



Volume 16, Number 1, 1989

ANNALS *of* Tourism Research

A SOCIAL SCIENCES JOURNAL

• SPECIAL ISSUE •
SEMIOTICS OF TOURISM



PERGAMON PRESS

New York Oxford Beijing Frankfurt São Paulo Sydney Tokyo Toronto

PUBLICATIONS IN REVIEW

The purpose of this department is to publish reviews or abstracts of recent publications in or related to the study of tourism. The abstracts in "Publication Notes" are of articles, books, edited volumes, proceedings, theses, bibliographies, directories and the like. The appearance of an abstract here does not preclude its full review in a future issue. Individuals interested in submitting reviews should write directly to the Chief Editor for Publications in Review, Stephen Smith (Department of Recreation and Leisure Studies, University of Waterloo, Ontario, Canada N2L 3G1). Unsolicited reviews will not be accepted.

• Review Essay

Development Education for Tourists

Tē gast in India, edited by Kees van Teeffelen, Han van den Boogaard, and Riëtte Reijnen. Stichting Toerisme & Derde Wereld (Postbox 1504, 6501 BM Nijmegen, The Netherlands) 1987, 36 pp (photographs, map, bibliography) Nfl. 5.25 including postage and handling.

Tē gast in Nepal, edited by Kees van Teeffelen and Laurent Umans. Stichting Toerisme & Derde Wereld (Postbox 1504, 6501 BM Nijmegen, The Netherlands) 1987, 35 pp (photographs, maps, bibliography) Nfl. 5.25, including postage and handling.

Tē gast in Thailand, edited by Kees van Teeffelen. Stichting Toerisme & Derde Wereld (Postbox 1504, 6501 BM Nijmegen, The Netherlands) 1987, 33 pp (photographs, sketches, map, bibliography) Nfl. 5.25, including postage and handling.

Tē gast in Indonesië, edited by Kees van Teeffelen and Hans Goderbauer. Stichting Toerisme & Derde Wereld (Postbox 1504, 6501 BM Nijmegen, The Netherlands) 1988, 36 pp (photographs, sketches, map, bibliography) Nfl. 5.25, including postage and handling.

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The publication of the above booklets is intended as the start of a series aiming to sensitize and educate visitors to the Third World countries.

The foundation, Toerisme en Derde Wereld, was established in 1986 specifically to improve the information available to this category of travelers. During the first two years, its activities were financed by a grant from the National Committee for Information and Awakening of Consciousness with regard to Development Co-operation. This in turn is financed from a budget allocation by the Directorate General for International Co-operation of the Ministry of Foreign Affairs, but the committee has a considerable degree of autonomy in setting priorities and choosing projects to be subsidized.

The foundation itself was established to provide better information on Third World tourism. Its origin is in the conference statement of the 1986 Bad Boll (FR of Germany) international consultation "Third World People and Tour-

ism," organized by the Ecumenical Coalition on Third World Tourism (ECTWT) in Bangkok, and the Third World Tourism Ecumenical European Network (TEN) in Stuttgart, in cooperation with the World Council of Churches (WCC) in Geneva, Switzerland.

Recommendation number 7 of the Conference Statement calls for efforts "to oppose distorted images and re-orient both mass media and promotional media towards the imperative of human dignity and rights and creation of a more participatory tourism" (ECTWT/TEN 1986:13). The foundation is also interested in responding to the growing uneasiness in the Third World about the development of tourism. Therefore, it intends to draw attention to the problems connected with Third World Tourism and to contribute to a better understanding between the tourist and the local population. The uneasiness is articulated by church organizations, as exemplified by the 1975 Penang conference held under auspices of the Christian Conference of Asia (O'Grady 1975). The growing concern in the Third World may justify the development of educational material in order to curb undesirable sociocultural effects of tourism; but such an effort cannot positively affect economic impacts. To enhance the economic benefits of tourism, other strategies will have to be developed. These include strengthening the role and involvement of the government in the destination countries (Theuns 1987a) and a persuasive effort directed at the travel intermediaries in the Western World and the foreign investors in the Third World. The educational efforts, if well conceived, may at the most contribute to a partial improvement of tourism's impacts. If ill conceived, the effects will be nil or even negative.

In conceptualizing the effort, the Dutch originators could rely on foreign examples. For instance, in 1974 a similar educational project was started by the Studienkreis für Tourismus e.V. in FR of Germany. Since that date, 18 Sympathy Magazines have been published and up to 1987 almost one million copies have been distributed (Vielhaber 1987:39), about 90 percent through the travel trade and the rest by direct sale to individuals (Pfaffinger 1988). The magazines are sold at a price of DM1.50 to 3.00 per copy. Buyers of large quantities of at least 500 copies, such as tour operators and airlines, can have a promotional message printed on the back cover. However, the Dutch initiators have not yet reached the stage of high volume sales. They offer a reduced price of Nfl. 9.50 for two brochures and Nfl. 13.00 for three. Not only are the German brochures cheaper, they also look better, and offer more pages and better information. The German readers get quality brochures of around 50 pages each, lavishly illustrated with color photographs, further enhanced with attractive layout and format.

In comparison to the German production (Bechstet 1987; Tüting 1985; Wald 1984), the Dutch brochures look quite austere: lower quality paper, mediocre printing quality, marred with annoying printing errors, only black and white photographs, some with doubtful information-value (e.g., India page 30 and Indonesia page 25), no explanatory notes for photographs, and less attractive layout. The latest brochure published uses better quality paper, especially for the cover, which improves the quality of the pictures and the general appearance. Having fewer pages than the German brochures, it is not surprising that the Dutch publication has a less diversified content. A notable difference is found in the relatively large attention paid in the Dutch series to tourism impact. As will be shown later, the quality of these contributions does not always come up to expectations. The tendency to overemphasize negative effects raises the question of which target group the series addresses.

The target group for the German brochures is composed of all tourists to the specific destination. The overexposure of negative effects, some hints at the advantages of alternative tourism, reference only to church-originated publications on Third World tourism, and the rather austere appearance raises

doubts whether the Third World tourist community at large is the target group. If it is, the Dutch series should conform more fully to the broad appeal of the German series. Present similarities are confined to the format, the inclusion of a section containing travel information and suggestions for further reading, and to a lesser degree the general contents. The desirability of including a section with travel information was demonstrated by a survey by Meyer (1977:48-53) on the acceptance and perceived usefulness of the first two German brochures published in the seventies. The research by Meyer also provides clues as to the relative importance of various information sources. The highest score is obtained by commercially published travel guides, followed by prospectuses and information material from official institutions in the destination countries, as for instance from the National Tourist Organization. This implies that, at least if the target group is to be found in the Third World tourist community at large, special brochures for Third World travelers will on the one hand have to supplement commercial travel guides and national promotional literature, and on the other hand they will have to compete with such material. To comply with this, certain demands have to be met as to the technical quality (design, printing, etc.) as well as the quality of the content. As far as the latter is concerned, simply making a mixture of some information on everyday life, customs and habits, history and culture, the position of women, development cooperation, and the impact of tourism development does not suffice. The content should not only be well-balanced, it should also avoid providing distorted images. According to the ECTWT and TEN, such images should be opposed not imposed. Unfortunately, by these standards, the contributions on the impact of tourism are deficient.

Some of the views included in the brochures, which tend to take a critical stand, are inaccurate or not based entirely on sound reasoning. For instance, it is difficult to comprehend why inflation should be caused by hotel sector imports, as stated in the Nepal brochure (p. 11). Either the relationship between gross and net revenue is negatively affected by the import content of the tourism sector: or, given a situation of inelastic supply, inflationary pressure may be built up by additional demand in the local market from hotels. Inflation will not arise from direct imports of the tourism sector. This is not to say that inflation and direct imports of the tourism sector cannot occur simultaneously. If wages paid in the tourism sector (direct primary income) are higher than those paid in other sectors in the economy, tourism wage earners may cause the average propensity to consume imported goods to increase. In this case the spending of primary income earned in the tourism sector may lead to imported inflation. Inflation may also occur as a result of an increase in local demand following from an increase in population by regional migration propelled by tourism development.

Another example of questionable reasoning, or sloppy wording, is to be found in the Indonesia brochure (p. 8), where it is suggested that revenues accruing to foreign tour operators and airlines would negatively affect the relation between gross revenue and net revenue from tourism. The truth of course is that such revenues never reach the destination country. This results in lower gross revenues for the destination but does not affect the gross net relationship. To give an example of inaccuracy, the figures provided on the spending pattern of tourists in Thailand (p. 9) do not add up to 100 percent, but cover only 90 percent of gross revenues. Sometimes the information on subjects other than tourism is also questionable. In the India brochure (p. 6), Buddhism is simply presented as an off-spring of Hinduism. In the Nepal brochure, it is suggested that non-Hindus are not allowed to enter a Hindu temple (p. 7). Later, on page 14, it is stated that non-Hindus may enter but should be barefooted. According to the Indonesia brochure (p. 6), the immigration of Chinese dates back to only the last hundred years. But it is known

that in 1740 a great many Chinese people were murdered in and around Batavia, present-day Jakarta (Palthe and Tempelman 1975:49) Therefore, Chinese already migrated to Indonesia much earlier.

Each of the booklets contains a list of publications for further reading. The publications listed are divided into several categories: general literature; novels and short stories; travel stories; travel guides and culture guides; literature on Third World Tourism; and periodicals on Third World problems. It is unclear on what basis the titles are selected. In each brochure, Third World tourism is represented by two titles only. In the India, Nepal, and Indonesia brochures, there are the Dutch translations of a book by O'Grady (1982) and the conference proceedings of the Bad Boll conference (ECTWT/TEN 1986). In the Thailand brochure, a book edited by Holden, Horlemann and Pfäfflin (1985) is substituted for the book by O'Grady. It is worth noticing that all these publications have a church background. This tends to imply that the churches are the most authoritative sources of information on Third World tourism matters. This may be doubted, however, as can be seen from the reviews of the ECTWT/TEN publication by both Simmons (1987) and Theuns (1987b). If the brochures should appeal to all Third World travelers in the Netherlands, it would have been better to avoid such church bias. Census data for 1960 indicate that 18.4 percent of the Dutch population did not belong to a religious denomination, and churches since have shown an increasing loss of members (Mönnich 1971:764 and 766). It may thus safely be concluded that at least one fifth of the population of the Netherlands will feel little affinity with publications originating from church groups.

If the somewhat negatively colored information in the sections on Third World tourism is added to this, and the poor technical quality of the brochures is taken into account, then the chances for large scale distribution through tour operators and airlines are slight. Nowadays, moreover, an increasing number of high quality travel guides is being published, containing not only the standard tourist information but also substantial coverage of, for example, history, culture, and customs and habits of the host population. It is with these travel guides that the brochures of the foundation, Toerisme & Derde Wereld, will have to compete. The heart of the matter, of course, is not whether Third World tourist brochures are accepted and perceived as useful, but whether they cause tourist behavior to change positively with a view to the social systems and cultures of recipient countries. As shown by Vielhaber (1987:45), this crucial question has not yet been researched and answered. □□

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Assigned 29 April 1988
Submitted 10 July 1988
Accepted 25 July 1988

• Book Reviews

Research About Leisure: Past, Present, and Future

Edited by Lynn Barnett. Sagamore Publishing (501 South Sixth Street, Champaign IL 61820, USA) ISBN 0-915611-13-19, 1988, 220 pp.

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In 1977, a group of leisure researchers first organized what was to become the annual Leisure Research Symposium in connection with the National Recreation and Park Association (NRPA) Congress. Despite a rather stormy beginning—resulting from debates about the relative balance of applied versus pure research, the proper relationship with the NRPA Congress, and the intellectual content of the symposium—the Leisure Research Symposium survived and grew. In September, 1987 at the NRPA Congress in New Orleans, a special 10th anniversary symposium was held. This anniversary meeting featured a number of papers by some of the most distinguished authors associated with the Symposium, all of whom addressed the theme, "The Past, Present, and Future of Leisure Research." This volume, edited by Lynn Barnett (who deserves much of the credit for not just the survival but the high quality of the