



TOURISM AND COMMUNITIES: SOCIAL IMPACTS AND CULTURAL PRESERVATION

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Fāri'ira'a Manihini 2027 (FM '27)

Objective 6: Satisfaction of residents and visitors

How is this done?

“The trajectory towards inclusive tourism implies analyzing the feelings of the populations in addition to those of the visitors welcomed in the territories.”

“The perception of the actions carried out and the acceptability of tourism for the resident populations and visitors must be evaluated on an objective basis through regular surveys.” (FM '27, p.13)

What can Tourism Offer for the Quality of Life and Community Wellbeing?

Quality of Life

- Emotional and psychological wellbeing
- Interpersonal and social relationships
- Material wellbeing
- Personal development, competence and goals
- Physical wellbeing
- A sense of pride

(Pham et al, 2019; Andereck and Nyaupane, 2010)

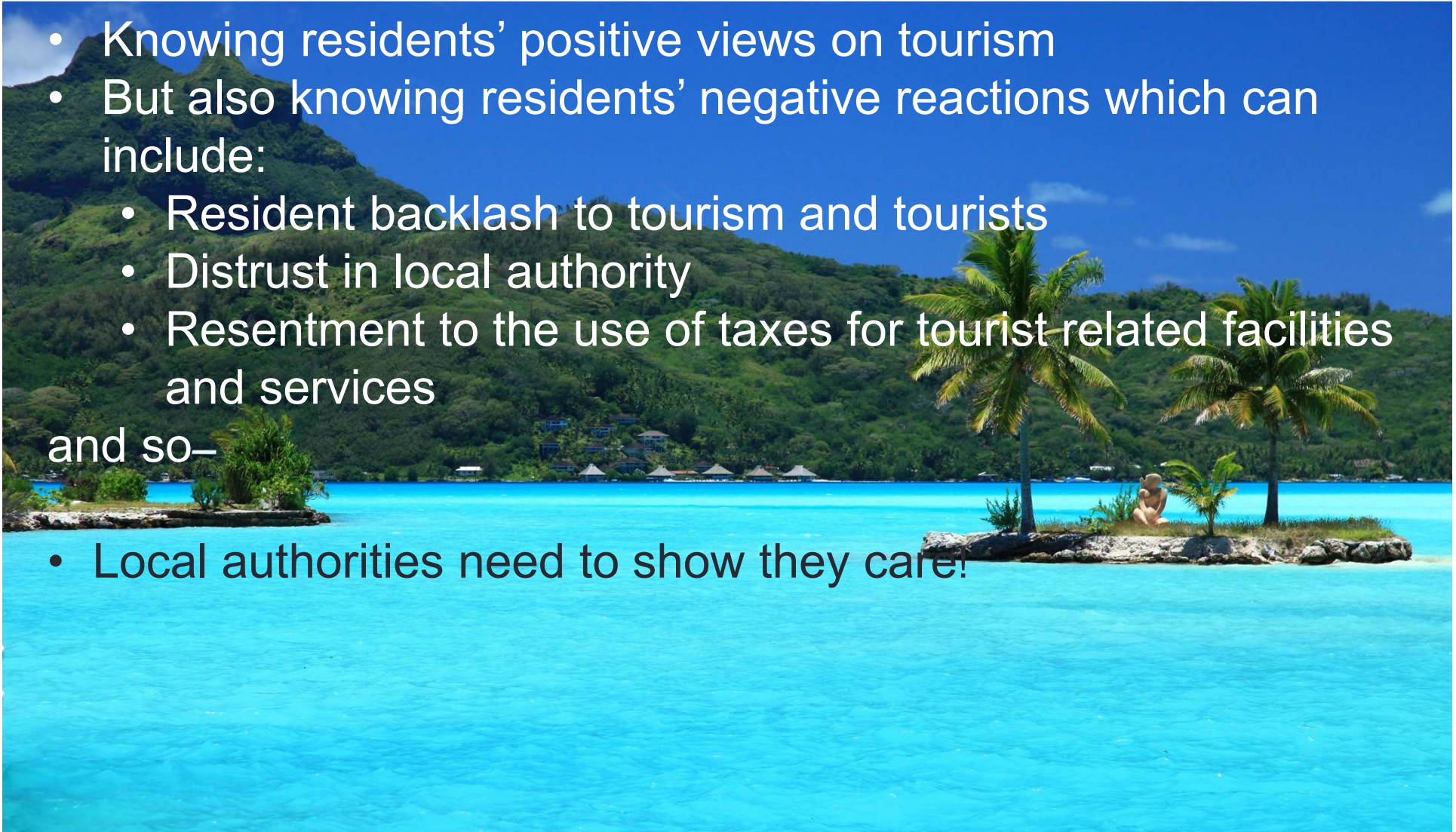
Community Wellbeing

- Economic wellbeing (including employment opportunities)
- Sense of community
- Community support (including elements of social capital such as volunteering)
- Safety and security
- Pride in community
- Provision of facilities such as libraries, recreational and health facilities

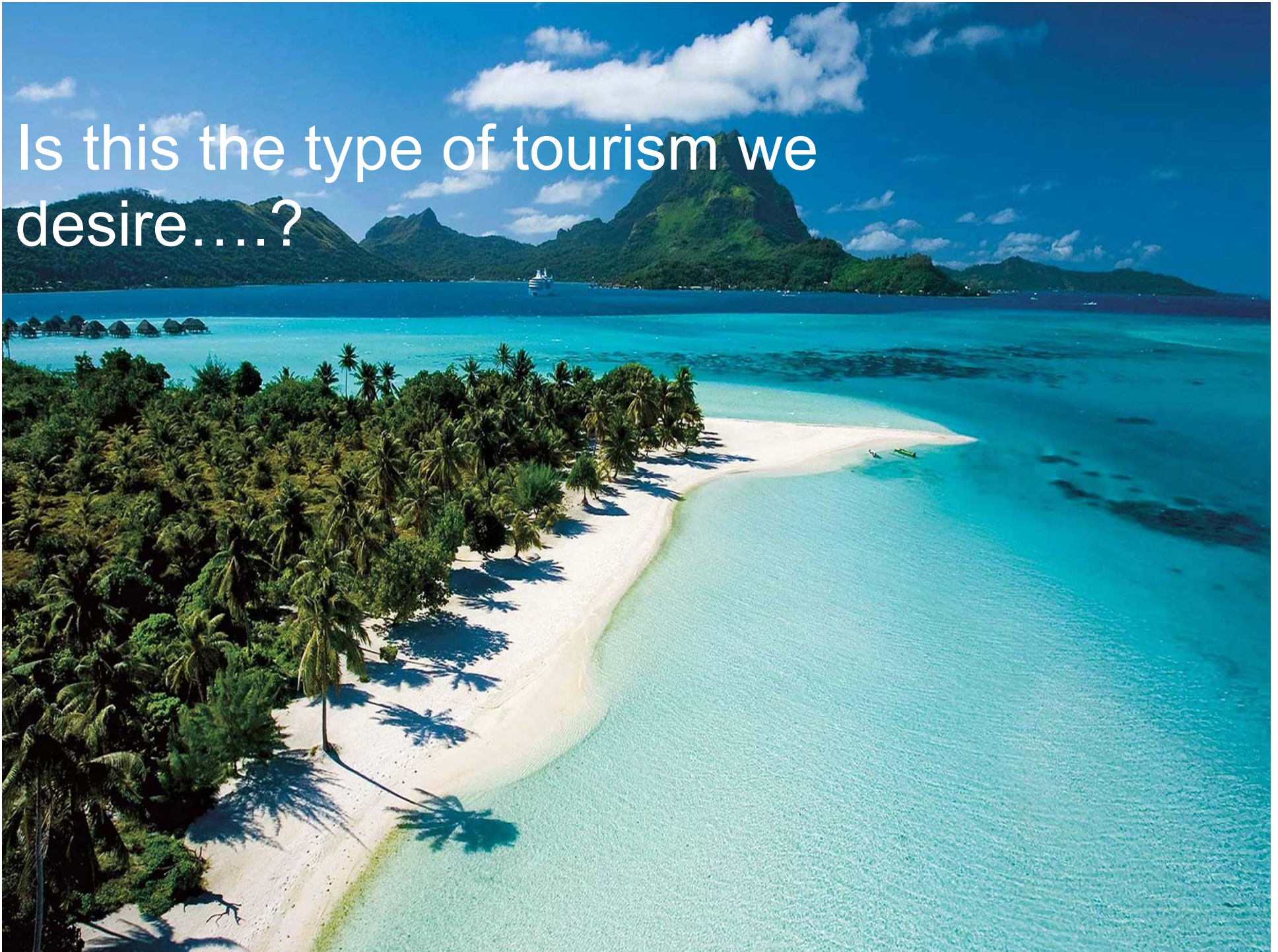
(Edwards et al, 2015; Edwards, Fritze, Wiseman, 2009)

Importance of Understanding Host Resident Perceptions

- Knowing residents' positive views on tourism
 - But also knowing residents' negative reactions which can include:
 - Resident backlash to tourism and tourists
 - Distrust in local authority
 - Resentment to the use of taxes for tourist related facilities and services
- and so—
- Local authorities need to show they care!



Is this the type of tourism we
desire....?



to share with the
locals.....?

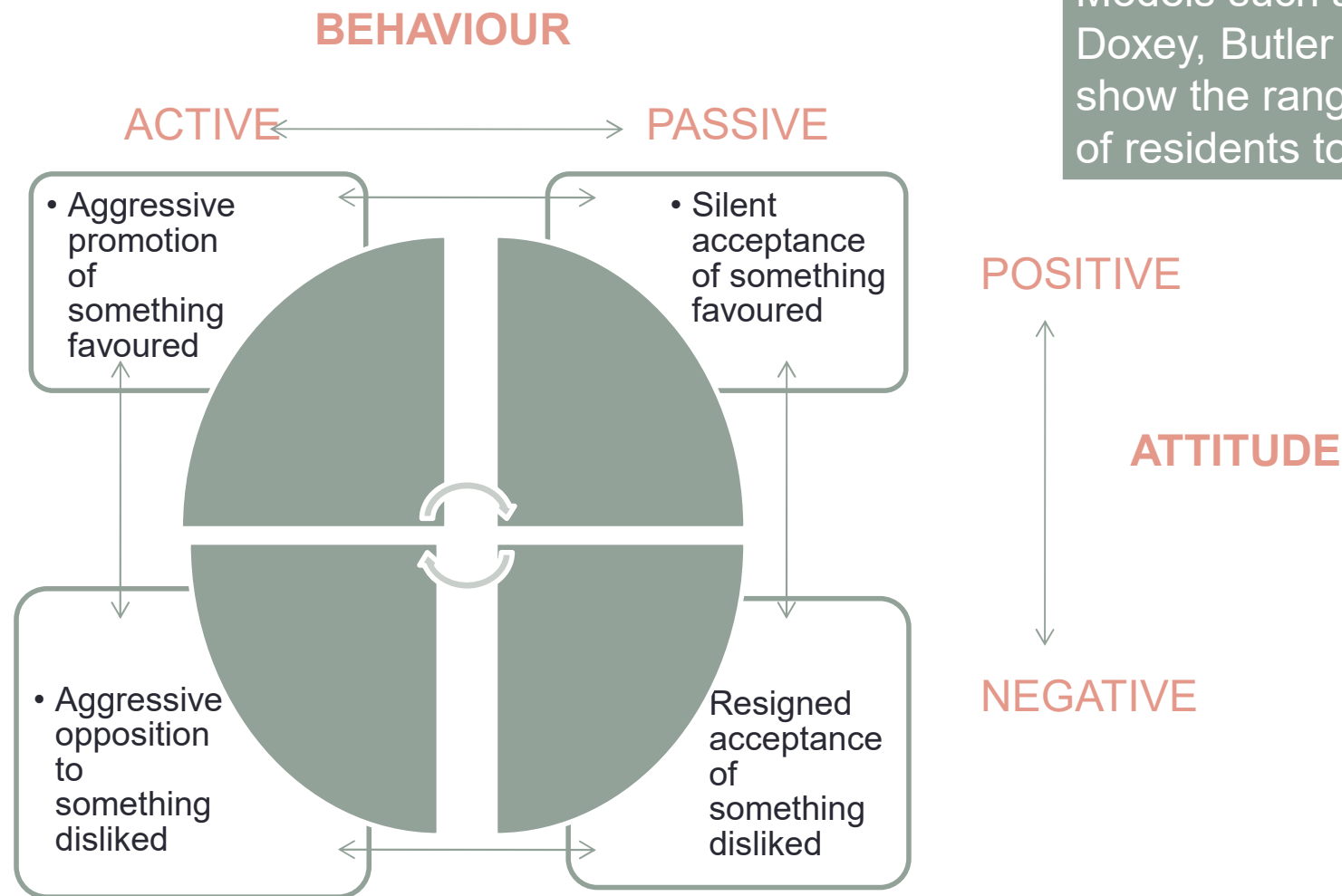


So how do we make sure we
don't get to this.....



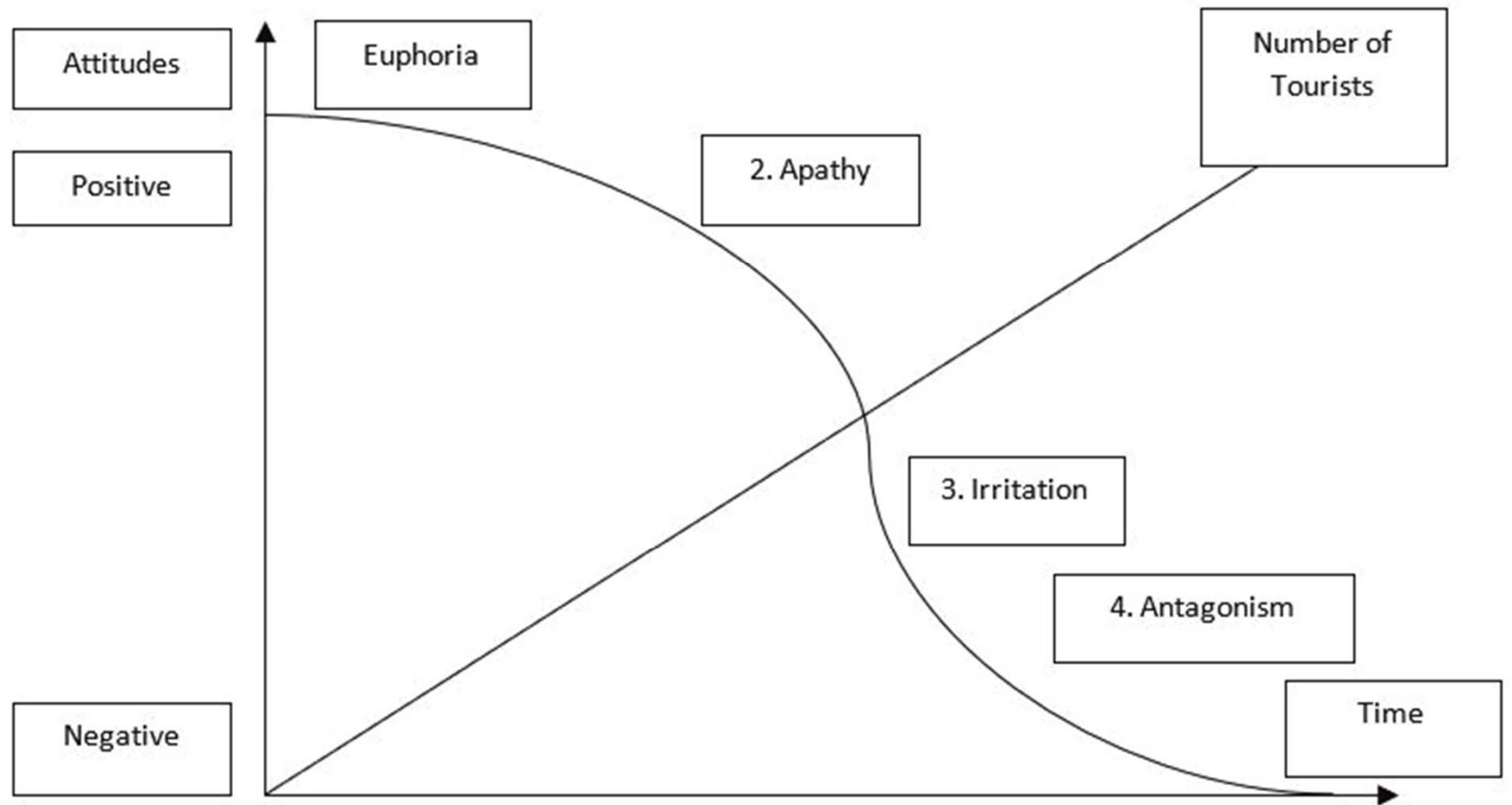


Models for Understanding Tourism and Communities



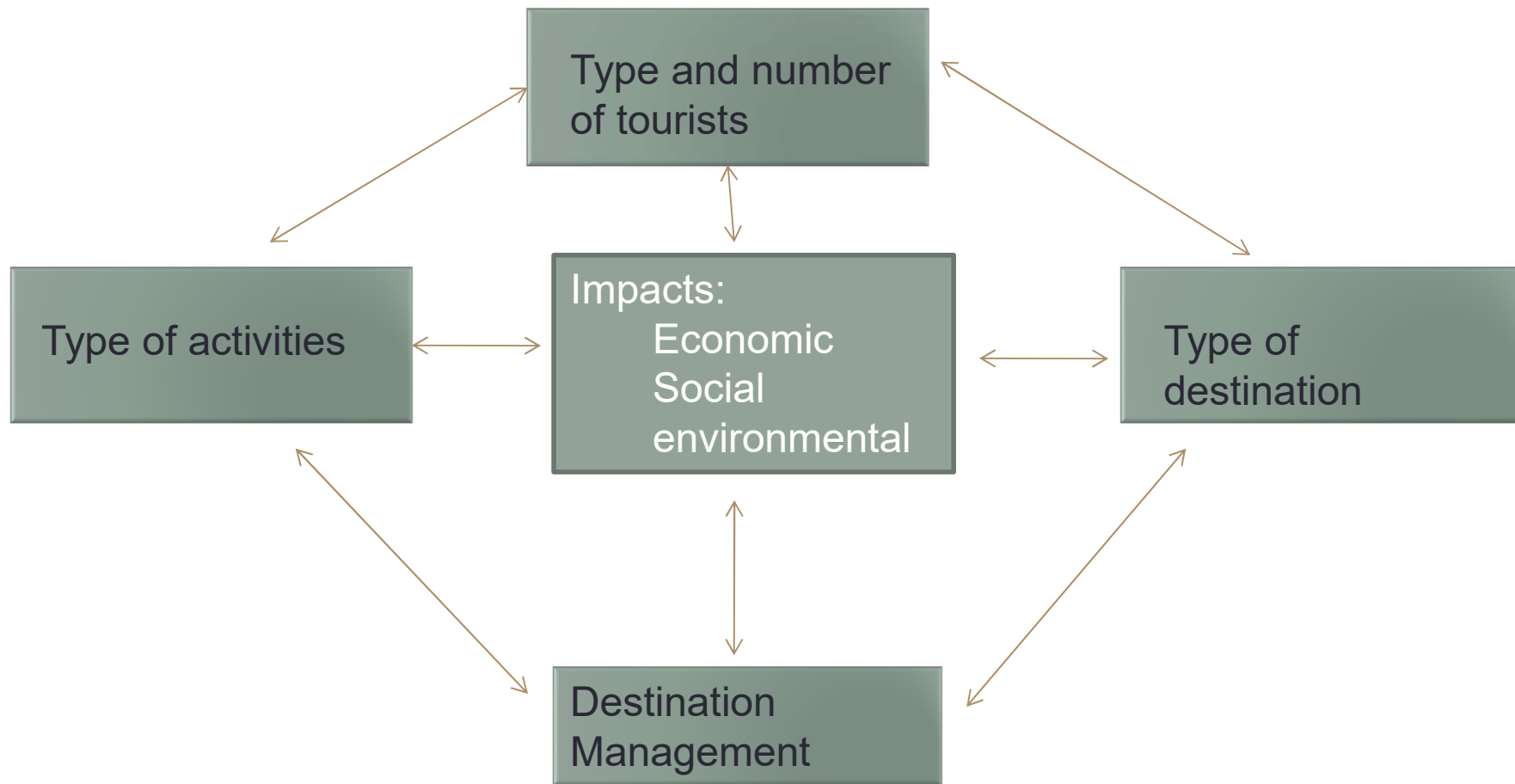
Models such as this by Doxey, Butler and others show the range of reactions of residents to tourists

Irridex Model



(Doxey 1975)

Our Understanding of Communities and Tourism



What Has Been Found to Date?

- **Dependence on tourism** (Aleshinoye et al, 2022; Gonzalez et al, 2018; Fredline et al, 2006)
- **Level of contact with tourists** (Fan et al, 2020; Lin et al, 2019)
- **Use of facilities also used by tourists** (Gursoy et al, 2019; Gursoy et al, 2002)
- **Distance from tourist activity** (Gursoy et al, 2019; Hasnat et al, 2018; Jurowski & Gursoy, 2004)



Other Influences on Perceptions



- **Tourist/resident ratio**
(Garcia-Buades et al, 2022; Deidrich & Garcia-Buades, 2008)
- **Community attachment**
(Chen et al, 2022; 2021; Dwyer et, 2019; Strzelecka et al, 2017)
- **Social, political, environmental values**
(Cavalheiro, et al, 2020; Moghavvemi, 2017)



An example from our research: Quality of Life and Community Wellbeing

Background to the Longitudinal Study

- This study chosen due to it being a coastal area facing similar issues to island tourism (Great Ocean Road, Victoria, Australia)
- Research based on instrument developed by Fredline, Deery and Jago since 2000
- Instrument has now been used in over 25 communities
- Research team partnered with Geelong Otway Tourism to examine the impact of tourism on the:
 - Individual's quality of life
 - The community's wellbeing
 - Both qualitative and quantitative data collected



Instrument design

Use a 7 point Likert scale ranging from -3 to + 3

1	Because of tourism, there are more interesting things to do in	Part A	Parts B and C	Very Negatively			No Effect			Very Positively		
		<input type="checkbox"/> Agree ⇒	How has this affected your personal quality of life?	-3	-2	-1	0	+1	+2	+3		
			How has this affected the community as a whole?	-3	-2	-1	0	+1	+2	+3		
		Disagree	⇒ Go to next question									

We are happy to discuss our method of data collection and analysis in question time

Findings

- The findings show:

- Overall, respondents were satisfied with tourism in their community

BUT

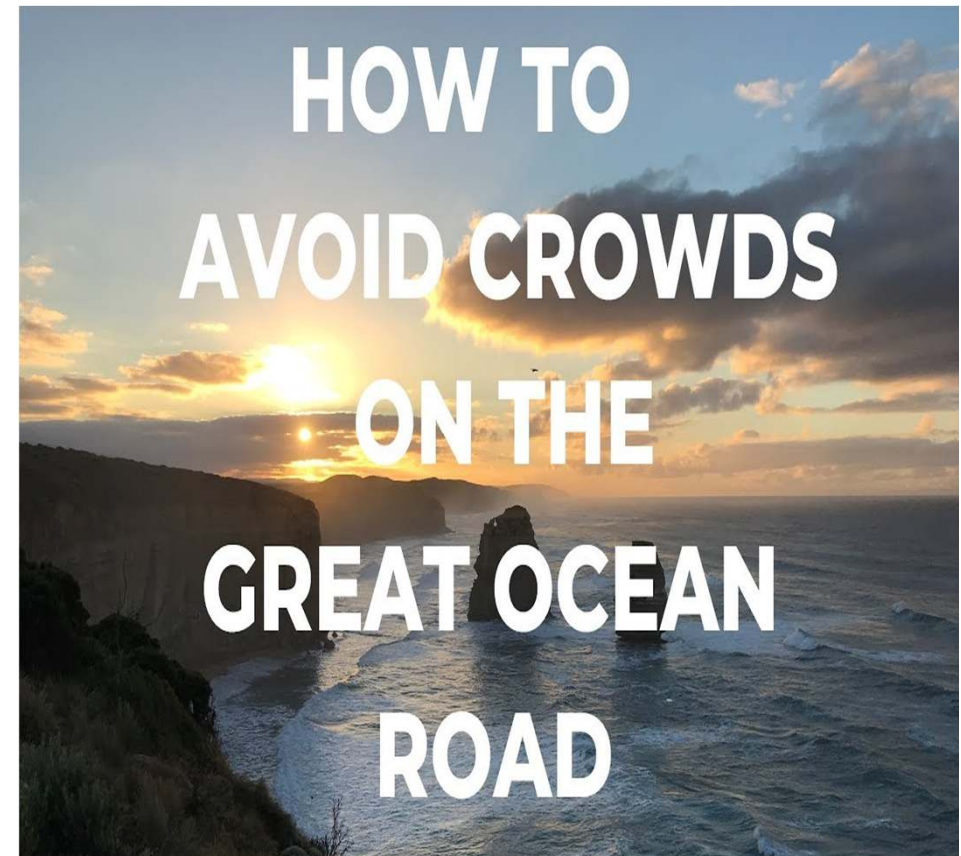
- At the personal level, perceptions of the impacts of the benefits of tourism had deteriorated over time

- Respondents were concerned whether:

- tourism provided economic benefits

Cultural
preservation?

- tourism enhanced pride in the town
- tourism provided an opportunity to showcase the region.
- tourism maintained the character of the town
- There were too many tourists



Findings continued.....

- Comments in the later study
 - tourism was spoiling the area
 - that it was bringing unwanted activities to the region
- In the earlier study
 - comments focused on rampant development
 - three years later, there were substantial comments that 'Tourism growth should stop'
- Issues regarding
 - the damage to the environment and
 - safety and security were more important in the later study
- Some respondents commented on the values of tourist versus the values of the residents



Benefit of Undertaking this Study:

Various actions were taken as a result of this study:

- Bus services were introduced for locals so they could have easier access to facilities and services
- The council actively discouraged daytrippers
- Prices on goods and services were capped for the community
- Undertaking the study over time gave the council an opportunity to address the issues of concern



Winchelsea RV Friendly 48 Hour Parking Area

Council has approved an overnight parking area for self-contained RVs, caravans and motorhomes in Winchelsea for a maximum of 48 hours.

Cultural Preservation and Tourism:

Why is this Important?



- Tourists' interest in culture can be the basis for preserving it
- First Nations' youth in Australia are learning about their language and culture in increasing numbers

However:

- Tourism can trivialize the culture
- Souvenirs are not locally made but often made in China
- Some traditions can be adapted to the tourists interests eg. Fire dancing

How do these findings relate to French Polynesian tourism? FM '27 proposes to....

1. Value the differentiation of identity
2. Ensure a fair and equitable distribution of jobs, tourism development and support and remove obstacles to these
3. Increase the number of training and career opportunities:
 - Label and protect cultural fundamentals
 - Strengthen tourist access to traditional cultural practices
 - Preserve the the Polynesian identity through a harmonized and controlled communication
4. Support the interdependence, convergence and synergies between different sectors

Do We Need to Prioritise Cultural Foundations?

Languages?

The colors in Tahitian

**Say it in
Tahitian**

Dites-le en tahitien

Re'are'a Vare'au Mātie 'Ute'ute 'Ute'ute
huru
'ereere



Nīnamu Puatou 'Ereere Nīnamu Tārona



Tahitian and Co

Dance?



Crafts?



Prioritising Cultural Foundations?

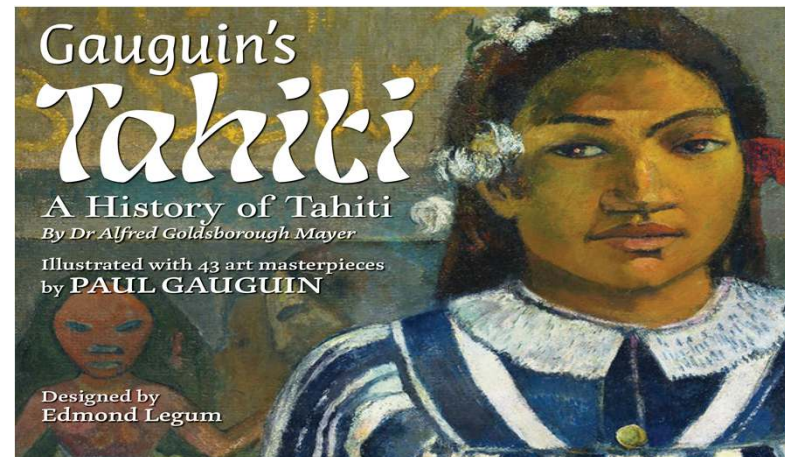
Tattooing



Traditional Sports



Publishing



Prioritising Cultural Foundations?

Traditional Fishing



History



Heritage Sites



Prioritising Cultural Foundations?

The French Polynesian Environment



Suggestions for Preserving Tahitian Culture



ASK THE
COMMUNITY



PRIORITISE



COMMUNICATE



OVER TO YOU!

Thank you