

NEW DIRECTIONS IN TOURISM FOR THIRD WORLD DEVELOPMENT

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What is missing from strategies that focus only on the increasing international trade and tourism is a concern for the broader development goals of raising living standards of the popular majority and promoting more balanced growth...

Externally-led growth, especially that associated with foreign-controlled enclaves, has produced only a truncated, severely circumscribed type of development that has excluded the majority from participating in the benefits of growth.

Contact with the indigenous culture tends to be packaged rather than spontaneous, contrived rather than original..[and].. Increasingly, local people may feel a sense of alienation rooted in feelings of a loss of social control and cultural identity.

The technical, economic, and commercial characteristics of many mass-tourism sectors tend to favor the development of large-scale, integrated, multinational enterprises.....for this reason, tourism has sometimes been called "a neo-colonial extension of economic forms of underdevelopment" that reproduces historical patterns of structural inequalities between developed and developing countries.

The result...'plantation tourism landscape'... is characterized by the juxtaposition of an elite resort based coast with an impoverished labor-supplying interior, thereby attesting to the tendency of tourism to perpetuate the structural and spatial inequalities of the plantation system.

In the absence of well-developed linkages between the external sectors and the rest of the economy, a limited and polarized form of development takes place that cannot act as a stimulus for broadly based development

Some of the short comings commonly associated with the Third World tourism industry include high rates of foreign ownership contributing to a loss of control over local resources; substantial overseas leakage of tourism earnings; reinforcement of patterns of socioeconomic inequality and spatial unevenness; rising alienation among the local population; perceived loss of cultural identity and social control to outsiders.

New tourism developing world

Tourism should be seen as a local resource.

Tourism-led development should be planned to meet the diverse, long-term interests of popular majority rather than the narrow, immediate goals of an elite minority.

Development ... fundamentally concerns the capacity of society to tap the root of popular creativity, to free up and empower people to exercise their intelligence and collective wisdom.

Community-based tourism development would seek to strengthen institutions designed to enhance local participation and promote economic, social, and cultural well-being of the popular majority.

Recurring themes in alternative tourism:

- 1) smaller-scale, dispersed, low density developments will foster more meaningful interaction between tourists and local residents as well as be less socially and culturally disruptive than enclave-type resorts.
- 2) Locally owned businesses rather than foreign owned will increase multiplier and spread effect with the host community
- 3) Community participation in tourism planning
- 4) Emphasis on sustainability, both environmental and cultural.
- 5) Does not denigrate or damage the host culture and creates opportunities for education and cultural exchange.