Impacts of tourism on local community and the tourist and host relationship

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Presentation Outline

- An overview of tourism industry and positive and negative impacts from tourism development
- Interaction between tourists and host community
- Tourism impacts –economic, environment and social – human/socio cultural aspects
- Examples of tourist behavior –homestay, backpackers and volunteer tourists
- Reduce tourism impacts – Responsible tourists and host community concept
- Moving forward – issues and challenges
Tourism industry

- Tourism – worldwide phenomenon and the highest and deepest aspirations of all people

- Transportation, accommodation, food and beverage, tourist attractions and entertainment

- People and service oriented business

- An important element of socioeconomic and political development in many countries

- Developing and developed countries – limited resources

- Tourism – contribute positively to socio-economic and cultural achievement

- Degradation of the environment and the loss of local identity
Tourism Industry in Malaysia

- One of the most important social and economic activities of Malaysia-Income, employment, physical development and foreign exchange
- Improve living standards of the local community
- Concept of “Sustainable tourism management”
- Co-exist with economic, environment, socio-cultural, and health and safety objectives of a nation
Positive and Negative Impacts

Positive impacts:
- Employment – five sectors – hotels, restaurants, transportation, tour and sightseeing, entertainment
- Improve infrastructure / facilities – road, airlines, more attractions, airports
- Foreign exchange

Negative impacts/potential problems:
- Air, noise and land pollutions
- Increase in land and property – expensive
- Degradation of natural environment
- Social problems and destination image – crime, alcoholism, drug problems, human trafficking and prostitution, money laundering
- Land use
Tourism impacts

Three major dimensions

1) Human/social
2) Economic
3) Environment

Tourism impacts – Complex and subjective and situational

Human interaction
Tourist and host interaction

- “Human behaviour is an issue of fundamental importance for understanding of tourism” (Hottola, P, (2007) –Expectations and perceptions)

- Strong interaction between groups of people of different cultural backgrounds and socio-economic levels in a tourist destination

- Protect and reinforce the human dignity of both local communities and tourists

- Changing demand from the tourists – to travel and to know other cultures, help promote closer ties and peace among peoples, creating a conscience that is respectful of the diversity of culture and life styles.
Tourist Expectations

- Past buying experiences
- Opinions of friends- words of mouth
- Market information – brochures, advertisement, sales and promotion
Homestay/village/kampung stay

- Tourists’ expectations and experiences – local lifestyle, activities and be with people
- Host expectations – respect the local culture
- Package and marketing – product, price, promises, safety and security
Backpackers—“ethical social behavior”

- meet the local people and learn about local culture
- “intensive contact” between backpackers and local people
- respect local people and local lifestyle, learn local lifestyle and language/s
Volunteer tourists expectation (Sepilok Orangutan)

- Participate and to improve knowledge on orangutan conservation
- Involve in physical activities or ‘hands on’ work
- As part of the dream to work with orangutans
- Personal or career development.

- the opportunities to learn new culture, meet people with the same interest
- travel and have fun
- Gain a life changing experience and make a positive contribution to the project
Sepilok Orangutan Project Centre

- attract volunteers who are sensitive and right attitudes on environmental issues
- willing to volunteer in nature conservation projects
- have preference for certain wildlife (i.e. orangutan)
- use English as a means of communication
- volunteers to take part in the project
- committed to conservation of natural environment
Host community and tour operator

- to understand volunteers’ cultural background
- define the role of the local community
- promotes the local culture in a positive manner
- **Operator** – retain the economic benefits locally; attract volunteers with the right attitude – i.e. respecting the local culture, open-minded
Expose to different tourist’s behavior:

- Behave against traditional cultural norms
- Change their life style– working condition
- Family life changes– working condition and exposure to foreign tourists
- Create conflicts, social problems /crimes
Reduce tourism impacts – Responsible tourists and host community concept

“Responsible travel to natural areas that conserves the environment and improves the welfare of local people.”

Impact of tourism – based on ethical values – Ecotourism, sustainable tourism, pro-poor tourism, green tourism, responsible tourism, etc.)
Responsible tourists

Interactive

Authentic personal experiences

Responsible travelers

Social & Environmental Consciousness
Key Elements of the Responsible Traveler

- **Interactive** – local, learning – natural social and culture, participation

- **Authentic personal experiences** – desire for self discovery and growth (creativity); exposure to unique & compelling experiences

- **Social & Environmental Consciousness:**
  - Supporting environmental conservation
  - Less materialistic; Stay longer and spend more; Giving back to the destinations they visit
Key issues on impacts on tourist destination/host community

- Careful assessment, monitoring, respond to changes
- Integrated environmental, social & economic planning analyses
- Local people – undertake leadership
- Education, training, information, research and communication
- Sustainable principles/ethical, code of practices
- Protection & appropriate economic uses/guidelines
- Distribute fairly benefits and costs
- Changing the attitude & behaviors of locals, foreigners

Tourism impacts
And key elements
Ethical and Socially Responsible

- Consumer protection – 90% international tourists complaint – “cheated/not get what they were promised – refund/cancellation” (source: Daily Express: 21st August 2010 – quote from Ministry of tourism)
- Environmental protection – flora and fauna

- Basic human rights and fundamental freedoms
  - Understanding the legal, safety and security aspects – Innkeeper Act
  - Three ethical principles to distinguish between right and wrong, determine what ought to be done, and properly justify his or her actions:
    - Utilitarian Ethics
    - Rights of the Parties
    - Justice or Fairness
Adaptation in tourism

• As a guide to adaptation, some of the basic criteria:
  1) open tolerance
  2) flexibility
  3) justice/fairness
  4) ability to adjust to varying tempos
  5) curiosity/interest
  6) knowledge of the country
  7) liking for others
  8) ability to command respect
  9) ability to integrate oneself into the environment
  10) Ability to accept other cultures and practices

More important, develop an understanding of and willingness to accommodate the differences
3 Key points

- a) Meeting economic expectations, environmental requirements, respects – the social and physical structure of destinations and local population.

- b) Priority to protect and reinforce the human dignity of both local communities and tourists

- c) Responsible tourism – reduce the crimes and negative impacts
Tourism: issues and challenges

1. Human interaction – positive impacts

2. Integrated planning – natural, cultural and human environment

3. Improve the quality of life

4. Enrichment of each destination
Thank you

» Be a responsible host !!!!