SACE Board of South Australia

Sources to accompany the 2018 Tourism examination

PART B: EXTENDED RESPONSES

Commodification and slow travel: do they achieve sustainability?

SOURCE 1 — A view of commodification in tourism

Commodification in tourism: good or bad?

In tourism, commodification refers to turning a place's culture and cultural artefacts into a product (commodity) with economic value, in order to make a large enough profit to contribute to the area's economy.

The problem with commodification is that it alters tourists' abilities to have an authentic experience, and introduces a false culture into the Indigenous one.

In some tourist areas fast-food outlets are more common than authentic food restaurants, which reduces opportunities for tourists to experience local foods.

Commodification can be seen as a good thing, but in tourism the more authentic the experience the better it is for tourists and for the Indigenous culture.

Source: Adapted from Erin, K n.d., 'Commodification', *Tourism: good or bad? Tourism and Culture*, tourismandculture.weebly.com

SOURCE 2 — A photograph and an explanation of authentic tourism

Many countries in Africa have seen a strong demand for authentic cultural tourism, which has been growing exponentially.

But Chris Roche, marketing director for Wilderness Safaris, says that when guests seek authentic cultural experiences, 'the experience needs to be authentic and unique — never contrived, staged, or performed.'

The photograph shows an authentic cultural tourism experience — traditional ways to transport water in tortoise shells, melons, or ostrich eggs.

Source: Adapted from Reinstein, D 2014, 'The quest for authentic Africa', *Travel weekly*, travelweekly.com; photograph (2017) from an Australian tourist, used by permission

SOURCE 3 — An article about Morocco (northern Africa)

Tourism in Morocco and commodification of culture

When tourists come, cultures are altered, commodified, and subject to becoming inauthentic.

When the cultural value is transformed by a commercial one, the meaning of culture is lost. When we sell culture as a commodity, we rob our locals of any sense of belonging. The culture is commodified to suit the tourists' desires, without taking into account the locals' needs.

Consequently, tourism can dilute the local culture, and simplify it to being a cheap commodity in a luring package.

Source: Based on Elkhdar, A 2012, 'Tourism in Morocco and commodification of culture', moroccoworldnews.com

SOURCE 4 — An online article explaining the positive and negative impacts of tourism

The positive and negative impacts of tourism on Bali

Tourism has a positive impact and a negative impact on Bali, especially on the Balinese people. Although tourism can build up the economy of an area, the negative impact must be seriously anticipated because it can affect the social life, culture, art, religion, lifestyle, environment, and many other things.

Tourism can lead to increased employment because the industry in general is labour intensive. Money from overseas will also go to Bali, as tourists bring money to Bali for shopping. Generating income is the main purpose of building the tourism industry in Bali.

However, tourism can exploit the vulnerability of the local culture, especially in Bali, which relies heavily on one foreign market. Many leakages are significant. Importation of goods and foreign investment in luxury hotels can mean that money will return to the country of origin.

Source: Adapted from Bali Orti 2017, 'The positive and negative impacts of tourism for Bali and nationally', baliorti.com
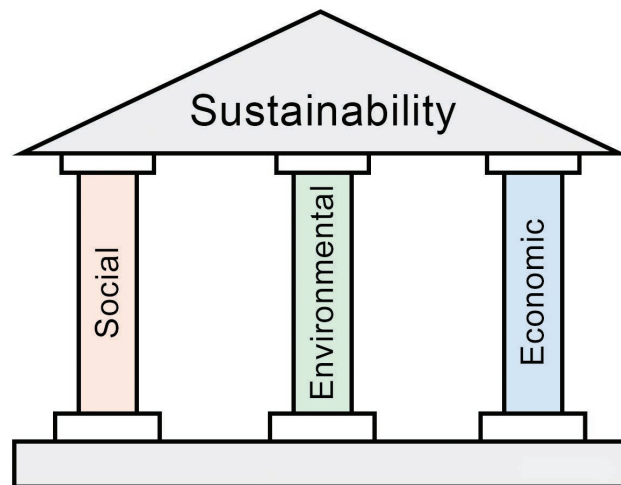
SOURCE 5 — A photograph of a Māori cultural performance at Waitangi Treaty Grounds, New Zealand

This photo cannot be reproduced here for copyright reasons.
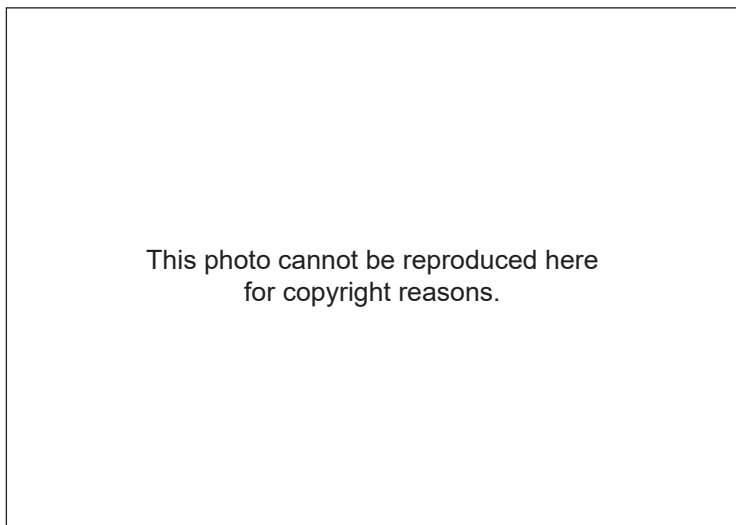
Source: Our overseas adventures, viewed 11 September 2018, ouroverseasadventures.com

SOURCE 6 — A model of sustainability

Sustainability

Social

Environmental

Economic

Source: Adapted from Thwink.org 2014, The three pillars of sustainability

SOURCE 7 — Extracts from two tourists' blogs

'Slow travel' is an increasingly popular term used to describe tourists spending more time at a destination and making conscious choices to immerse themselves in the local community.

It is often argued that slow travel offers a more responsible alternative to current mass tourism. Slow travel seems to be a more sustainable approach, because tourists have a greater likelihood of connecting with local people, food, and culture. This supports local jobs and contributes to local economies.

Slow travel is only for tourists with plenty of time on their hands and a large-enough budget to support long stays – like retirees. It caters for a smaller or limited clientele, which makes slow travel a niche market.

Slow travel may be more authentic but it won't suit tourists who have limited time or prefer more adventurous activities.

Source: Based on Miller Research n.d., 'Slow travel: sustainable travel?', *Miller Research Evaluation Consulting*, www.miller-research.co.uk

SOURCE 8 — An academic explanation of slow travel

What is slow travel?

One of the defining elements of slow travel is the opportunity to become part of local life, to connect to a culture.

By living as opposed to 'staying' at your destination, you can experience the place more intensely. You see people in your community or village every day — it is like an immersion process.

Source: Adapted from Footprint Choices 2018, 'What is slow travel?' in slowmovement.com; photograph from Reinstein, D 2014, 'The quest for authentic Africa', *Travel weekly*, travelweekly.com, photograph by Dana Allen/Wilderness Safaris