

UNITED NATIONS RESEARCH INSTITUTE FOR SOCIAL DEVELOPMENT

DP 85

EMERGING MASS TOURISM IN THE SOUTH

**REFLECTIONS ON THE SOCIAL OPPORTUNITIES
AND COSTS OF NATIONAL AND REGIONAL
TOURISM IN DEVELOPING COUNTRIES**

by Krishna Ghimire

UNRISD Discussion Papers are preliminary documents circulated in a limited number of copies to stimulate discussion and critical comment.

April 1997

The United Nations' Research Institute for Social Development (UNRISD) is an autonomous agency that engages in multi-disciplinary research on the social dimensions of contemporary problems affecting development. Its work is guided by the conviction that, for effective development policies to be formulated, an understanding of the social and political context is crucial. The Institute attempts to provide governments, development agencies, grassroots organizations and scholars with a better understanding of how development policies and processes of economic, social and environmental change affect different social groups. Working through an extensive network of national research centres, UNRISD aims to promote original research and strengthen research capacity in developing countries.

Current research themes include: The Challenge of Rebuilding War-torn Societies; Integrating Gender into Development Policy; Environment, Sustainable Development and Social Change; Crisis, Adjustment and Social Change; and Volunteer Action and Local Democracy: A Partnership for a Better Urban Future. New research is beginning on: Social Policy, Institutional Reform and Globalization; Business Responsibility for Sustainable Development; New Information and Communication Technologies; Culture and Development; Gender, Poverty and Well-Being; Land Reform in Developing Countries; Emerging Mass Tourism in the South; and Public Sector Reform and Crisis-Ridden States. Recent research programmes have included: Ethnic Conflict and Development; Socio-Economic and Political Consequences of the International Trade in Illicit Drugs; Political Violence and Social Movements; and Participation and Changes in Property Relations in Communist and Post-Communist Societies. UNRISD research projects focused on the 1995 World Summit for Social Development included: Rethinking Social Development in the 1990s; Economic Restructuring and Social Policy; Ethnic Diversity and Public Policies; and Social Integration at the Grassroots: The Urban Dimension.

A list of the Institute's free and priced publications can be obtained by contacting the Reference Centre at the address or e-mail below.

United Nations Research Institute
for Social Development
Palais des Nations
1211 Geneva 10
Switzerland

☎ (41 22) 798 84 00/798 58 50

Fax (41 22) 740 07 91

Telex 41.29.62 UNO CH

e-mail: info@unrisd.org

World Wide Web Site: <http://www.unicc.org/unrisd>

ISSN 1012-6511

Copyright © United Nations Research Institute for Social Development (UNRISD). Short extracts from this publication may be reproduced unaltered without authorization on condition that the source is indicated. For rights of reproduction or translation, application should be made to UNRISD, Palais des Nations, 1211 Geneva 10, Switzerland. UNRISD welcomes such applications.

The designations employed in UNRISD publications, which are in conformity with United Nations practice, and the presentation of material therein do not imply the expression of any opinion whatsoever on the part of UNRISD concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The responsibility for opinions expressed in signed articles, studies and other contributions rests solely with their authors, and publication does not constitute an endorsement by UNRISD of the opinions expressed in them.

◆ Preface

Tourism is an increasingly important economic sector in much of the developing world. In several countries, its contribution to GDP is substantial, it is frequently the primary source of foreign exchange earnings, and it has proven to be a crucial source of income and employment for many population groups. But a number of the socio-cultural and environmental effects of tourism development have attracted criticism, and there is lively debate about the extent to which tourism has actually led to national economic growth and is able to sustain local livelihoods.

The potential of and problems associated with tourism have so far been discussed in the context of industrialized countries or involving Northern tourists in the South. This paper looks at Southern tourists, and by focusing on the emerging national and regional mass tourism in different parts of the developing world it widens the debate and encourages reflection on what is likely to be an area of growing importance in the not-so-distant future.

At present, very few developing countries have a consistently elaborated policy on national and regional tourism. Since most developing countries perceive tourism to be associated primarily with the receiving of wealthy Northern visitors, most Southern governments have largely ignored the occurrence of domestic and regional tourism. The paper suggests that they may be wrong to do so, arguing that it is in the developing world that tourism is likely to expand most rapidly in the future.

The paper begins by examining contradictory views of and policies for tourism development, and outlines the problems related to definition of the principal concepts and processes. In the second section, it looks critically at how mass tourism has evolved in the industrialized countries through the participation of the large middle class and the relatively better-off segments of the lower classes, a process that appears to be taking place in many developing countries and regions. In the third section, the paper discusses the nature and magnitude of North-South tourism and its overwhelming economic importance in several developing countries. The fourth section shows how domestic and regional travel are becoming increasingly important phenomena in several parts of the Third World. The fifth section points out some of the possible economic, social, political, cultural and ecological effects of Southern domestic and regional tourism, and it suggests that there are currently major gaps in the research on these impacts. In the sixth section, the paper puts forth some hypotheses about future patterns of national and regional mass tourism expansion in the South, likely to result primarily from the rapid spread of consumerism, increasing demand for leisure activities, urbanization and economic growth in certain parts of the developing world. In the concluding section, the paper suggests that, given their accelerating growth, Southern national and regional mass tourism merit careful consideration from the point of view of both research and planning. It warns that if Southern national and regional mass tourism were to follow the same evolution patterns as Northern mass tourism, there could be disastrous socio-economic and environmental results. National and regional tourists, popular organizations and local population groups

constitute important social forces that can work to ensure that national and regional tourism become economically more equitable, socially more sound, and culturally and environmentally less damaging. The paper ends by stressing that the development of national and regional tourism in developing countries does present certain advantages for Southern governments, national enterprises and local communities that should not be overlooked, but appropriate and participatory policies and institutions need to be set in place if these are to outweigh the potential negative impacts.

Information and debate are greatly lacking on the nature, magnitude and specific impacts of domestic and regional mass tourism in different contexts. Concrete policy measures required to manage the emerging Southern mass tourism in a more sustainable manner are also rare. The present paper is meant to be a background document; it sets out a number of the areas that merit attention if this gap is to be filled. UNRISD would like to contribute to work in this area by commissioning a number of papers on critical themes related to domestic and regional tourism development in developing countries. We hope this will help to generate wider interest on the topic and lead eventually to detailed case studies in different countries and regions.

Krishna Ghimire is a Project Leader at UNRISD and has been responsible for co-ordinating several of the Institute's research projects on environment and sustainable development.

April 1997

Dharam Ghai
Director

◆ Contents

1. INTRODUCTION	1
◆ The Problematic	1
◆ Definition of Principal Terms	4
2. THE HISTORICAL CONTEXT OF MASS TOURISM IN WESTERN EUROPE	6
3. NORTH-SOUTH MASS TOURISM	9
4. THE DEVELOPMENT OF NATIONAL AND REGIONAL TOURISM IN THE SOUTH	12
5. A FEW HYPOTHESES ON THE IMPACTS OF SOUTHERN DOMESTIC AND REGIONAL MASS TOURISM	15
6. THE FUTURE EXPANSION OF NATIONAL AND REGIONAL TOURISM IN THE SOUTH	19
◆ Changing Leisure Ethic	20
◆ Urbanization	20
◆ Economic Growth and Dynamics	21
7. CONCLUSION	21
◆ Bibliography	25

◆ Acknowledgements

I am grateful to many persons who have offered comments on this and the earlier version of the paper, as well as valuable general information and insights on the issue of mass tourism. I am particularly indebted to Gaby Fierz of Arbeitskreis Tourismus und Entwicklung, Basle; Harka Gurung of Asia and Pacific Development Centre, Kuala Lumpur; Eddie Koch of the Weekly Mail and Guardian, Johannesburg; Olav Myrholt of Olympia Utvikling, Lillehammer; John Soussan of Leeds University, England; and Ann Zammit of the South Centre, Geneva. At UNRISD, my thanks are due to several colleagues, namely Yusuf Bangura, Solon Barraclough, Paula Uimonen and Chloë Webster. I am particularly grateful to Jenifer Freedman for editorial advice and assistance.

◆ Abbreviations and Acronyms

ASEAN	Association of South-East Asian Nations
FNNPE	Federation of Nature and National Parks of Europe
GDP	gross domestic product
TNCs	transnational corporations
UN	United Nations
UNCED	United Nations Conference on Environment and Development
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
WCED	World Commission on Environment and Development
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council
WWF	World Wide Fund For Nature

*"On a bien attrapé un oiseau, mais c'est le feu pour le rôti qui manque"**

a Malagasy proverb

1. INTRODUCTION

◆ The Problematic

Under what circumstances can mass tourism contribute to sustainable development? This is a question that has given rise to much academic and philosophical debate, and preoccupied government officials and experts that are involved in designing tourism strategies and plans. There are conflicting views about what "sustainable development"¹ is and whether mass tourism has the ability to advance it. Governments, business groups, international lending institutions, multilateral and bilateral bodies and neo-liberal economists and tourism specialists have consistently emphasized the economic potential of tourism. Many critical scholars, environmentalists, NGOs and local community associations, on the other hand, have tended to point out the environmental and cultural costs associated with tourism; and they have also frequently questioned the prospects for national economic development or sustained local livelihoods, especially in developing countries.

It is undeniable that tourism today constitutes an essential sector of the national economy in several developing countries, generating foreign exchange earnings as well as income and employment for certain sections of the population. Because of this important economic role of tourism, combined with the process of rapid global economic integration, the expansion of tourism is, on the whole, inevitable. Moreover, there has been a speedy development in transport and communications systems that provide greater mobility for those attaching importance to travel and leisure activities. In many cases, the socio-economic, cultural, environmental and political impacts of tourism are quite predictable.

The guiding assumption in this paper is that it is in the developing world that tourism is likely to expand most rapidly in the future. Some of this growth may be linked to the increased international tourist arrivals.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_21628

