Review of best practices in handling socio-cultural impacts in sustainable tourism projects

Prepared for Enviu, Puerto Natales project, Southern Chile

“Many cases of private businesses emphasize that the key to good community relationships is simply through good communication, frequent meetings and contacts with host populations and transparency of operations.”

(Excerpt of: Sustainable Development of Ecotourism: A Compilation of Good Practices in SMEs (WToO, 2003))

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Preface

We are three students momentarily studying at RSM, Erasmus University. We have undertaken the task to prepare a report in two-week time for Enviu, a Dutch platform and non-profit organisation working on sustainable development issues. The research is conducted under the direct supervision of Prof. dr. Lucas Meijs and Prof. dr. Rob van Tulder.

We would like to thank Enviu for giving us the opportunity to work with this real-life project, and for creating the time to inform us about their efforts in this field. Special thanks go to Eva Oskam and Wouter Kersten. Furthermore, we want to thank our tutor, Prof. Dr. Lucas Meijs, for his helpful and astonishing fast feedback on our products, and Dr. Gail Whiteman for her cooperation.

Boriana Stankova
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Executive Summary

The aim of this paper is to create sustainable stories of the projects carried out by Enviu, so that these projects can become good examples for new ones. Enviu is a Dutch platform and non-profit organisation working on sustainable development issues. A more extensive explanation can be found in the introduction (chapter one).

This paper is the result of a research, conducted in the fields of both (sustainable) tourism and anthropology. A brief portrayal of the different ethical forms of tourism is presented in chapter two. The research then focuses on identifying the major stakeholders on international and industry level. Chapter three goes into a discussion on cultural changes and possible impacts that influence and accelerate these changes. Much of the theory of anthropology is used in order to study these possible impacts. The two research fields were then combined to devise a framework of six possible socio-cultural aspects where tourism could have an impact. These six socio-cultural aspects are: the practices, customs, rules, laws, beliefs, and values of the people that can be affected.

A variety of articles dedicated to tourism impacts on local communities were examined to check whether they included one or more of the socio-cultural aspects in question. Another criterion used was that the cases should apply to developing areas. In that way the findings could be more useful to create a constructive discussion for the Enviu projects. Eventually, five cases that did include research on one or more aspects were further examined. As a result best practices could be identified and possible benefits for the Enviu projects were outlined. All this is described in the fourth chapter, which ends with a summarising table of the five cases and the way they each coped with the impacts on the possible socio-cultural aspects.

Chapter five is used to apply our findings to the case in one of Enviu’s current projects, the fishermen is Southern Chile. Because the findings in chapter four do not give specific answers how to handle the possible impacts on the socio-cultural aspects, we present how Enviu could use the framework of the six socio-cultural aspects presented in the earlier chapters. This is done by presenting possible impacts that could occur and by providing possible solutions to these impacts.

This paper is finalized by presenting a discussion, which contains the limitations of this paper and gives illustrations for future research. One of the main problems with this paper is that we cannot say much about executing our framework in Chile, because (1) we could not perform our research at location in Chile, for obvious reasons. And (2) we are not sure whether our findings on the five different cases are applicable for the culture in Chile, because of a lack of research in this field.
# Index

Preface ................................................................................................................................. 1

Executive Summary ........................................................................................................ 2

1 Introduction.................................................................................................................... 4

2 Variable tourism possibilities ...................................................................................... 7

3 Possible socio-cultural impacts on a local community ............................................. 11

4 Case analysis ................................................................................................................ 14
   4.1 Selection of the cases ..................................................................................... 14
   4.2 Description and analysis of the selected cases ................................................ 14
   4.3 Presentation of the data ................................................................................. 18

5 Conclusions and recommendations for Enviu .......................................................... 20
   5.1 Recommendations of WToO regarding good practices in tourism .......... 20
   5.2 Creating a sustainable story for Puerto Natalas .......................................... 21
   5.3 Other useful sources to be examined ............................................................ 22

6 Discussion and limitations ......................................................................................... 23

7 Bibliography .............................................................................................................. 24

8 Websources ................................................................................................................. 25
1 Introduction

The Earth Summit in 1992 in Rio de Janeiro has promoted sustainable development to a primary concern during the last few years, with more and more international NGO/NPOs devoting resources to sustainable development projects and discussions. United Nations Division for Sustainable Development defines sustainable development as “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Governments and businesses recognized the environmental concerns of the people and joined efforts to ensure that economic decisions account for them. This paper deals with sustainable tourism projects and thus covers topic of interest for governments, non-profit/non-government organizations, businesses and local communities alike. Its focus is in less examined field of socio-cultural impact of tourism projects on local communities.

According to Kottak (2002): “Development projects usually fail if they try to replace native forms with culturally alien property concepts and productive units. A strategy that incorporates the native forms is more effective than the fallacies of overintervention and underdifferentiation.” We believe that Enviu projects implement this successful strategy and we are happy to be able to contribute to the identification and avoidance of possible cultural clashes with the local communities in Pueblo Natales and other projects.

We will not try to enhance Enviu’s own explanation of its mission and how the organisation tries to fulfil this mission. Therefore, we inserted their description of their raison d’être, completed with an explanation of the project of Puerto Natalas. This can be found in the box on the next page.

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1 The Center for Economic and Social Studies on the Environment, located at Université Libre de Bruxelles lists 145 organizations and 89 projects and activities, related to sustainable development, [http://www.ulb.ac.be/ceese/meta/sustv1.html#ORGANISATIONS](http://www.ulb.ac.be/ceese/meta/sustv1.html#ORGANISATIONS)
The mission of Enviu in Chile is to develop sustainable strategies to stimulate the conservation of local unique wilderness areas. Those areas have in common that they are threatened by local exploitation of natural resources. Developing sustainable tourism as an alternative for overexploitation of fisheries is one of the directions that are defining small-scale projects.

One of these projects Enviu is now working on is a project that was initiated by a group of local artisan fishermen from Puerto Natales. Fishermen in South Chile (Patagonia) are increasingly experiencing problems to make a living because of depletion of local fish stocks by (inter)national fishing companies. Additionally, due to a red tide plague most shellfish in the area are unsuitable for consumption. Because of these low fish levels, red tide plague, high competition, and low revenues, many fishermen in Patagonia live on or under the poverty line. This is why they are looking for other sources of income. Enviu cooperates with the artisan fishermen in order to support the development of their project and raise awareness among other fishermen groups about the environment and how protecting it can offer them an alternative and sustainable source of income, and keep them from relapsing into unsustainable activities such as unsustainable forestry or mining.

Source: Fund request titled Sendero de los Alacalufes (edited version, 2005)

Our contribution to the Enviu projects that deal with transition processes will be to check if similar projects have already been carried out in different locations and to study the process of transition there. Based on similar case studies we hope to be able to identify best practices that can turn Enviu projects into a successful story. Enviu asked us to focus on the possible socio-cultural impacts (sustainable) tourism could have.

With writing this paper we aim to create a sustainable story of the cooperation of the local fishermen. It will also be applicable to future projects of Enviu that could include socio-cultural changes. This paper can help to predict which possible socio-cultural impacts can arise. It also provides a starting point to recognise other possible impacts in the domain of for instance, environmental, economic and institutional impacts.
In order to give structure to this research paper we used the reflective circle (Van Tulder, 1996):

![Reflective circle diagram](image)

Fig.1: Reflective circle (Source: *Skill Sheets*, R. van Tulder, 1996)

Earlier in the introduction, the problem and the research aim are already defined. Chapter two and three will go into the theory and will give a diagnosis of the different concepts applicable in this situation. First, chapter two will explain different theories and definition of (sustainable) tourism, and there will also be a sketch of two NGO/NPOs working in this field. Second, chapter three will describe socio-cultural aspects and possible impacts of (sustainable) tourism, such as acculturation. Chapter three will finish by a design of a framework of six socio-cultural aspects. In the fourth chapter this framework will be applied to similar cases as the one in Southern Chile. The possible implications of the implementation of the Enviu projects are outlined in chapter five. The paper is finished with a brief discussion in chapter six. Here the study is also evaluated by including the limitations of this paper.
2 Variable tourism possibilities

There is a whole myriad of terms that are used in academic literature and newspaper articles, which are aimed to describe tourist offers that take into account and try to alleviate the negative impacts of tourism. Each of them is trying to stress a priority or just to differentiate from the others. The aim of this chapter is to elucidate this labyrinth. First, different definitions of ‘sustainable tourism’ will be given. After that, two interesting players and their exertion in this field will be described. This chapter will end by giving a very brief discussion of the requirements of the configuration of tourism projects for their successful implementation.

A recent report from Worldwatch, *Vital Signs 2005*, has named a few types of, what they call, Ethical Tourism:

- **Ecotourism**: Responsible travel to sites where the environment is conserved and where the welfare of local peoples is promoted.
- **Geotourism**: Travel that sustains or enhances the geographical character of a place, including its environment, heritage, aesthetics, and culture.
- **Nature-based tourism**: Tourism that relies on promoting a location’s natural environment.
- **Pro-poor tourism**: Travel experiences that produce net benefits for poor people in the host site.
- **Responsible tourism**: Any tourism that maximizes benefits for local communities and minimizes negative impacts on the environment or local culture.
- **Sustainable tourism**: Tourism that meets the needs of present travellers and host countries while protecting and enhancing opportunities for future tourism experiences.”

This list is far from exhaustive. The implications for this study are that we are facing a challenge to devise a screening procedure that will identify the projects, similar to the Puerto Natales project.

Probably the most influential institution that is active in the field of tourism is the World Tourism Organization (WToO). It is incorporated as a specialised agency of the United Nations. In 2005, according to its website, WToO has 145 member countries, seven territories and more than 300 affiliate members, representing private sector, educational institutions, tourism associations and local tourism authorities. The WToO is administrating two
Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.


The concept of sustainable tourism was first addressed in 1980, in Manila Declaration on World Tourism, but became a central issue in the late 1990’s and in 1999 a Global Code of Ethics in Tourism (CGET) was published by the WToO. Its main goal is to define “…a comprehensive set of principles whose purpose is to guide stakeholders in tourism programmes which we find relevant for Puerto Natales project. The first one is called Sustainable Development of Tourism. Under this programmes the WToO plans different activities, two of them being compilations of good practices in sustainable development of tourism, and sustainable development of tourism in coastal areas and islands. The definition of sustainable tourism given by the WToO (2004) can be found in the box.
development: central and local governments, local communities, the tourism industry and its professionals, as well as visitors, both international and domestic.” The CGET comprises of ten articles, and is the first of this kind which also have a mechanism for enforcement.

Another relevant programme is the joint initiative of the WToO and UNCTAD called *Sustainable Tourism – Eliminating Poverty* (ST-EP). ST-EP is aimed at “…longstanding work to encourage *sustainable tourism - social, economic and ecological - which specifically alleviates poverty*, bringing development and jobs to people living on less than a dollar a day. It will target the world's poorest countries, particularly in Africa and developing states in general.”\(^2\) Although one can argue Southern Chile is not within the target regions of the programmes, this initiative aims also at creating a database of good practices and a forum that will bring together stakeholders from public, private and civil society sources. Unfortunately the site [www.st-ep.com](http://www.st-ep.com) is still not operational, but will be a useful source to consult in the future.

Another source of information regarding tourism research, practices and initiatives is The Global Development Research Center. Although this organisation has less credibility then, for instance, the WToO, it could be very useful to use the great amount of knowledge linked with the organisation. Their site ([http://www.gdrc.org](http://www.gdrc.org)) defines the organisation as:

> “The Global Development Research Center is a virtual organization that carries out initiatives in education, research and practices, in the spheres of environment, urban, community and information, and at scales that are effective …. It functions as an information repository (in terms of gathering, collating, packaging and disseminating information); as a research and training center (in terms of organizing training sessions, and seminars and conferences) and as a educational center (knowledge developed from the activities of the center will be fed back into academic programmes and capacity building exercises …. GDRC is a different type of organization - and something we are only now increasingly seeing: It is a virtual one. GDRC 'staff members' are all over the world, having regular jobs that pay them regular salaries. They usually have a burning desire to work on a particular issue or theme, but their work does not cover such themes, or the confines/boundaries of their jobs prevent them from doing so.”

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In one of their spheres – Urban Environmental Management – they have dedicated a section on sustainable tourism that can be a useful source of information for further research with regard to eco-tourism related projects, initiatives, documents and links.

Academic researchers share the opinion that successful implementation of any tourist project that takes into account the negative impacts on the environment and the local community, needs to bring together different stakeholders (e.g. local and federal government, civil organisations, and business representatives). For example, Vincent and Thompson (2002) found that:

“Ecotourism sustainability is more likely to occur when: 1. the community is actively involved in the design and development of an ecosystem project and consequently becomes more environmentally conscious, 2. the community leaders develop and support programs for families and children to learn more about environmental conservation and preservation, and 3. community tourism decision makers recognize the importance of promoting and publicizing the potential economic benefits as a result of a community's ecotourism development.”

Fotiou et al. (2002) also argue that ecotourism projects that assume “…a public-private sector partnership model and cover both micro and macro decision-making processes offer the best potential benefits for local communities and the environment.”

The challenges that the specific Puerto Natales project faces are described in a previous research, conducted by De Bruijn (2005). The impacts she specifies are environmental, economic, institutional and socio-cultural impacts. The research of this paper will further focus on the socio-cultural impacts on the local community that result from this new activity.
3 Possible socio-cultural impacts on a local community

The research aim of this paper is to create a sustainable corporate story out of the cooperation of the local fishermen, by identifying best-practices in the literature. A framework is needed with which these cases can be examined. Firstly, the instance and origins of socio-cultural impacts in general are identified. Secondly, the possible socio-cultural impacts are described. And finally, it is necessary to know which of these impacts are related to tourist activities.

The most famous definition of culture by Tylor from his 1958 book (orig. 1871):

“Culture... is that complex whole which includes knowledge, beliefs, arts, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.”

Because the possible socio-cultural impacts of tourism are examined in this research, a definition of the strongly related acculturation process is given.

“Acculturation comprehends those phenomena which result when groups of individuals sharing different cultures come into continuous first-hand contact, with subsequent changes in the original culture patterns of either or both groups.”

This definition of Redfield, Lenton and Herskovits (1936) has become most commonly used among researchers (Garcia-Vázquez, 1995). According to this definition, the chance a culture will change when tourism develops in a certain local community is certainly at hand. It will be more reasonable that the culture of the host party will be affected more than the visiting party (tourists) because the host party will be in almost constant contact with the tourists.

Ap and Compton (1998) did a review on the existing literature on the impact tourism could have in order to create a ‘Tourism Impact Scale’. They finish their interpretation on their findings –which will be discussed on the next page– with a closing remark: “The extent to which these effects can be attributed to either tourism or modernization is largely unknown.” (Ap and Compton, 1998: 123). It is indeed a fact that acculturation is largely catalyzed by the phenomenon of globalization. For an illustration of this phenomenon a citation of the book called Anthropology: The Exploration of Human Diversity (Kottak, 2002) is given:
“The term globalization encompasses a series of processes, including diffusion and acculturation, working to promote change in a world in which nations and people are increasingly interlinked and mutually dependent. Promoting such linkages are economic and political forces, along with the modern systems of transportation and communication. The forces of globalization include international commerce, travel and tourism, transnational migration, the media, and various high-tech information flows.”

When the acculturation changes of individuals are considered, Szapocznik et al. (1978) found that acculturation involves changes in two personal dimensions: behaviours and values, divided as follows:

<table>
<thead>
<tr>
<th>Behaviours</th>
<th>Values</th>
</tr>
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<tbody>
<tr>
<td>Language use</td>
<td>Relational style</td>
</tr>
<tr>
<td>Participation in other cultural activities</td>
<td>Person-nature relationships</td>
</tr>
<tr>
<td></td>
<td>Beliefs about human nature</td>
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<td>Time orientation</td>
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Cuellar, et al. (1995) specified the possible (individual) cultural changes by giving three levels of functioning, these are:

- **Affective:** Emotions that have cultural connections: The way a person feels about important aspects of identity, the symbols one loves or hates, and the meaning one attaches to itself
- **Cognitive:** Beliefs about male/female roles, ideas about illness, attitudes towards illness, fundamental values
- **Behavioural:** Language (verbal behaviour), customs, foods preference, music preference

The important item stressed in both of these findings is that it is not sufficient to only study behavioural changes of members of the community that is affected, but that there are also changes which are not observable in some types of research, for instance, observational studies (Sekaran, 2003).

As we mentioned earlier Ap and Compton (1998) tried to establish a ‘Tourism Impact Scale’. They divided the possible tourism impacts in different classes, which one of them focussed on the positive and negative social and cultural impacts. Their study on these specific impacts had the following results:
## Positive Social Impacts
- Improves quality of life
- Increases availability of recreation facilities/opportunities
- Improves quality of fire protection
- Improves quality of police protection

## Negative Social and Cultural Impacts
- Increased prostitution
- Increased alcoholism
- Increased smuggling
- Heightened tension
- Increasingly hectic community and personal life
- Creation of a phony folk culture

## Positive Culture Impacts
- Improves understanding and image of different communities or cultures
- Promotes cultural exchange
- Facilitates meeting visitors (an educational experience)
- Preserves cultural identity of host population
- Increases demand for historical and cultural exhibits

Another finding of Ap and Compton (1998) is that the negative impacts are more likely to occur if the too many visitors are attracted. The question here is: what is too many? Another remark on this review is that many of the studies Ap and Compton reviewed, contain affected communities in the USA. We are more interested in the impact possibilities in the communities in the so-called second and third world and will therefore focus on (recent) studies carried out in these regions of the world. Most of these projects are development projects and try to preserve –or at least, minimise negative impacts on– the indigenous culture. Kottak (2002) says the following about this: “For effective conservation (as for development), the task is to devise culturally appropriate strategies. Neither development agencies nor NGOs … will succeed if they try to impose their goals without considering the practices, customs, rules, laws, beliefs, and values of the people to be affected.”

These six aspects Kottak mentions are closely related with the definition of culture Tylor gave earlier given in this chapter. Therefore, in the following chapter some case studies will be matched with these six socio-cultural aspects given by Kottak. It will be examined how these aspects are dealt with in these cases, and try to determine the optimal approach.
4 Case analysis

4.1 Selection of the cases
In order to find the relevant cases some criteria had to be defined and then the cases were screened. A wide body of case studies examines ecotourism impacts, but not all of them were useful in this research. Given the background of Enviu’s project cases were searched that described projects in economic developing areas. The focus of this paper is on areas and not countries, because most of the ecotourism projects only have regional impacts, especially those which Enviu supports. They had to include information about the six social-cultural elements that are studied. These are: the practices, customs, rules, laws, beliefs, and values of the people to be affected. Five articles came up to the criteria. In the next section these cases are described and analysed. This will be followed by a presentation of the summarised data in table 1.

4.2 Description and analysis of the selected cases
The five articles that will be summarised in this section are all about the impacts of tourism on the local community, but each of them takes slightly different perspective. The first article deals with the influence of tourism in general, then the next three articles describe case studies of multiple projects and the last article is about one specific project of ecotourism.

Case 1 (Tsartas, 2003)
Tsartas (2003) describes the development of influence of tourism on the coastal zone of the Greek insular and some Greek islands in the period of 1970-2000. He focuses on social-economic and cultural aspects. After analysing the changes, he comes up with some advises for development policies on the local, regional and national level. One of his findings is that the role of the family changed during that period. The family plays an important role in Greece and it is strictly structured along a ‘paternal’ model in which the father is the main person within the family. This model changed when the younger persons in the family and women started earning (more) money from the tourist industry. They were less dependent on the father and therefore became more individualistic oriented. Moreover, the younger family members and the women play more important role today, then they did 30 years ago, because of the effect the increased income has on these social groups. The economic influence reached even further than just within families. The social positioning of the residents of these areas was increasingly measured on the basis of levels of income instead of the social indices, like
education and family tradition. These are two examples of how tourists can influence the customs and values of local residents. The value system of the Greek people was also changed due to tourists. Traditionally, the local economy was a very ‘closed’ agricultural community, because they were almost totally independent of the cities. With the growing flow of tourists, the industry slightly changed into an economy based on the tourist sector. The local economies opened up and ‘urban type’ social and economic relationships started to develop. This affected the regulations within the communities as well. A last element that was affected was the belief system of the local community. During the initial development phase of the mass tourism, most of the residents had no idea about some groups of foreigners and reacted often positive. When the numbers of tourists grew, the local people became more sceptical and rather see them going then coming.

**Case 2 (Stone and Wall, 2004)**

The second article is about two national parks (Jianfengling and Diaoluoshan park) in the region of Hainan, China (Stone and Wall, 2004). Stone and Wall (2004) studied the relationships between the parks, ecotourists and the local communities. Opportunities and constraints are identified and presented to be used for the further development of the project. One of the things they state is the fact that the people around the parks were optimistic about the chances of ecotourism to bring wealth to the region. Although this is the overall opinion, some people are stating the opposite. Some people (mostly farmers) lost their jobs and it is now more difficult for them to make a living. For this reason it is necessary to give them some compensation. It has to do with the fact that some of the farmers had their land inside the national parks, so when law restrictions became more severe, they had to sell the land. By educating those people, some of them were able to find a job in the tourist sector, but not all. This brings in the social-cultural element of change in practices and rules they have to deal with. The transition from an agricultural economy to a tourist economy is not always easy. Mainly because of the social positioning of some minority groups, the profits generated from the tourists were not equally distributed in this case. Besides the possible reduction in income, the regulations also made it more difficult for the residents to access their resources. They were not allowed just to go into the forests and get their resources. This made it hard for the local communities to fully support the project. Positive aspects were the improvements in infrastructure and income generated from the tourists. It created a more encouraging view on the ecotourism. The overall attitude towards the project was positive, but as could be read in this analysis, one could make some remarks.
**Case 3 (Mahony and Van Zyl, 2002)**

Mahony and Van Zyl (2002) studied the impact of tourism in South Africa and analysed three cases on the basis of their contribution to the rural communities living nearby the projects. In this research there is evidence that supports the idea that tourism can enhance the cultural identity of a local community. By profiting of the expenditures of the tourists, the local community was able to invest in historical and cultural assets and thereby strengthening their cultural background. Even the coming of a hotel gave the people the chance to sell their crafts and arts. This mechanism not only had a positive impact on the local economy, but also contributed to a stronger cultural identity. The traditional skills are maintained and the local economy makes more profits. In this particular case, the hotel also played a social role as resource centre. It was a place to get into contact with external parties. Besides the effects tourism has had on the beliefs and customs of the local community, it also changed some practices of certain groups. By training and education people were able to make the transition from farmer to become an employee in the tourist sector. This made them able to earn money from the tourists and made them support the ecotourism projects. To make social responsibility projects profitable for the local community, it is necessary to set rules in which the stakeholders agree on which parties will benefit. The researchers state that this is a premise to do, because of the fact that the local community is highly dependant on such projects and to ensure their flow of income. For example, in cases where landownership is unclear there has to be decided how this should be regulated. In that sense the rules and laws of the local community are affected by the ecotourism.

**Case 4 (Stem et al., 2003)**

The fourth article is about a comparative study of two projects in Costa Rica (Stem et al., 2003). The focus of this paper is on the contributions ecotourism has to conservation and community development. The research came up with positive as well as negative influences of ecotourism. Some of the positive points were the improvement of training facilities and the exchange of ideas. The local residents learned things from the tourists or through the training for job transition. These people were also more likely to support the conservation. However, this varied between the different sites which are studied. In some projects the park personnel, for example, played an important role in learning about environmental issues, where in other cases the respondents state that the hotels only play a minor role in doing this. So, while in both cases there are local people involved who are able to educate the others, there are different levels in which this actually is carried out. In contrast to this finding is the fact that
some people said that they stopped hunting, because of a lack of time, not because they had become more positive about conservation. In fact, the legal restrictions were the real direct cause for the positive attitude towards conservation. One of the major negative impacts tourism has in this case is the disintegration of the local community. According to some of the local residents, since the people are more dependent on the profits from tourists, they are more willing to help them instead of helping relatives. This caused a disintegration of the communities and even the families. Family traditions became less important, because the persons who were in contact with the tourists tried to copy their customs. Another negative fact is the increased access to drugs and alcohol. This can be seen as a change in custom of the local community.

**Case 5 (Boonzaier, 1996)**

The last article is about the Richtersveld National Park in South Africa and the impact ecotourism has on its surrounding communities (Boonzaier, 1996). In terms of practices of the local community there are some changes due to the tourists. The lifestyle and traditions of the residents are changed, but in a different way then we have seen in the other examples. Here, it is stated that the local people are modernised trough time, but the tourists wanted to see the old traditions, which were not used anymore. This was caused by the fact that this community was a minority, which was suppressed by other groups. Therefore, they tried to change their behaviour and hide their traditions in order to get accepted by the others (Sharp and Boonzaier, 1994). The creation of the national park increased the expectations of the people about the incomes. This helped the project to get a lot of support by the local community. Unfortunately, only a part of the residents could find jobs due to the project. This means that it is not a solution to the unemployment issue at a regional level. Another factor that weakens the credibility of the national park is the fact that some farmers can still have their lands inside the park. They were allowed to keep their land and this can create difficulties. In times of drought others will think that they also can create some land inside the park. Despite the strict regulations, it will be difficult to explain why some people are allowed to stay inside the park and others are not. The value of sustainability of the national park for future generations was already well known in the local community. So they see the value of sustainable tourism.
4.3 Presentation of the data

The descriptions of these cases are summarised in table 1 which can be found on the next page. The table presents the most important data from the five cases and addresses it to the six social-cultural aspects that are explored. Not all cases cover the six aspect of the framework we are using to analyse the problem. The statements in each cell describe the problem and also give the action undertaken, if such an action was mentioned in the case study. This table is the basis for an elaboration in the next chapter on best practices that can be used to make sustainable stories of the Enviu projects. Further on in chapter six we address certain limitations that this research faced. Future research possibilities are also discussed in chapter six.
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<td></td>
<td>- More social mobility</td>
<td>- Harder to make a living for some people, so request for compensation</td>
<td>- Capacity building and training leads to more possibilities for the local people to earn some money</td>
<td>- More willing to stop deforestation, but still hunting</td>
<td>- Lifestyle and traditions are changed</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>- Tourist facilities created extra opportunities to earn money</td>
<td>- People benefiting indirectly from tourism through ideas exchange, training, and infrastructure improvements</td>
<td>- Changing landownership rules</td>
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<tr>
<td>Customs</td>
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</tr>
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<td></td>
<td>- Paternal model &gt; social individualism</td>
<td>- The extra income from tourists created enhancement in cultural identity</td>
<td>- Stop hunting because of lack of time, not because of stronger conservation values</td>
<td>- Losing of traditions results in families falling apart</td>
<td>- Tourist request old traditions which they do not have anymore</td>
</tr>
<tr>
<td>Rules</td>
<td>- 'Closed' agricultural structure &gt; 'urban type' social and economic relationships</td>
<td>- Regulations often resulted in reduced access to resources</td>
<td>- Regulations have to make sure the local people will profit</td>
<td>- More laws and restrictions</td>
<td></td>
</tr>
<tr>
<td>Laws</td>
<td>- Young people and women more important role</td>
<td>- Regulative laws often resulted in reduced access to resources</td>
<td>- More laws results in opportunistic behaviour</td>
<td>- More laws results</td>
<td></td>
</tr>
<tr>
<td>Beliefs</td>
<td>- More happy to see tourist go, then come</td>
<td>- Improvements in infrastructure and income results in positive attitudes to tourists</td>
<td>- Positive ideas exchange and training</td>
<td>- Increased expectations create more acceptance</td>
<td>- Some customs of tourists will stay unbelievable for residents</td>
</tr>
<tr>
<td>Values</td>
<td>- Social positioning more on income than on social indices</td>
<td>- Transition from agricultural economy to tourist economy</td>
<td>- Different levels of creating awareness within the community itself</td>
<td>- Community and familial disintegration</td>
<td>- They are still aware of their role for future generations</td>
</tr>
</tbody>
</table>

Table 1: How does the data of the cases apply to the six social-cultural elements?
5 Conclusions and recommendations for Enviu

The cases described in the previous chapter turned out to be a success because of the attention which was paid to the various socio-cultural aspects. However, they do not offer details in terms of what specific actions were carried out to handle the socio-cultural impact of tourism activities. Although this limitation is a fact, the framework could be a powerful instrument to be used by Enviu when it tries to predict possible impacts of its projects. In this chapter the framework is applied to the situation in Puerto Natales. But first, the recommendations of the WToO regarding good practices in tourism are examined.

5.1 Recommendations of WToO regarding good practices in tourism

The series of WToO publications devoted on case studies in sustainable tourism could be a useful source for designing an action plan. Unfortunately, we could not get hold of them because of the paid access, but Enviu can consider obtaining them. There are a number of suggestions what constitutes a good practice in this regard. They are recommended by WToO in their publication on good practices in small ecotourism businesses (excerpt, accessible on WToO web-site):

- training of specialized nature guides, adventure sports monitors, trekking guides, etc;
- capacity building on business skill and tourist service quality for local service providers;
- general awareness raising programs on nature conservation and environmental protection;
- teaching and promotion on sustainable agricultural, forestry and fishery practices and techniques;
- environmental educational activities in local schools (promotion of environmental and wildlife clubs, organizing field visits, giving guest lectures, tree-planting, etc);
- development of specific program for preservation of cultural heritage (customs, rituals, language, gastronomy, traditional livelihood activities, etc.”

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3 Sustainable Development of Tourism: A Compilation of Good Practices
Sustainable Development of Ecotourism: A Compilation of Good Practices
Sustainable Development of Ecotourism: A Compilation of Good Practices in SMEs

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5.2 Creating a sustainable story for Puerto Natalas
The basic ingredients for a sustainable story are already in place: the business people (the fishermen) themselves searched for occupation that will not be as harmful to their surrounding as forestry. They are both representatives of businesses and local community. Their project so far involved cooperation with the major stakeholders in the area: CONAF (the forestry company), local authorities and NGOs. Tourist facilities and activity already exist in the area, so the local community has some experience in dealing with both its positive and negative impacts. Still, we believe that the cooperation of fishermen can only win if they try to alleviate the negative impacts before their occurrence.

Reflecting on the recommendations given in the examined researches, we can suggest the following five actions which all could achieve the minimisation of negative impacts:

- To handle tourism impacts on local values, a special emphasise can be put on environmental sustainability of the project. A lot has already been done – the trails for the tours are designed in a way to limit the number of tourists coming, the tour includes raising awareness of the environmental issues in the area. Furthermore, the fishermen can offer those tours free of charge to local schools for educational purposes in low-season;

- The tours can be marketed as specialised tours for birth-watchers and people interested in bio-diversity of the region. This will both increase the incomes (according to our opinion, the special value proposition could justify a higher price charged) and limit the number of tourists coming. This way the practices of the local community will be less affected;

- Enhance the environmental-friendly image of the activity. A possible way to achieve this can be the introduction of special logo and slogan (The Kinabalu National Park in Borneo Island has the slogan “Take nothing but photos, leave nothing but footprints”). This could enhance locals to belief in the rightness of the concept of this development;

- Take active participation in activities directed to preservation of cultural heritage, for example sponsor workshop or similar activities on local crafts, cuisine or rituals. This will help handling the changes in customs;

- Use the cooperation of the forestry company to create a forum on societal problems and build cooperation between all stakeholders involved. This way rules will be created if they are missing or enforced with the support of local residents. Depending on the participation of local or national government, rules can evolve into laws.
5.3 Other useful sources to be examined

We tried to consider as much relevant sources as possible. There are five sources that did not stand up to the screening procedure of this research, but they could be worth examining and we hereby recommend Enviu to try to gain access to them.

In the first place, these are the WtoO publications mentioned earlier:
Sustainable Development of Tourism: A Compilation of Good Practices
Sustainable Development of Ecotourism: A Compilation of Good Practices
Sustainable Development of Ecotourism: A Compilation of Good Practices in SMEs

Next to them there are two other sources Enviu should keep in mind. One is the website of the ST-EP programme we mentioned in chapter two. It is expected to be operational in the near future (www.st-ep.com). And the other possible interesting source, a book called *Case studies in ecotourism* (Ralf Buckley, 2003), is accessible at the university library. But, due to a malfunctioning computer system in the library, we were unfortunately unable to get hold of it.

Further limitations are dealt with in the next chapter and possible improvements in this research are elaborated. Also, some suggestions for future research are mentioned.
6 Discussion and limitations

There are a number of limitations that have to be considered when applying our recommendations in practice. First of all, the lack of personal experience within the local community prevents us from properly identifying the problems of biggest concern for the society. Here Enviu can use their local presence to pinpoint the issues which are still not solved. If the environmental awareness has reached a sufficient level already, the efforts can be directed towards eliminating existing or possible social conflicts. In many cases the process of cultural change within local society is inevitable, but tourist activities accelerate the process. Then tourist businesses can contribute to controlling the change and creating balance.

Another limitation is the fact that Puerto Natales project is largely dependent on the tourist flow towards the nearby National park. The tours offered by the fishermen are only an addition that is aimed to prolong the stay of tourist groups in Pueblo Natales. Even if the project is not advertised heavily enough to create its own demand (people coming just for these tours), there is the danger to attract too many of the tourists that originally came to visit the National Park and go out of control. If the idea is so easy to implement, probably other people with low incomes will be tempted to try similar projects. Then the cooperation with the National park and local authorities is vital both for the project itself and for the local community. Probably, Enviu can contribute most by creating a forum for the development of the region as a whole or by suggesting a number of alternative projects and share learning experiences with other initiatives.

Future Research

Last but not least, all the case studies which were reviewed in this research are dealing with totally different cultures. We have doubts to which extent the socio-cultural impacts will have the same importance and relevance in Chile or other cultures. This issue should be dealt with in future research. For this reason, the recommendations of chapter five are not specifically related to the examined cases, but are trying to generalise on different experiences.
7 Bibliography


Socio-cultural impacts of tourism


### 8 Websources

http://www.gdrc.org, accessed 13/10/2005

http://www.world-tourism.org, accessed 13/10/2005

http://www.ulb.ac.be/ceese/meta/sustvl.html#ORGANISATIONS, accessed 21/10/2005