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Board of Community Psychologists APS (Tasmania)

SYMPOSIUM 1: LANGUAGE, RACE AND POWER
MONDAY, 25/9/89

Chairperson Prof. Peter Sheehan

(Approximate Times)

13:00 - 13:10 Opening comments

13:10 - 13:50 Graham Davidson (NTU)
presenting a paper on the topic
of Aboriginal Persons and Psychology Research

13:50 - 14:00 - Questions

14:00 - 14:40 Patricia Dudgeon (Curtain U)
presenting a paper on the development of an
Aboriginal Australian Psychology

14:40 - 14:50 Questions

14:50 - 15:10 Commentator for paper session -
Irruluma ne Issac Brown

15:10 - 15:30 Coffee Break

15:30 - 16:30 Panel Discussion - Towards setting the Australian Psychological Society's
Aboriginal Australia Agenda for the 1990's
(Chairperson to be determined)

16:30 - Formation of the Aboriginal and Thursday Islander Interest Group and/or Psychology Association - P. Dudgeon

17:30 Close of session... (to the pub)

19:00 Dinner (with entertainment)
EDITORIAL

Congratulations

Congratulations to Glenn Ross for this excellent edition of NETWORK. I had not appreciated how close tourism work was to the concept of community and the clear relevance of the area to the community psychology field. I was particularly impressed with sections addressing the issues of citizen power and involvement of community members in decision making processes.

Pakatoa

The meeting of Community Psychologists at Pakatoa Island in Auckland Harbour will have been and gone by the time readers get this edition of NETWORK. This meeting was a satellite of the World Mental Health Congress and attracted over forty community psychologists to a two day intensive symposium on issues of concern to us. Board member, Meg Smith is presenting on Self-Help Groups, Heather Gridley is presenting on the topic of Language, Women and Power, Di Bretherton is presenting on Social Action Tactics for Peace Psychologists (with Pam Oliver from New Zealand), and Des Hatchard is leading a session on Teaching Community Psychology.

To me, the Island Symposium looks like a classic meeting which will be remembered as a milestone in Australia and New Zealand Community Psychology. The meeting is jointly sponsored by the Australian Board of Community Psychologists' and the New Zealand Psychological Society's Division of Community and Applied Social Psychology.

APS Annual Conference - 1989

The Board is sponsoring two symposia in Hobart. Language, Race and Power is scheduled for Monday 25/9/89 to commence at 2:00 pm at a venue to be announced. At 5:30 pm, our AGM will occur - hopefully the same room as the symposium. At 7:00 pm dinner will be held at Mures (seafood) for up to 50 people. The Robin Winler Award will be presented at the dinner. Contact Heather Gridley (PO Box 3, Melton 3337 - ph.(03) 4847935ah) for bookings. Tuesday 26/9/89, the conference opens and our session titled 'Towards an Ecological Perspective' follows the President's Address. It is the only activity scheduled to follow the opening and is in the same room.
As with Pakatoa, I believe the Hobart meetings will be another milestone for the growth and development of Community Psychology in Australia. I hope to see you there.

Change of Editor

As of the next edition of NETWORK, Des Hatchard is Editor. I have very much enjoyed my time as Editor of this humble publication. Increased work commitments, however, make it impossible for me to continue in this role. Besides, I feel that the publication has reached a plateau under the current Editor and needs new energy.

I particularly admire Des Hatchard's commitment to the expansion of NETWORK into bulletin or journal status within the APS. I wish him well.

Art Veno
GUEST EDITORIAL

Tourism and Australian Communities

Over the last few years tourism has come to be regarded as Australia's great new growth industry. Politicians and industry leaders regularly extol the economic virtues of tourism for an economy overshadowed by a large foreign debt. It is now predicted that almost 6 million foreign tourists will visit Australia by the year 2000. This, combined with the increasing numbers of domestic travellers visiting a relatively small number of tourist destinations, means that host communities will in all likelihood, be much more aware of the tourist and the tourist industry in their midst. Whilst the economic effects of this trend are receiving a great deal of attention, the psychological and social effects of tourism on host communities are relatively neglected. This absence is of particular importance in the light of overseas findings which would suggest that the assumed benefits of tourism are not perceived as such by all people: many residents of host communities around the world believe that they pay a high price for tourist development, in terms of environmental degradation and social problems, and receive relatively few economic benefits in return.

This collection of papers is intended as an assembly of a variety of Australian understandings of tourism and its various psychological and social impacts. The papers represent a diverse collection of ideas and perspectives on tourism, unified principally by their focus on tourism's effects on Australian communities. Jane Harte has examined the experiences of Swedish visitors to Australia, and takes up some of the unique issues raised by this growing though relatively unnoticed segment of overseas visitors. Neil Black has focused on the effects of change on heritage buildings, and how various changes are perceived as being in keeping with the authentic nature of the period they represent. Nerina and Marie Caltabiano have studied the reactions of Italo-Australians who return to Italy as tourists, and present findings on how this experience influences ethnic identity as well as the implications this has for overseas tourists visiting Australia. Glenn Ross presents a coverage of the major overseas community impact studies as they relate to host-visitor relationships, and how various models are now being proposed to account for community reactions to this industry. Lesley Clark takes the perspective of a local government councillor and examines the major social impacts of tourism in a rapidly growing tourist area of Far North Queensland. She goes on to highlight some mechanisms by which the more negative effects can be ameliorated. Finally Steve Turton, a geographer, reviews one of the
major social science texts in this area - Mathieson and Wall's *Tourism: Economic, Physical and Social Impacts*.

These papers are by no means meant as a definitive statement on the psychological and social impacts of tourism on Australian communities. As a discipline we have relatively little data on the effects of tourism in this country, and have only recently begun to understand the impacts of tourism from a psychological perspective. These papers are meant to share some findings, some ideas and some concerns with a wider audience. Hopefully they will play a small part in the empowerment of host communities and may even contribute to more satisfying interactions between hosts and guests.

Glenn Ross
James Cook University of Nth Qld, Cairns Campus.
SWEDISH TOURISTS IN AUSTRALIA: 
SOME HYPOTHESES AND SUGGESTIONS FOR RESEARCH
by
Jane L. Harte
James Cook University of North Queensland

Swedish Tourists in Australia

There has been a sharp rise in the number of Swedish visitors to Australia in recent years and it is feasible that this could facilitate an impact on Australian society in relation to tourist facilities, education and financial investment. Some possible reasons for the increase in visitation are put forward, and it is suggested that because of an ease in assimilating, as well as an appreciation of unspoilt, natural attractions, Swedish tourists are desirable assets.

The number of Swedish tourists visiting Australia yearly has increased considerably over the last decade, yet very little is ever spoken of them in this country. Instead, we hear news of the vast American and more recent Japanese influx to our shores. American styled hotels are in abundance; we are, in fact, frequently castigated for not providing the service Americans expect. Daily, planeloads of Japanese arrive to indulge in lightening tours, golf practice and honeymoon activities. Millions of dollars are spent catering for these groups and they make, arguably, all kinds of positive and negative impact on our society. Yet there is a steady increase in visitation of a group of people with Scandinavian backgrounds. What kind of impact, if any, may they have on our society?

The present article addresses this question, as well as presenting some hypotheses about why there is a special interest by Swedes in visiting Australia. What is put forward is conceptual, based largely on this author's observations both in Australia and as a resident of Sweden. It is the objective here to raise some issues which may propagate interest in research on this topic.

It is both legitimate and useful to begin this discussion with consideration of some of the terms which are used here interchangeably. The reader will notice that the term "tourist" is used in the same manner as the term "visitor". In defence of the the systematic social psychological study of tourist experiences, Pearce (1982) argues that tourists should not, in fact, be placed in the same categories as visitors of family and friends, conference travellers,
sports or business people. This is based on indications that the latter groups are not perceived in the same way as tourists.

Through the uses of fuzzy-set indices, Pearce found that people's ideas of what it means to be a tourist (e.g. a person who takes photos, hangs around famous sites and never really belongs) is far less fuzzy than their ideas of being a travelling businessman or sports person. Despite this semantic difference, there is no reason why all visitors, irrespective of their purposes for coming to Australia, should not engage in "tourist like" activities. What is there to stop a conference traveller from taking a flash tour of the Hunter wine areas, or a visiting cricketer using a role of film on the Sydney Harbour Bridge? By engaging in such activities, it is proposed that a national group of visitors may have an impact on Australian society whether they are specifically labelled "tourists" or not. It is for this reason that the word "tourist" is, for the present purposes, considered synonymous with what the Australian Bureau of Statistics classes as "short term visitor".

According to Table 1, the annual number of Swedish visitors to Australia has increased tenfold in twelve years. Before 1975, this number was so small the Swedes were put into the class of "others" arriving in Australia. Although there has been a huge leap in recent years, the history of Swedish visitation is quite long. Probably the first Swede to land here was the naturalist, Solander, from Pitea, who was part of of Cook's scientific expedition in 1770. On his second voyage, Cook brought another Swede, a deckhand named Sparman (Beijbom, 1983). Later, several Swedes were among the foreigners who were tried for crimes in Britain and who became convicts in the Antipodes. Lyng (1939) documents one, Linivold, who was tried for stealing a gun and dispatched on the "Portsea" in 1838 for a visit of 14 years' duration to Australia. One could assume that the 21,900 Swedish visitors in 1987 had a more pleasant time.

Table 1
Swedish visitors arriving in Australia

<table>
<thead>
<tr>
<th>Year</th>
<th>No. visitors</th>
<th>Year</th>
<th>No. visitors</th>
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<tbody>
<tr>
<td>1975</td>
<td>2,083</td>
<td>1983</td>
<td>6,100</td>
</tr>
<tr>
<td>1976</td>
<td>2,264</td>
<td>1984</td>
<td>7,600</td>
</tr>
<tr>
<td>1977</td>
<td>2,492</td>
<td>1985</td>
<td>9,700</td>
</tr>
<tr>
<td>1978</td>
<td>3,004</td>
<td>1986</td>
<td>14,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1987</td>
<td>21,900</td>
</tr>
</tbody>
</table>

Source: Australian Bureau of Statistics
The reasons which surround a Swedish interest in Australia are probably diverse and multi levelled but two possibilities stand out. The first is a natural kinship with people who have learned to live from a land which presented a harsh terrain and climate for its first European occupants. In the northern parts of Sweden, temperatures may drop to -50 degrees Celcius in the winter. So called norrlander are traditionally a tough, hardworking people who coped with country as inhospitable as Australia's western regions. Heavily glaciated and therefore poorly topsoiled, Sweden's land mass is less than 10% arable. This contributed to a major famine last century, during which half the population fled to America for a new chance of life. Those who stayed has to conquer their own frontiers. These days, Swedes have a strong respect for the land and a fondness for general outdoor life which is shared by many Australians.

A second reason may be the increase in amount of information about Australia presented to Swedes during the last ten years. Since 1982, for instance, Australian television productions have been shown on the national station and they have met with much popularity. (The Australian actress, Sigrid Thornton, in fact, is somewhat of a celebrity in the Swedish press.) Further, Australian films and music are met with cult followings in the interest clubs of Stockholm. Students of literature and art now discuss the genius of Patrick White and Sidney Nolan in the avante garde bars of Mariatorget in Stockholm. All this has provided for a baited interest in a land at the other end of the globe. Australia has become the "new frontier" to replace America.

Swedish tourists generally have assimilated easily into Australian society. Koivukangas (1974) suggests that this is due to, amongst other things, extensive intermarriage with people of Anglo origin, weak ethnic societies within their new country as well as weak church and press influences. There seems to have been a cultural malleability through willingness to become part of the new society. It is suggested here that this trend is also evident in the way Swedish tourists visit Australia. They appear not to travel in large, organised groups as do other nationalities, they relish in the opportunity to use their second language, English, and they seem to prefer to don a backpack and visit the less populated areas of the land. If this is the case, it may provide an explanation for why this national group of tourists is comparatively silent.

If over twenty thousand Swedish visitors yearly in Australia can be so silent, is it possible that they have any impact at all on our society? To investigate this, research could be directed along several avenues;
the visitors' interaction with Australian tourist environments, the possible educative role the visitors fill, and the amount of money Swedish tourism may generate in Australian society.

The particular way Swedes interact with Australian tourist environments may effect the development of tourist facilities. Pearce (1982) defines a tourist environment as "any environment which fosters the feeling of being a tourist" (p.98). In this country, environments which meet this criterium may vary from the western desert regions to Kakadu National Park, the Great Barrier Reef, the Sydney Opera House or even Kings Cross. With regard to the assessment of the impact of tourists through interaction with a particular tourist environment, consider that there may be some types of tourist who like to see Australia's natural landscapes such as the coastlines, rainforests, snowfields and desert areas, without the imposition of a five star hotel, tourist restaurant or souvenir kiosk. The traditional perceptions of tourists as littering loud and vulgar may not apply to a group of people who easily assimilate and who have a respect for natural landscapes and outdoor life.

Of particular importance to an impact on Australian society is the educative role possibly filled by Swedish visitors to Australia. It was hypothesized earlier that more information about Australia in Sweden is attracting many of these Scandinavian tourists. Ironically, this information seems to have had an impact on their society. However, a valid question surrounds the contribution of Swedish tourism to Australians' knowledge of Sweden. If this knowledge is being enhanced, is it reflected in an increase of Australian visitation to Sweden?

In a more general sense, is Swedish tourism generating investment in Australia? An increase in exchange of information as well as an enhanced interest in its population to visit our country may indeed provide for more Swedish spending both on individual and corporate levels. This could have consequences ranging from easier access to Hasselblad cameras to the establishment of flight routes directly linking Sweden and in general, Scandinavia, to Australia. As yet Qantas and SAS do not have a reciprocal travel agreement. The recent establishment of the Swedish chain store, Ikea, in Australian cities, may then be signifying a future trend.

Whatever is the case about Swedish visitation to Australia, the fact remains that the annual number of Swedish tourists reaching our shores is increasing and that this should be recognised as a possible source of impact on parts of Australian society. Furthermore, the
trends of short term visitation may eventually be reflected in Swedish migration to Australia. Beijbom's (1983) prediction that Australia will become the most common place for Swedes to migrate may indeed be fulfilled.

References

THE IMPACT OF EXTERNAL CHANGES ON HERITAGE BUILDINGS - DO THEY STILL REPRESENT OUR HERITAGE IN THEIR NEW GUISE?

by

N.L. Black.

Wiltshire (1983) called for a much closer link between the tourist industry and Queensland heritage. This link and an awareness of Queensland heritage has grown in the past ten years. Heritage buildings, one segment of our cultural past, are often recycled to maintain economic viability. In this study four heritage buildings were modelled and external changes made to reproduce restaurants. Photographic simulations (sequences of 35mm colour slides) were presented to 84 Behavioural Sciences students to ascertain changes in perception due to the external changes. The Court House improved positively on each rating scale with each additional change. 'Rosebank' and the Stock Exchange indicated little change. St Brigid's Church provided almost identical profiles regardless of the changes made. It would appear that change in use of heritage buildings is acceptable and the impact of the change overridden by the basic authenticity and uniqueness of heritage buildings.

Wiltshire (1983) called for a much closer link between tourism and heritage in Queensland, a greater utilisation of cultural and natural sites by visitors. Awareness of heritage, of our past, has grown in the past ten years. This interest in heritage has been fuelled from three main sources. The first was a series of events threatening our heritage. Events such as the night-time demolition of the Belle Vue Hotel in Brisbane (1979), closely followed by the destruction of the Cloudland Ballroom; the Lindeman Island National Park resumption fiasco; the declaration of the Franklin River and more recently the North Queensland Rainforests as World Heritage Listings have maintained this awareness. The second important factor has been the growth in tourism. National Parks, the Great Barrier Reef, rainforests are exploitable areas. Areas that tourists, both Australian and overseas, will visit; areas where they will stay, play and pay. The final influence has been the Bicentennial Celebrations of 1988, a time of focus on Australia, its past, our heritage.

One facet of the tourist attractions upon which focus needs to be placed is heritage buildings and precincts. Examples of restored and currently viable heritage precincts may be found at Port Arthur Penal Settlement (Tasmania), The Rocks (Sydney), the Charters Towers Conservation Area, to name a few. Another group of heritage precincts are those that have been specifically constructed to attract and cater for
tourism - Sovereign Hill (Ballarat), Timbertown (Port Macquarie). Buildings in both the original and specifically constructed precincts often have changed usage to remain viable. Latreille, Latreille and Lovell in New Uses for Old (1982) give many examples of heritage buildings that have undergone alteration to retain economic viability. Some of the more unusual changes in usage listed by Latreille et al. (1982) were the conversion of the Fremantle Colony Lunatic Asylum to a museum and art centre, a jam factory into a retail and entertainment complex, a birdseed factory to a sculptor's studio, a refuse incinerator converted to a theatre and a public lavatory to a public restaurant. The Australian Heritage Commission register of the national estate, The Heritage of Australia (1981) also records many heritage buildings that have undergone changes in usage.

In order to gauge people's reaction to external alterations associated with change in usage, four heritage buildings were constructed as models and revamped into restaurants. Each building represented one of the main building usages in the listings of The Heritage of Australia (1981) - domestic, government, church and commercial. The buildings selected to represent each type were local heritage buildings from the Townsville and Charters Towers areas. Domestic - 'Rosebank', a large Queensland timber residence with wide verandahs and cross braced balustrades, high corrugated iron roof, constructed in 1885. Government - the Court House in Charters Towers, a simple Classical Revival building, one storey with a very high ceiling, of brick render construction with surrounding timber verandah, white with a brown trim. Church - St Brigid's Roman Catholic Church (Townsville), a small timber church constructed in 1904. The walls have exposed stud-frame construction and unusual buttresses. Commercial - Stock Exchange Arcade in Charters Towers, built as a shopping arcade in 1887-8, it was in use as a Stock Exchange in 1890. This building, backed by an arched glass-roofed arcade, has been restored to original condition and colour scheme. These buildings were modelled and presented at three levels of change.

The aim was to evaluate people's attitudes to the changes as presented via the models. Is the previous rating level for preservation of that building retained? Does the building still fit respondent's impression of a heritage building? Do the ratings in bipolar scales alter with the external changes proposed? In other words how do the public react to the proposed external changes?

The four buildings were constructed in model format, scale 1:25. The 'Rosebank' model was therefore approximately 800mm x 900mm x 400mm high. This scale allowed for a high degree of accuracy in
construction detail and for changes to be made to the exterior of the buildings. The models were then photographed and presented to respondents as a sequence of 35mm colour slides, approximately 15 slides to represent each building. The buildings were presented in three levels of change - "as is now - no change", reconstruction of the building as it presently appears; "small change", with a change to five percent of the external area - the addition of signs; "large change", with a change of twenty percent of the external area - signs plus chairs, tables, blinds/awning. In the "large change" it was necessary to add an awning to St Brigid's Church to create an outdoor area. Three of the twelve patterns (4 buildings x 3 levels of change) were presented via the sequence of slides to groups of second-year university students, average of 20 students per group. The buildings are shown in Figure 1.

Responses were recorded in a questionnaire utilizing seven point scales. The scales represented attitude to preservation of heritage buildings in general, attitude to the preservation of the specific building viewed, the degree to which the heritage building matched respondent's impression of a heritage building. Eight bipolar scales, attractive-unattractive, ornate-plain, characterful-characterless, vibrant-still, tranquil-stressful, dignified-undignified, unique-common, like-dislike, were utilized to elicit people's perceptions of the heritage buildings. Respondents were also asked to record features of each building that they believed added to and/or detracted from the building's appearance.

Of the 84 participants, 54% believed that heritage buildings in general should be very definitely preserved, 31% fairly definitely preserved. These results echo the strength for preservation recorded from over a thousand subjects interviewed during this research. The preservation of the specific building viewed recorded that 40% of respondents would very definitely preserve it, 26% fairly definitely. Fifteen percent of respondents perceived their building as being an excellent example of a heritage building, 32% a very good representative and 26% a good example. Results using the means of the bipolar ratings, the preservation ratings for specific buildings and rating of fit with respondent's impression are presented in graph form using means in Figure 2.
Figure 1. The three levels of change - "as is", "small", "large" for the four heritage buildings.
(b) Court House "as is now"

'small change'

'large change'
(c) St Brigid’s “as is now”

"small change"

"large change"
Figure 2. Profiles of the mean ratings elicited for the four buildings - Rosebank, Court House, St Brigid's, Stock Exchange, over three changes.

(a) Rosebank - profiles for the three levels of change.

(b) Court House - profiles for the three levels of change.
Figure 2 (continued).

(a) St Brigid's Church - profiles for the three levels of change.

(b) Stock Exchange - profiles for the three levels of change.
As can be seen in the graphs of "as is now", "small" change and "large" change for the four buildings (Figure 2), the reaction to the alternative futures and external changes were positive. There were few significant falls in the ratings toward the negative pole and some strong movements toward the positive pole. When studied as individual buildings the Court House improved significantly in the positive direction with each additional change. St Brigid's on the other hand remained static, the profiles for "small" and "large" changes particularly remaining very close. The Stock Exchange experienced an overall positive movement in ratings with the addition of signs (small change) but reverted to approximately the original profile when further changes were made. 'Rosebank' was the only building to experience negative movement. With the addition of signs the profile moved in a negative direction when compared with the "as is now" profile but recovered somewhat when extra changes were imposed. Overall the reaction to the addition of external features was positive.

The features most frequently selected as adding to the building's appearance were verandahs, verandah posts and railings, awnings, wrought-iron, archways and filigree. The features that detracted were anything modern that intruded, e. g. the iron pipe hand-rails on the Court House steps, the signs and blinds, particularly the signs. Two subjects only passed comment (negative) on using a church as a restaurant. Although Figure 1 represents the buildings in black and white, the sequence of slides colour elicited approximately equal positive and negative responses to the colour schemes, particularly of the Stock Exchange and St Brigid's Church. The addition of external changes did not alter the range of heritage features selected. Of interest is the apparent 'neutrality' of the tables and chairs which drew very little response, positively or negatively. This neutrality of specific furnishings needs to be researched further. It may be possible to determine other features which display similar 'neutrality'. Even design signs that attract less negative response, more closely match the building in style and era, yet fulfil the function of advertising and attracting.

St Brigid's presents an interesting case. Here a church has been desanctified, crosses removed and converted to a restaurant with the addition of garish signs, tables and chairs, blinds and awning. Responses to features that add/detract indicate that the external changes were observed yet the profiles of the three presentations of St Brigid's remain very close. The static nature of the profiles for St Brigid's Church may be due to a combination of cues, religious and heritage. The building is easily identified of its original use by its shape - religious cues; its age, style of construction and building materials -
heritage cues. For all four buildings, subjects were aware of the changes but the cues of heritage appear to have overridden the gross distortion of the original building. It is possible that the basic authenticity of the heritage buildings outweigh the external changes imposed. This idea of authenticity of heritage buildings is supported by the cohesiveness of the ratings on the unique-common bipolar scale. The rating on this scale is little changed for each of the three presentations. Again the uniqueness of the heritage buildings is perceived despite the changes added.

It would appear that change in usage of heritage buildings is acceptable, even when large external changes are imposed. The impact of the change would appear to be overridden by the basic authenticity and uniqueness of the heritage building. It is possible to add features to implement change in usage thus creating economic viability while preserving the building and retaining the heritage aspect. Changes designed to attract tourists whilst retaining authenticity and our heritage.

References


IDENTITY CHANGES: A CONSEQUENCE OF THE TRAVEL EXPERIENCE
Nerina J. Caltabiano
Cairns Campus of James Cook University
and
Marie L. Caltabiano
James Cook University, Townsville

Abstract

This study investigated the ethnic identity of Italo-Australians after a travel experience to Italy. Results suggest that identity changes depended on the individual's pre-travel ethnic identity and generation level. Factors affecting ethnic identification were Italian culture, the national image of Italians and aspects of interpersonal behaviour. Findings were interpreted in relation to culture contact theory. The implications of these results for the tourist and hospitality industries were discussed.

Introduction

Culture contact and particularly culture shock associated with the travel experience is receiving increased empirical attention (Antler, 1970; Cort & King, 1979; Furnham & Bochner, 1982; Pearce, 1982a; Selltiz & Cook, 1962; Sewell & Davidsen, 1961).

Oberg (1960) originally used the term culture shock to refer to adaptational strain, loss of the familiar, rejection by or towards a new culture, feelings of surprise, anxiety or indignation regarding cultural differences, and feeling unable to cope with the new environment. Other terms related to culture shock include language shock (Smalley, 1963), role shock (Byrnes, 1966) culture fatigue (Guthrie, 1966) and culture impact (Craig, 1979). These related terms usually emphasize certain aspects of the travel experience which are disturbing. Culture shock can also apply to the host group. Contact with many tourists over a long period of time may serve to highlight differences in economic wealth between groups, and may cause the host group to experience racial or ethnic prejudice (Furnham & Bochner, 1986).

Furnham and Bochner (1986) include the notion of a negative evaluation of the traveller's own culture in their definition of culture shock. This implies that tourist contact with the host group can be stressful not only because of cultural differences but also because it leads to appraisal of the tourist's own culture.
While there are numerous studies in the tourism literature on ethnic contact (see Pearce, 1982a), some studies on the impact of tourism on the hosts' ethnic identity (Petit-Skinner, 1977; Smith, 1978; Boissevain, 1978), relatively few studies have investigated empirically the impact of travel on the travellers' ethnic identity. Two studies which have included such an emphasis are the Australian research of Steinkalk and Taft (1977) and the British research of Pearce (1982a). Both studies demonstrated that the impact of travelling was sufficiently powerful to influence travellers' beliefs about their home community.

There is some indication that identity changes are less if the disparity between the traveller's culture and the host society is minimal. Cort and King (1979) found older American tourists in Africa to reidentify with their home country, be withdrawn and hostile towards the host culture. For sojourning foreign students in westernised countries, the return to the home country exposes them to contradictory social expectations (Bochner, Lin & McLeod, 1979).

A key issue is the definition of ethnic identification. Ethnic identity can be defined as the person's felt degree of belongingness to a particular ethnic group. It is important that this emic approach to ethnic identity be distinguished from ethnic origin, which can be understood as a person's ascribed ethnic status. Such ascribed ethnic status usually depends on factors such as the person's place of birth, appearance, race, gender, language, religion and lifestyle. Accordingly, a person's ethnic origin, which is an ascribed ethnic identity, may not correspond with that individual's perceived ethnic identity.

A number of studies in the ethnic identity literature have profitably employed the emic approach (Taylor, 1975; Giles, Taylor, Lambert & Albert, 1976). Such research has frequently employed a multidimensional approach in which individuals are asked to rate their similarity to a number of target individuals. These target individuals usually represent some combination of language, cultural and geographic factors. The results of such studies demonstrate that a strong sense of ethnic identity can be achieved through different forms of identification, since in some parts of the world geographic origin is critical while in other places factors such as language or cultural heritage account for the source of the group's identity (Taylor, Bassili & Aboud, 1973; Morse, 1976, 1977; Giles, Taylor & Bourhis, 1977).

In summary, this study investigates Italo-Australians' travel experiences in Italy in affecting their ethnic identity.
Method

To obtain a representative sample of subjects from one community in Australia, the electoral rolls of the city of Canberra were used. Canberra as a site for this study is interesting from the point of view of being an inland, urban community that is both reasonably isolated and important since it is the national capital. One would suspect that it has a moderate attraction as a tourist destination but a relatively high rate of local exodus either interstate or overseas. A list of names was compiled using the researchers' knowledge of Italian surnames (guides to the selection on names included o, a, e, i vowel endings to surnames, the christian names, and probable pronunciation). Using a random start every tenth person from this list was selected and was sent a questionnaire. The samples' occupational type, length of time in Australia, generation level and degree of Australian assimilation were found to vary considerably within the group.

The questionnaire consisted of a number of sections amongst them being: questions concerning ethnic identity and Australian assimilation, perception of Italian stereotypes, travel experiences associated with such travels and demographic information. Specifically, their ethnic identity was assessed by asking respondents to list some things about travelling to Italy which might be important in making a person aware of their ethnic origin. There was a consistent attempt to provide a balance of open-ended and structured questions throughout the questionnaire.

Results and Discussion

A sample of Italo-Australian travellers drawn from the city of Canberra suggested that as a consequence of their travel experience cultural differences were highlighted and cognitions about identity were found to shift towards the mainstream cultural reference group. The direction of identity changes was found to depend on the individual's pre-travel ethnic identity and generation level. Travellers with a high level of pre-travel identification and those who had arrived in Australia as adults became more aware of the Australian component of their identity. Those born in Australia, who had a low level of pre-travel Italian identification, became more aware of their Italian heritage.

Italian culture, the national character of Italians and the physical warmth and intimacy of Italian interpersonal behaviour were perceived to be critical to ethnic identification. Economic, religious and
political factors were relatively unimportant in affecting ethnic identity.

This study has demonstrated the social impact the host culture can have on a traveller's ethnic identity. Australian migration obviously has not been in the same proportions as that of Italian migration. With regard to migration, Australia has generally played a receiver role rather than a sender role. Consequently, the question that should be addressed is not whether Australians returning to Australia will see themselves as more or less Australian after their return but rather in what ways are Australians as a host culture unconsciously affecting visitor's awareness of their identity.

What aspects of Australian culture cause differences in ethnic identity to be salient? Does ethnic identity for the tourist become modified as a result of increased contact with different cultures, and if so, how? Does the easy-going, friendly nature attributed to Australians cause tourists to evaluate their own country's social relationships, or modify their behaviour in regard to tourists back home? Is Australia as a tourist destination perceived similarly by tourists of different nationalities, for example, the Japanese or Americans? These questions provide fruitful avenues for future research and have implications for the tourist and hospitality industries.

Specifically, Australians need to be more conscious of their reactions to visitors and be more aware of cultural differences, especially of those countries from where Australia draws its tourists. Australians in the hospitality industry ought to emphasize the positive and diverse aspects of Australian culture rather than the narrow stereotyped view implied in Ockerism. Similarly Australians should be encouraged to explore the culture and language of their visitors so that a more meaningful exchange can occur through the host - visitor relationship.

After all, it has been well documented that it is culture contact that emphasizes the adjustment and readjustment processes necessary when individuals transfer from one cultural setting to another (Bochner, 1982 and Klineberg, 1982). Furnham and Bochner (1986) have developed this argument further by pointing to some positive consequences of culture shock, namely, self-development and personal growth. Therefore, it appears that certain aspects of the cultural contact experience would be seen to affect the visitor's sense of identity, be it ethnic and/or personal.


THE IMPACT OF TOURISM ON HOST COMMUNITIES: SOME PREVIOUS RESEARCH AND CONCEPTUAL TOOLS

by
Glenn F. Ross
James Cook University of North Queensland,
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Abstract

This paper seeks to examine how researchers in various contexts and from a variety of disciplines have investigated the impacts of tourism on host communities. Some of the major predictor variables associated with this area are presented, together with stress models which now seek to understand the extent and nature of negative impacts of tourism on local communities. Finally some suggestions are also offered as to how host communities may be empowered so as to mitigate the impacts of the tourist industry.

Introduction

The regional economies of a number of Australian communities such as North Queensland have undergone major changes in the last decade or so, reflecting the rapid growth of the tourism industry and the relative decline of more traditional industries. The tourist industry in Cairns now accounts for approximately 15,000 visitor nights every night, and attracts in excess of $340 million per year in direct tourism expenditure, and all within a city of some 70,000 people. This industry has now come to predominate the life of the city of Cairns, and is frequently advanced as its economic mainstay for the future (Cameron McNamara, 1986). Moreover a similar impact is now being reflected in a growing number of Australian communities from Broome to Ballarat, Coffs Harbour to Katoomba, Phillip Island to Freemantle, and from Nooriotpa to Noosa.

Such changes in the economic and social life of any community cannot but have an impact upon many of the residents of that place, whether for good or ill (Appleton, 1988). Murphy (1985) has argued that two contrasting situations can evolve from tourist development, representing bipolar co-ordinates along a social interaction continuum. At one extreme, tourism-related social changes can lead to development, representing socio-economic advances in the community, an improvement in the standard of living, and an overall social and cultural enrichment in the life of the city. At the other extreme, changes can lead to dependency, represented by economic...
growth which leaves an underdeveloped social structure or reinforces and enhances existing social injustices. In this latter situation, Murphy holds that a few members of the host community gain handsomely from the growth and development, whereas many residents do not feel that they participate in or benefit economically or socially in any meaningful way from the industry.

Factors Affecting Resident Attitudes

The manner in which any community responds to the opportunities and difficulties posed by a growth in tourism depends on a variety of factors, not the least of which is the community's attitudes to tourism. A variety of commentators (e.g. British Tourist Authority, 1975; de Kadt, 1979; MacFarlane, 1979) have made the point that a major influence on any community's attitude to tourism is the level of contact between tourists and locals. Moreover this level of contact is not uniform, but spatially selective. Those who live in close proximity to the major tourist activity of a leisure location will be most aware of the industry and experience the full impact of its disruption in their daily lives. Those, however, who live out in the suburbs or further from the focus of the industry will be less aware of the industry because they will come in contact with tourists and the infrastructure less frequently.

Murphy (1980,1981) has found that certain types of residents have developed much more positive attitudes to tourism than have others. Those residents with a commercial interest in tourism were more likely to be favourably disposed to the tourist than were other residents. Those who own or operate businesses and those who work in those businesses have been found to be more likely to have prominent and positive attitudes to tourism than those who have no direct involvement or perceive that they derive no benefit from tourists. Murphy (1980) in a study of three English tourist centres, found that the decision-making groups in the communities, represented by the business sector and local administration had a more positive attitude to tourism than the other residents. Pizam (1978) in a study centred on Cape Cod, Massachusetts, found that businessmen saw tourism as having a greater positive impact on the quality of life of the district than did other residents, and that they also attributed better police, more fire protection and more recreational facilities to the presence of tourism.

It has been suggested that one of the reasons why locals generally place a lower value on tourism, when compared with other groups such as businessmen and local administrators, is that they are often
unaware of the extent of the economic advantage of tourism to their community. The British Tourist Authority (1975), cited by Murphy (1985), found that the general public was largely ill-informed regarding tourism's contribution both to the local and the national economies. The British Tourism Authority concluded that this is a common problem, demonstrating a general weakness in the industry's public relations, when it fails to explain the role of the industry in maintaining and increasing the standard of living for the people of the local community, whose co-operation and goodwill are seen as essential.

Murphy (1985) has also made the point that community attitudes are also related to the growth stage of the industry and its concomitant volume of business. He posits that as the industry grows in a centre, not only does the quality of social interaction change, but residents come under increasing pressure as they compete for limited space and resources within their home environment. Murphy has found that the most frequently quoted irritant for residents is congestion: in local restaurants and hotels, longer shopping lines and traffic and parking. Other concerns focus upon issues such as community development appearing to take place to suit the tourist developers and not residents, concerns that property values will be inflated and that rates and taxes will be increased by local councils so as to raise more money for investment in tourist infrastructure. Murphy has also found that locals were concerned about the growth of litter and vandalism which they commonly associated with the influx of tourists. Murphy concludes that if the industry is to improve its image and profile within local communities, it must find ways to enhance the positive advantages of the industry and minimize the problems. He believes that an appropriate place to start is at reducing the social stress and irritants associated with increasing business volume by way of separating functions and placing limits on development in particular zones.

Stress Models

There is now a growing awareness among commentators regarding tourism's negative as well as positive effects upon a community. The emergence of obvious negative community attitudes toward the industry and tourists has led to the proposal of several visitor-resident models within the social sciences which attempt to incorporate both of these above mentioned positive and negative components. Young (1973) has argued that for any tourist city or region there is a saturation level, and if that level is exceeded the costs of tourism begin to be seen to outweigh the benefits.
Doxey (1975) has proposed the "Irridex model" which seeks to identify and explain the cumulative effects of tourism development over time on social relationships within host communities. Basically Doxey has developed a model that demonstrates a direct link between increased community irritation or stress, and continual tourism development. The model holds that in the early stages of development tourists are likely to be greeted with enthusiasm by local residents. The new industry is perceived to bring enjoyment and revenue, and the earlier tourists are seen to be interested in and appreciative of local customs and lifestyles. As the volume of tourists increases, contact between residents and visitors becomes less personal and more commercialised, and visitors are seen to demand more facilities built specifically for them. At this stage the tourist industry is no longer new or a novelty, but rather taken for granted in the life of the city. Local people are said to develop a more apathetic attitude to the industry.

If development continues, it may exceed community tolerance thresholds because of such factors as increased congestion, rising prices and changes to customary ways of life. Moreover, residents may feel that their community is being greatly altered and they've not been consulted about this. Here the costs of accommodating the tourist industry are perceived as beginning to exceed benefits. This annoyance can change to antagonism if tourism and its facilities are perceived to be the cause of the locals' economic and social problems. Doxey here cites the instances of murder of wealthy white tourists in some underdeveloped countries.

Butler (1980) has also advanced an explanatory model here which is said to be founded on the product cycle concept. In this concept sales of a product proceed slowly at first, are then said to experience a rapid rate of growth, stabilize, and finally, often decline. Tourists initially are said to come to an area in relatively small numbers. As facilities are provided and the destination becomes better known, numbers of tourists increase. With further promotion and the growth of facilities, the venue's popularity escalates rapidly. However, the rate of increase is said to decline at the point where levels of carrying capacity are achieved. Butler argues that at this point the attractiveness of an area declines vis a vis other tourist areas because of overuse and the general impact of tourists. At this point the number of visitors may actually start to decline.

Butler has thus advanced a stage model; eg. exploration, involvement, development, consolidation, stagnation, decline and rejuvenation. This is particularly evident at the stagnation stage, where an area may
choose either to rejuvenate or decline, depending upon the circumstances prevailing within that location at that time.

Butler argues that in addition to visitor and destination characteristics, resident reactions are likely to be related to differences among groups of residents, where businessmen may be more favourable and aggressive in their support of the industry whilst conservationists may be less favourably disposed to and aggressive in their opposition to some parts of the industry. Finally he says that the general public could well be apathetic and inactive in this context, because they may perceive that they derive only marginal economic benefit from the industry, because it seems to have no direct bearing on their lives, or because they see no way of reversing the process.

Environmental Impact of Tourism

Lui, Sheldon and Var (1987) have argued that there has been relatively little in-depth study done on resident attitudes toward environmental change brought about by tourism. The few studies that have been completed reveal both negative and positive environmental impacts. Kendal and Var (1984) summarize the research on negative environmental impacts as revealing concerns which impinge upon residents' lifestyles such as crowding, traffic congestion, noise, litter, property destruction, pollution, alterations to community appearances, destruction of wildlife, and ad hoc development. Travis (1982), in similar vein, cites damage to cultural resources, land use loss, and increased urbanisation.

Kendall and Var (1984) have found the following positive impacts of tourism mentioned in the literature: more and better leisure facilities, more beaches and parks, and greater recognition of the importance of conserving historical buildings. Travis (1982) has cited the development of infrastructure and superstructure, pollution control, and public health benefits as additional positive environmental aspects of tourism. In a recent and thorough study of both the negative and positive responses of residents to the environmental impact of tourism, Lui, Sheldon and Var (1987) examined factors related to environmental protection, economic benefits, social costs and cultural benefits. Lui, et al (1987) also found that residents did not only blame tourists for environmental changes, but they also comprehended many of the benefits brought about by the industry, such as the preservation of historic buildings and precincts. They concluded that residents in more touristically developed regions may be more aware of both positive and negative effects through media debates on public issues,
community discussions, and the witnessing of frequent large-scale tourist development.

Summary

An examination of the literature related to resident reactions to tourism has revealed a number of prominent factors which have been suggested as being critical in the moderation of local responses to visitors. Such factors among residents have included proximity of residents to the core tourist zone, the occupations of residents including their links with the industry, the awareness of economic and cultural benefits bestowed on a community by visitors from other places, the relative importance of or perceived strength of the local culture, perceived irritants such as congestion in areas such as parking, traffic, shopping and in hotels and restaurants, perceived levels of rates and taxes, litter, vandalism and more serious crime, and issues related to community development for the benefit of residents.

The identification of perceived impacts of tourism on residents, both positive and negative is important for the entire industry. The literature on this topic reflects public concern and even public hostility when environmental and social costs of tourism development are perceived to outweigh the benefits. For long-term stability of the industry, resident input and positive resident attitudes are seen as essential, particularly in the area of environmental impacts. Cook (1982), in her study of tourism development in British Columbia, makes a number of suggestions aimed at minimising negative environmental impacts. She would recommend that tourism planning ought to include goals and priorities of community residents. Such an approach, she argues, is the most effective way to ensure a stable tourist industry wherein locals and visitors mutually enjoy a particular environment. A documentation of the range of community attitudes to the tourism industry in the major tourist growth areas of Australia would seem an essential starting point in this endeavour.

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TOURISM AND FAR NORTH QUEENSLAND COMMUNITIES: A LOCAL GOVERNMENT RESPONSE

by

Lesley Clark
Mulgrave Shire Council

Introduction

Local authorities located in tourism areas today increasingly find themselves caught between competing interest groups. On the one hand there are resident and conservation groups opposing what they regard as damaging changes to their lifestyle and environment, and on the other hand there is the tourism development lobby advocating proposals which they claim will bring substantial economic benefits. Since local councils have a responsibility to support beneficial economic developments within their area, as well as representing the interests of the residents, rapid tourism development creates an enormous challenge.

The Cairns City and adjoining Mulgrave Shire Councils in Far North Queensland are no exception in this regard. The outstanding natural attractions of reef and rainforest, tropical beaches and sunny climate, along with an international airport at Cairns, have resulted in a dramatic increase in tourism in the past five years, which has not been without its local and vocal critics. As well, the income generated by tourism for the Cairns region has increased enormously. Cameron McNamara (1986) reported that in 1984/1985 visitors staying in commercial accommodation in the Cairns/Mulgrave area directly generated some $90 million, the comparable figure for 1987/1988 was $345... million. If flow-on effects are also taken into account it can be seen just how important tourism is to the economy of the Cairns region.

While economic benefits are very real, opposition to tourism in the Cairns region has been focused on the negative environmental and social effects that have become evident. The increasing crime rate and cost of living, lack of affordable housing, traffic congestion, proliferation of highrise buildings in Cairns city, destruction of some rainforest and wetland habitat as well as increasing noise pollution have all been identified as concerns by the local community both in the press and to me personally by ratepayers and resident organisations.
Concern about the effects of tourism was also identified by consultants Cameron McNamara (1986) in their report "Cairns Region Joint Tourism Study" prepared for both local authorities. In one of the studies reported by Cameron McNamara, residents reported the higher cost of living as being the major concern associated with tourism growth. The loss of character of the area featured as second choice, with crime and the social displacement of local residents being perceived as third most important. Cairns is of course not alone in experiencing such changes, as it shown by overseas studies of the social and environmental effects of tourism (eg. Kendall and Var, 1984; Mathieson and Wall, 1982).

Resolving the Conflict

How then should local authorities respond? I would like to share with you, as a councillor of Mulgrave Shire, an approach to tourism that I believe can avoid open warfare between developers and residents, and guide the actions of local authorities. This approach can best be summed up as 'Residents first, tourists second'. These are not my words but those of PATA - the Pacific Area Travel Association, when they prepared a report on the international tourism potential of Cairns in 1981. The Association claimed that such an approach would achieve the best, the most secure, the longest lasting and most profitable tourist development. Their claims are supported by studies in a number of overseas situations which have found that for long term stability of the industry, residential input and positive resident attitudes are essential. Cook (1982), following her study of tourism development in British Columbia, recommended that all tourism planning be based on the goals and priorities of residents. Failure to take into account the needs of residents can lead to resentment and perhaps even violence being expressed toward tourists (Doxey, 1976).

However, tourism planning has traditionally been influenced not by the needs of residents of the local area but rather by market research that provides a guide to the needs of tourists, such as the kind of experiences that they are seeking or the features of an area that they find attractive. Research carried out in the Cairns area reveals an interesting picture. Data collected in 1984/1985 by the Queensland Travel and Tourism Corporation and Cameron McNamara on the major attractions of the region, as perceived by tourists, indicated that scenery was clearly the most significant. The other major attractions were in order: the warm, sunny weather; the Great Barrier Reef, and the relaxed quiet atmosphere. These findings were, with very few exceptions, consistent across age, income level and visitor origin, and
serve to challenge the widely accepted belief that the reef is the major drawcard for the Cairns region.

Turning now to that important and growing tourist market, the Japanese, who spend on average five times the amount of other overseas tourists. Preliminary results of a study being carried out jointly by Griffith and Queensland Universities indicate that the Japanese have developed a desire to experience wild and unpolluted natural beauty on a grand scale, unavailable in Japan. The Cairns area is clearly exceptionally well endowed to provide the kinds of experiences that the Japanese want and expect. Interviews with Japanese tourists in Cairns confirm previous findings that the region's tropical scenery is a major attraction for overseas visitors. Childs (1987) has found that cities such as Cairns need to retain this unspoiled image if they are to increase their share of the Japanese tourist market. Many Japanese already go the the Gold Coast to enjoy the night life, beaches and high rise hotels. Childs has suggested the there is a continuing need to maximize the difference between Cairns and the Gold Coast, with Cairns being seen to offer the unspoilt natural beauty that is no longer available on the Gold Coast.

I would now like to return to those two apparently irreconcilable groups referred to at the outset, namely the residents and the developers. It should, I hope, be quite clear that 'residents first, tourists second' actually means 'residents first equals tourists first'. What becomes clear is that the very things that most residents want and enjoy, the relaxed quiet lifestyle, tropical scenery, low key environmentally sensitive development, are the same things needed to ensure that the region continues to retain its appeal to the great majority of tourists.

The Role of Local Government

Despite all the evidence referred to above, there is a real fear held by residents, and it is a fear that I share, that short-term profit will be more important to some developers than a sustainable industry. It is a fear that the industry will indeed sow the seeds of its own destruction if not controlled. In the light of this the role of local government becomes clear: it must, in areas such as the Cairns/Mulgrave region, put in place planning controls for the benefit of both the tourist industry and the local residents. Ideally these controls would be supported by the state government. Sadly in Queensland this is not always the case. Present state government legislation makes it possible to overturn planning decisions made at local government level, or even, as in the case of the Integrated Resort Development
Act, bypass local government altogether. I believe that such actions can only be to the detriment of all concerned, both the tourist industry and the residents.

**Some Social Impacts**

While town planning has a vital role to play in minimizing the environmental costs of tourism development, there are also social costs as mentioned at the commencement of this paper. Information provided by the Community Development Officer employed by the Mulgrave Shire and the Cairns City, gives an indication of community trends in two major areas, namely crime and housing. The figures paint a grim picture in both areas.

Over the last ten years there has been a 217% increase in crime in the Cairns Police District, whilst the population has increased by only 64%. As shown in Table 1 the largest increase has been in the category of serious assaults, rising from 9 to 150. Frequent requests from both Local Authorities for increased police numbers for the Cairns District have met with disappointing results.

<table>
<thead>
<tr>
<th>Offences</th>
<th>1976</th>
<th>1987</th>
</tr>
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<tbody>
<tr>
<td>Stealing</td>
<td>922</td>
<td>2632</td>
</tr>
<tr>
<td>Break &amp; enter</td>
<td>342</td>
<td>1274</td>
</tr>
<tr>
<td>Drug offences</td>
<td>114</td>
<td>536</td>
</tr>
<tr>
<td>Serious assault</td>
<td>9</td>
<td>150</td>
</tr>
</tbody>
</table>

Whilst it is difficult to assess the role of tourism in this increase, it is known that the hostels for young backpacking tourists are an easy target and thefts occur there frequently. As well, 50% of the crime is committed by juveniles, many of whom are drawn to Cairns and then find it very difficult to support themselves because of the high cost of living and subsequently turn to crime. Research in tourist centres overseas tends to confirm the relationship between tourism and increase in crime (McPeters & Strange, 1974; Jud, 1975).
The shortage of low cost housing and rental accommodation has reached a crisis in the Cairns area. Again it is difficult to quantify the role of tourism relative to the other broader economic factors. However, the influx of people to Cairns and the removal of cheap housing to make way for tourist accommodation has created a housing shortage that has pushed prices to unprecedented high levels. In January of 1988 the average rent for an unfurnished house was $130 per week (Raine & Horne, Real Estate Agents), and prices are continuing to rise quickly. The increase in rental prices has been in the order of 50% in the last twelve months. There are in excess of 700 families waiting for housing commission homes with no hope of obtaining a house in the near or medium term future. All crisis housing is full, for both adults and young people, and the Salvation Army last year served over 200 meals per day.

Cameron McNamara (1986) recognized the potential for tourism to create increasingly serious social problems. They maintained that while tourism developers cannot be held directly responsible for social problems that arise, it was in their interest to contribute to a general alleviation of such problems. They suggest "contribution to support systems, assistance to displaced families and the provision of accommodation during the construction phase for new projects" (p.11) as possible measures the industry could take. Unfortunately no such initiatives have yet been forthcoming in the Cairns area.

I would suggest then that there is an urgent need for action if we are to avoid the situation wherein tourists become resented for apparently causing social problems, and this resentment is expressed in the form of violent antagonism. The resources of local authorities are already stretched in providing traditional services to a rapidly expanding population in the Cairns area. However, social planning and the provision of community services, including an increased police presence, must be recognised as an integral and very necessary part of tourism planning. Whilst local authorities have their role to play, and we acknowledge that it requires the co-operation of the state and federal governments and the allocation of additional resources on their part and on the part of the tourism industry itself, if the social impacts of tourism are to be adequately addressed.

Public Participation in the Planning Process

The social and environmental impact of tourism in the Cairns region has resulted in an increased desire on the part of the public to become involved in the planning process, indeed such involvement is vital if
tourism is to be accepted by local residents and reflect their views. In Mulgrave Shire this public participation is achieved by a variety of means. The gazetting of strategy plans and development control plans has a statutory requirement of public display enabling people to comment on or object to plans; however we seek more informal input from individuals and community groups before this stage. Residents also have the opportunity to object to individual development proposals that require planning permission from Council. Importantly, the Shire Chairman adopts an open door policy so that Council is regarded as being accessible and approachable.

In the area that I and three other councillors represent, where the majority of development is occurring, there are ten active resident and ratepayer organisations. At least one councillor tries to be present at all meetings to provide information and respond to residents' needs and priorities wherever possible. The Far North Queensland Development Council, which represents the interests of the development industry, frequently sends deputations to council meetings to discuss their concerns. The council also has a representative on the Cairns Regional Community Council, an umbrella organization concerned with social welfare issues. Local civic and social functions, P & C meetings at schools, all provide opportunities to keep in touch with people from a wide spectrum of the community. The endless phone calls we all receive attest to our accessibility.

As councillors we hope that we are in touch with community attitudes, but it is difficult to be sure of the views of the 'silent majority'. As Butler (1975) has suggested, this majority is likely to fall into two categories, either silently accepting tourism and its impacts because of the perceived benefits it brings, or alternatively opposing tourism but accepting it because they can see no way of reversing the trend. It is vital for both politicians like myself and planners to know the attitude of the 'silent majority'. A basic problem may still remain however: Thus from a practical perspective, I suspect that it is going to be difficult to arrive at decisions which are socially and environmentally acceptable to the community, and at the same time economically feasible. This represents a real challenge to all concerned.

Governmental Relationships

I believe that there is a need for state governments to be prepared to give more autonomy to local authorities in relation to tourism planning decisions that impact on local residents. The Queensland state government limits our ability to control hillside development
around the city and environs. As well, there are two further issues currently causing conflict between the state government and the local authorities of Cairns, namely the prospect of night flights in and out of Cairns, and large-scale tourist development of tidal wetlands adjacent to both Mulgrave Shire and Cairns City. Such proposals are contrary to the policy of both councils. However, while the state government will consult on occasions with local authorities the final decision will be their's and it could well be at odds with the wishes of the local authorities and the people they represent. Clearly the best kind of tourism planning is where the three levels of government are working together, co-operating to achieve common goals arrived at by consensus. The political realities of Australia, unfortunately, render such a situation highly unlikely, to the possible detriment of the local residents and the tourist industry.

A Final Heresy

I would like to conclude with another apparent heresy that I hope will, on reflection, also be seen as in the long term interests of the tourist industry. This particular heresy is endorsed by Mathieson and Wall (1982), when they suggest that there are actually limits to how much tourism a particular destination can absorb. Destinations need to consider these limits and plan their tourist industry accordingly. The concept of carrying capacity for tourism and how this might be measured has yet to be adequately researched, however our current euphoria about the economic benefits of tourism to Australia should not blind us to the need to address this vital issue. I do not know what the results of such research would reveal for Mulgrave Shire, but I am convinced of its necessity if the two opposing groups identified at the beginning of this paper are ever to be adequately reconciled and the long term future of the tourist industry be assured.

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Acknowledgements:

Thanks are due to the following people for their assistance: Anna Hassell, Community Development Officer, Mulgrave Shire and Cairns City Councils. Peter Robinson, Senior Town Planner, Mulgrave Shire Council. Bill Cummings, Director, Cummings Economic Research Services, Cairns.
NETWORK REVIEW

Tourism: Economic, Physical and Social Impacts
by

As tourism continues to expand, questions concerning associated economic, physical (environmental) and social effects will become more pressing. Mathieson and Wall and other geographers have generally agreed that research on tourism to date has been highly fragmented, with researchers choosing to follow separate and often divergent paths. Their text is a serious attempt to synthesize the findings of research on impacts of tourism, and to present them to the reader in a systematic fashion. The result is a well-balanced sound introduction to tourism which will be useful to undergraduate tourism students, and to academics and practitioners from a variety of disciplines and backgrounds who require a succinct overview of the subject.

As the title states, the main focus of the text is economic, physical and social impacts of tourism. Chapter 1 provides the reader with a sound introduction to the field of tourism, and the related concepts of leisure and recreation. The second chapter, titled 'Conceptualization', is particularly useful as it provides a conceptual framework of tourism into which the various sub-systems (economic, physical and social) are discussed. A geographical perspective is particularly evident here as they emphasize, quite rightly, that the triad of impacts are not separate entities, rather that they are interrelated. The three chapters that follow focus in detail on the economic, physical and social impacts of tourism. The concluding chapter argues a case for tourism planning, particularly in resorts and destination areas with an emphasis on "restraining and redirecting growth rather than encouraging it."

Because the authors have drawn together research from many disciplines and synthesized it in a coherent manner, the text has applications in a number of social science disciplines. Geographers will undoubtedly benefit most from the subject matter because of the emphasis on spatial impacts regarding societies and their environments. Psychologists will also find the material useful, particularly the section dealing with tourist motivation and decision-making although this area of tourism research is still relatively in its infancy. Economists and Sociologists will likewise draw heavily on...
the chapters dealing respectively with economic and social impacts of tourism. In communities where tourism is increasing in importance social and environmental planners will find the conceptual framework particularly useful in preparing their local planning strategies.

The examples provided throughout the text are mostly from developed countries in the northern hemisphere, particularly North America, United Kingdom and the Caribbean. Unfortunately, there are few examples from developing countries and the Pacific-Australasian Region where tourism is also an important industry.

Finally, the index is worthy of mention as material can be accessed by subject, author and location. This text can be considered as a general and practical introduction to tourism and its research and planning aspects.

S.M. Turton
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Cairns Campus
SYMPOSIUM 2: TOWARDS AN ECOLOGICAL ORIENTATION
TUESDAY, 26/9/89

The Board is offering this symposium in response to Tasmanians' identifying environmental issues as key issues. The following are the final list of speakers and titles.

Chairperson - Di Bretherton (Melbourne C A E)

Perspectives on Environmental Education - Fran Lyons (Melbourne University) and Peter Preuss (Australian Conservation Foundation)

Tourism's Effects on Australian Environments - Glenn Ross (James Cook University of North Queensland)

Expanding the NIMBY's backyard: Issues in Motivating and Maintaining Involvement in Regional Environmental Problems - Geoff Syme (CSIRO - Western Australia)

Motivating people to be Involved in Environmental Issues - Bob Brown (Parliament - Ind. Tasmania)

Plenary discussion and policy recommendations for the consideration of the APS will follow on. Possible formation of a working group to establish an interest group and/or 'watchdog' group for the APS.

Convenor - Arthur Veno, Gippsland Institute, Switchback Road, Churchill, Vic. 3842