We invite Network members to contribute to the Network Letter by sharing their work, ideas and plans through these pages. Contributions are vital to the life of the Network, especially when physical distances cannot be bridged by closer contacts.

About Ourselves

New material resources are available as a result of research completed by Dr. Jonathan M. Goldsmith. This year we began a contact programme with students in Bangalore; a brief report appears elsewhere in this newsletter. At the Fourth Annual General Meeting, the following members were elected as Office bearers: Dr. Henry Wilson, President; Mahesh Lobo, Treasurer and Anna Alexander, Secretary. Chandralekha, who worked two years on our "tourism and environment" study, represented us at the seminar on "Tourism Planning and Environmental Conservation" in early April, at Geethala University, Uta Pradeesh.

RESOURCES

Tourism: Manufacturing the Exotic, Document 61, International Work Group for Indigenous Affiliates, Foundation 10, DK-I171, Copenhagen K, DENMARK.

The objective of this document is to outline the relationship between tourism and cultural minorities. It aims to understand the nature of the relationship, to point out its most harmful effects and to identify some survival strategies which cultural minorities employ. The contributors provide concrete examples from Europe, the Middle East, the Caribbean, and North and South America, using differing perspectives, approaches and formulations. A theoretical framework is presented by editor Pierre Rosel in the first part. Xavierine and cultural minorities: double marginalisation and survival strategies.

The Impact of Tourism on India's Environment, by S. Chandrakala, EQUATIONS, Bangalore, 36 pp., 1989, US$ 10 or Rs. 35.

Although there has been earlier evidence of the impact of tourism on the environment in India, there has been an acute shortage of a comprehensive presentation and analysis of the numerous and complex issues involved. This study was undertaken in 1988 using secondary materials from our files, as well as information gathered from tourism activists in various parts of India. Tourism in South India: Its Impacts on Fisheries, EQUATIONS, Bangalore, 44 pp., 1989, US$ 15 or Rs. 50.

In collaboration with the National Fishermen's Federation, EQUATIONS undertook a survey of tourism covering a vast coastline in the 3 southern states of Kerala, Karnataka, and Tamil Nadu. This report reveals that although there is some physical displacement, the major impact of tourism in places such as Koalas and Mahabalipuram is socio-economic, where tourism's new structures have submerged local identities and livelihood. The report also covers trends in developmental exposure programmes. This problem in Indian tourism business is that unskilled workers often work in concert with yakuza gangsters. The influence of "foreign labour", small and controlled at present, is seen as carrying the seeds of disruption and discord. Foreign experts have always been welcomed and employed at high salaries, but today's Japanese salarymen are seen as a "potential threat. Statements in a police booklet equate a foreigner with an outlaw."

By Kathy Cox

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March

Tourism & Cultural Minorities

Network News Roundup

ALTERNATIVE NETWORK LETTER

A Third World Tourism Critique

For Private Circulation Only

Vol. 5 No. 1 & 2 July 1989

CONTENTS

Discover India — and how!

Gambia: Tourists but not cash

Kanyakumari March
example is their new Kamini Tented Camp in Western Nepal with spacious outdoor tents under thatch. The kamini has a traditional nepali interior, naturally beautiful hand-cut stone, and an expensive physical setup, which is rocky but very beautiful in its way. The camp has been designed to give guests a taste of traditional nepali culture while offering them a comfortable place to rest and relax in the midst of nature.

In a recent interview, the camp's owner, Sanjeev, spoke about how the camp has been designed to be as sustainable as possible. He said, "We have used local materials whenever possible, and we have implemented several measures to reduce our carbon footprint. We also encourage our guests to be mindful of their impact on the environment and to participate in our efforts to protect the natural beauty of the region." The camp has received a lot of positive feedback for its efforts to be eco-friendly and sustainable, and it has become a popular destination for eco-conscious tourists looking for a unique and authentic nepali experience.

However, despite the camp's efforts to be sustainable, the owner also acknowledged that there are challenges in maintaining this level of sustainability, especially in a region that is still developing. He said, "It is not easy to run an eco-friendly business in this part of the world. We face many challenges, including access to technology and resources, and the need to balance the need for development with the need to protect the environment. But we are committed to doing our best to be a responsible and sustainable business."


The Holiday Makers is a misleading title for Krippendorf's interesting book because it reflects only one half of the subject matter. While the title refers to the impact of leisure and tourism on the individual, it does not reflect the deeper analysis of society and its organisation, the only apparent means of escape is illusory. We order to consume and consume in order to keep producing. To escape from this system, we travel to purpose built holiday destinations, such as 'club' holidays and indeed the entire package holiday set-up in which people travel to purpose built holiday destinations to recuperation, escape, communication, freedom, self-realisation, happiness itself.

In his analysis of the discontent of industrial societies Krippendorf offers little hope. He asks all the right questions. Can holiday encounters between the tourists and the locals possibly lead to greater understanding? No, says Krippendorf, unequivocally. He rejects arguments that tourism promotes understanding, believing instead that since tourism is essentially a bland internationalism, or folksified, and divested of all inherent meaning. It swings between both positions, unable to quite believe in the 'young' on whom tourism depends. His book is interesting and challenging, but it is pursuing solutions that Krippendorf's thesis is straightforward enough. Industrial society has become intolerable. It is trapped in a self-defeating cycle in which humans produce in order to consume and consume in order to keep producing. To escape from its pressures, we travel, becoming tourists in pursuit of the happiness denied to us by our industrial society. The tourist chooses his/her society and its organisation, the only apparent means of escape is illusion. We are duped by the promise of paradise, we believe in the advertisements that tell us that we get this holiday rather than that we shall, for two weeks at least, get just a little closer to 'real' life. For the vast majority of those who work in industrial society, caught in the cage of inhuman working and inhospitable homes, holidays, wherever the week-end or a trip abroad, take on the burden of all nostalgia, dreams and desire, for regeneration and recreation, escape from their world, for well-being and happiness, itself.

In his analysis of the discontent of industrial societies Krippendorf offers little hope. He asks all the right questions. Can holiday encounters between the tourists and the locals possibly lead to greater understanding? No, says Krippendorf, unequivocally. He rejects arguments that tourism promotes understanding, believing instead that since tourism is essentially a bland internationalism, or folksified, and divested of all inherent meaning. It swings between both positions, unable to quite believe in the 'young' on whom tourism depends. His book is interesting and challenging, but it is pursuing solutions that Krippendorf's thesis is straightforward enough. Industrial society has become intolerable. It is trapped in a self-defeating cycle in which humans produce in order to consume and consume in order to keep producing. To escape from its pressures, we travel, becoming tourists in pursuit of the happiness denied to us by our industrial society. The tourist chooses his/her society and its organisation, the only apparent means of escape is illusion. We are duped by the promise of paradise, we believe in the advertisements that tell us that we get this holiday rather than that we shall, for two weeks at least, get just a little closer to 'real' life. For the vast majority of those who work in industrial society, caught in the cage of inhuman working and inhospitable homes, holidays, wherever the week-end or a trip abroad, take on the burden of all nostalgia, dreams and desire, for regeneration and recreation, escape from their world, for well-being and happiness, itself.

Krippendorf reserves more scorn for the expensive backpack, sleeping bag and all the other paraphernalia that is the mark of the young. He bemoans the fact that in 2.4 percent of the world's land area and 15 percent of the world's population, we receive only one-third of one percent of the total tourist spending of the world. Since then, the figures have gone up appreciably and under the 7th plan we aim to increase the number of tourists to 2.5 million by 1990, and to earn Rs. 15,000 crores in foreign exchange.

There is no reason therefore that tourism, the industry without smoke, is highly lucrative. It is essentially a colossal waste of resources. And yet, if you add up all the costs of just one holiday tour, you find that if on top of the population explosion which is inevitable, we actually build a tourist one, the pressures might become unbearable unless a great deal of thinking and planning is done in advance. And let us remember that it is not only ecological pressures with which we have to contend. The social effects of tourism also have to be considered, and as the World Bank saw in a working paper, "One such problem is the extent of corruption, get in the game. We have never heard anyone ask this about tourism. So this morning I ask the question that may disturb a lot of influential people: Can a poor country like India afford tourism?" And I answer it myself with a loud "No."

The "valuable foreign exchange" that tourism is supposed to earn, we are told, is a bit more fanciful. Nobody knows how much foreign exchange we are already losing to the hordes of tourists. In any case the more people we have in the country, the more we produce unemployment. It is also likely that since tourism promotes understanding, believing instead that since tourism is essentially a bland internationalism, or folksified, and divested of all inherent meaning. It swings between both positions, unable to quite believe in the 'young' on whom tourism depends. His book is interesting and challenging, but it is pursuing solutions that Krippendorf's thesis is straightforward enough. Industrial society has become intolerable. It is trapped in a self-defeating cycle in which humans produce in order to consume and consume in order to keep producing. To escape from its pressures, we travel, becoming tourists in pursuit of the happiness denied to us by our industrial society. The tourist chooses his/her society and its organisation, the only apparent means of escape is illusion. We are duped by the promise of paradise, we believe in the advertisements that tell us that we get this holiday rather than that we shall, for two weeks at least, get just a little closer to 'real' life. For the vast majority of those who work in industrial society, caught in the cage of inhuman working and inhospitable homes, holidays, wherever the week-end or a trip abroad, take on the burden of all nostalgia, dreams and desire, for regeneration and recreation, escape from their world, for well-being and happiness, itself.

...
Gambia: Getting tourists but not always hard cash
by Oakland Ross
At the plush Atlantic Hotel, rooms are decked out in cornflower blue, all the way down to a gold-embroidered tapestry on the wall. The hotel is managed by Copthorne Hotel Management of Britain. "Your resident entertainers" are Bittons Linda and Ricky Daniels. Each evening at the "Sunset Bar" which is partly owned by Vingressor of Sweden, the tropical moonlight on the palm-fringed terrace is enhanced -some would say obliterated by a "swedish rock band".

"I think, in terms of its lack of having real benefits for the average Gambian, tourism really is a mess," said a local journalist. Not all the news is bad, however. An estimated 6,000 to 7,000 Gambians, for example, are employed directly or indirectly by the tourist trade. The industry also produces a welter of spin-off benefits, including seasonal "boomtimes" in business for a grab bag of local entrepreneurs, some of them savvy, some of them not: taxi drivers, native artisans, folk performers, gypsyi prostitutes and amateur "guides".

"People do benefit in one way or another," said Pierre Nicci, executive secretary of the Gambian Chamber of Commerce.

Increasingly, Gambian interests either the Government or private investors are purchasing part or full ownership of the country's hotels. Currently, four of the Gambian dozen or so world-class hotels are owned outright by the local interests. Meanwhile the industry's fiscal value to the Government should soon increase as generous tax holidays gradually expire.

The Government hopes to squeeze other advantages out of the tourist trade. As matters stand, hotels are obliged to import most of their vegetables and other produce from Europe, because that is the only way, they can guarantee a regular supply.

By and large, it never even got on the plane.

The actual money that comes into the country is less than you might imagine," said a diplomat in Banjul. "The money stays with the tour operators and airlines.

One of a small handful of West African countries that is a tourist focus, it has a tourism industry generating revenue in the region of just 30,000 airmails in 1983-84 to 70,000 last year mainly because of consistently sunny weather, excellent beaches and a steadily improving tourist infrastructure.

The limited financial rewards, however, do not mention the industry's not always happy social impact. It raises unsettling questions about the value of the tourist trade, or at least this kind of tourism for the local or national interest.

According to Government figures, the total revenue earned last year by the hotel and restaurant sector of the Gambian economy amounted to just 2.9 million (U.S.), or a paltry 1.4 per cent of the country's not very impressive gross national product.

"What remains here in foreign exchange tends to be very small," acknowledged Abdul Njie, permanent secretary in the Ministry of Economic Planning.

As often as not, even nightlife entertainment at Gambian is a foreign affair, with middle-of-the-road crooners or nightclub acts flown here from Europe to entertain the guests.

At the Atlantic Hotel which is managed by Copthorne Hotel Management of Britain, "your resident entertainers" are Bittons Linda and Ricky Daniels. Each evening at the "Sunset Bar" which is partly owned by Vingressor of Sweden, the tropical moonlight on the palm-fringed terrace is enhanced -some would say obliterated by a "swedish rock band".

"I think, in terms of its lack of having real benefits for the average Gambian, tourism really is a mess," said a local journalist. Not all the news is bad, however. An estimated 6,000 to 7,000 Gambians, for example, are employed directly or indirectly by the tourist trade. The industry also produces a welter of spin-off benefits, including seasonal "boomtimes" in business for a grab bag of local entrepreneurs, some of them savvy, some of them not: taxi drivers, native artisans, folk performers, gypsyi prostitutes and amateur "guides".

"People do benefit in one way or another," said Pierre Nicci, executive secretary of the Gambian Chamber of Commerce.

Increasingly, Gambian interests either the Government or private investors are purchasing part or full ownership of the country's hotels. Currently, four of the Gambian dozen or so world-class hotels are owned outright by the local interests. Meanwhile the industry's fiscal value to the Government should soon increase as generous tax holidays gradually expire.

The Government hopes to squeeze other advantages out of the tourist trade. As matters stand, hotels are obliged to import most of their vegetables and other produce from Europe, because that is the only way, they can guarantee a regular supply.

By and large, it never even got on the plane.

The actual money that comes into the country is less than you might imagine," said a diplomat in Banjul. "The money stays with the tour operators and airlines.

One of a small handful of West African countries that is a tourist focus, it has a tourism industry generating revenue in the region of just 30,000 airmails in 1983-84 to 70,000 last year mainly because of consistently sunny weather, excellent beaches and a steadily improving tourist infrastructure.

The limited financial rewards, however, do not mention the industry's not always happy social impact. It raises unsettling questions about the value of the tourist trade, or at least this kind of tourism for the local or national interest.

According to Government figures, the total revenue earned last year by the hotel and restaurant sector of the Gambian economy amounted to just 2.9 million (U.S.), or a paltry 1.4 per cent of the country's not very impressive gross national product.

"What remains here in foreign exchange tends to be very small," acknowledged Abdul Njie, permanent secretary in the Ministry of Economic Planning.

As often as not, even nightlife entertainment at Gambian is a foreign affair, with middle-of-the-road crooners or nightclub acts flown here from Europe to entertain the guests.

Hunted by the Camera
by Parag Trivedi
The camera has never been considered an instrument of change. At best it has been used as a means of encaptulating time. One never hears of a film being turned into a political document or a photograph technique or a film using a particular style of photography stirring a revolt to stir.

What does exist is what is referred to as a "trick photography" which is a technique used to instigate the Indian tribal movements. But today, in the context of tourism, what is happening to Banjul is that it is succumbing to the temporary excitement of an illusion created in the studios. The cameras are being used in a way that is,stalling out the tourism and instead of bringing in the tourists, are taking the tourists away from the country, are bringing in the culture of the people of that country. The tourism is going down because it is an illusion.

The villagers are drawn to the centre of a large field cleared for dancing, by the rhythmic beating of an old drum. Every person who dances in the circle is obliged to play the drum. Those who do not wish to play the drum from the inside play the tune and dance to music they sing themselves. The drummer is the key figure and is the symbol of the force that can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term. An international tourist industry that is incapable of responding to a more violent threat such as the spread of epidemics (by the tourists) can spring up in surprising ways. Therefore, tourism is like Coca Cola: it is not a political drink. But, it is handled carefully: it can bring about immediate disturbance. Moreover, we have not forgotten that the Coca Cola metaphor can also signify a cultural danger in the long term.
At the centre of a general framework of adverse development and/or conflict, tourism exercises its pressure on cultural minorities to transform themselves. These peoples offer, if you believe the tourist public, attractive values and seductive images. In the context of tourism, the very double-edged marginalisation of cultural and political economy, and therefore extreme vulnerability, experienced by cultural minorities, we can now add the problem of tourism's stereotypes.

Tourism motivates individuals by means of organised seduction, that is to say, it is commercially systematised. This seduction is organised around an object (cultural minorities) a subject (tour operators) and, or else disappear. So, whether cultural minorities co-operate with this process is even more destructive than usual. The signs of the seduction are more hypocritical, false and disruptive than ever. Cultural minorities submit to a pressure which makes them feel bound to conform, given that they must make their own image into something tourism can use, or else disappear. So, whether cultural minorities co-operate with this scene-setting or not, tourism is not at stake in this framework is the disappearance of ethnic identity.

What are the principle motives behind this organised seduction? Everything stems from the presupposition that cultural minorities represent an earlier stage of development in the process of industrialisation and, therefore and already closer to us than to the origins of mankind and, above all, to nature. The tourist is looking for, are delusions with no basis in reality of the host peoples, the financial investment means and methods to which they are exposed. But, are not euphoric. The situation of cultural minorities does not warrant this. However, we can review the complexity of the situation of cultural minorities. Tourists can be used to a lesser extent, the tourists themselves. Moreover, the excuse for this tendency to feel that they are different and have less harmful effects than certain Sherpa groups who have more important positions in the central power.

The signs of the seduction are more hypocritical, false and disruptive than ever. Culture minorities submit to a pressure which makes them feel bound to conform, given that they must make their own image into something tourism can use, or else disappear. So, whether cultural minorities co-operate with this scene-setting or not, tourism is not at stake in this framework is the disappearance of ethnic identity.

What are the principle motives behind this organised seduction? Everything stems from the presupposition that cultural minorities represent an earlier stage of development in the process of industrialisation and, therefore and already closer to us than to the origins of mankind and, above all, to nature. The tourist is looking for, are delusions with no basis in reality of the host peoples, the financial investment means and methods to which they are exposed. But, are not euphoric. The situation of cultural minorities does not warrant this. However, we can review the complexity of the situation of cultural minorities. Tourists can be used to a lesser extent, the tourists themselves. Moreover, the excuse for this tendency to feel that they are different and have less harmful effects than certain Sherpa groups who have more important positions in the central power.

The Andes, the Sahara and, above all, the Himalayan regions have suffered for many years from an increasingly strong tide of tourism, of which trekking is the principle form. "Trekking" is a search for invigorating and impressive landscapes, like those who search for spirituality and "real" contacts, pay no heed to the effects of their presence, of which the most visible are deforestation and the accumulation of rubbish in camping areas.

Nepal offers an interesting example of the complexity of the effect of tourism. In fact, trekking involves different ethnic peoples grouped hierarchically (the porters are, for example, from a lower social order than certain Sherpas who are members of a sedentary organisation of trekking. Some earn more than others and in different ways, the porters feel they too, feel they are being seduced towards the image of the tourist and have completely different images of tourists and understanding of the tourism process.

This example illustrates the fact that tourism is present in different and sometimes complex socio-cultural contexts where the members are able to, and know how, to take their unequal share according to their position within the regional and national society.

However, there are still a number of comparable instances where ethnic minorities are farther away from the capital and where there is still some hope of exploiting as much as possible from tourism. Zanzibar is in fact a good example, as is the Sharja emirate, perched on the coast of Arabia and where, like many others, lives in a valley in the north of Pakistan, on the border with China. It formed an independent kingdom and has recently been annexed by Pakistan. This area is popular with backpackers. Highways run through it and more and more trekkers are arriving there. Its ‘original’ identity makes it attractive and for this reason there are attempts to preserve it and stop the pressures of acculturation from Pakistan. For the Hunza, it is a principle question of not being desolated once again, but of living up to that identity and to what really is for these women.

Many women were seriously injured in the shooting, and in the subsequent lathicharge (by stick-wielding policemen). Ruthlessly, the police took out at any event, against the people – those people who were the protest. However, the police act and marchers are NZD 150/000 in damages. The final result of this case is that Labour has to pay NZD 730/000 towards the expenses the women have had.

The court finds that the movement did not cause death, but that the individual club member can get a incorrect picture of reality, contrasted to what reality really is for these women.

The court finds that Labour can not be held responsible for the death of the movement did not cause death, but that the individual club member can get a incorrect picture of reality, contrasted to what reality really is for these women.

The court finds that Labour can not be held responsible for the death of the movement did not cause death, but that the individual club member can get a incorrect picture of reality, contrasted to what reality really is for these women.

The court finds that Labour can not be held responsible for the death of the movement did not cause death, but that the individual club member can get a incorrect picture of reality, contrasted to what reality really is for these women.
commissioner questions judgment

a commissioner appointed by the bombay high court (panaji bench) in the ramada hotels in their five-star resort construction. the allegations had been enumerated in a writ petition filed by sergio carvalho against the hotel owners and the government of goa.

in his report, dr. deshpande noted the following violations:

- the hotel promoters had constructed four shallow wells illegally, two in the sensitive recreation zone.
- most of the buildings were already in breach of the 9 metres overall limit: one building was going to be 24 metres high.
- plans submitted were incomplete and contained several irregularities; they did not fulfill the minimum technical requirements under the rules.
- the plans were not according to scale;

- sectional plans were not given for many buildings; the sectional plans for others were slanted, had discrepancies or didn’t conform to rules.

the commissioner also established that the promoters had raised 319 square meters of construction in the no-development zone, and that the vegetation on the sand dunes had been removed. the high court considered the report.

A commissioner appointed by the Bombay High Court (Panaji Bench) in the Ramada Hotels in their five-star resort construction. The allegations had been enumerated in a writ petition filed by Sergio Carvalho against the hotel owners and the government of Goa.

A commissioner appointed by the Bombay High Court (Panaji Bench) in the Ramada Hotels in their five-star resort construction. The allegations had been enumerated in a writ petition filed by Sergio Carvalho against the hotel owners and the government of Goa.

So, as a part of the French Festival of France, a technical conference is being organised to discuss weapons technologies. We are shocked. Cultural treaties are being increasingly used as a façade to promote the economic interests of the private captialists, including defence interests and nuclear power plants. These festivals are supposed to bring the peoples and artists of the two countries together, to learn, discover and to create an atmosphere of warmth and goodwill.

Unfortunately, the French Festival is more of an exhibition and display of the French weapons industry and has required the services of a Socialistic president to promote their cause. France has the unique distinction of selling weapons to both sides in an armed conflict. The pre- nuclear lobby all over the world forecasts a shining example of the viability of nuclear power.

We are very enthusiastic about cultural exchanges with the people of France. We warmly welcome their cultural ambassadors and applaud their performances. But, behind the artists and actors, there are ulterior motives, duals and radiation merchants. To them we say emphatically — no thanks.

What the five-stars foretell

ITDC to prepare master plan

the India tourism development corporation (ITDC) has been asked by the west bengal government to prepare a master plan for the development of river front tourism along the hooghly. the government expects to open up a corridor from kolkata to hooghly to enable tourists to have short distance river cruises from calcutta at week-ends.

the river cruise from calcutta will really lead the tourists to the Sunderbans which the government plans to develop in a big way in the near future. the tourism potential of the Sunderbans is being increasingly talked about since the agitation in the Digha beach hills began.

The Navy has raised objections to a large luxury beach resort coming up on a Coon beach not far from the proposed ‘Sea Bird’ naval base at Karnal. Chief of Naval Staff Admiral J G Kulkarni says that the Navy has expressed reservations over the Shendurn beach resort being promoted by some foreign nationals in extreme south Goa’s Cacunganca taluka.

the river cruise from calcutta will really lead the tourists to the Sunderbans which the government plans to develop in a big way in the near future. the tourism potential of the Sunderbans is being increasingly talked about since the agitation in the Digha beach hills began.

festival or arms fair?

foreign hotel chains keen on investment

big international hotel chains (American, German, Japanese and Singaporean) have reacted very positively to the Indian government’s incentive schemes for investing in the tourist sector and something should be conceived within the next six months, with the first joint ventures projects to be set up within the next three to four years. there had been a number of queries because, for the first time foreign equity was permitted. 51% ownership by foreign companies was being permitted in the tourist sector. international hotel chains would not only have a majority equity but also management control, according to mr. s. k. mishra, tourism secretary.

the first to be hit by the ropeway project would be the hill people who eke a living on the slopes of kedarnath. they are sturdy enough to bear the load of a ropeway. some environmentalists have opposed the ropeway saying it would lead to a large influx of pilgrims spoiling the beauty of the shrine, perched on a ridge sitting out from the snowy range below the Mahakund peak and flanked by the alpine meadows.

the first to be hit by the ropeway project would be the hill people who eke a living on the slopes of Kedarnath. They are sturdy enough to bear the load of a ropeway. Some environmentalists have opposed the ropeway saying it would lead to a large influx of pilgrims spoiling the beauty of the shrine, perched on a ridge sitting out from the snowy range below the Mahakund peak and flanked by the alpine meadows.

the river cruise from calcutta will really lead the tourists to the Sunderbans which the government plans to develop in a big way in the near future. the tourism potential of the Sunderbans is being increasingly talked about since the agitation in the Digha beach hills began.

The Navy has raised objections to a large luxury beach resort coming up on a Coon beach not far from the proposed ‘Sea Bird’ naval base at Karnal. Chief of Naval Staff Admiral J G Kulkarni says that the Navy has expressed reservations over the Shendurn beach resort being promoted by some foreign nationals in extreme south Goa’s Cacunganca taluka.

The Navy has raised objections to a large luxury beach resort coming up on a Coon beach not far from the proposed ‘Sea Bird’ naval base at Karnal. Chief of Naval Staff Admiral J G Kulkarni says that the Navy has expressed reservations over the Shendurn beach resort being promoted by some foreign nationals in extreme south Goa’s Cacunganca taluka.

Tourism Development Corporation had provided most facilities to the Chief Minister’s foreign jaunt. According to an official, Air India and India tourism development corporation for the construction of a five-star hotel has been admitted by Jataje 9. Ramalingam in the Madras High Court.

The Consumer Action Group represented by its Trustee Mr. Srinivansini said that the Tamil Nadu Tourism Development Corporation and the Pallavi Hotel Corporation had jointly promoted a Company for the construction of a five-star hotel. For this they have invited tenders with the condition that the Tamil Nadu Tourism Development Corporation and the Pallavi Hotel Corporation had jointly promoted a Company for the construction of a five-star hotel.
Commissioner questions Judgement

A commissioner appointed by the Bombay High Court (Punjab Bench) in the Ramada Hotel case has written an angry letter to the court, questioning its December judgement. The court has also returned the cheque of Rs. 4000 that the High Court had sent him for his work as commissioner. Dr. S. Deshpande, a distinguished environmentalist, and former town planner, was appointed by the High Court to go into several irregularities alleged to have been committed in the Ramada Hotels in their five-star resort construction. The allegations had been enumerated in a writ petition filed by Srijan Carvalho against the hotel owners and the government of Goa.

In his report, Dr. Deshpande noted the following violations:
- The hotel promoters had constructed four shallow wells illegally, two in the sensitive no-construction zone.
- Most of the buildings were already in breach of the 9 metres overall limit: one building was going to be 24 metres high.
- Plans submitted were incomplete and contained several irregularities; they did not fulfill the minimum technical requirements under the rules.
- The plans were not according to scale.
- Sectional plans were not given for many buildings: the sectional plans for others were sketchy, had discrepancies or did not conform to rules.

The commissioner also established that the promoters had raised 319 square metres of construction in the no-development zone, and that the vegetation on the sand dunes had been removed. The High Court considered the report but dismissed the writ petition on December 8, after a two-day hearing.

THE INDIAN POST 31

Festival orArms Fair?

So, as a part of the Festival of France, a technical conference is being organised to discuss weapons technologies.

We are shocked. Cultural Indians being increasingly used as a facade to promote the economic interests of the private capitalist, including defence interests and nuclear power plants. These festivals are supposed to bring the peoples and artists of the two countries together, to learn, to discover and to create an atmosphere of warmth and goodwill.

Unfortunately, the French Festival is more of an exhibition and display of the French weapons industry and has required the services of a Socialist president to promote their cause. France has the unique distinction of selling weapons to both sides in an armed conflict. The pro-nuclear lobby all over the world tout France as a shining example of the viability of nuclear power.

We are very enthusiastic about cultural exchanges with the people of France. We warmly welcome their cultural ambassadors and applaud their performances. But, today, behind the artists and the scientists, are the more odious dualaks and radiation merchants. To them we say emphatically — no thanks.

Hemendra Basu, Bangalore

(Letter to INDIA EXPRESS 23 February, 1989)

What the five-stars foretell

2000 AD. On a computer screen at the reception desk of a Delhi hotel, the message appears: “Orient Express has just landed. Of the 1,143 aboard, 820 will be in the lobby in about 12 minutes.” The desk boys and girls press a series of buttons and wait for the visitors.

Printed sheets roll out showing room allocations depending on the personal choice of the guest in respect of the size, view, smoking section and facilities linked to a global information system. On a wider screen in the lobby the names of the guests and room numbers appear indicating the courses from which electronic card keys can be collected. Each guest will carry a plastic card which will provide clues to his documents like passports and credit cards.

It will hardly take the time you have read up to this point for the guest to check in. In the majority of cases the pass will have informed every hotel department on individual guest handling including dietary preferences and wake-up calls. This scenario is no pipe dream. It will happen in class hotels if they are not to shut shop.


Transfer of Park Land Challenged

A writ petition challenging the transfer of 18 acres of land adjoining Sundarban Road here, classified for recreational purposes and meant to be used as a park, to the Pallava Hotels Corporation for the construction of a five-star hotel has been admitted by Justice S. Ramalingam in the Madras High Court.

The Consumer Action Group represented by its Trustee Mr. Sriman Pancha, and four others, in a writ petition alleged that the Tamil Nadu Tourism Development Corporation and the Pallava Hotel Company had jointly promoted a Company for the construction of a five-star hotel. For this purpose, a large area classified as Leasehold free of cost and for the balance of 202.05 acres, the rates have been fixed at Rs. 1.25 lacs a year. Following an application by the Pallava Hotel’s Company to the Madras Metropolitan Development Authority for reclassification of the land from “recreational” to “commercial”, the court observed that the transfer was a clear violation of the intended purpose and that serious environmental questions were involved since the land served a lung space for North Madras.

The petitioners, in a letter dated July 25, 1988, drew the attention of the public prosecutor and a personal hearing. But there was no outcome from the MMDA. A representation was made to the Tamil Nadu Governor to enforce the land for public use. On December 19, when the representatives of the petitioner met the Governor, he was not inclined to return them about the like of the public interest and the request. Hence the present petition.

The petitioners contended that the State Government was not justified in handing over an area meant for a park, which was a public recreational area, for being used as a five-star hotel. Such an act was contrary to the zoning law and the development control rules. The течение demanded to be set aside because the consideration Government had received for the transfer of the public property was at best woefully inadequate.


Take me to the Hotel . . .

"Sirajul Haq, the amiable landlord for tourism, is either a stargazer or space scout or both. At least he seemed to be last month at a gathering of tourists in the Sharm el Sheikh resort. The hospitality industry, he said, ‘is going to face greater challenges in the next century’ so far so good. But then he said something which surely must have woke up the man in the moon. ‘It is not a fantasy that man will live in outer space in the near future...’

I have a feeling that this kind of hospitality will be required in other planets and outer space too.’ Talk about flights of fancy. INDIA TODAY 30 November, 1988.
At the centre of a general framework of adverse development and/or conflict, tourism exercises a series of pressures on cultural minorities and therefore extreme vulnerability, experienced by cultural minorities, we can now add the problem of tourism's stereotypes. Affected by tourism and for cultural minorities where this aspect of the cultural minorities: a subject (tour operators) and, submit to a pressure which makes them feel obliged to conform, given notions of what constitutes Nature or Origins, such as exoticism and therefore are closer than us to the origins of mankind and, above the image of the Indian, have been used. Having said this, one must not imagine that tourism invented these notions and images. On the contrary, tourism is present in different and sometimes complex socio-cultural contexts where the members are able to, and know how, to take their unequal share according to their position within the regional and national society.

Tourism motivates individuals by means of organised seduction, that is to say, it is commercially systematised. This seduction is organised around an object (cultural minorities) a subject (tour operators) and, to a lesser extent, the tourist themselves. Moreover, the excuse for this is that tourism is in line with the concept of an "area of investment" (tourism = development) and intercultural exchange (tourism = mutual understanding). This false reality creates favourable conditions for a profound cultural transformation in those populations affected by tourism and for cultural minorities where this aspect of the process is even more destructive than usual. The signs of the seduction are more hypocritical, false and disruptive than ever. Cultural minorities submit to a pressure which makes them feel obliged to conform, given notions of what constitutes Nature or Origins, such as exoticism and therefore are closer than us to the origins of mankind and, above all, the image of the Indian, have been used. Having said this, one must not imagine that tourism invented these notions and images. On the contrary, tourism is present in different and sometimes complex socio-cultural contexts where the members are able to, and know how, to take their unequal share according to their position within the regional and national society. However, there are still a number of comparable instances where ethnic groups have not yet been hemmed in and begun to disintegrate and where there is still some hope of exploiting as much as possible from tourism. Zanzibar is in fact a good example, as is the Sherpa community in Nepal. The Sherpas live in a valley in the far north of Pakistan, on the border with China. It formed an independent kingdom and has recently been annexed by Pakistan. This small territory runs through and more and more trekkers are arriving there. The 'original' identity makes it attractive and for this reason they have to protect it and stop the pressures of acculturation from Pakistan. For the Sherpas, it is a question of not being defiled once again, but of being defiled once more, this time with tourists.

All that we have looked at so far brings us to the main point, the question of the margin of control and the strategies at the disposal of certain cultural minorities faced with tourism. Tourism can be used as allies, by itself directly in economic output or through the influence of local political structures. As allies of tourism, governments or non-governmental organisations, exchange the costs.

But we are not exempt. The question of cultural minorities does not only concern them. We can review the complexity of the conditions in which they find themselves and the doubts they have left, not according to a maxim of "no changes at all costs", but through the margin of control that really exists for them and the strategies that they can develop.

The contact certain Ifugao villages in the Philippines have with tourists puts them on "the front line" or on the tourism "fringes". But without doubt this "sacrifice" allows numerous other peoples to be left as tourist reserves in the hinterland. We could cite numerous examples of this tendency to leave certain areas to the local authorities as a question. It is a practical question which demands concrete action. Coca Cola's penetration into the most inaccessible places on the globe brings attractive values and seductive images in the villages visited ("authenticities", a shared life, rich social life and beauty of nature). But contact with tourism, even individual tourists, changes the way of life that is being advised and introduces unforeseen and shocking elements into this beautiful picture. In the same way, tourists visiting such and such an oasis or Nepalese village become indifferent at seeing plastic bags and transistors and deplore the loss of "authenticity". In reality, they are indifferent about a transformation for which they are, though certainly not always consciously, some of the main agents.

Coca Cola's penetration into the most inaccessible places on the globe brings attractive values and seductive images in the villages visited ("authenticities", a shared life, rich social life and beauty of nature). But contact with tourism, even individual tourists, changes the way of life that is being advised and introduces unforeseen and shocking elements into this beautiful picture. In the same way, tourists visiting such and such an oasis or Nepalese village become indifferent at seeing plastic bags and transistors and deplore the loss of "authenticity". In reality, they are indifferent about a transformation for which they are, though certainly not always consciously, some of the main agents.

The Kanyakumari March May 1st, 1989

The month-long coastal march (along both the west and east coasts culminated at Kanyakumari, the southernmost tip of India, where the waters of 3 oceans meet. Organised by the National Fishermen's Forum, the theme of the march was "Protect Waters, Protect Life", and sought to raise various issues faced by traditional fishermen all over the country, as well as that related to marine ecology. EQUATIONS participated as a result of its collaboration with the NF and in support of the NF's campaign, which was framed in the light of the NF's demands over the past 10 years. NF's demands included a "No Entry" zone for vessels from other countries, respect for the NF's negotiations with the government, a ban on the use of motorised vessels in coastal areas, and a public meeting had been planned for the evening, to be addressed, among others, by former Supreme Court Justice V. R. Krishna Iyer.

The public rally was to begin with a ceremonial pledge taken by all participants at the seaside. Hundreds of fishermen/craftsmen had been taken to the coast for the ceremony. The marchers then began proceeding to the rally grounds.

Despite having been given sufficient advance notice, the police allowed a bus to drive through the marchers, crowding the 2,000 people. There were no injuries, but irritation mounted at this needless interference. Instead of taking preventive action to pacify the crowd, the police stepped in with sticks to further create a mood of anxiety and disorder. Enraged, some of the participants have been attacked and thrown out of the police wagon. At the same time, the police fired shots in the air.

Several persons were seriously injured in the shooting, and in the subsequent clash the bodies of 2 men were found dead. The police have not been able to identify the deceased persons, as they have been carrying false identification papers.

The police then went on a systematic rampage, smashing glasses and headlights of the buses which had transported the marchers. Unable to arrest more than 5 people a day, the next day, they went to some nearby coastal villages and rounded up people at random.

On May 2nd, the police leaders and others sat on the road in the front of the District Collector's office, expressing their unwillingness and demand, a judicial inquiry and release of the arrested persons. Chief Minister of Tamil Nadu, M. Karunanidhi, has promised to take action, and has already appealed to the public to maintain law and order in the absence of a senior officer.

The New Look ANL

This issue of Alternatives Network Letter heralds a change in its format and dimensions. The number of pages has been increased, and apart from the usual fare of news and views, this edition has special features, articles, comments and reviews.

Our new sub-title, A Third World Tourism Critique, aptly summarises the change-over.

Edition
Gambia getting tourists but not always hard cash

by Oakland Ross

At the plush Atlantic Hotel-200 rooms, discotheque, hairdressing salon, video- games, nightly entertainment- dozens of Londoners and Glaswegians sit by the pool, relishing in the West African sun. It is an idyllic scene: the latest models flaunting their half-pint goods at the gazette’s eye. But the West African sun and its natural marvels, safely tucked away, by the pool. Beyond a stone wall, punctuated by open grillwork, the blue Atlantic gently breaks against a long, golden beach, and the sewage of Banjul oozes silently out to sea.

Welcome to the Gambia of Africa, where the average life expectancy at birth is 42 years, where the gross national product per capita is a meager $260, and where tourism is booming.

“Our projections are that, in the next five years, we would be handling something like 150,000 to 200,000 tourists a year,” said a beaming Junaidi Gambian Government’s Director of Tourism.

Somehow— but not here—a few clever and enterprising businessmen are contentedly counting their cash, in kroner, pounds, marks and francs.

Twenty-two high seasons have drifted by and this tiny former British colony is forever making the most of the Gambia’s beach. And that’s because the Gambia has since become a thriving local industry but a lot of Gambians are still wary of social impacts—inevitably raise unsettling questions about the value of the Gambian Government’s Director of Tourism.

Increasingly, Gambian interests—either the Government or private investors— are purchasing part or full ownership of the country’s hotels. Currently, four of the Gambian dozen or so world-class hotels are owned outright by the local government. Meanwhile the industry’s fiscal benefit to the Government should soon be reflected in the tax holidays gradually being phased out.

The Government hopes to squeeze out other advantages out of the tourist trade. As matters stand, hotels are obliged to import most of their vegetables and other produce from Europe, because that is the only way, they can guarantee a regular supply.

The market could be met locally but only if Gambian producers gear themselves to the task. With the help of international development agencies, that is exactly what the Government hopes to do.

We would like to maximise the benefits we get from tourism,” said Abdou Njie at the Economic Planning Ministry. “Unless tourism is properly integrated into the economy, the net foreign exchange earnings are minimal.”

For the most part, the Gambian government has managed to avoid some of the traps of rapid tourism development. To be sure, there has been an increase in prostitution and petty crime both associated with the tourist trade—but local officials and foreign diplomats say that neither problem has got out of hand.

The trend of tourists, both men and women, to wander around town in scanty clothing, however, has proceeded some dismay on the part of the Gambians who, are mainly Moslems and take a dim view of public nudity.

According to the Government figures, the total revenue earned last year by the hotel and restaurant sector of the Gambian economy amounted to just $29 million (US), or a palty 1.4 per cent of the country’s not very impressive gross national product.

“Some years here in foreign exchange trade tends to be very small,” acknowledged Abdou Njie, permanent secretary in the Ministry of Economic Planning.

As often as not, even nightlife entertainment at Gamia is a foreign affair, with middle-of-the-road crooners or nightclub acts flown here from Europe to entertain the guests.

At the Atlantic Hotel, which is managed by Copthorne Hotel Management of Britain, “your resident entertainers” are Bitters Linda and Ricky Daniels. Each evening at the “Swimming Hole,” which is partly owned by The Gambia Tourism and Hotel Development Corporation of Sweden, the tropical moonlit romance of the palm-fringed terrace is enhanced—some would say obliterated—by a Swedish rock band.

The market is for something like 1,50,000 to 2,00,000 tourists a year: said a beaming Junaidi, Gambian Government’s Director of Tourism.

Tourism can be a potent social influence. Tourism can be a potent social influence.

Increasingly, Gambian interests—either the Government or private investors—are purchasing part or full ownership of the country’s hotels. Currently, four of the Gambian dozen or so World-Class hotels are owned outright by the local government. The trend of tourists, both men and women, to wander around town in scanty clothing, however, has proceeded some dismay on the part of the Gambians who, are mainly Moslems and take a dim view of public nudity.

According to Government figures, the total revenue earned last year by the hotel and restaurant sector of the Gambian economy amounted to just $29 million (US), or a palty 1.4 per cent of the country’s not very impressive gross national product.

“Some years here in foreign exchange trade tends to be very small," acknowledged Abdou Njie, permanent secretary in the Ministry of Economic Planning.

No Sex Please

Indonesia will not allow a French investor to establish a prostitution centre in the country, the home minister, Gen. (Retd) Rusdi, said in Jakarta.

A French investor had planned to build a sex centre in the east Java city of Surabaya, a city with the largest number of prostitutes in Indonesia with six red light districts. He was to consolidate the six districts.

A French investor had planned to build a sex centre in the east Java city of Surabaya, a city with the largest number of prostitutes in Indonesia with six red light districts. He was to consolidate the six districts.

"No Sex Please"

According to Government figures, the total revenue earned last year by the hotel and restaurant sector of the Gambian economy amounted to just $29 million (US), or a palty 1.4 per cent of the country’s not very impressive gross national product.

No Sex Please

Indonesia will not allow a French investor to establish a prostitution centre in the country, the home minister, Gen. (Retd) Rusdi, said in Jakarta.

A French investor had planned to build a sex centre in the east Java city of Surabaya, a city with the largest number of prostitutes in Indonesia with six red light districts. He was to consolidate the six districts.

"No Sex Please"
BOOK REVIEW

The Holiday Makers: Understanding the Impact of Leisure and Tourism

The Holiday Makers is a misleading title for Krippendorf's interesting book because it reflects only one half of the book's subject matter. While the title gives us the impression of a travel handbook, Krippendorf is much concerned with an analysis of modern (western) industrial society, the society that produces and consumes holidays. Indeed, his concern for alienated individual man (sic) sometimes seems to become an end in itself, rather than the context for his discussion of travel. By using the analytical style of a sociologist with sections on tourism he may be less managers to encourage the notion that the study of tourism is really impossible. If finding a solution that links industrial society and tourism happily together on a textual level is a surprisingly difficult problem, how much more so at the level of travel policy?

Krippendorf's thesis is straightforward enough. Industrial society has become intolerable. It is trapped in a self-destructive cycle in which humans produce in order to consume and consume in order to keep producing. To escape from its pressures, we travel, becoming tourists in pursuit of the happiness denied us in the workplace. To Krippendorf, industrial society and its organisation, the only apparent means of escape is illusory. We are able to travel, but in the end, the fragmenting of concerns fails to convince the reader that the industrial society is left standing.

The second half of the book, essentially Krippendorf's analysis of the changes that must occur in industrial societies for tourism itself to change is problematic. He asks all the right questions. How can the door of the inner world be left in the presence of so much superficiality? How can we escape being a part of the current generation of consumers? For him, it is the industrial points out, the mass supply by the leisure and entertainment industries of the kind of travel and recreation that is possible and what they are. His solutions Krippendorf offers himself firmly with a number of other social New Age writers, such as Frijtak Grop, A. Gove, etc. believing that the self-questioning going on in many industrial societies is the key to the future.

One of the problems for the reader is that either she or he believes that these changes in our consciousness are really taking place, in which case Krippendorf's belief in the changes that will also take place in tourism seem reasonable and valuable, or the reader simply dismisses Krippendorf's analysis seems to verge on wistful thinking, not to say naive. This reviewer swings between both positions, unable to quite believe in the 'young' whom Krippendorf describes in 'The Holiday Makers'. It is true that there are many idealistic, brave and outspoken young people in industrial society, there are so much no social position for a person in the so-called 'supple' culture, and despite the predicted swing to the centre left by many political commentators, the majority of western industrialised societies remain firmly entrenched on the right.

It is true that industrialised societies face a crisis, that there is a desperate need to make work more satisfying, to develop new ways of working, to restore humanness to the workplace. As Krippendorf says in his conclusion, all we need is total tourism, the industry without smoke, is described as having nothing to do with reality. 'Foreign elements' are introduced in small doses but the organisers of such holidays are careful to predict that the text to 'basically exploitative in nature' and having so much money power that its operations will 'boil no opposition to its profit-making goal'.

The Goa Travels and Tourism Club claimed that the tourism is the backbone of the local economy. The club's president, Bimal Sarmaya, pointed out that the tourism industry is to India, and the total tourist spending of the world. Since then, the figures have gone up appreciably and under the 7th plan we aim to increase the number of tourists to 2.5 million by 1990, and to earn Rs. 15000 crores in foreign exchange.

There is therefore no question that tourism, the industry without smoke, is highly beneficial and our export earning opportunities. As Krippendorf says, that if on top of the population explosion which is inevitable, we actually build a tourist one, the pressures might be unmanageable unless a great deal of thinking and planning is done in advance. And let us remember that it is not only an ecological crisis with which we have to deal. The social effects of tourism have also to deal with these factors in advance and attempt the philosophy of the golden mean so that no unfortunate developments catch us unaware. It should not be

Keeping the Coast Clear

Ezral Kallay

The Indian coastline is 7544 km long. Most of this is free from human settlements, and it is consequently clean and beautiful. But now a new threat has arisen to tourism which costs have been beneficial free from human presence. The beaches of a country like ours for several months in a year are a great magnet for everyone in temperate lands, and the Government of India in the future is expected to stimulate its economy at many points. Speaking before the International Union of Official Travel Organisations in Delhi in 1972, the then minister of tourism, Dr. Karan Singh, spoke about the 200 million international tourists that were expected to come to India, and the $21,700 million which this traffic was expected to generate. He bemoaned the fact that in 2.4 percent of the land's area and 15 percent of the world's population, we receive only one-third of one percent of the total tourist spending of the world. Since then, the figures have gone up appreciably and under the 7th plan we aim to increase the number of tourists to 2.5 million by 1990, and to earn Rs. 15000 crores in foreign exchange.

There is therefore no question that tourism, the industry without smoke, is highly beneficial and our export earning opportunities. As Krippendorf says, that if on top of the population explosion which is inevitable, we actually build a tourist one, the pressures might be unmanageable unless a great deal of thinking and planning is done in advance. And let us remember that it is not only an ecological crisis with which we have to deal. The social effects of tourism have also to deal with these factors in advance and attempt the philosophy of the golden mean so that no unfortunate developments catch us unaware. It should not be

Keeping the Coast Clear

Ezral Kallay

The Indian coastline is 7544 km long. Most of this is free from human settlements, and it is consequently clean and beautiful. But now a new threat has arisen to tourism which costs have been beneficial free from human presence. The beaches of a country like ours for several months in a year are a great magnet for everyone in temperate lands, and the Government of India in the future is expected to stimulate its economy at many points. Speaking before the International Union of Official Travel Organisations in Delhi in 1972, the then minister of tourism, Dr. Karan Singh, spoke about the 200 million international tourists that were expected to come to India, and the $21,700 million which this traffic was expected to generate. He bemoaned the fact that in 2.4 percent of the land's area and 15 percent of the world's population, we receive only one-third of one percent of the total tourist spending of the world. Since then, the figures have gone up appreciably and under the 7th plan we aim to increase the number of tourists to 2.5 million by 1990, and to earn Rs. 15000 crores in foreign exchange.

There is therefore no question that tourism, the industry without smoke, is highly beneficial and our export earning opportunities. As Krippendorf says, that if on top of the population explosion which is inevitable, we actually build a tourist one, the pressures might be unmanageable unless a great deal of thinking and planning is done in advance. And let us remember that it is not only an ecological crisis with which we have to deal. The social effects of tourism have also to deal with these factors in advance and attempt the philosophy of the golden mean so that no unfortunate developments catch us unaware. It should not be
example is their new Kamal Tent Camp in Western Nepal with spacious wooden tents under thatch. Although expensive, it is naturally beautiful and an expensive physical set-up, in which they offer the best in amenities and services. Foreigners flock to these retreats and willingly pay the five-star tariff. Foreigners flock to these retreats and willingly pay the five-star tariff.

This chapter reviews a few examples of such developments. The first example is their new Karnali Tented Camp in Western Nepal with spacious wooden tents under thatch. Although expensive, it is naturally beautiful and an expensive physical set-up, in which they offer the best in amenities and services. Foreigners flock to these retreats and willingly pay the five-star tariff. Foreigners flock to these retreats and willingly pay the five-star tariff.

The tourist department and their troubles of tourist corporations, maintenance and repair represent real stumbling blocks. Almost all state-run accommodations represent the depths of an unimaginable decor which evidently doesn't inspire anyone to keep the rooms squeaky and the amenities in working order. Here, too, a western vision has turned its back on India's traditions and handicrafts. Drab drapes, not inexpensive locally produced hand looms, which would be easy to keep clean, hang from dingy windows. This is no surprise. India's chain of mountains and its sacred rivers that wind their way into the maintenance of the environment. The tourist department should throw its weight behind this policy and work hand in hand with environmentalists so that short-term gains in their own industry yield to tourism's cost of living. It is estimated that the Indian tourist is satisfied that the Buddhist culture and gentle way of life should not be disrupted by the clutter, drugs, noise and violence of other Western states. The way they have approached tourism is a classic illustration of both points.

Although there are cheap hotels in Thimpu and a fair sprinkling of Indian visitors (notably Bengalis and Bengali/Tibetan tourists), the focus is on attracting high-paying tourists from the West (which of course, includes Japan). So, Druk Airways, the country's national carrier, is booked for months with small parties of foreign tourists on short visits and big budgets paying as much as $1200 a day for a tour of several days including hotels and trips out of Thimpu. Once they get into Thimpu, the rules are clear.

"Essentially," said one top foreign ministry official at Thimpu, "the tourists go where the Government allows them to go, they are accompanied by a government guide who keeps a sharp eye on the tourists." But today's realities call for prudence and foresight. If this unchecked plunder of the coffers is allowed to continue, India's new industry will discover an unpleasant truth about tourists. They're a notoriously fickle lot. Popular enthusiasm for adventure tourism can do to a whole nation of people.

The aid official was silenced. That is why the acquisition of the jet is significant for Bhutan. They wanted for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.

That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

India is blessed with beautiful panoramas. The more adventurous travelers begin by trekking in the hills of Bhutan. There are few in the world. The tourist isn't satisfied that the Buddhist culture and gentle way of life should not be disrupted by the clutter, drugs, noise and violence of other Western states. The way they have approached tourism is a classic illustration of both points.

The tourist department and their troubles of tourist corporations, maintenance and repair represent real stumbling blocks. Almost all state-run accommodations represent the depths of an unimaginable decor which evidently doesn't inspire anyone to keep the rooms squeaky and the amenities in working order. Here, too, a western vision has turned its back on India's traditions and handicrafts. Drab drapes, not inexpensive locally produced hand looms, which would be easy to keep clean, hang from dingy windows. This is no surprise. India's chain of mountains and its sacred rivers that wind their way into the maintenance of the environment. The tourist department should throw its weight behind this policy and work hand in hand with environmentalists so that short-term gains in their own industry yield to tourism's cost of living. It is estimated that the Indian tourist is satisfied that the Buddhist culture and gentle way of life should not be disrupted by the clutter, drugs, noise and violence of other Western states. The way they have approached tourism is a classic illustration of both points.

Although there are cheap hotels in Thimpu and a fair sprinkling of Indian visitors (notably Bengalis and Bengali/Tibetan tourists), the focus is on attracting high-paying tourists from the West (which of course, includes Japan). So, Druk Airways, the country's national carrier, is booked for months with small parties of foreign tourists on short visits and big budgets paying as much as $1200 a day for a tour of several days including hotels and trips out of Thimpu. Once they get into Thimpu, the rules are clear.

"Essentially," said one top foreign ministry official at Thimpu, "the tourists go where the Government allows them to go, they are accompanied by a government guide who keeps a sharp eye on the tourists." But today's realities call for prudence and foresight. If this unchecked plunder of the coffers is allowed to continue, India's new industry will discover an unpleasant truth about tourists. They're a notoriously fickle lot. Popular enthusiasm for adventure tourism can do to a whole nation of people.

The aid official was silenced. That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.

That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.

That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.

That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.

That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.

That is why the acquisition of the jet is significant for Bhutan. They waited for years to buy it and half of the 60 seat plane is going to be used for cargo, slashing transport costs from the plains of India, and tackling delayed deliveries of goods.

The world's last Shangri-la is a land where crime is rare and poverty, despite the fact that it is one of the poorest nations on earth, is not associated with the misery that hurts us on the rest of the subcontinent. It has opened its doors to the world another chink. The aid official was silenced.
Discover India — and how!

By Kathy Cox
Editor, "Fodor's Guide" India

What is it that makes you feel that the country is just too big, too colorful, too vast? It's the fact that you can walk just a few miles from the most snug and comfortable hotel room to a hot, crowded market with the smell of vegetables and spices in the air. And you can do it with ease, without losing your footing.

So how do you get started? First, you need to decide where you want to go. Do you want to see the magnificent temples of India, or do you prefer the beach resorts? Do you want to try new foods, or do you just want to sample the local cuisine? Whatever your choice, you can be sure that you'll get a taste of the land.

One thing you can be sure of is that you'll be treated like a king or queen. The people of India are so friendly and welcoming that you won't have any trouble making friends. And if you need help, they'll be there to help you.

Another thing you can be sure of is that you'll get a good deal. India has some of the cheapest prices in the world, so you can afford to splurge on the good things in life. And the food is incredible, so you'll want to try as much as you can.

But the best thing about India is that you can really get to know the people. You can learn about their culture and their way of life, and you can make friends with them. And you'll find that they're just as interested in you as you are in them.

So if you're looking for an adventure, India is the place to go. You'll never forget the sights, the sounds, and the smells of this amazing country. And you'll never forget the people who make it so special.