EDITORIAL

Second, we sought to promote models of tourism incorporating the development and participation of hosts, ensuring that the accruing benefits were justly distributed among them. Thus we have assisted (and continue to assist) in the evolution and development of independent travel companies which aim at social and economic self-reliance through activities such as 'alternative tourism'.

We are aware that much remains to be done; however, a small beginning has been made. The responses, interest and cooperation of many people in India and elsewhere indicates that we are meeting an important social need, and that encourages us to carry on with what we started.

One concrete sign of that encouragement is the assurance that ANL will continue to be jointly published with CONTOURS from Bangkok. We are grateful that our work has been recognised and considered significant enough to reach the international readership of the Ecumenical Coalition on Third World Tourism.

In many ways, this is a historic edition of ANL. It goes into its third year of publication, the second from EQUATIONS. For the first time, we have chosen the choice has been Goa, India.

Our acknowledgements to those who helped bring this issue together, especially friends in Goa. We have used material sent by journalists Rico Noronha and Lionel Messias. The new square-grid designs on our regular features are the work of a young Goan artist, Francisco Saldanha.

Our apologies for the delay in getting this issue to you — in recompense we give you more articles and briefs, as well as an exclusive interview on Nicaraguan tourism. We hope you will continue to enjoy reading — and be provoked by — ANL, and look to you for your comments and response.

Paul Gonsalves
the world price of commodities is no longer cyclical but structural. Its development plan calls for a boost in the manufacturing and service sectors. But the plan faces serious obstacles.

The decline in oil prices forced the government to reduce the Eastern Seaboard Project, the petrochemical industrial complex designed as the main engine of Thailand's industrial drive. The single largest investment, the National Development Plan, calls for a boost in the manufacturing and service sectors. Although other projects — such as a deep-sea port, a gas separation plant and a plastic pellets factory — are going ahead, they will employ far fewer than the 50,000 new workers expected.

There is steady growth in the manufacture of goods for export, such as canned foodstuffs, textiles, precious stones and integrated circuits. But the foodstuffs and textiles depend on the US market, access to which is increasingly threatened by the congressional protectionist drive.

Last year, Thailand was warned by two US delegations: “Export less to the US—or else.” But Thai exporters have been unable to expand their share of the EC or the Japanese markets.

A group of 19 visitors from the French development agency, CCFD (Catholic Committee against Hunger and for Development), visited India between January 18–31, 1987. Consisting of CCFD supporters and volunteers from different regions of France, the group was led by staffperson Marie-Paul Jarry Lacombe and included an official journalist, Jacques Durand.

Following a 2-day orientation with CCFD's Indian partners in Bangalore, the visitors were divided into four sub-groups for in-depth exposure to CCFD-supported action groups and development projects in Calcutta/Bihar, Kerala/Karnataka, Tamilnadu and Pune/Bombay. Generally using public transport, they also experienced the simple lifestyle of the rural and tribal communities in these places.

The groups gathered in Bombay for a debriefing and evaluation before returning home. Despite minor difficulties and confusion about the itinerary, the visitors generally felt that it had been a most useful and integrative learning process, and felt that similar visits should be regularly organised.

This alternative tour was coordinated by DeTour France, and an ad hoc group consisting of Rajan Alexander, Douglas Everett and Alex Rodrigues through EQUATIONS, Bangalore, with able assistance from CCFD partners in India.

Faced with these problems, the Prem administration has opted for a short-term solution with heavy promotion of tourism. This year has been dubbed the "Visit Thailand Year". Provincial governors are instructed to develop the diverse, local cultural activities into commercially viable tourist attractions.

A parade in the capital was designed to promote Thai culture to tourists. But critics claim it simply vulgarised local cultures for profit.

Tourism has produced a growing entertainment business, largely based on sexual exploitation. The southern city of Haadayai caters to the sexual whims of tens of thousands of Malaysians and Singaporeans, while large red-light communities in Bangkok and the entire resort of Pattaya provide similar entertainment for farang (white foreign) and Middle East males.

Thailand's culture is being distorted and dished out to foreign visitors while the government refuses to tackle the root causes of rural poverty. There has been no significant attempt to reform the regressive tax system which has pushed up the living cost of Thai peasants and workers. The marketstructure still benefits entrepreneurs rather than small producers.

Meanwhile, the government supports the middle classes by allowing them tax-free perks.

Kraisak Choochavan is a political science lecturer at the Faculty of Social Sciences, Kasetsart University, Bangkok.

(SOUTH Mar, 1987.)
Tourism in Nicaragua

The geo-political and socio-economic scenario of Nicaragua today is one of immense interest to the Third World and others. To many, it represents the hope of a democratic ideal — one which has perhaps not yet been fully realised. EQUATIONS was privileged to meet and interview Senora Mayda Denueda, Director, Promotion of International Relations, Nicaraguan Institute of Tourism, at the ITB, Berlin. Excerpts from the interview:

EQUATIONS: How has the new political situation affected tourism in Nicaragua?
Denueda: Well, the situation has changed after the revolution. There was very little tourism previously (under Somoza) — the new government is actively trying to promote tourism.

What is the government’s policy now on tourism?
We want tourism to be a way in which interested people can learn at first hand how the revolution is working. It is primarily for the Nicaraguan people, but open now to visitors from other countries.

Does that mean that there is an element of political propaganda in tourism promotion?
No, certainly not. We hope that visitors will learn through real life experiences, for example, meeting and talking with our citizens about life in Nicaragua.

What are the facilities available for tourists?
We have five tourist centres which serve both Nicaraguans and foreigners. The conditions are simple, prices are low, and a typical atmosphere can be enjoyed — for instance, accommodation in ‘Cabines’. Apart from this, two holiday centres are run by the National Security Organisation only for Nicaraguans. We have also converted a private club used in the past only by the rich into a public place.

How do you see the relationship between domestic and international tourism?
We should first satisfy the demands of the domestic market before promoting international tourism.

When Mrs. Thatcher accepted a “voluntary” ban on South African tourism promotion at last August’s Commonwealth mini-summit, some tour operators initially responded positively. In reality, however, changes have been cosmetic.

Kuoni announced last year that it was no longer taking bookings for South Africa. “Packages” have indeed been stopped, but Kuoni continues to offer “flights and hotels”. Customers are told that the new arrangement is effectively a package.

Last year Abercrombie & Kent said they were taking South Africa out of their main brochure. This has been done, but it still operates packages to South Africa and details are given in a special booklet.

When the ban was introduced last year, 20 British-based tour operators offered package holidays to South Africa. Eleven of these have ignored the voluntary ban and continue to operate as before.

Tour operators have resented government interference in their business. “If anyone tries to stop us sending holidaymakers to South Africa, we will ‘fight them on the beaches’. Business is booming,” said Ken Swan, director of TFC.

P & O and Hamilton have ended business with South Africa for commercial reasons. Eco-safaris has stopped all trips to South Africa, a decision taken partly because of the government ban.

In addition to the British-based tour operators, there is an unusual South African operator which is looking for business in Britain. The company is Johannesburg-based Good News, which describes itself as “a Christian travel agency, owned and staffed by born-again believers.”

Good News director, Eugene de Villiers, wants South Africa to become a major destination for British Christian visitors. His brochure explains: “In a world where morals and standards are plummeting, and nations seem to be on an irreparable slide toward spiritual darkness — South Africa appears a beacon of hope and promise.”

The British promotion can also call on the media to refuse to carry advertisements promoting tourism to South Africa. This has been ignored by the London Broadcasting Corporation, which until last fortnight carried a series of commercials for South African Airways.

The official South African Tourism Board claims that the UK ban has been totally ineffective. In 1986, 85,000 British tourists visited South Africa, and this was only 10 per cent down on the previous year.

“This fall is probably because of South Africa’s image, not because of the British ban. All the signs are that tourism from the UK is now increasing, and the first few months of this year have been an 8 per cent rise. The promotion ban has not affected our operations in Britain,” said Gunther Dettweiler, spokesperson of the South African Tourism Board.

In Britain, the department of employment is responsible for administering the tourism promotion ban. “It is voluntary, and so we are not monitoring it. If the ban is indeed being broken, it would be disappointing,” a spokesman said.

The Anti-Apartheid Movement is angry at the government’s response. Tour operators have ignored sanctions because the government lacks the political will to take action against South Africa. The so-called voluntary tourism ban must be made a legal requirement.

TIMES OF INDIA, 19 April 1987
Letter from a French tourist to THE HERALD Daily

Dear Sir,

I am a French fashion designer, and used to come to Goa every year to spend 3 months from beginning of December to the end of February. This year on the say so of friends back from Goa I'm cancelling my trip. Those friends told me that this year they were not going to be any chai shops on the beach nor flea market nor wind surfing nor fishing boats in Baga Beach, and that foreigners were not going to be allowed to rent private houses. I'm sorry to hear those news, and feel that as an old time tourist I have to tell Mr. Gopal Singh that he is making a mistake: Goa does not have much to offer to tourists beside the remains of the ‘Hippie life style’: beaches are dirty, the sea is polluted (last year we had to wear our goggles to swim to avoid having one's eyes stinging). There is no horse riding, golf, casinos, nightclubs, or good restaurants, sailing or water skiing: all things which are offered anywhere else in Europe or the States. The local five stars hotels don't come to the level as far as service or quality is concerned of European working class camping sites. I wish to precise that I'm not indulging in drugs and that I was coming to Goa out of nostalgia for my youth; I came to Goa for the first time in 1970 it was the first big journey I made in my twenties and because I had found the Goan people friendly and life easy going, Susegado, as you say, and that at the flea market I was picking up ideas, the Western community there being very creative. I was coming back every year. It is true that life is cheaper than in the U.S.A., but the price of the plane ticket balances it. So, this year thanks to Mr. Gopal Singh I'm going to Florida where I'll have sun and palm trees and if not the kindness of the Goans and the full moon parties or the beach at least I'll have better hygiene, no garbage on the beach, water and electricity full time, better food and no police harassment: 2 years ago I got very upset by having my house searched by 5 policemen obviously drunk who robbed some lighter which was lying on the table. So, that's it. I feel I had to write this letter (although I have to apologise for the quality of my English). Farewell Goa.

* Governor of the State of Goa.

Your faithfully
D. Brasseur

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LANDMARK JUDGEMENT

It is clear that when material loss is confronted with the plea that the stay of an order simply directing the maintenance of the status quo is likely to adversely affect their very existence and future by depriving the respondents from their main source of livelihood and maintenance and also going to destroy the ecological balance of the region, the nature as well as the physical features of the land and its surroundings it is obvious that on the aspect of balance of convenience also this is to be deemed as heavily tilting in the respondents’ favour.

In this view of the matter the application is bound to fail and is hereby dismissed. Order accordingly.

In these words, District Judge Eurico Santana da Silva of South Goa, Margao, created legal history on 23rd April 1987. For the first time an Indian court of law handed down a judgement which firmly establishes the rights of the local community in a tourist resort.

The appellants, M/s. Elbee Dugal Pvt. Ltd. had pleaded for a stay of a previous injunction preventing them from cutting down trees in the South Goa village, Agonda. This injunction had in effect restrained them from proceeding with the construction of a 5-star hotel. Justice da Silva dismissed their application with remarkable clarity and perception, emphasising that “the applicants have not also been able to make out before me any specific case of substantial loss if the stay sought for by them is not granted”.

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Have A Five-Star?

Ever since the limited construction ban on Goa’s coveted coastline was imposed some years ago, construction in the protected belt has tended to be too selective, helped no less by the rules in force and a ban which exists more in the form of administrative guidelines to be used at the discretion of Delhiwallahs. Already an unauthorised five-star hotel complex extension has begun to spring up at Candolim, besides, a Rs 30 lakh bungalow which is likely to be converted into a fun house for a Bombay businessman.

The New Delhi ruling on beach construction bans outright any construction work upto 200 metres from the high tide line. Applications for construction beyond the 200-metre limit and upto 500 metres are referred to an Inter Ministerial Committee (IMC), Government of India, if the Goa—based Eco Control Committee (ECC) decides that constructions can be permitted. The chief secretary, as chairman of the ECC, is the territory’s sole representative on the IMC, which is headed by the director general of tourism, New Delhi. Finally, approval is accorded by the Ecological Development Council (EDC), chaired by the Lieutenant governor of Goa. But whether the ECC or EDC — which at first hand are not competent to decide — can at the ultimate stage sanction a construction application is a question that needs to be looked into.

Lionel Messias

extract from INQUEST Dec, 1986.

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Carnival

In my days, said Coutinho,
Carnival was carousing and fun. Three days of
Bacchannalia, Sunday to Tuesday.
Masked we prowled the streets
Like bands of Comus, Squiring
Perfumes on giggling girls. Some
Kissed them from beneath
Their masks, others held them fast
Till they screamed for their mothers.
Tinpan bands went door to door,
With unbridled flutes and
Off-key violins playing
Evening serenades.

What has it come to now? Merely
Thousands of bystanders lined up
Watching a motorcade of floats, parade
Of pin-up girls in gogo
Costumes, footsore dancers, and
Pop groups atop trucks shattering
Your ears with strident speakers.
I tell you, King Momo no more belongs
To the people.
Puppet of sponsors,
He is just an aid to the adman now.

Ashok Mahajan

 Courtesy: GOA TODAY
ITB Berlin 1987
A Report by Paul Gonsalves

The list of delegates at the Internationale Tourismus Borse (International Tourism Fair) reads like a Who's Who of the world travel and tourism trade. Held in West Berlin annually, it attracts tourism officials, hotels, airlines, shipping companies, travel agents and associations, consultants, as well as trade-related academics.

In the days between March 7 to 12, 1987, the massive Messe (fair-grounds) of the International Congress Centre was transformed by high-tech, high-touch marketing gimmicks into a microcosm of tourism destinations worldwide. Their hard-sell sensual appeal resulted in thousands of curious Berliners pushing and shoving for travel brochures, posters, stickers, whatever — perhaps even a free drink. Reality took a backseat, replaced by illusions of myriad fantasylands.

It was precisely to question these illusions that 15 organisations cooperated at a stand entitled "Tourism with Insight." Amongst them were the Ecumenical Coalition on Third World Tourism (ECTWT) and members of its European networks (ZEB, TEN, etc.). The only stand which did not have a sales pitch, our displays, audiovisuals, games, quizzes, cabaret (one-person skits) and printed nandouts intended to create a more critical tourist-consumer. Our concerns included Third World tourism, environment, soft tourism, racism, tourist attitudes, and so on.

On Monday 9 March, a press conference at the stand attracted senior travel writers and journalists. The questions were hard and pointed, even critical. Most of the next day’s newspapers, however, carried substantial and positive coverage.

That evening, some members from the stand, led by Prof Dr Jost Krippendorf, participated in a panel discussion entitled 'Commerce without Insight — Insight without Commerce? Paul Gonsalves of EQUATIONS represented ECTWT. On the other side of the panel were leading lights of the industry — TUI, Robinson Clubs, Majorca Tourism Board and the German Federation of Travel Agents. We wanted to pin down the industry into giving concrete answers to several direct questions. The one-hour discussion covered a range of issues such as a self-regulating code of conduct for the trade, the role of associations vis-a-vis erring members, the ethics and adequacy of advertising strategies, ecological responsibilities, and the use of existing infrastructure and resources.

Reacting later to the discussions, George Pfafflin of ZEB (and consultant to ECTWT's Executive) felt they represented a major step forward in the dialogue between the industry and its critics. A decade ago, when these ideas were initiated in Europe, a public discussion on the same panel would have been unimaginable. Although the questions raised were not all answered, the willingness of the industry to participate in serious interaction was evidence enough that the groundwork and preparation of many years has not been in vain.

ZEB used to have a small stand of its own at previous ITBs. This year, the space for our large stand was donated free of cost by the Messe authorities. If we are to be there in 1988, we must be effective in following-up the numerous opportunities and contacts that came our way at ITB, Berlin 1987.

One man’s paradise

Silvio Santosa's career on the Indonesian island of Bali has been as kaleidoscopic as the disco he once ran: he has been a restaurateur, writer, social worker, tourist guide and a fledgling press baron.

Silvio, 38, lives in Ubud, a village of about 7800 inhabitants in southern Bali, famous for its painters and popular with tourists.

In 1970, after moving to Bali from his native Kediri (east Java), he opened a restaurant with a Frenchman in the coastal resort of Sanur and learnt Balinese.

"This was first a combined restaurant, discotheque, boutique and art gallery. It made money. But after three years, I got bored.

At first I went to live with the village chief of Singapadu, an artistic community. I tried to motivate the people totally on tourism.

It didn't work, because I didn't know the character of the people. Then I came to Ubud, rented a small room, didn't even contact the local authorities and began to write."

In 1982, he helped start a cooperative information centre, Bina Wisata (Tourist Guidance), to explain Balinese culture to tourists, protect the village and create jobs. The following year, he launched the Ubud Post, an outspoken and hence short-lived monthly village newsletter.

Today, the printing press and tourist shop are owned by the village. Silvio runs a tourist restaurant called Tjandri.

SOUTH March 1987

Ed. note: Silvio was a participant at the Chiangmai Workshop, 1984

In Quotes

Khagda Shah, President of Nepal Mountaineering Association. 1985

I fail to understand how people who have grown up in the mountain culture of Mt. Fuji to Alps to Appalachian can ever be so forgetful of the basic code to mountain physical environment in its natural state. Well, I heard high altitude sometimes causes loss of memory.

David Quammen in TRAVEL & LEISURE. April 1987

The richness of Papua New Guinea abides. This country has been uncommonly gifted with cultural and biological diversity. But isolation has given way to easier air access, road links, modern medical clinics, visitors, and now — Colgate T-shirts. It remains to be seen what happens next. It remains for you to see for yourself. Walk lightly, please, on that precious land.

Ludmilla Tüting in 'No Losses: Just the Death of a Porter'

In order to reach their destination or summit no matter what the conditions, hikers and climbers don’t only risk their own lives, but often those of their helpers. Porters are, after all only "coolies". For years now, Wolfgang Gorter, Bavarian climber and photographer — has been showing a film about an expedition to Manaslu called "100 days among the Asians". In it he declares with no lack of self-praise: "We didn’t suffer any losses, just one porter was killed."

Bon Appetit!

Three Fijians threatened to eat terrified tourists at an international resort near Suva during the disturbed week following the military coup in this South Pacific tourist paradise. A Magistrate's Court heard on Friday that Prosecutor Chandra Bhan Singh told the court the three men planned an attack on a motel armed with iron bars, sticks and stones. They smashed windows and abused tourists from Australia, New Zealand and West Germany. The Fijians demanded that the guests come out of their rooms and said they would "eat their flesh and drink their blood."

INDIAN EXPRESS 25 May 1987
Purna Chandra Jena, Orissa, India

Along with EQUATIONS, Purna is planning a 2 day workshop at Bhubaneswar in late June, for participants from Orissa and Eastern India. This workshop is aimed towards formulating an action programme for fishermen and others in the coastal regions threatened by the onslaught of five-star tourism. For details, write to him at Faith Centre, Peyton Sahi, Cuttack 735 101.

Fe Remotigue, Mindanao, Philippines

Fe now works with artists and cultural groups in Mindanao. In December 1986, she lectured on alternative tourism to the faculty and students of the College of Hotel and Restaurant Management, Mindanao State University. As a result, alternative tourism is now offered as a separate study unit in the course. Also, the cultural networks have successfully hosted exposure programmes for visitors to the southern Filipino island.

Chayant Pholpolle, Bangkok, Thailand

Apart from his busy schedule with Life Travel, Chayant has been deeply involved in the cable-car issue related to Wat Doi Suthep in Chiangmai, northern Thailand (for details, see CONTOURS, Vol 2, No 6, 1986). With a group of friends, a video production was planned to raise public opinion inside Thailand as well as abroad.

Equations, Bangalore, India

We were privileged by the invitation to represent the Ecumenical Coalition at the International Tourism Fair, Berlin 1987. Elsewhere in this newsletter we carry a longer report of the ‘alternative’ participation at the most important trade exhibition of the tourism industry.

SOLWODI, Mombasa, Kenya

Solidarity With Women (SOLWODI) is the new group formed in this port city, news of which was carried in CONTOURS, Vol 2, No 8, 1986. Among the 10,000 sailors and soldiers who descend on the town for ‘R and R’ and hire “twilight ladies” are Americans, French, British and Indians. Members of SOLWODI have been invited abroad to share their message through the media and to promote solidarity. For more information, write: SOLWODI, PO Box 86823, Mombasa, Kenya.

Centre for Environment Concerns, Hyderabad, India

CEC has just published a report of the workshop jointly organised with EQUATIONS in February 1987. Titled ‘Third World Tourism: Issues and Concerns’, it is available from the Director, CEC, 21/6C (10-3-176) St John Road Cross, Secunderabad 500 025.

Sri Lankan Network

The emerging network in this troubled island have met twice to discuss possibilities of promoting alternative forms of tourism. At the second meeting held on 21 January 1987, the participants agreed to organise a workshop on 20 June to promote the idea among the people, especially small tour operators. The committee consists of Harry Haas, Maureen Seneviratne, Vincent Peiris and Sam Premkumar.


Described as “a reader for concerned people and tourists about ecology, so-called development and tourism”, this book aims to discuss the links between ecology and tourism. Foreworded by the well-known anthropologist Christoph von Furer-Haimendorf, it contains a large number of articles on the Himalayas and the Indian sub-continent. Of particular interest is the third section on Tourism and Ecology. For the visitor wishing to gain a cross-section of views over a wide range of topics this well documented anthology is essential reading.


In this article Ms. Skrobanek, Director of Women’s Information Centre, Bangkok emphasises that the multi-national nature of the prostitution industry requires national and international efforts in combatting it. From a theoretical analysis of prostitution she moves to the experiences of action groups in Thailand and lists a number of local and national strategies for action and rehabilitation. For more information write to Women’s Information Center, PO. Box 7-47, Bangkok 10700, Thailand.


Although a somewhat outdated report of a Workshop held in October 1983, this volume contains a number of interesting papers on tourism issues. Of particular relevance is the paper ‘Costs and Benefits of Tourism — Towards New Policies in Developing Countries’ by Prof. Jost Krippendorf.

A New Member

A warm welcome to Mr R. Mohan Raj, the latest member of EQUATIONS’ General Body. Mohan, who is Coordinator of the Institute for Cultural Research and Action, Bangalore, brings a wealth of experience from industry and social development.

RESOURCES

INFORMATIE EN VOORLICHTING AAN TOERISTEN NAAR DE DERDE WERELD, Tourism and Third World Foundation, P.B. 1504, 6501 BM Nijmegen, Holland.

This report of a Workshop organised by the Dutch Tourism and Third World Foundation at Amsterdam in December 1986, contains the papers presented by the resource people including two in English (by Georg Pfafflin and Armin Vielhaber of the German network). For copies, write to Frans de Man or Kees van Teeffelen at the Foundation.


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