticity and staged authenticity
 - Doxey's Irritation Index
 - Host- guest contact
 - Cultural commoditization
 - Demonstration effect
3. Students are assigned to employ the concept they are given to example area in their region and impacts to which the given concept is applicable. Note that the students can find a relevant case study for their presentation.
4. Each group discusses among the members in the group and prepare a power point presentation in next class.

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