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PEACE THROUGH TOURISM:  
HOW CAN TOURISM LEAD PEACE?

MA DISSERTATION

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## **Abstract**

This paper explores the way in which tourism leads peace. Absence of war is an essential condition of peace, but it is not at all sufficient for any people to feel peaceful. Peace contains more positive concept. Tourism is not only the beneficiary of peace, but also a vital force for both negative and positive peace.

Tourism should be designed and conducted in a proper way because it has both benefits and costs to local and global economy, society, culture and environment. If all the actors play their own role, tourism can gradually lead to peace. To hasten the pace of this positive change, the current framework of tourism be changed. If the current one-way flow of tourists from developed countries to developing countries is replaced by two-way flow of tourists, hosts and guests can be interchangeable and can stand on an equal footing. Tourism can lead peace when it is properly conducted by each actor and when more people can have opportunities to be tourists.

**Keywords:** tourism, negative peace, positive peace, local community participation, right to be tourists, sustainability, sustainable tourism, peace tourism, two-way flow of tourism, low cost air carriers.

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## 1. Introduction

*Travel is fatal to prejudice, bigotry and narrow-mindedness.*

. . Mark Twain<sup>1</sup>

*I have watched the cultures of all lands blow around my house and other winds have blown the seeds of peace, for travel is the language of peace.*

. . Mahatma Gandhi<sup>2</sup>

*Travel has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn to know each other, to understand each other's customs and to appreciate the qualities of individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace.*

. . John F. Kennedy<sup>3</sup>

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<sup>1</sup> Twain, M. *The Innocents abroad: or, new pilgrim's progress* (London: Chatto & Windus, 1897).

<sup>2</sup> Quoted from *Jordan Times*, Friday-Saturday, November 10-11, 2000, <http://www.jordanembassyus.org/11102000005.htm>.

<sup>3</sup> *The Lighthouse*, Newsletter of Rotary District 7820, Zone 22, [http://www.rotary7820.com/dg\\_newletter/Nov2003.pdf](http://www.rotary7820.com/dg_newletter/Nov2003.pdf)

Almost all the people seem to agree the proposition that “peace is an essential precondition for travel and tourism and all aspects of human growth and development.”<sup>4</sup> Tourists are generally sensitive to events of war, terrorism and political violence because “such events jeopardize a relaxed and unconcerned holiday.”<sup>5</sup> They avoid visiting places with a negative image and “easily switch to another destination” when they find there is no peace in their destination.<sup>6</sup> To cite some cases, the Tiananmen Square massacre in June 1989, which the state authorities of China repressed a mass demonstration held mainly by students in pursuit of democratic reforms, led to serious decline of tourism industry in China.<sup>7</sup> It took two years to recover the number of visitors to the pre-incident level.<sup>8</sup> In Rwanda, where the genocide leading to massacres of unprecedented scale occurred in 1994, there has been negative image of the country and resultant substantial decrease in the number of visitors since then.<sup>9</sup> After the terrorists’ attack to the World Trade Centre on the

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<sup>4</sup> Amman Declaration on Peace Through Tourism

<sup>5</sup> Neumayer, E., ‘The Impacts of Political Violence on Tourism’, *Journal of Conflict Resolution*, Vol.48, No.2 (April 2004), p.277.

<sup>6</sup> *Ibid.*, p.261.

<sup>7</sup> Approximately 11,500 tourists cancelled visit to Beijing in 1989. See: Gartner, W. and Shen, J. (1992).

<sup>8</sup> Mowforth, M.(2003), ‘Tourism, Terrorism and Climate Change’, Paper prepared for the NATO Advanced Research Workshop on ‘Climate Change and Tourism: Assessment and Coping Strategies’, Warsaw, Poland 6-8 November 2003, p.13, figure.3.

<sup>9</sup> Rwanda received 9,623 tourists to national parks, while there were 23,698 visitors in 1989. See: Bizimana, M.J.(2003), ‘The Experience of Rwanda’, in: World Tourism Organization, *Tourism Peace and Sustainable Development for Africa: Luanda, Angola 29-30 May 2003* (Madrid: World Tourism Organization, 2003), p.95.

11<sup>th</sup> of September 2001, there was a significant decline (6.8 per cent fewer international tourists visiting than the previous year) in the number of tourists as was seen in the financial difficulty of many aviation companies. Terrorist attacks have sprung up in many tourist destinations, such as Bali and more recently Madrid. After the bombing in famous Kuta in October 2002, killing around 200 travellers, the average number of daily arrivals became less than one tenth as many as before.<sup>10</sup>

According to a travel agent in Japan, many tourists who wished to travel Iberian Peninsula gave up travelling or changed their calling airport from Madrid to Barcelona or Lisbon because of the terrorism on the 11<sup>th</sup> of March 2004. The World Tourism Organization's (WTO) survey on global tourism shows a decline of 1.2 per cent in travel over 2003. Although the number of visitors in each place has slowly reached a normal level as Mowforth insists that terrorism "is not likely to affect the growth in international tourism in the long term,"<sup>11</sup> tourism is affected by war, terrorism and state violence to great extent in the short term, and countries highly dependent on tourism are severely damaged by the decline. Tourism is "a very fragile industry"<sup>12</sup> which "requires peace and tranquillity in order to exist and flourish."<sup>13</sup>

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<sup>10</sup> *Indonesia Today*,  
<http://www.indonesiamission-ny.org/issuebaru/IndToday/IndTodayFSet.htm>.

<sup>11</sup> Mowforth, M. (2003), *op. cit.*, p.6.

<sup>12</sup> Bizimana, M.J., *op. cit.*, p.91.

<sup>13</sup> Pizam, A. (2002), 'Editorial: Tourism and Terrorism', *International Journal of Hospitality Management* vol.21, p.1.

The next question is as follows: is tourism simply the beneficiary of peace, or is it a generator of peace? As is cited at the beginning of this chapter, the idea that travel and tourism is “a vital force for peace”<sup>14</sup> have long been expressed by many politicians, writers and religious leaders. However, “while there is general recognition of contribution of tourism towards world peace, there has been very little research on this subject.”<sup>15</sup> Although travel and tourism is the biggest industry on the world on any economic measure including capital investment, employment and tax contributions,<sup>16</sup> they are “virtually invisible to leaders of the academic world.”<sup>17</sup>

This paper aims to clearly analyse the relationship between peace and tourism and to describe how tourism can lead peace. It begins with definitions of tourism and peace (Chapter 2). This is then followed by the descriptions of general problems and benefits of tourism from the economic, socio-cultural and environmental perspectives (Chapter 3). The fourth chapter deals with the relationship between tourism and peace by focusing on the three stages of peace and two levels of diplomacy, and shows the examples and possibilities of how tourism

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<sup>14</sup> D’Amore, L.(1988a), ‘Tourism – A Vital Force for Peace, *Tourism Management* Vol.19(2), p.151.

<sup>15</sup> Var, T. and Ap, J.(1998), ‘Tourism and world peace’, in: Theobald, W.F.(ed.), *Global Tourism* 2<sup>nd</sup> edition (London: Butterworth-Heinemann), Ch.4, p.4.

<sup>16</sup> Theobald, W.F. (1998), ‘The meaning, scope and measurement of travel and tourism’, in: Theobald, W.F.(ed.), *Global Tourism* 2<sup>nd</sup> edition (London: Butterworth-Heinemann, 1998), Ch.1, p.4.

<sup>17</sup> Morrison, A., ‘Building a Culture of Peace Through Tourism’, *Wildland Adventures Website*, [http://www.wildland.com/about/AM\\_paper.asp](http://www.wildland.com/about/AM_paper.asp)

can lead to peace. The fifth chapter describes the appropriate courses of action by each actor of tourism and explains the way tourism serves for peace.

The current situation of tourism shows that it is important for all the actors of tourism to promote tourism in a sustainable way not only for the noble aim of genuine love for humanity or symbiosis of human beings and nature, but also for their pleasure and sustainable business profits. If each actor plays its role, tourism can gradually lead to peace. To hasten the pace of this positive change, this paper suggests that the current framework of tourism be changed. If the current one-way flow of tourists from developed countries to developing countries is replaced by two-way flow of tourists, hosts and guests can be interchangeable and can stand on an equal footing. Tourism can lead peace when it is properly conducted by each actor and when more people can have opportunities to be tourists.

## **2. Definitions of peace and tourism**

### 2.1 Definition of peace

*Instant answer – is it true?*

Peace is often considered as an opposite word of war as symbolised by the famous Russian novel *War and Peace* written by Leo Tolstoy. Kenneth Boulding defined stable peace as “a situation in which the probability of war is so small that it

does not really enter into the calculations of any of the people involved.”<sup>18</sup> The word ‘peace’ is not often mentioned in a time of peace, but is usually mentioned when war or violent conflict occurs. Nations are making every effort to keep peace by defending their society from the threat of war, violence and terrorism through the building of armaments and armies. In this context, peace is defined negatively as the “absence of war.” For nearly 60 years since the Second World War, there has not been any direct military confrontation among the world’s major powers. Most of the world has been living life in peace in this perspective. However, even when people living in the areas of the ‘absence of war’ are asked whether they are at peace or not, the answer is not always positive. Although peace is regarded verbally as opposite of war, people do not always feel that true peace is achieved.

#### *Evolution of peace researchers’ definitions of peace*

Some peace researchers have cast doubt on this definition of peace as the ‘absence of war.’ The ‘absence of war’ is a necessary precondition for peace, but is not a sufficient condition for peace. Peace enforced by treaties, agreements or laws are mere temporary states of non-violence, because if the people involved are still inclined towards belligerence, then sooner or later, conflict, violence and wars will start once again. Quincy Wright insisted that “peace was a dynamic balance

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<sup>18</sup> Boulding, K. (1978), *Stable Peace* (Austin: University of Texas Press, 1978), p.13.

involving political, social, cultural and technological factors, and that war occurred when this balance broke down.”<sup>19</sup> He suggested in 1941 that peace was a more complicated matter than a mere ‘absence of war’ for the first time. Looking at situations in developing countries, where nobody felt peaceful even without war, Sugata Dasgupta named the state of ‘absence of war’ in developing countries ‘peacelessness.’<sup>20</sup> Even if a war ends and bullets or clubs are not being used, other kinds of violence might be taking place.<sup>21</sup> Some people suffer from diseases that are preventable. Some starve to death although there is enough food on earth. Some are denied a decent education, housing, an opportunity to play, to grow, to work, to raise a family, to have a right to freedom of speech, or to take part in their governance. They would never feel peaceful in such situations where their human rights and dignity are violated. Johan Galtung developed these views and divided peace into two categories: ‘negative peace’ and ‘positive peace.’ Negative peace is defined as nothing more than the absence of physical violence. There still may exist much hostility between the parties, and there is no move towards peace-building. It emphasizes the absence of war and violent conflict within and between societies.

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<sup>19</sup> Smoker, P. and Groff, L. (1996b), ‘Creating Global – Local Cultures of Peace’, *Peace and Conflict Studies*, Vol.3, No.1, pp.1-38, <http://www.gmu.edu/academic/pcs/smoker.htm>.

<sup>20</sup> The Asahi Shimbun(ed.), *Understanding Peace Studies* (Tokyo, The Asahi Shimbun, 2002).

<sup>21</sup> Barash, P.(ed.), *Approaches to Peace: A Reader in Peace Studies* (Oxford, Oxford University Press, 2000), p.130.

Peace is largely understood as a state where there is no war or violence. Negative peace is seen most often at the onset of a United Nations enforced cease-fire. Positive peace, on the other hand, is defined as a situation wherein all the states in former conflict are working together for mutual benefit. It emphasizes the presence of harmony, equity and justice within and between societies. 'Positive peace' is achieved when a state of 'peacelessness' has been improved. The elements which shape the state of 'peacelessness' are termed 'structural violence.' Structural violence is often extremely difficult to recognise and understand. It is a structure of exploitation and social injustice which is "built into the very social, political and economic systems that govern societies, states and the world."<sup>22</sup> For Galtung, peace is a positive concept which not only indicates absence of direct violence, but also includes a range of relationships up to a state where nations (or any groups and individuals in conflict) have collaborative and supportive relationships by respecting the rights of others, acting justly and taking care of others.

Linda Groff and Paul Smoker further developed the concept of peace by categorising peace into six broad stages by historically evolved peace concepts: absence of war; balance of force; no structural violence; feminist peace; holistic Gaia

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<sup>22</sup> Brand-Jacobsen, K.F., 'Peace: The Goal and the Way', in: Galtung, J., Jacobsen, C.G., and Brand-Jacobsen, K.F. (eds.), *Searching for Peace: The Road to TRANSCEND* 2nd edition (London, Pluto Press, 2002), Ch.I.2., p.17.

peace; and holistic inner-outer peace.<sup>23</sup> Peace research began with the movement by scientists to avert nuclear war after the Second World War, and has been extending its academic fields. Definition of peace has also been extended. It started from what Galtung calls negative peace, which is concerned only about the relationship between and within states. Extended definitions of peace include much broader area of concern from interpersonal (peace between individuals) and intergroup (peace between communities such as families, neighbourhoods, colleagues at work and ethnic groups) to international (peace between nations), global and environmental (peace between human beings and the rest of the biosphere). Spiritual leaders such as Dalai Lama suggest the significance of inner peace, or spiritual development. He articulates that both material and spiritual development “are important and must be developed side by side so as to achieve good valance between them.”<sup>24</sup>

Advanced science and technology enabled us to see the photographs of the planet earth from space which “generated reactions of awe, connectedness and mutual dependency among people on earth — a heightened awareness of the relationship between humanity and the planet, and the need to live in harmony with one another and our environment.”<sup>25</sup> Once we accept the perceptive of this organic

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<sup>23</sup> Smoker, P. and Groff, L. (1996b), *op.cit.*, pp.1-38,  
<http://www.gmu.edu/academic/pcs/smoker.htm>.

<sup>24</sup> Lama, D, Wisdom Quote Website, <http://www.wisdomquotes.com/000338.html>.

<sup>25</sup> D’Amore, L. (1988a), *op.cit.*, p.152.

and interconnected world, we can and have to think in terms of a positive definition of peace.<sup>26</sup>

*Definition of Peace in this paper*<sup>27</sup>

Tourism is now “the largest industry in the world on virtually any economic measure,”<sup>28</sup> and is on a steady growth path. Tourism is expected to generate US\$5,490.4 billion of economic activity (Total Demand) in 2004, growing (nominal terms) to US\$9,557.5 billion by 2014. Tourism Demand is expected to grow by 4.5% per annum, in real terms, between 2004 and 2014.<sup>29</sup> As the scale of tourism is huge, its impact should also be great. This paper employs the broader definition of peace, not just negative peace, because it is a significant aim of this paper to show that tourism is not just a beneficiary of peace but is a vital force for peace. This paper examines how tourism serves peace in a time of war, in a post conflict situation, and in a peaceful situation. Peace can not be defined as a specific situation. Theologian and antiwar activist A. J. Muste wrote, “There is no way to peace. Peace is the way.”<sup>30</sup> Peace is the process to advance step by step from one level to the next toward more peaceful situation. In order to make the discussion clearer, the author of

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<sup>26</sup> Ibid., p.153.

<sup>27</sup> See figure 1 in the appendix.

<sup>28</sup> Theobald, W.F. (1998), *op.cit.*, p.4.

<sup>29</sup> World Travel & Tourism Council, *The 2004 Travel & Tourism Economic Research*, p.32, <http://www.wttc.org/2004tsa/PDF/World.pdf> (Accessed: 3 August, 2004).

<sup>30</sup> Barash, P.(ed.), *op.cit.*, p.1.

this paper set up three stages to advance peace: (a) absence of war; (b) No structural violence; and (c) holistic Gaia peace.

## 2.2 Definition of tourism

According to a dictionary, tourism is: (1) the practice of travelling for pleasure; and (2) the business of providing tours and services for tourists.<sup>31</sup> Tourism is believed by many people to be “a service industry that takes care of visitors when they are away from home.”<sup>32</sup> Some experts limit the definition of tourism “by number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure.”<sup>33</sup> Other scholars widen the definition of tourism and it is more than just a service industry. For Gunn, tourism “encompasses all travel with the exception of commuting”<sup>34</sup> Davidson defines it as “the movement of people outside their normal routine for business, pleasure or personal reasons”<sup>35</sup>

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<sup>31</sup> *The American Heritage Dictionary of the English Language* 4<sup>th</sup> edition (Houghton Mifflin, 2000).

<sup>32</sup> Lowry, L L. (1994), ‘What is travel and tourism and is there a difference between them: A continuing discussion’, *New England Journal of Travel and Tourism*, vol.5, 1994, pp.28-29.

<sup>33</sup> Lowry, L L., op. cit.

<sup>34</sup> Gunn, C.A., *Tourism planning: Basics, concepts, cases*, 3<sup>rd</sup> edition (Washington D.C.: Taylor & Francis, 1994), p.4.

<sup>35</sup> Davidson, T.L., ‘What are travel and tourism: are they really an industry?’, in: Theobald, W.F.(ed.), *Global Tourism* 2<sup>nd</sup> edition (London: Butterworth-Heinemann, 1998), pp.22-28, p.26.

and points out that tourism is “a collection of industries.”<sup>36</sup> Whether tourism is an industry or not is a matter when discussing it in an economic framework. In this paper, tourism is going to be discussed in relationship to peace. Although economic factor can be significant for each government to promote tourism as one of their resources for expenditure and, thus, to make policy decisions, this paper focuses primarily on socio-cultural interactions between people and people, and between people and nature. Tourism is a social phenomenon, followed by a production activity.<sup>37</sup> Economic elements are the lubricant of better socio-cultural interactions and human-nature relations, and political elements come under the influence of the changes of socio-cultural situation. Tourism should, thus, be examined in this context. In order to achieve each stage of peace defined at the previous section, tourism should work for (a’) suspension or abolishment of war, (b’) elimination of structural violence, and (c’) awareness and action for the improvement of global and environmental issues.

In this paper, tourism does not include forced migration by states and international organisations for the purposes of development and conflict resolution,<sup>38</sup>

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<sup>36</sup> *Ibid.*, p.22.

<sup>37</sup> Davidson, T.L. (1998), *op. cit.*, p.26.

<sup>38</sup> About the catastrophic impact on the displaced populations and tendency of falling far short of the service to the national interest as a result of displacement, see: Brand, L.A., ‘Displacement for Development? The Impact of Changing State-Society Relations’, *World Development* Vol.29, No.6, 2001, pp.961-976

the evacuation of refugees that result from war and conflict, or any other involuntary movement of people. “Tourism is not the same as other forms of mobility and migration, in that it is always a transient encounter, involving the movement of the relatively wealthy sectors of the global populace even within developing countries.”<sup>39</sup> The purposes of tourists are business, study, pleasure, leisure or visiting families and relatives. They move voluntarily from one place to another. There are interactions between tourists, business suppliers, host governments and host communities and/or contacts between humans and Mother Nature. Although the nature of tourism might vary from person to person, the common denominator is that all of them seek something new, exotic, and different from what they see in their daily lives. As tourism offers extraordinary experiences that a tourist does not meet in his/her daily life, domestic tourism in the same culture is excluded in this paper.

Tourism is defined as movement of persons involving the crossing of cultural boundaries for the purpose of business, study, pleasure or leisure. It “involves some form of culture contact, however transient and superficial.”<sup>40</sup>

### **3. Costs and benefits of tourism**

Tourism has both negative and positive impacts on the globalised world.

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<sup>39</sup> Meethan, K., ‘Mobile Cultures? Hybridity, Tourism and Cultural Change’, *Journal of Tourism and Cultural Change*, Vol.1, No.1, 2003, p.18.

<sup>40</sup> Meethan, K., *op.cit.*, p.11

This chapter describes problems and benefits of tourism from the economic, socio-cultural, environmental perspectives.

### 3.1 Costs of tourism:

The problems of tourism occur mainly because a great part of world tourism is controlled by the tourists' side, that is, the transnational companies based in economically developed countries.<sup>41</sup> The relationship between those companies and the host countries are not equal. The poor countries are always defeated by short-term perspectives, or their hunger for money. As a result, the governments of developing countries tend to "keep quiet"<sup>42</sup> about the disadvantages of tourism.

#### *Economic costs of tourism*

There are many overt and covert costs to tourism which have negative economic effects on the host community. In most of the cases, rich countries can make more profit from tourism than poor ones. Because significant proportion of tourism revenues are transferred out on the host countries and local business and products are often excluded from the tourism of those areas, the least developed countries, which have the most urgent need for income, employment and general rise of the standard of living by means of tourism, are least able to enjoy the benefits.

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<sup>41</sup> Millman, R. (1991), 'Is tourism good for development?', in: Slater, F., *Societies, Choices and Environment: Issues and Enquiries*, (London, Collins Educational) p.229.

<sup>42</sup> *Ibid.*, p.244.

First, the most serious problem is what is called leakage. Local people derive their income after taxes, profits, and wages are paid outside the area and after imports are purchased. These subtracted amounts are called leakage.<sup>43</sup> For example, ‘all-inclusive’ vacation packages severely reduce their chances to earn income from tourists. The packages provide tourists everything they need. They are encouraged to spend most of their time and money on board or within the tourist areas, do not have to move out of the same cruise ship or resort, where they are completely isolated from local communities. Local people do not have much opportunity to profit from tourist as a result.

Second, tourism may impose an enormous drain on local populations. Increasing demand from tourists for basic services and goods will often cause the price runups, though the income of local residents is not proportionately increased. In addition, tourism developer may ask the host governments to improve the airport, roads and other infrastructure, and often to provide tax privileges and financial benefits, which can consequently reduce government investment for local people’s welfare including education and health.

The third problem is the risk of excessive reliance on tourism. Many developing countries with little ability to explore other resources have embraced

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<sup>43</sup> <http://www.unepie.org/pc/tourism/sust-tourism/economic.htm>.

tourism as the only way to boost the economy. If the economy of a country or region decreases variety and depends too much on one industry for its survival, health of the economy can not be preserved. The seasonal character of the tourism industry poses economic problems. Seasonal workers may face the problems of job insecurity, lack of income, difficulties in getting training, and unsatisfactory housing and working conditions.

#### *Socio-cultural costs of tourism*

There are four major negative socio-cultural impacts from tourism.<sup>44</sup> First, tourism can cause change or loss of local identity and values through the process of commodification of local cultures, standardization by tourists' desires, adaptation to tourist demands, and loss of authenticity and staged authenticity. Because the existence of cultural differences is one of the principle stimulants of tourism, tourists are, by definition, strangers in the destination.<sup>45</sup> National characteristics are reconstructed in the interaction between the 'strangers' and the natives. Religious and traditional rituals and festivals are weakened and restrained to fulfil tourists' expectations. Even landscape and accommodation are replaced to what tourists feel

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<sup>44</sup> 'Sustainable Tourism', *UNEP Website*

<http://www.unep.org/pc/tourism/sust-tourism/soc-drawbacks.htm>

<sup>45</sup> Archer, B. and Cooper, C. (1998), 'The Positive and Negative Impacts of Tourism', in: Theobald, W.F.(ed.), *Global Tourism* 2nd edition (London: Butterworth-Heinemann), Ch.5., p.71.

comfortable, as well as foods and drinks are standardised (or McDonaldised<sup>46</sup>). Oversimplified cultural expressions, which are adapted to the taste of tourists, are regarded as “real life” not only by the visitors, but also by indigenous people who are the successor of the culture. A beggarly and tip-cadging mentality is generated, and the commercialisation of hospitality is encouraged.<sup>47</sup> Cultural erosion may occur due to those processes.

Second, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels of prosperity, because tourism involves cross-boarder movement of people. Tourists are in general rich enough to spend time and money for seeking business and/or pleasure. Especially in less developed countries, where disparity in wealth between tourists and natives are huge, many jobs occupied by local people in the tourist industry are at lower levels in terms of both salary and status, such as housemaids, waiters, gardeners and other practical work. There may be growing tensions between them, and between poor indigenous populations and a few segment of the people who become excessively richer by tourism. Tourists’ behaviour can also trigger ill feelings from people in the host country. Tourists sometimes behave in ways that even they

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<sup>46</sup> Ritzer, G. (1996), *The McDonaldization of society: an investigation into the changing character of contemporary social life* (Thousands oaks: Pine Forge Press)

<sup>47</sup> Marfurt, E.(1997), ‘Tourism and the Third World: Dream or Nightmare?’, in: France, L. (1997) *The Earthscan Reader in Sustainable Tourism*, Earthscan Publications, London, p.172.

would not accept at home, and do not respect local customs and moral values as a result of ignorance or carelessness.

Third, increasing tourism flow and its resultant developments can cause severe social stress for the local community. Vandalism, littering, pilferage and illegal removal of cultural heritage items may cause damages to cultural resource. Conflicts arise when the choice has to be made between development of the land for tourist facilities or infrastructure and local traditional land use. Resort hotels are usually built on the villages or fishing places where local people are living.<sup>48</sup> Local people should be consulted in advance but are often ignored,<sup>49</sup> because local officials are often bribed to say that no one objected. There are numberless examples where local residents have lost access to local land and natural resources because of tourism development. People are forced to move out to slums and they lose their jobs. In resort hotels, tourists spend, or waste, too much water and electricity and this may cause a shortage of natural resources for local people and the pollution of the natural environment. The consumption of tourists not only results in increasing the income of the local population but also causes higher taxes and prices.<sup>50</sup>

Fourth, tourism involves ethical and even criminal issues due to the impacts raised above. Crime rates typically increase with the growth and urbanization, about

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<sup>48</sup> Millman, R. *op. cit.*, p.234.

<sup>49</sup> *Ibid.*, p.229.

<sup>50</sup> *Ibid.*, p.234.

which tourism brings. The presence of a mass of tourists with a lot of money to spend, and often carrying valuables, increases the attraction for criminals. They are considered as an easy target for pickpockets, robbers and drug dealers who may believe and justify their own activities “as a way to ‘redress the balance.’”<sup>51</sup> Tourism can also drive the development of gambling, which may cause negative changes in social behaviour. Child labour and prostitution are also the serious issues in which tourism has roots. Tourism brings consumerism to many parts of the world previously denied access to luxury commodities and services. Young children are recruited because they are cheap and flexible employees. For people in financial trouble, especially children and young women who are socially vulnerable, these kinds of easy money are so attractive. They can not help trading their bodies in exchange for articles for everyday use, such as T-shirts, personal stereos and bikes, and even for air tickets out of the country. Local people may achieve a relatively high level of prosperity by unethically catering for the several needs of the visitors, but disparities between host residents and tourists will never be corrected in this way.

Lastly, the idea of carrying capacity control is sometimes ignored and carried over into the realm of socio-cultural impacts. When the physical capacity of a place is exceeded, overcrowding is seen as a form of ‘social pollution.’<sup>52</sup> A glut of

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<sup>51</sup> Archer, B. and Cooper, C. (1998), *op.cit.*, p.71.

<sup>52</sup> Meethan, K. (2001), *Tourism in Global Society: place culture, consumption* (New

tourists place an inordinate level of psychological stress on the emotions of the residents, and make them feel that the place is being taken over by tourists to satisfy the needs of tourists.

#### *Environmental costs of tourism*

Tourism can grow into a heavy burden on the environment. First, tourism has physical impacts directly or indirectly on the ecosystem of every tourist destination. Development of tourism facilities can cause deforestation, land degradation and loss of wildlife habitats and deterioration of scenery, because infrastructure development and construction activities entail various degrees of sand mining, the erosion of soil, extensive paving and other intensified or unsustainable use of land. This problem is especially serious in ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds, which are in themselves valuable resources of tourism. Tourist activities also cause damage that can lead to loss of biodiversity and other impacts. For example, tourists use the same trail over and over again and trample the vegetation and soil. Tourists going on safari bring about stress for the animals, alter their natural behaviour and decline species.

Second, tourism increases the consumption of natural resources in the area

and may bring about depletion of resources. It can put great pressure on local resources such as energy, food, and other raw materials that is already in danger of short supply on a global scale, as well as in the area. Because of the seasonal character of tourism, the capacity utilization of tourism facilities may be extremely low and operational efficiency will remain minimal in some season. Furthermore, some tourists disturb more of the environment than necessary. They may waste resources in an attempt to make full use of their prerogatives in their all-inclusive tour package or hotel services.

Third, tourism causes various kind of pollution as any other industry does. The construction of hotels, recreation and other tourism facilities usually leads to increased sewage pollution. Transport emissions and emissions from the production and use of energy are closely linked to the current problems of environmental pollution like acid rain, global warming and photochemical pollution. Waste management is a serious problem, too. Tourists scatter large quantities of garbage over the area and encourage the destruction of the surrounding environment.<sup>53</sup> Tourists may ignorantly introduce pest plant and animal species to the local environment. Noise pollution from the means of transportation, recreation amenities and entertainment equipments is an ever-growing problem of modern tourism. It

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<sup>53</sup> Archer, B. and Cooper, C. (1998), *op.cit.*, p.75.

even causes distress to wildlife, especially in sensitive areas, as well as annoyance, stress, and even hearing loss for humans.

The extent and nature of these environmental and ecological damages is “related to the magnitude of the development and the volume of visitors, the concentration of usage of both spatially and temporally, the nature of the environment in question, and the nature of the planning and management practices adopted before and after development take place.”<sup>54</sup> Environmental problems are often not contained within one country. They are often global conditions with global consequences. One example is the problem of acid rain. Massive quantities of fumes and smoke, released from factories and transportation facilities, does not stay within an area or country, but spread across other countries. The depletion of the ozone layer and global warming are other examples of globalised environmental problems, which insidiously creep up and cause natural disaster and catastrophes by climate change. Tourism not only contributes to environmental problems, but is affected by them as well. A place damaged by deterioration of environment will lose its appeal to tourists. Tourism is unsustainable if not well managed.

*Neo-colonialism — danger of governments’ weak-kneed attitude toward tourism*

In extreme cases, tourism may result in neo-colonialism. Some multinational

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<sup>54</sup> *Ibid.*

companies have full command of the tourism development in certain areas. The governments are supposed to control and prevent their people from employment discrimination and other issues which are against interests of indigenous population. However, it is difficult for many governments to reject the demand of powerful companies, because the governments are afraid that investment may be withdrawn. In addition, most of these companies tend to negotiate with only national governments. Local and regional governments will be ignored, as well as the will of the residents will be completely disregarded.

### 3.2 Benefits of tourism

Tourism has also a lot of positive aspects as Lee calls it a “promising industry.”<sup>55</sup> Tourism has global-scale economic impacts, which hold enormous potentialities to promote cultural exchange as a means of breaking down the barriers between peoples of different nations, and to develop greater understanding between individuals or people of different nations resulting from this exchange.<sup>56</sup> It also gives tourists good opportunities to develop environmental awareness and makes them think about what to do to ensure the sustainable prosperity of the Earth.

#### *Economic benefits of tourism*

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<sup>55</sup> Lea, J. (1998), *Tourism and Development in the Third World* (New York: Routledge), p.1

<sup>56</sup> Var, T. and Ap, J. (1998), *op.cit.*

Tourism has a wide range of positive economic impacts. It contributes directly to sales, profits, jobs, tax revenues, and income in the primary tourism sectors such as hotels, restaurants and transportation. Tourism also affects most sectors of the economy through the changes in economic activity from subsequent rounds of re-spending of tourism money (secondary effects).<sup>57</sup> There are several other economic impacts which result in changes in prices, in quality and quantity of goods and service, and in property and other taxes, although they are invisible in most of tourism studies.

There are four main positive economic impacts of tourism. First, tourism increases foreign exchange earnings and contributes to government revenues. Tourists' consumption and the import and export of related goods and services generate the revenue to the economy of a host country and promote further investment essential to the financial growth of other industries. Taxes on incomes from tourism businesses and direct levies on tourists such as departure taxes generate direct contributions to government revenues.

Second, host residents are benefited by the facilities and services developed for tourism.<sup>58</sup> Social infrastructure, which otherwise might not have been developed, is highly improved by tourism. It brings airports, better roads, hotels, restaurants,

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<sup>57</sup> Stynes, D.J.(2004), 'Economic Impacts of Tourism', *Michigan State University Website*, <http://www.msu.edu/course/prr/840/econimpact/pdf/ecimpv011.pdf>, pp.4-6.

<sup>58</sup> Archer, B. and Cooper, C. (1998), *op cit.*, p.66.

new sport and recreational facilities, transport, power supplies, improved health and transport, better water and sewage systems. They can improve the quality of life for residents and directly relate to development, as well as facilitate tourism.

Third, tourism leads to significant employment creation.<sup>59</sup> There are numerous jobs which directly relate to tourism including waiters and waitresses, vendors of souvenirs, tour guides and others, and plentiful ones which indirectly link to tourism through the supply of goods and services needed by tourism-related businesses.

Fourth, tourism facilitates the process of poverty alleviation and income distribution between countries, thereby contributing to a more balanced development of the world economies. Most tourists are originated from developed countries which are relatively rich, and travel various places including many less developed countries. Tourism consumption by tourists from developed countries occurs in developing countries. Tourism promotes money flow from the rich to the poor.

Economic development can narrow the deep economic chasm between guest visitors and host residents. Then, the latter begins to perceive the former as essential to the prosperity of the area. Local people take a more relaxed view of tourists, try to learn about them, and become friendlier to them. Tourists also feel close to the

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<sup>59</sup> According to the WTO, tourism supports some 7% of the world's workers.

natives and try to promote mutual understanding and mutual confidence. When the destination society is technologically more advanced and the affluence gap between hosts and tourists becomes narrower, both of them feel less shocked by their encounter.<sup>60</sup> Tourism is the significant cornerstone of mutual understanding and other positive socio-cultural impacts.

#### *Socio-cultural benefits of tourism*

First, tourism can reevaluate and preserve local culture and traditions. Although the original arts and crafts may become more streamlined to entertain tourists to some extent, there are more tourist demands for the preservation and transmission of their original culture and wildlife as a valuable commodity.<sup>61</sup> More and more people are becoming familiar with the local culture and know the advantages and problems of that culture. Developing the tourist industry is a good way for the conservation and sustainable management of natural resources, the protection of local heritage, transmission of cultural traditions, and a renaissance of indigenous cultures, cultural arts and crafts.

Second, tourism encourages civic pride and involvement in the governance of the area. Local people become aware of the value of natural and cultural sites they

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<sup>60</sup> Pearce, P.L (1998). 'The relationship between residents and tourists: the research literature and management directions'. In: Theobald, W.F.(ed.), *Global Tourism* 2nd edition (London: Butterworth-Heinemann, 1998), Ch.8., p.137.

<sup>61</sup> Millman, R., *op. cit.*, p.240.

have, and their feelings of pride in local and national heritage are stimulated. The act of presenting their own culture to outsiders strengthens the idea of what it means to live within a community, thus increasing identity, pride, cohesion, and support.<sup>62</sup> In addition, the involvement of local communities in tourism development and operation is a significant condition for the conservation and sustainable use of biodiversity in that they, as permanent resident of the region, are more interested in and more responsible for the long-term prospect.

Third, tourism can be a driving force for giving locals a motivation for boosting the development and maintaining their pride. Tourists who have time and money enough to spare for pleasure and leisure become objects of envy to host residents. This kind of demonstration effect of prosperity among poverty may create a motivation among local people to work harder and to achieve higher levels of education in order to emulate the way of life of the tourists.

Finally, tourism can be a means of reducing tension and promoting harmonious relations. It brings people into contact with each other and provides cultural exchange between hosts and guests. It is the opportunity for individuals to gain first hand knowledge of the place they visit. To foster understanding between people and cultures is an education element of tourism. People involved in tourism

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<sup>62</sup> Besculides, A., Lee, M.E. and McCormick, P.J. (2002), 'Residents Perception of the Cultural Benefits of Tourism', *Annals of Tourism Research*, Vol. 29, No. 2, p.306.

have opportunities to develop mutual sympathy and understanding and to reduce their prejudices. The more people get to know each other, the less friction there is between them. Or at least, chances will be fewer that small events explode into violent conflicts, because mutual understanding is established and both conflict parties go to the table of the negotiation. The negative experiences of tourists and locals are caused mostly by the lack of exposure to other cultures. Those experiences can be overcome if both sides are able to eliminate feelings of their own cultural superiority and ethnocentrism, and appreciate and respect each other's cultural characteristics, learn to be proud of them.<sup>63</sup> Tourists can develop real friendships with local people. Tourists can help “sustain local social institutions as well as promoting pride in the visited community.”<sup>64</sup>

#### *Environmental benefits of tourism*

Tourism is highly dependent on the environment, both physical and human, as a product. Many tourists are fascinated with “areas of high scenic beauty, regions of historical and architectural interest and areas with abundant and interesting wild life.”<sup>65</sup> Environmental sustainability is one of the most important factors of tourism. Tourism positively contributes to the local and global environment in the following

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<sup>63</sup> Smith, V.L. (1997), ‘Introduction to Hosts and Guests: The Anthropology of Tourism (2nd Edition)’. In: France, L. (ed.), *The Earthscan Reader in Sustainable Tourism* (London: Earthscan), p.132.

<sup>64</sup> Pearce, P.L. (1998), *op.cit.*, p.137.

<sup>65</sup> Archer, B. and Cooper, C. (1998), *op.cit.*, p.75

ways.

First, tourism makes a direct financial contribution to the conservation of sensitive areas and habitat, as is stated in the subsection about economic benefits of tourism. Some of the money spent by tourists, in particular the revenue received from entry fees, can be allocated specifically to pay for the protection and management of environmentally sensitive areas and heritages. Various taxes imposed on tourists' consumptions help the governments to promote overall conservation programs and activities.

Second, both visitors and local people become more conscious of environmental problems through tourism. When people have more contact with nature and the environment, they appreciate the environment and become aware of environmental problems and the value of nature. Tourism can play a key role in providing environmental information and raising awareness among them of the environmental consequences of their actions and of human behaviour. In fact, many places such as the shrinking Aral Sea and Mount Kilimanjaro, which has been devastated by environmental degradation, become more famous to among tourists, and tourists become more intrigued with environmental issues. It is important to look squarely at the grim realities of the environment and to know how much they squander the Earth's resources by tourism activities. These actions not just stimulate tourists to protect the environment of their destination, but also call attention to that

of their own home area, where they are doing the similar consumption behaviour. Tourism can have an enormous positive impact on the whole planet's environment by such continuous efforts.

Third, tourism contributes to environmental protection, conservation and restoration of genuine heritages, biological diversity and sustainable use of natural resources to significant extent. Because of the attractiveness of the areas to tourists, residents in such areas, who are in charge of the pristine sites and natural areas, become familiar with their properties, identify them as valuable, and confirm the necessity to keep the attraction alive. Tourism protects and creates economic value for resources which otherwise have no perceived value to residents, or are regarded as a cost rather than a benefit. Not just for natural environment, tourism also provides the incentives for environmental enhancement and rehabilitation of the habitation areas such as city centres and old industrial sites, including the creation of employment in these areas

Finally, appropriate environmental management and planning help prevent degradation of the environment. Planning should be made carefully based on the in-depth analysis of the environmental resources and the maximum sustainable visitor capacity of the area. Planning early for tourism development helps to prevent damaging and expensive mistakes, and avoid the gradual deterioration of environmental assets essential to tourism. Planning and management include

regulatory measures which help offset negative impacts. For example, controlling the number of tourist activities and movement of visitors within protected areas can limit impacts on the ecosystem and help maintain the integrity and vitality of the site. Ensuring visitors have little impact on the sensitive environment, resources and wildlife habitats.

The problems and benefits are two sides of the same coin. In order to make the impacts positive, tourism must be practiced and developed in a sustainable and appropriate way. All the benefits of tourism raised above are the preconditions in order for tourists and hosts to have harmonious relationship, and in order for human beings to realise symbiosis with nature, while each of the problems may pose an impediment if it is left unsolved.

#### **4. Tourism and Peace**

According to the definitions of tourism and peace described in chapter 2, tourism is making contributions to peace when tourism works for (a') suspension or abolishment of war, (b') elimination of structural violence, and (c') awareness and action for the improvement of global and environmental issues. These three stages are achieved by two different levels of diplomacy. This chapter first clarifies the role of each level and, then, articulates how tourism serves each stage of peace.

#### 4.1 Two levels of diplomacy

There are two main levels of international relations, which are defined in a 1981 seminal article of Foreign Policy by William D. Davidson and Joseph V. Montville: 'track one diplomacy' and 'track two diplomacy'. The former is conducted by official representatives of a state/quasi-state authority that manifest direct, major, and usually immediate impact on national, regional and international affairs, or an intergovernmental organisation such as the United Nations; the latter is the unofficial channel of people-to-people relations by private citizens, non-governmental organizations (NGOs), and business persons.

Peace is available only when both tracks run parallel and function properly. The three stages for the advancement of peace have a clear distinction between the roles of the track one diplomacy and the track two diplomacy. Decisions of (a') suspension or abolishment of war can be made only by the track one diplomacy. War is usually fought between internationally recognized sovereign states, or between a state and guerrilla or terrorist groups. On the other hand, (b') elimination of structural violence and (c') awareness and action for the improvement of global and environmental issues are mainly inspired and promoted by the track two diplomacy. Of course, the rules and regulations to achieve the second and the third stages of peace can be established by governments, or the track one diplomats, but people, or track two diplomats, are the practitioners of the rules and regulations. The biggest

objective of the track one diplomats is to defend their national interest. They have to “make worst case assumption about an adversary’s intentions, but these very assumptions can set in motion a chain reaction of mutual distrust, threats and hostilities that can culminate in war.”<sup>66</sup> They tend to be preoccupied with short-term profits. National interests are given priority over regional and global interests. Global issues such as economic inequality, food distribution problems, global warming and balance between energy supply and demand are sidelined and left unsolved. Track two diplomats can construct a new framework which is free from narrow-minded nationalism, and create an alternative set of relationships that can prevent such a devastating chain reaction.<sup>67</sup>

In summary, the track one diplomacy is essential to achieve negative peace (absence of war), while the track two diplomacy mainly serves for positive peace. Tourism is, according to the definition, voluntary movement of persons whose aim is business, pleasure or leisure. Thus, a tourist is most likely a track two diplomat. However, tourism can be a means of fostering the track one diplomacy. The following sections discuss how tourism serves negative and positive peace.

#### 4.2 Tourism for absence of war

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<sup>66</sup> D’Amore, L.(1988a), *op.cit.*, p.153.

<sup>67</sup> *Ibid.*, p.153.

Negative peace is usually achieved by the negotiations between governments or between other public level agencies. War is concluded by armistice agreements and peace treaties. Abolishment of war or the renunciation of the use of force is, though there are just a few examples of this including article nine of the Japanese constitution, determined only by governmental levels. However, tourism has its own role to operate as a helping hand to enforce the track one diplomacy. It is sometimes utilised as a method of reducing political tension, achieving reconciliation in divided societies, preventing moving back into a state of war. And in other case, tourism promotes mutual understanding, business opportunities and people-to-people contact between the peoples of conflicting countries, which create an opening for the initiation of negotiations toward peaceful relationship. The following are the examples of use of tourism in the framework of the track one diplomacy.

*A case of failure: Mt. Kumgang tour project*

Kim and Prideaux<sup>68</sup> examine the role of the Mt. Kumgang tourism project, which has been promoted since 1998 by the government of North and South Korea to improve relations in the Korean Peninsula. Although both Korean governments share the same political objective of reunification of the Korean Peninsula, they have totally different views. North Korea employs the definition of peace from a

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<sup>68</sup> Kim, S.S. and Prideaux, B., 'Tourism, peace and ideology: impacts of the Mt.Gumgang tour project in the Korean Peninsula', *Tourism Management*, Vol.24 (2003), p.676.

communist perspective which may not favour the 'absence of war' approach, and may be willing to use military force and expand its territory to the South to achieve the goal. South Korea aims to achieve the goal through diplomacy with a help of growing economic engagement.

The project was first realised in 1998, when South Korean President Kim Dae Jung decided the sunshine policy of rapprochement with the North. His administration laid great emphasis on "separating politics from business," aiming at a thaw in relations with North Korea. North Korea accepted the project which was carried by the Hyundai Group, the largest conglomerate corporation in South Korea, because the existence of the business sector between governments could exclude direct involvement of the South Korean governments.

The project was initially well-received by many South Koreans as a significant step towards reducing tensions of inter-Korean relations, but was soon criticised. The North government did not stop showing overt hostile to the South: North Korea test-fired Taepodong 1 nuclear-capable missile; their spy ship and submarine intruded into South Korean territorial waters; and they refused the US nuclear inspectors. There were no restrictions imposed on the North's use of the income by Mt. Kumgang project. North Korea was strongly suspected of spending hard currency earned by Kumgang tourism on weapons. Many South Korean believed that support of the tour was not promoting peace, but promoting the North's

ability to wage war. An even greater problem occurred from the viewpoint of tourism: the Mt. Kumgang tour project was completely controlled by the North government. The tourists undoubtedly decided to join the tour voluntarily. Yet, the problem is that they had no choice but to follow the strict guidance decided by the North Korean government during the tour, and they never met any ordinary North Koreans. It is true that the tourists visited North Korea, but there was no interaction between the tourist zone of Mt. Kumgang and the reality of North Korea.

Although Kim and Crompton assumed that tourism “offers a nonthreatening apolitical way of tentatively initiating closer relationships and creating an environment which could facilitate more formal political negotiations,”<sup>69</sup> it does not work in that way in the case of the Mt. Kumgang tour project.

*Cases of success: peace through tourism in divided societies*

Even when negative peace is already achieved by the announcement of political cease-fire, people in the conflict area would have almost no moment when they actually feel that the conflict ceases and peace begins to reign. They rather feel that there is an uneasy neutrality where each side watches with suspicion whether the former adversaries abide the complete cessation of violence. If there is no clear winner or loser in the conflict and the border or interests are ill-defined, then peace is

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<sup>69</sup> Kim, Y.K. and Crompton, J.L., (1990) ‘Role of tourism in unifying the two Koreas’, *Annals of Tourism Research*, Vol.17, Issue 3, p.353.

merely the beginning of uneasy negotiations. Tourism is often recognised as a force “to foster social justice and reconciliation within a divided society.”<sup>70</sup>

In Northern Ireland, the period of violent conflict began with the Civil Rights marches in the late 1960s, and the society has been exposed to relatively low level of violence since then. There was a politically negotiated cease-fire in 1994 and in 1996. Yet, mutual distrust between republicans and nationalists has not been eliminated generally. The conflict still exists now, but there is a good evidence of reconciliation which is achieved by the promotion of tourism. The solution advocated by the Northern Ireland Tourist Board (NITB) was to form a single tourism advocacy organisation and to increase communication opportunities. This project was successfully carried out at the tower museum in Derry/Londonderry. By involving the different communities in a single project, both sides shared the mutual understanding and strengthen relationships of mutual trust. This project was remarkable in that it helped either side of people to remove distrust and suspicion toward each other and to promote reconciliation that could not have been achieved by the high-level agreements between leaders of both adversarial parties.

Tourists’ flows across the Taiwan Straits broke long years of silence and promoted dialogue at the track one diplomacy level between Mainland China and

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<sup>70</sup> Higgins-Desbiolles, F. (2003), *op.cit.*, p.35.

Taiwan. For nearly thirty years since the establishment of the country, Mainland China threatened to 'liberate Taiwan' and "attempted to seize territory under Taipei's control."<sup>71</sup> But this slogan, along with the Taiwan's 'counterattack on the mainland,' became gradually less of a real possibility and the cross strait relations were ostensibly peaceful. By the end of 1970s, China decided to give up the goal of liberating Taiwan by force and began to search seriously for a peaceful reunification.<sup>72</sup> Both governments gradually lifted its restrictions against discussing the issue of unification in the 1980s, many Taiwanese quietly visited the mainland through a third country and the mainland border control authority gave silent approval by not stamping their passports when they entered or exited the mainland. In 1987, Taiwan decided to lift its ban on travel to the mainland China initially for the purpose of visiting families and relatives.<sup>73</sup> Increased flow of Taiwan visitors to the Mainland marked the beginning of people-to-people contact between the two sides after some decades of separation and hostility. Mainland Chinese was also gradually allowed to visit Taiwan. Although there was no direct contact between the two governments at the track one diplomacy level for several years, the increasing

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<sup>71</sup> Hickey, Dennis Van Vranken (1998), *Taiwan's Security in the Changing International System*, (London, Lynne Rienner Publishers), p.8.

<sup>72</sup> *Ibid.*

<sup>73</sup> Yu, L. (1997) 'Travel Between Politically Divided China and Taiwan', *Asia Pacific Journal of Tourism Research* (May, 1997).

[http://www.hotel-online.com/Neo/Trends/AsiaPacificJournal/TravelBetweenChinaAndTaiwan\\_1997.html](http://www.hotel-online.com/Neo/Trends/AsiaPacificJournal/TravelBetweenChinaAndTaiwan_1997.html).

number of tourists served as a track two diplomacy, and promoted closer contact, mutual understanding and business opportunities between the two peoples on both sides of the Taiwan Straits. In 1993, the first high-level meeting between the leaders of the two semi-official organizations was held as a result of increased volume of tourism. This is a clear example of initial reconciliation and limited cooperation between the two governments in the wake of tourism.

#### *Implications of tourism for absence of war*

The above examples show the possibility that tourism can be a catalyst to promote track one diplomacy and to develop or maintain negative peace. The Mt. Kumgang tour project is clearly the case of failure in that the project not merely brought economic benefits only to North Korea, but also made the governments and people in South Korea more suspicious to their enemy. The reason is fairly understandable if we compare this case with the other examples. It was not allowed at all for the tourists from South Korea to have contact with ordinary North Koreans or to move by their own will. And the Kumgang tourism was very one-sided. No people from the North had opportunities to visit the South. In other cases, people act freely at their own will, have contacts with each other, and gain mutual understanding. The Mt. Kumgang project was completely controlled from the government of North Korea, which eliminated all the opportunities of interaction and contact between peoples in the divided societies.

This comparison articulates that tourism has significant political implications in world politics and international relations. Governments can use tourism as a political leverage to either promote tourism with friendly countries or restrict tourism with hostile countries<sup>74</sup> by controlling the movement of tourists and the opportunities to have people-to-people contacts.

#### 4.3 A specific way of tourism for a positive change

There seem to be some objections to the proposition that tourism can be a vital force for peace. This is because of the lack of empirical research to prove this proposition. “Tourism operates at the most basic level of track two diplomacy by spreading information about the personalities, beliefs, aspirations, perspective, culture and politics of the citizens of one country to the citizens of another.”<sup>75</sup> The contact model of the social psychology, which supposes that “contact among individuals from diverse groups enhances understanding and acceptance among the interacting parties and therefore reduce intergroup prejudice,”<sup>76</sup> supports an assumption that the tourist experience will reduce the perceived differences between

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<sup>74</sup> Richter, L.K.(1989), *The politics of tourism in Asia*, (Honolulu: University of Hawaii Press), p.77

<sup>75</sup> D’Amore, L.(1988b), ‘Tourism – The World’s Peace Industry’, *Journal of Travel Research*, Vol.27, No.1, p.38.

<sup>76</sup> Pizam, A., Fleischer, A. and Mansfeld, Y. (2002), ‘Tourism and Social Change: The case of Israeli Ecotourists Visiting Jordan’, *Journal of Travel Research*, Vol.41, p.177.

tourists and hosts, improve the negative ethnic attitudes, and strengthen the feeling of togetherness. It would be an overstatement if one says that tourism is one and only force to increase harmonious relations and worldwide understanding. Yet, considering the nature of tourist-host contacts in tourism, tourism has more or less a positive impact on the communities concerned, regardless of the period. This is the first step to prove the proposition.

For example, there is an investigation assessing changes in attitudes and perceptions toward international understanding by American university students who had spent a year of study abroad at a European university, compared with the students who remained on their home campus during their junior year.<sup>77</sup> Both groups were asked about retrospective views before the junior year, views presently held, and changes in attitudes during the junior year. The results indicate that the students who had experiences staying abroad increased the levels of international political concern and cross-cultural interest, and extended the vision of cultural cosmopolitanism. This group also reported more positive, yet also more critical views on the United States than did the comparison group. Another survey research in the European Community, according to Douglas Pearce, shows that those who have travelled have stronger attitudes towards the unification of Europe. This result

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<sup>77</sup> Carlson, J. and Keith, W., 'The effects of Study Abroad during College on Attitudes toward Other Cultures', *International Journal of Intercultural Relations*, Vol.12., No.1, p.1.

was especially true in those visiting several countries.<sup>78</sup> These are the examples of positive changes of tourists' mind through tourism and cross-cultural experience. There are plenty of other researches conducted in different parts of the world about the changes in the social structure, values, norms, opinions and attitudes of both tourists and host residents who interact with each other. Tourism has been regarded as an agent of social change.

Of course, not all the reports demonstrate positive changes by tourism. There are some reports that tourism did not offer any change, or that changes occurred in the negative direction. A series of empirical studies (visits to Egypt Israeli students; visits to former USSR by the US students; visits to Turkey by Greek tourists)<sup>79</sup> concluded that tourism did not reduce negative ethnic attitudes in the relations between pairs of countries that have been for long periods of time hostile or unfriendly.

A group of researchers analysed the results of these studies and conducted another research on tourism and social change.<sup>80</sup> They set up the research carefully

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<sup>78</sup> Pearce, D., *Tourist Development* 2<sup>nd</sup> edition (Essex: Longman, 1991), p.221-222.

<sup>79</sup> Milman, A., Reichel, A. and Pizam, A. (1990), 'The impact of Tourism on Ethnic Attitudes: The Israeli Egyptian Case', *Journal of Travel Research*, Vol.29, No.2, pp.45-9; Pizam, A., Milman, A., Jafari, J. (1991), 'Influence of Tourism on Attitudes: U.S. Students Visiting USSR', *Tourism Management*, Vol.12, No.1, pp.47-54; Anastaspoulos, P.G. (1992), 'Tourism and Attitude Change: Greek Tourists Visiting Turkey', *Annals of Tourism Research*, Vol.19, No.4, pp.629-42.

<sup>80</sup> Pizam, A., Fleischer, A. and Mansfeld, Y. (2002), *op.cit.*, p.178.

on the premise that only specific conditions would produce positive changes while others did not. They chose the case of Israeli ecotourists visiting Jordan as the subjects of investigation and found out that whether attitudinal changes by tourism became negative or positive depended on a number of conditions. According to them, most important conditions for positive changes were the following: (1) equal-status contact between the members of the interacting group; (2) intergroup cooperation in the pursuit of common goals, which creates an interdependency between the groups and discourages competition between them; (3) contacts of intimate rather than casual nature, which allows the interacting members of to get to know each other beyond the superficial level; (4) an ‘authority’ and/or social climate approving of and supporting the intergroup contact; and (5) initial intergroup attitudes that are not very negative.

A specific type of tourism has the ability to induce positive social changes, while there are also types of tourism that have the potential for negative impacts on destinations and relations between tourists and hosts. However, current global politics including development cooperation programs do not always utilise the most of the positive opportunities offered by tourism. The Glocal Forum indicates that tourism “needs to be integrated in a more systematic way into strategies for

economic and social development and in post-conflict interventions.”<sup>81</sup> The following sections examine the various changes caused by tourism and find out the conditions which change attitudes of tourists and hosts positively and, as a consequence, make tourism a vital force for absence of structural violence and holistic Gaia peace.

#### 4.4 Tourism for absence of structural violence

##### *Current tourism impact toward economic political structural violence*

Structural violence is the result of the widespread social, political, and economic inequality that exists within a local area as well as in the global space of international relations. It occurs slowly and invisibly through ordinary processes such as market mechanisms and unexamined social practices, but it can be just as deadly as, and be the primary cause of, direct violence. The effects of structural violence cannot be measured by assessing physical damage, death and destruction alone. Tourism has potential for both encouraging and eliminating structural violence. Structural violence includes the systems of economic exploitation, political repression and cultural alienation, which deny some people the necessities of life, basic human rights, representation, security, freedom of expression.

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<sup>81</sup> CERFE in cooperation with the Glocal Forum and the Think Tank on Glocalization, (2003), *Glocalization* (Rome, 2003), Ch.6.  
[http://www.glocalforum.org/New\\_Glocal\\_Website/downloads/ttank/full.pdf](http://www.glocalforum.org/New_Glocal_Website/downloads/ttank/full.pdf).

Poverty is the most typical and explicit form of economic and political structural violence. To understand sources and patterns of poverty is a significant key to eliminating structural violence. In most of the cases especially in less developed countries, foreign and private sector interests seize the initiative with tourism development. They tend to give more priority to short-term profits based on the principles of market economy than the future of the development areas and the lives of the indigenous people. Because financially beleaguered governments are often blinded by, and many greedy and needy government officials are easily bribed for, immediate economic benefits, no one oppose the projects even though helpless people in those areas are to be marginalised or exploited. The functions in the areas are changed “from being that of serving the needs of its inhabitants to being that of serving the leisure needs of others”<sup>82</sup> in complying with tourism developers’ wishes. Tourism can, thus, disadvantage the poor causing displacement, increased local costs, loss of access to resources and social and cultural disruption, as was explained in the section of the economic costs of tourism. In actuality, many indigenous people in tourist destinations are denied their basic rights to live such as disruption or expropriation of water, land other assets. They are suffering from human rights abuses such as enforced displacement for development of the areas, serious health

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<sup>82</sup> Meethan, K. (2001) *op cit.*, p.152.

problems due to air and water pollution and unsanitary foods and drugs, and death resulting from lack of access to adequate nutrition and medical care. Their original culture is alienated for the sake of introducing a 'new' culture which is modified to the visitors' expectation. Institutional prejudice, racism and sexism encourage dehumanisation and discrimination of particular individuals, ethnic communities, or groups. In addition, the income gap between North (tourist origins) and South (tourist destinations) is not reduced in these unequal structures, even though their total economic volume increases markedly.

The existence of marginalised populations and ill-managed facilities engenders the deterioration of the regional environment, which creates new room for criminal exploitation, human rights violations and other conflicts within the society. The tourist spots lose a great deal of appeal among tourists and lapse into ruin. Tourists are only willing to visit a destination if "their journey and their stay are safe and shielded from events that threaten a joyous holiday experience,"<sup>83</sup> and, otherwise, they just change their destination. The 'disposable' destination will go into decline in the long run: The indigenous populations will suffer from crushing economic impacts and ruin of their culture; and the transnational companies will lose enormous profits.

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<sup>83</sup> Neumayer, E. (2004), *op.cit.*, p.260.

In order to avoid such a disaster resulting from structural violence, it is essential to realise tourism development in a sustainable way. Local people should not be exploited, abused or taken advantages of without legal procedure. They should attain equal opportunities to participate in their community. The national or local government of the tourist area should make every effort to limit the concentration of wealth and make profit leakage reduced by any appropriate way including imposing additional taxes to foreign companies and investors, investing local tourism companies and assisting local entrepreneurs. Tourism is one of the few sectors which governments have a strong role in planning, licensing, regulation and marketing, providing an invaluable entry point to influencing the sector at the national level.<sup>84</sup> The proportional income growth of a host community must exceed the average income growth rates of outside tourism companies engaging in the area. Local actors and the civil society, both public and private, should take the lead in tourism development processes in order to use it as a tool for development.<sup>85</sup> A community involved in planning and implementation of tourism has a more positive attitude, is more supportive and has a better chance to make a profit from tourism. One of the core elements of eliminating structural violence is community development, which

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<sup>84</sup> 'Pro-Poor Tourism Info-sheet No.3: Tourism and Poverty Reduction – Making the Links', *Pro-Poor Tourism website*, <http://www.propoortourism.org.uk/>.

<sup>85</sup> CERFE in cooperation with the Glocal Forum and the Think Tank on Glocalization (2003), *op.cit.*, pp.66-7.

enable locals to make decisions that consider the long-term economy, ecology and equity of all communities.

These days many academic experts and international organisations have begun to realise and demonstrate the necessity for sustainable tourism. In addition, there are increasing business interests and engagement in sustainable tourism debates.<sup>86</sup> Tourism is in a time of transition. Increasing number of people, business sectors and institutions concerned in tourism have been recognising the importance of future tourism in the way which Lester Pearson, then president of the United Nations general assembly and a former Prime Minister of Canada, observed in 1960: “No planet can survive half slave, half free; half engulfed in misery, half careening along toward the joys of an almost unlimited consumption...neither ecology nor our morality could survive such contrasts.”<sup>87</sup>

#### 4.5 Tourism for holistic Gaia peace

Up until very recently in Western Civilisation, the environment was regarded as a resource to exploit, which was separate from human beings.<sup>88</sup> Now we have accumulated data on global warming, deforestation, desertification, water, air

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<sup>86</sup> ‘Pro-Poor Tourism Info-sheet No.3: Tourism and Poverty Reduction – Making the Links’, *op.cit.*

<sup>87</sup> Cited in: Khamouna, M. and Zeiger, J.B.(1995), ‘Peace through Tourism’, *Parks and Recreation* (September, 1995), p.86.

<sup>88</sup> Smoker, P. and Groff, L. (1996b), *op.cit.*, p.11.

and soil pollution, and other environmental degradations. Although there is no universal agreement on the interpretation of the global environmental data, “most people accept, at least in principle, that industrialized society cannot continue indefinitely on its present path.”<sup>89</sup> We are demanded to protect the earth itself.

Tourism is, of course, not an exceptional event among human activities. Its environmental impacts have already been evaluated and brought into question. Environmental degradations can cause tourist destinations to lose their appeal. Natural heritage is one of the most valuable and widely supported national assets of the tourism industry and one of the most important motivations for tourists to visit there. Cultural heritage and other items of tourism are also affected directly or indirectly by repercussions from desecration of the nature, such as acid rain and air pollution.

Tourism business enterprises show a sensitivity to these negative impacts of tourism because the environmental problems are closely related to the sustainability of the concerned area as well as the whole planet. Sustainability of tourism is directly linked to the sustainability of their business. So, the tourism developers have substantial advantages if they provide their customers environmental information and raising awareness among tourists of the environmental consequences of their actions.

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<sup>89</sup> *Ibid.*, p.29.

The tourism industry can play a key role to urge tourists to act more to save energy and to use environmental-friendly products and cleaner services which are provided in a way that minimizes environmental negative impacts. Tourism and tourism-related business markets are huge. Considering that a massive amount of goods and services are consumed, the shift to sustainable consumption has an enormous positive impact on the environment.

Tourists who witness significant changes in the environment will be shocked and pause to realise the importance of environmental conservation. They upgrade their vague ideas and secondhand information into experienced knowledge about environmental issues, and understand them with a sense of realness. Once they are enlightened how to act for sustainability, they can put their will into practice more probably. Their passions and actions for environmental recovery and sustainability are exported with tourists returning home and spread beyond national boundaries among people. Changes in awareness about the environment in tourist origins, or industrialised countries, are particularly important, because “it is there that the bulk of the damage is being done to the global environment, through high levels of energy consumption and wasteful life-styles.”<sup>90</sup> A tourist can be a messenger for holistic Gaia peace.

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<sup>90</sup> Oxfam (2000), ‘An Agenda for Change’. In: Barash, P.(ed.), *Approaches to Peace: A Reader in Peace Studies* (Oxford, Oxford University Press), p.164.

The growing preference for new forms of tourism related to nature, wildlife, rural and community tourism, and other environment-friendly or community base tourism is promising.<sup>91</sup>

#### 4.6 Tourism—a vital force for peace

The previous two sections showed the necessity and the current tendency of changes in tourism towards a sustainable way. Although the changes are guided by the tourism industry and public administrations, they are usually translated into action by each tourist. When a person has first come to broader insights that a certain issue of environment and structural violence is closely connected to the lives of himself/herself, it appears most likely that (s)he will act as instructed or conduct himself/herself in a more philanthropic and enlightened attitude to other people and the environment. However, in order to keep his/her motivation for the action, this requires imagination to think selflessly on a global scale. If without keeping altruism and/or global perspectives, the idea of mutual benefits and more general global good would be put aside by self interests.

#### *Changes in perspective: from local to global*

Throughout the history, every human being has constructed his/her own

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<sup>91</sup> D'Amore, L (2001).

image of others from behind borders—behind city walls; political borders; geographical borders; or the mental borders of political ideology and ethnocultural differences. People in isolated societies are often suspicious and hostile to others beyond the borders, and closed countries are prone to armed conflict. “It is the separateness from other nations and cultures that creates the psychological distance and mind-set conducive to nurturing fears and suspicions and contributes subsequently to the potential for destructive conflict.”<sup>92</sup> A perfect example is North Korea as we know it today, where people are isolated from the outside world, are given information filtered by their government, and are constrained by the well-organised secret surveillance and neighbourhood watch. The government hostility towards other nations is directly reflected to its people. It is almost impossible at least superficially for North Koreans to have different views on countries outside the boundaries, as well as they have difficulty in sharing information with their neighbours because of the human boundaries. This case is in a striking contrast to a country with the same political ideology, that is China, which opened its door to the Western world in 1970s and established links with other countries in public and in private.<sup>93</sup>

Unless strictly controlled, tourism inevitably leads to the causal encounters

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<sup>92</sup> D’Amore, L (1988b), *op.cit.*, p.37.

<sup>93</sup> Var, T and Ap, J (1998), *op.cit.*, p.47.

between people of different cultural backgrounds, because the essence of tourism is the physical movement of persons into different cultural spheres. It gives people opportunities to consider a country from various perspectives. Even though a destination country is labelled as a hostile country of their mother country or a supporter of terrorism, they may find that many people are friendly and have different views from their government, and that “no culture is entirely black or white, entirely violent or peaceful.”<sup>94</sup> Tourism makes people realise that there are ‘good’ people in ‘bad’ countries while there are also ‘bad’ people in ‘good’ countries including their own country.

“The face-to-face encounter is always more potent than confrontation through the picture or written word.”<sup>95</sup> Although it is possible nowadays to know what is happening in other areas on the globe through the media such as television and the Internet, it is difficult for most people to treat the events on the other side of the television as a problem of their own when they are at home. The problems that do not concern tourists in the past become their own concerns through tourism. Tourism experiences raises people’s awareness gradually from local to global.

*Intercultural communication for mutual understanding and cultural pluralism*

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<sup>94</sup> Brand-Jacobsen, K.F. (2002), *op.cit.*, p.18.

<sup>95</sup> Swinglehurst, E. (1998), ‘Face to face: the effects of tourism on societies past and present’. In: Theobald, W.F.(ed.), *Global Tourism* 2nd edition (London: Butterworth-Heinemann, 1998), Ch.6, p.94.

In the process tourists become more interested in the problems in the areas they visit, there are so many chances of intercultural communication and interreligious dialogue. Every time tourists go shopping, have a meal in a restaurant, visit museum or heritage, and do whatever during their travels, they have chances to meet and talk with local people, who have a different culture and/or a different religion.

There is a tremendous possibility of misunderstanding between tourists and local people especially when they meet each other for the first time. The danger of misinterpretation is greater if tourists come from totally different cultures, including different religious traditions and belief systems.<sup>96</sup> This is also a good opportunity for people concerned in tourism in that they can learn from their failures. They learn how to behave in another culture, how to interpret the meaning of or reason for the behaviour, how to evaluate or judge the behaviour as good or bad, how to explain their mistakes they conduct, and how to solve the problems occurred from misinterpretation.

The point is that both sides learn from the experiences of tourist-host encounter. In the increasing interdependent world where a large number of tourists move from one place to another, not only tourists, but also host populations who

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<sup>96</sup> Smoker, P. and Groff, L. (1996a).

receive tourists from all over the world, find themselves influenced by more than one culture, ethnic group, race, or region, and their identities also reflect more of these multifaceted influences.<sup>97</sup> Thus, cultures as well as individuals are changed by the interactions with other people and cultures.

This phenomenon does not mean the creation of a homogenised global culture. There has actually been a great fear of Western cultural imperialism which is rapidly standardising and simplifying many things in Western style. However, according to Groff, these changes are occurring only on a superficial level. On deeper levels, people “continue to value and reflect their own diverse cultures in their everyday life.”<sup>98</sup> When people in a non-Western culture encounter Western goods and fashions, they do not necessarily accept them whole, symbolic values and all without conditions, but rather ‘season’ them according to their own tastes and customs.<sup>99</sup> This view is supported and positively believed by every position of people related to tourism: Local people and communities of tourist destinations are willingly to conserve and restore their own identity; Tourists are interested in cultural diversity and hope that cultures in their destinations are protected in the proper way;

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<sup>97</sup> Groff, L. (2002), ‘Intercultural communication, interreligious dialogue, and peace’, *Futures*, Vol.34, p.706.

<sup>98</sup> *Ibid.*, p.706.

<sup>99</sup> Classen, C. and Howes, D. (1996), ‘Epilogue: The dynamics and ethics of cross-cultural consumption’. in: Howes, D.(ed.), *Cross-Cultural Consumption: Global Markets, Local Realities* (London: Routledge), pp.181-2.

and tourism planners properly recognise the value of the culture as an important element of their business.

Tourism is surely globalised in terms of the movement of people and capital and produces a standardisation of culture superficially, but it is also leading to the reassertion of more localised forms of culture, and the emergence of new 'hybrid' forms created for both domestic purposes as much as tourist consumption.<sup>100</sup> Tourism is becoming more culturally-sensitive and fosters the sense to cultural pluralism. It promotes "deeper intercultural contacts that foster communication and mutual understanding between peoples as a basis for peace."<sup>101</sup>

It is vitally important for everyone to realise that cultures are all different socially learned maps of reality, and that each individual is his/her own unique synthesis of all the different cultural influences that have impacted his/her life. All cultures and individuals have "something important to contribute to the world (based on those strengths that each of them has developed from his own unique history and experience, and environmental requirements), but no culture has all the answer."<sup>102</sup> If people take an open-minded attitude and pay respectful attention toward cultural diversity, and learn from the advantages of the other cultures, they would not only

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<sup>100</sup> Meethan, K., (2001), *op. cit.*, p.115.

<sup>101</sup> CERFE in cooperation with the Glocal Forum and the Think Tank on Glocalization (2003), *op.cit.*, p.66.

<sup>102</sup> Groff, L. (2002), *op.cit.*, p.706.

enrich their own lives, but also make the relationship with other cultures and individuals more harmonious. Knowledge of the others through mutual understanding and cultural pluralism reduces intolerance and creates the possibilities of a multi-cultural world where each of the residents are satisfied with his/her life and take pride in his/her unique culture.

### *Peace through tourism*

In an interdependent world, preserving cultures in their pure form is almost impossible. All cultures, which are interacting and affecting each other, are changing continuously. Yet, this does not mean that all the cultures are homogenised. Each culture is experiencing different interactions with other cultures, and developing its originality based on its indigenous tradition by accumulating its own unique experiences. Just as there are various kinds of people who have their own individuality in a culture, there have been, and there will be in the future, a wide variety of cultures, all of which share the ideas of mutual understanding and cultural pluralism.

An increasing number of person-to-person encounters are potentially a powerful force to improve relations among the people and nations of the world, which emphasise a sharing and appreciation of cultures rather than the lack of trust

arising from isolation of people and disruption of areas.<sup>103</sup> It is tourism that promotes these positive tendencies and makes the world more peaceful.

Through tourism experiences, people notice that pursuing self interests is not the best way to improve their own life. They may find out alternative ways which they have never previously imagined when they stay outside of their own cultures. They realise that mutual benefits and sustainability is significant in this interdependent world, where long-term, global perspectives give themselves more benefits than shortsighted selfish way. Tourism is a vital force for positive peace in that it gives people opportunities to think more about the problems of structural violence and the environment, which threatens them not very immediately but gradually and assuredly.

## **5. The way to promote peace tourism**

### **5.1 The necessity of planning with community participation**

This paper has argued that tourism has a potential to create more peaceful world. Tourism can serve as a catalyst to develop and maintain negative peace. It also can become a vital force to promote positive peace. Although tourism has negative and positive impacts, all the actors involved in tourism seems to recognise the

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<sup>103</sup> D'Amore, L. (1988b), *op.cit.*, p.37.

necessity of global perspective, aided by the growing concern for sustainability in tourism.

Tourism should be sustained. It should never be suspended or banned at any place by any reason, including political causes and deterioration of tourism environment. Based on a long-term perspective, tourism in a sustainable way can maximise the revenues of destination communities and governments and the profits of tourism enterprises, and keep attracting tourists and motivating local populations. Sustainable tourism satisfies tourists and host regions by protecting and enhancing opportunities for the future. All the resources should be managed in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainable tourism improves the quality of the life of host community, as well as provides a high quality of experience for the visitors.<sup>104</sup> “Tourism strategies ought to be assessed not just in terms of increasing tourist numbers or revenues, but according to how well tourism has been integrated into the broader development goals of local communities, regions, and countries.”<sup>105</sup>

However, tourism contains deep-rooted problems that defy any attempt at a

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<sup>104</sup> World Tourism Organisation’s definition of sustainable tourism (1995). Cited in: Ryan, C. (2002), ‘Equity, management, power sharing and sustainability—issues of the ‘new tourism’, *Tourism Management*, Vol.23, p.22.

<sup>105</sup> Brohman, J. (1996), ‘New Directions in Tourism for Third World Development’, *Annals of Tourism Research*, Vol.23, No.1, p.66.

quick and simple solution. It is not impossible but difficult to keep all the actors in line for sustainable tourism because they are required to sacrifice their immediate profits in order to attain long-term growth and sustainability, whose effects are hardly visible in many cases. Tourism is successfully developed when the importance of non-exploitative balance is recognised,<sup>106</sup> as it necessarily entails a partnership between the various stake-holders.<sup>107</sup> The whole tourism industry, including governments, private developers and local populations, should not forget that “destinations are essentially communities,”<sup>108</sup> though in the present situation they are often devaluated or ignored. Sustainable tourism can, thus, be realised only by more selective and deliberate planning and strategies, which is designed with careful regard to local communities’ participation.

The next section deals with the ideal courses of action based on planning and strategies by focusing on each actor concerned with tourism.

## 5.2 Appropriate attitudes of each actor of tourism

### *Government*

Each government has its planning and strategies for tourism, including

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<sup>106</sup> Burns, P.M. (2004), ‘Tourism Planning: A Third Way?’, *Annals of Tourism Research*, Vol. 31, No. 1, p.40.

<sup>107</sup> Wanhill, S. (1998), ‘The role of government incentives’. In: Theobald, W.F.(ed.), *Global Tourism* 2nd edition (London: Butterworth-Heinemann, 1998), Ch.20, p.339.

<sup>108</sup> Brohman, J. (1996), *op.cit.*, p.60.

encouraging tourism actors to adopt sustainable behaviour and providing incentives and imposing regulations. A government is a supreme decision-making body in a state or an area, and is often regarded as a master-planner of tourism. But in terms of sustainable approaches, there are four main flaws in current government-led planning.<sup>109</sup>

First, government-led plans tend to encourage a homogenizing approach. Although each destination is developed and changed uniquely to meet the requirements of market segments and tourists, a government often tries to generalise the issue. This can lead to unrealistic and unachievable expectations in its plans. The second problem is too much involvement of the government in the form of financial and human resources, which results in many of the plans left undone. Third, a government forms working committees to obtain public involvement. But, the committees are undemocratic and non-participative in most cases, because the members of the committees are disproportionately dominated by representatives of government and transnational corporations which have a significant economic influence in the area. The plans intended by transnational corporations gain agreements as public opinions in the committees, but nothing is discussed about community participation in planning and decision-making. Finally, master-plans

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<sup>109</sup> Burns, P.M. (2004), *op.cit.*, p.27.

designed by government are, by their very nature, limited by national boundaries. Government-led master-plans have serious limitations that constrain the establishment of international networking and cooperative measures to combat the power of transnational corporations and to cope with various issues beyond boundaries such as structural violence and the environmental degradation.

The position of a government as a master-planner of tourism should be abandoned from the point of view of sustainable tourism. A government should play a limited role in domestic issues instead. First, a government must take care of local people as a first priority. It must watch what is happening in the area and help the people to protect their life. When it has victims because of their tourism development, it should help them to find the place and the way to live. Second, government must ask the current biggest beneficiaries of tourism, that is transnational companies, to help development in the whole area and to bear the costs to prosper local communities and protect environment with providing regulations and incentives. Third, a government has the responsibility to give information and education based on the situation in each area so that each actor can take appropriate actions for the impacts, to take initiative to assess tourism impacts on environment, and to construct management policies based on mechanism like access permits (both seasonal and regional), development and building permission, zoning, or other planning

restrictions.<sup>110</sup> These controls and restrictions should never be used as a political leverage. Finally, a government should encourage participation in tourism by economically weak or otherwise disadvantaged elements of society so that equity in the area is to be restored.

#### *International organisations*

It is international organisations such as World Tourism Organisations, United Nations Development Programme, United Nations Environment Plan and European Unions that should form a master-plan for sustainable tourism development. They can look at issues from global perspective and suggest the requirements for sustainable tourism planning about what to do and what not to do. This encourages each government to make their decisions beyond narrow politically inspired goals towards more socially-balanced long-term goals. Another important things that international organisation can offer is to encourage monitoring tourism activities and to review them to detect problems or planning mistakes at an early stage and to prevent the possibility of more serious damage. International organisations can also share information on the successful or failure experiences from different areas so that earlier success can be achieved and unwanted changes can be avoided in various areas by leaning from the lessons of others.

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<sup>110</sup> Ryan, C. (2002), *op.cit.*, p.18.

International organisations can be a significant regional corporation network of governments, which otherwise are controlled completely by transnational corporations. The network enables each government to decrease and minimise dependency and to combat the strength of transnational corporations.<sup>111</sup>

#### *Transnational corporations*

Transnational corporations based in the economically developed countries are, at present, the biggest recipients of the benefits from tourism and the most influential actors in tourism industry. World tourism is mainly controlled by them and is “part of the larger pattern of economic controls which characterises the unequal relations between North and South.”<sup>112</sup> Those who have power over others also have responsibility for others. In addition, now that sustainability of tourism is directly linked to sustainability of their business, transnational corporations have to play a significant role in tourism development and resulting peace. They should continue making every effort to develop tourism, but their activities should take place within a regulatory framework and agreed parameters of a master-plan and a policy decided by international organisations and a government in the area. Transnational corporations have to develop the whole area as well as the resort area and give the local people more jobs, more facilities and a more convenient lifestyle.

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<sup>111</sup> Burns, P.M. (2004), *op.cit.*, p.39.

<sup>112</sup> Millman, R. (1991), *op.cit.*, p.229.

Moreover, to fulfil a level of responsibility commensurate with their economic power, transnational corporations should return part of their profits for public benefit in the area. It will be useful to protect the culture, life and environment and this also results in benefits for the tourists. The contributions of transnational corporations to the area should be made with careful and balanced consideration of environmental care, cultural respect, skills training, management development programs, and social needs of local people, along with democratic decision-making by inhabitants of the area. This approach requires a serious level of commitment to mature democratic processes that some destination areas may not be able to cope with.<sup>113</sup> However, this approach helps enhance local participation in tourism and area development, and tourism can act as “an example, showing that an industry built up through a stake-holding approach has a greater propensity for long term stability.”<sup>114</sup> Transnational corporations should focus on the individuals and local communities who have ever been marginalised and kept on the periphery of the richer economic system. By creating and improving the local-based social infrastructure, transnational corporations can reduce antagonisms and bring about harmonious relationship between private sector, public sector and local communities, as well as make more profits on a long-term basis.

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<sup>113</sup> Burns, P.M. (2004), *op.cit.*, p.38.

<sup>114</sup> *Ibid.*

*Non-governmental organisations (NGOs)*

NGOs can be local, regional, national, or international, which include pressure groups, both pro- and anti-developmental groups, and religious institutions. NGOs, particularly those with an environmental and community-based focus, are expected to play a vital role in developing and spreading the concept of sustainable tourism. They are expected to play the following roles:<sup>115</sup> (1) contribute to the development of policies and plans for sustainable tourism; (2) assist governments in developing a standard for sustainable tourism; (3) assist governments, private sectors and communities in implementing, monitoring and evaluating tourism projects; (4) fund-raise from donor agencies to develop specific community-based tourism projects; (5) assist local communities in organising themselves, preparing themselves for tourism and implementing tourism projects; (6) assist governments in conducting tourism and environmental awareness programmes among communities, tourists, and tourism industry; (7) liaise between the private sectors and communities to generate more community participation in the tourism sector and stronger private sector commitment; and (8) provide education, training and bridging courses to local communities.

Although the nature and functions of national and international NGOs are

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<sup>115</sup> Government of South Africa (1996), *Tourism White Paper*.  
[http://www.polity.org.za/govdocs/white\\_papers/tourism.html](http://www.polity.org.za/govdocs/white_papers/tourism.html).

often ignored by current approaches,<sup>116</sup> they have an ability to create beneficial and harmonious relationships between actors. NGOs can be a co-ordinator between all the stake-holders instead of international organisations and government representatives which often do not function well, and can behave as a mediator for donor agencies and transnational corporations.<sup>117</sup> Considering the current weak position of the local communities, NGOs seem to function more effectively to realise sustainable tourism when they serve as the mouthpiece of local people, rather than putting themselves in a 'neutral' position. In view of the perspective that sustainable tourism places value on community participation, NGOs should stand by local communities' side.

### *Local Community*

Local elites are another beneficiary of tourism. In contrast, most local populations are marginalised from tourism development and believe that they can receive little or no benefit from what was going on around them.<sup>118</sup> Those elites, who have influence over the government and transnational corporations, often

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<sup>116</sup> Burns, P.M. (2004), *op.cit.*, p.30.

<sup>117</sup> Shimakawa, T. (2000), 'International Tourism Consultants' Profit and Ethic Dilemma: Achieving the Balance between Their Profit and Their Clients' Sustainable Development', MBA dissertation of University of North London, p.34.  
<http://www.mskj.or.jp/ronbun/shimakawaout0012.pdf>.

<sup>118</sup> Smith, V.L., and Eadington, W.R. (1992), *Tourism Alternatives: Potentials and Problems in the Development of Tourism* (Philadelphia: University of Pennsylvania Press).

“appropriate the organs of community participation for their own benefit,” and undermine the approaches to community participation.<sup>119</sup>

In most cases today, powerless people and local communities rely too much on help from other stake-holders of tourism. But, in order to receive attention from outside the community and to improve their situation as a main body of tourism industry, local communities should be involved in the development of tourism. First, they should know, feel and understand their area and their own culture. Through education and training, they should develop community awareness of resource management, maintain and develop traditions, and have pride in their culture. Also, they should try not to act something contrary to their custom just for pleasing outsiders. Second, they should organise themselves at all levels (global, national, regional and local) to play a more effective role in tourism industry and interact with all the stake-holders. They should enter into joint venture partnerships with private sectors, and strive for mutual goal of economically viable mode of tourism in their area. Third, they should oppose developments that are harmful to the local environment and culture of the community. They should keep an eye on anti-natural and anti-cultural activities and build pressure groups to control activities of outsiders.

### *Tourists*

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<sup>119</sup> Brohman, J. (1996), *op.cit.*, p.60.

The behaviour of tourists is a key to the future of the destination areas as well as that of tourism. Their behaviour is not only subject to minor psychological and social influences, but also becomes major driving forces and regulators to change the living conditions, level of prices and even the legal framework. So, tourists should acquire ample knowledge of both negative and positive impacts of tourism and learn how to behave to have harmonious relationship with local people and nature of the destination areas and how to make tourism sustainable: In concrete terms, they should respect nature and culture of the region, behave as a component of ecosystem, rethink their attitudes about consumption patterns, and avoid any activities which have negative impacts on the indigenous traditions and economics.

Just following the instructions and restrictions given by tourism providers is not enough. Tourists should recognise that every single piece of their action affects society, culture and environment of the visited community. Each tourist should be conscious of the responsibility which (s)he bears as a peace tourist. The appropriate attitude of a tourist is expressed in the Credo of the Peaceful Traveller promulgated by the International Institute for Peace through Tourism:<sup>120</sup>

*Grateful for the opportunity to travel and experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:*

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<sup>120</sup> International Institute for Peace through Tourism, *Credo of the Peaceful Traveller*, <http://www.iipt.org/credo.html>.

- \* *Journey with an open mind and gentle heart*
- \* *Accept with grace and gratitude the diversity I encounter*
- \* *Revere and protect the natural environment which sustains all life*
- \* *Appreciate all cultures I discover*
- \* *Respect and thank my hosts for their welcome*
- \* *Offer my hand in friendship to everyone I meet*
- \* *Support travel services that share these views and act upon them and,*
- \* *By my spirit, words and actions, encourage others to travel the world in peace*

Most of studies concerned with the impacts of tourism treat tourists as a unitary type, who are physically and socially segregated from the host community and are confined to a tourist bubble, that is, a cluster of facilities and amenities specially built for tourists.<sup>121</sup> Tourists are depicted as members of all-inclusive package tours who are denied any autonomy, or freedom in structuring their experience and are shielded from the experience of any offensive smells, primitive sanitary conditions.<sup>122</sup> However, this is too narrow and too simplified view of tourism, which attempts to overgeneralise. There are different types of tourists including businessmen and individual tourists.

An example of other types of tourists is backpackers who are a small but

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<sup>121</sup> Meethan, K. (2001), *op.cit.*, p.152.

<sup>122</sup> Wickens, E. (2002), 'The Sacred and the Profane: A Tourist Typology', *Annals of Tourism Research*, Vol. 29, No. 3, p.848.

significant section of the overall tourism market. They are quite different from the 'typical tourists' of many studies in that they are completely separated from their normal life to enter an unfamiliar situation abroad and have to "prove themselves by resolving the problems encountered on their trip, and make independent decisions without the direction, assistance or advice" of others.<sup>123</sup> They travel longer on average than other types of tourists, and international backpackers spend considerably more and travel to more regions than other visitors. Many of them try to travel off the beaten tracks to little-known areas and spend much time in staying with local people.

Through the unique experiences of authenticity and adventure, they become aware of their ignorance, try to extend their own capabilities and the limits of their knowledge, and acquire more openness, tolerance and patience towards others.<sup>124</sup> They have hybrid world-views which help themselves and their home society to understand visited communities and to examine domestic and global issues from a broader perspective.<sup>125</sup> By visiting outside the tourist area, they may face the reality of the areas such as the existence of environmental degradation and marginalised or oppressed populations. They can help these situations improved by supporting them

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<sup>123</sup> Cohen, E. (2003), 'Backpacking: Diversity and Change', *Journal of Tourism and Cultural Change*, Vol.1, No.2, p.102.

<sup>124</sup> Noy, C. (2004), 'The Trip Really Changed me: Backpackers' Narratives of Self-Change', *Annals of Tourism Research*, Vol. 31, No. 1, pp.86-94.

<sup>125</sup> Cohen, E. (2003), *op.cit.*, p.104-5.

directly or economically and by spreading information on them to the public. Communications between tourists are additional but important issues in tourism. Because of the nature of backpackers who are purposely travelling without either itinerary or timetable and often without a destination or purpose of travelling, they are usually very helpful to other backpackers in sharing information and ideas. Conversation at guest houses helps tourists to have more knowledge about other cultures, to see the visited areas in a different perspective, and to calm down and review the relationships with the local community. The backpackers' experiences meet the requirements of the Credo of the Peaceful Traveller for the peaceful relations with nature and local communities.

On the other hand, group tourists are antithetical to backpackers. Group tourism is at present, and will be probably also in the future, the most popular style of tourism as regarded as prototype of tourists. Their activities are mostly organised, and it is possible for them to remain for their entire stay within the tourist areas, which provide everything they need, and make them feel safe if anything goes wrong. They do not have much or any contact with local people and other tourists. All-inclusive payment system may promote to waste resources in an attempt to take advantage of all the given benefits. Therefore, group tourists should make efforts to step outside the 'secured' tourist area and open up to interaction with local people and culture. They should recognise the impacts of their actions and try not to leave

their decisions to tourism providers.

### 5.3 Other new ideas to promote peace through tourism

The previous section has shown the desirable courses of action which should be conducted by each stakeholder of tourism in the present framework of tourism. These courses of actions will, if steadily and appropriately implemented, serve for the gradual improvement of tourism conditions and result in global sustainability and peace in the fairly long run. However, the process may be reversed before the goal is accomplished, if the process is too slow. Tourism and peace are both fragile.<sup>126</sup> They can be easily affected by subtle changes and uncertainties in the international situation, and the process may go back to its original starting point or even worse situation.

To avoid such regression, the framework of tourism should be reconsidered and restructured, while the desirable courses of action should continue to be implemented. Although it is essential to establish the advanced ideas of tourism in such a way that Hall defines as “the relationships and phenomena in the field of tourism resulting from participation in travel by economically weak or otherwise

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<sup>126</sup> De Villiers, Dawid (2003), ‘Tourism and Peace in Africa’, in: World Tourism Organization (ed.), *Tourism Peace and Sustainable Development for Africa: Luanda, Angola 29-30 May 2003* (Madrid: World Tourism Organization), p.67.

disadvantaged elements of society,”<sup>127</sup> it is still not enough in terms of slowness in change. The fundamental problem of tourism today is guest-host dichotomy as is common in developing countries. In this framework, tourists are tourists at any time and hosts are host forever. Their positions are not interchangeable. Most tourists are from developed countries, visiting developing countries, or travelling within developed countries. There are few tourists from developing countries. Tourism opportunities are not equally guaranteed in the current ‘one-way’ flow of tourists. The main cause of this is, of course, the financial gap, which has to be decreased through the gradual changes including the courses of action in tourism. But if the gradual changes are not the sufficient answer for global sustainability and peace, we have to consider other new ways to promote tourism as a force for peace.

#### *Towards two-way flow of tourism*

All people have a right to be tourists, as well as all have a right to expect respect from tourists.<sup>128</sup> Scholars and stakeholders of tourism who support the concepts of sustainable tourism and development always mention the latter right, but hardly mention the former. So, the following question should be raised on how to reconstruct equal framework of tourism: How can people in less developed countries

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<sup>127</sup> Hall, C.M. (2000), *Tourism planning—policies, process and relationships* (Harlow: Prentice-Hall), p.141.

<sup>128</sup> Ryan, C. (2002), *op.cit.*, p.19; The Tourism Bill of Rights and Tourist Code, Article I. (adopted by World Tourism Organisation at its 1985 Sofia Assembly)

have opportunities to travel to developed countries and other developing countries?

There are broadly two answers to this question: One is to provide people in developing countries financial support to cover travelling expenses; and the other is to reduce travelling expenses including cost of transportation, accommodation and any other miscellaneous expenses. Concerning the financial support, many governments and NGOs have programs such as international youth exchange programs and invitations of experts in cultures and traditions. Those programs are effective in terms of the promotion of mutual understanding, but very limited number of people can take part in such programs and benefit from them. With regard to reduction in travel expenses, there are some special offers like rail and coach passes in many countries for tourists from abroad, and last minutes price bargain through Internet. They are not decisive but of some help.

The most effective and possible way to contribute to the reduction of travel expenses is the low cost air carriers, which are seriously gaining market shares in Europe for the last few years even during the global downturn in the performance of the airline industry.<sup>129</sup> The development of low cost air carriers with deregulation of

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<sup>129</sup> Sorensen, F. (2003), 'Global Aviation Trends and African Aviation Realities'. In: World Tourism Organization (ed.), *Tourism Peace and Sustainable Development for Africa: Luanda, Angola 29-30 May 2003* (Madrid: World Tourism Organization, 2003), p.199.

the airline industries is recognised as a vehicle to boost tourism flows.<sup>130</sup> It will increase the opportunities for people who can not previously afford to pay for tourism to go somewhere outside their home place. It will first increase the number of visitors from developed countries to less developed countries, and later increase the number of tourists from less developed countries as a result of economic development brought by tourism.

The low cost air carriers have additional advantages to establish peace tourism. The characteristic of their profit structure is direct marketing to individuals often through the Internet. They have to be free from the traditional means of sales system to reduce the cost by travel agents. This brings tourists opportunities to make decisions for themselves about their destinations, places to stay, sites to visit and other activities to do as tourists, and decreases the harmful effects of mass tourism represented by all-inclusive package tours. In addition, because of the cheapness of air tickets, not only keen tourists or businessmen, but also more and more people will encourage to visit somewhere. This is a good opportunity for all of them to travel and to have more interactions with people in different cultures.

## **6. Conclusion**

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<sup>130</sup> Lipman, G. (2003), 'Conclusions'. In: World Tourism Organization (ed.), *Tourism Peace and Sustainable Development for Africa: Luanda, Angola 29-30 May 2003* (Madrid: World Tourism Organization, 2003), p.249.

The paper commenced with the definition of peace and tourism. Peace is one of the most difficult words to define. The definition of peace has been changing historically and still varies from person to person and from situation to situation. As war is the biggest impediment to peace and stability, absence of war is often regarded as a sufficient condition for peace. Yet this is a very narrow point of view which does not consider the fundamental causes of conflicts or sustainability of the peaceful situation of the entire Earth. The author, thus, employed broad definition of peace which contains peaceful relationships not only between nations, but also between groups or communities, between individuals, and between people and nature. Tourism is, as was defined in this paper as voluntary movement of persons beyond cultural boundaries, an experience which is more or less different from the dairy life. It certainly has impacts on the lives and the environment of both tourists and people in the destinations. The impacts of tourism can be both negative and positive.

Tourism is sometimes utilised as a political buffer to handle the relationship between and within countries. The raised examples showed the possibilities that unrestricted tourism could be a force to improve and restore relations, while controlled tourism did not. In the non-political situations or the situations where tourism is not politically controlled at all, the impacts are highly dependent on the procedures. Large scale of negative impacts is brought down by mass tourism. The providers of mass tourism, or transnational corporations in developed countries,

often try to limit or eliminate the opportunity of interactions between tourists and hosts or nature, and the possibility of social and economic development for the sake of their own profit. However, in recent years, all of tourism stakeholders began to realise the necessity to sustain cultures and environment, not just for mutual benefits or other philanthropic concepts of peaceful coexistence but also for securing the long-term profitability. Because sustainability of tourism is presupposed on the harmonious relations between people and people, and people and nature, this concept is directly linked to peace in the broad sense of the term.

The problem of the present way of sustainable tourism is that the process is too slow. This paper suggests an idea to accelerate the pace of tourism reconstruction by focusing on the problem of the one-way flow of tourism. There are so many efforts ever to increase traffic and exchange of people, but are not as sufficient as the development of low cost air carriers. The recent success of low cost air carriers in Europe is a hope for not only tourism industry which is looking for innovative approaches to make tourism sustainable, but also for all of us who are eager for any approach to make peace sustainable.

Tourism leads to peace when it is operated exactly as the definition says. Tourism is 'voluntary movement of persons.' Tourists should choose what to do by themselves and they should not be restrained or controlled by transnational corporations or other tourism providers. Tourists meet many different people. They

are exposed to various cultures and traditions. They enjoy the blessing of the nature.

The only and the most important job for the tourism providers is to protect a right of all people to be tourists. Tourists, or all the people on the earth in the long run, will have broader mind and perspective to respect others and to improve relations among the people and nations of the world.

“Tourism is often seen as the single and the external causative factor of change, and consequently, other possible external influences such as the media, both print and electronic, are discounted.”<sup>131</sup>

“To assess cultural impacts on the basis of some form of simple causation or cost-benefit analysis assumes the host culture is a static object inertly subjected to exogenous factors of change. Such approaches need to be challenged and disposed of. The processes of globalisation and the increasing cross-cultural commodification and consumption that this entails, mean that notions of the demonstration effect are at best outmoded and, at worst, reveal a patronising attitude predicated on mistaken assumptions concerning the relationship between culture and identity.”<sup>132</sup>

“certain forms of tourism may be less inimical to local cultures than others, and smaller numbers of tourists more easily controlled.”<sup>133</sup>

“Through proper planning and management, tourism has been found to improve the

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<sup>131</sup> Meethan, K. (2001), *op.cit.*, p.145.

<sup>132</sup> *Ibid*, pp.146-7.

<sup>133</sup> *Ibid.*,p.144.

quality of life of the residents as well as to enhance the sense of place”<sup>134</sup>

“and commend the IIPT for giving scope to the vision of peace through tourism and for its untiring effort toward that end, and to the title sponsor and other sponsors and contributors, for advancing the cause of Peace through Tourism.”<sup>135</sup>

“There are many efforts to offer tourism directed to higher aims than recreation and relaxation.”<sup>136</sup>

“Tourism is becoming the social force that will help peoples and nations to shape the outcome of their future. International tourism agreements have been reducing barriers to travel between nations.”<sup>137</sup>

Int’l tourism agreement: Rio de Janeiro Declaration (1972), Helsinki Accord (1975), Manila Declaration (1980), Tourism Bill of Rights and Tourist Code (1985), Columbia Charter (1988), and Hague Declaration (1989).

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<sup>134</sup> Besculides, A., Lee, M.E. and McCormick, P.J. (2002), p.307.

<sup>135</sup> Amman Declaration on Peace Through Tourism

<sup>136</sup> Higgins-Desbiolles, F., ‘Reconciliation Tourism: Tourism Healing Divided Societies!’, *Tourism Recreation Research* Vol.28(3), 2003, p.36. pp.35-44

<sup>137</sup> Khamouna, M. and Zeiger, J.B. (1995), *op.cit.*, p.86.

## alternative tourism の注意事項

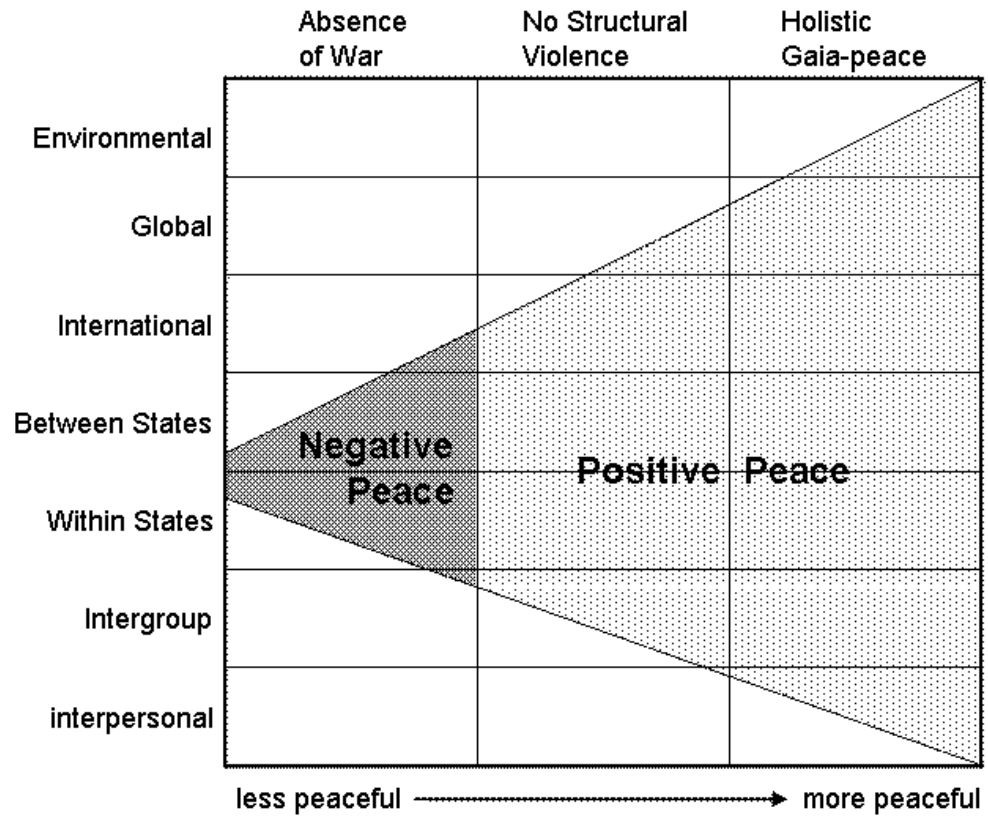
“Experience has shown that even under these altered conditions tourists tend to maintain their consumer attitudes. As participants in organized tours, even ‘enlightened’ tourists may become burdensome to local populations. Participants in alternative educational tours often develop the arrogant and deceptive feeling that they have become quite knowledgeable, something in the nature of development experts.” ... participants of alternative tourists tend to make a concrete evaluation of development projects which they had examined for only about an hour or so. “Their very superficial impressions did not prevent any of them from venturing a final opinion. Most participants found that what they had seen only served to confirm their prior views and prejudices about development policy.”<sup>138</sup>

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<sup>138</sup> Marfurt, E. (1997), *op.cit.*, pp.172-3.

## Appendix

Figure 1: Definition of peace in this paper:<sup>139</sup>



<sup>139</sup> This figure is designed by drawing upon the figure in: Smoker, P. and Groff, L. (1996b).

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