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*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.
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- ▶ 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

Socio cultural impact

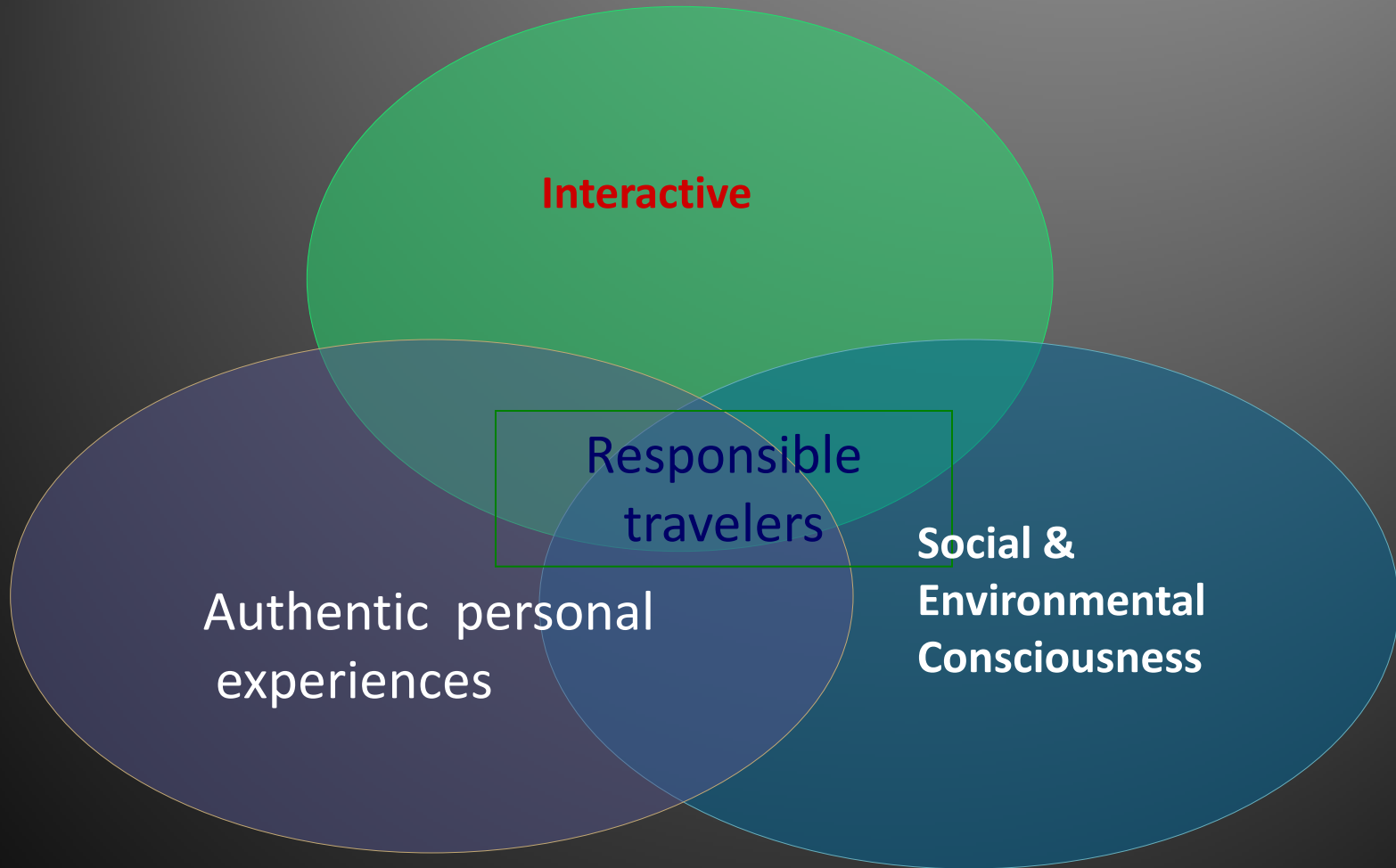
Expose to different tourist's behavior:

- ▶ 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.)

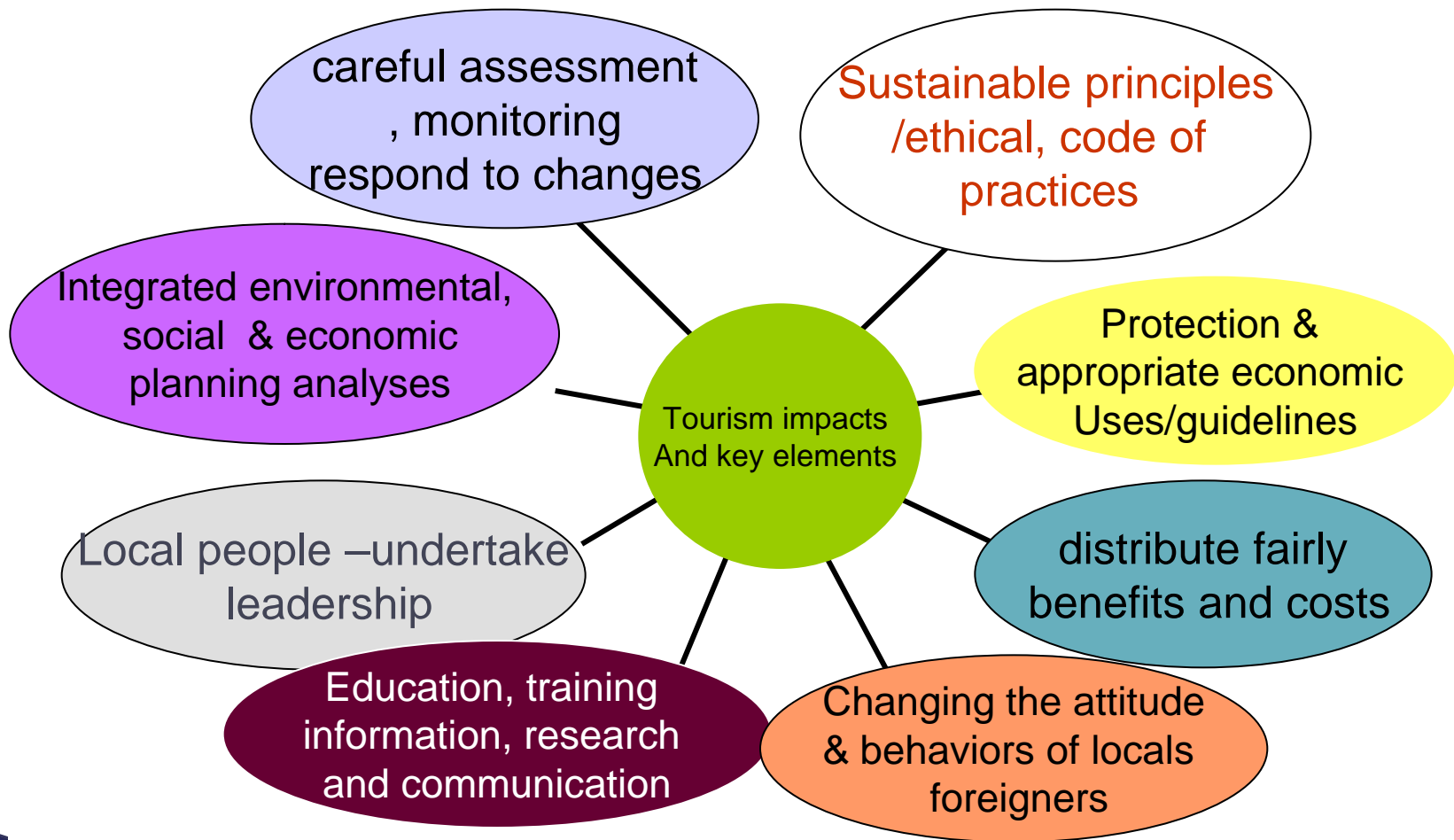
Responsible tourists



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



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

Moving Forward : Issues on tourism impacts

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 !!!!