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EDITOR'S DAIS

Tourism is the largest industry in the world and has the potential to assist significant number of people, especially women and it is simply not responsible to ignore tourism as a major development tool. Like tourism has been recognized as one of the important industries of 21st century by John Naisbitt of Megatrends fame and Bill Gates from Microsoft. Tourism can play an important role in sustaining national economies.

Tourism along with Hospitality is emerging as a central pillar of the services economy and help society by responding to global changes, if its growth is managed wisely, with an emphasis on ethics and poverty elevation. The dynamic past and projected growth of this sector its direct and indirect impact across all economies particularly those of developing state. Since tourism is multi dimensional activity and basically a service industry, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism. For a constant process of learning development to occur pro poor projects must be encouraged to work together to learn from another and to develop techniques that help to ensure poverty reduction with in tourism context.

This Journal will give emphasis on Internationalization, as demand for tourism and hospitality is rising rapidly in this era. To respond this need Journal will also enhance the professionalism of academic staff, enriching curriculum and expanding international network. It will also enhance the technical skills and management know-how, attention to detail and global view. So that he or she will be having global multicultural environment.

As the tourism industry is a global industry where people connect despite their Nations' diversity of political, economic, technological and social dimensions. Undoubtedly it has to do with developing tourism resources, infrastructure, products and attractions but also about the society, polity and economy meeting the challenges of globalization, the new millennium and nation building.

This is an industry where people try to make others happy by creating memorable and sensational experiences, by striving for innovation and yet unholding the past. So the tourism and hospitality industry, which includes activities such as accommodation transport, catering, entertainment, recreation and other travel, related activities are the backbone of tourism.

Hopefully this journal will make an umbrella under which one can plan to introduce a comprehensive Hopefully this journal will make an umbrella under which one can plan to introduce a comprehensive tourism policy as a major engine of economic growth in multicultural environment and will also give fruitful ideas of emerging trends in tourism to academic staff, professionals and others related to hospitality and tourism.

Mukesh Ranga

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Internet : Jacobson, J. W., Mulick, J. A., & Schwartz, A. A. (1995). A history of facilitated communication : Science, pseudoscience, and antiscience : Science working group on facilitated communication. *American Psychologist*, 50, 750-765. Retrieved January 25, 1996 from the World Wide Web : <http://www.apa.org/journals/jacobson.html>

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Village-based Tourism as a Form of Community Development

Abstract: This article discusses the work of the Tourism Destination Management Outreach Group of Urban Environmental Management Project in village-based tourism which was carried out in collaboration with the Agency for Coordinating Mekong Tourism Activities (AMTA). It introduces the concept of village-based tourism, looks at its policy implications largely from a national perspective and examines a set of case studies to provide a context for a discussion of challenges, instruments, potential solutions and issues in developing village-based tourism. Experience has demonstrated that if properly managed, village-based tourism can directly influence poverty alleviation by generating income opportunities for communities, increases employment opportunities, improves villagers' access to new markets by providing infrastructure improvements (especially roads) and enhances communities' self-reliance by providing help in areas such as packaging for agricultural products being sold to tourists, setting up marketing co-operatives and providing marketing information. The article concludes with an action plan developed to introduce village-based tourism into the Greater Mekong Sub-Region.

Key Words: Sustainable tourism planning, village-based tourism, community development, visualization, community based tourism planning, marketing.

Introduction

This article examines the concept of village-based tourism which is emerging as an important form of tourism in many developing economies in Asia. It is clear that village-based tourism, if properly managed, can help to contribute to the economic well-being of those living in disadvantaged communities. However, it is important that this new form of tourism be planned and managed in a sustainable fashion if it is not to negatively impact residents and their environment. The article is based on work carried out by the Tourism Destination Management Outreach Group of Urban Environmental Management Project at the Asian Institute of Technology and funded by the Canadian International Development Agency and the Agency for Coordinating Mekong Tourism Activities (AMTA)¹. Village-based tourism had been identified as one of the directions to be explored in a study funded by the Asian Development Bank for the Great Mekong Subregion (GMS).

The article introduces the concept of village-based tourism, looks at its policy implications largely from a national perspective, examines a set of case studies which were designed to provide a variety of dimensions of village-based tourism and concludes with an action plan developed to introduce village-based tourism into the Greater Mekong Sub-Region.

Experience has demonstrated that if properly managed, village-based tourism can directly influence poverty alleviation by:

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- generating income opportunities for communities through formal employment, the sale of local products and services and/or profits from locally-owned enterprises or community co-operatives
- increasing employment opportunities from tourism activities
- increasing villagers' access to new markets by providing infrastructure improvements (especially roads)
- enhancing communities' self-reliance by providing help in areas such as packaging for agricultural products being sold to tourists, setting up marketing co-operatives and providing marketing information

In addition, if village-based tourism increases incomes and improves the quality of life in villages, it may reduce the migration of poor/young people to urban areas and help relieve the urban poverty problem.

Village-Based Tourism

Village-based tourism should not be seen as just another product to be added to a country's inventory of tourism attractions. The overall goal of village-based tourism should be to reduce poverty and increase the quality of life of village residents. Given the fragility of villages governments should carefully review tourism development plans and implement policies and guidelines to protect villagers. Given the potential for negative consequences to tourism in a small community setting, negative impacts should be carefully considered in terms of how they affect villagers, their cultural traditions and lifestyles and the product itself which can be altered or destroyed by inappropriate tourism activities.

To support sustainable tourism development at the village level, a variety of policies, adapted to local conditions, should be considered by national tourism organizations. Figure 1 illustrates the essential elements of an overall national village-based tourism policy. Each element is explored below.

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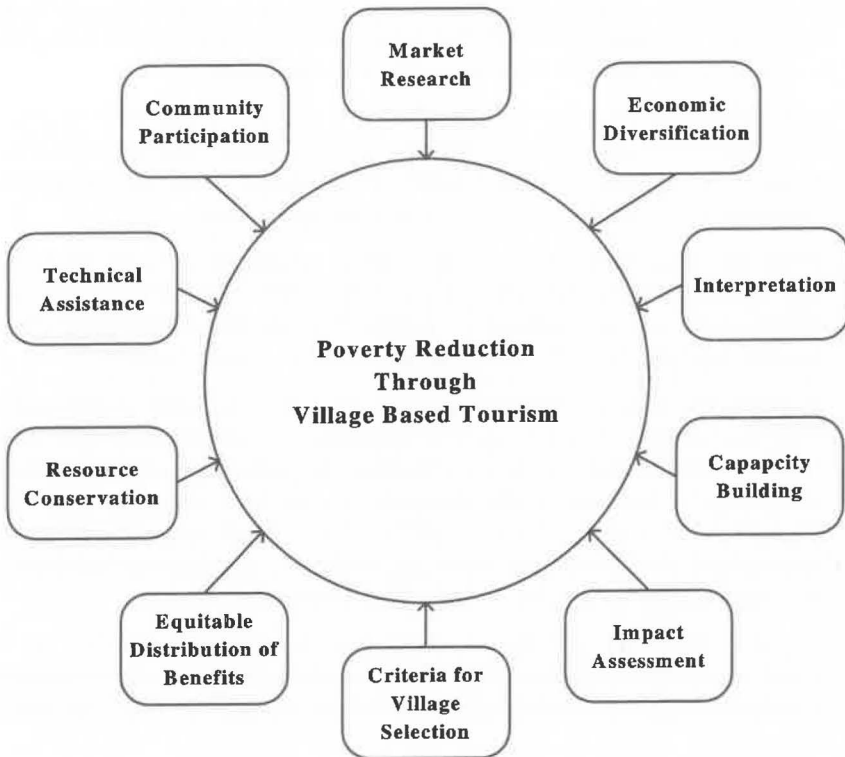


Figure 1: Essential Policy Dimensions for Village-Based Tourism

Elements of an Overall National Village-Based Tourism Policy

- **Market Research:** Community participation must be seen as a key element in developing tourism for smaller communities. The participation process must be supported by effective education programs to ensure local communities understand the impact of tourism and agree on the level and type of changes they want. There should never be tourism development without the full support of community members.

VILLAGE-BASED TOURISM

- Village selection: Village selection must be based on effective market research given that product development and promotion techniques must consider market realities. Village-based tourism initiatives require co-coordinated marketing and promotion efforts; many small villages do not have the resources to successfully market products on their own.

Communities must often be part of a circuit or regional tourism strategy which includes effective marketing initiatives by national and/or provincial tourism authorities. A co-operative environment allows villages to realize the benefits of working together rather than competing with each other.

- Economic diversification: National tourism organizations need to ensure that communities do not develop a strategy which positions tourism as a community's only income source. Rather, communities can be shown how tourism can help diversify and complement their economic base.
- Interpretation: Residents need help to learn how to tell their community's story to visitors and how to include historical and cultural accuracy in all interpretation initiatives. In some cases, a community's traditional values, traditions and lifestyles can be interpreted through the use of strategically-placed information/interpretive centers. These small centers can support tourism initiatives in several communities thereby eliminating the need for each community to develop an individual interpretive strategy².
- Capacity building: NTOs must develop the skills/knowledge of all government officials involved in village-based tourism to protect the fragile nature of villages and create effective product development and marketing initiatives.
- Village selection: Not every village is a suitable candidate for tourism development. National tourism organizations, in co-operation with other ministries and departments, must develop criteria for selecting villages which should receive government assistance and possibly financial support from aid agencies. The criteria should consider: the ability of the community to absorb tourism without harming cultural and social systems, location, the nature and uniqueness of tourism resources and the support of villagers. The application of these guidelines may be difficult politically but essential to preserving communities and ensuring the success of village-based tourism strategies.
- Equitable distribution of benefits: All attempts must be made to ensure village tourism initiatives provide benefits for the entire community. Individual initiatives should not be implemented if they negatively impact the community as a whole. National tourism organizations and other government ministries and departments must assist communities to develop

co-operative mechanisms for product development and sharing the benefits of tourism development.

- **Resource conservation:** Ecological and cultural resources, which form the basis for most village-based tourism products and experiences, are an essential component of any tourism policy. This management process requires that a village's carrying capacity be assessed, prior to tourism development, to determine whether it has the resources to absorb tourism. Environmental, cultural, social and economic impacts must always be evaluated to ensure tourism development balances environmental, cultural resources conservation and economic development objectives.
- **Technical assistance:** Villages need to be self reliant but have to recognize there are certain activities beyond their capacities and resources. To meet local and national needs, villages require technical assistance, provision of infrastructure, development of community leadership skills and

visitor management plans. A visitor plan considers what should be protected and/or shared with a visitor and how to manage a visitor's experience.

A problem always exists in village-based tourism when the actual product is a traditional way of life. Villages must be helped to develop management plans to ensure a community maintains its tourism product and allows for a community's natural evolution. This can be difficult. There will be times when the process of change, based on new values and lifestyles, will alter a community's character to such a degree that it no longer has any tourism value. This can occur when communities are subjected to a barrage of media influences. Under no circumstances should an NTO attempt to halt a community's evolution.

Illustrative Examples of Village-Based Tourism

Successful village-based tourism policies must ensure that local communities have access to tourism development opportunities which preserve their area's cultural and social identity and the natural environment. The following are examples of effective village-based tourism projects which portray sustainable tourism approaches.

Khiriwongse Village – Nakhon si Thammarat Province, Thailand

This village has been inhabited for more than 200 years, is known for its natural beauty and is surrounded by mountains and near an area with streams, waterfalls and a tiny island.

VILLAGE-BASED TOURISM



Figure 2: Natural Attraction at Khiriwongse

Following a flood disaster, associations such as the Keep Khao Luang Green Fund were founded to help local people maintain and preserve natural resources and the environment. The Khiriwongse Village Ecotourism Club, established to handle tourism activities and offer trekking along the nature trails to the top of Khao Luang, formed a committee of community representatives.

Club committees include local people elected annually by villagers. Local officials, such as the headman and sub-district officials, serve on a tourism advisory board providing advice and support. The Ecotourism Club has 160 members involved in ecotourism and home stay programs. Residents can become members by paying a registration fee of 20 Baht/50 cents and can

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qualify for home stay and other kinds of services, guiding for visitors interested in trekking, if approved by the club committee. Members get paid the full amount for the services they provide to tourists without any deduction from the club.

Currently, Khiriwongse Village hosts Thai and international visitors. Two main tourism activities are offered:

- Visitors can trek along the natural trails on the nearby Khao Luang Mountain. Since the top of the peninsular range is covered with virgin forest trekking is limited, for the first six months of the year, to allow for forest recovery. With the support of private and governmental sectors, the community determines how many tourists can be accommodated based on the site's carrying capacity and facilities.

A well-trained team of local people acts as tourist guides, porters and security guards to ensure travelers do not pick plants, trees and orchids. A portion of the fees paid by tourists goes to the local community and the remainder is donated to the Tambol Administrative Council and the Khao Luang Green Fund. Plastic bags, cans and bottles are carried down the mountain and sustainably disposed of in order to preserve Khao Luang National Park. It is becoming increasingly apparent that given the increasing number of visitors who come to Khiriwong to trek on their own it is difficult for club members to monitor activities in the park and to minimize negative impacts.

- Visitors can experience community life by staying with ecotourism club members for up to three days in a home stay situation. Villagers provide informal orientation, of village life, places to visit and expected behavior. Visitors can pick fruit in the orchard, make natural dyes using local cloth and materials and plant trees at the foot of the mountain.

VILLAGE-BASED TOURISM



Figure 3: Traditional Life Style from Homestay Program, Khiriwonge Village

This case is interesting and noteworthy given:

- The trust that local people have in the Ecotourism Club which has developed a transparent working process to ensure tourism activities benefit the whole village.
- Club members keep all income generated from tourism activities; while the club does not deduct a percentage thereby encouraging local participation.

Krung Ching – Nakhon si Thammarat Province, Thailand

Krung Ching, located in the southern part of Thailand, comprises ten villages with a population of 7,000, has abundant natural resources including waterfalls, hills and caves where 90% of the visitors are Thai nationals.

Major tourism activities include:

- Trekking along a nature trail to the beautiful Krung Ching waterfall which is 3.8 kilometers in length

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- Rafting on the Khlong Klai in boats provided by Krung Ching Administration Office
- Exploring the Hong Cave which has a stream running through its center.



Figure 4: Tourism Activities in Krung Ching

The local government administrative council, Sub-District Administration Organization of Krung Ching, implements tourism activities and is responsible for protecting natural resources, promoting the area and providing appropriate tourist facilities and training for local people.

The Organization initiated rafting which employs residents as rafters and guides. The Krung Ching sub-district provides training and supplies rafts and other accessories. Residents, who work on rubber and fruit plantations, have an opportunity to earn additional income and learn how to preserve their area's natural resources.

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Krung Ching villagers established a local eco-tourism network (two volunteers from each village with an elected leader) to conduct studies prior to introducing tourism activities in the area. They are responsible for gathering information about tourism sites, capacity, tourism readiness and local feedback. Tourism revenue is distributed directly to local people who work as rafters, guides or cooks. Other proceeds go to the local eco-tourism network group for other tourism projects.

This project is successful given:

- The support received from local governmental organizations. The training provided by governments increases residents' skills and knowledge and creates increased awareness of the benefits of environmental preservation.
- Local residents are involved in the tourism planning process. This is essential since it creates a strong commitment to the implementation process.
- The excellent co-operation between local government and the eco-tourism network group.

Klong Khwang Village – Nakhonratchasima Province, Thailand

Klong Khwang Village is located in the northeast region of Thailand and is about thirty minutes by car west of Korat, the province's capital city. It has 130 households, led by a headman elected by the community, with an economy based on agriculture, rice being the main crop.

In 1998, Klong Khwang developed a community-based tourism plan that helped to increase with the technical assistance from an international organization in increasing community awareness and encouraging local participation in the community planning process. Techniques used included: regular meetings with key actors, use of visualization techniques to let residents see beforehand what revisions might look like, a series of focus group discussions/interviews to allow community input in the direction of tourism development and guidelines for decision-making and a full-scale simulated "mock tourism day" to give villagers the opportunity to host tourists, experience tourism/resident issues and determine how well the village was able to cope with carrying capacity and infrastructure concerns.

The plan was created by the community. For example, no home stay programs or guesthouses were developed because the community felt that this would have negative social and cultural impacts. Instead the community decided to develop agricultural products and souvenirs for tourists - using local raw materials. To acquire the appropriate skills to develop and market these goods, the community obtained assistance from the provincial Office of Skill Development.

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The Klong Khwang Co-operative, formed to manage these activities, has the following objectives:

- generate additional tourism income for villagers
- reduce the number of unemployed people
- promote Klong Khwang village and local goods made from agricultural products

Villagers are encouraged to join the co-operative, buy shares and receive annual dividends. A portion of the profits go to the saving co-operative which provides loans to co-op members and helps with medical expenses or funeral ceremonies.



Figure 5: Community Cooperative Activities

Currently tourism development in Klong Khwang proceeds on a small scale (as planned). Tourists can visit and pay their respects to the Reclining Buddha and Stone Wheel of Thamma, take part in community activities and purchase

VILLAGE-BASED TOURISM

local products. The community hosts 70-80 visitors, mainly Thais, on weekdays and 200 on weekends. Most spend 1-2 hours at the village, causing minimal impact to the environment and community. Lunch is provided, upon request, by the women's group of Klong Khwang.

Klong Khwang has been recognized by the APEC Tourism Working Group and the provincial government as a good example of a community-based development initiative. The village headman regularly shares the community's experiences with people from other areas.

Important dimensions of this case study include:

- Members are allowed to think independently about a variety of issues. It is not driven by political forces.
- The community has ownership of the plan and is committed to its ongoing success.
- The community took the time to develop the necessary skills and knowledge to implement the plan and, over time, learned to appreciate the importance of sustainable approaches to community development.
- Effective leadership is crucial. This process would not have worked without the dedication and ability of the headman. His vision and commitment to improve his community was and is an important ingredient.

Sample Action Plan for Village-Based Tourism

Based on the concept of village-based tourism developed earlier in the article and the cases discussed above, the Urban Environmental Management Project developed an action plan for implementing village tourism in the GMS countries including Cambodia, Yunan Province of China, Lao PDR, Myanmar, Thailand and Vietnam. Elements of the plan are presented here as an illustration of an approach that can be adopted by other countries or regions. The overall approach is found in Figure 6.

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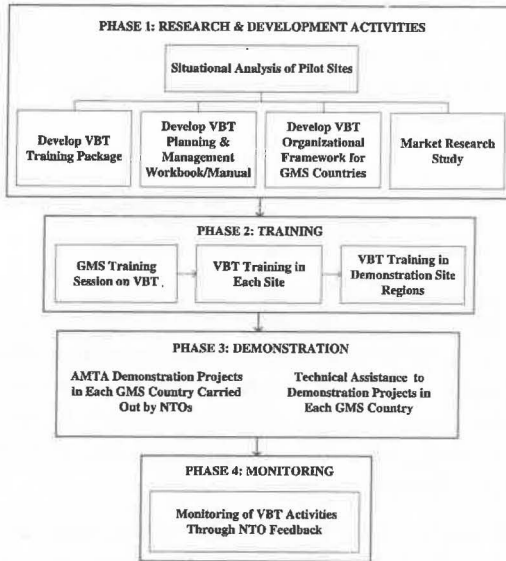


Figure 6: Proposed Action Plan

PHASE 1: POLICY IMPLEMENTATION

This phase has a variety of research and development activities.

- A situational analysis must be carried out to assess the overall situation of a village, tourism potential, evaluate its carrying capacity and determine public opinion as it relates to tourism development. This will help stakeholders to determine if tourism is appropriate for a village to develop.
- The development of organizational and management frameworks for sustainable VBT for GMS countries that would guide tourism development in smaller communities.
- The development of a workbook on village-based tourism that would provide a practical tool for tourism officials and other governmental decision-makers. The workbook would provide officials with practical information on village-based tourism development and management.
- A detailed market research project should be undertaken to identify international and domestic markets for village-based tourism on a region-

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wide and country basis. The study could also identify characteristics of potential visitors and the nature of visitor expectations. The study would form an essential part of the technical assistance for communities and national governments in developing village-based tourism plans.

PHASE 2: TRAINING

Training courses should be delivered as part of the action plan process. The workbook described above could become an essential course material component. The courses could include the following:

- A course could be delivered at the regional level where key decision-makers would be provided with an opportunity to better understand village-based tourism. The course would help participants in selecting villages for tourism development, prepare processes for monitoring tourism development and set up appropriate organizational and management structures. Part of the course would be designed to provide participants with skills to deliver material in national level seminars and courses.
- A national level course could be delivered to key national and provincial level staff based on the regional level training course described above. It is recommended this course take place in a village situation to allow participants to directly apply skills and knowledge gained from the course.
- A local level course should be delivered. The course should be offered in the region where a pilot site is located and demonstration activities will take place. While the regional and national level courses may follow a more traditional training model, it is recommended a community-based approach be used for local level officials, village leaders and community members.

PHASE 3: DEMONSTRATIONS

Once development work has occurred and training has been delivered, a demonstration program should be carried out in each of the pilot sites. The object is to develop a detailed sustainable village-based tourism management plan. This provides national, provincial and local officials with the opportunity to better understanding the village-based tourism development process. One objective is to assist the pilot site in furthering its tourism potential. It is equally important to use the process to refine village-based tourism policies and procedures in each of the member economies.

To ensure the ongoing process of developing village-based tourism policies, each of the pilot sites should have access to technical assistance from the research team. The team should also monitor the planning and management process/results to provide feedback to national governments and other organizations.

PHASE 4: MONITORING

Tourism organizations at national and local level should work with the villages in developing criteria to evaluate the overall process of implementing village-based tourism initiatives in a region. Based on feedback from the monitoring process, a village-based tourism model can be developed ensuring the model reflects the needs of stakeholders.

Conclusion

This article discussed village-based tourism as a way of starting a debate on how the advantages and disadvantage of this form of tourism can be dealt with in a sustainable manner. The authors look forward to working with others who are looking at both the conceptual and practice oriented dimensions of using tourism as an important tool for poverty reduction in smaller communities.

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FOOTNOTES

- ¹ This activity is further discussed in "Recommended Policies for Village Base Tourism Development in the GMS Countries" and "Recommendations for Sustainable Village Tourism Development in the Greater Mekong Subregion". 1999-2002.

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For more information please see Noble, A. and Jamieson, W. (2000).

A Manual for Interpreting Community Heritage for Tourism, Training and Technology Transfer Program, Canadian Universities Consortium Urban Environmental Management Project at AIT.

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A Comprehensive Travel and Tourism Study of the Blue Ridge Parkway, USA

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Abstract: The Blue Ridge Parkway is the first national parkway in the United States, the most visited unit in the US National Park System, and the longest scenic drive (469 miles) in the world. Because studies regarding the comparison among various visitors are rare in the literature, this paper makes an important contribution to the literature by applying different statistical approaches to investigate the differences between resident and non-resident Blue Ridge Parkway users. This study also involves the use of the IMPLAN (IMpact analysis for PLANning) input-output model to estimate the direct, indirect, and induced impacts of the spending by Parkway visitors on goods and services produced in the defined regions. Using expenditure data collected from travelers visiting the Blue Ridge Parkway of North Carolina and Virginia, spending profiles are estimated for non-resident travel parties. The results show that the users are different in the trip and traveler characteristics. The economic impacts of travel to the Blue Ridge Parkway extend beyond the jobs and income it directly creates. The largest beneficiaries of the Parkway's economic impact are in the "Hotels and Lodging Places", "Eating and Drinking", "Retail Trade", and "Services" sectors. Promotion strategies and visitor perceptions about the Parkway are presented.

Key Words: Blue Ridge Parkway, trip characteristics, IMPLAN, A Comprehensive Travel and Tourism Study of the Blue Ridge Parkway, USA

Introduction

The Blue Ridge Parkway is the first national parkway in the US (MacClean et al. 1985), the most visited unit in the US National Park System (nearly 19.2 million recreation visits in 2000), and the longest scenic drive (469 miles) in the world. The Blue Ridge Parkway begins at Rockfish Gap, Virginia and ends at Cherokee, North Carolina. The Parkway connects the Shenandoah National Park in Virginia to the Great Smoky Mountains National Park in North Carolina and Tennessee, USA. Indeed, the cultural and natural history of the Southern Appalachian Mountains are preserved and interpreted by the Blue Ridge Parkway surrounding regions.

The construction of the Blue Ridge Parkway started in September 1935. The Parkway was built in non-contiguous sections, and it was not completed until

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1983 when the Linn Cove Viaduct was finished. Although the Linn Cove Viaduct was completed in 1983, the adjoining 7-plus mile section along Grandfather Mountain was not opened for public use and travel until 1987. To build the Parkway, landscape architects of the National Park Service and engineers of the Bureau of Public Roads worked together to create the unique corridor. In addition to the main corridor, a series of recreation areas were designed (Blue Ridge Parkway 1993).

As the volume of visitors increased (from 11.7 million recreation visits in 1979 to nearly 19.2 million visits in 2000), so has the economic growth for communities adjacent to the Parkway (Williams and Knoeber 1979; Williams 1981; Southeastern Research Institute 1990). Understanding the real economic impacts of travel visitation to a destination is crucial for public and private tourism related organizations in order to provide information for planning, operating services, forecasting the number of visitor, anticipating the need for facilities, and monitoring environmental conditions. Most recent economic studies have reported positive economic effects of tourism on surrounding communities. Several studies have been conducted on the economic impact of state/national parks and tourism/recreational activities (Cordell et al. 1992; Dawson et al. 1993; Finn and Erdem 1995; Gazel and Schwer, 1997; McHone and Rungeling, 2000; Mules and Faulkner 1996; Sullivan et al. 1992; Uysal et al. 1992; Yuan and Christensen, 1994). However, there are only a limited number of studies about the economic impacts of the parkways. Past economic impact studies of the Blue Ridge Parkway in Virginia and North Carolina have quantified the average annual employment and estimated the average increase in per acre rural land values which occurs as a result of proximity to the Parkway (Williams and Knoeber 1979; Williams 1981). However, studies reported by Williams & Knoeber's (1979) and Williams (1981), lacked extensive data collection necessary for conducting a comprehensive economic impact study of the area. The results of a study conducted by the Southeastern Research Institute (1990) suggested that almost \$1.3 billion was brought into the economies of corridor counties. These expenditures generated approximately \$98 million in tax revenues, and supported over 26,500 jobs. The results of the 1990 Parkway study reported only the direct effect of Parkway visitor expenditures. Nonetheless, these three studies reflect the positive effects of the economic impacts of the Blue Ridge Parkway.

The benefits to communities adjacent to the Parkway have not been well documented. As a result, during the year of 1996, the Coalition for the Blue Ridge Parkway and the National Park Service sponsored a study of Blue Ridge Parkway visitors that was designed to estimate the regional economic impacts of travel visitation to the Parkway. Indeed, due to limitations of previous Blue Ridge Parkway studies: 1) only applying economic theories without data

collection (such as Williams and Knoeber 1979; Williams 1981), and 2) only estimating the direct impact of travel to the Parkway without region definition (such as Southeastern Research Institute 1990), the study presented here was initially designed to overcome limitations of previous studies. The study also included collection of visitor spending profiles, employed the IMPLAN (IMPact analysis for PLANning) system to estimate the direct, indirect, and induced impacts of travel to the Parkway, and used visitor attendance figures to estimate magnitude of impacts.

With the concern for the importance of providing information for better understanding, planning, development, and maintenance of a destination, recognizing the economic effects of travel to the Blue Ridge Parkway is not enough. Historically, studies of the tourism industry have focused on local visitors (residents) or outside visitors (non-residents) (Harris et al. 1990). The non-resident traveler studies, focused on the economic benefits of visitation to defined study areas (e.g., Gazel and Schwer 1997; McHone and Rungeling 2000). Resident travelers' studies have assessed residents' attitudes and perceptions to the impacts of tourism development in local communities (e.g., Crompton 1979; Getz 1994; Lindberg and Johnson 1997; Mason and Cheyne 2000; McCool and Martin 1994; Liu et al. 1987).

Since resident groups represent the voice of host communities, policy and decision makers should have more information about influential resident groups' perceptions, motivations, and opinions about a tourism attraction in order to balance the conflicts between the conservation and development of existing resources. Additionally, a segmenting market plan enables facility and agency managers to allocate advertising dollars effectively and to adjust consumer services if it is found that the benefits and services offered by the parkway related agencies, chamber of commerce, or tourism related businesses differ from those travelers seek. Several studies indicated that a segmentation strategy could offer potential for better understanding of tourist behaviors (Gnoth 1997; Mansfeld 1992; Ross and Iso-Ahola 1991). Because studies regarding the comparison among various parkway visitors are rare in the literature, this paper makes an important contribution to the literature by investigating the differences between resident and non-resident parkway users.

Purposes of the Study

The first purpose of the study was intended to gather economic information about the Blue Ridge Parkway. The second purpose of this study was to explore the usefulness of segmenting the geography-based market (local and non-local visitors) through comparing visitor characteristics, opinions, and motivations of residents of the region and non-residents.

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Definitions

Resident Visitors. The definition of resident visitors used for this study was a travel party from the surrounding counties along the Blue Ridge Parkway of North Carolina and Virginia. The surrounding counties along the Blue Ridge Parkway of North Carolina are Buncombe, Haywood, Henderson, Jackson, Madison, Swain, Transylvania, Alleghany, Ashe, Avery, Burke, Caldwell, McDowell, Mitchell, Surry, Watauga, Wilkes, and Yancey. The physical corridor region of counties adjacent to the Blue Ridge Parkway was selected based on their ease access to the Parkway. The surrounding counties along the Blue Ridge Parkway of Virginia are Bedford, Botetourt, Carroll, Floyd, Franklin, Grayson, Montgomery, Patrick, Pulaski, Roanoke, Wythe, Albemarle, Amherst, Augusta, Nelson, and Rockbridge.

Non-Resident Visitors. The definition of non-resident visitors used for this study was a travel party from anyplace other than the surrounding counties along the Blue Ridge Parkway of North Carolina and Virginia.

Survey Instrument Design

On-Site Survey. The main purpose of the on-site survey procedure was to gather some preliminary data on Parkway visitors, help respondents understand the take-home questionnaire, and explain that only one person per travel party was to fill out the take home survey. The definition of a travel party was the group of people with whom the respondent visited the Parkway.

Take-Home Questionnaire. Questions on the take-home survey were divided into five types: questions about a respondent's Blue Ridge Parkway visit on the day he/she was interviewed, questions about their spending patterns, questions about the travel plans for the Parkway visit, questions about the respondent's opinions about the quality of the Parkway, and questions about the socio-demographic information.

Methodology

Data Collection

This study combined brief on-site interviews and mail surveys to gather data from Parkway visitors. Because stopping the Parkway traffic to interview visitor was not allowed, intercept surveys were conducted at the selected visitor centers based on several considerations including approximately equal length among county borders, physical accessibilities, the availability of facilities, and the number of users. Sampling was conducted by locations along the Parkway at

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1) 5 visitor centers and a concessionaire operated lodge/restaurant (Mt. Pisgah) in North Carolina; and 2) 6 visitor centers in Virginia.

A stratified sampling design was used to insure that weekdays, weekends/holidays were represented during the sample periods. During sampling at a given site, all visitors were divided by the interviewer into groups, and the first visitor of each group to enter the visitor center was selected for interview. Visitors selected were stopped and asked to participate in the study by providing their names and addresses and the answers to five short questions. The on-site interview took approximately three minutes. The participants were then given a self-administered diary questionnaire and asked to fill out the survey and mail it back in a postage-paid envelope provided at the end of their trips. A second copy of the questionnaire with postage-paid envelope was sent to those who had not responded within two weeks after the initial intercept. Data were gathered from Parkway visitors. Of 2,125 travel parties receiving questionnaires, 1,279 were returned resulting in an overall return rate was 60.2%.

Economic Impact Analysis

This study used an input-output model to produce quantitative estimates, sector-by-sector of the economic impact of tourism and related industries of the regional economy along the Parkway. This assessment of the regional economy used expenditure data from the take-home survey to create spending profiles in a computer model. The first defined region of this study was the surrounding counties along the Blue Ridge Parkway in North Carolina. And the second defined region of this study was the surrounding counties along the Parkway in Virginia. The model used was an input-output model named IMPLAN.

The IMPLAN model estimated the effects of money that was brought in from outside the region (in this case the surrounding counties of the Blue Ridge Parkway in NC or VA). Thus, average nonresidents' spending profiles were used for calculating the economic impacts based on the 'new money' concepts in the tourism areas. Nonresidents were defined as travel parties living outside or coming from counties/states outside of the defined regions.

In order to assess economic effects of the overall impact on the regional economy, estimates of total expenditures attributed to Parkway visits were simulated by multipliers. The main outputs of this model were distributed among numerous industries and included: total industrial output, employee incomes, property income, employment numbers, and total value-added.

Micro IMPLAN (Impact analysis for PLANning) System

In order to perform the economic impacts of various management replacements in contiguous areas, IMPLAN was developed by the USDA Forest Service

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Land Management Planning Division and Rocky Mountain Forest and Range Experiment Station in 1976. The initial application of IMPLAN was designed to calculate the economic impacts of land planning and timber related management (Alward & Palmer, 1983; Palmer & Siverts, 1985). The used version of Micro IMPLAN in this study was modified by the USDA Forest Service Land Management Planning Systems Group at Fort Collins in Colorado and Minnesota IMPLAN Group for estimating other economic impacts resulting from different activities. Micro IMPLAN is able to adjust the input-output model to current industry statistics and newer technology for better assessment and more reliable results. IMPLAN also allows user to estimate regional economic impacts at the national, statewide, or county level.

In the IMPLAN model, yearly data sets are assembled from various secondary sources, and industries are categorized into 528 economic sectors based on SIC (Standard Industrial Classification) codes. The requirement of an input-output analysis is that the quantities demanded and supplied are equaled. However, this over-simplified assumption is often criticized. The constant relationships among several components such as price, spending patterns, specific time period, etc. are not reasonable in real communities and complex economic structures of the world. However, with a long-term perspective, the use of an input-output model appears to operate and predict reasonably well.

Economic Impact Concepts and Measures: Direct, Indirect, and Induced Effect Impacts

For estimating the I/O model under Micro-IMPLAN, the main equations used in this study were:

$$T_n = y_j * b_{jn} \quad (1)$$

$$M_n = c * T_n \quad (2)$$

$$M_n = c * y_i * b_{jn} \quad (3)$$

$$M_n = (I-A)^{-1} * T_n \quad (4)$$

where:

T_n = a vector of changed final demand

y_j = a vector of total spending in sector j , $j = 1, \dots, n$

b_{jn} = a value from allocating the j category in travel spending to IMPLAN _{n} sectors

M_n = impact vectors, resulting from final demands changes (i.e., changes in value added, and number of jobs, etc.)

c = the matrix of coefficients (IMPLAN multipliers)

$(I - A)^{-1}$ = Leontief inverse matrix (used in IMPLAN); I is the identity matrix; A is the transactions matrix

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The direct expenditure contributions of trading in goods and services generated by non-resident travel parties to the surrounding counties of the Blue Ridge Parkway are one component of the economic impacts of visitation to the defined region. Other economic impacts considered in this research were indirect, and induced effects.

- Indirect effects result from the suppliers of business and agencies that sell goods and services to the factories and organizations which directly provide their products to non-resident visitors. For example, restaurants purchased more meat to accommodate the increased number of Parkway non-resident visitors.
- Induced effects result from the direct and indirect effects generated by employee income in the defined region. For example, restaurant employees spend their added wages or income in the surrounding counties along the Parkway for shopping, food, housing, transportation, and the daily goods and service needs.

Total economic impact is the sum of direct, indirect, and induced effects of visitor spending. Micro IMPLAN calculates multipliers including direct, indirect, and induced effects. The use of multipliers is to estimate economic impacts resulting from a commodity or an industry changing in final demand. In order to estimate economic effects caused by a new industry in final demand, at the impact analysis stage, multipliers are used as the magnitude to weigh the leakages and linkages among various sectors of the local economy. As mentioned previously, lower leakages to economies are assumed to be represented by higher value added multipliers. Miller and Blair (1985) provide detailed discussions for the advantages and disadvantages of the I/O modeling techniques. For more information about the calculation and limitations of the I/O IMPLAN, readers are referred to the IMPLAN Professional User's Guide (1997).

Analysis and Results

Visitor Spending Attributable to the Parkway

An estimated 6.99 million travel parties visited to the Blue Ridge Parkway in the surveyed year. Total numbers of the Parkway travel parties were determined from traffic count information provided by National Park Services Monthly Visitor Estimates. Expenditures made by visitors traveling to the Parkway and during the visit in the surrounding counties of the Parkway are primarily in seven economic sectors: (1) accommodation, (2) food and beverages, (3) transportation, (4) entertainment and recreation, (5) souvenirs, (6) film, and (7) other trip costs.

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Of the 827 useful responses, 725 were non-resident travelers (87.67%) and 102 were residents (12.33%) of the first region (NC). Non-resident travel parties spent an average of \$498.68 per party in the surrounding counties along the Blue Ridge Parkway of North Carolina. Of the 358 useful responses, 276 were non-resident travelers (77.09%) and 82 were residents (22.91%) of the second region (VA). Non-resident travel parties spent an average of \$264.08 per party in the surrounding counties along the Blue Ridge Parkway of Virginia. The average expenditures for non-resident travel party spending are presented in Table 1. Analysis of the results shown in the Table 1 reveals that 32 percent of the direct expenditures made in the surrounding counties along the Blue Ridge Parkway of North Carolina by non-resident travel parties were for lodging, and nearly 28 percent were for eating and drinking. Other substantial categories of expenditures were "transportation" which made up 15.57% of the total, and 11.09% for the "recreation and entertainment fees" category, for example. Total non-resident travel party spending was estimated by multiplying the average expenditures per party visit by the Parkway visitor attendance figures.

Table 1: Average Travel Expenditures of Non-resident Travel Parties to the Blue Ridge Parkway

Economic Sectors	Percent (%)		Dollars (\$)	
	NC	VA	NC	VA
Lodging	32.13	36.9	\$160.22	\$97.44
Food	27.96	32.99	\$139.46	\$87.13
Transportation	15.57	16.98	\$77.66	\$44.83
Recreation	11.09	6.45	\$55.31	\$17.03
Souvenirs	9.71	5.4	\$48.41	\$14.27
Film	1.41	0.5	\$7.01	\$1.25
Others	2.13	0.81	\$10.61	\$2.13
TOTAL	100.00	100.00	\$498.68	\$264.08

Economic Impacts on the Surrounding Counties of the Parkway

An input-output model in terms of changes in total output, income, value added, and employment describes the economic importance of a tourism activity (travel to the Parkway, in this case). Total output is the dollar value of goods and services produced to satisfy final demand for goods and services and the inter-industry transactions needed to produce them. Value added is equivalent to gross regional product (payments to labor, capital and taxes), or the value of total output minus input purchases. Thus, value added is always less than total output, but greater than income.

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Tables 2 and 3 summarize the total economic impact effects of non-resident visitor spending along the Parkway. In the case of North Carolina model, non-resident travel parties of the Parkway provided \$1,315.68 million in direct expenditures in the regional economy. The establishments also generated an additional \$1,627.23 million in indirect and induced sales for a total of \$2,942.91 million in total industrial output. The total value-added to the Parkway resulting from total sales was estimated to be \$1,907.73 million. Finally, in the surrounding counties of the Blue Ridge Parkway of North Carolina, \$1,678.58 million in total income and 75,066 full and part-time jobs were contributed by Parkway non-resident visitors.

Table 2: Total Economic Impacts of the Blue Ridge Parkway, North Carolina

Industry	TIO* (MMS)	Total Income (MMS)	Total Value Added (MMS)	Employment (Number of Jobs)
Agriculture Forestry	33.46	16.52	16.95	583.75
Mining	0.09	0.05	0.05	0.95
Construction	69.19	35.06	35.34	959.06
Food Processing	34.09	12.21	12.42	203.80
Apparel	100.18	44.75	45.16	1,514.17
Manufacturing (Other)	102.77	47.65	48.39	837.38
Auto Parts & Access.	7.32	1.89	2.06	44.2
Sporting Goods	9.49	4.82	4.90	46.87
Transportation, & Utilities	134.91	62.92	69.19	1,127.25
Communication	36.10	22.43	25.55	293.26
Wholesale Trade	111.37	54.34	65.33	1,601.61
Retail Trade	394.94	238.71	296.18	13,287.31
Eating & Drinking	422.30	211.48	241.75	15,846.13
Finance, Insurance & Real Estate	299.08	153.71	203.00	1,908.48
Hotels and Lodging Places	507.17	355.94	414.88	19,615.58
Services, Other	398.81	278.31	281.80	9,475.45
Auto Services	75.70	23.48	27.51	1,051.71
Other Amusements	167.12	88.85	91.82	5,557.73
Government Enterprise	38.83	25.46	25.47	1,111.67
TOTAL	2,942.91	1,678.58	1,907.73	75,066.37

(*TIO = Total Industrial Output)

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Table 3: Total Economic Impacts of the Blue Ridge Parkway, Virginia

Industry	TIO* (MM\$)	Total Income (MM\$)	Total Value Added (MM\$)	Employment (Number of Jobs)
Agriculture Forestry	5.52	2.85	2.91	139.52
Mining	0.13	0.07	0.08	1.07
Construction	14.45	7.07	7.13	210.78
Food Processing	2.93	0.57	0.57	12.99
Apparel	17.99	6.61	6.68	279.9
Manufacturing (Other)	14.02	4.62	4.77	112.38
Auto Parts & Access.	2.26	0.6	0.65	13.49
Sporting Goods	0.27	0.12	0.13	2.89
Transportation, & Utilities	16.64	7.85	8.62	160.77
Communication	3.99	2.29	2.64	36.74
Wholesale Trade	12.22	6.61	9.15	218.12
Retail Trade	58.85	35.34	45.19	2,021.28
Eating & Drinking	14.25	6.91	7.99	556.99
Finance, Insurance & Real Estate	72.75	31.89	43.81	444.19
Hotels and Lodging Places	168.25	119.68	136.95	5,877.88
Services, Other	54.94	36.01	36.48	1,631.33
Auto Services	22.87	6.23	6.89	258.39
Other Amusements	21.68	11.44	11.78	744.12
Government Enterprise	7.75	5.14	5.15	238.01
TOTAL	511.74	291.89	337.58	12,960.84

(*TIO = Total Industrial Output)

Additionally, in order to present the detailed estimates of economic effects included in Table 2, we compared these different industry effects to totals in the region. In first model (NC), the results indicated that about fifty-nine percent of the total value added impacts were in the 'Hotels and Lodging Places' (17.2%), 'Retail Trade' (13.4%), 'Services' (13.6%), and 'Eating and Drinking' (14.3%) industries. Most (77.5%) of the employment impacts were in the "Hotels and Lodging Places" (26.1%), "Eating and Drinking" (21.1%), "Retail Trade" (17.7%), and "Services" (12.6%) sectors. Nearly sixty-five percent of the total income impacts were in the "Hotel and Lodging Places" (21.2%), "Services" (16.6%), "Retail Trade" (14.2%) and "Eating and Drinking" (12.6%) sectors. About fifty-nine percent of the total industrial output impacts were in the "Hotels and Lodging Places" (17.2%), "Eating and Drinking" (14.3%), "Services" (13.6%), and "Retail Trade" (13.4%) sectors.

Resident and Non-Resident Comparisons

Visitors to the selected survey sites were made up of primarily travelers from outside the counties contiguous to the Parkway. Mean values for a variety of question responses of residents and non-residents groups were compared using the Statistical Analysis System (SAS) package. We used Chi-Square test, Fisher's exact test, or Student's t-test statistics to test the null hypothesis that no differences existed between two kinds of visitors. The Student's t test was used with interval data. Chi-Square and Fisher's exact tests were used to test for independence with nominal variables. The null hypotheses were rejected if the probability value was less than 0.05. Statistically significant group differences are highlighted and discussed in text.

Of 1,279 surveys returned, 94 were unusable due to the incomplete answer for the geography-based question in survey. This left a sample size of 1,185. Of 1,185 useful responses, 901 were non-resident travelers (76.1%) and 284 were residents (23.9%) of the defined region. The following is the key findings related to the Parkway marketing and management issues. The trip-related characteristics used in the study include trip type, length of the trip, frequency, planning time, information sources, types of activities engaged, satisfaction, motivations, and problem perceptions. The socio-demographic characteristics include age, occupation, income, and education.

Trip Characteristics

Sources of Information. The most important sources of information used while planning trips for resident visitors were previous experience on Parkway (68.28%, Table 4). State highway maps were used as information sources by 20.64 percent of Parkway resident visitors. The two most common sources of information used while planning trips for non-resident visitors were the previous experiences on Parkway (58.71%) and state highway map (58.45%). The most popular commercial information sources for non-resident visitors were attraction brochures (41.69%) and automobile clubs (22.86%). Non-resident travelers were more likely to use automobile clubs, state highway maps, magazine advertisements, magazine stories and articles, local tourist offices, state travel and tourism offices, and attraction brochures as sources of travel information than resident travelers. The results indicate that the two types of visitors using the above sources of information (automobile clubs, state highway maps, magazine advertisements, magazine stories and articles, local tourist offices, state travel and tourism offices, and attraction brochures) may be considered as different (statistically different at the 0.05 level).

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Table 4: Comparison Between Geography-Based Segments and Information-Used Characteristics

Characteristic	R n = 284	N-R n = 901	Signif.	Characteristic	R n = 284	N-R n = 901	Signif.
Sources of information used	%	%		Sources of information used	%	%	
automobile clubs				relatives			
yes (did use)	3%	22.86%		yes (did use)	16.11%	21.11%	
no (did not use)	97%	77.14%	0.001***F	no (did not use)	83.89%	78.89%	0.29 ^C
travel agents				friends			
yes (did use)	0%	5.37%		yes (did use)	18.94%	25.68%	
no (did not use)	100%	94.63%	0.16 ^F	no (did not use)	81.06%	74.32%	0.17 ^C
previous experience				local tourist offices			
yes (did use)	68.28%	58.71%		yes (did use)	0.7%	11.56%	
no (did not use)	31.72%	41.29%	0.374 ^C	no (did not use)	99.3%	88.44%	0.01**F
state highway maps				state travel offices			
yes (did use)	20.64%	58.45%		yes (did use)	0.8%	19.2%	
no (did not use)	79.36%	41.55%	0.001***C	no (did not use)	99.2%	81.8%	0.001***F
attraction brochures				television			
yes (did use)	17.21%	41.69%		yes (did use)	3.27%	3.42%	
no (did not use)	82.79%	58.31%	0.001***C	no (did not use)	96.73%	96.58%	0.7 ^F
commercial guidebooks				radio			
yes (did use)	7.51%	13.57%		yes (did use)	0%	0.9%	
no (did not use)	92.49%	86.43%	0.119 ^F	no (did not use)	100%	99.1%	0.89 ^F
magazine ads				newspaper ads			
yes (did use)	1%	9.28%		yes (did use)	1.3%	3.06%	
no (did not use)	99%	90.72%	0.024**F	no (did not use)	98.7%	96.94%	0.41 ^F
magazine articles				newspaper articles			
yes (did use)	2.72%	11.76%		yes (did use)	1.17%	5.98%	
no (did not use)	97.28%	89.24%	0.039**F	no (did not use)	98.83%	94.02%	0.19 ^F

R = Resident visitors; N-R = Non-Resident visitors; Signf. = Significant level; *** = Significant at the 0.01 level; ** = Significant at the 0.05 level; F = Fisher's exact test; C = Chi-square test.

Purposes of the trip. The majority of the resident visitors reported their trip purposes as outdoor recreation (47.76%), and visiting family/friends (18.47%, Table 5). For non-resident visitors, the most common trip purposes were outdoor recreation (39.89%), and just passing through (18.93%). The results indicate that the purposes of the trip for residents and non-residents could not be considered statistically different at the 0.05 level.

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Table 5: Comparison Between Geography-Based Segments and Trip Characteristics

Characteristic	R	N-R	Signif.	Characteristic	R	N-R	Signif.
Purposes of the trip	n=284%	n=901%		Engaged activities	n=284%	n=901%	
just passing through	9.8%	18.93%		camping			
visiting friends/relatives	18.47%	14.29%		yes (dp)	9.1%	15.02%	
outdoor recreation	47.76%	39.89%		no (dnp)	90.9%	84.98%	0.21 ^F
part of a group tour	0%	3.77%		visiting a scenic area			
business	1.5%	4.01%		yes (dp)	83.5%	93%	
other	21.47%	19.11%	0.33 ^F	no (dnp)	16.5%	7%	0.014 ^{**C}
When the trip was planned	n=284%	n=901%		visiting a museum	59.2%	68.1%	
decided to go today	51.02%	9.1%		yes (dp)			
less than one week	35.07%	11.8%		no (dnp)	40.8%	31.9%	0.261 ^C
1 week but < 2 weeks	5.98%	8.7%		fishing			
2 weeks but < 1 month	4.87%	15%		yes (dp)	8.8%	3.4%	
1 month but < 3 months	2.06%	40%		no (dnp)	91.2%	96.6%	0.09 ^F
> 3 months	0.97%	15.4%	0.001 ^{***F}	hiking			
Nights away	n = 284	n = 901		yes (dp)	35.8%	40%	
yes	9.77%	79.86%		no (dnp)	64.2%	60%	0.5 ^C
no	90.23%	20.14%	0.001 ^{***C}	boating			
Types of group	n = 284	n = 901		yes (dp)	2.3%	1.8%	
family	63.12%	67.27%		no (dnp)	97.7%	98.2%	0.59 ^F
friends	21.02%	15.06%		skiing			
family and friends	7.08%	9.8%		yes (dp)	4.8%	1.5%	
business associates	0%	0.5%		no (dnp)	95.2%	98.5%	0.13 ^F
organized group	0%	3.1%		visited alone			
visited alone	7%	3.5%		other	1.78%	0.77%	0.329 ^F
other	1.78%	0.77%					

R = Resident visitors; N-R = Non-Resident visitors; Signif. = Significant level; *** = Significant at the 0.01 level; ** = Significant at the 0.05 level; F = Fisher's exact test; C = Chi-square test; dp=did participate; dnp=didnot participate.

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When the trip was planned. Differences in the trip plans of resident and non-resident travelers were statistically significant ($p < 0.001$). Most resident travelers planned their trips less than 2 weeks in advance (92.07%), with 51.02 percent planning to go today, 35.07 percent planning less than one week in advance, and 5.98 percent planning between one and two weeks. In contrast, the majority (70.4%) of non-resident travelers reported planning their trips more than two weeks in advance (Table 5).

Nights away from home. A statistically significant difference ($p < 0.001$) was found in the nights away from home of resident and non-resident travelers (Table 5). Most resident visitors (90.23%) indicated that their trips did not include an overnight stay away from home. The majority (79.86%) of non-resident visitors did stay away from home during their trips along the Parkway.

Types of Group. Resident visitors (63.12%) and non-resident visitors (67.27%) traveled with their families (Table 5). At the 0.05 level, the results indicate that the resident and non-resident travelers were similar in the kinds of groups with which they traveled.

Activities Engaged. Resident and non-resident travelers both liked visiting a historical site, visiting a museum, and hiking (Table 5). The results indicate that the two types of visitors were engaged in similar activities. Non-resident travelers were more likely to visit a scenic area than resident travelers. A statistically significant difference ($p < 0.014$) was found in the "visiting a scenic area" category for resident and non-resident travelers.

Motivation. The benefits most important to resident visitors were to observe the beauty of nature (6.66 on a 1 to 7 scale), to feel close to nature (6.44), to get away from commercialized "tourist traps" (6.28), and to spend time with family and friends (6.04, Table 6). The least important benefits to resident visitors were to tell others at home about the trip (2.9), and get some exercise (4.65). For non-resident visitors, the most important benefits were to observe the beauty of nature (6.65 on a 1 to 7 scale), to have a peaceful vacation (6.03), and to feel close to nature (5.98). The least important benefits to non-resident visitors were to get some exercise (4.8) and tell others at home about the trip (3.34). Differences in the "feel close to nature" category for resident and non-resident travelers were statistically significant ($p < 0.012$). In addition, differences in the "get away from commercialized traps" category were also statistically significant ($p < 0.001$).

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Table 6: Comparison Between Geography-Based Segments And Motivation/Problem Characteristics

Characteristic	R	N-R	T-test	Characteristic	R	N-R	T-test
Motivation ^a				Problems ^b			
	n = 284	n = 901			n = 284	n = 894	
observe the beauty of nature	6.66	6.65	0.95	too much traffic	2.62	2.43	0.44
	n = 277	n = 870			n = 284	n = 883	
have a peaceful vacation	5.53	6.03	0.16	inadequate ranger	2.24	2.1	0.57
	n = 277	n = 858			n = 284	n = 885	
escape from work pressures 0.027**	5.1	5.23	0.618	rough parkway surface		2.43	1.92
	n = 280	n = 886			n = 284	n = 887	
feel close to nature	6.44	5.98	0.012**	litter and glass	1.68	1.57	0.52
	n = 280	n = 867			n = 284	n = 886	
experience different places	4.9	5.5	0.11	lack of drinking water	2.41	2.34	0.68
	n = 280	n = 860			n = 284	n = 892	
get away from crowds	5.64	5.29	0.182	lack of restrooms	2.74	2.85	0.71
	n = 280	n = 873			n = 284	n = 891	
get some fresh air	5.6	5.63	0.99	narrow parkway width	1.74	2.05	0.11
	n = 280	n = 873			n = 284	n = 886	
get some exercise	4.65	4.8	0.64	lack of directional signs	1.86	2.1	0.35
	n = 278	n = 853			n = 284	n = 886	
tell others about it at home	2.9	3.34	0.2	lack of parking	2.05	2.2	0.6
	n = 281	n = 865			n = 284	n = 882	
spend time with family/friends	6.04	5.43	0.075	lack of information	1.42	1.94	0.001***
	n = 281	n = 862			n = 284	n = 889	
away from commercialized traps	6.28	5.38	0.001**	lack of gas station	2.08	2.38	0.207

R = Resident visitors; N-R = Non-Resident visitors; Signf. = Significant level; a: 1 = not important, 7 = extremely important (reported with average grade); b: 1 = not a problem, 7 = major problem (reported with average grade); *** = Significant at the 0.01 level; ** = Significant at the 0.05 level.

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Problems of Parkway. The problems on the Blue Ridge Parkway according to resident visitors were lack of restrooms (mean of 2.74 on a 1 to 7 scale, 1 = not a problem & 7 = major problem), and too much traffic (2.62, Table 6). To non-resident visitors, the problems on the Parkway were the same as resident visitors' perceptions. These included a lack of restrooms (2.85) and too much traffic (2.43). There was a statistical difference between the resident and non-resident visitors on their perceptions of the "rough parkway surface" ($p < 0.027$), and "lack of information to plan visits" ($p < 0.001$). Non-resident visitors were more likely to experience that lack of information to plan visits to the Parkway was a problem than resident visitors. On the other hand, resident visitors were more likely to feel that the "rough parkway surface" was a problem than non-resident visitors.

Degree of satisfaction. The majority of resident (mean of 6.3 on a 1 to 7 scale, 1 = very dissatisfied & 7 = very satisfied) and non-resident travelers (6.14) indicated that they were satisfied with the Blue Ridge Parkway, and would come back to visit the Parkway (100% of resident visitors would come back; 98.5% of non-resident visitors would come back to visit the Parkway, Table 7). The results indicate that the two types of visitors had a similar level of satisfaction with the Parkway ($p < 0.11$).

Times for visiting the Parkway. About eighty percent of non-resident visitors had traveled to the Parkway, and 100 percent of resident visitors had been to the Parkway (Table 7). Statistically significant differences were found in the "first time visit" categories of resident and non-resident travelers ($p < 0.001$). The mean number of resident visitor trips to the Blue Ridge Parkway during the past two years by these previous visitors was 7, comparing to 3 time visits for non-resident visitors. A statistically significant difference ($p < 0.001$) was found in the "times of visiting" category of resident and non-resident travelers.

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Table 7: Comparison Between Geography-Based Segments and Frequency Characteristics

Characteristic	R	N-R	Signif.	Characteristic	R	N-R	Signif.
Degree of satisfaction ^a of visiting?	n=284	n=900		The 1s-time	n=284%	n=897%	
	6.3	6.14	0.11 ^T	yes	0%	20%	
				no	100%	80%	0.001 ^{***F}
Will revisit?	n = 284	n = 900		How many times have you visited the Parkway during the last 2 years?	n = 283	n = 768	
yes	100%	98.5%		average	7	3	0.001 ^{**T}
no	0%	1.5%	0.57 ^F				

R = Resident visitors; N-R = Non-Resident visitors; Signf. = Significant level; a: 1 = very dissatisfied, 7 = very satisfied (reported with average grade); *** = Significant at the 0.01 level; ** = Significant at the 0.05 level; F = Fisher's exact test; T = T-test.

Socio-demographic Characteristics

Age. The average age of resident travelers (49.2, Table 8) was not significantly different ($p < 0.427$) from that of non-resident travelers' age (51.2).

Table 8: Comparison Between Geography-Based Segments And Socio-Demographic Characteristics

Characteristic	R	N-R	Signif.	Characteristic	R	N-R	Signif.
Education	n = 284	n = 901		Occupation	n = 284	n = 897	
	%	%			%	%	
grade school	2.5%	1%		managerial specialty	23.2%	43.8%	
high school	19.7%	18.1%		technical/sale/service	12.9%	7.2%	
college	48.5%	49.6%		fabricator/laborer	12.9%	5.9%	
graduate school	28.7%	29.9%		retired	35.8%	28.1%	
other	0.6%	1.4%	0.23 ^F	other	15.2%	15%	0.065 ^{*C}
Income	n = 284	n = 861		Age (average #)	n = 284	n = 900	
	%	%			49.2	51.2	0.427 ^T
under \$20,000	11.4%	6.9%					
\$20,000 to \$39,999	33.2%	23%					
\$40,000 to \$59,999	29.2%	28.3%					
\$60,000 to \$79,999	13.5%	17.8%					
\$80,000 or more	12.7%	24%	0.25 ^C				

R = Resident visitors; N-R = Non-Resident visitors; Signf. = Significant level; *** = Significant at the 0.01 level; ** = Significant at the 0.05 level; * = Significant at the 0.1 level; F = Fisher's exact test; C = Chi-square test; T = T-test.

Education. Differences in the education categories were not statistically significant at the 0.05 level ($p < 0.23$, Table 8).

Occupation. Over fifty percent of the non-resident travelers indicated that they were in the professional/technical field. More resident travelers appeared (35.8%, Table 8) to be retired than non-resident travelers (28.1%). The most

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common occupations of resident travel party leaders were retired (35.8%) and professional and technical (36.1%). Differences in the occupation status of resident and non-resident travelers were statistically significant ($p < 0.065$).

Income. The majority of resident travelers (62.4%, Table 8) reported earning incomes totaling between \$20,000 and \$59,999. Of non-resident visitor households, 51.3 percent had income between \$20,000 and \$59,999; about 24 percent had household incomes greater than \$80,000 per year. Differences in the incomes of resident and non-resident travelers were not statistically significant ($p < 0.25$).

The results shown in Tables 4 - 7 indicate that seven of the ten trip characteristics for the two groups of travelers were statistically significantly different at the 5% level. These include: when the trip was planned, sources of information used, nights away, activities engaged, problems of the Parkway, motivation, and times for visiting the Parkway. Table 8 summarizes the demographic characteristics of the two groups of travelers and indicates that the occupation characteristic was statistically significantly different at the 10% level.

Discussions, Suggestions, and Future Research

The economic impact assessment. The economic impact of travel to the Blue Ridge Parkway extended beyond the jobs and income it directly created. The largest beneficiaries of the Parkway's economic impact in NC were in the "Hotels and Lodging Places", "Eating and Drinking", "Retail Trade", and "Services" sectors. The largest beneficiaries of the Parkway's economic impact in VA were in the "Hotels and Lodging Places", "Retail Trade", and "Services" sectors. The above business sectors could have a higher degree of dependence on the "non-resident tourist industry". Thus, the use of earned money to improve facilities, goods, and services in businesses (lodging places, food industries, retails, and services) could increase visitor numbers and generate greater economic impacts. Since the lodging industry has benefited from non-resident visitors, it should concentrate promotional efforts on this non-resident visitor segment. In addition, while the Parkway is closed (due to weather, construction, or policy conditions), the tourism-related organizations along the Parkway should cooperate with each other in creating new recreational activity opportunities such as special events in the adjacent local areas. These opportunities should entice the visitors to play, stay longer and spend money, but also help avoid the losses to a local economy generated by the lack of non-resident visitors.

The I/O IMPLAN model only estimates “new money” effects in the defined area and provides total economic impacts of non-resident traveler visitation to the Parkway. In this study, IMPLAN inputs only the spending profile and visitor attendance of Parkway non-resident travel parties. In addition to “impact analysis”, IMPLAN is also able to estimate “significance or interdependence analysis” which includes resident and nonresident visitors’ spending contribution to a defined region. However, “significance or interdependence analysis” is difficult to interpret in a local economy.

As stated earlier, visitors to the Parkway are made up of primarily travelers from outside the counties contiguous to the Parkway. According to the results of this NC case, of the 827 useful responses, 725 were non-resident travelers (87.67%) and 102 were residents (12.33%) of the region. Suppose 1,000 travel groups visit to the Parkway, 877 parties would be estimated to be non-resident groups and 123 travel parties would be from the counties adjacent to the Parkway. Therefore, tourism-related-organizations along the Parkway may consider applying more promotional activities such as “10% discount for non-residents’ and 15% discount for residents’ purchasing at any souvenir store” to increase both resident and non-resident visitors’ purchasing power. In addition, creating various programs such as “New Friends of the Blue Ridge Parkway”, “Free Family-Night for Ten-Time Visitors”, “A Calling from the Blue Ridge Parkway - It’s Your Second Home”, could encourage non-resident visitors to revisit and educate them how to protect this mountain region.

Future studies of the Blue Ridge Parkway using the I/O IMPLAN System may include conducting a survey of local businesses in order to generate more reasonable multipliers for the impact analysis. This research focuses on using IMPLAN SYSTEM to get results of the total economic impact of travel to the Blue Ridge Parkway. Applying other economic models to the Parkway data would also be appropriate. However, in the tourism literature, studies of comparison among different economic analysis models are rare. Therefore, determining the differences between IMPLAN and other models would be able to provide useful knowledge for choosing the most appropriate model(s) to estimate the economic impacts in different situations. Other economic analysis models could be applied to achieve the objectives of comparing different models for providing credibility of an economic impact study. Since each model has different assumptions and different components including cost, time, geographic region, sectors of a spending profile and so on, developing a comparison methodology for evaluating different economic analysis models would be a difficult task. Human resources, and efficiency are also important components which influence the use and comparison of the models. Finally, it should be reemphasized that economists and researchers should conduct

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periodic reviews of management policies based on the most current information available about the economic impact of visitors. Such reviews are needed because of the changing economic trends and intangible factors in the real world.

Resident and Non-Resident Comparisons. The generality of conclusions drawn from this survey is partially limited by the sampling procedure, which drew only from visitors using the Parkway visitor centers. It seems plausible that the proportion of resident visitors using the centers might differ from the proportion of nonresident visitors, implying that the sample may be biased in terms of its breakdown into residents versus nonresidents. However, assessing this breakdown was not a purpose of the survey, and there are no obvious reasons why it might be biased with respect to comparisons of the characteristics of residents versus nonresidents.

The key findings of this study are that travel motivations, problem perceptions, several trip-related characteristic, and socio-demographics differences exist between resident and non-resident visitors. The respondents of non-resident visitors are more likely to be employed in professional occupations, and less likely to be retired. In addition, non-resident visitors are more likely to plan their trips to the Parkway more than two weeks but less than three months in advance, more likely to stay away from home during their trips, and more likely to use automobile clubs, local tourist offices, state travel and tourism offices, state highway maps, magazine advertisements, and attraction brochures for making their trip plans.

Marketers of nature-based tourism may consider using strategic marketing implications based on the key findings of this study. For example, chamber of commerce groups, tourism-related agencies, and community businesses who advertise about the parkway may include more appropriate and compatible content and create a positive image of the Blue Ridge Parkway. Since non-residents are using more sources of information for their trip plans, marketers of various tourism related organizations may consider providing non-resident visitors with more efficient and accessible information (for example, on-line reservation services) in order to help them arrange their future trips to the Parkway.

Resident visitors tend to be closer to nature, they want to get away from commercialized tourist traps, are less likely to be visiting a scenic area, and are likely to be bothered by the rough Parkway surface. On the other hand, non-resident visitors are more likely to be visiting a scenic area, and tend to be more concerned by the lack of information to plan visits. Therefore, improving the maintenance of the Parkway surface and increasing trip-planning sources may increase the levels of visitors' satisfaction. However, to achieve the goals

of improvement, protection, and better development of the Parkway, service managers and decision-makers should not only focus on differences, but also need to be aware of visitors' motivations, opinions and perceptions.

Understanding the factors that motivate tourists is a central concept in attempts to gain knowledge of tourists' behaviors (Crompton 1979; Ross and Iso-Ahola 1991). The motivations most important to resident visitors are to observe the beauty of nature, to feel close to nature, to get away from commercialized traps, and to spend time with family and friends. For non-resident visitors, the most important motivations are to observe the beauty of nature, to have a peaceful vacation, to feel close to nature, and to get some fresh air. Since the Blue Ridge Parkway contains significant natural features and is a carefully designed and engineered creation, building awareness and a positive perception of the Blue Ridge Parkway as a regional scenic destination may influence the decisions of people considering the Parkway for a vacation. Marketers may consider promoting concepts such as "enjoy the beauty of nature", "escape the humdrum of daily life", or "family-based destination" to those people with/without prior parkway visiting experience.

While traveling along the Parkway, resident and non-resident travelers both like visiting a scenic area, visiting a historical site, visiting a museum, and hiking. Therefore, joint promotion efforts with historical sites and museums may inform visitors about the location, time schedules, and the subjects of upcoming events along the Parkway. Indeed, because some groups of people think of rural lands as without economic value, the finding reported above (visitors like visiting a scenic area, and hiking along the Parkway) reinforce the importance of the beauty of the Parkway, its natural resources, and the interdependence of the local communities and the natural resources.

The problems on the Blue Ridge Parkway identified by resident visitors are lack of restrooms, too much traffic, rough Parkway surface, and lack of drinking water. To non-resident visitors, the problems on the Parkway are lack of restrooms, too much traffic, lack of gas stations, and lack of drinking water. In order to increase visitors' satisfaction and provide a pleasant visiting experience, high attendance visitor centers may consider preparing temporary restrooms (or constructing more restrooms), water fountains, or providing maps showing all the nearest facilities which are open for visitors in the adjacent counties along the Parkway. To relieve some of the "too much traffic" perception, offering promotion packages in the shoulder and off seasons may improve the image of the Parkway by relieving some of the congestion. Overall, most resident and non-resident travelers indicate that they are satisfied with the Blue Ridge Parkway, and would come back to visit the Parkway.

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A survey to help management identify destination problems and marketing segments would make a good future study. Future research may focus on the benefits derived by visitors and visitor expenditure profile data. Because of the purpose of the study and budget constraints, this study mainly focuses on interviewing travelers at visitor centers along the parkway. However, parkway picnic areas, campgrounds, hiking trails and fishing streams may or may not attract a very different audience with some levels of different preferences and demographics. In this study, most of the survey sites are relatively close to urban Asheville and to the rather upscale Blowing Rock community, which may or may not skewed responses. In addition, people who seek out visitor centers (including to purchase the high quality and sometimes handsomely priced craft items offered at the Folk Art Center) may or may not have perceptions, expectations and preferences that differ significantly from other Parkway users. Thus, future studies may consider including more diverse sampling sites. Other segments such as day visitors, business groups, and group tours should be investigated. Although the economic benefits brought into a destination by non-resident visitors may be more significant than those of resident visitors, future studies may aim on the trip-purpose-based segmentation that may enrich strategic marketing plan development in tourism industry. Federal agencies may consider cooperating with state/private tourism-related organization to provide smarter, better, and more efficient strategies to increase the market size of visitors to the Parkway as well as providing a practical policy for the long term protection of the environmental resources along the Blue Ridge Parkway.

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Sustainable Tourism from Rio to Johannesburg

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Tourism should be promoted respecting local traditions and cultures and promoting the use of indigenous knowledge in natural resource management (WSSD, Johannesburg, 2002)

Abstract: In this paper we would like to analyze how tourism could contribute to sustainable development improving the Welfare of local communities. Therefore, we consider the documents released by international organisations, comparing and relating them around the topic of poverty alleviation through sustainable and eco-tourism.

The monetary tourism exchange, often benefiting international big chains, was gradually examined as an easy opportunity to drain foreign money into poor and marginal communities, with the double challenge of reducing poverty in rural or developing societies and improving their cultural level introducing them in a global market.

The priority's project of international organisation is to eradicate poverty on a path of sustainable growth along the way of inserting LDCs in the globalisation process.

Two principal facts are intervening in the up to date considerations about tourist problematic: the ethic and the economic one; the first promoting a responsible and a sustainable tourism, the last one-tending to eliminate poverty.

Foreword

For years tourism has been analyzed from a market point of view, as a product attracting even more tourist's expenditures (WTO, 1990). Several studies focused on increasing statistics in tourist departures-arrivals until the experts verified a great amount of impacts affecting tourist destinations (Mathieson and Wall, 1987, Sing, 1989).

Scholars tried to assess these impacts through mathematical and statistic measures (Nelson and all, 1993) recognising the inevitably of a multi-faced safeguard, to maintain local natural and cultural resources (Wall, 1992).

The imperialism of international chains is able to drain revenues of tourism investments towards riches countries, depriving local communities of the gains of their own resources (Smith, 1989).

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In addition, the habits of consumerism and American way of life is able to deplete the uniqueness of ancient traditions, erasing the originality as the primary asset for visitors attraction (Mac CANNEL, 1973).

For all these reasons local, national, international and NGOs agree in defending and enhancing local empowerment in the framework of action-oriented decisions to support global commitment to achieve sustainable development (Globe, 1992).

From world conferences and officials documents it emerges that governments and civil society should outline practicable paths for sustainable development. These paths include commitment to improved well-being and poverty alleviation, reducing malnutrition, broadening inter-sectorial involvement securing additional resources and improving access to affordable services through indigenous knowledge (WTO, 2002, UN, 2002).

In this paper we would like to analyze how tourism could contribute to sustainable development improving the Welfare of local communities. Therefore, we consider the documents released by international organisations, comparing and relating them around the topic of poverty alleviation through sustainable and eco-tourism.

Agenda 21

Rio de Janeiro -Brazil 3-14 June 1992

Agenda 21, the document derived from UNCED held in Rio de Janeiro in 1992, doesn't give much space to the discussion of problems related to tourism. Into that document there is some indirect connections to this problem through references to our own responsibility and education versus environment and individuals.

The 1990s have been years of strong evolution of the sustainable development concept and the very impressive increase of international tourism movement, reaching 700 millions of international travellers at the dawn of the Millennium, and its step of acceleration, around 4-5% a year, posed a series of reflection in order to reduce the massive impacts affecting the integrity of destinations. Physical, economic, social, ethnic, cultural impact can destroy the local resources through over consumption and commoditization or by imposing homogeneous models and standardized lifestyles, reducing uniqueness as a source of attractiveness. Often a local community loses its resources without sufficient profit and without any possibility to restart a new type of economic development. The global anxiety about world loss of biodiversity in terms of natural and cultural richness urged governments, international organisations

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and NOG's, to take part in the assessment of the issue. The monetary tourism exchange, often benefiting international big chains, was gradually examined as an easy opportunity to drain foreign money into poor and marginal communities, with the double challenge of reducing poverty in rural or developing societies and improving their cultural level introducing them in a global market. A democratic advancement can be seen in this social evolution, which is reachable through local involvement and employment and decision based policy processes.

Tourism and sustainable development

*Decision of the General Assembly and the Commission on Sustainable Development
United Nations Commission on Sustainable Development
7th session New York, 19-30 April 1999. Decision 7/3.*

Prior to 1997 the issue of sustainable tourism had been discussed by the UN only in the context of the small islands developing states. After five years implementation of Agenda 21, during the nineteenth Special Session, the General Assembly in New York, April 19-30 1999 considered furthermore the growing importance of tourism adopting the Decision 7/3 on tourism and sustainable development. In this occasion the Commission decided to adopt an international work programme on sustainable tourism development to be reviewed in 2002.

In the Decision 7/3 Commission urged governments:

- to advance sustainable tourism development attracting foreign direct investments, providing direction for the active participation of major groups and the private sector as well as indigenous and local communities,
- to manage share of benefits,
- to promote partnership at local level,
- to undertake capacity building work with indigenous and local communities,
- to create appropriate institutional, legal, economic, social and environmental framework,
- to maximise the potential of tourism for eradicating poverty,
- to promote sustainable tourism through educational artistic activities, to sustain small industries, facilitating access to capital, recognising its employment potential,
- to fight against illegal, abusive or exploitative tourist activities,

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- to cooperate with ILO and WHO, UNEP, WTO/OMT,
- to enable consumers to make informed choices.

The Commission called upon the tourist industry:

- to develop environmentally, socially, and culturally compatible forms of tourism,
- to inform tourist on ecological and cultural values in destinations regions,
- to save costs towards eco-efficiency,
- to reduce wastes,
- to “design with nature”.

Point a) is very important in the subsequent speech addressed to tourism industry which we will propose here as an example of a top-down decision-making process. According to the Assembly, industry has: a) To promote sustainable tourism development in order to increase the benefits from the tourism resources for the population in the host communities and maintain the cultural and environmental integrity of the host community; to encourage cooperation of major groups at all levels with a view to facilitating Local Agenda 21 initiatives and promoting linkages within the local economy in order that benefits may be more widely shared; to this end, greater efforts should be undertaken for the employment of the local workforce, and the use of local products and skills.

United Nations Millennium Declaration

New York, 6 - 8 September 2000

The UN General Assembly gathered in New York from 6 to 8 September 2000, where the Resolution 55/2, the United Nations Millennium Declaration was adopted. Reference to poor children is made in the United Nation documents. “The Heads of State recognize the collective responsibility of human dignity and equity at the global level as a duty to all the world’s people, especially the most vulnerable and in particular the children to whom the future belongs”.

Within the context of the convention, regulative instruments impinge only indirectly on tourism, but it is strongly mentioned, in chapter 19, the importance of alleviating poverty: the responsible resolved to halve, by the year 2015, the proportion of the world’s people living with less than one dollar a day and the proportion of people who suffer from hunger or can’t afford safe drinking water.

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Structural adjustment and poverty reduction in Africa

New York 18.10.2002

UNCTAD's contribution to the final review and appraisal of the implementation of the United Nations New Agenda for the Development of Africa in the 1990s: Structural adjustment and poverty reduction in Africa -Agreed conclusions 471 (XLIX).

During the Trade and Development Board, Plenary Meeting 18.10.2002, UNCTAD stressed its commitment to continue its cooperation with African countries and institutions and explore ways for improved cooperation with the Bretton Woods institutions in support of the poverty reduction strategies, thus building capacity and identifying appropriate divisions of labour, even if there is no mention to tourism sector in particular.

NEPAD

New York 16.9.2002

NEPAD, is the New Partnership for Africa's Development, the Programme of AU adopted by the 57th Session of the General Assembly on 16.9.2002 (resolution 57/2).

NEPAD is envisaged as a long term vision of an African owned and African-led development programme.

A very strong approach provide valuable insights into the main problem of poverty which occurs within the continent.

The priority's project is to eradicate poverty on a path of sustainable growth along the way of inserting Africa in the globalisation process, theme elected as a catalyst for intervention in other priority areas in the future.

Its policy framework was finalized by the Heads of State Implementation Committee (HSIC) on 23.10.2001 in order to realise three important goals that form the core of the cooperation:

- to promote accelerated growth and sustainable development
- to eradicate widespread and severe poverty
- to halt the marginalization of Africa in the globalisation process.

According to Nepad, poverty reduction and sustainable development is more than increasing growth rates, depending on infrastructure, capital accumulation, human capital, institutions, structural diversification, competitiveness, health, good stewardship of the environment.

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Africa has good opportunities to come out from poverty pitfalls; it can come out thanks to rich complex of mineral, oil and gas deposits, flora and fauna, wide unspoiled natural habitat which provide the basis for mining, agriculture, tourism and industrial development.

The NEPAD market access initiatives include:

- to identify key “anchor” projects at the national and subregional levels which will generate relevant spin-offs and assist in promoting interregional economic integration,
- to maximize the interregional demand for tourism activities.

This last point is connected with the promotion of African exports which intend to promote intra-African trade aiming at sourcing imports within Africa, previously sourced from other parts of the world.

After trade, attention is paid to service sector in general more than to tourism in particular, but the inter-regional trade framework will enhance products in adventure tourism, ecotourism and, this being very new, in cultural tourism.

In a general fostering of inter-regional trade liberalisation, Africa recognises the need for combined efforts in order to improve the quality of life of African people as rapidly as possible.

The actions will provide African people with the capacity of being actively involved in sustainable tourism projects at a community level.

The NEPAD document concludes its proposals with these words: “in fulfilling its promise, this agenda must give hope to the emaciated African child that the 21st century is indeed Africa’s century”.

The Quebec Declaration on Ecotourism

Québec, Canada, May 19 - 22, 2002 - Final Report

Sustainable tourism as a wide concept, including natural, social and cultural issues become ecotourism. One of the milestone of the evolution of this concept is the world Conference on Ecotourism held between 19-22 may in Quebec City, celebrating the International Year of Ecotourism (IYE), adopted by UN in 2002, considered also the year of World Heritage and the year of Mountains. From this Symposium, discussing the topic of Ecotourism in a world-wide perspective, a document has derived: the *Quebec Declaration on Ecotourism*.

The document released in Canada has several evident references to all the other significant documents discussed later the same year, in the world Conferences in Africa.

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The Quebec Declaration states: “the sustainability of tourism should be a priority at WSSD due its potential contribution to poverty alleviation and environmental protection in endangered ecosystems” (p. 65).

According to UN, ecotourism should increase economical and social benefits for host communities, but it is even more than that, it should embrace specific principles distinguishing itself from the wider concept of sustainable tourism because it:

- “Contributes actively to the conservation of natural and cultural heritage;
- includes local and indigenous communities in its planning, development and operation, contributing to their well-being;
- interprets the natural and cultural heritage of the destinations to visitors,
- lends itself better to independent travellers, as well as to organised tours for small size groups” (p.65).

In the chapter addressed to private sector the Quebec Declaration states that tourism: “ensure an equitable distribution of financial benefits from ecotourism revenues between international, outbound and incoming tour operators, local services providers and local communities through appropriate instruments and strategic alliances (point 32).

At the point 46 - addressed to local and indigenous communities - it states that ecotourism should involve a strategy for improving collective benefits for the community, including human, physical, financial, and social capital development and improved access to technical information.

Maputo Seminar

Mozambique, 5-6 March 2001

Community Participation in Planning and Management - Seminar on Planning, Development and Management of Ecotourism in Africa: Regional Preparatory Meeting for the International Year of Ecotourism, 2002. Maputo, Mozambique, 5-6 March 2001. Final Report .The Quebec Symposium was preceded by ten regional conferences, the most important was the Maputo Conference.

At the Maputo Conference the role of natural heritage was stressed in addressing the theme of involvement of local communities, especially of those living within or in the vicinity of protected areas, who can find employment opportunities, in the land tenure, and receive revenues which offer means of facing new education processes and capacity building.

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The Conference states: “there is considerable potential for local communities to become actively involved in managing tourism, through empowering inhabitants in decision making processes around development as well as in monitoring its impacts”.

During the Seminar, local communities, which benefit from tourism through natural heritage areas in Africa, were discussed as principal issue. It was argued that there is a need for well-integrated programmes of development, linked with the rural economy. There was recognition in the Seminar that the community sector is sometimes poorly developed or managed and often lacking in quality. In fact important strategies are externally driven and generally do not involve local participation to ensure local ownership.

Capacity building was identified as a fundamental part of bringing more people into tourism in Africa and that government should play a mayor role in facilitating education for communities. It was clear that in Africa there is a need to change the composition of the tourism industry, and that industry needs to become more inclusive of previously disadvantaged groups, particularly of the rural poor.

“If communities are to benefit from tourism, it is important that they participate actively in the industry and in the management of enterprises. There is scope for co-ordination with parks and for involving communities in park planning and management. Local communities should be allowed to manage wildlife outside of protected areas and to enter into joint ventures and other arrangements with the private sector. Local people need to be empowered and actively involved in managing tourism and wildlife within the community conservation areas, particularly when close to protected areas” (p. 7).

The Cape Town Declaration on Responsible Tourism in Destinations

Cape Town South Africa- August 2002.

As we can see in the next pages, even if tourism is considered of—primary aspect, in the Johannesburg Final Report few notes are dedicated to tourism development, particularly concerning the ecotourism development, but, fortunately a more specific symposium for tourism management was held at the Cape Town Conference in the same period, where the most involved actors met in order to consider the issue of responsible tourism in destinations. This meeting gave origin to *Cape Town Declaration on Responsible Tourism in Destinations* sub-titled: *Shaping sustainable spaces into better places*.

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We consider now this document in relation to the general problematic about tourism and to the previous official documents.

The general problematic is related to the impacts that tourism originates in destination localities. These impacts might be described as physical, ethical, social, economic, which might disrupt a hosting civilisation originating instability and irreversible modifications in habits and traditions. As the validity of tourism depends upon biodiversity and human, environmental and cultural richness of destinations, their transformation into a global and uniform behaviour is able to destroy even the attractiveness of more exotic places. Over all because our civilisation is directed to a globalisation through *Disneyfication* and *MacDonaldisation* processes, so the uniformity is the death of tourism and of cultural interrelationships, especially in marginal and fragile areas.

The representative of 20 countries, present at the Conference in order to consider the issue of responsible tourism, agreed “in relishing the diversity of our world’s cultures, habitats and species and the wealth of our cultural and natural heritage, as the very basis of tourism, we accept that responsible and sustainable tourism will be achieved in different ways in different places” (p.1).

In fact the exaltation of local characteristics becomes a symbol of typical image able to attract not only visitors but to originate indirect activities as e.g. handicraft, small enterprises, transport and infrastructures works, generating wellness and well being for the inhabitants, using structures that would be non-existent without tourism monetary flux.

Taken that, the Document point out not only to the importance of economic, social and environmental aspects of sustainable development, but to the interest of indigenous peoples and local communities in particular, recognising that “the devolution of decision making power to democratic local government is necessary to build stable partnership at a local level, and to the empowerment of local communities”. So two principal facts are intervening in the up to date considerations about tourist problematic: the ethic and the economic one; the first promoting a responsible and a sustainable tourism, the last one tending to eliminate poverty. Poverty alleviation is considered the most important goal of all national, international politics discussed in Johannesburg. In this way the Johannesburg and the Cape Town Conferences are connecting themselves in the setting up the same corner stone.

The responsible of Cape Town Declaration are recognising that considerable progress have been made in reducing the environmental impacts of tourism, but more limited progress in increasing local development, in reducing social-economic and cultural impacts for the benefit of indigenous people. This would be the ultimate scope transforming respectfulness into responsible tourism or responsible tourism into respectfulness. The ethical consequence is that

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responsible tourism is respectful for both host and guests, and the sustainability can be realised only considering avoiding the impacts at the destination level. All this is not only responsibility for visitors, but for local government too, compelled to provide the opportune context for democracy which is able to obtain local pride and confidence, necessary to the empowerment of local communities, (in the respect of the different living forms and priorities in different destinations).

Not only governments, but private agencies and enterprises, planning authorities and businessmen have the same responsibility through commitment to supportive policy frameworks and adequate funding and through the participatory and monitoring processes of local Agenda 21 programs.

This charge for political and private organizations become every day greater and greater, tending to minimize negative impacts and maximise local economic benefits “increasing linkages and reducing leakage’s”. using tourism to assist in poverty alleviation by adopting pro-poor strategies”.

Some guidelines are proposed as leading principles for social, environmental and economic responsibility. The first social principle requires an active involvement of local communities in planning and decision making, ensuring access for all “in particular vulnerable and disadvantaged communities and individuals, finalised at encouraging social and cultural diversity and at improving health and education. All this should be translated into a more balanced relationships between hosts and guests in destinations, adding progresses towards achieving better places for hosts and guests” (p.3).

The principles of environmental sustainability ask all responsible to use resources rationally and reduce waste and over consumption, to adopt the best known practices, marketing the efforts for economic advantages, both for small and micro enterprises, through multi-stakeholders participatory strategies.

Tourism and Poverty Alleviation

WTO Report 2002

At the 2002 World Summit on Sustainable Development the World Tourism Organization launched a new report on *Tourism and Poverty Alleviation*. The report draws substantially on work in the Pro-poor Tourism Partnership and has additional material on Tourism and LDCs and the macro economic case for tourism and development.

In the document WTO gives recommendations for action by government, the industry, development agencies and local communities.

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The background brochure of the aforementioned book would explain that tourism is particularly potent in economic terms in respect of:

- Job Creation
- Investment Attraction
- Foreign Exchange Earnings

And in social terms in respect of:

- Youth Employment
- Community Enrichment
- Gender Equality
- Cultural Preservation

The World Tourism Organization is convinced that the power of tourism can be effectively harnessed by addressing the problems of poverty more directly and the benefits of tourism should be widely spread in society.

WTO initiated research and consultation on the interrelation between tourism and poverty since the implementation of Global Code of Ethics for Tourism in 1999.

The key Articles of the Code of Ethics for Tourism cover:

- Tourism contributing to societal understanding and mutual respect
- Tourism as a vehicle for individual and collective fulfilment
- Tourism, a factor of sustainable development
- Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement
- Tourism, a beneficial activity for host countries and communities
- Obligations of stakeholders in tourism development
- The human right to tourism and travel
- The liberty of tourist movements
- The rights of workers and entrepreneurs in the tourism industry

In recent years this focus has intensified as it has become clear that this sector has an immense potential to help the general fight against poverty.

Tourism can play a significant part in balancing sustainable development and generating benefits for the poor. This report reflects the World Tourism Organization's concern that the benefits of tourism should be widely spread

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in society and that the poor should benefit from tourism development. Tourism industry can make great progress to the elimination of poverty; and WTO gives effective recommendations for action by government, the industry, development agencies and local communities.

One WTO previous document also refers to poverty alleviation using tourism revenues, it is in the book: *Enhancing the Economic Benefits of Tourism for Local Communities and Poverty Alleviation*.

The book presents the proceedings of a Seminar that took place in Petra on June 2002, organized by WTO. It is complemented by case studies about success stories highlighting approaches to community based tourism.

WSSD - The Johannesburg Summit

26 Aug. 4 Sept., 2002

Another reference to children is retraceable at the Johannesburg Summit where the speakers welcome the bow of the world's children, telling that "the future belongs to them", they are in fact considered the agents of behavioural change.

In the Johannesburg World Summit on Sustainable Development (WSSD) too, held from August 26th -September 4th 2002, great importance is given to the famine problem and to the economic and political, legal inequity in our world, In the Annex of the Final Report, titled *Johannesburg Declaration On Sustainable Development* the representatives of different countries, recognizing the deepening of poverty and the worsening of environmental concerns point to realise an equitable society, eradicating the poverty that hinders the realisation of human dignity for all and to face in a real way the problem of natural resources.

The final Report of WSSD 2002 includes only one quotation related to tourism, precisely the paragraph 43 where tourism is considered in order to promote sustainable, non consumptive development and ecotourism, according to the spirit of YIE and Quebec Declaration. The aspect of economic benefits is related to maintaining cultural and environmental integrity of the host communities, especially rural communities, and natural heritage.

The Annex *Plan of Implementation of the World Summit on Sustainable Development*, states in the article 43 that the representatives at the Summit will "promote sustainable tourism development, including ecotourism, taking into account the spirit of IYE (International Year on Ecotourism) and the Global Code of Ethics for Tourism adopted by WTO "in order to increase the benefits from tourism resources for the population in host communities".to contribute to the strengthening of rural and local communities, by e.g.:

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- “developing education and training programmes that encourage people to participate in ecotourism”;
- “enabling indigenous and local communities to develop and benefit from ecotourism and to stimulate entrepreneurial development (point b)”.

In the article 58, (point g)) the resolution states. “to develop community based initiatives on sustainable tourism and build the capacity necessary to diversify tourism products, while protecting culture and traditions and effectively conserving and managing natural resources”.

In these words a strong connection has been established between sustainable development and ecotourism

because if protection is well planned it can be translated into exploitation towards safeguard of natural, cultural, social life offered as a resource to visitors.

Further references to tourism are described in the Plans related to energy and biodiversity conservation.

In the Section VII -Plan of implementation for Sustainable Development of Small Island Developing States, all this is summarized in the point c) of article 70: (tourism should advance)

- c) respecting local traditions and cultures and promoting the use of indigenous knowledge in natural resource management and eco-tourism.

In the Final Report the relationship between tourism and the environment tends to be managed within general environmental and planning agreements.

Cotonou Agreement

23 June 2000 in Cotonou, Benin

ACP-EC Cooperation dates back to the birth of European Economic Community in 1957, which expressed a commitment to contribute to the prosperity of colonies and overseas countries and territories.

After two Yaoundé and four Lomé Conventions between European Community, and the Group of African, Caribbean and Pacific States (ACP) the new EU-ACP Agreement was signed the 23rd of June 2000 in Cotonou, Benin and it will effective the 1st of April 2003.

Cotonou Agreement aims to achieve the objectives of poverty eradication, sustainable development and the gradual integration of the ACP countries into the world economy. The dialogue shall particularly facilitate consultations between the Parties within the international fora.

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The role of economic development will be based on technical cooperation and international financial aid where tourism too will find a good occasion to offer a strong contribute.

The partnership shall be centred around the “significant contribution to the economic, social and cultural development of the ACP States and to the greater well-being of their population, helping them facing the challenges of globalisation and strengthening the ACP-EU Partnership in the effort to give the process of globalisation a stronger social dimension”; through political dialogue, development, cooperation, and economic and trade relations in favour of sustainable economic policies as prerequisites for the development, and for an equitable distribution of the products of growth.

Cooperation will encourage partnership and build links between ACP and EU actors;

The actors are determined in

State (local, national and regional);
Non-State:

- Private sector;
- Economic and social partners, including trade union organisations;
- Civil Society in all its forms according to national characteristics.

The cooperation strategies shall be based on development strategies and economic and trade cooperation and shall be mutually reinforcing.

The Article 23: “Economic Sector Development” in the section 1 of Part 3: “Cooperation Strategies” fulfils this intentions:

Cooperation shall support sustainable policy and institutional reforms and the investments necessary for equitable access to economic activities and productive resources, particularly aimed (point i) at the tourism development through:

- the development of training systems that help increase productivity in both the formal and the informal sectors;
- capital, credit, land, especially as regards property rights and use;
- development of rural strategies aimed at establishing a framework for participatory decentralised planning, resource allocation and management;
- agricultural production strategies, national and regional food security policies, sustainable development of water resources and fisheries as well as marine resources within the economic exclusive zones of the ACP States. Any fishery agreement that may be negotiated between the Community

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and the ACP States shall pay due consideration to consistency with the development strategies in this area;

- economic and technological infrastructure and services, including transport, telecommunication systems, communication services and the development of information society;
- development of competitive industrial, mining and energy sectors, while encouraging private sector involvement and development;
- trade development, including the promotion of fair trade;
- development of business, finance and banking; and other service sectors;
- tourism development; and development of scientific, technological and research infrastructure and services; including the enhancement, transfer and absorption of new technologies;
- the strengthening of capacities in productive areas, especially in public and private sectors.

Article 24 deals precisely with the tourism sector. Tourism will be appreciated for its support to the growth of the global services sector and the one of trade, alleviating general unemployment. Particularly, sustainable tourism will include the development of indigenous cultures, that is very interesting and multi-faceted in the ACP countries.

In this Section we will note that: Cooperation will aim at “the sustainable development of the tourism industry in ACP countries recognising its increasing importance to the growth of the services sector and to the expansion of their global trade, its ability to stimulate other sectors of economic activity, and the role it can play in poverty eradication”. Cooperation is aimed at improving the access of women to the economic and legal enrolment of their lives and tourism is able to assure the first step is made in promoting the flow of resources.

This would be a strategy of beneficial aspect for the society because women are particularly sensitive to health, education and training programmes proposed in the article 30.

Programmes and projects will support the efforts for the development and implementation of sustainable tourism policies, improving the competitive position of the sector, especially for small and medium-sized enterprises (SMEs), investment support and promotion, product development, including the development of indigenous cultures and linkages between tourism and other sectors of economic activity.

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The Section 1 on the title 1 declare: “cooperation is aimed to create a favourable environment for private enterprises improving the availability for financial and non financial services and shall promote business development encouraging inter-firm linkages networks involving the transfer of technology and know-how”.

Aimed at the enhancement of local culture is certainly the article 25 in Section 2 regarding Social and Human Development, which will ensure adequate level of public spending in the social sectors finalized at improving education, training and building technical capacity and skills, health systems and nutrition, reproductive health, primary health care, family planning, security of household water and access to safer water and adequate sanitation.

The elements considered in the article 25 are, in our opinion, both necessary and inevitable steps before affording any economic planning. Maybe the last two points of the above article, the ones regarding low-cost and low income housing programs and participatory methods of social dialogue, can be developed, in light of their long term evolution, particularly after economic basic programs.

To the culture is dedicated the Article 27 - Cultural Development-

The above article states (p. 61) : “Cooperation in the area of culture shall aim at:

- integrating the cultural dimension at all levels of development cooperation;
- recognising, preserving and promoting cultural values and identities to enable inter-cultural dialogue;
- recognising, preserving and promoting the value of cultural heritage; supporting the development of capacity in this sector; and
- developing cultural industries and enhancing market access opportunities for cultural goods and services.

The section dedicated to culture is remarkable because all of us know how culture is a milestone of tourism attraction and we know how many positive possibilities there are in this issue for the development process.

Article 32 - Environment and Natural Resources - supports specific measures aimed, *inter-alia* (point vii), at the promotion of sustainable tourism.

The article 41 pays attention to services related to tourism and culture, besides many others.

In the Article 70 it is foreseen that cooperation shall support micro-projects at local level to induce economic and social impact on the life of the people ”.”in

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Integrated Total Quality Tourism Management and Sustainable Development

Introduction

Tourism is a very important revenue and image contributor to the economy of developing countries, it promises progress with economical and social development.

Tourism was thought safe to the environment up until the late '60's. In the '70's, this opinion changed as deterioration of the natural and human environments was being noticed around the world with emerging social conflicts resulting from the overrunning of tourism capacity (Gordon 1954, Scott 1955, Meadows et al. 1972, Pearce 1976 and 1989, Wall and Wright 1997, Andronikou 1997).

The seriousness of the situation made it necessary for International Organizations (WTO, UN) dealing with the environment to intervene and take precautions to protect the environment on a global scale (eg. Agenda 21, 1992).

Natural resources supporting tourism must continue to remain available (through preservation/ replenishment) and their exploitation must be logical (e.g. Unsullied landscapes and beaches, clear seas) for Tourism development to continue its uninterrupted growth in harmony with the natural and human environments (based on the principles of their preservation).

Moreover, tourism, in order to continue to function, should be examined within a holistic approach, based on a representative spherical system that performs internal connections between all of tourism's sub-systems and features, an approach which will also have the added benefit to allow us to effectively evaluate any consequences resulting from tourism activities.

Tourism, by its nature is an agent of social change which must be studied, designed and organized in a more thorough way than today in order to yield the rewards of social profit.

These days it is common belief that the specialization of a tourist approach is the way to respond to the modern challenges while making continuous use of tourist resources. A proper commercial policy should help promote specialized markets (niche areas) which in the long run are believed will be the islets of tourist development and significant profit sources for tourist businesses.

This paper tries to combine the managerial vertical tourist approach of Integrated Total Quality Tourism Management "I.T.Q.T.Ã." which indicates the typology of all the tourism's agents together with the horizontal developing approach of the Completed Internal Development which indicates the citizens' activation of the region - destination. History has shown that this transition from the "tourism agents" (agencies, tourism companies, tour operators, hoteliers etc.) – the former - to "regional society of the tourism's destination" (farmers, cattle breeders, tradesmen etc.) cannot successfully be achieved directly by the later (without some intermediation). The formula which best expresses capacity and tolerance of a region and its citizens to endure the tourist "burden" is known as the carrying capacity.

This concept is justified to ensure a sustained quality and retain more human and welcoming environment to visitors. Within this framework, the article speaks at three levels: first, It addresses the descriptive explanation of "I.T.Q.T.Ã." as a familiar method, second it explains the intermediate meaning of its different manifestations and finally in third speaks of the "Internal Completed Regional Development" being a target meaning.

A characteristic case study of the regional initiative Leader in the mountainous region of "Plastira Lake" in the prefecture Karditsa in Greece study is included (which resulted from the intentional application of these theories) In the attempt to make the proposed theoretical approach more understandable.

Sustainable Tourism Approach to Contemporary Challenges

It is well known that the post-World War II development of international tourism was based on the model of organized tourism. This model was systematically promoted by many international Economical Organizations (eg. OECD, WTO, UN etc), and proved to be a strategy suitable mostly for the economical development of the developing countries/areas.

Mass tourism and package tours, mainly, supported this dominant development model of tourist development, started being phased out by the end of the '70's, as a result of the serious problems it caused (economical, social, environmental) in the tourist development of many countries / areas that hosted tourists (Cohen 1978:219-230, Mathieson and Wall (1982), Lagos: 1996:107-119).

A new model of tourism development slowly started to emerge as of the late '70's, it is mainly based on the specific forms of tourism which constitute the model of continuous tourism development, that respects the human and natural environments and serves the purposes of competitiveness and quality.

INTEGRATED TOTAL QUALITY TOURISM MANAGEMENT

Today we are facing a new era of international tourism characterized by supersegmentation of the market, requiring greater maneuverability in the tourist offers and the achievement of profit for tourism companies through the diagonal integration and the subsequent system economies, pursuing new markets of integrated values now, instead of the economies of scale which were still the rule until recently (Fayos Sola 1996:406).

In view of recent developments in the world tourism market, a new theoretical approach towards the continuous natural and economical design of tourist activity is required.

This calls for the mobilization of all the tourist agents in order to maintain a high environmental level with characteristics of quality, to rationally use all available resources, and to develop complete one-stop-shopping offerings through interventions in local, regional and at national levels with the business and political decision makers to establish the foundation for sustainable quality and sufficient capacity for continuous tourism consumption.

To support this goal consideration must be given for tacking the “threshold” that tourism activity can sustain at any specific tourist destination, as well as the “critical cargoes” of tourist activity.

The acknowledgement of this “threshold” is an important factor of the tourism developmental procedure, because it bears an impact on the environment which can only be tolerated up to a certain point. Beyond this point, the environmental resources are starting to wear off and they stop being an attraction for tourists. The tourist policy of the specific tourist destination, which is based on these attractions should therefore change and suggest their replacement with other attractions, in order to continue an unimpeded and linear tourism development growth.

The “critical cargoes” that exist in the tourism activity are the five types of the carrying capacity (Pearce 1976, O’ Reilly 1986, Cooper et al. 1998), as follows:

- The physical carrying capacity: meaning the absolute number of the tourist “users” that a tourism destination can physically accommodate (Ricci 1976, Mathieson and Wall 1982). The physical carrying capacity is the one measured the most and is directly connected to the percentage of the field area of a tourist destination that is available for the creation of tourism facilities (eg hotel accommodation, parking spots, restaurants) in order to host tourists.
- The Biological carrying capacity: meaning the level of visitations that can be made to a tourism destination (natural or artificial environment), beyond which there will be unwanted ecological effects, either as a result of the

tourists being there or of the things they wish (eg visit of a prehistoric cave where carbon dioxide levels are monitored to protect the mural artwork).

- The Psychological carrying capacity: meaning the threshold of tourism activity beyond which the level of tourism satisfaction is reduced. Actually, it refers to the way tourists perceive or understand a tourism destination in relation to their personal wishes. Psychological capacity is a personal concept and can hardly be affected by the decisions made by the tourist agents and the programmers of tourism activities (eg waiting time at ski lift).
- The Social carrying capacity: meaning the level of tourism activity beyond which the visitors' satisfaction is reduced to non-acceptable levels as a consequence of the overfilling of the tourist destination, the social tolerance and the relation of non-cohabitation among the tourists and the habitants of the accommodating area (eg quality of the tourist population may have gone down and big spender tourists seeking less populous and less frequented areas may stop returning to the area). Social carrying capacity actually describes the social resistance of the accommodating society against the alien "element" it admits (eg extreme poverty when cruise boat tourists throw food away ignoring starving local population, hate and resentment make the tourists unwelcome).
- The Economic carrying capacity: meaning the extent to which tourism offers economic profits. This capacity expresses the limit that development of each area tolerates and extends to the point where the extreme social profit from a visitor's increase starts becoming less than the social cost (eg debated benefits of gambling tourism in some areas – few profit and many inhabitants grow poorer).

It is obvious that the carrying tourism capacity is complex and variant, and depended on a series of other factors that affect it. It is also difficult to define its limits and express it in terms of quality and quantity.

It is generally claimed that there is a tolerance level in nature and in society, beyond which any consequences resulting from the development of tourism activity are not either acceptable or tolerable.

WTO (1983) has defined relevant arithmetical standards of carrying capacity, which function as general instructions or directions (Inskeep 1991) used in the more general effort it makes in order to create a common framework of guidelines for the continuous tourist development.

Also, World Travel and Tourism Council (WTTC) (1995) has given guiding instructions for the continuous tourism development based on the Rio declaration for the environment and development (Cooper et al. 1998: 109).

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Finally, it is widely accepted that the development of a tourism destination depends on the “quality of the natural and human environment”. This is the reason why the preservation of its attraction elements

–natural, cultural and historical- is so important. This important observation leads to the conclusion that the continuous use of tourism resources, as well as the best possible and most effective uses of these requires a theoretical approach founded on the methodological framework of Integrated Total Quality Tourism Management, which, at a practical level, can bring the best possible result of tourism satisfaction for all people involved in the tourism equation, meaning both providers of the experience and services and users of the tourist experience.

The Concept of Integrated Total Quality Tourism Management

I.T.Q.T.Ä. is a holistic approach for tourism development, uniting the social, cultural, environmental and economical aspects of tourism development in a more complete way than other current existing approaches. It aims at the integrated tourist development and rational management of tourism resources and is the new approach of tourism development.

Within the framework of this approach, what is suggested is a cooperation between all the agents involved in the tourist network: the Local Development Organizations and the organization for the protection of the environment, which will mandate numerous changes in the attitude, the behavior and the management of the natural and human environment.

For this reason, necessary and appropriate strategic alliances must be forged to face the common front of contemporary challenges and plan effectively for the future tourism socioeconomic reality, (Harrington-Lehehan 1998:63 - 71).

This way of facing the challenges is based on a bottom up approach and aims at the creation of three kinds of profit (Hoffmann 1995):

- Sociocultural enriching
- Environmentally sustainable
- Economically viable

The I.T.Q.T.M. approach suggests a continuous approach towards tourism, creating multiple profits for the agents involved in the tourist network. But, since tourism is not necessarily wished for or possible in all areas, every

community should examine what is possible, sustainable and wished for from a cultural, social, environmental and economical point of view for the development of tourism activity in that target area, against the guiding instructions recommended by the WTO (1993).

From the full range of powerful management tools available, just a few have been selected here by way of example (Hoffmann 1998):

- Environmental Impact Assessment (EIA)
- Carrying Capacity Analysis (CCA)
- Life-Cycle Analysis (LCA)
- Environmental Audits (EA).

More specific:

The Environmental Impact Assessment technique is used for the estimation of environmental impact provoked by the operation of the company. The method was developed in the '60s as a tool for the measurement of the impact of nuclear power stations on the environment. This technique was later divided into two directions: A) the total effort of all negative environmental of the company and the presentation of a total result. B) the whole production chain and tries to study the specific points where the company provokes problems to the environment. (Life Cycle Assessment), whereas at the same time it tries to distribute responsibility to each sector separately (Sebastiani et al. 2001, Lareef Zubair 2001).

The Carrying Capacity Analysis of a region is defined as the capacity of the region in question to preserve a specific number of a species of the fauna or the flora. For enterprises, the carrying capacity is the number of enterprises that may be installed in an area, so that their operation does not provoke any problems to the natural environment (reduction of qualities of the environment).

The Life Cycle Analysis technique was presented for the first time in the '60s in the field of electric power. This technique enables the estimation of negative environmental effects provoked throughout the procedure from the delivery of raw materials to the disposition of the final product (from the cradle to the grave) (Jincheng et al. 2001, Olsen et al. 2001).

Environmental Auditing is the technique that enables the enterprise to assess the extent to which the environmental policy implemented presents the planned environmental performances. Moreover, the environmental control enables the observation of the extent to which the actions of the enterprise are in

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compliance with the existing legislation (Jon Plaut 1998, Ong- Koh and A.Y.C. 2001).

However, this does not imply the tools indicated here are considered the most efficient per se.

The decision of which tools should be selected each time depends on the more specific physical, economical and social conditions, as well as the development level of each tourism destination.

The Relation Between Sustainable Tourism Development And The Integrated Total Quality Tourism Management

By the term sustainable tourism development, in general, we mean the total of tourism interventions that ensure that the non-renewable natural resources of a tourism destination are preserved.

Many definitions and interpretations have been given to the concept of sustainable development, and many methodological approaches and function models have been suggested for the implementation of such concepts (Pearce et al. 1989, Morffat 1993).

The most characteristic definition given is the one used in the essay by the Brundtland committee which states that "Sustainable development is the development that satisfies the needs of the present without minimizing the ability of the future generations to satisfy their own" (WCED 1987:2-10).

Even though the sense of sustainability is very old, in our days this term has acquired a more general meaning to include the social, sociological, psychological and, particularly, the cultural aspects of the wearing out of the resources of "admission areas" (WTO 1995).

What is generally acceptable is that the examination and evaluation of the conditions of sustainable development requires the simultaneous consideration of the economic, social and ecological systems within a unified analysis framework.

The matter of quality is the key factor today in the formation of a tourist development strategy, due to the intense competitiveness among companies, at international and national levels, as well as the increasing sensitization of the tourist, enhanced by the mass media.

The new approach of sustainable development is based on the need for convergence of the environmental development policies and combines three individual pursuits (Lagos 1998).

- The efficiency of economy
- Social equity and justice
- Environmental conservation

The search for the relation between tourism and sustainable development follows three different approaches (Coccosis 1995:25).

- The sectional, in the concept of sustainable tourist development, where viability focuses on the preservation of tourist activity in the long run.
- The environmental, in the sense of ecologically sustainable tourism, (ecotourism), where viability focuses on the natural ecosystems.
- The sustainable, in the sense of an ecological sustainable development (tourism and sustainable development) in a more complicated outlook, where tourism is an activity and viability is defined having the whole system as its basis.

The targets of sustainable tourism development are (Eber 1992, Coccosis – Nijkamp 1995):

- the self-feeding tourism development
- the preserving of the non-renewable natural resources
- the safekeeping of the natural and human environment
- the safekeeping/reproduction of the cultural being
- the preserving of the sociological and psychological tissue
- the safekeeping of the natural-cultural individuality
- the upgrading of the local quality characters
- the non-alteration/alienation of the natural-human environment
- the non-alteration of the way of living of the permanent habitants
- the economical-social-cultural viability of the tourist destinations

The concept of sustainable tourist development includes basic principles that affect and characterize its course of action in every single development level (local, regional, national).

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Many writers have presented the principles of tourist sustainability (Beaumont et al 1993:19, Godfrey 1995:233-51).

What these writers have in common is the importance that they give to the preservation of natural resources, the minimization of destruction towards the environment, the reduction of pollution and the achievement of a balanced development in the host communities.

For the scientific research of the above mentioned targets methodologically, it is necessary to analyze the following three elements:

- the carrying capacity
- the limits of acceptable change (Sidaway 1995) and
- the use of environmental impact assessments (Hunter & Green 1995)

The analysis of the above elements is connected to the more specific analysis of the human, natural and cultural resources in combination with the sustainability of the tourist development.

More specifically:

With the term human resources we refer to an integrated system of local “values -skills -morals”, which defines the area’s identity. This system gives to the concept of sustainability the orientation, the direction, but also the dynamic and its prospect. The decision making of the tourist organizers should not ignore the human-centered character of tourism. The human resources, like local habits, customs and morals, ways of behavior, hospitality etc, have a central place in the whole system, and are immediately connected with the human will, which is neither measurable nor predictable (Papakonstantinidis 1997:318-323). So, the meaning of the carrying social capacity that connects sustainability with the tourism management can be significantly different from one place to the other, even if all the other factors remain stable. We don’t believe that the “assimilation models” can give convincing interpretations of the carrying social capacity, without the cooperation of the population of the “tourism admission area”. Under the same conditions, the “threshold” of tourism activity can be located at any point, depending on the specific “local value system”, without any access possibility from the tourist administration. The “non-cohabitant” relationship between host - tourist is bound to be infinitely flexible, relating to the human behavior, which depends on the occasional “local value system”.

We observe that the approach of the Integrated Total Quality Tourism Management proves a two-way “thin” relationship of punctuality and mutual respect between tourist and host. Any tendency to change this balance has an immediate negative impact on human resources.

The local resources are not renewable. Any form of their alteration, expressed in terms of economy, psychology, biology, behavior, communication etc, causes irreparable damage.

The natural environment of an area is a non-renewable resource. The suggestion that this resource should not wear off is a central element of any strategic of sustainable local development. This element is connected with the carrying physical capacity of a tourist area and it is the most visible aspect of necessity and sustainability. Indeed, the uncontrolled tourism development during the decade of '70's has shown in the most convincing way that any intervention in the natural space cannot but bring about consequences on the ecosystems in a small or larger scale. Any physical space on this planet that has experienced a violent intervention in its natural environment for tourist purposes has paid an extremely heavy price, when examined at a macro-economical level. So, the central element of sustainability is proven to be the respect towards the natural space, the avoidance of disturbance of the ecosystems and the mild tourist intervention (Swarbrooke 1999:197-208).

The term "cultural resources" includes the total of human activities that give a quality characteristic that stays through time to the specific tourist area, either as history, either as customs and moral principles, either as house craft, hand craft or arts. It is about a system of local values, creation of tradition, and habit that gives the tourist destination a cultural identity and uniqueness.

The local culture is the intended goal of the strategy of sustainable tourism development. In the less developed countries/areas that are exclusively areas that visitors choose as destinations and are admitted, we can see a continuous cultural alteration of the local characteristics. In an effort to satisfy the increasing tourist demand and, consequently, the increase of profits, the local people passively accept the cultural alteration by adopting models that are foreign to their habits and their history. Such an overturning of the local social and economic system leads to the gradual loss of its cultural identity and uniqueness, which had caused the tourist demand in the first place. Our point here is that the local population, as a system of historical and geographical coincidences, facts, morals, customs etc, is a central element of sustainability, but also a reference point for the uniqueness that is necessary for the survival of this small tourist place, within an extremely competitive global tourist market.

The sustainable tourism development, especially at the local level, is achieved through the creation of local monopolistic conditions, which lead to the estimation that local culture is a distinctive feature that attracts tourists and should remain unharmed and preserved.

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The selective reference to the most important local tourism resources indicates the importance of the moral obligation of the local participation in the designing of a qualitative and differentiated tourist product. And this is because the local people themselves are exclusively responsible for the management of the local resources. However, this management must be carried out in a way that ensures this differentiation or the continuous competitive presence of the place in the international and global tourist market, through the creation of small monopolies based on the continuous and accurate preservation and promotion of the distinctive tourist resources.

Moreover, the fact that tourism markets are becoming perpendicular calls for the spatial differentiation of the tourist services that are being offered as a "counterbalance" measure for this tendency.

These two opposite sides of interests that are actually present, the "Management of the Tourist Product" and the "Cultural Local Society", are joined together through the realization of the concept of carrying capacity and especially the social carrying capacity.

Consequently, within this relationship, the satisfaction of the visitor has a two-way correlation with the quality of life of the people of the area that accommodates the visitor.

So, sustainable tourism development comes to be a strategy of an integrated local development, of active and sensitized habitants-citizens that work at the destination area, giving emphasis on the quality criteria of "decent hospitality", local morals and cultural uniqueness, away from the rules of the market and "blind individual profit" (Papakonstantinidis 1998:213).

This indication introduces a new meditation that leads to an alternative strategic approach, through the consequent theories that have been methodologically adopted in this essay.

The social carrying capacity that defines the levels of the cohabitation in the relationship between the tourists and the habitants of the accommodating area, gives the sustainable tourism development a different meaning for a visitor's respectful attitude towards a place and its customs. In addition, it specifies that tourism is nothing more than a local initiative within a group of local initiatives that are strategically combined within a horizontal pattern of endemic development, where the emphasis is given to the quality characteristics.

In this way, from the social carrying capacity, we gradually and methodically move on to the endemic integrated local development, which is the alternative strategic approach that joins together the tourism administration with the sustainable tourism development and reconciles the tourist- visitor with the

habitant-host of the place that accommodates them, in a mutual and two-way relationship (Papakonstantinidis 2000:58).

This is an important contribution of double importance, because the idea developed, is in contradiction with anterior ideas. Both sides of tourism management and sustainable tourism development are taken into consideration and analyzed through the horizontal dimension that joins them with the tourist markets becoming perpendicular.

Strategically, the concept of active participation in the decision making process, concerning tourist administration, is more powerful than any other considered previously. This new approach is integrated and endemic and ensures that the small tourism admission place is now seriously taken into consideration by the tourism administration, during the process of the designing of the integrated quality of tourism.

Integrated refers to the idea that it is a well-defined and well-organized local system covering both the overall and the local and strategically inter-united actions of all fields of tourism.

Endemic refers to the procedures and reasoning of an interior local work through the approach of the proposed bottom up methodology.

Now, both these concepts have a positive contribution to the definition of the acceptable limits of the relationship of cohabitation and facilitate the smooth adjustment of the social carrying capacity.

The I.T.Q.M.T. needs an organized and functional local system to assist in the admission of tourists (WTO:1998).

The integrated endemic local system needs the cooperation and support of the tourist administration, to accomplish the maximum possible differentiation of the quality tourist services package being offered.

Thus, the approach of I.T.Q.M.T. presented in this paper defines the relationship between the tourism management and the integrated local growth of the admission area. This gives a whole new dimension to the sustainable tourism development.

When the targets of sustainable tourism development area leading to the completed endemic integrated local area and the admission/destination are well defined, the complete integrated quality tourism administration reaches these aims to the maximum possible extent. It supports sustainable development, contributes to its quality upgrading, respects the local individuality and the cultural identity, conciliates the social carrying capacity with local development, indicates the necessity of a two-way relationship

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between tourist- host, takes seriously into consideration the local suggestions and contributes to the idea of a more general tourism development.

The concept of quality is approached by different points of view and it usually refers to certain characteristics of the tourist product which define or affect the possibility and ability to contribute to the fulfillment of the needs, wishes and expectations of the tourist clientele.

Finally, the analysis of human, natural and cultural resources in relation to the carrying capacity, the limits of acceptable change and the use of environmental impact assessments, leads to the conclusion that the local societies, when they confront the social and economic reality being shaped, cannot help but participate in the sustainable design of the tourist product. The reasoning is that sustainability indicates that the non-renewable resources must not end (Friedmann-Weaver 1979:187, 211-232). On the contrary, they have the moral – at least – obligation to differentiate the content of their tourist product in a way of quality, in order for it to be competitive within the framework of the continuously broadened and global International tourism market.

The observation of the determining factors of quality in tourism from a methodological point of view feature certain internal difficulties when issues are analyzed and evaluated. These difficulties are in the demarcation between quantitative and qualitative factors due to peculiarities intrinsic to the tourist sector which result from the mostly intangible character of the products that are difficult to measure where production and consumption tend to coincide.

Case Study:

Plastira Lake, Country Of Karditsa, Thessalia, Greece

West of the Thessalic plain, in the middle of a tableland known as the Pindos mountain range we find at altitude 1200m above sea level the Plastira (or Tavropos) Lake. This “lake” was formed when a dam was built in 1929, uniting two natural peaks, collecting the waters flowing from many rivers, which used to be flowing and disappearing into a land cavity.

Up until the middle of '80s, the wider area of the Plastira Lake was an abandoned area. Its population was aged, with an average age of 70 years or older. The active working segment of the local population (ranging from 15- 45 years old) migrated away to nearby big urban centers, looking for better working conditions and quality of life. Consequently there were no children born there, resulting in systematic school closings. 88% of the population dealt only with agriculture and cattle- raising. The average agricultural income was only 15% of the Average Community Rate. The land was inaccessible, without passages (roads) and without any prospects for the development of the facilities. The

tourist agencies included the "Lake" in their plans, only as a "place to visit and take photographs of". Tourist buses stopped at a much lower point, and only those who had the strength and the power to go climbing on a rough area, reached the "Lake" in order to take photographs and return. By the lake were only one or two food dispensing businesses (tavernas, coffee shops), scattered, not connected, partially operating and barely surviving.

In the mid '80s, agents of the Local Government Organization and social agents with great influence on the population of the wider area, founded an anonymous company, named "Karditsa Developmental AN.KA.SA". This company was immediately activated in order to revive the beautiful vicinity of the "Plastira Lake".

With their own resources (human and financial) they carried out an "integrated case study" of the area, gathering all the scattered local actions into one "unified strategic scheme", so that one man's actions would multiply the other's effect.

The first attempts of this scheme gave the total effort an unusual dynamic, which, quite fast, gathered around it all the tradesmen, hotel managers, restaurant owners, tourist agencies, as well as small industries, home handicrafts, etc.

The inclusion of the programs that AN.KA.SA carried out in the European Programs, and particularly in the LEADER Initiative (1994), created all those requirements which were necessary for an even greater intervention in the efforts to develop the place, around the Lake.

Gradually, they created the conditions to bring back young people to the area, not only to deal with agriculture, but also to participate in actions related to agricultural tourism, within the framework of a phenomenon, intensely Mediterranean, called "agricultural multi-employment". The Plastira Lake was advertised in Europe and today it can accommodate conventional tourism, educational tourism, sports tourism, social tourism, naturalist tourism, climbing tourism and trekking. Schools opened again to educate Children, the demographic "pyramid" was restored, while the European Union characterized this area and the general effort to develop it as a "pilot project, demonstration project".

At the same time, AN.KA.SA moved along in collaboration with the tourist agencies, the state local agents (local shops of the National Tourism Organization), the hotel managers and the restaurant owners of the area (that is the "tourism management") to a pioneer action: the "Quality Treaty" of the tourist services that were offered in the vicinity of the lake.

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It is the first time that a combination of the total tourist management and "integrated endogenous tourist development" is recorded: a decision taken in common by the 'tourist management' and the 'local society' to preserve their natural and human resources and maintain them at a high level, created the "Quality Treaty", with one and only target:

To express their will to offer "Quality", even if in the short run, they would have a small financial profit, which would probably be ensured by the "quantity" and "massive tourism". Aiming at the preservation of the "carrying capacity"- that is, how much the area of the Lake can endure in terms of loads of People-Actions- at high levels, the local community, expressed by the Local Action Group of AN.KA.SA, literally cooperated with the "tourist management" in order to reach a consensus solution accepted by for the "quality" of the tourist services, a solution approach that is simultaneously "holistic and integrated".

The result of this persistence on "quality" was spectacular: multiplied numbers of visitors, prolongation of the tourist period, from 70 to 200 days a year, a dramatic increase of the residents' income, which today is approximately 95% of the Average Community Rate, the return of people within the productive ages from urban centers, increase of employment rate by 20% at least, development of new actions, related to tourism (organized handicrafts, small industries, museums, Botanic Gardens, canoeing, horse breeding, cultural events), elevation of the area to European and international level, creation of Associations Bank, the signing of "Quality Treaties" for new activities, elevation of the endogenous powers of the place, advertisement - publicity of the Greek agricultural tourism and absorption capacity of the European funds at a percentage of 110 - 150% (Annual Reports of AN.KA.SA for the years 1989 - 1999).

Concluding Remarks

The rapid increase of tourism brings about risks together with the new opportunities. This situation is made more complex with the increasing number of the participants, the wearing out of natural resources. These factors require immediate involvement and development of strategic solutions. These appear in the form of "strategic alliances" and "nets" among the places involved, in order to prove and adopt a "common stand" as far as tourist administration is concerned. This "common stand" becomes imperatively essential, especially in the "fragile tourism admission areas". Indeed, the natural, architectural and cultural individuality of the areas becomes a condition for their survival within the highly competitive international tourism environment.

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So, "sustainable tourism development" is considered to be an important priority of the tourist administration, beyond the creation of income profit and the development of professional opportunities, but also in the preservation of non-renewable resources, and respect of the natural and cultural surroundings of the host area.

Integrated Total Quality Tourism Management has been suggested as a new holistic approach for tourist development and administration.

This approach is based on strategies, methodologies and tools that aim at the preservation and improvement of the natural and built environment that allow for the sustainable social and economic development.

The recognition of local individuality, as well as the upgrading of the importance of the local societies that are agents hosts of tourist flow at the destination places, proves the necessity for the sensitization on behalf of the Administration to accept the local society in equal terms as well as of the habitants of the local society themselves to accept the equal part they have in the production of "Total Quality Administration" through the "standards" of decency, differentiation, promotion and protection of the natural resources.

This scheme will result through the endemic integrated tourism development within the frame of a strategic design to the improvement of the quality of the tourism product and related tourism circuit services.

This paper makes an effort to rationalize the Integrated Total Tourism Quality through active participation of the local action in the process of decision making as a major contribution, taking into consideration the natural, social and cultural particularities of the host area, through respect, common perception and bringing together all the assessments from all the parties involved. The tool of the suggested strategic approach is the alternative thought that adopts the mentality of harmony and correlation between Integrated Tourism Management and Integrated Endemic Local Development of the host area.

Integrated Endemic Local Development of an area, founded on the methodological bottom up approach calls for the concept of sensitization of the local people and the administration. Sensitization on the one hand of the local people in order to have a more active participation in the decision making process regarding tourism, and, on the other hand, of the "Administration" in order to accept the general point of view of the local people and take it into consideration when making the general tourist design. Thus, this paper, proposes a more equal cooperation between "Area" - "Administration", aiming at discovering the approaches that are in harmony with the basic conception of the I.T.Q.T.M. with an immediate implementation in the small local communities, places, tourist destinations.

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With the above purpose in mind, the suggested alternative thinking is expected to smooth the friction points in manners and customs and cultural identities between on the one hand, all aspects of the integrated tourism quality and, on the other hand, the sustainable tourism development with its financial targets.

Finally, as it arose from the study of the Plastira Lake, tourism is a financial and social activity, which when it is well leveraged within a supportive tourism policy leads to the realization of a balanced regional development and brings about an improvement in the financial and social outlook and increase in profits.

Therefore, it is essential for the appropriate policy framework to be further specialized and for the proposed theoretical base to be complemented by the proposed methodological approach which creates the appropriate presuppositions for the activation of an internal dynamic in regional actions in accordance with the quality which motivates the procedure of development of the host areas.

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The Travel Balance Approach and Contributing Factors to Tourism Rejuvenation in Australia and New Zealand

Abstract: The Travel Balance Approach (TBA) model is premised on the notion that the economic development of a country, in general, and tourism development, in particular, will stimulate four sequential stages (namely, Introductory, Growth, Maturity and Decline stages) of a country's travel balance. This paper uses an extension of the TBA and longitudinal tourism statistics from Australia and New Zealand to identify the critical factors that propel these countries from the Decline stage to a fifth stage of Rejuvenation. The factors include, but are not restricted to, concerted government action with support from the tourism industry to promote these countries overseas (particularly with theme years), collaborative efforts from the direct providers and indirect providers of tourism services, competitive airfares, deregulation, and significant, unexpected currency devaluations.

Keywords: Travel balance approach; Rejuvenation; Government action; Tourism promotion; Deregulation; Currency devaluation.

Introduction

The Product Life Cycle Theory (Day 1981) has been widely used as a theoretical concept to help managers identify their customers, make strategic decisions, anticipate sales growth and profits, and plan ahead. Butler (1980) modified this concept to apply to tourism destinations by way of the Tourist Area Life Cycle (TALC). The TALC model describes the development of a destination in terms of a series of life stages defined by visitor numbers and infrastructure availability.

Toh *et al.* (2001) examined the underlying reasons and patterns for travel, and revisited the Product Life Cycle (PLC) concept in marketing. They discussed its extension to Butler's Tourist Area Life Cycle for tourism destinations, examined Haywood's (1986) statistical operationalization of the TALC model for various countries and noted its limitations, and then proposed a Travel Balance Approach (TBA) as an alternative. They calibrated the TALC and the TBA models with tourism statistics from Singapore, and showed that the TBA is a better predictor of the various stages of tourism development for Singapore.

The purpose of this paper is to follow up on Toh *et al.*'s (2001, 2002) studies using Australia's and New Zealand's annual travel export and import statistics from 1975 to 2000, to examine whether the postulates of the TBA model conform to Australia's and New Zealand's experiences. These data are obtained

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from various statistical publications by the Australian and New Zealand Bureaux of Statistics.

Travel Balance Approach Revisited

The TBA model is premised on the notion that the economic development of a country, in general, and tourism development, in particular, will stimulate four sequential stages of a country's travel balance, defined as the net of travel exports over travel imports. It is postulated that in the Introductory Stage, the primitive destination country earns a limited amount of tourism receipts from adventurous tourists from developed countries. Countries such as Vietnam, Cambodia, and Myanmar have many cultural and archeological monuments and pristine environmental resources known as Heckscher-Ohlin goods, which are attractive to adventurers from developed western countries. At the same time, an abundance of cheap labor, which is a type of Ricardian good, provides the developing countries with a comparative advantage in the traditionally labor-intensive tourist industry. Concurrently, because these countries are underdeveloped and foreign exchange reserves are low, very few of their residents are able or allowed to travel abroad, so tourism imports are negligible, resulting in a relatively small surplus in the travel balance.

Subsequently, local initiatives are taken to develop infrastructure, and a full-blown tourist industry generates even larger revenues, which grow at relatively high rates, ushering in the Growth Stage. At this stage, a few residents from these developing countries start to travel abroad. But the rate of growth of travel exports far exceeds that of travel imports, resulting in a positive and growing travel balance. The Maturity Stage sets in when the rate of growth of travel exports slows down, partly because over-development, commercialization, and environmental pollution destroy the pristine nature of the destination's tourist attractions, for example the unrestrained growth of tourism superstructures in Bali, Indonesia and Phuket Island, Thailand. For some densely populated and/or geographically limited destinations, carrying capacities might be strained. At the same time, given rapid economic development and higher income levels in newly industrialized countries such as Singapore and Hong Kong, local residents go abroad, resulting in relatively rapid growth in tourism imports. This ushers in the Maturity Stage, where the rate of growth of tourism imports is higher than that of tourism exports, thus eventually reducing the positive travel balance.

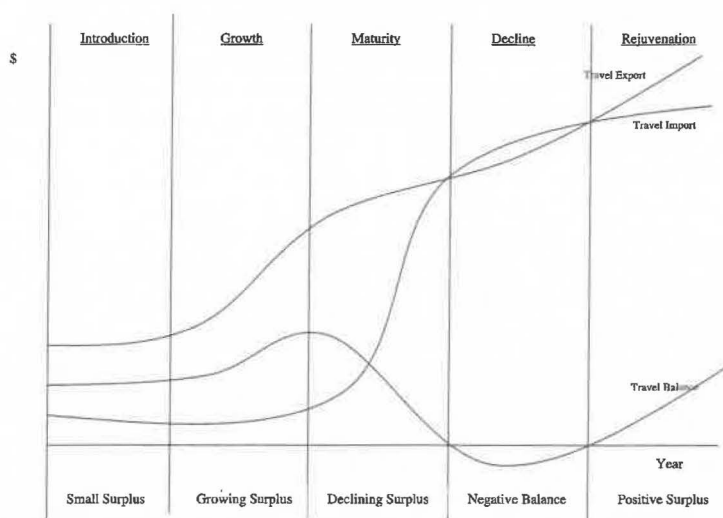
In the Decline Stage, the country's focus shifts to high-tech and value-added industries and services with less emphasis on tourism development. The wealthy travel abroad in large numbers, so now the *absolute* amount of tourism imports

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exceeds that of tourism exports, resulting in a *negative* travel balance for the country. An example of a country in the Decline Stage would be highly developed and affluent Japan, which is a net importer of tourism.

The addition of the Rejuvenation Stage to the Travel Balance Approach should not be surprising, because Butler (1980), Cooper and Jackson (1989), and Haywood (1986), have all alluded to the possibility of encouraging greater and more varied or new uses of existing tourist facilities, creating new attractions, or simply aggressively promoting the destination. The model is illustrated in Figure 1. Note that there are now five and not four sequential stages in a country's tourism life cycle. Toh *et al.* (2002)'s study, which analyses the travel balances of eighteen countries during the period 1979 to 1997, found that after some time during the Decline Stage, tourism export growth rapidly picked up, resulting in an average annual export growth that was actually higher than the average annual import growth. When this happens, these countries will eventually enter yet another stage which they called the Rejuvenation Stage, where the travel balance turns positive once again.

Figure 1. Five Stages of the Travel Balance Approach



Source: Toh, R.S., H. Khan, and I.S. Yap (2002)

Figure 1. Five Stages of the Travel Balance Approach

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Also note that decline sets in primarily because increased wealth endogenously stimulates travel abroad, while rejuvenation is exogenously driven by external responses to sustained and successful promotions and improvements in tourist attractions and infrastructure. Countries in the Decline Stage with negative travel balances can be expected to enter the Rejuvenation Stage when the reverse is true for the annual rates of growth of travel exports and imports.

Tourism Rejuvenation In Australia

Figure 2 shows that between 1975 and 1989, Australia was in the Decline Stage, with a negative average annual travel balance of \$548 million. But in 1988, the annual travel export growth of 21.2% exceeded the travel import growth of 16.4%, suggesting that at some time during the Decline Stage, the rate of export growth took off and overtook the rate of import growth, but not in a sustained manner. The travel balance eventually turned positive in 1990, ushering in the Rejuvenation Stage. From 1990 to 2000, the average export growth was 11.7%, far exceeding the average import growth of 7.5%, resulting in a positive average annual travel balance of \$2656 million.

Figure 2. Australia's Travel Exports, Imports and Balance (\$million), 1975-2000

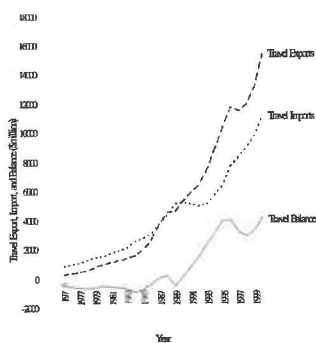


Figure 2. Australia's Travel Exports, Imports and Balance (\$million), 1975-2000

Australia is a large country with a sparse population of 19 million. Although Australia's share of world international tourism receipts is small, accounting for 1.8% in 2000, its share has increased steadily and has thereby positioned the country in the world's top 20 tourism earners (Australia was ranked eleventh in 2000). As a tourism destination in East Asia and the Pacific region, Australia

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moved from ninth to eighth position from 1990 to 2000. The emergence of travel and tourism as a significant force on the credit side of the Balance of Payments has not only reduced Australia's reliance on exports of primary (rural and mining) products, but has also contributed to Australia's export earnings. During 1999-2000, international tourism generated export earnings of \$17.8 billion, which represented approximately 16% of Australia's aggregate export earnings and a sizable 63% of international trade in services, and created more than 550,000 jobs, comprising 6% of total employment in the country (Australian Bureau of Statistics 2001).

The established tourist-source markets for Australia include New Zealand, Japan, USA, UK and Singapore, and the emerging tourist-source markets are Hong Kong, Korea and Malaysia. In 1999-2000, the established and emerging tourist-source markets accounted for approximately 72% of total short-term tourist flows to Australia. The largest category of visitors is pleasure travelers, followed by those who come to visit friends and family, and those who come for business. Figure 3 shows total international tourist arrivals to Australia from 1979 to 2000. Note that in the 1980s, tourist arrivals coincided with travel balance to peak in 1988. Another turning point occurs in 1998, before Australia recovered from the downturn in tourist arrivals due to the financial and economic crises in Asia, which also coincided with the turning point for the travel balance in the same year. There were three possible factors that helped Australia to propel itself from the Decline Stage to the Rejuvenation Stage: namely government intervention, the depreciation of the Australian dollar, and lower airfares resulting from international and domestic airline deregulation.

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Figure 3. Australia's Travel Balance (\$million) and International Tourist Arrivals ('000), 1979-2000

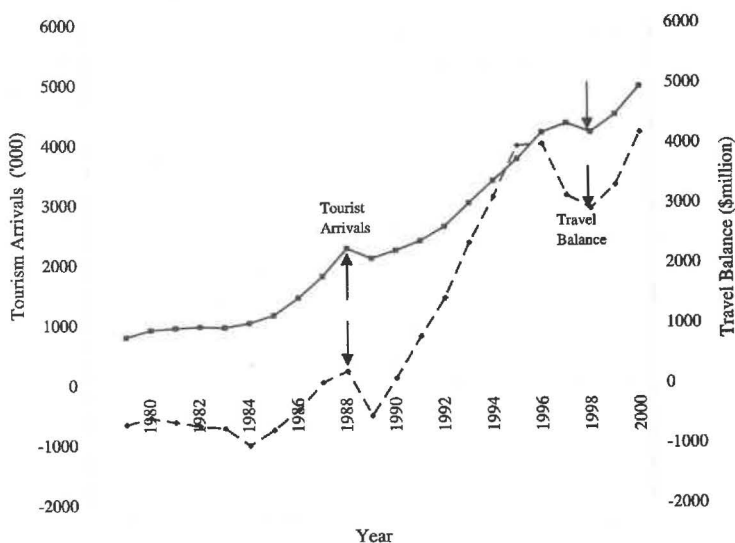


Figure 3. Australia's Travel Balance (\$ million) and International Tourist Arrivals ('000), 1979-2000

The Australian Tourist Commission (ATC) was established in 1967 but underwent major reconstruction in 1987 to promote Australia as a friendly and safe tourist destination noted for its flora, fauna, and exciting topography. In 1994, the ATC formed Partnership Australia to collaborate promotional efforts overseas with the individual territories and States by way of maintaining a centralized information service and database in major tourist-source markets, and by coordinating promotional campaigns. To help overcome the "tyranny of distance," the ATC has actively promoted and supported theme years, beginning with the Bicentennial Celebration of European Settlement and the Brisbane World Exposition in 1988, Discover the Year of Sport in 1993, Discovering the Great Australian Outdoors in 1994, Celebrate Australian Art

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and Culture in 1995, Experience the Festivals of Oz in 1996, Enjoying Good Living Down Under in 1997, and the Sydney Olympics in 2000. But the biggest ATC-induced promotional impetus that projected Australia into the Rejuvenation Stage is possibly the Paul Hogan (Crocodile Dundee) campaign launched in the United States between 1984 and 1987, inviting Americans to "Come Down Under," promising to "put an extra shrimp on the barbie." This very successful campaign was extended to the United Kingdom in 1988-1989. Between 1986 and 1989, the "Land of Dreams" campaign was launched in Asia.

The Regional and Environmental Tourism Branch of ATC launched the Regional Tourism Development Program to help the regional areas develop vital tourism infrastructure and diversify the range of tourism products such as wine trails in Victoria and Western Australia. It also gave accreditation for tour operators, tourist attractions and hotels, and provided training services for rural tourism business. The Forest Ecotourism Program and Sites of National Significance Program provided funding for projects such as interpretative centers, and supported ecologically sustainable tourism in forests and other natural attractions, because 50 % of inbound tourists surveyed by the Bureau of Tourism Research reported visiting National and State Parks reserves and caves. Backpackers were courted with the launching of a devoted magazine: Australia Unplugged – Escape and Discover Down Under. An Innovative Projects Register was established, identifying 21 backpacker projects for funding.

The success of these promotional campaigns overseas and the development of tourist infrastructure and facilities in Australia were helped tremendously by the floating and subsequent devaluation of the Australian dollar. Financial deregulation of the banking system and the floating of the Australian dollar in the mid-1980 gradually saw a substantial depreciation of the currency. Up to mid-1982, the Australian dollar was trading at a premium to the US dollar, but from the third quarter of 1982 onward, it traded at a discount. The Australian dollar started to depreciate in 1985, to the point when it was worth just about one-half of a US dollar in 2001. This makes Australia a cheap destination relative to the past. The depreciation of the Australian dollar has also made overseas travel more expensive for Australians.

The airlines have also played a role in bringing about the Rejuvenation Stage in Australia. In 1980, the United States passed the International Air Transportation Competition Act of 1979, which required that future bilateral and unilateral international airline agreements "ensure the freedom of air carriers to offer fares and rates which correspond with consumer demand" (Toh and Shubat 1985). This act effectively derailed the International Air

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Transport Association's decades-old hold on international fare regulation, and caused a liberalization of routes and fares which, in effect, deregulated the international airline industry. In the past, Australia had always been a very expensive destination. However, with the introduction of the Boeing 747, which made lower seat-kilometer costs and other efficiencies possible, Qantas started to offer discounted fares for the first time in 1982, making Australia a more affordable destination. Later, Australia concluded bi-lateral route agreements with several Asian neighbors, namely South Korea, Thailand, Hong Kong, China, and Indonesia, thereby further opening up the country to key tourism-source markets.

Australia deregulated the domestic airline industry in 1990, discarding the "Two Airline Policy" which had nurtured Qantas and Ansett Australia as duopolies for more than 30 years (Browne *et al.* 1995). Deregulation allowed Ansett Australia to compete with Qantas on international routes, with flights to the major tourist source markets in Japan, Hong Kong, and Indonesia, thereby decreasing international fares even further. The major effect of airline deregulation in Australia on the domestic front was the entry of Compass in 1990, a low-cost air carrier, which resulted immediately in reduced domestic airfares. In November 1996, the Australian and New Zealand governments agreed to implement a Single Aviation Market to allow airlines from both countries to fly in unrestricted fashion within and between the two countries, thereby further enhancing competition and leading to reduced fares.

Tourism Rejuvenation In New Zealand

For New Zealand the story is very much the same. The average annual tourism export growth of 18.6% exceeded the average tourism import growth of 9.6% from 1979 to 1997. Between 1979 and 1985, New Zealand was in the Decline Stage, with a negative average annual travel balance of NZ \$235 million (see Figure 4). But travel exports grew at an impressive annual rate of 30.7%, which far exceeded the average tourism import growth of 12.1% during the same period. Export growth took off after 1985 (the last year in the Decline Stage) and continued to exceed the travel import growth more or less in a sustained manner. The travel balance turned positive in 1986, ushering in the Rejuvenation Stage. From 1986 to 1997, the average annual export growth was 12.5%, exceeding the average import growth of 8.3%, and resulting in an average annual positive travel balance of NZ \$549 million.

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Figure 4. New Zealand's Travel Exports, Imports and Balance (\$million), 1979-1997

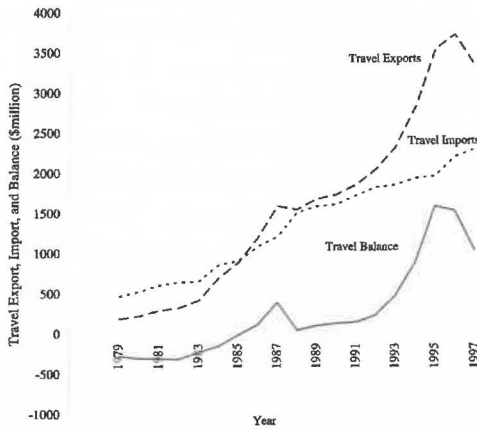


Figure 4. New Zealand's Travel Exports, Imports and Balance (\$million), 1979-1997

New Zealand is a small country with a population of less than four million. In 1997, the country was ranked 59th in the world in terms of tourist arrivals with about 1.5 million visitors, accounting for one-fourth of one percent of arrivals worldwide (WTO 1999). In 1997, New Zealand was ranked 44th in tourism receipts, with revenues of US \$2 billion, which represented a sizeable 50% of its service exports of US \$4 billion. Major tourist source markets include Australia, United Kingdom, United States, Japan, South Korea, and Taiwan, in that order. For New Zealand, the second upward inflection point in travel exports occurred in 1985, propelling the country into the Rejuvenation Stage the very next year in 1986. Note from Table 1 and Figure 5 that the highest annual growth in visitor arrivals occurred in 1986, the first year of the rejuvenation period.

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Table 1. Visitor Arrivals in New Zealand, 1979-1997

Year	Arrivals (000's)	Annual % Change
1979	419	
1980	445	6.2
1981	463	4.4
1982	473	2.1
1983	488	3.2
1984	518	6.1
1985	597	15.3
1986	689	15.4
1987	763	10.7
1988	855	12.1
1989	868	1.5
1990	933	7.5
1991	967	3.6
1992	1000	3.4
1993	1087	8.7
1994	1213	11.6
1995	1343	10.7
1996	1442	7.4
1997	1551	7.6

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Figure 5. New Zealand's Travel Balance (\$million) and International Tourist Arrivals ('000), 1979-1997

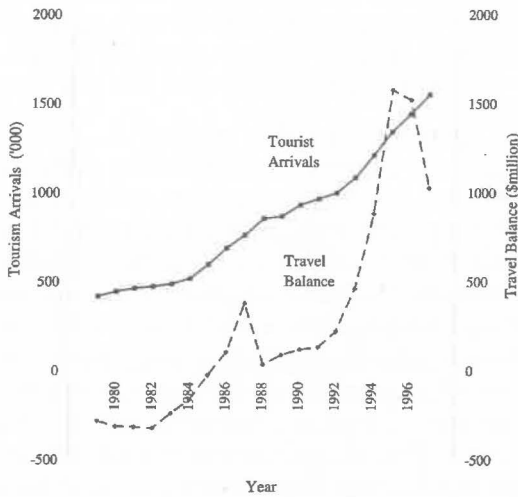


Figure 5 New Zealand's Travel Balance (\$million) and International Tourist Arrivals ('000), 1979-1997

There are three possible ways to increase tourism revenues in a particular destination country, namely increase visitor arrivals, encourage visitors to stay longer, and/or to spend more per day. Three agencies which can bring this about include government bodies such as tourism promotion boards, direct providers of tourism services such as airlines, hotels, and resorts, and indirect providers of tourism services such as travel agents and tour operators.

Tourism promotion had always been under the management of the New Zealand Tourist and Publicity Department (NZTPD). In 1983, the Tourism Advisory Council was replaced by the New Zealand Tourism Council to assess major tourism trends and developments, to advise on tourism policy, and to ensure industry coordination. The Tourism Overseas Marketing Support Scheme was established in 1987 to provide assistance to the private sector in approved overseas marketing activities. In 1990, the NZTPD was replaced by the New Zealand Tourism Department, involving a three-way partnership among the government, the tourism industry, and the community to globally market "Destination New Zealand". The Tourism Strategic Marketing Group was separately set up to facilitate collective strategic planning and funding of

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promotional activities overseas. In 1991, the New Zealand Tourism Board was established to ensure that New Zealand was globally marketed as a competitive tourist destination. Approximately 80% of its funding was devoted to international marketing with 50% of its staff located overseas. Promotional activities were concentrated in the major source markets in Australia, United Kingdom, North America, Japan, and South Korea, Asia, Continental Europe, and the Nordic Countries, and involved trade shows, information dissemination, and invitations to visiting journalists, film crews, and tour agents.

The government agencies were also involved in developing tourism infrastructure as major as airports, harbours, roads, parks, and information centers, wildlife preserves, historical restorations, and as mundane as adequate road signage. They were also engaged in educating and training the major players in the tourism industry, and were active in the certification and grading of properties through the Qualmark program. A national tourism database was developed and maintained to provide users with accurate, timely, and readily understood information, with one targeted toward the special needs of Japanese tourists, and a Visitor Information Network was set up to link public information and information services. These government agencies also published tourist guidebooks such as *The New Zealand Motoring Book*, *Where to Stay Guide*, *Outdoor Holidays*, and *Tourism News*. Much was also done to develop eco-tourism, particularly to promote the unique Maori culture as a cultural attraction by way of a Maori Tourism Commission. Like Australia, the Event Tourism Unit endeavoured to promote New Zealand through international events such as the America's Cup (Gnoth and Anwar 2000). The Ultimate Challenge Event in 1990 took advantage of the pristine nature of the country, and promoted New Zealand as the ultimate destination for endurance events and adventure experiences. New Zealand had enhanced its rugged reputation by constantly bidding to host world championships in rowing, gliding, harriers, and the world scout moot.

As in Australia, the floating and subsequent devaluation of the New Zealand dollar was also instrumental in increasing the number of budget-minded visitors. Between 1968 and mid-1975, the New Zealand dollar was approximately at par with the Australian dollar, after which it started to depreciate against the Australian dollar. In 1984, it plunged to a value of NZ \$1.41 to A \$1, contributing greatly to the second upward inflection point in tourism revenues in the same year. As late as 2002, the New Zealand dollar was trading at a 20% discount with respect to the Australian dollar and a 60% discount with respect to the US dollar. In particular, with the appreciation of the yen, New Zealand has become a bargain destination for Japanese tourists. The depreciation of the New Zealand dollar has also made it relatively more expensive for New Zealanders to travel abroad.

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The International Air Transportation Competition Act of 1979 (as discussed earlier) had effectively liberalized international air transportation and deregulated international airfares. In 1985, Air New Zealand extended its services into Vancouver, Canada, Dallas/Fort Worth, and Frankfurt, Germany, and in 1995 it inaugurated the Seoul-Auckland service, all of which was to stimulate visitor flows from these countries to emulate the success of the Tokyo route. Airfares to New Zealand, which had previously been prohibitively expensive, also began to fall as a result of increased international competition resulting from reciprocal routes. To secure more Australian traffic, in 1985 Air New Zealand purchased Jetair Holidays, Australia's largest outbound travel organization. In 1995, Air New Zealand purchased a 50% share of Ansett Australia to gain greater access to its Asian routes. The deregulation of the domestic airline industry, which began in 1983 and was completed in 1990, increased frequencies and competition and brought about reductions in domestic fares, making the north and south islands of New Zealand more mutually accessible by air. The Single Aviation Market arrangement with Australia completed in 1998 further enhanced competition.

The hospitality industry had also made significant contributions to stimulating visitor numbers, longer stays, and increased spending. In 1983, the Sheraton and Hyatt hotel chains ventured into New Zealand, bringing with them vital marketing and reservation links. The Tourism Facilities Development Program which was launched in 1988, had significantly increase the number of tourist facilities to attract overseas tourists. During the same year, the Ministers of Tourism Conservation approved a multi-million upgrade of tourism facilities at Milford Sound, the Fullers Captain Cook Cruises catamaran fleet was launched, the New Rainbow Skifield opened, and new chairlifts were installed at the Mt. Hutt, Mt. Cook, and Cardrona ski resorts. These were soon followed by developments on Wairakei Tourist Park. In the same year, the hospitality industry also facilitated international (and domestic) bookings by agreeing to a comprehensive classification system for all properties.

Indirect providers of tourism services such as travel agents and tour operators benefited from government efforts in the areas of certification and training. These agents were also given assistance when operating overseas, and were encouraged to organize internal package tours, especially for Japanese tourists who tend to travel in groups.

Conclusion

We have seen how Australia and New Zealand have been propelled from the decline stage to the Rejuvenation Stage. It is clear that this came about as a result of concerted government intervention, simultane-

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d nurturing of the local tourism industry, and promotions abroad. Theme parks were effectively used as focal points for overseas promotions, especially in the case of Australia. Given the geographical isolation of these destinations, increased international air links and fare reductions also played major roles in increasing the number of visitors to these countries. Correspondingly, the hospitality industry cooperated by increasing the quantity and quality of accommodation to attract more visitors and increase their length of stay. Indirect intermediaries such as travel agents and tour operators directed their clients to improved tourist resorts and attractions to induce them to spend more. Additionally, significant devaluations of the Australian and New Zealand dollars were quickly followed by substantial increases in tourism revenues.

Undoubtedly, big events such as the hosting of the 2000 Sydney Olympics in the case of Australia, the filming of the *Lord of the Rings* and the hosting of the America's Cup in the case of New Zealand, and the perception of New Zealand as a safe destination, have raised their tourism profiles internationally. But the underlying success to rejuvenation efforts is thorough, with coordinated cooperation among the major tourism agencies, such as government bodies, direct providers of tourism services, and intermediaries, to encourage more visitors, make them stay longer, and spend greater amounts. Australia's and New Zealand's experiences, and their escape from the Decline Stage by adopting proactive strategies to propel themselves into the Rejuvenation Stage should serve as a roadmap for other countries.

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Research on the Tourist Exploitation of Tourist Destination

(A case study of Golden Lake in Taining County)

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Abstract: This paper mainly discusses the tourist exploitation in tour destination and takes a new tourist city, Taining county, Fujian province, as a case study. At first, the author puts the adaptability evaluation of the local physiological climate into practice due to its great influence to the visitors. Then the tourist resources appraising has been made with the guidance of hierarchic analytical method. Finally, this paper accounts for the status of tourist industry in the local economy and puts forward some recommendations and suggestions according to the disadvantage in existence.

Keywords: Tour destination; Resource evaluation; Tourist exploitation; Golden Lake

Introduction

Tourist destination refers to scenic spots with rich natural resources, environmental capability, tourist development foundation and potential market capability. Even these kinds of tour destinations normally exit with innateness advantages of tour resource, due to factors such as large scope of resource development, market segmentation, and stable generating market, the resource advantage are very difficult to transfer into market advantage if tour destinations are not thoroughly analysed and researched with resource evaluation and market segmentation. This is also the main reason of big regional difference in China even with rich resource. The purpose of this study is to take Golden Lake scenic spot, Taining, Fujian, as a case study, analyses and discusses the relevant questions with its development.

Overview of the Scenic Spot

Golden Lake, a short name of New Lake of Jinxi, is located at the south part of Wuyi Mountain in Taining County. Jinxi is a branch of Futun brook of upper reaches of Minjiang River, and it is famous for its golden sand in the river bed. In 1980, Chitang Hydroelectric Station, with capability of 100000 kilowatt, was set up. A biggest lake with more than 60 kilometres in length, covering an area of 36 square metres in Fujian province was taken shape when Jinxi brook

was interrupted by the dam with 78 metres high and 253 metres length. Golden Lake becomes an up-and-coming talent in Bazhu tourism and famous for its deep and serene, red rock formation landscape. The lake is reputed as *No. 1 Lake and Mountain in the world* by famous scholar Mr. Chai Shangsi. Golden Lake was classified as provincial-level scenic spot in 1987 and national-level scenic spot in 1994. The scenic spot is divided into eight spots with its rich resources. Covering an area of 136 square metres, the most valuable spots are Golden Lake, Shangxi Brook, Shangshudi, the Cat Mountain National Forest Park. Total number of international and domestic tourists is 840 thousand people in 2000, with an increase of 20.2% over the previous year. Total tourism receipts are 15070000RMB yuan in 2000, a rise of 37% comparing with 1999. It accounts of 30% of GDP. Tourism in Taining has become the backbone of local economic.

Resource Evaluation

Golden Lake holiday resort area is a kind of leisure scenic spot. The climate is the most effect factor for its development. Therefore, climate is firstly a hypothesis of influence factor, and should be evaluated correctly. Secondly, we must be evaluated on its entirety resource value and exploitation value of Golden Lake, so that its development direction and strategies are determined.

Appropriative Evaluation on Climate

The tourist activities in Golden Lake scenic spot are focus on mountainous and outdoor hydrospace. Thus a suitable climate is very important which can help tourist recover from tired. When tourist chooses a place for holiday, weather is the first factor to be considered. Normally, climate has a direct impact on tourist *philosophy* and *comfortable feeling*. In Golden Lake, drifting would not be suitable in a cold weather, climbing and sightseeing red rock formation in raining season.

$$THI = t - 0.55(1 - f)(t - 14.4)$$

$$K = -(10\sqrt{V} + 10.45 - V)(33 - t) + 8.55s$$

According to W.H. Terjung (1996), the evaluation of American continental physiology climate, he designed two evaluation indexes, the comfortable index and the wind effect index, which reflect the suitable climate in tourist destinations. The comfortable index is showed by the difference combination of temperature and humidity, and the wind direction which has the impact on human body, is showed by the combination of temperature and wind speed.

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However, due to the meaning of statistic and materials are easy to get in China, THI (Temperature humidity index) are adapted in China. Therefore, THI and K (Wind effect index) are the evaluation index used in this paper to indicate the climate physiology in Golden Lake scenic spot. The formulas are as follows:

Note : t is temperature, f means relative humidity, v is wind velocity and s means duration of sunshine.

The formula of THI comes from effective temperature formula of Russian scholar. Its physics meaning is the temperature corrected by humidity. The formula of K follows the theory of wind chill power or WCI (Wind-chill index), mean: . WCI means the impact for naked human body with wind speed and temperature in cold condition. Its physics meaning is, when the temperature of skin is 33!, its heat volume per unit area. Thus, K index is not only considered the skin heat but also increasing heat after sun radiation, and reflects the heat exchanging between surface and environment.

THI and K which were draw up by most people 2s feeling. THI is divided into blazing hot, hot, warm, comfortable, cool and cold. K means in the scope of -200 to -300 kilocalorie (metre. hour), comfortable; > -200 kilocalorie (metre. hour), warm and hot but comfortable, < -300 kilocalorie (metre. hour), cool, then slightly cold, and then very cold till skin is hurt (see table 1).

Table 1 Temperature Humidity Index and Wind Effect Index

Temperature humidity index***		Wind Effect Index J/(m ² •h)			
Level	Feeling	Level	Feeling	Level	Feeling
28.0	blazing hot	-1400	cold and skin hurt	-200-300	comfortable wind
27.0-28.0	hot	-1200-1400	extremely cold wind	-50-200	warm wind
25.0-26.9	warm	-1000-1200	very cold wind	+80-50	not distinction
17.0-24.9	comfortable	-80-1000	very cold	+160-+80*	hot wind
15.0-16.9	cool	-600-800	slightly cold wind	+160-+80*	uncomfortable wind
-15.0	cold	-300-600	Cool wind	+160*	uncomfortable wind

Note: *temperature is between 30°-32.7°,
35.4°

***temperature is over 32.8° temperature is over

Four indexes (temperature, wind speed, humidity and sunshine average value per month) from Taining Weather Station in 30 years are the basic calculation. The appropriate evaluation on Golden Lake scenic spot is concluded as follows:

1. THI per month is: Jan~Mar, cold; April~May, cool; June~Sept, comfortable; Oct, cool; Nov~Dec, slightly cool;
2. K per month is: Jan~Mar, cool wind; April~May, comfortable wind; June~Aug, warm wind; Oct, comfortable wind; Nov~Dec, cool wind;

As a result, Tourism activities are developed all year round, especially in May to September. Golden Lake will be developed as a summer holiday scenic spot in Fujian with its superiority climate.

Synthesis Evaluation on Tour Resources

A lot of scholars adapt qualitative analysis method to evaluate tourist destinations. The key point is choosing the evaluation element, especially the definition of element weight. Golden Lake scenic spot has been developed, thus this study will not focus on analysis method and process, but just continue to use the old method of structure through seeking counsel of experts, then define the element weight and conclude from its synthesis score.

According to the analytical hierarchy process, firstly, resource evaluation element system must be set up, which is divided into standard level, control level, and strategy level under the general target, and elements in different structures constitute a multi-target policy decision; secondly, the relative matrix, which reflects the relationship of its influence factors should be set up in general target and subsidiary target reparatory. Normally, a_{ij} comes from the two- two comparative of its important degree between elements i and j in one target. With the relative matrix A , which reflect the continuity of whether satisfaction in a certainly level is checked in its information. Elements are put in order under all targets in the principle of satisfaction continuity, and then all subsidiaries are collected. Finally, the important weight of all elements in different levels is arranged.

The evaluation index system of tourist destinations make by Chu Yifang and Bao Jigang² is used in the paper; the evaluation model tree is showed in Figure 1.

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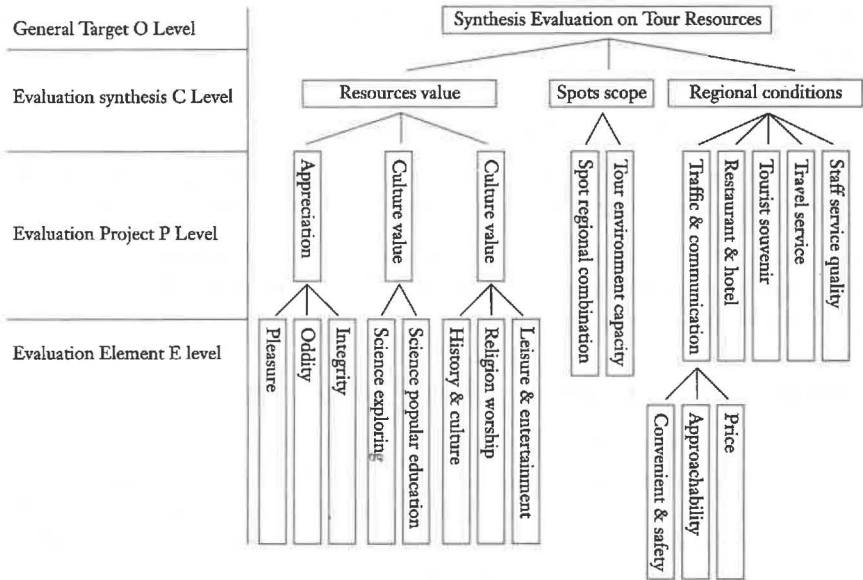


Figure 1: Model Tree of Synthesis Evaluation on Tour Resources

This paper surveys 15 experts who familiarizes with Fujian tourism. Forms in the survey are designed to significance of elements between all levels at the category of important, slightly important, important, very important and extremely important. The answers from these experts are checked by computer. Consequently, in the second level – evaluation synthesis c level, the percentage of resource evaluation is the most, which means that Golden Lake has rich tourism resource; In the 10 factors of third level evaluation project P level, the biggest percentage is ornamental characteristic, which means the attraction of tourism in Golden Lake is quite high, then regional factor is second, the third is changeable regional condition. The fourth evaluation element E level is the same as the third level.

According to weight order, the score of 100 is the basic mark. The qualitative evaluation parameter is showed in Table 2 with comparing with evaluation of Wuyi Mountain.

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Table 2 : Qualitative Evaluation Parameter and Result for Tourism Resource of Golden Lake

Synthesis Evaluation Level	Score	Evaluation Project Level	Score	Evaluation Project Level	Score	Wuyi Mountain	Golden Lake
Resource Value	67	Appreciation	42	Pleasure	23	21	20
			Oddity	12	10	10	
			Integrity	7	6	5	
		Science value	14	Science exploring	9	8	5
			Science popular education	5	4	2	
			Culture value	11	History & culture	2	1.5
		Religion worship		2	1	0	
		Leisure & entertainment		7	6	6	
		Spots scope	17	Spot regional combination	10		9
Tour environment capacity	7				7	7	
Regional conditions	16	Traffic & communication	9	Convenient & safety	2	2	1
			Approachability	5	4	3	
			price	2	1	1	
		Restaurant & hote	4		4	3	
		Tourist souvenir	1		1	0	
		Travel service	1		1	0.5	
		Staff service quality	1		0.5	0.5	
Total	100		100		76	87	72

As Table 2 shows, the evaluation mark of Golden Lake is 72. There is a big difference comparing with Wuyi Mountain, which means that the foundation and strengthen of Golden Lake tourism is still weak. However, it is still belong to better scenic spot with its resources.

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Main Problems in development

There are many factors influences on tourism according to element chosen and weght order. The author has been investigated on the spot. The factors which limited the development of Golden Lake scenic spot are:

- The feature is similar to nearby Wuyi Mountain scenic spot, which has a bad impact on the image of Golden Lake. At present, drift project developed in Golden Lake is the same at Qiuqu Brook in Wuyi Mountain. Further more, the types of spots are bore when sightseeing along the lake. These will be difficult to attract tourist repeat purchasing and have negative effect on stable market.
- Poor transportation facilities

Golden Lake locates at a remote area in Taining County. The transportation net with capital city Fuzhou and nearby cities is very poor. For example, it takes almost one day from Fuzhou to Wu city via Taining by train. The facility of middle-size bus is poor also. Equipments and management measurement can not accept large number of tourists. Secondly, the main market of Golden Lake is in Jiansu province and Zhejiang province, especially in Shanghai. The transfer station is at Shaowu. However, not matter at Taining or Shaowu, the difficult problem of scattering tourists will not be avoid as long tourists increase. Furthermore, the market competitive advantage will be obtained if focus on developing provincial tourists.

- There are big different between peak season and off-peak season, which is unfavourable for industry development. The development of Golden Lake is a new increasing point at local economic. However, the comment failing is the tourist volume is different between peak season and off-peak season, which make the tour income becomes unstable. According to statistics, the reception of tourist volume in peak season accounts for 80% of the total volume yearly. In a hand, the service facilities in Taining are not full and it is waste. In the other hand, the reception ability is so poor and lack of staff in peak season. These have a very bad influence on tour service. Tourists complained a lot. When the author arrived Taining in Golden week - May Day, most hotels in the city are full. New tour groups could not be accepted in these seven days holidays. Therefore, this is a serious problem has to be paid attention to when development.

Position Analysis of Tourism Industry

Tourism has become a newly industry with strengthen in Taining. However, The development position of Taining tourism in national or province is still need to be considered and planed carefully.

Analysis of Provincial Position of Golden Lake scenic spot

The subject of Golden Lake scenic spot is mountains-and-waters landscape. Many kinds of itineraries can be designed because of the large surface area and spots. These are beneficial for development and promotion. In addition, tourist volume is not from local, its development is relied on outside, thus tourism should be focus on sightseeing product with entertainment. In the future, the generating market is provincial cities. A limited number of trains can not used to communicate the market, as there are differences in foundation facilities and management level between taining and some top tour cities. Therefore, besides the market of Jiansu, Zhenjiang and Shanghai need to be consolidated, the other market in province need to develop as well. Because Taining is a remote area, the key point of promotion is in provincial market. Taining tourism can be explored in outside which based on the stable provincial market if the market of Fujian can be attracted. Therefore, the development thinking is base itself upon provincial market; try to build up the image of Big Golden Lake through promotion plan. Domestic tourism can be developed base on the brand name obtained. The final development target is to be top tour city in China which fulfils the development strategy of Developing Tourism, Building Brand, Founding pillar and Increasing Amount.

The Relationship with Wuyi Mountain Scenery sites

Near Neighbour Relationship

The negative near neighbour relationship will be happen if the methods of promotion is unsuitable because there are only 146 kilometres from Wuyi Mountain scenic spot to Golden Lake scenic spot. Provincial tourists choose holiday in Golden Lake just because they are interested in new destination. They do not consider about the neighbour relationship. However, outside-provincial tourists will like to choose a high reputation scenic spot when they

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travel to Fujian. Wuyi Mountain enjoys a good reputation and good image, which will limit the image and distinguish of Golden Lake. Thus, Golden Lake scenic spot had to choose a special development plan and strategies to avoid the negative effect from Wuyi Mountain and build up its own tour image and brand. As mention above, Development of Golden Lake should be based on provincial market, improved its reputation through training provincial market. This is a development stage which not allows over passing. If entering international and domestic market at present, tourism in Golden Lake should be impacted by nearby Wuyi Mountain scenic spot, and limited tourism sustainability in Taining.

Recommendations and Suggestions

This research has provided a relatively comprehensive analysis on Golden Lake scenic spot, some recommendations and suggestions are detailed below for local government and tourism administration Bureau.

Definition industry position, improvement reputation

Golden Lake locates near Yuyi Mountain scenic spot, the suitable market competition strategy is focus on provincial market, build up the tour image and draw out a suitable promotion plan. The industry position is to set up a new tour city with domestic and provincial meaning. The development and designing of tour image and key product are focus on this goal. The brand effect maybe help to enter domestic market rapidly because of factors such as resource position as long as provincial entertainment position has been established. Finally, the pattern of two centres— Wuyi Mountain and Golden Lake is formed. The prosperous of Golden Lake will help to renew and re-unite tourism area in Fujian province. It also help to improve the tour image in Fujian.

Improving the foundation equipment and transportation facilities

The advantages of Golden Lake are big capacity, numbers spots, and large scope, which help to extent the stop days of tourists and increase incoming. However, because of the transfer, the poor transportation will have negative influence on tourists mood. This is not suitable to help to build up tour image. Local government should take measure to invest and improve Shaowu station, tour guides and drives, couches, road, especially the main roads which tour groups use.

Development Special tour and building new tour city image

There are more than two two-star hotel, more than ten guest houses, and hostels in Taining. The total number of beds is more than 3,000. More than 30 entertainment shops stand. These are rich facilities for a city with a population of 120 thousand. Another feature in Taining tourism is peasant hostel is popular besides mountains-and-waters landscape. The total number of peasant hostels and beds is about 30 and 560 separately. Price is cheap, good facilities and standard operation are the features. But lake of the experience and it is used as accommodation only. For a new tour city like Taining, the program of Happy Peasant Family can be promoted in off-peak season, which will help to increase income in that season. The theme of happy Peasant Family can be focus on Eat Peasant food, Live in Peasant House, work as Peasant and Enjoy Peasant Life. Tourists can be arranged to experience the relax peasant life style. This is a new model which is so different from sightseeing. For example, ulf peasant tourist developed in outskirts of Shanghai, and eature Peasant Tour is promoted in Songjian. Taining can copy this model to develop its own happy peasant programs because the weather in Taining is suitable. In addition, rich forest, lawn, water area, tea spot and fruit spot are the foundation for design and develop the special programs. The development of these special program help to build and improve the tour image of Taining. ■

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A Critical Review of Interpretation Model for Heritage Sites: The Case of Wat Arun in Thailand

By Sompong Amnuay-ngerntra

Abstract: Due to the decline of monastery visitation among young domestic visitors, an interpretation plan has been designed to

enrich the visitors' travel experiences. Two divided parts: interpretation model; and interpretation plan attempt to help policy makers of cultural heritage sites enhance their communication ideas and critical analysis on heritage management, in particular the interpretation planning.

The first part investigates significance of interpretation in the context of tourism and a model of interpretation model consisting of 4 major elements: the site/ material object; the interpretation environment; interpretation; and visitors or tourists. These elements are required to critically analyse and integrate in an appropriate way so as to lead to the achievement of interpretation goals and objectives.

Heritage interpretation plan at Wat Arun, in the second part, has been proposed with several potential communication techniques, especially a festival of temple fair, dancing performance, and visitor participative activities.

Key words: Interpretation model, heritage site, and interpretation plan

*"Through interpretation, understanding; through understanding, appreciation; through appreciation, protection."
(Tilden 1957 quoted in Uzzell & Ballantyne 1998: 12)*

Introduction

Currently, several outstanding Buddhist temples in Bangkok are attractive and visited by most foreign visitors; whereas the popularity of monastery visitation among young domestic people is on the decline. This leads to the critical questions about what causes this problem and how to increase the local visitation (if possible). Interpretation is one of the meaningful solutions to the questions above as it is able to enrich visitors' travel experience and increase the length of visitation at heritage sites. Obviously, effective interpretation planning will be able to enhance the productivity of an interpretation program.

This paper aims to analyse the critical model of interpretation and how an effective interpretation program at Wat Arun or the Temple of Dawn can be developed in relation to the model of interpretation planning. Firstly, the paper explores interpretation definition and its significance. Then, an interpretation

model has been critically analysed with the case of Wat Arun prior to moving the last part, the development of interpretation planning at heritage sites.

Part A: A Review of Interpretation Model

Definition of Interpretation

There is no single definition of interpretation that has been adopted by most practitioners. However, Tilden (1977), one of the most widely quoted academics in heritage interpretation literatures, cited that interpretation is the revelation of a larger truth that lies behind any statement of fact. In addition, interpretation should capitalise on mere curiosity for the enrichment of the human mind and spirit. However, most heritage management organisations have tailored it to serve their own needs, resulting in a similar definition across the world. For example, Archer and Wearing (2002) define interpretation in the context of managing Australian national parks as a means for communicating information, stories, values and ideas to assist people in understanding their relationship with the environment. Similarly, Interpretation Australia Association (1995 quoted in Hall and McArthur 1998: 166) defines interpretation as “*a means of communicating ideas and feelings which helps people enrich their understanding and appreciation of their world, and their role within it*”.

Significance of interpretation to all stakeholders in the tourism industry.

According to Hall and McArthur (1998: 168), practitioners in the tourism industry can benefit an effective process of communication, as interpretation is able to help:

- Differentiate their tourism products from more mainstream products;
- Attract higher-yield clientele;
- Increase client satisfaction;
- Contribute to an ethical position held by the operation;
- Increase guide satisfaction; and
- Gain more favourable treatment from heritage managers.

For tour operators, interpretation can be used as a value-added component, especially for the niche market, which provides access to high-yield, markets (Commonwealth Department of Tourism 1994 quoted in

Hall and McArthur 1998). Certainly, in order to sustain competitive advantages, tour operators are able to differentiate themselves from other competitors by

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employing high quality tourist guides who can be history expert about the sites visited.

Effective interpretation can encourage tourists or visitors to travel knowledgeably while discouraging many of the problems associated with mass tourism (Jamieson 2001). Similarly, interpretation contributes to the enrichment of a visitor's experience. Also, interpretation can form a central component of raising community awareness and support for heritage sites and how they should be managed.

Significance of interpretation from a heritage site manager's perspective

A primary objective of a heritage interpretative program is to enrich experiences of visitors by building their awareness, appreciation and understanding of the range of natural and cultural values inherent in sites. Interpretation also allows heritage site managers to educate visitors on the impacts of their use and encourage appropriate behaviour while visiting a heritage site (McArthur and Hall 1996; Moscardo 1996; Hall and McArthur 1998; and Archer and Wearing 2002).

Interestingly

enough, for the heritage sustainability, effective interpretation is a productive tool to preserve fragile/vulnerable sites by relieving crowding and congestion, altering visitor behaviour, either directly through information or indirectly through fostering visitor appreciation of the sites. This can create public support for conservation of built heritage sites through positive visitor experiences (Moscardo 1996, and Jamieson 2001).

Jamieson (2001) agrees with Tilden (1977) that interpretation is the art of telling the story of a community. All five senses, if possible, should be used to enhance the experience of the visitor's environment and good interpretation should not inform all details, rather it should encourage visitors to inspire further exploration.

Figure 1: Model of Interpretation

Interpretation Environment

Dimension I: Pre-knowledge

- Media
- Education (Formal and informal)
- Guidebook etc.

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- Research and knowledge formation
- Memory, myth, history, stories etc.

Object/Site

Tourists/

Interpretation

Visitors

Knowledge (Content)

Semiotic Theory

Communication

Cognitive Learning Theory

Media Theory

Dimension 2: Knowledge at the sites

- Layout or design of site/attraction
- Display of objects
- Ambience/atmosphere of site
- Visitor participation
- Number of visitors

Dimension 3: Post-visitation Context

- Additional knowledge to recall heritage values
- Impacts of post-visitation context

Source: Adapted from Staiff, R. (2002). *Heritage and Tourism Interpretation*.

Bangkok: Silpakorn University, p.14.

A Model of Interpretation and Heritage Sites

A model is the representation of a more complex component engaged in the heritage site development. Understanding the model of Interpretation can help the site managers represent, communicate ideas about, and enhance critical perspectives on heritage management, in particular the interpretation planning (both cultural heritage and nature- based heritage sites).

According to Staiff (2002), the fundamental aim of interpretation is to bridge the gap between form and content. The form is the site or object, which is viewed by visitors, whereas the content is critical information pertaining to the great tower that has been designed or shaped for a visitor viewing the site. However, it is challenging for the site managers to make visitors understand, appreciate, and conserve the heritage site.

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In order to effectively discuss a model of heritage interpretation, information of Wat Arun will be useful to analyse the critical interpretation model.

Historical Background of Wat Arun

Wat Arun, commonly known by foreign visitors as the Temple of Dawn, is one of Bangkok's outstanding tourist attractions. The temple is internationally famous for her fascinating 67-meter high Khmer style tower (*prang*) surrounded by 4 minor towers, which are located on Thon Buri bank of the Chao Phraya River. The main tower appears in all the tourist brochures and becomes part of the Tourism Authority of Thailand's trademark today. According to the French map made in the reign of King Narai (1656-1688), it can be seen that the temple has been existing in Ayutthaya period. Wat Arun was registered by the Fine Arts Department as National Historical Site since 1949.

Chronically, the temple was formerly known as Wat Makok, and renamed "Wat Jaeng" by King Tak Sin who was on the way to survey his new capital site and arrived at the temple at dawn. The king moved his capital to Thonburi after Ayutthaya had been completely destroyed and the Burmese were familiar with all the major routes to Ayutthaya. If Ayutthaya remained as the capital of Siam, it would be very difficult to defend should the Burmese attack again in the future.

Wat Arun or the Temple of Dawn, one of Bangkok's major landmarks located on Thonburi bank of the Chao Phraya River, was reconstructed in the reign of King Rama II (1809-1824 A.D.)

Wat Jaeng was the palace temple in the reign of King Tak Sin. This means that the temple has no resident monks, like Wat Mahathat in Sukhothai and Wat Pra Sri Sun Petch in Ayutthaya. The Emerald Buddha image was housed here, after he was recaptured from Laos, before being moved to Wat Phra Kaew in the Grand Palace. When Bangkok became the new capital, Wat Jaeng no longer served as the palace temple; therefore, Buddhist monks have been allowed to reside again. The temple renovation was made in the reign of King Rama II (1809-1824), who built the main chapel, the preaching hall and other monastery buildings. Additionally, he renamed it "Wat Arunatchatharam" and later, King Rama IV changed the name to "Wat Arunratchawaram".

The Relationship of King Rama II and Wat Arun

King Rama II (1809-1824) followed in his father, King Rama I's footsteps in many military campaigns and experienced warfare. Fortunately, Siam in his reign was peaceful and prosperous because Burma, Siam's great enemy, got the conflict and was in trouble with Britain; therefore, King Rama II was able to

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devote his time to literature works. The king, himself, was versatile and interested in fine arts. This was a golden age for renaissance fine arts, literature, sculpture, and music. Additionally, the ashes of King Rama II were interred in the pedestal of the principal Buddha image at Wat Arun by order of his son, King Mongkut. Likewise, the door panel at Wat Suthat was carved by himself as well.

During his reign, there were many poets and the noted one was Sunthon Phu, who was one of Thailand's greatest poets. The king was skilled in music by inventing "the fiddle of three strings". He composed and played a beautiful song. The song was named "Buran Loy Fa", meaning the moon floating in the sky and was the song from his dreams. It is still popular today. According to the Tourism Authority of Thailand (http://newsroom.tat.or.th/event_calendar/culture/1081.asp), King Rama II was internationally acclaimed as a World Heritage Person by United Nations Educational, Scientific and Cultural Organisation (UNESCO) in 1968.

According to the diagram in Figure 1, the interpretation model consists of 4 major elements: the site/ material object; the interpretation environment; interpretation; and visitors or tourists. Details of these elements can be discussed below.

The site or material object is viewed by visitors. A tourist site with strong attraction is called a "tourist icon". For the case study, the tourist icon of Wat Arun is the great tower (prang) located on the Thonburi bank of the Choa Phraya River, which is attractive to visitors. Staiff (2002) cited that a model of tourist attraction consists of sight, markers and tourists. What can make Wat Arun attractive can be analysed, as follows:

- **Aesthetic value:** The unique Khmer architectural style pagoda, which is slim and substantially large base with a fish net form. This is a modified Khmer tower found in early Rattanakosin (Bangkok) period only. The setting location next to the river provides a spectacular picturesque view for visitors at sunset, even the name of the site is "Dawn". The tower or *prang* are covered with pieces of porcelain, which Chinese boats coming to Bangkok used as ballast.

The main prang, steep steps lead to the tow terraces that form the base of the tower. The different layers, or heavens, are supported by *Kinnari*, a mythical creature half human-half bird, and frightening demons. Pavilions on the first platform contain statues of Lord Buddha at the most important stage of his life, while on the second terrace four statues of the Hindi Indra god rides on Erawan, a three headed elephant.

- **Historical value:** Wat Arun was the palace temple in the reign of King Tak Sin. This means that it is the most important monastery and has no residential

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areas for monks. In addition, it still served as the former house of the Emerald Buddha, Thailand's most sacred Buddha image, prior to moving to the Grand Palace in 1785.

- **Heritage value:** Currently, Wat Arun is the last destination for the Royal Barge Procession where the King has presented new monastic robes (*kratin*) to Buddhist monks living here at the end of the rainy season. Apart from the great tower, the main chapel as well as the principal Buddha image at Wat Arun also possess heritage value as the face of the Buddha was modelled by King Rama II. Additionally, a variety of plants and flowers written in King Rama II's literature have been grown here as well.
- **Symbolic value:** Wat Arun is a landmark of Bangkok. The temple also represents the royal monastery of King Rama II, who mainly reconstructed the temple. Therefore, many parts of the temple such as the central gable of the main chapel, decorations on the gates, and the window were decorated with Garuda (mystical bird) on Naga (mystical serpent). This is the royal emblem of King Rama II.
- **Familiarity:** The temple is one of the most popular tourist attractions among foreign visitors. This popularity can be shown in any guidebook or travel magazine. The picture of the great prang at Wat Arun is also part of the logo or trademark of the Tourism Authority of Thailand.

2. The Interpretation Environment includes three dimensions

1. **The socio-cultural context of interpretation** that visitors perceive from off-site. This pre-knowledge prior to visiting the site/object is accumulated from all sources of learning such as education, working experience, media, word of mouth, guidebook, and myth. Pre-knowledge substantially helps visitors understand and appreciate the site/object visited.
2. **The specific visual context** within which the site/object is viewed in-site. This visual context requires integrated setting factors such as layout, décor, or design of the site/object, display of the object, and ambience/ atmosphere at the site. Climate with high temperature, in Thailand, is the major visitation barrier affecting the enriched travel experiences. In addition, visitor participation and visitor carrying capacity also contribute to the enriched interpretation of the heritage sites.
3. **The post-visitation context** that visitors perceive after visitation. Although both socio-cultural and visual contexts contribute to the enriched travel experiences mainly at the site, they are not sufficient to influence visitor behaviour and cognition to protect the heritage site. Likewise, unless the post-visitation context has been continued, understanding and appreciation

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of the visitors will fade down after visitation. Therefore, in order to encourage visitors to take actions, it is crucial and critical for the site managers to provide the post-visitation context in accordance with the interpretation objectives. The post-visitation context is able to recall visitors and contribute to the heritage site conservation when required. Also, post-visitation context and its impacts are critical issues required to further research.

3. Interpretation, as an activity, is situated within the overall environment or context. Interpretation is made up of two critical parts: knowledge (content) and communication, required for site managers to take an account.

1. **Knowledge or Content:** what is being communicated to target visitors. Staiff (2002) cited that the knowledge and content is a critical issue required to further research. For any heritage interpretation plan, it is important to analyse the content of heritage site so as to identify the effective theme of the interpretation project, enriched message delivered to the target audience, right visitors or tourists, and productive communication technique. Refer back to the case study, the knowledge or content has been analysed from the site resources, which already identified in the site or object.
2. **Communication:** how the content is being transmitted to the target visitors effectively. There are several types of communication technique which possess both strengths and weaknesses. Apparently, communication technique, which is frequently used at the cultural heritage sites in Thailand, is in the form of interpretation center, brochures, maps, heritage trails, guiding, display panels, display cases, festivals, performance, audio-visual interpretation, multi-media shows, and light and sound displays. It is critical to think about which type of communication technique can best achieve the goals or objectives of an interpretation project with values for money: high productivity but small numbers of resources consumed.

In order to identify the productive communication technique, the site manager should ensure that these following factors are integrated in an appropriate way.

- Target audience;
- Number of visitors;
- Access of visitors: through tour operators or visit the site themselves;
- Traffic flow of visitors;
- Scale of the heritage site;
- Theme and objectives of the interpretation project;

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- Level of community participation;
- Level of community power & ability; and
- The project resources such as budget, workforce, expertise in producing the communication technique, and time.

4. Visitors or target tourists are whom we want to visit. Apparently, it is important to conduct market research (e.g. through interview, observation, and questionnaires) so as to obtain useful and productive information about visitors for ensuring interpretation productivity. Demographic characteristics and psychographic characteristics are most typical criteria for audience. The major demographic characteristics are age, education level and the country of origin. However, understanding demographic attributes are superficial and not effective as the psychographic ones which reflect more personal traits about visitors, such as their motivation, perceptions, and expectation for undertaking an activity, or their attitude to, level of interest in and understanding of a topic (McArthur & Hall, 1996).

It is critical and crucial for the site managers to have scientific knowledge of what causes visitation, such knowledge can be more effective with marketing. Heritage site marketing is basically intended to influence people to come, visit particular heritage site and consume particular brand of services. Meanwhile, ineffective marketing does not deal with the cause of events but with irrelevant behaviour (Crompton 1979).

Moscardo (1996), has proposed a mindfulness model of interpretation which is a valuable concept in understanding how visitors respond to interpretation at heritage sites. Setting factors and visitor factors are combined to determine whether they are mindful visitors; visitors who are active, interested, questioning and capable of reassessing the way they view the world.

Setting factors include exhibits and displays, guided tours, signs, maps, guidebooks, brochures and walks. However, it is suggested that other setting elements also contribute to enriched visitor experience. These are weather, décor, design of sites, layout, ambience, atmosphere of site, and number of visitors.

Visitor factors include familiarity with the place and with the heritage site in general, motivation for the visit and companions. However, it is suggested that visitors' knowledge, background and their participation also influence their mindfulness as well.

Part B: Interpretation Plan: The case of Wat Arun

It has been accepted that productive strategic planning will help the site managers to manage effectively resources required for implementation, and provide essential background for feedback via monitoring and evaluation.

According to the Figure 2 “Key steps for the interpretation planning”, there are 5 inter-related stages in interpretation planning: policy & planning; strategic planning; development of the program; implementation of the program; and evaluation of the program. Staiff (2002: 34) cites that the critical issue for implementing the interpretation planning is to view the planning as “*a dynamic process of consultation, negotiation, integration, and review*”. The interpretation program of the Wat Arun case will be explained in accordance with the interpretation planning (as shown in Figure 2.)

Policy and Planning

Currently, Wat Arun has been one of Bangkok’s outstanding tourist attractions among foreign visitors who usually spend 30-minute leisure time at the heritage site. Visiting Wat Arun is included in the *Klong* or canal tour, which visitors can enjoy the unique, rustic, and fascinating lifestyle of people living next to the waterway. Obviously, the foreign visitors, both group tours and independent travellers (FIT), easily access the temple by long tailed tourist boat or ferry at *Tha Tien* pier. The temple is overcrowded, particularly in the morning by most Asian visitors, mainly from Japan, China, Hong Kong, Taiwan, and South Korea; whereas there are more Westerners visiting the site in the afternoon.

Unfortunately, Wat Arun is rarely visited by young local people, except the national Buddhist holidays. Also, these people hardly realise the value of heritage significance as a result from the increase of Westernised influence. For instance, few local people realise the significance of *Maghabucha* day, (the third lunar month in commemoration of the Great Assembly of 1,250 Buddhist monks who unexpectedly attended the meeting), which is held annually in February. Probably, what they know is only the national public holiday. Rather, they pay more attention to the 14th February of Valentine’s day, which is massively promoted by private enterprises for commercial purpose.

Stage 1. Policy and Planning

- Identify the goal or mission statement of interpretation program.
- Identify stakeholders.
- Identify decision-makers.
- Identify objectives of interpretation program.

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Stage 2. Strategic Planning

- Identify resources, in terms of time, budget, human resources, experience, technological equipment, and so on.
- Identify target audience, in terms of demographic and psychographic characteristics.
- Analyse uncontrollable external environments which are likely to impact the interpretation program such as the change of economic, social, cultural, political, legal, and technological environments.

Stage 3. Development of the Program

- Identify theme and concept of the interpretation program.
- Structure the content.
- Identify communication techniques.
- Design an integrated visitor experience.
- Devise a marketing strategy for the proposed interpretation program.
- Devise an organisational structure to organise and run the program.

Stage 4. Implementation of the Interpretation Program

- Design and produce a draft program.
- Review draft design and production against the decision made.
- Produce the products and implement the program.

Stage 5. Evaluation of the Interpretation Program.

- Ensure that all stakeholders involved in the program understand the rationale and the nature of the evaluation.
- Ensure that the evaluation can be assessed by both quantitative and qualitative criteria.
- Ensure that policies and objectives of the program are appropriate.
- Ensure that resources are allocated and used within the program.
- Ensure that the design, the production and the implementation of the program is appropriate for the target audiences.

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Mission Statement

The planning project of the interpretation program aims to present all precious values of cultural heritage of Wat Arun in enhancing local people for their understanding, appreciation, and preserving the cultural heritage of this royal monastery.

Interpretation Program Objectives:

1. To build local people awareness and take pride in cultural heritage especially literature and traditional performing arts through rustic temple fair.
2. To encourage local young people to preserve their traditional performing arts through active participation in Siamese literature and performing arts contest.
3. To raise funds through public-private sponsors to improve quality of existing brochures, maps, signs, and interpretation center at Wat Arun.

Site Objective:

1. To provide a location where visitors can enjoy the aesthetic and historic value of the great *prang* at Wat Arun.
2. To provide a location where visitors can enjoy the value of a traditional temple fair.
3. To provide a location where visitors can watch traditional performing arts.
4. To encourage young local visitors to participate in a literature contest.

Stakeholders who decide on interpretation planning

- Management team of Wat Arun
- Experts in the fields of architecture, history, literature, music and performing arts from the Department of Fine Arts.
- Local communities who reside near the site.
- The private firm who organises special events.

By working with experts and stakeholders who have diverse perspectives, however, all stakeholders can be presented and a holistic vision of the cultural heritage can be presented to visitors as well as local public.

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Theme of Interpretation Program

According to McArthur and Hall (1996), interpretative content at the heritage sites must contain four components: reference to the

heritage itself; the interest of visitors; the interest of heritage management; and the interest of the interpreter. Therefore, it is suggested that the theme of Wat Arun should be related to highly symbolic incidents in the reign of King Rama II, who reconstructed the great tower and major parts of the temple. Furthermore, all fine arts in his reign were prosperous and well-supported by the King, who was devout and keen to literature and the arts.

It is suggested that “When the nostalgic history comes

alive” should be the theme of the interpretation program, which can illustrate the impressive period of all fine arts in the reign of King Rama II, the glory era of Thai architecture, literature, sculpture, and performing arts. This theme will help the visitors to be able to remember and understand as a result of time they spent at the site. Whereas, “Wat Arun Festival 1809 A.D.” and “Glory of Siamese Arts” can be major events to support the theme, according to Wat Arun Preservation Project (<http://www.watarun.org/projecteng.html>).

Determine the Financial Resources

Barrow (<http://www.heritageinterpretation.org.uk/journals/jic-fina.html>) says that both public and private sectors play the significant role in sponsoring the financial resources. The public sectors are increasingly interested in helping form trusts and voluntary partnership organisations which can attract charitable finance and volunteer input. Likewise, the government sectors can support the interpretation program, in terms of mutual sponsorship. Drawing together interests which span education, conservation, and tourism development can lead to innovative ways of funding and organising the interpretation program. Possibly, the interpretation management at Wat Arun can generate income from these following possibilities:

- Rental income from office space;
- Catering, either through franchise or direct operation;
- Handicraft shops, either through rental income or direct operation;
- Entry charge to special light & sound presentation/events;
- Sponsorship of displays or events;
- Volunteer time, from universities & colleges to help save staff costs; and
- Car park charges.

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Interpretation program can be expensive to run if they do not foresee the hidden cost. To protect the interpretation program from any financial failure, it is suggested to consider these following required costs.

- Staff salaries both full-time and temporary employees.
- Marketing and publicity.
- Staff training.
- Travel and vehicles.
- Insurance.
- Heat, light and other services.
- Security.
- Cleaning.
- Display maintenance.

Target Audience

Most visitors at Wat Arun are foreign visitors; whereas most young people have never been there and hardly realised the values of the cultural heritage significance. Therefore, this interpretation program is designed to enhance national pride and support the heritage preservation of the site.

The type of visitors will help determine the way heritage sites are presented. The primary target audiences are local people (both male and female), who are interested in the nostalgic atmosphere of the temple fair and traditional performing arts, especially literature, drama, play, and music. It can be seen that the theme of the interpretation program identifies target audiences, whose motivations and interest are related to the site.

The secondary target audience is high-school and university students, who were informed about the temple fair in the past but have no opportunity to experience and enjoy the aesthetic values. Interpretation for the secondary target audiences should stimulate their active participation in the theme. This information is not handed out in a passive manner but rather incorporates a question and answer segment as well as discussion and explanation. Both target groups are in Bangkok and its vicinity, which are easily accessible to Wat Arun by express boat or ferry.

International tourists are not the target audiences for this interpretation program as most of them have limited background knowledge in Thai cultural fine arts. However, the interpretation program is a value-added bonus, which the foreign visitors can experience and appreciate aesthetic values of the site. Consequently, this will increase the length of their visitation at the site.

Potential Communication Techniques

Festival of Wat Arun Temple Fair

A festival is a spectacular way for tourists to learn about a community because it appeals to all the senses and often celebrates important cultural events. This festival should be one week duration held on 24 February annually, which is King Rama II's birthday as well as Thailand's National Fine Arts Day. The festival incorporates rituals, ceremonies and other examples of living heritage such as food, religion, dancing, music, play, contests, and handicrafts. The temple fair will encourage visitors to learn about the myths, religious meaning, and cultural heritage values behind a ceremony.

Performance

Activities and rituals such as large formal dinners with traditional food, drink, seating and utensils can give visitors an idea of what life was like in the reign of King Rama II. These performances can also serve to fund and support cultural traditions. These are possible performances, which the management teams must take into consideration in accordance with the operation budget.

Khon, the masked dance drama of the royal court and originated from an open-air performance during a royal ceremony. *Ramakian* is the most popular Khon title in which most of the movements are performed by legs rather than arms. The movements tell the story and express the characters' inner feelings. There are four major characters: human male, human female, demons, and monkeys. Other titles including *Sung Thong*, *Kawi*, *Mani Pichai*, and *Krai Thong* can be performed and interpreted for visitors as well. These were favorite dance dramas created in the reign of King Rama II.

- Lakhon, a form of dance drama, using a great variety of arm and hand movements and accompanied by music and songs.
- Thai music: string, wind, and percussion instruments.

Sample a Long Drum folk dance, part of active participation in preservation of Thai fine arts.

(Courtesy of Gerald Cubitt)

Visitors can be stimulated to preserve the performing arts through active participation and high-school and university students, the secondary target group, can participate in these activities, as follows:

- Poem making contest;
- Traditional dancing contest;

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- Traditional music contest;
- Wat Arun photo contest;
- Intellectual game testing background knowledge of Wat Arun and bibliography of King Rama II, and
- Intellectual debate about interesting issues of Wat Arun and King Rama II.

These participative activities should be classified for both high-school level and undergraduate categories. Rewards can be both honorary certificate and plaque, and monetary incentive for educational support. Meanwhile, the referee working committee should be experts from the Department of Fine Arts, high-school teachers in Thai Studies, and experienced instructors from Performing Arts College.

Brochures

Brochures are the easiest and least expensive way that visitors can get information or details of the interpretation program. The brochures will tell visitors what to see, where to go, and why activities are significant to Wat Arun and King Rama II. Likewise, the brochures should illustrate and support the theme and objectives of an interpretation program.

Maps

Brochures and maps often accompany each other or each can stand alone. The maps can show visitors important elements of the temple fair such as highlights of the temple fair, the venue of performances held, visitor center, parking areas, public toilets, and so forth.

Display Panels

Display panels are two-dimensional signs, which can contain interpretative information, maps, photographs and graphics. A number of criteria for choosing a sign system includes: the location of the signs, the scale of Wat Arun and shape, the type of illustrations, the nature of the maps and text, concerns about vandalism and the kind of panel to adopt.

Interpretation Center

An interpretation center can bring together all types of interpretations and presentations mentioned above, along with additional static and dynamic displays. What should be displayed in the interpretation center are a collection of the great *prang* in different periods of time, a collection of traditional performing arts, information of the royal barge procession and Wat Arun, and a bibliography of King Rama II and his major achievements.

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Guiding

Distinguished guest speakers can draw visitors' attention. It is suggested to invite the guest speakers to share their past experience, and knowledge so as to raise young people's awareness of the values of Siamese cultural heritage at Wat Arun. However, it is important to ensure that these celebrities understand the theme and objectives of the interpretation program.

Web sites

This is an exceptional powerful off-site medium for interpretative information relating to Wat Arun. Visitors can receive the information by accessing the Internet anywhere and anytime. The operational expenditure is relatively low compared to most electronic media. Furthermore, the site managers can check the feedback and evaluate the interpretation program. However, to keep drawing visitors' attention, it is suggested to keep all information fresh, updated, and interesting. The design of web sites should illustrate the unique architectural identity of the great *prang*.

How to market the interpretation program?

Several means have been suggested to publicise interesting activities of the temple fair. Due to the limited marketing budget, publicity should be substantially used for this project. This publicity can be

done by

- Making an invitation letter to both high-schools and universities, near Wat Arun, explain the program objectives and invite teachers, instructors, and students to participate in the interpretation program.
- Making a press release to mass media- both print media (e.g. daily newspaper, travel and heritage magazines) and electronic media such as radio, television, Internet, and Automatic Telling Machine (ATM).

Evaluation

Objectives should be re-evaluated constantly, annually at the very least. There is little use in implementing an interpretation program if it is not monitored regularly. It is important to find out what elements of the program visitors enjoy and why, and which ones do not achieve their interpretation objectives. Were the venue and time convenient? Were the performances too long? Were the contest well-organised. If not why? It is suggested to modify the program accordingly. Interpretation style may need to be adjusted to achieve the program's objectives, and checked to ensure objectives are logical, reasonable,

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and productive. The evaluation can be done through dependable statistics (number of admission tickets), observation, interviewing all stakeholders, and questionnaires.

Conclusion

Understanding a critical model of interpretation will lead the site managers to the betterment of communication ideas as well as critical perspectives on heritage management, in particular the interpretation planning. Such a model consists of material object, interpretation environment, and visitors. The interpretation environment, which is composed of 3 dimensions: pre-knowledge context; visual-site context; and post-visitation context, is the critical component required to integrally analyse the key content of the site and communication technique delivering to visitors. As Staiff (2002) mentions that effective implementation of the interpretation program is a dynamic process, which requires consultation, negotiation, integration, and review from all stakeholders so as to lead to the achievement of interpretation goals and objectives.

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In collaboration with the Tourism Authority of Thailand he has run three public courses namely the Tourist Guide Training Project and the Refreshment Project for Unemployed Graduates.

Mr. Amnuay-ngerntra has more than 8 years of work experience in Thai tourism industry. As a registered English-French tourist guide, he has worked for Travel East, Tropic Asia Tours, and Asian Tours Center. Mr. Amnuay-ngerntra is committed to ensuring the highest levels of customer satisfaction and his professional duties have included full responsibilities for international high profile guests to Thailand such as the former Prime Minister of France, Jacques Chirac. He also has hands on hospitality experience from the Royal Orchid Sheraton Hotel and Tower, Bangkok.

Sustainable tourism and ecotourism: Searching for a niche in the Hong Kong tourism industry

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Abstract: This paper examines the need for sustainable tourism and ecotourism in the already vibrant tourism industry of Hong Kong. Initially, appropriate literature is reviewed in attempting to link ecotourism, sustainable tourism and overall tourism development with the concept of sustainable development.

The paper is based on the premise that ecotourism is the fastest growing sector of the tourism industry and has often been linked to sustainable development. However, the concept can only be well implemented if there is adequate understanding of underlying factors and the adoption of an acceptable framework for planning, implementation and management.

From the discussions of issues raised regarding nature-based tourism, sustainable tourism and ecotourism, a framework is suggested which if well implemented, can make ecotourism a complimentary theme to the already successful tourism industry by putting into it elements of sustainable tourism and sustainable development. It is hoped that the framework suggested can be considered for use in many contexts of various destinations.

Keywords: Ecotourism; Framework; Hong Kong; Nature-based recreation; Sustainable tourism

Introduction

A number of scholars (Taylor and Stanley 1992; Swarbrooke 1999; Goeldner *et al.* 2000) and indeed the World Tourism Organization (WTO), most recently in 2003 have underlined the importance of tourism industry worldwide. The extent to which tourism influences the economic, social, environmental and sundry aspects of most destinations has been an issue of concern especially in the last decade (Ross and Wall 1999; Horochowski and Moisey 2001).

While the importance of tourism and concern for its effects has been identified globally, in Asia it has emerged as the foremost socioeconomic sector. The WTO (1999) reported that China received about 24 million tourists in 1998, making it the 6th largest destination in the world, while Hong Kong received 9.6 million making it the 2nd most important destination in the region at that time. In 1999, the WTO declared Hong Kong as the 9th tourism earner in the world. Recently, tourists spent over US\$10 billion dollars, and thus Hong Kong

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emerged as the highest tourism receipts and arrivals in East Asia (Tourism Commission 2003). Hong Kong, being part of China, is therefore a global major tourism player. Although tourism is important for both developed and developing economies, its development and practice needs to be monitored for perceived and unperceived negative effects.

As an urban destination, Hong Kong has proved attractive and by the year 2002, has received over 13 million visitors. Specifically, Hong Kong received 13.73 million visitor arrivals in 2001 representing a 5.1% growth compared with the previous years. The economic benefits brought by the visitors is very important as it is reported that per capita spending by the visitors amounted to about \$4, 532 in 2001 (Tourism Commission 2003). This trend shows some sort of growth even in the aftermath of September 11. The growth is as a result of various attractions and the omnipresent campaigns sponsored by the government and executed by the Hong Kong Tourist Board at its vanguard.

Indeed, the numerous attractions that characterized the successful tourism industry of Hong Kong include shopping, dining and a well-developed infrastructure for international conventions. In addition, Jim (2000) succinctly indicated that other attractions include the status of Hong Kong as a regional hub, an amalgamation of East and West culture, low crime rate and political stability. Others include events like the Chinese New Year, Rugby sevens, conventions, etc.

Although these have remained valid and are continuously being promoted, a growing number of travelers are becoming conscious of their environment and getting physically and intellectually active. Globally, tourists seek knowledge, information and tend to engage in recreation and adventure, and attempt to learn about culture and natural environment of the destinations that they visit. As a result of this growth, which is a global trend, nature, culture and adventure tourism are growing rapidly. Indeed, people visit destinations because of culture and environment. Although Hong Kong earned its position primarily as an urban destination alluding to the so-called mass tourism phenomena, can it not tap into the market of these environmentally conscious travelers? Because of the global trends in alternative tourism and partly as a result of a clarion call from local environmental concern groups, policy is being geared toward diversification of attractions to include natural and cultural heritage destinations as well as the promotion of the country parks as ecotourism sites.

Tourism, when well developed, encompasses economic issues, social concerns, environmental, and ethical considerations. Acceptance of tourism by the people in a destination and the quality of the environment needs to be maintained because it is the people and the environment that attract tourists to the

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destination in the first place. For this to continue to be the case, there is the need to incorporate into tourism the concept of sustainable development. It is indeed worthwhile to discuss and identify how and in what form can sustainable development principles be incorporated into tourism framework (Wall 1997).

Earlier, Wall (1997) had observed that although it is clear that tourism has been identified as one of the leading industries, it was not mentioned in the book *"Our Common Future"*, a book that is mostly referred to as the cradle of the sustainable development debate. Despite this oversight, the concept of sustainable development in tourism has attracted the interest of scholars (Swarbrooke 1990; Inskip 1991; Welford and Ytterhus 1998). Inskip (1991), was one of the earliest researchers to have articulated and indicated that "the sustainable development approach can be applied to any scale of tourism development from large resorts to limited size special interest tourism, and that sustainability depends on how well the planning is formulated relative to the specific characteristics of an areas environment, economy, and society and on the effectiveness of plan implementation and continuous management of tourism". The importance of this phenomenon led advocates and researchers to adopt the term "sustainable tourism". At the pinnacle of discussion at the World Summit for Sustainable Development (WSSD) conference in 2002, in South Africa tourism featured prominently. Sustainable tourism and ecotourism were acknowledged as development tools that could be used as yardsticks for measuring the success of sustainable development.

Like sustainable development, the definition of sustainable tourism is still open to various definitions and has taken various dimensions. In 1993, Butler (p. 29) suggested a more comprehensive definition of sustainable tourism; that is tourism "which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period, and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes". Sustainable tourism evolved specifically as a result of concern for the environment. Indeed more tourists are becoming environmentally and socially sensitive as indicated earlier. Visitors seek well designed or rugged, less polluted or pristine destinations, by passing areas that have environmental and social problems. One derivative of sustainable tourism is ecotourism.

Ecotourism has since early 1990's found commonplace with sustainable development and sustainable management of natural resources. Where sustainable tourism and ecotourism are initiated, an important trend in most destinations is to develop tourism in part to promote conservation of the natural environment, biodiversity, natural and cultural heritage and scenic places.

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Ecotourism and cultural tourism are being developed in many places as a means of justifying and achieving conservation objectives.

In view of the foregoing, there is the need to evaluate status of the resource base that will compliment the buoyant tourism industry of Hong Kong. Although ecotourism seem to have been accepted worldwide, there is a need for articulating a locally acceptable definition that will help create a framework for its implementation. The aim of this paper is therefore to investigate the viability and adaptability of locally achievable sustainable tourism development in Hong Kong, develop and incorporate ecotourism and nature-based tourism particularly as Hong Kong boasts a well managed protected area system that can be used as resources for this type of tourism, and attempt to justify a market niche in the buoyant tourism industry of Hong Kong.

The emergence of ecotourism and local resource support like sustainable development and sustainable tourism, ecotourism started as a result of concern for the environment. The birth of ecotourism can be traced back to the successful campaigns undertaken by conservationists and scientists for the protection of humpback whales in 1966 (Hundloe 2002). This campaign was partly influenced by Hetzer's (1965) thesis who had earlier called for a rethinking of culture, education, and tourism and promoted an 'ecological tourism' concept. When ecotourism appeared in the tourism, development and academic scenes, the concept was ambiguous without a clearly defined meaning (Welford and Ytterhus 1998). While some saw ecotourism as akin to visiting wilderness environment and or extreme environments, others related it to activities of tourists that are environmentally friendly.

Given the ambiguity associated with the historical origin of ecotourism, it has been used to denote tourism activities that do not bring along environmental degradation. Although the key features include ecologically sustainable, culturally sensitive, and economically viable principles (Wall 1997), there is no universally adaptable definition. Nonetheless, what is clear is that ecotourism is poised to forge the link between tourism, nature tourism and environment.

In an effort to clearly define ecotourism and make it operational, Valentine (1993) enumerated the variety of descriptive terms such as nature travel, adventure travel, and cultural travel, which are largely activity based. Responsible, alternative and ethical tourism, underscore the need to consider impacts and consequences of ecotourism making it appear value-laden. Whatever theme ecotourism carries, it stands to promote nature conservation, environmental education, aesthetic appreciation and partly recreation. Could these experiences also be acquired in undesignated destinations? Furthermore, can the themes identified be implemented and practiced in protected areas? Indeed, ecotourism is the fastest growing component of the global tourism

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industry. Ecotourism, a kind of a nature-based tourism centers on the appreciation and further understanding of nature and wilderness.

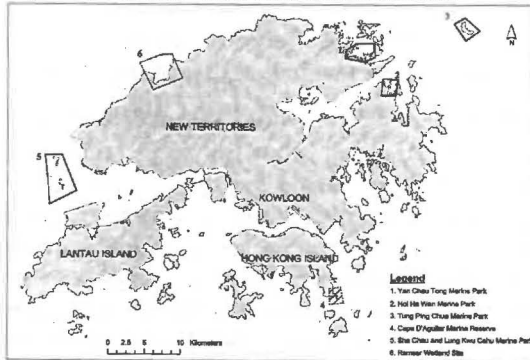
Ecotourism has received much attention in the past decade and till date, there is still considerable debate over what the term really means in various communities (Valentine 1993; Sirakaya *et al.* 1999). Although there is a general lack of knowledge about ecotourism in the travel industry, among the tourists as well as within the society in general, the situation is gradually changing. Consequently, a number of definitions have been proposed with each focusing on one or two aspects. Some of the earlier scholars that have defined ecotourism include Ceballos-Lascurain (1987); Farrel and Runyan (1991); Valentine (1993); Sirakaya *et al.* (1999), and organizations like The International Ecotourism Society (1991), Australian Department of Tourism (1994) among others.

In summary, ecotourism, a new kind of niche tourism, is seen as ecologically and socially responsible, and as fostering environmental appreciation and awareness (Buckley 1998; Fennel 2002). It is based on the enjoyment of nature with minimal environmental impact. In fact, ecotourism has been widely recognized as a form of nature tourism that is expected to contribute to both conservation and development, and in some places, provide a source of income for the local community (Carter 1993; Ross and Wall 2001). In most places around the world particularly in the developing countries, it has helped to uplift the living standards of the host community by generating income. Consequently, the income generated can also be used for conservation purposes. While this could be the case, in Hong Kong direct economic dividends might be negligible.

Nature tourism and or ecotourism, makes use of the potential of the countryside and wilderness areas. It is based on undisturbed natural resources such as topography, vegetation, wildlife, water features and scenery. These resources are abundant in Hong Kong (Figure 1). Natural resources in the countryside include country parks, wild areas and nature reserves. Other relevant resources include marine parks, Chinese white dolphin watching in the wild, Mai Po marshes and the deep bay Ramsar site (Figure 2), etc.

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Figure 2. The protected area system: Marine Parks, Marine Reserve & Ramsar Site.



From what is shown in Figures 1 and 2, the countryside of Hong Kong and the coastal areas are replete with natural resources and in recent years efforts have been made to make these resources useful for recreationists, conservationists and educationists and researchers. These resources are also accessible to those who are purely tourists, looking for unique experiences. Planning and management of these resources facilitates visits to unique areas like arboreta, participation in barbecue and picnics, hiking, camping and sundry outdoor activities. Table I further provides a resource indicative outline of the total area and facilities for nature-based recreation. Additionally, the marine parks and reserve areas provide resources for scientific studies. Although people visit these areas for snorkeling, canoeing and other activities related to the marine environment, these resources constitute scenic coastal areas, marine ecosystem and aesthetic seascapes that provides amenities for appreciation of nature.

Table 1 Resource indicators for Hong Kong's Nature-based Recreation¹

Land Area	1098 km ²
Country Parks	410 km ²
Marine parks and reserves	2.4 km ²
Park Facilities	
Number of parks	23
Picnic/barbecue sites	403
Camp sites	39
Visitor centers	7

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the country park systems, such high intensive use areas are honeypots and are characterized as intensive, dispersed, extensive and wilderness areas. Recreation activities range from barbecue, family picnic, camping, family walks, hiking, bird watching, etc. As the urban dwellers engage in the use of the country parks, the core themes of conservation and recreation work against each other. But with the advent of ecotourism, an acceptable framework can make them work in tandem.

Table 2. Trend of visitors to Country Parks and special areas (1999-2002)

Country Parks and Special Areas	Visitor numbers '000		
	1999/2000	2000/2001	2001/2002
Aberdeen	962	988	1 011
Tai Tam	402	530	534
Quarry Bay	799	717	691
Pokfulam	172	185	197
Lung Fu Shan	263	272	280
Lantau (North and South)	1 593	1 596	1 533
Tai Lam	302	260	278
Plover Cove	1 737	1 837	1 909
Pat Sin Leng	383	389	347
Lam Tsuen	26	27	27
Shing Mun	277	384	397
Tai Mo Shan	231	213	228
Kam Shan	180	230	225
Lion Rock	97	201	183
Clear Water Bay	293	311	349
Ma On Shan	731	753	605
Sai Kung (East and West)	1 746	1 789	1 816
Tai Po Kau*	73	78	80
Tsiu Hang*	389	353	416

*Special areas

Source: Agricultural, Fisheries and Conservation Department Annual Report 2001 and 2002

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While ecotourism in Hong Kong may not be able to generate significant amount of economic benefits, it will however, work in promoting environmental awareness, nature appreciation, and can imbibe into visitors the concept of environmental conservation. In fact, ecotourism in Hong Kong is not about economic dividends but implicitly about sustainability and the continuous maintenance of a good resource base for appreciation and experiential education.

Already, a good part of the institutional set up, to assist in this direction already exist. These include the country and marine parks authority, the visitor centers, trails for nature study and hiking, various means of information dissemination, and the plethora of facilities and signposts installed intermittently in the protected areas that attract visitors (Jim 2000).

Ecotourism values and sustainability

Visiting destinations with the sole purpose of viewing and interacting with different natural species (one of the components of ecotourism) has been a major component of human life. The scenery, particularly splendours natural environment have represented attractive spots. Baumann (1993) reported that many tourists were particularly delighted in Greece's extraordinary wealth of beautiful, interesting wild and cultivated plants. In addition to the need to appreciate and interact, the various uses of species testifies to the fact that the need to interact with other species is deeply rooted in the human psyche. Ecotourism development and management will simply help in promoting, enhancing and maintaining these psychological and aesthetic values.

To promote aesthetic values and continue to open up remote and pristine areas for visitors is gaining popularity. Orians (1990) indicated that people spend a large amount of money to mimic nature in their homes and surroundings. They also tend to travel to see and appreciate wild nature, while some derive therapy and therapeutic benefits from interacting with natural ecosystems. As indicated earlier, many countries derive considerable foreign income from ecotourism, which depends on the existence of a rich array of plant and animal species in their natural habitat (examples: Costa Rica, Kenya, Ecuador, Thailand, China, etc.).

In most countries, such ecological sites and countryside environments are protected and designated specifically for exclusive purposes. But historically, the allocation of land to parks and protected areas has not often been easy. In many developing countries human populations are expanding rapidly and some of the best parks occupy potentially valuable grazing and agricultural land. But in knowledge-based economies like Hong Kong, non-agricultural land uses

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poses the greatest threat to protected area systems. As population increases, land at the periphery of human settlements, are prone to rapid development. Where some of the land is covered by natural ecosystem with abundance of rare species, it becomes an attraction and can often be a 'honey pot' for nature lovers. Such landscapes of plethoric rarity then become valuable.

Aesthetic values also depend on the knowledge that there is something to see and that it is rare. Thus allocation of natural resources for aesthetic purposes tends to receive much attention from affluent societies where aesthetic uses of environments compete effectively with other uses that tend to have fixed limits. As a result of this, designating specific parcels of land can become entangled in an elongated decision-making process. But understanding and adapting a framework for ecotourism as one being argued here can help solve administrative and functional bottlenecks.

Ecotourism, variously referred to as nature-based, green, responsible, etc. is often practiced in wilderness both in protected and unprotected natural areas. While national parks have played a

significant role as tourist attractions in many countries (Butler and Boyd 2000), country parks as they are called in Hong Kong, are designated to cater for conservation, education and recreation (Table 3). Although historically the activities of the country parks are centred around conservation, recreation and education with each focusing on different functions, the onus is on the authorities to inculcate and enforce some code of conduct that will allow the resources to be used in a sustainable manner. With the advent of ecotourism, the country parks are becoming even more vulnerable as visitors to these parks are increasing in number. (as indicated in Table 2). To cater for this increase and demand, an acceptable framework needs to be adapted.

Table 3 Objectives of Country Park that will work in tandem with ecotourism

Country Parks objectives	Functions	Enforcements
Conservation	Protection of natural resources <ul style="list-style-type: none"> ▪ The landscapes ▪ The ecological resources ▪ Sites of geological interest ▪ The water catchments ▪ Cultural and archaeological interests ▪ Park's tranquility 	<ul style="list-style-type: none"> ▪ SSSI's created within the parks* ▪ Improved controls on land use ▪ Compartmentalization of the country parks
Recreation	Provide optimum range of outdoor recreation compatible with conservation objectives <ul style="list-style-type: none"> ▪ Minimize conflict of activities ▪ Provide for changes in demand ▪ Encourage other agencies to provide environmentally compatible activities ▪ Prohibit such activities that are not compatible with conservation objectives 	<ul style="list-style-type: none"> ▪ Zoning system ▪ Provision of facilities ▪ Directing users ▪ Various types of visitor management
Education	Educate the public of the need to learn and conserve their countryside <ul style="list-style-type: none"> ▪ Increase the public's enjoyment by giving them a deeper understanding of the countryside environment ▪ Provide information on the location of facilities ▪ Provide opportunities for field studies 	<ul style="list-style-type: none"> ▪ Environmental campaigns through various media ▪ Organizing activities ▪ Promote experiential learning

* SSSI: Sites of Special Scientific Interest

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Traditionally, the relationship between tourism and protected areas is not always satisfactory (Nelson and Serafin 1997; Wang and Miko 1997). While tourism opens up and tends to market the environment as its product, protected areas or country parks promotes conservation and preservation as one of the objectives. But with education and love for nature, these themes can be compromised.

For people to be able to understand and promote conservation in midst of other potential uses like nature-based recreation and ecotourism, there is the need to forge a sustainable form of symbiosis between the park system and tourism in a variety of contexts. The successful promotion and implementation of ecotourism stands a chance to forge this link. Already there is a rising environmental expectation among tourists and recreationists that demands a framework that will support and promote ecologically responsible behavior, a theme that ecotourism preaches. When this is achieved, the environment can be protected for and from the tourists, achieving a symbiotic association in the long term (Budowski, 1976).

The country park system in Hong Kong is unique. In most other places, the parks and protected areas are located at considerable distances from major population centers. In Hong Kong, the parks are juxtaposed often at the periphery of the urban area. While protected areas in other parts of the world require a great deal of travel time to access, country parks in Hong Kong can be reached in less than one hour travel time. Because of the dense population of Hong Kong, more and more people are finding solace in visiting the country parks for various activities with peak visits occurring on weekends (Jim and Wong 1996; Wong 1988). With growing environmental awareness,

nature appreciation, conservation, etc. are becoming popular. Gradually, ecotourism as opposed to outright recreation could become the major form of attraction to these parks.

In addition to cultural and natural heritage, open pristine environment and numerous natural diversity, ecotourism and sustainable tourism will depend on principles and frameworks that will fundamentally promote the appreciation of species diversity, rarity and richness. As ecotourism and

sustainable tourism depends in some complex manner on the abundance of species richness, Hong Kong stand a better position to promote this niche tourism. It has been reported that Hong Kong has roughly about 400 species of insects, 450 species of birds, 239 floral families composing of over 2700 species; natural resources that are needed for nature based recreation to be successfully implemented. (Hong Kong Herbarium 1993; Dudgeon and Corlett 1994) All these have to be articulated and packaged for ecotourists to continue to enjoy them. Consequently, exposing ecotourism to these resources and

allowing visitor numbers to increase will make it a most formidable destination. As a result, developing these resources as ecotourism products will be dependent on the maintenance of a good degree of diversity.

Courting a workable framework

Many studies have reported that ecotourism provides an enjoyable experience in nature. Indeed, the fundamental functions of ecotourism are and not limited to protection of natural areas, production of revenue, education and promoting local participation (Ross and Wall 1999; Orams 1995; Myburgh and Saayman 2002). Although each of these functions is fundamental in ecotourism and can be used to justify success or failure, a framework that can concentrate on selected objectives of local ecotourism development, in this case non-consumptive uses of natural resources is certainly most required.

Although ecotourism has metamorphosed into a globally accepted tool for development (Carter 1993; Welford and Ytterhus 1998; Ross and Wall 2001), it is not a homogeneous phenomenon if we take a global perspective. However, in implementing and practicing ecotourism, a common core idea can be elicited that includes a handful of central dimensions (Bjork 2000), checklists and principles for implementation. While this phenomenon is relatively newly practiced in Hong Kong, a framework that will guide its implementation and facilitate its applicability to the local situation is in dire need. From the discussions thus far, a framework is thus postulated that will help promote ecotourism and develop a more sustainable form of tourism industry. It is however, pertinent to note that the framework suggested is by no means of general application and may need to be considered in the many contexts of various ecotourism destinations.

The framework for successful ecotourism development in Hong Kong is based on the premise that: 1) there is a growing environmental awareness and a proliferation of environmentally active NGOs; 2) the existence of a societal call for this type of activity as evidenced by the growing number of visitors to the country parks and country side; 3) there is already an existing infrastructure – protected area system; 4) there is the backing of a supportive government; 5) there is abundant – cultural and natural resources diversity, and 6) there is a boisterous tourism industry in which ecotourism can be accommodated.

The framework can include but not limited to the following:

1. Need to capitalize on the rise in interest on ecotourism by effective publicity
 - Undertake vigorous publicity of the protected areas and alternative destinations for nature-based recreation. When viable destinations are identified and designated, effective publicity should be done by the

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proponents of such destinations. Successful publicity of pre-determined eco-site destinations will rise the profile of Hong Kong to tourists as indeed a place where attractions are diversified. And if naturalness and greenness can be considered a factor of sustainability and quality of life, such eco-sites will provide windows to the abundant pristine countryside of Hong Kong that represents about 70% of the land territory;

2. Accessibility and compartmentalization

Already access to such destinations is good to moderate. As indicated earlier, access to most of the Hong Kong countryside is less than one hour's travel time. In some cases it can take up to two hours. Compared to most countries, this is an added advantage. In addition, the topographical conditions of the natural landscape provides patches of ecologically viable areas that can be compartmentalized for specific attractions. Compartmentalization in country park management is already undertaken by the country parks authority of the Agriculture, Fisheries and Conservation Department of the Hong Kong Government for management purposes;

3. The education and interpretation component

This is already well articulated but can further be enhanced to compliment the rising interest in nature appreciation. Education, being one of the components of nature-based recreation is already one of the objectives of the country park system. Intermittent interpretation centres can be created in predetermined destinations to facilitate understanding even if some visitors are without tour guides.

4. Experiential component

Further enhancement will put in place an experiential habit of learning that will further attract people to the designated ecotourism areas. This can enhance understanding and make a destination more attractive.

5. Promote nature walk and qualiwalks

Where walks are easy and classified for all and sundry, there is need to promote qualiwalk and the usefulness of such pursuits to quality of life. Nature walks, family walks and qualiwalks as well as trails of different hardship can be clearly identified and promoted as such.

6. Safety

The reputation of Hong Kong as a safe heaven should be highlighted and extended to the countryside environment together with its natural beauty.

Generally, the importance of the framework proposed is to ensure adequate planning and programming that will direct and lead visitors to interpretive destinations, promote non-consumptive tourist activities that will be beneficial to the tourist and the community. Although frameworks, checklists and principles are important, they are bound to be different from place to place. The common factor is for a framework to bring to light the strengths of a destination and attempt to accommodate the weaknesses and avoid the threats to destinations and or to visitors. The framework that is suggested here may not necessarily be the best upon implementation, but in implementing ecotourism thus far, efforts have been replete with rhetoric and inaction in which case a workable framework is needed for implementation.

Conclusion

Following a number of examples and reviews, this study has attempted to provide a framework that when followed, can be complimentary to the already successful tourism industry by inculcating into it elements of sustainable development and sustainable tourism (Welford *et al.* 1999). Seen through another lens or perhaps in other situations, tourism has sustained and revitalized the culture of a region. When sustainable tourism and ecotourism is successfully implemented, it also brings about ecological integrity, sustainability and sustained positive experience.

For these to be achieved, principles and frameworks have to be followed. In this study, a framework has been suggested. In developing this framework, experience is drawn from extensive literature that includes debates on ecotourism definition, acceptability and practice. The WTO estimates that nature-based tourism generates seven percent of international tourism expenditure. A study undertaken for the World Resources Institute found that this type of tourism is increasing at an annual rate of between 10% and 30% (Reingold 1993). If we consider visiting nature as akin to this type of tourism, then in Hong Kong it is developing, as visitor numbers to the designated country and marine parks have indicated. And if this type of tourism brings about positive change to a community, will it not bring the same values to Hong Kong?

As an alternative to mass tourism, ecotourism espouses the goal of symbiosis through the integration of natural resources, environmental education, and sustainable management (Australian Department of Tourism 1994) of natural resources. Ecotourism when well developed and implemented involve the forging of new relationships between people and environment, between peoples with different life-styles, and between a wide variety of forces for both change

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and stability. This particularly is directed towards the conservation of appropriate resources.

The term nature-based tourism is generally applied to tourism activities depending on the use of natural resources which remain in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife, and cultural heritage (Ceballos-Lascurain 1987). Finally, ecotourism cannot replace the successful organized mass tourism that is the selling point of Hong Kong. But with careful planning, it could be a complimentary welcome addition as there is clearly a need for the diversification of attractions in a destination in order for the tourism industry to be sustainable.

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Tourist Market and Urban Park Development (A Case Study Of Guangzhou)

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Abstract: Based on intensive investigation, this paper analysis the tourist market of urban parks in Guangzhou City, South China. Some implications are listed from the analysis, and some suggestions are also brought forward to promote the development of urban parks in Guangzhou.

Key words: Tourist market; Urban park; Guangzhou

Introduction

Guangzhou is one of the most important tourism cities in China. The total receipts of tourism in Guangzhou shares 17.86% of its GDP in the year 1997. In order to make out the basic characteristics of tourist market in Guangzhou, we conducted an investigation into the tourist market of urban parks, which are most concentrated by visitors.

There are more than 70 various featured parks and historical sites in Guangzhou City. Considering their representative and characteristic, we chose 22 of them as our investigation point. The investigation was carried out from 2nd to 5th, July 1998, including two working days and two weekends. The period of time was from 9:00 a.m. to 4:00 p.m. We took questionnaire as our major study method. We also called on the managers of the parks. During the 4-day investigation, 6,548 pieces of valid answer sheet were received.

Investigation Results Analysis

Social Characteristic of Visitors

Five indexes such as sex, age, occupation, educational level and family economic condition were adopted to disclose the social characteristics of visitors. As the investigation reveals, the total sex proportion of visitors of Guangzhou parks was about half and a half. Male tourists were a little more than female tourists. But some particular parks differed greatly. In the parks reflecting revolution history such as the Original Site of Huangpu Military Academy, there were obviously more male visitors than female visitors. This phenomenon may due to the social roles male visitors played. While in the Yuntai Garden, it was

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reversed. Female visitors were obviously more. This showed that females were more interested in the parks with higher artistic quality. Xiaogang Park is a community park, where visitors were most old-aged. Female visitors occupied more may have something to do with the fact that females' life expectancy is longer than the male's (Tab.1).

Tab. 1 The Percentage of Male Visitors to Urban Parks in Guangzhou

Item	Total	Original Site of Huang-pu Military Academy	Sun Yat-sen Memorial Hall	Huanghua-gang Park	Dongfang Amusement Park	Museum of the Nanyue King's Mausoleum	Yun-tai Garden	Sculp-ture Park	Xiao-gang Park
Percent	52.84	60.56	60.74	58.37	47.08	46.33	47.39	41.79	45.95

Young visitors were the main body of the tourist market of parks in Guangzhou. 44.31% of the visitors were 15 to 30 years of age. In some parks such as Nanhu Amusement Park and South China Botanical Garden, the proportions were higher than 60%. Only in Xiaogang Park and Martyrs Park of the Guangzhou Uprising, visitors over 60 years old were in the majority. While most visitors to the Original Site of Huangpu Military Academy and Huanghuagang Park were from 30 to 60 (Tab. 2).

Tab. 2 The Percentage of Different Ages of Urban Park Visitors in Guangzhou

Age	Total	Xiaogang Park	Martyrs Park of the Guangzhou Uprising	Huangpu Military Academy	Huanghua-gang Park
>60	13.16	54.50	33.77	9.94	32.13
30-60	30.47	22.07	28.95	49.38	33.48
15-30	44.31	13.96	28.07	33.23	24.43
<15	12.06	9.47	9.21	7.45	9.95

Considering the visitors' occupation, students were the majority. In some parks, more than a half of the visitors were students. For example, 74.31% of visitors to the Museum of the Nanyue King's Mausoleum were students. In addition, student visitors were more than 30% in South China Botanical Garden. Staff of institutions and employee of enterprises came next (Tab. 3). The variation was obvious among the parks. In community parks or parks near habitation, visitors of retiree took the lead. The proportion went as high as 61.26% in Xiaogang Park.

Tab. 3 The Percentage of Different Occupations of Urban Park Visitors in Guangzhou

Occupation	Enterprise employee	Institution stuff	Personal owner				
Students	Retiree	Farmer	Others				
Percentage	21.27	21.88	8.25	25.52	13.67	2.51	6.90

It incarnated the characteristic of high educational background when we focused on the visitors' educational attainment. 32.21% of the visitors were graduates of college level and above, a little less than the visitors of senior school level, which occupied 32.93%. The proportion of visitors of primary school level or below only took 12.49%. In the parks with abundant culture connotation as Zhenhai Tower, visitors of college level and above were more than 40%. Among them, in Lanpu Park, which represented elegant culture, 65.17% of its visitors were above college level. On the contrary, in Dongfang Amusement Park where mechanical sports dominated, visitors of college level or above were only 16.67%.

Family economic conditions of most tourists were "good" or "fairly". Visitors of "bad" and "awfully bad" family economic conditions were less than 3%(Tab.4). It illuminated that good economic foundation was the base of tourism activity. And family economic conditions of visitors to the parks of expensive ticket and high culture level were relatively preferable. The parks such as Grand World Scenic Park were good examples of this.

Tab. 4 The Percentage of Different economic conditions of Urban Park Visitors in Guangzhou

Economic conditions	Very good	Good	Fairly	Bad	Awfully bad
Percentage	10.63	39.18	47.66	2.27	0.26

Characteristic of Visitors' Behavior

Of all the visit fashions, "with colleagues or classmates" occupied most, amounted to 35.77%. The next was "with relative or family members", which weighed 21.84%. Visitors "by oneself" were no more than 10.63%. Visit fashions of each parks differed from one another. For example, as Xiaogang Park is a community park, of which the visitors were most retired people, "by oneself" visit fashion occupied 33.33%, far more than the general level.

The item "address" was used to disclose the distance between visitor's home and destination. Most visitors were from Guangzhou. Visitors from the Pearl River Delta followed. Then were visitors from other province. The

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characteristic of visitors depended on the site and scale of the parks. Visitors from other provinces were obviously more than the general level in Sun Yat-sen Memorial Hall. 100% of the visitors to Xiangang Park were residents of Haizhu district of Guangzhou.

Tab. 5: The Percentage of Different Addresses of Urban Park Visitors in Guangzhou

Address	Guangzhou	Other city in the Pearl River Delta (PRD)	Other cities out of the PRD and in Guangdong	Other provinces in the mainland	Hongkong, Macau and Taiwan	Other countries or regions
Percentage	52.35	18.13	8.65	15.02	4.18	1.04

We found that the major transportation visitors chose to get to the parks was bus, which occupied 45.85%. The next was private cars, occupied 30.94%. 18.37% of the visitors went to the parks on foot and only 4.84% by bicycle. Generally speaking, visitors to community parks were basically on foot. Visitors chose bus or private cars when the park was far away from the center of the city or their residence. And the proportion of visitors who chose bus was relatively higher if public traffic of the parks was convenient, such as Sun Yat-sen Memorial Hall.

A survey of "visit times" revealed that 53.36% of the visitors went to the park for the first time, 21.65% of them were for the second or third time, 18.92% of them often went there, 6.07% of them couldn't remember clearly. Visit times contacted tightly with the factors such as the style, location, tourist market and so on. Generally speaking, the later the park had been built, or the more expensive the admission ticket was, or the more devious the position was, or the more visitors from other parts of country visited, the higher proportion "for the first time" visitors occupied. In the Grand World Scenic Park and Space Flight Spectacle, this proportion was over 80%. While in the community parks, there were quite a lot of frequenters. The parks became an indispensable part of their lives.

Characteristic of Visitor's psychology Status

As for the purpose, most visitors were "just for a wander", amounted to 38.35%. This declared that the purposes of the visitors in Guangzhou urban parks weren't strong enough. The second were those "because of its reputation", which occupied 34.08%. And the proportion of those "for collective activity" also attained 27.57%. We can conclude that, the purpose of visitors to the community parks was not strong. But for some famous and well-advertised parks such as Grand World Scenic Park, Lanpu Garden, and Dongfang Amusement Park, many of the visitors were "for its reputation". In Student dominated parks, the visitors "for collective activity" occupied quite a lot.

The investigation of "visit impression" showed that, the evaluations of Guangzhou parks were generally good (Tab. 6). Only 3% of the visitors chose "Bad" or "awfully bad".

Tab. 6 The Percentage of Different impressions of Urban Park Visitors in Guangzhou

Impression	Very good	Good	Fairly	Bad	Awfully bad	
No comment						
Percentage	18.30	45.35	30.87	2.69	0.31	2.48

The investigation of "whether you will be back" revealed that, 47.58% of the visitors answered definitely "yes", 41.39% of them chose "it depends", only 11.03% of them answered "no". In Xianggang Park, the Baiyun Mountain Resort, Dongfang Amusement Park, Martyrs Park of the Guangzhou Uprising, Lanpu Garden, Yuntai garden, Sculpture park and Luhu park, more than 55% of the visitors answered definitely "yes". While in Guangzhou Zoo and Grand World Scenic Park, 37.80% and 32.63% of the visitors chose "no".

We also surveyed "which park is the best in Guangzhou". The status of each park in the visitors' mind varied a lot. 1125 visitors chose Yuexiu Park. Dongfang Amusement Park took the second place, 713 visitors supported. The third was Yuntai Garden, 520 visitors. The fourth was the Baiyun Mountain Resort, 418 visitors supported. In addition, Guangzhou Zoo, South China Botanical Garden and Grand World scenic park each had 200 to 300 supporters. Other parks were lowly identified. Space Craft Spectacle, Lanpu Garden, Sculpture Park, Nanhu Amusement Park, Culture Park, Donghu Park and Liuhuahu Park each had 70 to 90 supporters. The identification rates were far below that of the former 7 parks.

Tourist Market Implications for the Urban Park Development

Through the investigation, we find out some urban park development implications as following:

First, the development of urban parks should take serving the citizens as the major purpose. The investigation revealed that most of the visitors to Guangzhou parks were local residents. Especially in some community parks, local visitors occupied the majority. Therefore, urban parks should be built based on the idea of taking citizens as their major service objects, on the personnel-oriented concept serving the citizens wholeheartedly. Citizens should

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be considered in the location, theme planning, ticket price fixing and open regulations of the park so that they could have a good relaxation in spare time in the "oasis" of urban park.

Second, the development of parks should stand out their individualities. We can see from the investigation that parks rich of characteristics and innovations are usually more welcomed by the visitors. Individuality is the life of urban parks. We can't imitate blindly and manufacture in a rough way in the development of urban parks ignoring the cultural heritage of the city. On the contrary, we should try to dredge up the characteristic of urban culture, try to build a featured park to edify people's sentiment with high culture quality.

Third, we should respect the market regulations. Under the current situation of multi-channel investment, we should control the cost of urban parks to depress the price of their tickets and increase the rate of revisit. This is a problem we should analyse gravely in the development of urban parks. The investigation showed that parks with lower price were more easily to be accepted by the citizens.

Fourth, we should highly regard the ecological benefit. The results of the investigation implicated that the parks in pursuit of outstanding ecological benefit usually get more good opinions of the visitors. The parks with good environment such as the Baiyun Mountain Resort and Yuntai Garden have highly praises. So giving back an "oasis" to the citizens should be the basic aim of urban park developments. We should deal with the relationship among economic benefit, social benefit and ecology benefit properly, build up holistic ecology concept, and let urban parks exert the functions they ought to in the improving of urban environment quality.

Fifth, the development of urban parks should be sustainable. A resort often has its lifecycle distinctively. It must renew its content continuously with the development stage to keep long terms of attraction. We should respect the independent rules of the development of the resort and take the need of sustainable development into consider in the development of urban parks.

Suggestions for the Urban Park Development of Guangzhou

Improve Market Economic System, Accelerate the Development of Urban Parks in Guangzhou

Since the 1990's, the step of urban parks development in Guangzhou was further accelerated. The rapid development of urban parks promoted urban development of Guangzhou greatly. But there are also some problems to be

solved. The change of investment from simply government finance fund to multi-channel investment resulted in the change of the goal of urban park development. Parks run on corporation mechanism sometimes merely care about economic benefit, not the long-term target of serving the citizens. The high price of tickets limited the amount of visitors. It is necessary to establish a mechanism to lower the price of admission ticket to urban parks and let more citizens enjoy the advantage of urban park developments. Some privileged policies may be made by the urban government to let the investors obtain return indirectly from the exterior benefit of urban parks. For example, the investors can be permitted to acquire favorable land development authority around the parks, so that the investors may be encouraged to lower the ticket and serving the citizens initiatively.

Integrate

Urban Planning, Develop Urban Parks Scientifically and Reasonably

The development of urban parks should be carried out according to the urban planning closely. The planning of the urban park imago, size hierarchy and spatial distribution of urban parks in Guangzhou should be strengthened. Guangzhou lacks famous urban parks especially in the whole nation and the world. Yuexiu Park should be extruded as the representation of the city image of Guangzhou, Lingnan Culture and the famous historical city. It should be planned and designed together with the surrounding parks such as the Museum of the Nanyue King's Mausoleum, Sun Yat-Sen Memorial Hall, Lanpu Garden and the site of ancient palace and garden, which is being excavated, to construct a strong atmosphere of high culture quality of the core section of urban parks. The hierarchy structure and spatial distribution of current parks should also be improved. There are no highly attractive parks in Fangchun, Huangpu and Tianhe at the district level. The development of community parks is still to be thought much of. Considering the spatial distribution, the majority parks of the city centralize in the axis from the Baiyun Mountain Resort to Yuexiu Park, while the new districts and industrial zones are far away from the parks. This problem should be solved appropriately by urban planning.

Develop Lingnan Culture, and Display the Famous Historical City

Urban parks were importance windows to display urban culture. We should try to disclose the cultural heritage of the city and display the characteristics of urban culture. Guangzhou has a culture deposition of more than 2000 years. It is a representative city of Lingnan culture. Historic culture sites such as Zhenhai Tower reveal the brilliant culture in the history. While the revolution memorials in modern history such as Sun Yat-Sen Memorial Hall tell the visitors the

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sagas of the martyrs. Lanpu Garden is a typical represent of Lingnan Gardens. And Dongfang Amusement Park is a revelation of the prosperous prospects of Guangzhou after Chinese Economic Reform and Open Door policy. Holding tight these culture heritages, we can attain the basic aim of urban park development in Guangzhou. That is to build more and better urban parks rich of culture connotations.

Combine the Development of Communities, Promote the Development of Urban Parks

Community is a basic unit of a city, and it's also a district where the residents move about most frequently. The combination of urban park development and community development may promote their reciprocity. Urban parks can provide public space of activity, improve the quantity of community environment. While the community can offer urban parks stable visitors, maintain the park's normal operation. Guangzhou is in a period of rapid development. If we can push this kind of mode, it will have a far-reaching active influence on the benefit of the urban parks and the development of communities.

Improve Urban Infrastructure Facilities, Develop Ecological City

It's very important to improve the urban infrastructure such as the ecological environment and urban transportation for the development of urban tourism. Bus is the major transportation for citizens to go on a journey, so we should make great efforts to develop special bus travel line. We should also set up ecosystem thoughts, try to build Guangzhou a real "Shan-Shui" city. We should combine the development of urban parks with forest parks, nature reserves and ecological reserves to build Guangzhou worthy the name of "Flower City".

Stick to Sustainable Development, Try to Consummate Urban Park Development

The development of urban park is a long-term project. Only by sticking to sustainable development can the park keep long-last attraction. To historic parks, we should deal with the relationship between protection and innovation. It is a basic rule of sustainable development to adopt modern science and technology respecting the history and protecting the antitype, which may help to display the characteristics of the park better. To the participant parks, we should cope with the tourism tide to get rid of the stale and bring forth the fresh. In a word, the development of urban parks should base on its own characteristics and chose the way of sustainable development.

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Travels in the time of warfare

By **Marco Agustoni**
travel-writer and former CEO of a
global association of travel professionals.

Tough times ahead

There is no doubt, tourism and war don't match. While newspapers sing the lamentation of the travel trade, airlines go bust, tour-operators face dropping turnovers and airports

- those magnificent temples of mobility
- crumble under the heavy burden of interest-rates. The blame is put on the Gulf-war. No one wants to travel in times of uncertainty. Safety first. Where safety is not granted, tourism will not happen and I suddenly remember my participation in a conference of WORLD TOURISM ORGANISATION in fall 1998 in Poland's Cracow. *Quality in Tourism* was the issue and one of the outcomes was the finding that Quality in tourism is called safety and security. Not much else. Just security and safety. – sine qua non! - There may be a need to travel for business reason to troubled zones. For pleasure, no way! Tourism is taking place all over the world. The ice-fields of polar regions, remote mountain areas, as well as deserts are subject to pleasure trips, visits of interest groups or playground for sport-events and even urban slums, such as the favelas in Rio de Janeiro find their visitors. Everywhere tourism prevails, with the one exception of war-zones. That says it all. Now, with the looming danger of a spreading Gulf-war the door is closed. Tourism has to stay out.

Advice is on demand, more than ever

But is it as simple as that? Will spoiled Europeans refrain from hanging loose for the most beautiful weeks of the year just because an unwanted, unnecessary atrocity shatters parts of the globe? Are they even capable of staying away from beaches, slopes and hiking trails, after such a long time of intense campaigning for the commodity called travel-product? The answer is NO! Tourism has become much too important for us. Tourism is part of our life. Holidays have a fixed spot on our agendas and therefore it's not at all astonishing that all my friends now come forward with questions as: "where can we go now? - what shall we book as holiday destination?" I know the questions. They were there earlier already. But less frequently. They always were the ignition of a

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citation of a long list of four- and five-star properties in Spain or Portugal, on the coast of Amalfi, Morocco, Sri Lanka or even in the Caribbean and to demonstrate my true endeavour to give honest and personal advice I used to add special tips such as *Pigeon Point on Tobago is one of the 10 top beaches, as by National Geographic* or *Garry Palmer himself plays the nearby golf-course in Vilamura*.

This kind of advice is no longer on demand. It's no longer what my friends want to hear and what especially catches my attention is the fact that they no longer expect a confirmation on already taken decisions '*we thought about Sharm e Sheikh! You who knows everything, tell me, will the Sofitel there live-up to my wife's expectations?*' Today they are no longer concerned about luxury and prestige. Nowadays they want a convincing proposal. They ask: '*where will you be heading to, this coming summer?*' and I feel a true interest in a professional advice. That invites to dig a little deeper. Is it really just the insecurity of the time that makes my friends uncertain? Or could there be more behind a facade?

Is it just war-fear that makes the great master of the travel trade shiver? Hasn't the once so dearly loved sensation called 'Reiselust' (joy of travel) vanished since long, chased away by the ever increasing perfection of the merchandise called tourism? Oh, how did I enjoy a recent stay in a star-less countryside hotel in Bavaria. The bathroom mirror did not yet live-up to the standards set by the INTERNATIONAL HOTEL + RESTAURANT ASSOCIATION that request an anti-fog device when the shower steams but there was an open window in the breakfast-room that let the soft and tender breeze make the curtains fly and the clean bed-sheets had that smell of a long past piece of curd soap, the one my land-lady in Perugia in Italy used to have, when I spent my leisurely semester there in the later 1960ies, when she almost tore my shirts from my chest in an innocent attempt to give proof of the cleanliness of Umbrian housewives.

Romance has vanished

Since then decades of developments have passed. The once-a-year experience 'summer holiday' has been transformed into a commodity. Then we entered the airports with beating hearts, excitingly looking forward to board planes, those marvellous products of science. Today we suffer from never ending queues at check-in counters and excitement has given way to depression in front of the narrowness in the passenger-compartments. Hotel-rooms look much alike, everywhere and while at home we put a little marmalade on a roll, we expect buffet breakfasts at the holiday resort to be loaded with specialities from all around the globe.

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Even taxis all come from Stuttgart, whether we board them in Paris, Sao Paulo or Capetown. Exotism has gone. Whether we chose Koh Samui in Thailand or Puerto Vallarta in Mexico as a vacation, we play tennis, hit golf-balls, lay down on sandy beaches and cool off in swimming-pools, heated up or cooled down to a 24°–27 degrees Celsius and we expect – even in the month of August— our holiday-resort on the coast in southern Turkey to provide a Finnish sauna. It's standard, the average! Nothing special! Expectations that have to be met. How shall that produce pleasure?

There is a lot more in tourism than just beach, sun and beer!

So all my friends are there, without exception and they all want recommendations. They ask me because they indeed believe that I'm the one to know everything. But that's simply not true. All I know is a lot of what's available as commodity; the products of tour operators, tourism directors and public relations managers. That was part of my profession for the full length of a business career. Beside that, I know little of the lot that is also 'tourism' but luckily is not yet fully commercialised. It's mainly individual stuff, consisting of memories, feelings and once experienced dreams. While our daily life is brutal reality, holidays are (or should be – or have once been) as close to dreams and fantasies as possible. Therefore my recommendations to my friends go as follows:

High Touch instead of High Tech is what tourists look for today

- bring a little more pep into your life. Take a trip to the place where you so successfully tested your wedding-night. Remember the small hotel in Nice, five or six blocks behind Promenade des Anglais? You probably won't find it any there any longer, but the restaurants in the area are still worth a try and may be there is another place without air-condition, but with windows or even a balcony that faces the noisy street. And if you drink a bottle of red-wine on this very balcony instead of the Sheraton bar you come very close to what John Naisbitt calls High Touch. High Touch is the opposite to High Tech this blessing of the time, that did away with so much of romanticism, exoticism, eroticism and joy of life.
- Instead of travelling to Amsterdam, Copenhagen, Madrid or Rome on a business schedule, try those places once without a tie around your neck. Mind the congress centres and ten-storey hotels, but visit the Tivoli, the Prado, the Villa Borghese or one of the museums or even better, replace the big cities by smaller ones. Eindhoven has a most remarkable 'Evoluon', a technical museum, Spain and Portugal offer dozens of magnificent inns

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at reasonable rates, built into old castles, monasteries or mansions. They are called Paradores in the kingdom and Pousadas with the seafarers.

- At the time of your adolescence there was Interrail. With sleeping-bags and a guitar you used to dash all over Europe. The trains are still there. The velocity, the time-tables, comfort and connections have been improved however. No longer will you need to use overnight-transportation just to avoid hotel-fees and distances can be shorten as competition with your class-mates is no longer running. Antwerp is a bet, or the feasting metropolitans Bologna and Lyon and perhaps Bilbao or Arezzo in Italy. The main thing is to travel in a completely different way, relaxed and with eyes wide open.

Such are the recommendations to my friends and colleagues for whom travel has become an installation on the agenda and who – for good reasons – don't want to renounce. But as a matter of principle it has to be mentioned that it's especially a non-recommended experience that provides a higher level of excitement. High Touch isn't part of fashion, of ins or outs and it never fits into a hit-list. High Touch however has a lot to do with creativity. It's ten times more satisfactory to enjoy a sumptuous dinner in a place off the beaten track in Grenoble or Innsbruck but discovered personally than to share the crowded Churrasceria on Copacabana with millions of German and American tourists, just because it is mentioned in 'Lonely Planet' and this statement may still be valid, if it takes more than one try to find the right place in Grenoble.

Tourist managers: take care But also – or especially

- the tourism industry needs a piece of advice if ever industry is the right expression in connection with an item as sensitive and as vulnerable as tourism and if I would be asked I would rather suggest system or structure as terminology. Now, one day the war in Iraq will be over and hopefully epidemics as fearful SARS which has just broken out in these deplorable days of early April 2003 will be well under control. Tourism business will swing back to normal. But will it be the same as before? Will it still work in the old patterns? I very much doubt. What have we got?

We've got an airline industry, facing tremendous problems all over the world, producing much too many seat-miles, sold at too low rates and reacting to the ever increasing over-production with even more capacity, lower rates, less flexibility and almost no respond to the demand of the passengers and their agents. As long as the 'hub and spoke system' prevails, nothing will change in this regard until the last of the national carriers will have its grounding. Too

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arrogant is the attitude of the CEOs to admit failure of a system that once promised dominance and justified top salaries but never worked or - worse - it not only never worked it even opened a gap for the now so successful low cost competitors. It's therefore not a very difficult prediction to say that we will have to say good-bye to quite a few prestigious birds on the IATA sky, right in the post-war era. My sincere wishes for less greedy managers escort this process.

Use High Tech as a tool and High Touch as a principle

But also tour-operators suffer from over-production and too low revenue. When can the flagellation of

'last minute sales' be whipped out? How comes marketing-managers still get high wages for finally selling their products under-cost? And this not in an industry where customer-satisfaction is of secondary importance. No! They do that in segments where this years failure are deadly to next years demand. I bet, not many of us will for instance repeat the experience of a night-flight departure at the airport of Kos Island in Greece, where check-in queues end on the parking-lot of the bus terminal, the departure-hall has the size of grocery-store and the time to be spent in it lasts from 2am to 5am. Remember: High Touch is what customers want. It's digital. Either you deliver, or you don't. It's not a VIP status that modern tourists are looking for. Not the standing out of the crowd feeling. It's simply a hassle-free vacation in a friendly and may be exotic environment. If this is available, tourists will gladly hop on, will pay what it costs and tell back home about its delight, fun and its easy accessibility. If it's not available or if it doesn't work as promised, forget it. Read Naibitt or most admirable Auliana Poon. Use High Tech as a tool and High Touch as a principle. But most probably this advice has to be repeated another two-hundred times before hard selling is replaced by 'providing advice' and last-minute sales - a standard product in every travel agency those days, even months before take-off - by marketing based on demand and not on wishful thinking.

Fantasy and creativity is the name of the game

To you, dear person in charge of a local or regional tourist office I would like to point out that the time of copying competitors has run out. Fantasy and creativity is what will bring you forward. Show what makes you strong, display your talents, your specialities and don't compete there, where others are better. Does every village need a Casino? Are there that many gamblers, all expecting

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to win but leaving without hart feelings if the Casino wins, which is the idea after all?

Tourists – once a species best described as funny dressed, camera-wearing, portly westerner or grinning Japanese – has mutated into a modern human being of unidentified nationality, race, religion or state of wealth but willing to meet, see and learn and capable to quickly adapt. He hates to be treated as a sheep in a flock, to be deceived or encounter lack of respect, but he is willing and ready to pay for quality, service and advice. This is the message, which will have to be learned by those who will be responsible in the post-war era. Not an easy one I must admit and it will take quite a time in which we will see even big players going bust, where wars, epidemics and ‘force majeure’ will serve as excuses for poor management while young, dynamic tourists, fluent in foreign languages and eager to see and feel the exotic of the world will pack their bags. They will joyfully say good-bye to the commodity called travel-product and embrace the sweet sensation that comes along with exploring, adventure and experience.

About the author

Marco Agustoni has 30 years of experience in the field of travel and tourism and was Secretary-General of a global network of travel agents and tour operators. He lives in St. Gallen / Switzerland and works as a free-lance journalists with major newspapers in Germany, Switzerland and Austria and as consultant or advisor to the board for companies with a determination to address the new generations of tourists. He further is available as a key-note speaker for conferences and congresses: marco.agustoni@swissonline.ch

Polo – The Game of Kings

by Tayyab Mir

Passion for Polo will be the highest on the world's highest Polo ground. Every year, Shandur invites visitors to experience a traditional polo tournament between the teams of Chitral and Gilgit during first week of July 2002. The tournament is held on Shandur Pass, the highest polo ground in the world at 3,700 meters. The festival will also include folk music and dancing and a camping village will be set up.

Polo is an equestrian sport with its origin embedded in Central Asia dating back to 6th century BC. At first it was a training game for cavalry units for the King's guards or other elite troops. To the warlike tribesmen who played polo with as many as 100 players to a side, it was a miniature battle. It became a Persian national game in the 6th century AD. From Persia, the game spread to Arabia, then to Tibet, China and Japan. In China, in the year 910, death of a favourite relative in a game prompted Emperor Apao-Chi to order beheading of all players!

Polo was introduced in South Asia, by the Muslim conquerors in the 13th century. English word 'Polo' is a Balti word meaning, "ball". Now a day, there are six players to a side, but this is by no means a rule in local polo games. There was no limit to the number of players and no time limit. Whichever team scored nine goals first, was the winner. The present game with a team of six players in a side, lasts one hour with a ten minute break.

Gilgit, Chitral and Skardu have always played the game of polo closest to its original form. In the past, local Rajas, Mirs and Mehtars were the patrons of the game. At times, more than 50% of the annual budget of their principalities would be spent on supporting the game.

Snahndur Polo Tournament

The first time a polo tournament took place at the Shandur Pass, was in 1936. A British Political Agent, Major Cobb, who was fond of playing polo under a full moon, had the polo ground near Shandur, named, "Moony Polo Ground".

The most exciting polo tournament of the entire Northern Pakistan, is played on top of Shandur Pass, around 3,700 meters above sea level. It is a place unique and exotic in itself, surrounded by some of the most spectacular mountain scenery in the world. The event marks the annual rivalry between the polo teams of Gilgit and Chitral. The Polo tournament has some added

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attractions for the visitors; trout fishing at the nearby streams and lakes and a festival of folk dances and music of the Northern Pakistan.

The highlight of the festival is the final match between the Gilgit and Chitral teams. The final provides a most colourful spectacle. Supporters of both sides travel long distances from the remote parts of Chitral and Gilgit, to watch the thrilling game. The event, as

such, offers a fascinating insight into the lifestyle of the people of this region. Their culture and indigenous customs are a delight to behold for the visitors.

Festival Information

It is advisable to be there one day in advance to enjoy all the festivals of the tournament. Activities at Shandur includes dance and music performances by different groups, trout fishing, mountaineering, trekking, hiking and of course, horse riding. Crystal clear lakes, snow covered mountains, alpine flowers and vast stretches of green grass, are added attractions.

Facilities

A tourist tent village with restaurant facilities is sprung up during the tournament. Merchants from Peshawar, Chitral and Gilgit set up souvenir and folkcraft shops. The tournament offers visitors an opportunity to mix with the locals.

How To Reach

The Shandur Pass lies almost midway between Chitral and Gilgit on a jeep road, travelling on which, is adventurous, to say the least. The distance from either side is 170 kms. One can get to Chitral or Gilgit by Pakistan International's daily F27 Fokker planes from Peshawar and Islamabad. There are daily two flights from both destinations, subject to good weather. Visitors planning to go by air must expect adjustment of minimum 02 days in their itineraries just in case the weather does not permit flights to operate.

Access to Chitral by road is either from Peshawar or from Islamabad. Both these routes join up in lower Swat valley near Chakdara, from where you proceed via Dir over 3200 meters high Lowari Pass and on to Chitral. It will take about 11 hours for a direct ride, otherwise, a stopover in Dir is recommended. From Dir, you shift to 4x4 jeeps for your onward journey to Chitral and on to Shandur. From Chitral side, travellers can also enjoy overnight stay at Mastuj whereas from Gilgit side, Gupis is a suitable place.

POLO - THE GAME OF KINGS

Travelling by road from Islamabad, on the Karakoram Highway (the Silk Route), visitors can stop at halfway for overnight stay along the mighty Indus, at Besham.

Accommodation

For visitors to Shandur, Pakistan Tourism Development Corporation (PTDC) has set up its motels with all facilities like, attached toilet/bathroom, hot/cold water, restaurant etc, at Panah Kot (Dir), Chitral, Bamburet (Kalash Valley), Besham (KKH), Barseen (KKH) and Gilgit, besides some private hotels. On the Pass, a tent village with all facilities is set up.

Bookings/Reservations

For further information, booking and planning your visit to Shandur, please contact;

Pakistan Tourism Development Corporation

Tourist Information Centre, Agha Khan Road,
Markaz F-6 (Super Market), Islamabad - Pakistan

Tel: 0092-51-9202766, 9212760 • Fax:0092-51-9204027

E-mail: tourism@isb.comsats.net.pk and ptl@isb.comsats.net.pk

Website: <http://www.tourism.gov.pk> ; <http://www.ptl.com.pk> and <http://www.travel.web.pk/>

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SEMINAR

Seminar

Department of Travel And Tourism Management, Dr. B.R. Ambedkar university, Agra, Uttar- Pradesh (India) is going to organize Seminar on "Tourism Education in Nation Building: Role And Challenges" in Oct. 2003. Delegates comprising policy makers, administrators, politicians, media persons, industry persons, academicians, researchers and NGO's are expected to attend the seminar.

Call for Papers

Delegates are requested to send the abstracts of their papers on main theme and the sub-themes of the Seminar. Each abstract not exceeding 200 words should reach the Organizing Secretary as soon as possible latest by 31st July 2003 to

Dr. Lavkush Mishra

Organizing Secretary,

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