

HE TAKE NUI KI TE AO KATOA

GLOBAL ISSUES

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Tourism everywhere

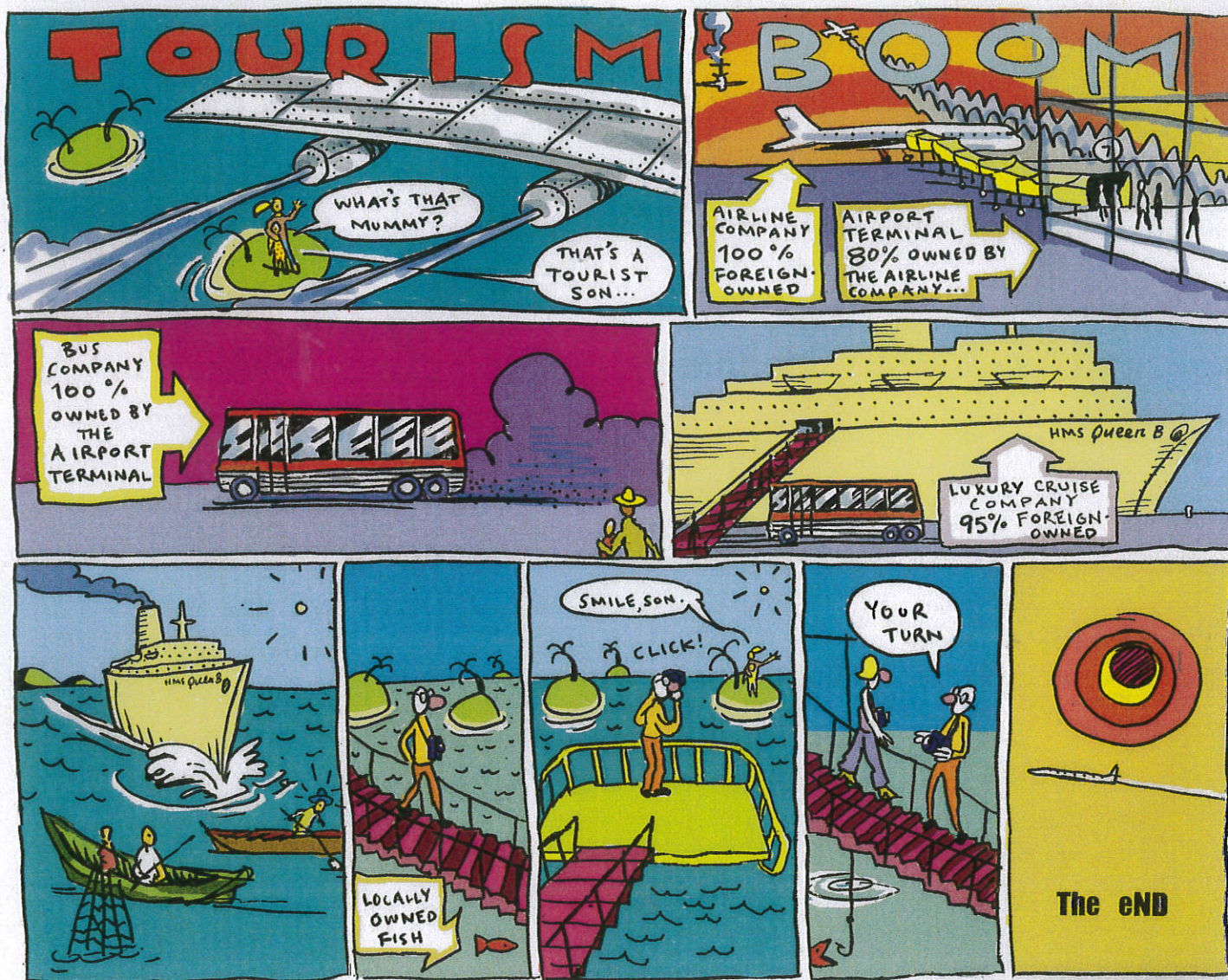
Te mahi tāpoi i ngā wāhi katoa

Since the 1960s jet travel has allowed people with disposable incomes to travel to more and more places around the world. Today international tourism is one of the biggest industries on the planet – and it is increasing. In 1950 there were 25 million tourists travelling overseas; by 2007 it was 900 million. This figure is expected to double by 2015.

Tourism has the potential to broaden people's horizons. It can bring diverse people together, increase understanding, and raise awareness about societies and the environment, while

contributing to economic development by increasing jobs and incomes. Some even suggest tourism can help reduce poverty. But unfortunately there are also negative impacts.

This edition of *Global Issues* will go beyond the travel brochure to consider these important questions: what motivates travel? Who gets to travel? What is the impact of tourism on the people and places we visit? Who gains from tourism? And how can tourists act in responsible ways to help prevent negative impacts?



GLOBAL ISSUES

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If you have any enquiries or would like information on global or development issues, contact us:

phone 04 472 9549,
fax 04 496 9599,
email schools@globaled.org.nz
or check our website www.globaled.org.nz

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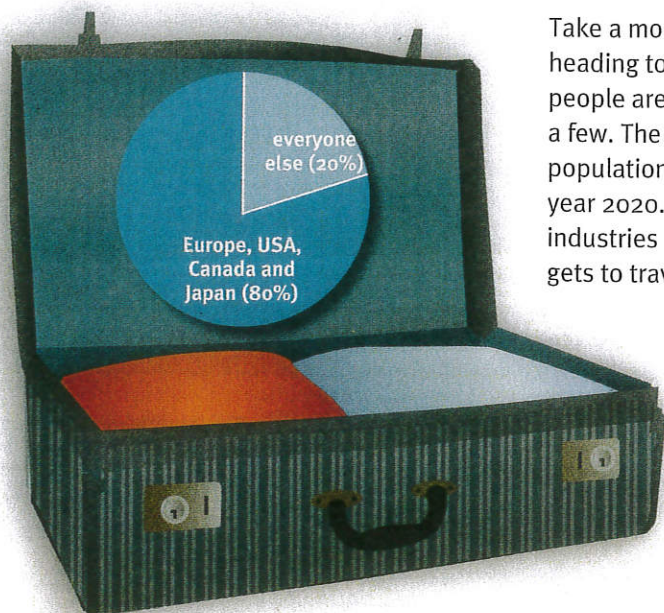
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Tourism and inequality *Te mahi tāpoi me te ōrite-kore*

So much international tourism for so few people *Te tini o te mahi tāpoi mō te tokoiti noa o te tangata*



Take a moment to think about the people packing their bags and heading to the nearest airport. Who are they? Even though more people are travelling than ever before, tourism remains the privilege of a few. The **United Nations WTO** forecasts that only 7% of the world's population (6.7 billion) will travel outside of their own country by the year 2020. In 1996 this figure was 3.5%. For one of the world's biggest industries to be restricted to so few people raises the questions – who gets to travel, who doesn't, and why?

80% of all international travellers come from just 20 countries – 17 European nations plus the US, Canada and Japan.



Did you know!

The word, tourism comes from the Hebrew word, 'tora', which means to study, learn or search.

Tourism, poverty and development *Te mahi tāpoi, te rawakore me te whanaketanga*

It's mostly the rich who travel. But they often travel to countries that have large numbers of people living in poverty. The **United Nations WTO** and many governments claim the tourism industry can help reduce poverty and provide opportunities for economic growth. If a new hotel is built, that means jobs for local people. And tourists provide money for local economies.

So is tourism a win-win situation? Unfortunately, it is not so simple. Often, tourism can actually widen the inequalities between the **majority world** and the **minority world**. One reason this happens is because of *leakage*. Leakage occurs when money is taken out of host countries via foreign-owned tour operators, airlines, hotels, imported drinks and food.



Leakage *Te Turunga*

Leakage regularly occurs in tourist destinations in majority world countries. Because most tourism **infrastructure** is owned by big foreign-owned companies, a significant amount of the tourist dollar does not remain in the local economy – the money 'leaks' out.

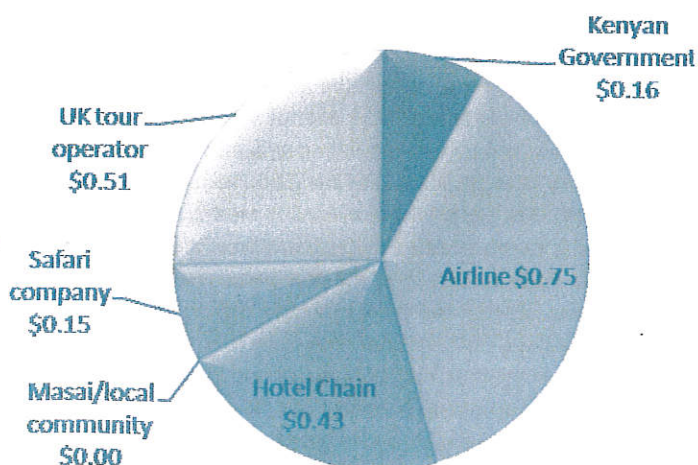
Examples of leakage:

In most packaged holiday tours, about 80% of travellers' expenditure goes to the airlines, hotels and other international companies and not to local businesses or workers.

In cases where leakages are up to 80 to 90%, only 10-20 cents of each dollar spent by a tourist goes to the local community.

Of each \$100 spent on a vacation tour by a tourist from a minority world country, only around \$5 actually stays in the majority world country's economy.

Where does my \$2 go – On an average trip to Kenya?



We have chosen to use the terms *minority world* to refer to the 'developed world' and *majority world* to refer to the 'developing world'. (See key words).

Opportunities and challenges *He whāinga wāhi, he taki*

Around the world *Huri rauna i te ao*

Samoa: 'fale tourism' *Ko Hāmoa: 'te tāpoi fale'*



Beach fale on Taufua. Photo: Anja Will.



We will not become a nation of wine waiters.
Former Samoan prime minister Tupua
Tamasese Lealofi IV

Fale (pronounced 'fah-ley') tourism is a successful example of local tourism development in Samoa and is an alternative to staying in resorts. It involves high levels of local ownership, benefits the local economy, boosts the pride and morale of villagers, and reduces rural to urban migration.

Fales are constructed using local materials. Traditional fale have thatched roofs and do not have walls. Fale owners buy fruit, vegetables, seafood and mats from the village. In turn, tourists purchase goods made from the village and have much closer contact with Samoan people and culture than tourists who spend time in resorts.

Many Samoans feel honoured by having people from all over the world stay in their village and learn about their culture.

Beach fale tourism has helped to boost the morale of communities. We don't look at beach fale from just an economic perspective – [they are] for the benefit of the whole community at large.
Sione, Pastor



Displacement and eco-tourism in Kenya *Te pana tangata me te tāpoi-tautaiāo ki Kenya*

'Tourists often travel content in the knowledge that their holidays protect endangered species, and their tourism helps to boost the local economy. They rarely wonder who lived on the land before they arrived there, where the original custodians [guardians] of the land have disappeared to, or at what cost.' *Cynthia Morel, Minority Rights Group International (MRG)*

Africa is one of the most popular destinations for international tourists from the minority world, and Kenya is one of the most popular countries. Pick up a brochure for a holiday in Kenya and Tanzania and you will probably be greeted with pictures of Maasai warriors in traditional dress jumping up and down (for the tourist their 'jumping' is an attraction like the Māori haka is in Aotearoa New Zealand). Yet, the brochure will fail to mention that many Maasai and Endorois people in Kenya have been displaced from their land to make way for large national parks, like the Lake Bogoria Game Reserve and the Masai Mara National Reserve. Indigenous groups are restricted from using their traditional land for grazing their animals, collecting water and firewood, and they receive little, if any, income from tourists. As a result, a lot of Maasai and Endorois people live in poverty and struggle to pay for school fees – few children are educated above a primary school level. Many are dependent on food relief and must walk long distances to fetch water.

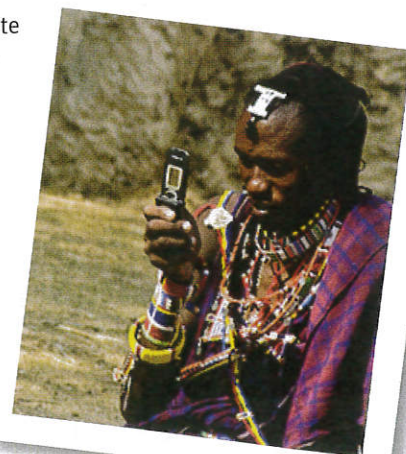
Having watched wealthy tourists travel through their land for decades, some Maasai have decided that they too would like a

piece of the tourism action. They have set up their own eco-tourist initiatives, which benefit their communities. Money from tourism means the community can have proper communication systems, radio, roads and vehicles – important lifelines in this remote area if anyone falls sick or has an accident.

For more information about the Endorois struggle check out <http://tinyurl.com/plzpla>.

For information about the Maasai check out www.tourismconcern.org.uk.

Maasai warrior.
source: www.creativecommons.org.



Opportunity for change in the Maldives *He whāinga wāhi mō te whakarerekē i ngā Maldives*



Malé, the capital of the Maldives. source: commons.wikipedia.org.

The Maldives is a collection of about 1,200 islands situated to the south of India. Tourism provides a massive 30% of its **Gross Domestic Product** (GDP). In Aotearoa NZ, GDP from tourism is 9%. Every year, tens of thousands of tourists who travelled to the Maldives support the rule of a dictator, Maumoon Abdul Gayoom, who has ruled for 30 years.

The recent election of Mohamed Nasheed in 2008 signals a change and it is hoped that the new president will improve wages and working conditions of tourist resort workers.

through introducing minimum employment standards and a minimum wage. There are signs that new forms of tourism are being established. Local resorts and small hotels are opening for the first time, bringing direct benefits to Maldivian communities.

One key issue remains – that of the environment, which is beautiful but fragile. Environmental campaign group Bluepeace report that the extensive growth of tourism is affecting already limited water supplies, endangering habitats and species, and damaging coral reefs.

Ali Rilwan of Bluepeace says, 'We need nature reserves. A lot of the ecology that is vital to the island has been lost to tourism. It has been happening without consultation. No environmental assessments are done before, only after. This is the scary scenario.'

Go to www.bluepeacemaldives.org to find out more about the environment in the Maldives.



A tourist resort in the Maldives. source: commons.wikipedia.org.

Packaged tourism:

A popular form of tourism. Involves staying at a resort where accommodation, food and all services are provided. 'Cruise ship tourism' is related to this. Pope John Paul II branded mass tourism a new form of **exploitation** and said that tourist resorts as places where tourists stay, 'any real contact with the world is lost, any real contact with the place'.

Backpacker tourism:

Young independent travellers who stay in cheap accommodation.

Slum tourism:

Known as 'poorism', 'slum tourism' or 'slum tourism', involves tourists travelling to a city to observe people living in poverty. After Hurricane Katrina, Louisiana became a big tourism site. Critics say poor tourism is a form of **poorism**, which exploits people less by snapping their pictures and leaving without return.

Pro-poor tourism:

Tourism that generates benefits for the poor. The benefits may be economic, social, environmental, or cultural, but the poor people are in charge of the industry.



Dark tourism:

Tourism to sites associated with death and suffering. Examples include castles, dungeons, battlefields, Nazi concentration camps and 'ground zero' in New York.

Medical tourism:

Travelling to another country to receive health care. Instead of being placed on a waiting list, people in the minority world travel to (generally) a majority world country (India is a popular destination) where operations are cheaper and they can be treated sooner.

Ecotourism:

Travel to a natural area that conserves the environment and sustains the well-being of local people.

Voluntourism:

Involves tourists volunteering within the local host community on specific projects.

A Māori perspective *He tirohanga Māori*



Te Iwi Māori me ngā Tūruhi – Māori and tourism

One of the most popular Aotearoa New Zealand destinations for local and overseas tourists, is the city of Rotorua in the central Bay of Plenty. Abundant geothermal activity and beautiful lakes are a main drawcard, along with unique opportunities to engage with local Māori people and their culture. If you are from Rotorua, it is common to have someone in your whānau (family) involved in the tourism industry. They might be a guide at one of the local tourist attractions, a bus operator, a hotel worker, or a cultural performer. A common and unique experience for me, is having tourists visit my papakāinga (settlement) of Ohinemutu. It was settled by the Ngāti Whakaue people and is nestled by the lake, close to the city centre. Even though it's not an officially established tourist attraction, my extended whānau welcome tourists to view the whareniui (meeting houses), whare karakia (churches), urupā (burial sites) and ngāwhā (thermal springs). Tourist attractions in Rotorua range from being iwi, locally and internationally owned and operated. An authentic 'living village' which operates as an established tourist attraction, is the historical village of Whakarewarewa, of the Tūhourangi/Ngāti Wahiao people. The village experience is not 'owned' by any particular

organisation or individual. The land upon which the geothermal and village tours are guided, belongs to many numerous family groups, who generously allow visitors to participate in their communal lifestyle incorporating Māori culture and traditions. The people of this area have been hosting visitors and welcoming guests into their homes since the early 1800s. Their generosity is founded on the Māori values of Whanaungatanga (relationships), Kotahitanga (unity) and Manaakitanga (hospitality). The people of Tūhourangi/Ngāti Wahiao have always been leaders in the tourism industry, and their goal is to 'Whaia ngā taonga tuku iho' or to continue to follow in the footsteps of their ancestors.

To find out more about Whakarewarewa visit www.whakarewarewa.com.
Sources Ngā Rauemi: www.whakarewarewa.com/background.cfm.

Nā Hīria McRae, Te Kura Māori, College of Education,
Victoria University of Wellington



Pohutu geyser at Whakarewarewa village, Rotorua.

Potential positive effects of tourism



Economic: tourism can generate revenue for communities and can help them sustain their culture and way of life.



Social: tourism brings people together and can increase understanding. Local communities can feel a sense of pride when tourists take an interest in their culture.



Environmental: if practiced carefully and with regulations, tourism can educate people about environments so they can understand the importance of conservation and sustainability.



Political: because tourism can increase knowledge and understanding, travelling to a place and meeting local people can help raise awareness about the major political issues facing them.



Cultural: tourism can support indigenous groups and help sustain cultural practices. Host communities can feel a sense of pride having tourists learn about their culture.



Can you think of any other ideas to add to the table?

Potential negative effects of tourism

Economic: money can often 'leak' out of local communities into the hands of big business. Tourism can also increase the cost of living for local communities.

Social: host communities are not always involved directly with tourism and their rights can be ignored. There is also a whole tourist industry concerned with sex and the exploitation of women and children.

Environmental: damage to the environment occurs when land is cleared for tourism enterprises such as golf courses, amusement parks, safaris, and beach resorts. These tourist enterprises often take valuable water resources away from local communities. Sites of environmental, cultural, and historical significance can be ruined by the presence of lots of tourists.

Political: local people often lack the rights to say no to tourism or to have a say in how they would like tourism to be managed, and tourism projects can lead to the displacement of people. Also, tourists who travel to places with **authoritarian** regimes help finance those regimes (e.g. Myanmar, formally known as Burma).

Cultural: indigenous groups and traditional ways of life can be harmed or cheapened when culture becomes a commodity to serve tourist needs and expectations.

Can you provide examples for each box?

What actions can tourists take to help contribute to the positive effects of tourism?

What do you think?

He aha ōu whakaaro?



Anna Wollner and Bella Blenkin. Year 12, Wellington High School.

Travel important to you and why?

Anna: Yes. I am from Germany so I travel a lot and I love learning languages and learning about new cultures. I am already planning 'Gap' year and I have always dreamed of going to South America. I think travelling is a huge learning opportunity.

Bella: Yes, because it opens up so many opportunities. I'm interested in having an OE either before or after going to university. Meeting people from other cultures and hearing people's stories about travelling really motivates me. I can't wait to see more of the world.

What things might you think about before visiting a place?

Anna: I would think about learning some of the language and history of the place. I would also think about travelling to places where I have family. Cost would be a big thing to think about. And I would think about what time of year I travel, as I love summer.

Bella: Cost, because I'll need to sort out my savings before I go. Also, I need to decide whether I want a huge culture shock or travel somewhere more like home. Another big thing would be if I went myself or with a group of friends.

What are some good/positive aspects about tourism?

Anna: I think tourism is really important. It helps you understand the world and makes you realise that the world is huge. Through travelling you can learn so much. It opens doors to what you would do with your life and what you enjoy doing.

Bella: I think tourism really opens people's eyes to what's going on in the rest of the world. It helps people discover themselves and have more respect for other cultures.

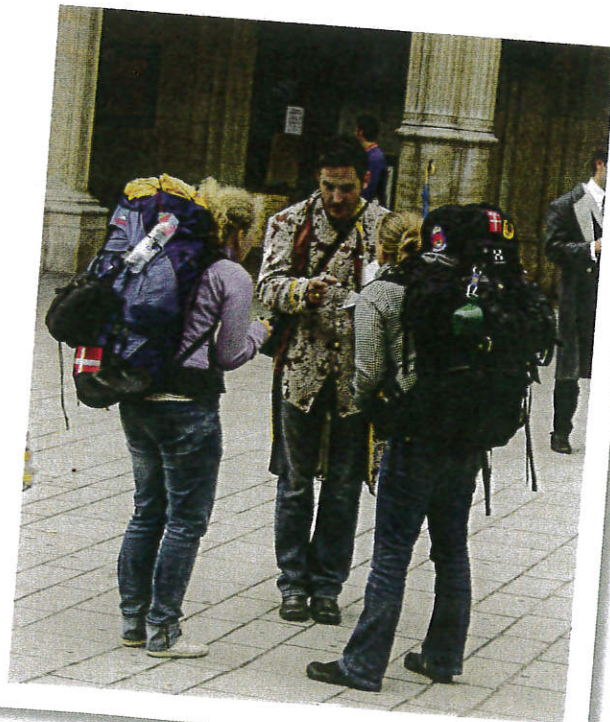
What are some negative things/problems about tourism?

Anna: I think tourism can have positive and negative effects on communities. If it becomes the main focus in a town it can ruin the culture as people think more about money than what is important to the locals and the environment.

Bella: I think tourism sometimes focuses more on attracting people to resorts and flash attractions. Sometimes people can forget about the culture and environment of the country.

Key words Ngā kupu matua

Authoritarian	Acting in ways where you have control over others.
Exploitation	When a group or person is used (or misused) in selfish and harmful ways.
Gross Domestic Product (GDP)	A figure used to measure a country's wealth.
Infrastructure	Basic services and facilities needed to make things function. For example, transportation or water.
Majority world	A term used to refer to countries that have traditionally been referred to as 'developing'. These countries make up the majority of the world's population and have limited access to the world's resources.
Minority world	A term used to refer to countries that have traditionally been referred to as 'developed'. These countries have access to the majority of the world's resources but make up a minority of the world's population.
Voyeurism	Watching secretly or from a distance.
United Nations WTO	World Tourism Organisation.



Backpackers.

source: commons.wikipedia.org.



What impacts could these tourists have?

Taking positive action *Te mahi pai*



What can I do? *Me aha ahau?*

Responsible Tourism Code

Te Rārangi Tikanga Rangatira mō te Hunga Tāpoi

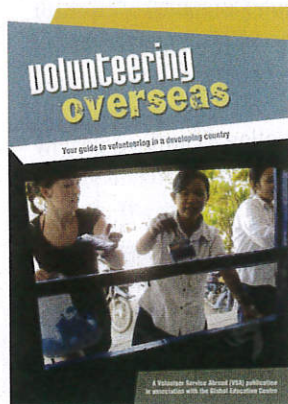
Everyone involved in the tourism industry (businesses, destinations and tourists) has a responsibility to ensure that tourism sustains jobs, conserves cultural and natural heritage, and provides fabulous experiences. The 2008 updated Responsible Tourism Code has been designed to help tourists think about ways they can leave a positive mark. To find out more visit:

www.responsibletourism.org.nz.



Think about:

1. What makes this code specific to the Pacific?
2. Can the code apply to Aotearoa NZ?
3. Would you use the code? Why, why not?



Thinking about volunteering overseas?

E whai whakaaro ana koe mō te mahi ohu (kore-utu) i tāwāhi?

Read Volunteer Services Abroad's volunteering overseas booklet. It is especially written for young people with tips and ideas on volunteering. You can download the booklet from:
<http://tinyurl.com/qyj7vo>.

Websites *Te ipurangi*

www.tourismconcern.org.uk

Tourism Concern is an independent voice for justice in tourism. The website features statistics, news, articles, and campaigns. It also has a campaign to raise awareness of the issues around GAP years and volunteering.

www.ecotonline.org

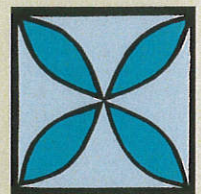
The Ecumenical Coalition on Tourism (ECOT) website features campaigns, publications and links to other tourism focused websites.

www.thetravelfoundation.org.uk

A site that has heaps of information about how you can get more out of your holiday and help care for the places you visit.

Responsible Tourism Code

FOR THE PACIFIC



Learn about the country and its culture

- remember that each country in the Pacific is unique
- be aware of local religious and social customs
- dress and behave respectfully especially in villages, religious and cultural areas
- learn key words in the local language
- respect the dignity and privacy of others – ask before taking photos
- visit the visitor centre on arrival for local information

Minimise environmental impact

- dispose of rubbish carefully, recycle where possible, reuse your drink bottles and shopping bags
- minimise water and energy use
- choose environmentally responsible tour operators

Protect the coral

- do not buy products made from coral, endangered plants or animals
- do not stand on, touch or remove any items from the reef, including coral

Support local initiatives

- purchase local products, arts and crafts
- eat local rather than imported food
- support local tour operators and stay in locally owned accommodation
- if you want to gift money, support community projects rather than individuals

Pay a fair price

- bargaining for goods may not be appropriate behaviour
- if the price is negotiable, pay a price that is fair for the seller and maker

Think about your impact

- remember you are a guest – always behave respectfully
- practise safe and responsible sex
- make your trip a positive experience for both you and the people in the country you visit

www.responsibletourism.org.nz

'The raw material of the tourist industry is the flesh and blood of people and their cultures.'

Cecil Rajendra, human rights activist, Malaysia



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