

THE IMPACT OF IRRESPONSIBLE TOURIST TO TOURISM DESTINATIONS

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Abstract

Tourists are the most important factor of tourism industry. They are one of the key elements. A tourism destination is much depends from the presence of tourists either international or domestic. It can not be function if there is no tourists come. This paper provides a short review on the impact of irresponsible tourist to tourism destinations with few case studies from Malaysia. The review is done based on secondary data obtained from various sources such published articles, proceeding conferences papers, browsed websites, etc. In summary, the researchers have successfully proposed some alternative solutions based on the reviewed sections and case studies. Finally, a precise conclusion has been produced as policies and regulations.

Keywords: Impact, Irresponsible tourist, tourism, destinations, Malaysia

1. Introduction

Tourists are the most important factor of tourism industry. They are one of the key elements. A tourism destination is much depends from the presence of tourists either international or domestic. It can not be function if there is no tourists come. The presence of tourists is influencing the growths of economic, and the changes of social and cultural factor as the others main factor in a tourism destination. But, the fact is not all kind of tourists bring positive values to tourism industry and its environments. Some times, tourists are bring their irresponsible attitudes which can create negative impact to tourism industry and its environment such as economic, social and also cultural. As indicated by Travis (1982) that 'tourism can destroy tourism'. Tourism as a user of resources, by negative activities of the stakeholders including tourists, can be a resource destroyer, and through destroying the resources, which give rise to it, make the resource-based tourism short-lived. Impact, benefits and costs can and should therefore be evaluated in advance of tourism development. This paper attempts to study of tourists irresponsible attitudes and what the impact for tourism industry. Furthermore, it is also attempted to identify the factors influencing that negative attitudes and; finally to find some alternative solutions especially in the framework of policies and regulations. The main

objectives of this study are (1) to study how the impact of irresponsible tourist to tourism destinations, local communities, and another related sectors; (ii) to study what internal and external factors influence to tourist attitudes; and (iii) to study what alternative solution to solve the problem of irresponsible tourist. This study was done based on secondary data which was collected from some books, internet articles, research journals and also lecturer notes.

2.0 LITERATURE REVIEW

2.1. Tourism and Responsible Tourist

It is often said that tourists come and destroy the very things that attract them to the destination (Badaruddin and Abdul Aziz, 2003). Tourism can destroy or 'killing' tourism (Lewis, 1998 and Travis, 1982). Tourists and other tourism stakeholders with their irresponsible attitudes can be 'virus' who will destroy or kill tourism industry. One of the most important element in tourism development is getting the 'correct tourist', that is those who have values similar to the community, those who appreciate the natural environment and are interested in conserving it (Sem and Clement, 1996). As told by Abdul Aziz and Badaruddin (2003): "tourism means peace is peace, for peace during war. But sometimes tourism may cause war: War against errant tourist". According to Gunn (1994) the most environmental damage is caused by lack of plans, policies and action. His opinion is that in combating unlawful act of the tourist to the ecosystem, the policy makers, in formulating policies, must base on best international practices and public awareness programs to encourage behavioral changes of the tourists. As write in the first article of Global Code of Ethics for Tourism: The actors in tourism development and tourists themselves are duty-bound to observe the social and cultural traditions and practices of all people, including national minorities and indigenous people (WTO, 1999).

2.2. Definition

Responsible tourism is about 'making better places for people to live in and better places for people to visit.' Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility and take action to make tourism more sustainable (www.irresponsibletourism.info). Discussing about tourism and responsible must be much related with the term Sustainable Tourism and also Ecotourism. According to Abdul Aziz and Badaruddin (2003); tourists has been heavily chided for causing adverse impacts (cultural, social, product) including the dismantling of local life, the promotion of undesirable lifestyles and for doing unlawful acts. Following United Nations Environment Programme (UNEP) (2002) 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 operation, 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.

Ecotourism society defines ecotourism as responsible travel to natural areas which conserves the environment and improves the welfare of local people (Western, 1993).

Social scientist and decision makers realize that ecotourism will generate severe adverse environmental impacts (Mieczkowski, 1995). Ecotourism activities created its share of environmental problems or negative impact. Influx of tourists to a tourism destination result the tourism destination suffers from overcrowding, which often results in environmental problems (Lewis, 1998).

2.3. Characteristic of Responsible Tourism

Everyone has a role to play creating responsible tourism. Government, business, tourists and communities must do all they can. Responsible Tourism takes a variety of forms, according to *www.irresponsibletravel.info*, it is characterized by travel and tourism which:

1. Minimizes negative environmental, social and cultural impacts;
2. Generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;
3. Involves local people in decisions that affect their lives and life chances;
4. Makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity;
5. Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues;
6. Provides access for physically challenged people
7. Culturally sensitive and engenders respect between tourists and hosts.

Behavior can be more or less responsible and what is responsible in a particular place depends upon environment and culture.

2.3. Key Elements of Responsible Tourism

Responsible tourism implies a proactive approach by tourism industry partners to develop market and manage the tourism industry in a responsible manner, so as to create a competitive advantage. Responsible tourism implies tourism industry responsibility to the environment through the promotion of balanced and sustainable tourism and focus on the development of environmentally based tourism activities (e.g. game-viewing and diving). Responsible tourism means responsibility of government and business to involve the local communities that are in close proximity to the tourism plant and attractions through the development of meaningful economic linkages (e.g. the supply of agricultural produce to the lodges, out-sourcing of laundry, etc.). It implies the responsibility to respect, invest in and develop local cultures and protect them from over-commercialization and over-exploitation. It also implies the responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development and to ensure the safety and security of the visitors. Responsibility to visitors through ensuring their safety, security and health is another consequence of responsible tourism. Responsible tourism also implies the responsibility of both employers and employees in the tourism industry both to each other as well as to the customer.

2.4 Case Studies of Irresponsible Tourists

In this report, we separated case studies of irresponsible tourist into two terms. Firstly, it is come directly from internal attitude of tourist. It is come from their negative behavior or even

their country cultures. Places and communities are very influencing a culture. Some times a culture can be assessing positive in their communities but in the other places or communities it can be negative assess. Secondly, the bad attitudes, especially foreign tourists, can be come indirectly from their new environment. Even bad cultures or negative attitudes from the host or local communities can be influencing their attitudes. Another influence may come from local policies and regulations, institutions (e.g. tour operator), activities or even may come from different nature environment such as hot tropical climate and humidity.

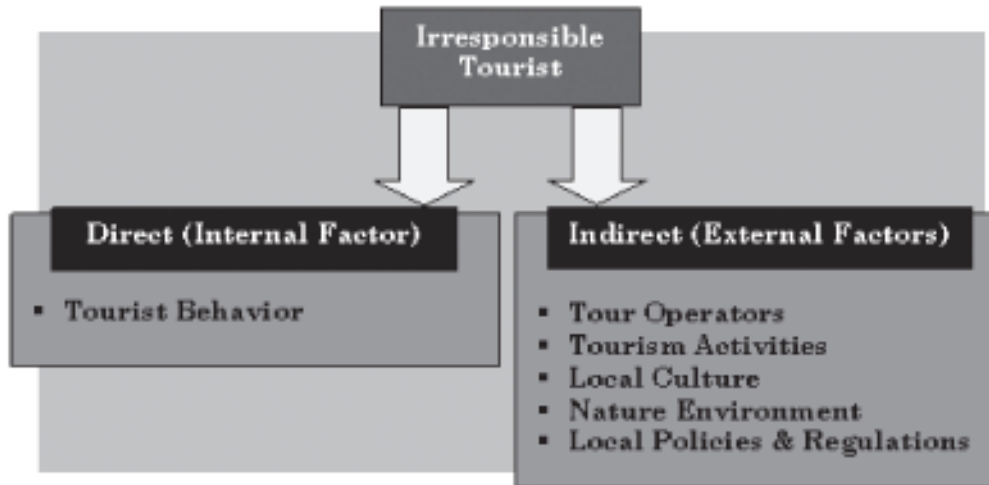


Figure 1. Showing irresponsible tourist

3.1. “We were here!”

We can easily find that kind of ‘graffiti’ in any places of famous tourism destination, especially in public spaces or public facilities, even inside the toilets. We have example in our last travel to Pangkor Island (Figure 2). Very inartistic graffiti are decorating a big stones in the public beach. Except as visual pollution, this bad attitude if conducting at natural or life thing such as plants or trees in the national parks or stalactites inside the caves for example, will influence their growth and furthermore will destroying their life system.



Figure 2: Pangkor Island; beautiful beach with very inartistic graffiti decoration

3.2. “I Can Buy Your Nature!”

Another bad attitude which can disturb the balance of ecosystem is buying some nature handicraft. Actually, this attitude was more as indirectly ones, because it is influence by locals

who offering this product as external factor. But tourists can be contributor in this case if they decide to buy this kind of product (Figure 3). They will be irresponsible with their decision. Some visitors were like to seen and collected shells to take home as souvenirs. The report by MSO Associates (1995), accounted that the increase in the number of tourists can create demand for souvenirs. This demand would then intensity the hunting for these resources. Many souvenirs shop in island resort in Malaysia sell various interior decorations made of corals. In various spot along the East of Peninsular Malaysia, seashells are collected and arranged into floral decorations and door curtains.



Figure 3. Some ecotourism expert said that nature handicraft sometimes can be categorized as over nature exploration

3.3. Degradation of Local Culture

Tourism in Bali, Indonesia is a good one example for these phenomena. As mentioned by Picard (2006) in his book 'Bali; Tourism Culture and Culture Tourism' that cultural tourism for Bali is an exchange of cultural values to the economical value. One of the influence factors is the negative tourists' attitudes which have impact to the dilemma of economic and culture. The academicians has evaluated the impact of tourism in Bali based on conflict between economy and culture: economical impact is considered positive if there is some raise on national incomes, personal income and tourism industry creates new job to society. The social-culture impact becomes negative if there is some degradation on religious and social value. Tourists, especially who came from western countries bring in free-sex, drugs, and another negative western cultures as a new locals life style. Even, sarcasm, Loannides (1995) find that some authors describe tourism as '*whorism*', the sector that promotes undesirable lifestyle. The presence of tourists indirectly also bringing negative impact in the economic factor. The phenomena of mass tourism (where the number of tourists are become the main factor) bringing tourism to the cheap quality of mass production which followed the commercialization of local art. Therefore, finally, the price to be paid by the Balinese to increase their quality of life is the changing of their way of life as a dilemma.

3.4. Local People as Tourism Object

In the concept of tourism industry, ideally, aborigine people are must placed as a subject, not as an object. They must become a composer, a director or an arranger rather than just an actor

(Figure 4). Even, in the fact, they just became decoration of installation. They must become a seller, not just a product of tourism industry. Tourist when they came to tourism destination, they want to see a virgin forest, a magnificent heritage, a beautiful butterfly garden and, again sadly, a life of aborigine. Tourist is the subject and in the other hand aborigine is the object.



Figure 4. Hamma people, Omo Valley (left), tourist and local people (right above), Daniker girls, Ethiopia (middle) and Masai mother and child (bottom right)

For this case, we have two good examples of correlation between tourist and aborigine. For the first case in Ethiopia, it was influenced by local tour operators. For the past 10 years, tour groups have been driving through the South Omo Valley in Ethiopia. The tours were called 'tribal encounter tours'. Tours are marketed as 'village visits, meeting with local people and encounters with various different ethnic groups. The tour is promoted as ecotourism and responsible tour operators. Exactly, nothing concerned with responsible tourism. Tour operators only concerned with economic benefits of tourism and show very little interest in developing co-operations with 'local people'. Only a fragment of the yield tourism, actually reaches the raw material of the tourism product e.g. the local people of the South Omo Valley who are being sold by both local and foreign tour operators. Although a village payment is made to 'the Elders', the only way the object of interest for the tourists e.g. the ethnic looking local person can make a few pennies, is by having his or hers photo taken. Within the past decade, whenever, the tourists line up the 'locals' so they can take their photographs and tourists have paid for the service provided but camera-toting tour groups have left a path of rudeness, garbage and resentment in their mind. Tourism practices in the South Omo Valley are far from 'responsible', 'socially acceptable' or 'sustainable'. We can see another similar case in Tibet (Figure 5). In this place, there are irresponsible groups of tourists were treating local people - literally like animals to

be pushed around and photographed at point blank range. These are some pictures taken during the 20 minute of 'cultural exchange' - of a group of tourists and the local Tibetans.



Figure 5: Tourists take a picture of Tibetans

3.5. PLEASE, DO NOT DISTURB OUR LIFE!

3.5.1. Dolphin at Serawak

Another case of irresponsible tourist is like happened in Sarawak. Sarawak was the first destination in Malaysia to offer commercial dolphin watching tours. These tours were launched in 1998 and as far as remain the only commercial dolphin watching tours in the country. Sarawak's dolphin watching industry is focused on one species, the Irrawaddy dolphin. However, on rare occasions Indo-Pacific Humpback and bottlenose dolphins are seen on the tours. CPH Travel, a Kuching-based tour operator, pioneered the development of dolphin watching tours in Sarawak (Figure 6). In 2005 approximately 1,500 people took part in dolphin watching tours in Sarawak. 90% of demand is from foreign tourists. The majority of these visited Santubong and Salak with dolphin watching pioneer CPH Travel. The rest went on tours of Buntal with Ehrwan or tours around Santubong with other operators. So far dolphin watching has been developed in a sustainable manner. The main dolphin watching operators know what they are doing and careful when approaching the dolphins. They operate their tours in a responsible manner and use excellent 'guides-cum-spotters'. These dolphin spotters come from the villages near to where the tours take place so community members derive some of the economic benefits from the tours. When the market gained more profit, other tour operators are now moving into the market and a number of 'copy-cat' operators have started to offer dolphin watching tours at Santubong and many of these are not very knowledgeable. Some of Tourist boats that regularly harasses the dolphins, chasing them around the bay. Some of The boatman was driving the boat directly towards the group of dolphins and disturbing the dolphins.



Figure 6. Dolphins are swimming (left) and tourist boat and the tourists

Source: <http://dolphinsofsarawak.blogspot.com>

3.5.2. Irresponsible tourist activities in Galapagos Island

Another case of disturbing ecosystem is in Galapagos Island, Ecuador. It is the fragile island consists of many unique species of floras and faunas such as marine iguanas, flamingos birds, The waved albatross, Giant tortoises, Lava Lizard, Sea lions and fur seal. Recent years have seen the rapid expansion of the tourism industry, with a growing demand for “specialized” tourism, in particular, tourism to protected natural areas. This new trend is most often termed “ecotourism” or “nature tourism.” Unfortunately, the growing demand for tourism to protected areas has outpaced the ability to sustain the protected area. The influx of tourist and immigrants to the Galapagos Islands has begun to spell disaster for the islands. At the national level, income is generated for the national park system through entrance fees to the Galapagos. Tourism generates \$175 million a year. The influx of the tourist industry on the islands has led to an increase in immigration from the Ecuadorian mainland. Many Ecuadorians have taken advantage of employment opportunities on the islands, and have seen tourist dollars as the key to a better life. At the same time, they are increasing the pressures on the Galapagos’ already scarce resources, from fresh water, to sand, to seafood. The local population has increased from 6,119 to about 14,000 in the last eight years, and is growing at a steady rate of 12 percent per year. For decades, tourists have marveled at the rich flora and fauna of the Galapagos. The number of visitors has never broke off. In the sixties, there have been about 1,000 tourists per year, whereas there have been approximately 80,000 visitors in 2001. A second airport was built and the construction of a third one is under discussion. Tourism, overpopulation and non-native species are threatening the ecosystem of the Galapagos but unique array of flora and fauna, are in danger because of a heavily damaged ecosystem. The park has to deal with the conservation problems that motor yachts and their trash bring to the island.

3.5.3. Amateur Diving and Snorkeling Activities

According to Badaruddin in one of his article ‘Impact of Tourism on Aquatic Ecosystem’, he said that the decrease or destruction of coral reefs was the result of human activities (especially in tourism activities) such as collecting for souvenirs, mooring of boat, siltation, sewage discharge, and also unsupervised diving and snorkeling. Studies have shown that uncontrolled tourist activities beyond its carrying capacity can further affect fragile ecosystem (Musa 1998, Lim 1997, and also Lim and Spring 1995). A clear example can be observed at the Pulau Payar Marine Park (31.2 hectares). It is also the most popular and intensively visited for its reefs. It was reported that the number of visitors have increased from merely 1,373 in 1998 up to 70,419 in 1995 (Lim, 1997). This extreme increase may be due to three reasons, firstly, the island had been promoted together with the declaration of Langkawi as a duty free island, secondly, rigorous promotion and packages offered by tour operators, and thirdly, increased accessibility for tourists. Despite the fact that the island offers ecotourism experience and visitors are required to pay minimum fee, there has been no real efforts to really limit the island only to eco-tourists. The most of the coral reefs within the designated bathing area, near the park center have been damaged, believed to the resulted from uncontrolled diving and snorkeling activities. Lim (1997) reported that divers frequently stand on coral to rest or blunder against them, damaging fragile reef structure. A different research by Lim and Spring (1995) in Tioman Island revealed that the majority of drivers surveyed were alarmed at the extent of coral damage at the island. These destructions depict what will happen if conventional tourism agencies are allowed to run ecotourism sites.

3.6. Illegal Animal Catching, Hunting And Fishing

Still related with ecosystem, another irresponsible tourist attitude is illegal animal catching and hunting. According to Department of Wildlife Protection and National Park, Malaysia, some illegal tourism activities relating with animal catching and hunting still have free running in some part of Malaysia, especially protected animal (See Figure 7). Demand for recreational fishing has also resulted many fisherman covert their boats into boathouses which furnished with cooking facilities as well sleeping compartment. Their uncontrolled fishing activities and sometimes in illegal fishing area, not only jeopardize the fish population, but the boats also discharge their sewage and other directly. They also pollute the water releasing diesel fuels into the lake.



*Figure 7. Illegal animal catching and hunting as part of tourism activities
Source: Jabatan Perlindungan Hidupan Liar Dan Taman Negara Malaysia*

3.7. You Can Find Garbages Every Where!

It is commonly shows that there is correlation between the increase of tourist activities and the volume of garbage disposal (Figure 8). Human activities threatened its reefs from pollution from sewage and solid waste as well as reef related tourism (Lim, 1997). Solid wastes that are disposed in the sea can end up on reefs, restricting its growth and eventually choking them to death (Pullen and Hurst, 1993). Direct discharge of sewage from tourists activities can be observed in resort areas of Pangkor, Penang, Langkawi and also Tioman Island.



Figure 8: Irresponsible tourists left cattering trash at the beach

4.0 ALTERNATIVE SOLUTIONS

4.1. International Level: Global Code of Ethics for Tourism

Global Code of Ethics for Tourism was adopted on 1 October 1999 at the General Assembly of the WTO. It is a set of basic principles whose purpose is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on the environment and on cultural heritage while maximizing the benefits of tourism in promoting sustainable development. By the way, it is not a legally binding instrument and therefore its acceptance is voluntary. WTO members from both public and private tourism sector, was designed to lay down the groundwork for the establishment of the committee's future strategy for promoting the implementation of the Code of Ethics. They are incorporated the principles of the Global Code of Ethics for Tourism into their legislative texts or had used them as a basis when establishing national laws, regulations or tourism development plans. Several member States provided the exact title and year of the law, regulation or master plan concerned.

4.2. National Level: Malaysian Government Policy

In the national level, Malaysia have many legal instruments such as Wildlife Protection Act 1972, Aboriginal People Act 1954, National Parks Act 1980 and so on, which may be useful in combating unlawful act of tourists or other tourism stakeholders. But problem was come when beside tourism ministry, there are many ministries, department or other institutions in Malaysia involved in tourism sector in the level of federal or states government such as Ministry of Agriculture, Ministry of Science Technology, Ministry of Transport, Ministry of Industry, State Economic Planning Unit, Urban and Regional Planning Department, Department of Wildlife Protection & National Park, and so on. As mentioned by Badaruddin and Abdul Aziz (2003), these situations bring it on inconsistency of policies between the agencies and the lack of coordination between agencies, especially between federal and state agencies. Furthermore, they mention that these problems have led to some of the areas being left as "no-man's lands", and left without caretaker. Related With Eco-Tourism: paradigm shift of 'perhilitan'. Conference earth at Rio at 1992 giving big impact to function and term of field of 'perhilitan'. Biodiversity protection and coverage area become agenda ideal. Through endorsement by the Prime Minister Abdullah Ahmad Badawi, committed Malaysia and commitments to Biodiversity Convention. Government gave direction to deep government agencies implement the strategy, plan action and plans relating with biological diversity so it conserves and his resource use by permanent. One of Malaysian government policy related this case is government has decision that not all of nature resources are opened for tourism industries. Some of them have a function of reservation and preservation area. At least Malaysia has 54% protected areas of more than 1,000 hectares, totaling 1,483,000 hectares or about 4.5% of the land surface of the country. They include 28-districts of nature reserves, where 90,070 hectares are not opened to tourism activity (Norizan, 2000). Impacts from tourism development to an area often come from tourist infrastructure to meet the need of the visitors and from the concentration of tourists into one area. According to Cohen (1978) one of basic factor that may contribute to level of environmental effects of tourism is the intensity of tourist site-use and development. One of the policy product by Malaysian Government is National Ecotourism Plan, Prepared by the Ministry of Culture, Arts and Tourism in 1997 which consists of 25 guidelines among others things cover:

- Categorizing of sites and activities

- Carrying capacity and limits of acceptable change
- Marine parks and island
- National parks and reserves
- Mangroves Management
- Accreditation of ecotourism products
- Visitors' roles and responsibilities, etc.

Another product of policy is National Rural Tourism Master Plan was prepared to provide the necessary guidelines for more sustainable development of rural tourism. This master Plan, among other things, emphasizes greater public involvement and participation to minimize negative impacts of tourism activities. It calls for the intensified conservation of nature products such as rivers, lakes, caves and forest reserves. The National Policy on Biological Diversity on the other hand suggested that more areas to be gazette as marine parks and national parks, adding to the surrounding marine waters of 38 offshore islands (in 1994) in Peninsular Malaysia and Labuan which had been gazette as marine parks. The establishment of marine parks focuses on aquatic consideration and additional attention are considered to the adjoining terrestrial components as these too, if disturbed, will have adverse impacts on the marine ecosystem. This policy also intends to minimize impacts of human activities on biological diversity by introducing mitigating measures to reduce the adverse effects of human activities on biological diversity.

4.3. Malaysian law and aboriginal

One of the most popular issues related with responsible tourism is the involvement of aborigine. Actually, as mentioned before, aboriginal is not a part of tourism product. They are part of tourism but must as one of key stakeholder, not as product! The undesirable gazes by the tourists can potentially result in conflicts between the visitors and the host. In Malaysia, aboriginal who live in reserved areas are protected under the Aboriginal People Act (1954). The act regulates any entering, experiencing or conducting anything relating to their land, belongings and the people. Although the law have perfect write, but sometimes some problems often happened in the level of implementation. The lack of financial and resources be the classical reasons.

4.4. Good Example from Galapagos Island

When you visit Galapagos leave only footprints. Management of patents for tourism has been established to control tour operators. Galapagos National Park management has established management of fixed itineraries for tour operators. They has trained and granted licenses to naturalist guides who support tourism management through keeping orderly group and educating tourists to reduce impacts from their visiting. They also have established procedures to collect and store information about tourist's visiting from guide report. Partial survey tourist satisfactions are done on boats by boat operators which is the concept as an indispensable part of tourism management. The local population in Galapagos is becoming more engaged in conservation through distribution park's fees to improve community's living. Management of Galapagos National Park has a rule for controlling tourism activities:

- No plant, animal, (including shells, bones, and pieces of wood), or other natural objects should not be removed or disturbed.

- Be careful not to transport any live material to the islands, or from island to island.
- Do not touch or handle the animals.
- Do not feed the animals. It can be dangerous to you, and in the long run would destroy the animals' social structure and breeding habits.
- Do not startle or chase any animal from its resting or nesting spot.
- Stay on marked trails, doing so will avoid damage to vegetation or cause erosion.
- Do not leave any litter on the islands, or throw any off your boat.
- Do not buy souvenirs or objects made of plants or animals from the islands.
- Writing the name and phrase of any type on rocks, walls, etc. is a sign of bad manners and rudeness and damages the scenery. Remember: "Your immortality is not more important than the nature of the islands."
- Restrict your visits to officially approved areas.
- Show your conservationist attitude.

4.5. Money Talk!

Still using Galapagos National Park management as good example, they are using money policy as control tool of the tourist and environment. According to Abdul Aziz and Badaruddin (2003), permit and fees are an accepted management tool to control use (and to monitor any unlawful act) of any ecotourism product. We can see in Table 1 below, how they give very high price especially for usual foreign tourist (which actually have less knowledge about nature conservation) to control the environment. And in the next table we can see how they manage the profit from the entry fees to maintain their environment.

Table 1: Galapagos National Park Fees

Foreign Tourists non-residents of Ecuador over 12 years of age.	\$100
Foreign Tourists non-residents of Ecuador under 12 years of age.	\$50
Foreign Tourists non-residents of Ecuador over 12 years of age. Nationals of one of the countries participating in the Andean Community of Nations or Mercosur.	\$50
Foreign Tourists non-residents of Ecuador under 12 years of age. Nationals of one of the countries participating in the Andean Community of Nations or Mercosur.	\$25
National Tourists or Foreign Residents of Ecuador over 12 years of age	\$6
National Tourists or Foreign Residents of Ecuador under 12 years of age	\$3
Tourists non-resident foreign students registered at one of the National Universities of Ecuador.	\$25

Source: Galapagos National Park

4.6. GOOD INTERACTION AS A PROPOSAL

The interaction and involve of visitors, places, and host communities are required to better sustainable tourism development at tourism destination (Figure 9). This concept of interaction can be use as a tool to controlled tourist attitudes and activities. Controls may be also imposed on tourism activities that typically have an adverse effect on natural environment, especially for potentially damaging or unlawful activities (Leitmann, 1998; Abdul Aziz and Badaruddin, 2003).

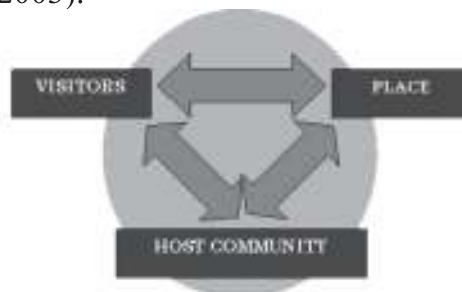


Figure 9. The concept of interaction tool of tourism
Source: English Tourist Board (ETB) UK, (1991)

4.7. Arranging in Order of Tour Operator

Marketing of the tours (especially by foreign tour operators) need a good seeing to as well. A restructuring of the approach to conducting ‘tribal encounter’ tours should be done- if it really is the case that tour operators (foreign and local) are actually interested in the well being of their ‘raw material’ and their clients. The same suggestion is addressing to boat operator in Sarawak with their dolphin attractions. If Sarawak is to have a sustainable dolphin watching industry, all boat operators need to behave in a responsible manner and put the dolphins first. Tourists also need to play their part. If they experience such behavior they should ask their boatman to stop chasing the dolphins and report the operator. Better still don’t go out on a tour with an inexperienced operator. But in the long run the only solution will be the establishment of dolphin watching guidelines and proper training for inexperienced boatmen. Learning from Galapagos National Park, tour operators are inspected by the management, tour operators must accomplish with: the itineraries fixed in concessions and the number of visitors who will visiting sites. In case of anomalies are found, the operators will be punished according to the law.

5. CONCLUSIONS

Tourism is like two-edged swords, it can bring positive and also negative impact. These 2 impacts can be seen in Table 2. As a matter of fact, the below table is based on a model proposed by John (1998).

Mostly some bad attitudes, especially foreign tourists, come indirectly from their new environment. Irresponsible hosts or local communities, tourism operator, institutions or also lack of government regulations and even bad attitudes of government officer can be influencing tourists’ attitudes in tourism destination. As mentioned in Global Code of Ethics for Tourism by WTO (1999), all stakeholders in tourism should recognize the role of international institutions, among which the World Tourism Organization ranks first, and NGO with competence in the field of tourism promotion and development, the protection of human right, the environment or health, with due respect for the general principles of international law. Policy from local government are has important role as the tool to controlled the negative impact of tourists

activities, and furthermore, to built good interaction between tourists, hosts and also tourism destinations for the next better tourism in the future. But, as stated by Abdul Aziz and Badaruddin (2003), it is not enough by only enact regulations and policies if all these cannot be implemented effectively.

Table 2: Impact of Tourists Attitudes on Tourism Destinations

	POSITIVE IMPACT	NEGATIVE IMPACT
ECONOMIC IMPACT	<ul style="list-style-type: none"> ▪ Tourism brought employment to communities. ▪ Tourism benefited generating income to communities. 	<ul style="list-style-type: none"> ▪ Tourism business at some communities are not owned by local people but owned by investors e.g. Koh samui Thailand ▪ Tourism brought high cost of living to communities e.g. modern dresses, mobile and automobile e.g. some of Orang Asli in Sarawak
SOCIO IMPACT	<ul style="list-style-type: none"> ▪ Tourism made local communities lived in their owned communities without migration. ▪ Tourism brough awareness of advantages of higher education to local people in rural communities. ▪ Tourism raised standard f living of rural community's people. 	<ul style="list-style-type: none"> ▪ Tourism brought changing lifestyle and tradition of people in rural communities e.g. hill tribe people in the northern of Thailand. ▪ Tourism brought contrast between some of tourists and people in rural communities e.g. Tibetans
CULTURAL IMPACT	<ul style="list-style-type: none"> ▪ Tourism brought cross-cultural learning to rural communities e.g. some of Orang Asli's in Malaysia people can speake english language. ▪ Tourism benefited using community cultural to attract tourists to their communities e.g. Dayak in Borneo Island. 	<ul style="list-style-type: none"> ▪ Tourism made changing of value of Orang Asli's community e.g. luxurious value. ▪ Tourism brought changing form of cultural to Orang Asli's community e.g. pattern of dressing.
ENVIRONMENT IMPACT	<ul style="list-style-type: none"> ▪ Tourism benefited awareness of environment impact in some communities e.g. Payar Island in Malaysia. ▪ Tourism benefited maintaining of environment in some communities e.g. ecotourism in Wanglian, Perlis, Malaysia. 	<ul style="list-style-type: none"> ▪ Abandon building in communities made un-appropriate scenery of communities e.g. Cameron Highland in Malaysia. ▪ Tourism brought pollution problem to communities e.g. Phuket, Thailand.

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