Analyzing the methods of preventing environmental, cultural and job damages of mass tourism

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Abstract

Tourism has extremely various effects. On the one hand, by creating opportunity to understand and raise awareness of tourists towards many attractions of environment and increase employment, and plays positive role in the economic, social and political developments in the destination countries. Also, by creating awareness and respect for cultural diversity and ways of life among nations leads to cross-cultural understanding. But on the other hand tourism as a mean of employment-generating does not meet all expectations and numerous complaints from destination countries shows the negative effects and destruction in the areas of environment, culture, traditional methods of life. The sustainable development in tourism industry creates more need than ever.

This article is based on the opinions and conclusions of domestic and foreign researchers about the seventh session of the UN Commission on Sustainable Development in the Department of Economic and Social Affairs commission on Sustainable Development and the NGO Committee in 1999 and restored and modified in 2011 to what the tourism industry can, and should do in order to increase its stability.

First, a brief overview of the history of the formation of mass tourism, to analyze the negative effects of the uncontrolled growth of tourism in form of definition, design and provides the following three basic problems and then refers to the possible initiatives and suggestions for solving them and achieving sustainability in tourism:

1- Decreased access to natural resources for the local communities and environmental Degradation
2- Increasing cultural erosion and disrespect for human rights
3- Unqualified jobs and foreign exchange leakage

Keywords: Sustainable tourism development, degradation of human environmental, negative impacts, preventive strategies.
Introduction

A brief history of the formation of the negative effects of mass tourism and the need to deal with them

With the onset of the Industrial Revolution, the production of steam engine which is followed by an increase in the relative income and saving working time of European, gradually provide the field of travel and tourism to general public but the two devastating world wars were an obstacle in creating a balanced and realistic growth of tourism (Chuck. y, 2006).

Thomas Cook was the pioneer of modern group tourism who organized the first big tour group on 5 July 1841. He managed a trip for a group of 57 people at a cost of one shilling per person for the railway staff from Leicester to Loughborough which the distance was 11 miles. Cook in reality had to pay only a fraction every part of the trip of the cost per person for example, for the payment of all train tickets he used contract-based discount by rail. They used privileges of removing entrance fee used in private resorts. Food pricing methods was fixed entrance fee per person and frees to eat any kind of food which is usually used in festivals and holidays from this pricing system. Thomas Cook prepared presentations holiday’s packages containing parts which passengers needed that were presented in the UK and across Europe.

Before long, many mimicked his method. The actual age of mass and group International travel started after World War II with the rapid growth of air travel. Little by little, the tourism market in the UK become popular and companies like Sentes Parks and Cox & Kings started to work.

The main work of company was preparation for Great Britain military mobility across Europe, while it served as a main factor for various army regiments along with payment of salaries, provision of services and supplies and also served military travel. In the aftermath of the war, the bulk transport planes that had high confidence and capacity accompanied by military pilots transported passengers and acted as charter flights. Tourism experts were using it for European flights. In May 1950, Vladimir Rights founded a newly tourism company that is called Horizon and designed the first package two-week trip. During this period the passengers could sleep in tents along with two meals and beverages. These trips were very inspiring to people after the World War II and within 10 years the company quickly expanded this group tourism and covered eight countries and destinations for Europeans.

Legal system of airlines was a contributing factor in the development of tourism industry after the war. Bilateral agreements were fixing the price of the plane ticket and these minimize empty airline seats. Especially mass purchase of tickets by combined mass tourism involving the economic benefit of the lines thus the new group tours or in other words, mass tourism was founded.

These improvements were associated with increased quality of living standards in Europe also the most significant change occurred in the late 1950s. Declining the value of pesetas led Spain to the destination for tourists. Cheap accommodation rates, attracted many tourists. Mass tourism had increased sharply in these days and the destinations were countries with lower standard with increase in the tourism opportunities and reducing cost of living.

But poor parts of the world, which in those days were attracting tourists, faced with growth of living standards and have gained huge profits because of tourism. Spain and Balearic islands became the main tourist attractions and reached the peak of its development in the 1980s. At that time the custodians of the tourism industry in Great Britain found Angaro in Portugal.

Relentless search for new and cheaper destinations caused the industry to go to the islands of Greece, Italy, Tunisia, Morocco, parts of Turkey coast and most recently Croatia. Today, for...
workers who live in London going to Venice is far simpler than having access to Brighton causing the shores of Great Britain gradually became quiet in a way that the restoration of some of them took a long time (Ingel, 1991).

In the late fifties and early sixties, coinciding with the increase in tourists, followed by the formation of mass tourism as a phenomenon, the world was faced with the new major problem, which is the degradation in diverse areas such as the environment, culture and society, economy and followed by the need to find a solution for this serious problem.

Also, during the sixties schools of thought related to tourism were quickly changed. These schools were fed by radicalism that was popular at the time. Tourism became a new form of imperialism prevailing belief regarding the damaging effects of mass tourism was that tourism disappears culture, damage to the environment, steal the people land, lowers the value of arts and crafts, bring few economic benefits, bring many social diseases such as drugs and prostitution, fawning, consumerism, and spreading everywhere ephemeral values (Dos Will, 2005).

**Damages and negative effects of mass tourism:**

In general, among different scientific sources and from the viewpoints of experts, the negative effects of mass tourism can be divided into three major categories that which are being reviewed:

1- Decreased access to natural resources for the local communities and environmental Degradation
2- Increasing cultural erosion and disrespect for human rights
3- Unqualified jobs and foreign exchange leakage

**Decreased access to natural resources for the local communities and environmental Degradation (Table 1)**

Human needs are funded at the expense of environmental changes. Since the creation man has tried to meet their needs by using nature. Whenever people reap their products, divert the river route, construct buildings or new roads, or to implement a development plan, they affect the nature. The question is that such activities are harmful or not? Is this damaged the environment? And whether development will continue? (Dos Weil, 2005)

Tourism is perhaps as many people think is not a clean and without contamination industry. The basic issue in this regard is the lack of public consensus on the definition of sustainable tourism and ecotourism.

This ambiguity suggests a contradiction in the regulations, definitions and environmental standards. And therefore environmental problems resulting from tourism are various kinds. First of all tourism industry is highly concentrated and cumulative. As a result, the attractiveness of tourism sector is in conflict with natural resources and land use etiquettes. In other words, an increase in tourism and consequently increase in tourism facilities (through staff in tourism) leads to greater competition for indiscriminate use and increase pressure on the available resources of the environment. Tourism activities are intensifying the use of vulnerable areas. Capturing and destruction as well as the incorrect use of natural resources are not necessarily conscious by investors and tourists.

On the other hand, tourism is considered as a major factor in waste production. And at the most important tourism areas in developing countries, wastewater and solid waste and fluids are not usually managed and controlled.
Finally, tourism by increasing world transportation is responsible for damages on the environment and spreading pollution. Tourism industry does not show appropriate and sufficient compensation the cost of maintaining their species. When it comes to profits even the protected areas are not safe and are being destructed.

1- **A2- Increasing cultural erosion and disrespect for human rights** (Table 2)

Tourism can be considered as an important factor of change. International tourism is considered as a catalyst consisting of transition from tradition to modernity and usually starts with the norms that are in conflict with the norms of the host society and gradually endangers cultural identity and societal values. The point is that it seems that investors often lack the correct understanding of the host society and require more awareness.

Tourism in developing countries tends to look modern and consistent with tourists’ taste and this leads to a cheap life style. If the destination community is not enough coherent and robust it gets affected his more and more by passengers and wants to please them which breaks the traditional context of the society. Even destabilize the social foundations of the region and change people's behavior and attitudes, especially young people of the destination area and this led to conflict and contradictions among them that have negative repercussions on family relations and community.

Some also argue that tourists undermine the religion and native spirit and the population of the host countries and gradually disappears national and religious values of the host society. Induction effect is also one of negative effect and is called a process that cultural tourism and everything related to them, and become a pattern for host communities and residents imitate blindly from the guest culture (Zargham, 1997:392). Sometimes tourists invade privacy cultural of the host country and perform behaviors that are unacceptable from the perspective of the host country. In this case, the behavior of tourists conflicts with cultural, spiritual host community. For example, stripped naked and perform sexual acts in public among Iranian society is considered unacceptable act. Tourism also may "exacerbate social pathologies such as drunkenness, drug addiction, crime and prostitution" (Papli, 2006)

In many countries tourism destination is combined with rights violations of local residents ranging from drug and alcohol abuse, delinquency, prostitution. In this context, child labor is considered as a trivial problem (especially in the informal sector). According to International Labour Organization it estimates that between three and nineteen million children work in the tourism sector. (UNWHO, 1999)

Other methods such as forced labor and slavery of children and incredible rise of prostitution industry are becoming common in tourism sector without any serious objection.

1- **A3- Unqualified jobs and foreign exchange leakage**

Tourism industry is faced with a high degree of trans-national corporations to monopolize relatively in areas such as big focus on service and profitability. In many countries, most tourist facilities belong to foreigners because in local communities and host countries of the Third World are a few people are working in the tourism sector and lack of skilled labor caused the influx of jobseekers towards big cities and even neighboring countries that are rich.

Tourism revenue is primarily from the manufacture and service which the resources such as materials originating in the source countries. And therefore absorbs a considerable amount of
foreign exchange earnings from the destination country! Investors in the supply of services and production, as usual, do not look at the nature of local communities. Meanwhile, the World Trade Treaty by controlling tourism is increasingly destroying the independent individual countries and possible economic development of tourism. Other costs of international tourism economy are not fully understood but overall it seems that includes cases such as; inflation and land prices, imports increase, seasonal production, adverse effect on the balance of payments, the high cost of infrastructure, and the effect of the excessive growth of the labor force employed in the service industry with low productivity. For example, sometimes some areas are located in tourism development projects or people of wealth and influence plan to change the region into a tourism area and are faced with opposition from farmers that they do not easily lose their heritage property and jobs and this leads to conflict and altercations. Due to the weak financial base of local residents to invest in building hotels, major department stores and other needed tourism infrastructure, non-native residents or foreigners come into the picture and start investing and even import tourists’ needs from other areas. One effect of this type of capitalism from the perspective of residents is not using them in important jobs of the industry's top organizations resulting in a lack of people’s participation in policy and decision making related to the development of tourism in the region.

**B- Solutions and Preventive Suggestions:**

**B1- Preventing from reducing local people's access to natural resources and environmental degradation (Table 1)**

Investors in tourism industry should accept the use of clean technologies affecting the environment, as well as other prevention efforts in minimizing the consumption of groundwater. Preventive methods such as: use of water storage, facilities and desalination systems to collect and use rainwater, as well as the establishment of recycling resources and use of clean energy such as wind and solar installations to minimize the negative effects of chemicals in the soil.

**Recommendations to prevent the contamination of soil and groundwater should get institutionalized modes:**

Investment in treatment facilities, waste disposal systems and ways of separating organic and non-organic waste into the correct retrieval of waste should be encouraged and guided. Organic wastes are converted into fertilizer and can be used in green space of hotels and local farmland. This will be possible with the cooperation of local residents. So they organize and manage their balances related to the purchase and sale and participate in the profits of receipts and payments of tourism facilities. Waste separation and recycling systems should be set up in the store or landfill to reduce waste. Tourism projects should pay the money to maintain in order to prevent the destruction of the environment and protecting ecological environment of sensitive areas. By giving power and authority to local people and their participation in the coordination process compared to the acceptance and compatibility with the community can be hopeful. Meanwhile, a protected area can be turned into a tourist attraction that tourists learn more along with the experience the amazing nature conservation and traditional use of natural resources in the environment.
Investors in the field of tourism should always respect the traditional right to use traditional citizenship and traditional maintenance system. Investors should not deprive or throw local residents from their right to use of local resources. Tourism industry can and should compensate for the pollution caused by terrorist acts. This is possible by organizing and leading resources or paying tax or fixed amount of tourism industry to develop community. Incorrect or ineffective legislation in destination countries is likely to attract more investment and faster economic growth and on the other hand it causes environmental damage. To avoid this problem, destination countries should choose between economic development and international environments. Multinational investors should follow rules and standards in their respective countries as well as in their destination countries. This has to be done by coding and the universal standardization and subsequently by providing checklists to guide the investments and tourism industry correctly.

B2- Preventing cultural erosion and lack of respect for the rights of local people. (Table 2)
Tourism industry should expand projects that are compatible with the cultural identity of local communities and their life style. Also the tourism sector must always be proportionate and respectful of the integrity of cultural heritage and have confidence tourist activities and projects in destination countries. To accomplish this task defining codes for executing and providing checklists are useful for investors.
Planning and development of training programs can be regarded as a systematic approach for guiding tourists. Tourists can gain information through training, pre and post on their business travel purposes. Also the tourist information centers can be restored with funding from investment projects. However, information provided to tourists should contain a code of guidance on appropriate behavior and clothing of the destination place. Because violating behavior by tourists in large quantities is due to their lack of knowledge and providing information on destination countries such as lifestyle, history, and cultural heritage would be useful to them.
Investors in the field of tourism absolutely should not be engaged in or promote child labor and prostitution. Also contrary to it, they should use their forces in order to fight any of the above apply human rights violations. In this regard, the assessment of sustainable development with regard to culture and human rights is strongly recommended. As also it was noted in previous chapters, this will be accomplished with the consultation and participation of local people.

B3- Preventing unqualified jobs and foreign exchange deficit. (Table 3)
By regional training programs and educational projects, the tourism industry can hire qualified local people to make tourism projects. One of the cases is using local residents as trained tour guide which enabling them to transfer information in areas such as fishing centers, suitable locations for ecotourism area, etiquettes of buying souvenirs or folk dance which are useful information for tourists.
Naturally, investors should consider the trends in the development of basic education which are necessary for civic planning.
Investors to control a pressure from foreign trade currency deficit at the same time should think of selling their products in the market. To increase the financial power of local residents they should be able to attract the local content for production of their new products.
Investors should take necessary measures to apply capital for launching market and joint exhibitions that can gain the profits from the sale of products to area residents. Planning special training for local personnel in this sector is a crucial issue.

The tourism industry should develop small and medium tourism enterprises (for large enterprises) and offers the low-interest loans so that local residents can have direct participation in the industry and create balance between preserving natural resources and help their business.

Tourism investments are responsible towards the overall transparency in transactions and prevent them from committing bribery charge, in a way that if they commit that they must be sanctioned by the world.

**Figure 1: First Problem and Solutions**

<table>
<thead>
<tr>
<th>First Problem</th>
<th>Solutions</th>
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<tbody>
<tr>
<td>Decreased access to natural resources for the local communities and environmental Degradation</td>
<td>Forcing Investors of tourism sector by accepting and use of healthy technology effective on the environment</td>
</tr>
<tr>
<td>1-A The growth of tourism can be equal with increasing pressure on natural resources:</td>
<td># Through the use of water storage facilities. Desalination and rainwater extraction</td>
</tr>
<tr>
<td>✓ by reducing available resources (such as groundwater)</td>
<td>#Through the use of biological materials and recycled resources</td>
</tr>
<tr>
<td>✓ by increasing environmental pollution</td>
<td># Through using clean energy systems in new installations</td>
</tr>
<tr>
<td>1-B- Increased tourism activities can unwittingly damage the environment (even in protected areas) as it is followed;</td>
<td># Through using biology methods in all areas of tourism consumption</td>
</tr>
<tr>
<td>✓ Through ignorance and lack of adequate information, proper use and environmental sustainability</td>
<td>* Regulating recommendations to prevent damage to soil and groundwater</td>
</tr>
<tr>
<td>✓ By main waste production</td>
<td># Giving and recycling facilities to investors in order to provide convenience sewage reclamation</td>
</tr>
<tr>
<td>✓ By lack of control and management of sewage and garbage disposal</td>
<td># By separating of garbage into organic and inorganic and recycling organic waste</td>
</tr>
<tr>
<td>✓ By increasing the damage and pollution caused by international transport</td>
<td># Creating a system in collecting waste place for recycling</td>
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* Compulsory funding of local projects to protect ecological tourism
  # Through the use of local residents for organizing and managing monetary balances
  # By taxing tourism facilities for the provision of services
  # By delegation of power to local people in the coordinated process of preservation
  # Through continuous training to maintain and traditional use of natural resources
* Special attention to create balance between economic development and environmental
Figure 2: Second Problem and Solutions

<table>
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<th>Second Problem</th>
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<tr>
<td>2- Increasing cultural erosion and disrespect for human rights</td>
<td>*Developing and encouraging and projects that are adapted with cultural identity and way of life of local communities: # By being certain of activities the cultural heritage of the destination countries # By compulsory respecting the integrity of culture of tourism destination countries # Through the standard preparation. Clear definition of culture as a checklist and providing investors with checklists * Developing educational planning for regulated guidance and managing tourists by destination countries: # Through giving education and information to tourists. Before and after travel destinations # Through the establishment of tourist information centers predict its funding from investors # Through notification of the rules. Appropriate behavior and frequent coverage in the destination countries # The notification about the life style, history and cultural heritage of the destination countries * Absolute prohibition on investors from promoting prostitution, child labor issues # Through Tourism participation of industry practitioners in the fight against any of the above violations of human rights # Through the participation and consultation of local people in the fight against the above cases</td>
</tr>
<tr>
<td>2-A Tourism as a catalyst can be a leading to a gradual cultural change:</td>
<td>✓ Through the gradual transition from traditional methods of life to what is so-called western lifestyle ✓ By creating conflict in traditional norms of the host society ✓ By lack of proper understanding of investors in the field of tourism from the characteristics of the host community</td>
</tr>
<tr>
<td>2 B. Human Rights Violations:</td>
<td>✓ By increasing drug and alcohol abuse, delinquency, prostitution in the destination countries ✓ By abusing and child labor (especially in the informal sector) ✓ by increasing prostitution industry and movement of children (3 -9 million children in 1999)</td>
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### Third Problem and Solutions

<table>
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<th>Third Problem</th>
<th>Solutions</th>
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| 3- Unqualified jobs and foreign exchange leakage                          | * Attempts to regional planning and development of local education initiatives:  
# As a guarantee of employment for local residents trained in tourism projects  
# Forcing investors to hire local residents and trained supervisors  
# Forcing investors to take advantage of trained residents in activities such as ecotourism, buying souvenirs or folk dance courses for tourists  |
| 3-a: Tourism Growth leads to monopoly and concentration of trans-national corporations on issues such as money and profits leads:  
✓ By staying away of local communities from employment in tourism industry  
✓ Through lack of skilled labor in the destination countries  
✓ Through the influx of jobseekers to the countries with tourism capital  
✓ By allocating major tourist facilities to foreigners in destination countries | * Guarantees from investors to reduce the pressure of foreign exchange deficit  
# Through accepting responsibility on the part of authorities in development projects using local resources  
# Through investors ensuring income-generating projects for the region  
# Through consent from the local to start the new products  
# Through the allocation of invested capital to develop and market participation in the region for the common good  
# Through the development of training programs for local staff and to the development of the local community  |
| 3b. Tourism can be considered as a factor for impairing the foreign exchange balance in favor of origin countries  
✓ Through significant transfer of foreign exchange to origin countries (with sales materials, Products and tourism services)  
✓ Through the import of physical and human capital and tourism services in the destination countries  
✓ Through liberalization of trade and services (in accordance with World Trade Treaty), which leads to the gradual disappearance of independent countries and prevent their probable progress | * Promoting and protecting the existence of local communities:  
# Through the establishment and encouragement of small and medium tourism enterprises compared with large firms  
# By allocating special loans with low fees to small businesses related to tourism in the area  
# Through the articulation of transactions and reduce administrative bureaucracies to fight with corruption and bribery  |
Discussion and Conclusion
Tourism is a phenomenon arising from the development of technology by reducing shipping cost and increased leisure time which grows rapidly and has become the largest industry in the world. It gradually spread in all societies of the world and from different aspects brought extremely positive or negative effects. Government and in particular the Cultural Heritage, Handicrafts and Tourism by deep and expertise look on the issue can renew the outdated rules and apply the direction that along with the positive effects of tourism, decrease its negative effects. In short, achieve the following objectives as the benefits of research are presented:
* - Protecting people and consumers against all kinds of abuse (forced labor, foreign trade balance)
* - Environmental Protection
* - Maintaining minimum quality standards
* - Preserving and protecting local population culture
* - Preventing recession and damage to traditional crafts
* - And finally sustainable development of tourism

The present study provides following recommendations in order to achieve these goals:
* Forcing investors of tourism sector in the adoption and use of healthy technology effective on the environment
* Emphasizing investors in order to prevent damaging and degradation of soil and groundwater
* Allocation and funding local projects to protect ecological tourism investment
* Considering the incentives package for projects that are consistent with the cultural identity of local communities and their life style
* Opening educational planning guidance for regulated way of managing tourists
* Absolute prohibition of investors from promoting prostitution, child labor and similar issues
* Trying to plan and development of educational plans as a guarantee of employment for local trained residents in tourism projects
* Forcing investors to hire local residents and trained supervisors
* Getting guarantees from investors to reduce the pressure of foreign exchange deficit, and income-generating projects for both the local people and the local community
* Allocation a part of invested capital to develop and market participation in the region for the common good
* Promoting and protecting the existence of local communities by encouraging local time and special loans to small tourism enterprises
* Transparency of transactions and reduce administrative bureaucracies to fight with corruption and bribery

It is clear that in order to develop and research new legislation and minimize limitations, forming a specialized committee of tourism experts, environmentalists, lawyers and educational planners will be important especially to observe the following points:
* - Just what is lawful should be regulated
* - Regulation should not be done just because one or more other countries have done the same thing, maybe they are wrong.
* - The rules should not be copied blindly from the laws of other countries
* - Always ask these questions from ourselves:
* Does regulating give us something that I do not have already?
* Do have to earn it just through partnerships with the private sector?
* Does regulating is the best way to achieve these objectives?
* Is the private sector agrees with the need for regulation?
  * What purposes of inspection and assurance (coercion to law enforcement) are followed by regulation?
  * Is the state control is effective and possible?
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National Parks: The Impacts of Tourism

EVEIL: The Global Impacts of Mass Tourism

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