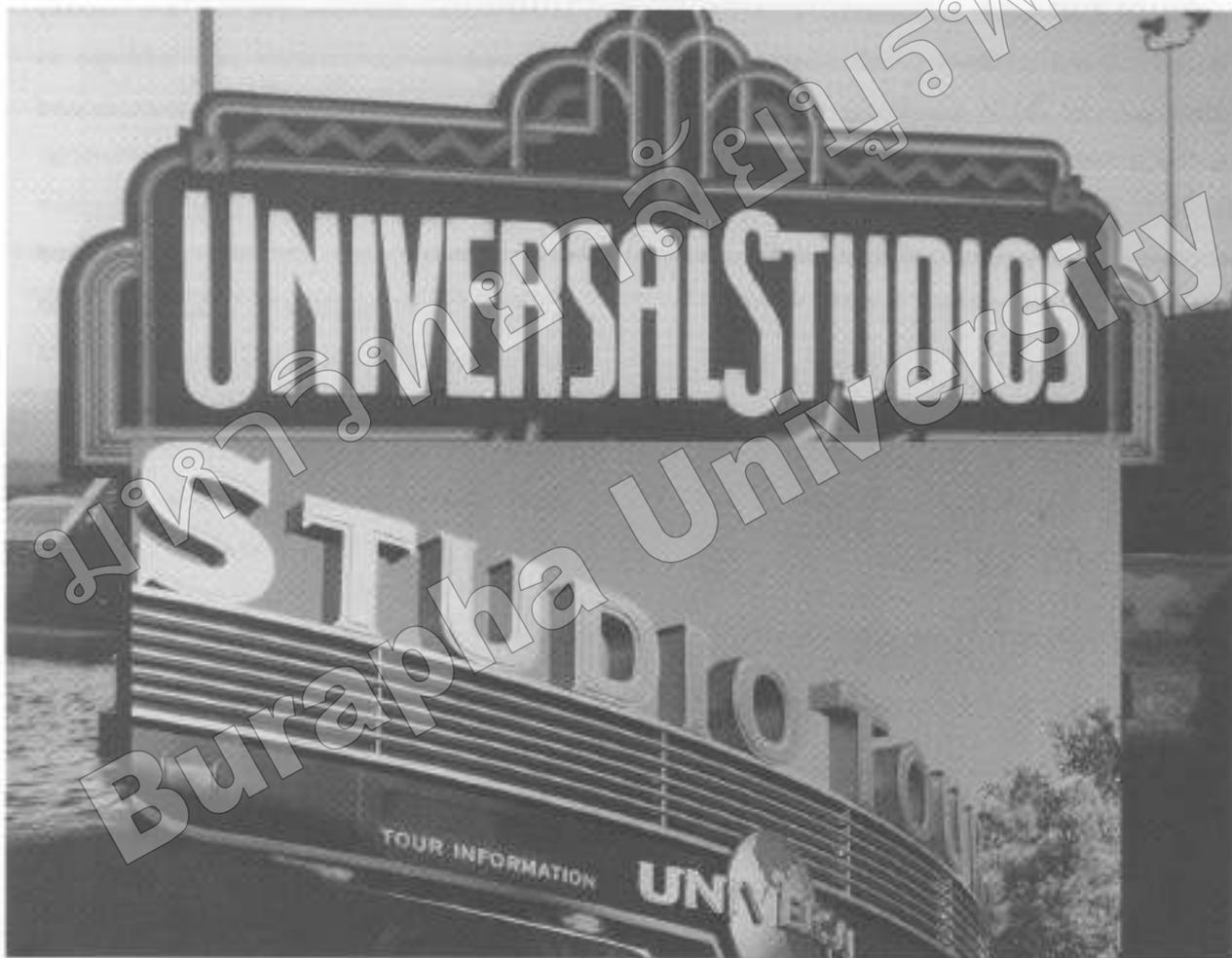


TOURISM : WHITE AND BLACK

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The tourism industry has been acknowledged for its role in promoting the development of tourist destinations. However, the broad range of the tourists' decisions and the sometimes ill-conceived implementation of those decisions has affected not only the economy but the society as well. This paper will argue that tourism in developed countries is a social activity with economic consequences but in developing countries it is the reverse – an economic activity with social consequences. Do developing countries, in a sincere effort to promote a profitable tourism industry, actually harm the people they are trying to help and damage the society they are trying to improve?

In looking at the role of tourism in developed countries as a social activity with

economic consequences, we have to consider several factors. To begin with, in developed countries, infrastructures and superstructures – communications, social services, sewage treatment, water supply, waste disposal, drainage, transport, electricity, hotels, restaurants, and tourist installations and services – are usually prepared by governments and societies to cater to tourists from their own countries and from other parts of the world. For example, the Channel Tunnel has changed tourism flows between the UK and Europe and spurred the development of high-speed rail links across Europe. New theme parks have also been built (Cooper, 1995, p. 233 - 234). Table 1 shows that many theme parks in North America have increased attendance in 1996



Table 1 North American Theme Parks: 1996 Attendance

[Most Parks Report Solid Increase in Visitors for the Year] (Waters, 1997, p. 36)

Rank	Amusement/Theme Park	Attendance [millions]	% Change 1995/96
1	Disneyland, Anaheim, California	15	6
2	Disney's The Magic Kingdom, Orlando, Florida	13.8	7
3	Epcot at Disney World, Orlando, Florida	11.3	5
4	Disney-MGM Studios, Orlando, Florida	10	5
5	Universal Studios Florida, Orlando, Florida	8.4	5
6	Universal Studios Hollywood, Los Angeles, California	7.4	15
7	Sea World of Florida, Orlando, Florida	5.1	3
8	Busch Gardens Tampa, Florida	4.2	10
9	Six Flags Great Adventure, Jackson, New Jersey	4	Flat
10	Sea World of California, San Diego, California	3.9	4
11	Paramount's Kings Island, Kings Island, Ohio	3.6	4
12	Knott's Berry Farm, Buena Park, California	3.7	5
13	Cedar Point, Sandusky, Ohio	3.5	Flat
14	Six Flags Magic Mountain, Valencia, California	3.4	Flat
15	Santa Cruz Beach Boardwalk, California	3.2	3
16	Six flags Over Texas, Arlington, Texas	3.1	7
17	Six Flags Great America, Gurnee, Illinois	3	Flat
18	Paramount Canada's Wonderland, Maple, Ontario, Canada	2.8	-3
19	Knott's Camp Snoopy, Bloomington, Minnesota	2.6	-3
20	Six Flags Wild Safari Animal Park, Jackson, New Jersey	2.5	4

Attendance figures are based on estimates from magazine sources as reported in Travel Weekly Source Amusement Business Magazine, Nashville [TN]



Secondly, the number of people from developed countries travelling to domestic and international tourist attractions has increased significantly, due to an increased in the number of trips taken and in the number of people travelling. Higher levels of education, an increase in leisure time, and the greater global media network has helped arouse the desire of these people to visit new places. Tourism has become a part of people's lifestyles and aspirations in these

developed nations (Griffin & Boele, 1997, p. 326). Table 2 shows that the international tourist arrivals and receipts have grown steadily from 1950 - 1996, except in 1982 - 1983 when the international tourist receipts dropped. Table 3 shows the tourist arrivals, percentage of changes and market share from 1990 - 1995. It can be seen that the number of tourist arrivals in developed countries is higher than that in developing countries.



Table 2 World Tourism Growth, 1950 - 1996 (Waters, 1997 p. 4 - 5)

Year	International Tourist Arrivals (thousands)	International Tourist Receipts (million US \$)
1950	25,000	2,000
1960	68,200	6,667
1970	158,800	17,800
1971	172,500	20,880
1972	181,000	24,021
1973	190,800	31,054
1974	187,100	33,822
1975	214,800	40,702
1976	220,700	44,438
1977	238,100	56,631
1978	257,300	60,837
1979	273,900	82,332
1980	287,000	102,372
1981	289,784	103,780
1982	288,177	87,880
1983	292,177	98,695
1984	320,142	109,004
1985	329,838	115,424
1986	340,808	139,811
1987	366,758	171,577
1988	401,971	197,743
1989	431,253	214,830
1990	458,387	280,114
1991	483,100	287,500
1992	502,000	305,000
1993	518,000	314,000
1994	548,000	347,000
1995	567,000	373,000
1996(p)	593,000	431,000

Excluding international fare receipts

(p) Preliminary

Source: World Tourism Organization (WTO)

Table 3 Tourism Trends in Selected Country Groupings 1990-1995 (Waters, 1997, p. 4 - 5)

Country Groupings	[-----] (Least Annuals) [-----]			%		Market Share	
	[000]			change		% of World Total	
	1990	1994	1995	90/94	95/90	1990	1995
World Total	459,233	548,269	567,033	3.90%	4.31%	100.00%	100.00%
Industrialized countries	284,288	314,876	321,365	2.13	2.48	61.9	56.68
Developing countries	128,242	157,280	170,050	8.12	5.81	27.93	29.99
Central/East Europe	46,723	74,313	75,586	1.73	10.1	10.17	13.33
OECD	302,969	331,371	340,293	2.69	2.35	65.97	60.01
European Union	205,879	224,940	230,314	2.39	2.27	44.83	40.62
NAFTA	71,924	78,588	81,454	3.65	2.52	15.66	14.38
ASEAN	21,035	25,578	27,949	9.27	6.88	4.58	4.93
Mediterranean countries	154,511	168,903	172,087	2.42	2.28	33.65	30.51

Source: World Tourism Organization (WTO)

In Europe, many tourist destinations have continued to absorb increasing numbers of tourists with very little negative impact, particularly where there has been a long history of tourism. Places such as Cannes, Nice, San Sebastian, Florence, Interlaken and Lucerne first appeared in Thomas Cook brochures over 100 years ago and still remain significant tourist destinations (Griffin & Boele, 1997, p. 325). This is because the natural beauty of these areas has been strictly preserved.

Thirdly, manpower development in developed countries has been the top priority among other factors. People have been trained and retrained to become skilled workers in tourism management and services. This preparation has helped developed nations to be ready to cater to tourists effectively.

These strengths together with political stability and hard currencies, such as the dollar, the franc, the Deutschmark and the pound sterling have helped developed nations to absorb tourism quite positively. Moreover, these countries have been guided by social democratic principles of

development. Thus, the degradation and deterioration of societies caused by tourism have been strictly monitored.

It can be seen that developed countries have a potential for positive economic gain. Governments' incomes from tourism have increased through taxation, mainly taxes on tourism manpower, tourism and transport enterprises, fees, service charges, customs duties, duty on goods, interest payments, loan repayments and revenues (Mathieson & Wall, 1992, p. 75).

In addition, there are employment opportunities in hotels and in outside travel agencies. Taxi drivers, curio shop employees, restaurant staff, travel agents and entertainment facility workers all gain taxable income from tourism. Particularly, hotels in the US in 1996 reached \$11.5 billion for the third consecutive year (Waters, 1997, p. 9). Table 4 shows the number and percentage of people employed in the hotel trade, catering, travel agencies, tourism administration and other sectors of the industry in developed countries classified by gender.

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Table 4 Employment in the tourism industry (Vellas & Becherel, 1995, p. 222 - 223)

		1989			1991			1992		
		Total	Men	Women	Total	Men	Women	Total	Men	Women
			%	%		%	%		%	
Austria	HC	123,047	38	62	131,240	39.4	60.6	136,543	40.1	59.9
Belgium	H	13,032	47.7	52.3	14,666	46.1	53.9			
	R	59,891	47.9	52.1	59,485	48.8	51.2			
	HR	93,376	46.7	53.3	74,151	48.3	51.7			
	V	4,099	34.8	65.2	4,086	33.3	66.7			
	A	10,607	49.7	50.3	10,541	48.3	51.7			
	O	5,747	35.2	64.8	5,727	34.1	65.7			
Finland	HR	73,000	20.5	78.8	69,000	23.2	76.8	63,000	23.8	76.2
Germany	HR	692,700	43.2	56.8	774,800	41	59			
Norway	HR	58,000			57,000			50,000		
Sweden	HR	91,500	37.6	62.4	98,000	36.7	63.3	91,000	39.6	60.4
Turkey	HR	134,004			145,530			153,168		
	V	9,910	63.6	36.4	11,000			17,150		
	A	1,635	66.2	33.8	1,985	65.4	34.6	1,990	63.4	35.2
	O	1,868			2,420			3,874		
UK	H	288,200	37.4	62.5	296,000	39.3	60.7	289,200	40.7	59.3
	R	207,800	56.7	61.3	291,900	41	59	295,500	41.6	58.4
	HR				1,442,700	40	60	1,442,500	40.7	59.3
	O	828,400	39.4	60.6	854,800	39.9	60.1	857,800	40.4	59.6
Canada	H	168,000	39.3	60.1						
	R	573,000	43.1	56.9						
	HR	768,000	41.7	58.2						
	V	27,000	25.9	74.1						

H: staff employed in the hotel trade.

R: staff employed in catering.

HR: staff employed in hotel catering.

V: staff employed in travel agencies.

A: staff employed in national tourism administration.

O: staff employed in other sectors of the industry.

Source: OECD

In contrast to that in developed countries, tourism in developing countries is an economic activity which often results in social impact. Developing nations have grown to depend largely on tourism as a means of securing revenues or as a major force to boost economy of the countries. Tourism has been seen as a solution to all their difficulties. Why do these nations view tourism so positively? Jenkins (1977, p. 50 - 51) gives three reasons:

Firstly, most developing countries have economies which are narrow-resource based. This means that the ability to sustain economic development, particularly through exports, is limited.

Secondly, many developing countries are dependent on the export of primary products for the generation of foreign exchange. Primary products are essentially homogeneous, and buyers of these products in developed Europe and North America will usually have quotas or tariff barriers that limit the import possibilities for developing nations.

Thirdly, over the years the Terms of Trade have moved against the developing countries. Thus, it is hard for these nations to export their goods to countries in Europe and America.

These constraints in developing countries are reinforced by other pressures, such as, rapid population growth. For example, in India, the family planning policy has not worked successfully. Some religions have challenged the government's birth control policy because it goes against their religious beliefs.

To reduce the above obstacles in developing countries, tourism has been expanded to boost the economy, employment opportunities, tax revenue, income, quality of life and standard of living. Table 5 shows the international tourist arrivals especially in developing countries. However, these soft currencies are not internationally acceptable, resulting in severe limitations imposed on foreign exchange earnings.

Table 5 International Tourist arrivals (excluding same-day visitors) (000)
(Vellas & Becherel, 1995, p. 317)

	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991
Low-income economies	7,615	7,916	7,811	9,275	11,646	13,951	15,809	17,643	14,932	16,336	18,404
China and India	5,046	5,212	5,096	6,335	8,392	10,451	12,244	13,952	11,097	12,191	14,142
Other low-income countries	2,569	2,704	2,715	2,940	3,254	3,500	3,565	3,691	3,835	4,145	4,262
Middle-income economies	78,443	70,813	74,374	84,012	88,206	90,758	98,717	107,960	118,583	136,596	139,315
Lower-middle-income	33,152	31,380	33,482	35,848	36,647	38,254	41,673	47,771	52,670	60,774	60,326
Upper-middle-income	45,291	39,433	40,892	48,164	51,559	52,504	57,044	60,209	65,913	75,822	69,989
Industrial market economies	170,838	177,872	178,791	194,198	195,914	203,532	215,449	227,111	247,781	258,281	262,376

Source: WTO and World Bank.

Tourism sometimes claims priority over the users for resources. As in China, tourism has been encouraged to promote the economy, but conflicts with other sectors have been identified. Modern hotels are giant consumers of energy. To ensure the supply of electricity and water to the international hotels, energy departments in developing cities frequently have to switch off supplies to factories, ignoring local people's appeals (Laws, 1995, p. 90). This has caused an upsurge of resentment among residents because of the unfairness of the government.

Though the tourism industry is an earner of hard currencies among developing nations, much of this has leaked out of their economies. The need to attract foreign investment and consequent debt repayment have imposed serious long-term problems for injudicious borrowers (Jenkins, cited in Bodlander, 1981, p. 87).

Such problem of repayment was clearly seen during the Gulf War between Iraq and Kuwait, causing the fall in the economic growth in most of the industrialized countries. Every part of the world experienced negative impacts through their economies, but developing countries suffered most because they had to repay the loan including a large sum of interests to the World Bank.

Tourism has further generated social

and environmental changes, many of which have been detrimental.

Firstly, since tourism is of great importance to the economy and living standard of people in developing countries, people in rural areas move to tourist zones to seek employment, resulting in a labour shortage in rural areas and causing problems in tourist zones. Such problems are pollution, insufficient food supply, overcrowding, insufficient educational institutions for children, and traffic congestion. In particular, the elderly who live in rural areas have been left alone and uncared for.

Family relationships have also been affected by tourism. The young do not give respect to the old, as is traditional, because they live apart and gain higher status from their own earnings. Moreover, the unsociable hours (weekends, evenings and holidays) that people in the tourism industry are required to work make a wider gap among family members. Some people, working in small hotels or in independent restaurants, often have no shift system; therefore, they have to work all day which leads to a strain on their family lives.

Secondly, the price of food and land soars, resulting in the demand for goods of which there is a limited quantity. An increase in the price of land in tourist areas causes a rise in the land price around the country.

This affects not only local residents but also tourists (Vellas & Becherel, 1995, p. 320).

Thirdly, when many people gather in one place, pollution usually takes place. Tourist residences discharge filthy water into beaches and bays as in Pattaya, Thailand. Local and international publications reported that several Pattaya beaches had a level of coliform bacteria of more than 1,500 per millilitre – well above the 1,000 mark considered the maximum for safe swimming (Li & Zhang, 1997, p. 288). Tourists, thus, have headed to cleaner areas or to other countries. Local residents who used to make money from tourists have lost their livelihoods.

In some big cities when more tourists move in, fuel is extravagantly used for vehicles, resulting in air pollution that menaces local residents' and tourists' lives. As in the case of India, the government decided to stop the pollution, mainly caused by factories, and has planned for a culturally and environmentally appropriate park as a buffer zone around the Taj Mahal. The purpose is to preserve the Taj Mahal from development and pollution, and to provide an appropriate setting for the Taj. To fulfil this project, the Indian supreme court has ordered the closure of 2,200 factories, a threat to the monument and residential areas (Laws, 1995, p. 90). This has caused

dissatisfaction among the factory owners and employees, but on the whole, it has brought great delight to tourists and local residents.

In some well-known tourist attractions such as Pattaya, Bali and Penang, skyscrapers have been built to accommodate tourists, concealing the beautiful scenery of the surroundings which results in the decline of numbers of tourists.

Fourthly, rural women in developing countries have moved to tourist destinations to join the industrial workforce. Sex tourism has created locations and environments which attract prostitutes and their clients. Advertising which presents the four S's of tourism – sea, sun, sand and sex – through erotic pictures has created images of the Caribbean and Pacific Islands as havens for sexual enjoyment (Turner & Ash, 1975, p. 151). This image of sex for sale and also the fear of AIDS has marred the fame of Thailand. Many family holiday visitors have headed to other destinations. The Thai government is now working hard to change this bad image by selling package tours to beach resorts, hill hikes, and historic sites. As an indication of success, in recent years the proportion of female visitors to Thailand has risen from 28% to 35% (Waters, 1997, p. 131).

Lastly, high crimes by local residents against the tourists themselves usually

happen during the high season because of the population density. The effects of crimes on a host country cause an increase on expenditures upon law enforcement and unavoidably bring tension to tourists and local people (Mathieson & Wall, 1992, p. 151).

From the evidence of the practice of tourism in developed and developing countries, we can see that tourism in developed countries is a long-run process which puts more emphasis on society rather than economy, whereas in developing

countries tourism is considered essential to the economy and society is left behind.

Should developing countries stop the tourism industry? Of course not. Expanding tourism, however, should be a carefully-and-well supervised process. If we are only concerned with promoting tourism for the benefit of the economy and we avoid considering its negative effects on society, we are heading the wrong way. People must come before profits and although we all crave progress, we must be aware of the price we are paying for it.



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ภาพชุดศิลปะไทย
จากพิพิธภัณฑ์สถานแห่งชาติพระนคร



มณฑปจำลอง

ได้จากกรุเจดีย์ วัดเจ็ดยอด อำเภอฮอด จังหวัดเชียงใหม่
ศิลปะล้านนา สมัยรัตนโกสินทร์ ๒๒
ชนิดศิลปะสูง ๔๔ เซนติเมตร

RELIQUARY STUPA

Found in the crypt of stupa at Wat Chedi Sung
Hod district, Chiang Mai province
Lan Na style, mid 16th-mid 17th century A.D.
Lead with gold gilt, H. 44 cm.

พานเงินช่อก่อใบบัว และเทพพนม
ศิลปะรัตนโกสินทร์ พุทธศตวรรษที่ ๒๔
โลหะเงิน สูง ๒๗.๒ เซนติเมตร
กว้าง ๒๔ เซนติเมตร

**SILVER STEM-PLATE WITH
LOTUS LEAF AND DIVINITY MOTIFS**
Bangkok style, 19th century A.D. H. 27.2 cm., W. 24 cm.



มหาวิทยาลัยบูรพา
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เครื่องดนตรีสำหรับพระสงฆ์
ไม่ทราบที่มา
แบบรัตนโกสินทร์ พุทธศตวรรษที่ ๒๔
ทองแดง
ENAMELED BUDDHIST UTENSILS
Origin unknown
Bangkok Period, 19th century A.D.
Copper