

**Journal of Tourism
Challenges and Trends**

**Volume VIII, No.2
December 2015**

TOURISM AND RESPONSIBILITY

Editor-in-chief: Prof. dr. Mihaela Sofia Dinu (Romanian-American University, Romania)
Address: office@JournalTCT.ro; www.JournalTCT.ro
ISSN: 1844-9742

CONTENTS

- 15 The supply of sustainable tourism in Ireland
Aíne CONAGHAN, James HANRAHAN, and Emmet MCLOUGHLIN
- 55 National heritages, global capital accumulation and collective
socioeconomic impact: A critique of tourism industry in Kenya
Joseph WASONGA
- 79 International volunteer tourism and landscape restaurantion in New
Zeeland: The steering and enabling conservationist role in inbound
operators
Ismar Borges DE LIMA
- 105 In the news: an investigation into Australian print media reports on
Bali
Greg WILSON, Dale SANDERS, and Olan SCOTT

FOREWORD

Tourism and responsibility considered in academic framework

We live in a society that is increasingly more concerned with altruistic concepts, such as general wellbeing, social equity, environment protection and economic justice. Since consumers are influenced by their values in every aspect of life – including the economic behavior, companies are evaluated not only through economic lens or the quality of their offer compared with that of the competition, but also considering how responsible they are. Consumers prefer responsible companies, which ensure a sustainable development for the society, they are willing to pay more for responsible products, recommend them in their circles and sanctions companies that are perceived irresponsible (Nielsen, 2015; Zbucnea, 2013). This attitude of the public is also visible in tourism industry, where companies are expected not only to be fair with their clients, but to be responsible in many ways: social – considering especially the host communities, for instance -, economic – related to employees, business partners, local entrepreneurs, etc. -, as well as considering the environment in many ways (Garay Tamajón & Font 2013).

Tourists themselves, increasingly more, try to be responsible not only when choosing the travel agent, but also the type of tourism product. Another relevant aspect is the behavior they have during the travel and the way they interact with the local communities. Tourists, in general, have a varied and loose way of seeing their responsibility and acting accordingly (Caruana *et al.*, 2014). Nevertheless, they are increasingly sensitive to issues related with personal and organizational responsibility in contemporary society.

In this context, the responsibility of companies and individuals is a topic increasingly more popular amongst academics, as well as professionals. Tourism is no exception. In the last three decades, more than 8400 scholarly articles have been published in the most visible academic databases: Science Direct, Springer, Thomson, ProQuest, OUP, Sage, Wiley, Taylor, Cambridge, and MSN. More than 8000 academic papers were identified. The overall interest in the relationship between tourism and responsibility is much wider. We considered in our statistics only the scholarly articles for which the authors themselves indicated as keywords the following: corporate social responsibility (CSR), responsible tourism, tourism ethics, volunteer tourism, sustainable tourism, green tourism or ecotourism. Some of these terms are broad concepts, while others are more specific. What they all have in common is that they contain the main aspects with which one connects responsibility: ethics, ecology, green and sustainability; or types of behavior: being social responsible in the case of companies or volunteering – getting involved.

Almost 3400 of the articles (41%) are dedicated to sustainable tourism and more than 2900 (34,5%) to ecotourism (see Figure 1 and 2). The less interest is manifested in responsible tourism, CSR and tourism, volunteer tourism and green tourism. The last two topics are niche tourism forms, therefore it is expected to

attract more researcher. CSR is a relatively new interest in the academic world – although the concept itself is not so new. It seems that academics prefer to use the concept of sustainable tourism instead of that of responsible tourism. The preference for the concept of sustainable tourism is to be investigated to better understand the conceptual universe considered by academics. One possible reason would be that the idea of responsibility is already included in the one of sustainability. The industry itself, including tourism, has to be sustainable – including in this concept the responsibility a company should assume.

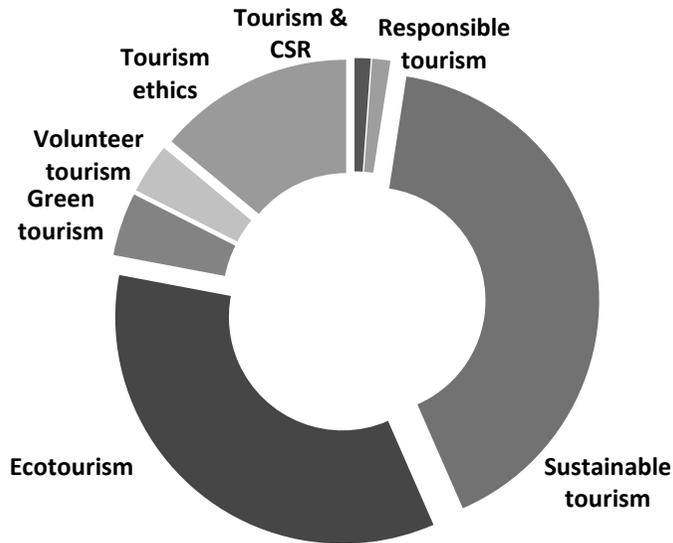


Figure 1. The academic interest in the major topics connect with responsibility in tourism

The first articles related to the relationship between tourism and responsibility investigated mainly practical issues, especially the relationships between environment and tourism – connected with local sustainable development - and how to lower the negative impact of travellers and tourism (Rosier, Hill, & Kozlowski 1986; McElroy & de Albuquerque 1990, Butler 1991, Dearden 1991, Miller & Auyong 1991, Patten 1991, Place 1991, Weaver 1991).

Starting with 1995 the number of articles increased, as well as the approaches. Observing the steep increase of the studies in the investigated fields, as well as the variety of research directions, we connect the interest in topics related to responsibility in tourism with an increased interdisciplinary research referring to the concept of (economic) sustainability.

It is interesting to mention that the pick year was 2014 (Figure 2). It is to observe the evolution in the next years, to see if a certain decline of the academic interest is to be registered. If this occurs, academics should investigate the reasons, and connect it with possible shifting interests and practices in the tourism industry, if the case.

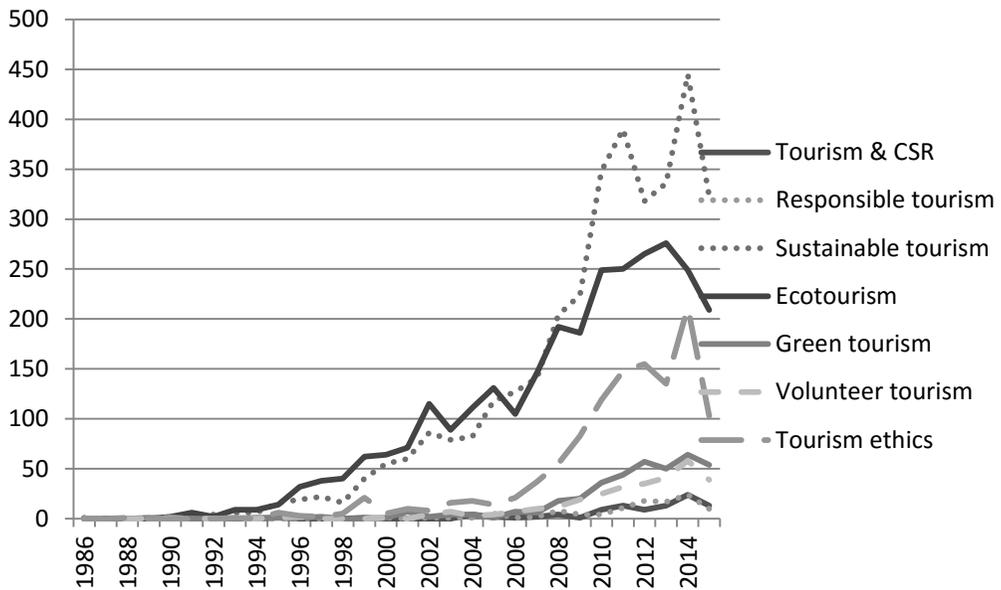


Figure 2. Number of academic articles considering the tourism forms mentioned as subject terms

The most popular topic investigated by academics is sustainable tourism (Figures 1 and 2). The interest in this subject has been increasingly popular not only in the academic context, but also among practitioners and public bodies. Nevertheless, the practice of sustainable tourism development seems to be lagging behind (Hall 2011). The research in this field is stimulated by numerous factors (Bramwell & Lane 2015). Some of them are related with the context of researchers and research, such as increased personal interest in the topic, or better funding of such studies. Some factors could be related with the increased interdisciplinary approach in academic world, which led to a more complex view of tourism and the specific trends in the field. Some others are related with the evolutions in tourism itself.

The least investigated concept up to now seems to be corporate social responsibility (CSR) in tourism. This might be a newer field of academic study, in general, and maybe a very specific issue considering the wide complexity of tourism studies. Nevertheless, nowadays the academic interest in CSR in general is high and increasing. In the same databases, more than 10.000 scholarly articles on CSR have been included – compared with around 100 in the field of CSR & tourism. The first scholarly articles connecting CSR with tourism investigated the impact and responsibility of tourism organizations for sustainable development (Welford, Ytterhus & Eligh 1999, Clarke 2004, Font & Harris 2004), as well as practical CSR aspects connected with tourism agents (Skinner, Font, & Sanabria 2004, van der Woerd & van den Brink 2004).

As this brief overview of the academic investigation in tourism, the first interests related with the connection between responsibility and tourism were mainly practical, as well as associated with the impact of tourism on the environment. In

time, the variety of perspectives, as well as the interdisciplinarity of approaches widely increased both concerning macro- and micro-economic aspects.

The present issue of the Journal of Tourism Challenges and Trends is meant to deepen the understanding on several directions: sustainable destinations and the impact of tourism, developing tourism image and volunteer tourism.

Aíne Conaghan, James Hanrahan and Emmet Mcloughlin investigate how to better manage destinations from a sustainable perspective, focusing their attention on Ireland. Their research supports the previous finds that practice might be loosely related with the theoretical discourse (Hall 2011). This situation might be explained by the fact that some standards and criteria of sustainability are regulating the activity in tourism, but no specific procedures of how to address challenges or tools to reach those indexes are recommended. The study also shows that tourism agents are concerned with sustainability issues, but only a few of them are certified and comply with existing regulations. A certain lack of training and expertise in this domain is also documented. Special attention is given to local communities and stakeholders in order to evaluate and enhance the sustainability of tourism activity. The investigated stakeholders' relations and perspectives reveal a certain hindrance between tourism businesses and stakeholders and environment. The authors recommend self-regulation in order to implement a sustainable management system, as well as stakeholders' participation.

The next paper, of Joseph Wasonga, enquires about the negative impact on cultural heritage of the desire to maximize tourism-related profits, in the specific case of Kenya. Negative impact on Massai communities is found. The author discusses the process of commodification of culture, stressing the complex relationships between owner, participation and access associated to Massai culture and pointing out the controversial results on locals. Joseph Wasonga stresses that the development of cultural tourism might generally have undesirable impact on the communities offering the related resources/attractions. The author considers that community development and involvement could eliminate the negative aspects of cultural tourism in Kenya.

Ismar Borges de Lima also analyzes the connections between local communities / stakeholders and tourism, but from another perspective: considering the role of volunteers. The paper also investigates the impact of the volunteering experience on tourists. The region under consideration is New Zealand, and the volunteer field is environment. Proper management of volunteer tourism programs would lead not only to attachment to nature of the volunteers, but also to formal and informal cooperation in a wide framework of all stakeholders. Long-term positive outcomes also should be considered, such as nature conservation and awareness.

The study of Greg Willson, Dale Sanders and Olan Scott included in this issue investigate the role of print media (in Australia) in creating a destination image (Bali). The relationships between media coverage and the way tourists perceive an image, as well as their desire to travel to a specific destination are complex. One should also take into account that many other information sources contribute to the reactions of tourists in relation to a destination. The personality of the destination also influences the tourism-related image. The research of the authors shows that

despite the preponderant negative coverage of Bali in the investigated newspapers, the destination is increasingly more popular among Australians. Nevertheless, the coverage of various perils has probably negatively influences visitation. The authors suggest that the overall familiarity of Australians with Bali, as well as the needs and desires of the tourists are more significant than the media coverage. The tourism market itself might be more influential, through prices and promotions.

We observe that most discourses on the relations between tourism and various facets of responsibility/sustainability have a cultural dimension. The concerns associated with culture and tourism in a responsible framework are related with individuals (tourists and member of various communities), as well as with tourism industry and heritage management.

Another recurrent aspect is the increasingly deeper interconnectivity between stakeholders, especially of the host community, and tourists/tourism. We also note that tourists themselves have become stakeholders that are more responsible. Authors recommend the wide involvement of local communities, their empowerment and development in order to ensure responsible and sustainable tourism.

Alexandra Zbucnea

Faculty of Management, National University of Political Studies and Public Administration, Bucharest, Romania

December 2015

REFERENCES

- BRAMWELL, Bill and LANE, Bernanrd, 2015, Editorial. What drives research on sustainable tourism?, *Journal of Sustainable Tourism*, 23(1), 1-3.
- BUTLER, Richard W. 1991. Tourism, Environment and Sustainable Development, *Environmental Conservation*, 18(3), 201-209.
- CARUANA, Robert, GLOZER, Sarah, CRANE, Andrew and MCCABE, Scott. 2014. Tourists' accounts of responsible tourism, *Annals of Tourism Research*, 46, 115-129.
- CLARKE, J. 2004. Trade associations: An appropriate channel for developing sustainable practice in SMEs? *Journal of Sustainable Tourism*, 12(3), 194-208.
- DEARDEN, P. 1991. Tourism and sustainable development in Northern Thailand, *Geographical Review*, 81(4), 400-413.
- GARAY TAMAJÓN, Luis and FONT, Xavier. 2013. Corporate Social Responsibility in Tourism Small and Medium Enterprises Evidence from Europe and Latin America, *Tourism Management Perspectives*, 7, 38-46.
- FONT, X. and HARRIS, C. 2004. Rethinking standards from green to sustainable. *Annals of Tourism Research*, 31(4), 986-1007.
- HALL, C. Michael, 2011, Policy learning and policy failure in sustainable tourism governance: from first- and second-order to third-order change?, *Journal of Sustainable Tourism*, 19(4-5), 649-671.

- MCELROY, Jerome L. and DE ALBUQUERQUE, Klaus. 1990. Sustainable small-scale agriculture in small Caribbean Islands, *Society & Natural Resources: An International Journal*, 3(2), 109-129.
- MILLER, M. and AUYONG, J. 1991. Coastal zone tourism - a potent force affecting environment and society. *Marine Policy*, 15(2), 75-75.
- NIELSEN 2015. *The sustainability imperative. New insights on consumer expectations. October 2015.* Available online at <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2015-reports/global-sustainability-report-oct-2015.pdf>. Accessed December 10, 2015.
- PATTEN, D. 1991. Human impacts in the greater Yellowstone ecosystem - evaluating sustainability goals and eco-redevelopment. *Conservation Biology*, 5(3), 405-411.
- PLACE, S. 1991. Nature tourism and rural-development in Tortuguero. *Annals of Tourism Research*, 18(2), 186-201.
- ROSIER, J., HILL, G. and KOZLOWSKI, J. 1986. Environmental limitations: a framework for development on Heron Island, Great Barrier Reef, *Journal of Environmental Management*, 25(1), 59-73.
- SKINNER, E., FONT, X., and SANABRIA, R. 2004. Does stewardship travel well? benchmarking accreditation and certification. *Corporate Social Responsibility and Environmental Management*, 11(3), 121-132.
- VAN DER WOERD, F. and VAN DEN BRINK, T. 2004. Feasibility of a responsive business scorecard: A pilot study. *Journal of Business Ethics*, 55(2), 173-186.
- WEAVER, D. 1991. Alternative to mass tourism in Dominica. *Annals of Tourism Research*, 18(3), 414-432.
- WELFORD, R., YTTERHUS, B., and ELIGH, J. 1999. Tourism and sustainable development: An analysis of policy and guidelines for managing provision and consumption. *Sustainable Development*, 7(4), 165-177.
- ZBUCHEA, Alexandra. 2013. Are Customers Rewarding Responsible Businesses? An Overview of the Theory and Research in the Field of CSR, *Management Dynamics in the Knowledge Economy*, 1(3), 367-385.

THE SUPPLY OF SUSTAINABLE TOURISM IN IRELAND

*Aíne CONAGHAN**, *James HANRAHAN***, *Emmet MCLOUGHLIN****

Abstract. *The concept of sustainability remains one of the major issues in tourism today. There currently exists a strong knowledge base pertaining to sustainable tourism and the drive toward the sustainable management of tourism destinations. However, theoretical links to the supply of sustainable tourism in Ireland was unknown. This paper bridges this gap in knowledge by providing baseline findings as part of a nationwide study among tourism businesses in Ireland before delivering a more in-depth look at the supply of sustainable with a particular focus on the attitudes of stakeholders in County Clare. Qualitative interviews illustrated that the majority of stakeholders claim to be demonstrating effective sustainable management of tourism. In addition, industry adaptation from the implementation of cultural heritage management practices was also found. Yet the existence of policies against commercial exploitation and conduct for activities in local communities were unknown by stakeholders. Also, it would appear that the tourism industry has room to improve management practices to maximise benefits to the environment. Further discussion reveals however, that fundamental procedures such as training in sustainable tourism and implementation of certification and labels were found to be lacking. Many of the findings from this paper on the supply of sustainable tourism in County Clare point to the need for a standard process or model to be followed to facilitate the sustainable management of tourism destinations.*

Keywords. *Sustainable tourism; sustainable tourism management; sustainable tourism supply; stakeholders; Ireland.*

* Sustainable Tourism Management Consultant, Ballybofey, Donegal, Ireland.

** School of Business and Social Sciences, Department of Marketing, Tourism and Sport, Institute of Technology, Sligo, Ireland, Hanrahan.James@itsligo.ie.

*** School of Business and Social Sciences, Department of Marketing, Tourism and Sport, Office G0014, Innovation Centre, Institute of Technology, Sligo, Ireland, Emmet.mcloughlin@mail.itsligo.ie.

NATIONAL HERITAGES, GLOBAL CAPITAL ACCUMULATION AND COLLECTIVE SOCIOECONOMIC IMPACT: A CRITIQUE OF TOURISM INDUSTRY IN KENYA

*Joseph WASONGA**

Abstract. *Preservation of national heritages is founded on the idea that these heritages provide a tangible proof of a shared history, having a capacity of binding populations together and offering them a sense of belonging. The above aspiration has the potential to contribute to the society's realization of certain social-political goals such national cohesion and patriotism. Cultural heritage may as well be seen as a commercial sector especially in the area of tourism. In Kenya, just as in many other countries across the world, tourism has been considered as a key industry. In Kenya there are protected areas that have achieved very high potential goals in tourism industry with diversity of wildlife and scenery, offering opportunities for game hunting, collecting of trophies, fishing, shooting or wildlife film documentaries. Kenya's warm ocean beaches, cultural diversity and a range of physical features are attractive to tourists. Governments have promoted tourism industry as a way of bringing employment opportunities, and foreign exchange. Thus, tourism forms part of the expansion of global capitalism. Capitalism produces competition for profit maximization and may lead to selfish exploitation of natural resources, as well as national heritages, which may not consider negative effects on the local community and social environment. Accordingly, this paper examines the extent to which exploitation of national heritage in the context of tourism industry in Kenya has balanced profit motives with sustainability and taken into consideration the element of equity and collective social impact especially on ingenuous lifestyle of local communities.*

Keywords. *Cultural heritage; cultural tourism; commodification of culture; sustainable tourism; empowerment of local communities; Kenya.*

* Department of History Archaeology and Political Studies, Kenyatta University, P. O. Box 43844--00100, Nairobi, Kenya, wasonga.joseph@ku.ac.ke

INTERNATIONAL VOLUNTEER TOURISM AND LANDSCAPE RESTORATION IN NEW ZEALAND: THE STEERING AND ENABLING CONSERVATIONIST ROLE OF INBOUND OPERATORS

*Ismar Borges DE LIMA**

Abstract. *This paper examines the enabling and steering role of a small-scale enterprise in managing volunteer-based programs, landscape restoration, and conservation, with gains for the participants, local community and for the environment. Volunteer participants have had a broad learning possibility, specific skills development, and good feeling factor of giving something back to visited destinations in the country. The research has a qualitative orientation with active and participant observation and interviews with key informants and was carried out in the Bay of Plenty. Kuaka New Zealand Education Travel is the main case study. Central to the research is identifying 'how' the stakeholders' practices in volunteer-based tourism have been shaped and produced satisfactory overall outcomes in terms of landscape restoration. The results show that inbound volunteer-based enterprises can optimise their environmental, cultural, and educational role and outcomes, and its own financial endurance through key partnerships, as well as by creating business risk management strategies and by monitoring the participants' satisfaction. The paper also reveals that tourism and responsibility are not dissociated as organisations and enterprises seek to develop and manage genuine volunteer-programs with conservationist benefits to local destinations.*

Keywords. *Volunteer-based tourism; cultural and environmental experiences; landscape restoration; small-scale inbound operators; Bay of Plenty, New Zealand.*

* School of Business and Tourism, Southern Cross University, Australia, & Laboratorio de Pesquisas na Amazônia, MULTIAMAZON / UERR & RECINATUR, ismarlima@yahoo.com.br

IN THE NEWS: AN INVESTIGATION INTO AUSTRALIAN PRINT MEDIA REPORTS ON BALI

Greg WILLSON^{*}, Dale Sanders^{}, Olan Scott^{***}**

Abstract. *Print media is a significant information source for tourists. Whilst previous studies have focused on the influence of television, movies and social media, the attention given to the role of the print media and tourism has been limited. Further, despite the importance of Australia and in particular, Western Australia as a source market for the Indonesian island of Bali, there is a paucity of research exploring how the Australian media framed Bali as a destination. The purpose of this paper is three-fold. First, it seeks to determine the framing of two Australian newspapers towards Bali as a tourist destination. Second, it explores the themes elicited within story coverage of Bali within two popular Australian newspapers. A structured content analysis of articles about Bali was conducted and The West Australian and The Australian were used to meet the research aims. This paper is of scholarly importance as it provides greater insight into the way print media shapes the narrative of a destination.*

Keywords. *Framing, print media, newspaper, destination image, Bali, Australia.*

^{*} Edith Cowan University, School of Business, 270 Joondalup Drive, Joondalup, Western Australia, g.willson@ecu.edu.au.

^{**} Edith Cowan University, School of Business, 270 Joondalup Drive, Joondalup, Western Australia.

^{***} University of Canberra, Faculty of Health, Building 12 | Room 12C4 | University Drive, Bruce, ACT 2617.