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Progress and Challenges in Tourism: Comparative Study on Asian Countries

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A View on Global Tourism: The Philippines in Asia

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From the perspectives of international relations, this paper discusses some general trends and characteristics of tourism as a phenomenon in the Philippines and in Asia. Specifically, the discussion covers the givens of tourism such as geographical and natural bounties, economic benefits, and socio-cultural-ecological conditions and how nations and similar entities pursue deliberate and non-deliberate interventions linked to tourism within the domestic and Asian regional levels of cooperation. Nation-building and development have been the rationale for tourism in most Asian nations. Separately, nations and sub-nation state local entities have varied strategies to promote and develop of tourism considering their distinct opportunities and challenges. Collectively, these nations and local entities, bound by the inevitable effects of globalization also seek to link tourism development pursuits beyond domestic horizons.

Indeed, tourism is an area laden with enormous challenges and opportunities for both developed and developing countries in Asia as well as in the world. Tourism is a human endeavor and activity that if properly harnessed through state and non-state development strategies, it can: a). contribute to the integrative functions between and among communities, nations, and regions; b). be a convenient policy instrument for economic development, and, c). provide a universal bridging function for socio-cultural interface among peoples of interacting countries.

Needless to say, like any other human-oriented undertaking, tourism is inherently faced with challenges and limitations. Tourism enhances the intensifying flow of people across national and socio-cultural borders which is the very essence of tourism itself. The volatile speed and quantitative dynamics and effects of tourist people flow cause legal, social, safety, ethical, cultural, ecological, environmental and inter-human adjustments and balancing challenges. As such, both the benefits as well as the responsibilities related to global tourism must be shared by nations and similar players engaged in tourism.

Finally, the *Meta-nation state* concept is the framework of presentation.

Achievements and Challenges of Implementation of "Tri Hita Karana" for Creating Sustainable Tourism in Bali-Indonesia: A Case Study in Hotel Sectors

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Sustainable tourism probably becomes the vision for most of those who involve in tourism businesses, including for those in Bali, Indonesia. In the province where lives of most people depend on tourism businesses, an important question emerges on the sustainability of this sector in the future, because some people argue that tourism in this province seems to move away from the Balinese life philosophy of the Tri Hita Karana (THK). THK means three sources of happiness or wealth, namely: a harmonious and balanced relationship between humans and the God (cultural aspects), between humans and other humans (community aspects) and between humans and the environment (environmental aspects). A certification was carried out based on this philosophy, to give an indication whether tourism sectors, especially the hotel sector in this province move toward sustainable direction. Results showed a variable degree of implementation of THK on hotel sectors. In general, based on the data of THK Accreditations 2009, it was revealed that achievement of implementation of THK in hotels varied between fair to excellent. Sixty seven (67) % of them achieved excellent grade, 29% very good, and 4% fair, while no hotel fail in accreditation (n = 24). The score for implementation of THK in 'hotel bintang' (star classified hotels) in average (87) was higher than that of 'hotel melati' (non-star classified hotels) (83). In addition more star hotels achieved excellent scores than non-star ones (71 % : 33 %). From the three aspects, cultural aspects, community aspects and environmental aspects, achievements of hotels on the community aspects, in general, was the highest, while the lowest was on cultural aspects. Thus, it is recommended that the hotel management in Bali to pay more attention on cultural aspects, the aspects of which become the most important source of attraction for the visitors to visit this tourist destination. Challenges for implementation of THK in hotel sector in Bali such as lack of commitment from the majority of hotel managers in this province in joining THK accreditations, lack of resources on THK provided in the hotel, and lack of environmental management system (EMS).

Keywords: Bali, sustainable tourism, local value, hotel, Tri Hita Karana, balanced life

Diversity and Innovation: The Trend and Change of Taiwan Tourism

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Tourism is one of the most important industries in 21st century. East Asia and the Pacific have been particularly fast in the world's emerging regions, with a rapid 6% average annual growth since 2000, and projection of 1.6 billion international passengers in 2020. Taiwanese government is promoting 2011 as the tourism year to celebrate the 100 year anniversary of Republic of China, and has been engaging in more international promotional campaigns in recent years which have increased visibility of Taiwan on the international stage as well as foreign interests in traveling to Taiwan. Taiwan has rich and diverse natural and cultural tourism resources, but with the international competition, climate changes, social economical changes, and new tourism opening to mainland China, Taiwan's tourism will need to reevaluate from the supply and demand's perspective, and also to reassess Taiwan's tourism experience and tourism marketing. According to UNWTO international travelers trends survey, about 80% of international travelers choose to stay in the same continent for a travel. This paper analyzed the development of international tourism trends in Asian region and the current situations of tourism development in Taiwan and investigated the tourism developing trends. The constraints and opportunities of Taiwan tourism development were also explored to provide innovation and changes in tourism development strategies: (1) Deepen old product/market and transform into new product/market. (2) Integrating local tourism resources to develop regional tourism characteristics for attracting target tourists. (3) Improving friendly services to enhance the tourism quality.

Keywords: Inter Continent Travel, experiential marketing, demand and supply, constraints and opportunity

Backpacking as Means of “Seeking the Self”: A Case Study of Japanese Backpackers in Asia

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Many people in contemporary Japan face a situation wherein they ask themselves “Who am I?”. One of the social values that should be respected in modern society is an individual’s autonomy. Following this tendency, quite ironically, individuals constantly need to reaffirm their self-identity. One example is the word “*jibun-sagashi*” (“seeking the self”), which has recently gained popularity in Japan; it represents the conflict of individuals with their self-identity.

The search for self-identity has induced people, especially the young generation, to discover backpacking. An individual’s identity is formed through the process of differentiation with the “other”, and backpacking, wherein one experiences various cultures for long periods of time, can be regarded as a social practice itself that constructs this identity. In the field of anthropology of tourism, research on backpacking has repeatedly indicated that one’s identity can be transformed through the course of adventurous traveling.

However, the environment in which backpacking exists has undergone crucial changes. As is evident from the flooding of the tourism market with backpacker’s manuals, backpacking is being commodified, and it now exhibits the characteristics of mass tourism. This presentation introduces a case study of Japanese backpackers traveling in Asia. It explores the various cultural and social meanings attached to backpacking, and analyzes the conditions under which this practice is re-localized in contemporary society.

Keywords: backpacking, commodification, self-identity

The New Emergence of Tourism in Lao PDR for the Two Decades 1990-2010

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Since 1990, tourism has played an important role in the socio-economic development of Lao PDR, which generates substantial benefits for the country. International tourism is considered the best means of ensuring a flow of resources from one economic sector to another within the nation. Thus, tourism generates foreign exchange earnings for the country as well as income for local people. It also promotes local products, and creates job opportunities in many economic sectors of the state¹. Tourism encourages local people to develop and promote agriculture related to tourism, handicrafts and other artefacts in remote areas. Tourism creates jobs and spreads wealth to local communities, encourages local people to preserve their customs and traditions, through the sale of local products abroad and other communities. Therefore, the Lao government has considered tourism is a tool for poverty diminution by focusing on the role of ecotourism, pro-poor tourism and community-based tourism². However, tourism need to be carefully planned and managed in order to conserve natural and cultural resources and maximize benefits for the entire country and society³. For instance, tourism is causing several impacts on social-cultural aspects, direct and indirect employment generated and tourism leakage factor which is tourism continues carrying the form of colonial in term of economic dependency on foreign countries.

Keywords: stages of tourism, impacts of tourism, community-based tourism, potential and issues

¹ Lao National Tourism Administration (2006). *International Tourism: Socio-economic impacts in Lao PDR*. Vientiane: LNTA.

² Schipani, S. (2002). *Ecotourism Status Report in Lao PDR*. Vientiane: LNTA, p18

³ LNTA. (1998). *Final Report on National Tourism Development Plan for Lao PDR 1998*. Vientiane: LNTA.

Resident's Perception of Tourism Impacts and Their Support for Tourism Development: The Case of Cucphuong National Park, Ninh Binh, Vietnam

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The purpose of this study was to investigate Cucphuong National Park (CPNP) residents' perceptions of tourism impacts and their support for tourism development in their areas. Additionally, the study also aimed to understand factors, specifically socio-demographic characteristic factors (age, gender, ethnicity, place of birth, marital status, level of education, household monthly income, job status, and length of residency), which might explain residents' perceptions and their support. In April 2008, survey data were collected in 5 communes in CPNP. It was found that in general, residents perceived tourism impacts positively (especially, with regard to positive social-cultural impacts, and environmental impacts of tourism) and they strongly supported tourism development. However, residents with different socio-demographic characteristics had different perceptions of tourism impacts, evaluation of tourism impacts and support for tourism development. Specifically, it was found that residents' with different monthly household income, ethnicity, level of education, job status, age show greater variance in terms of the perceived impacts of tourism, evaluation of tourism impacts, and support for tourism development. The study also revealed that residents' socio-demographic characteristics (age, gender) and residents' perceptions of tourism impacts (perceive positive socio-cultural impacts, perceive positive environmental impacts, perceive negative environmental impacts) could be predictors for support for tourism development in CPNP. As expected, the study reconfirmed the usefulness of social exchange theory in explaining residents' perceptions of tourism impacts and residents' support for tourism development. Based on the findings, the implications and the suggestions are discussed.

Pro-poor Tourism in Thailand: A Case Study of Local Governance in Samui Island

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To many nations, especially developing ones, tourism is an important industry that contributes significantly to their economic growth, while simultaneously providing both direct and indirect income and employment opportunities to many. However, tourism is often blamed for the negative socio-cultural, economic, and environmental impacts to the host country. More, reckless tourism development has created a range of problems for the local communities particularly when there exist imbalances of benefit sharing among the investors, typically outsiders, and the local people who own the resources. Pro-poor tourism as a concept is a means for improving the livelihoods and socio-economy of the stakeholder communities. In recent years, it is increasingly applied to developing countries with the aim to alleviate poverty, while simultaneously maintaining a balance and linkage between tourism businesses and the local people. Pro-poor tourism focuses on reducing costs to and expanding benefits from tourism development for local people. One strategy is through the active involvement of the local people with the business sector either through formal and informal employment, or develop supporting micro-entrepreneurship for them. Rather than focusing on the economic aspect of pro-poor tourism studies as they are frequently implemented, instead this paper places more emphasis on the socio-cultural aspect of the concept. It aims to explore and discuss the patterns of community involvement in pro-poor tourism project initiated by the local government at Samui Island, one of the main beach destinations in Thailand. This study targeted street-vendors, abundantly found throughout the study area, who maintain their livelihoods by selling foods and other goods to tourists. This study describes the manner in which the local government, employing the pro-poor tourism concept, involved the people in the local tourism development. The benefits gained and their level of satisfaction was examined, and the factors influencing the local people's involvement were also analyzed. A standardized questionnaire was employed to obtain broad ideas from the relevant respondents. Following which, key informant interviews and focus group discussions were carried out to gain in-depth information specifically on community involvement. Results showed that the local government indeed employed participatory approaches to develop the pro-poor tourism project at Samui Island. However, there existed significant issues that need to be addressed in the long ter, as the local government, despite their sincere intentions, do not have a clear understanding of the concept of pro-poor tourism. Consequently, this leads to the concept being inappropriately applied, resulting in conflicts between

participating and non-participating individuals. The involvement of the local community was, therefore, limited to only in a small group of beneficiaries which did not result in a sustainable long-term pro-poor tourism development. Moreover, the approaches employed for the involvement were rather limiting the full cycle of community involvement for development could not realized at some levels This case study can serve as a lesson learned for other tourist destinations that is considering to apply the pro-poor concept for poverty alleviation as well as to pursue sustainable tourism development for the local communities.

Synergy and Conflict among Local Government, Communities, and Private Agencies in Tourism at Taman Negara (National Park) Pahang, Malaysia

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Many developing countries successfully use the attractions of nature to promote tourism in protected and unprotected areas. The attainment of sustainable tourism requires careful management of tourists to prevent deleterious effects on the environment, the host community and tourist satisfaction. The emphasis on conflict management and sustainable development is based on the diligent usage of available resources, especially in the context of planning, commitment and the involvement of management as well as the interested parties. The sustainability concept involves around elements; be it the development of urban, economic, culture and the like which should ensure the continuous sustainability of the next generation, even though the demand and change of development has becoming more challenging.

The focus of the study is on 'Taman Negara' or National Park in Pahang, Malaysia which is embedded with various tourism packages. Taman Negara is a protected area of international importance as reflected in its listing as an association of South East Asian (ASEAN) Heritage Site (DWNP 1987). The main goal is to study the synergy and conflict management among the local government, communities and private sector in order to realize the sustainable high quality nature base tourism that is promised by the Taman Negara. To achieve the mentioned goal, the following objectives will look into. First, to investigate the characteristic of synergy and conflict among department which is related to Taman Negara; second, to examine the development by private sector issues and motivations of visitor to Taman Negara; third, to explore all the issues that give impact to local communities and tourist; and fourth to make sure preservation and to promote the concept of sustainable use of resources to ensure its sustainability both at the present and in the future in Taman Negara.

Consequently, this paper also will analyze elements of sustainability tourism which will be realized in the research are an effective management. This paper will specifically examine the management of various departments over this national park. Among the elements examined are the ability to increase the place integrity based on the location, to generate the local economy and to protect the nature. Without proper management, over the time the number of visitors might be decreased and very minimal sources of fund flow in. As a result, the beauty of the park would be left unappreciable.

Keywords: Synergy, Conflict Management, Sustainability Tourism, Protected Area, Tourism Management, Tourist Satisfaction, Taman Negara